

D6.4: Dissemination and communication final report

Revision: v.1.0

Work package	6
Task	6.1
Due date	31/08/2026
Submission date	26/08/2026
Deliverable lead	Martel
Version	1.0
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Abstract	This deliverable provides the final comprehensive report on the communication, dissemination, and stakeholder engagement activities executed by the BAG-INTEL consortium throughout the project's 36-month duration (September 2023 – August 2026). It evaluates the total impact and effectiveness of the strategy defined in D6.1, documenting the final progress against Key Performance Indicators (KPIs). The report details the full range of tools, channels, and campaigns used to ensure project visibility, as well as the successful engagement of target stakeholders.
Keywords	communication, dissemination, stakeholder engagement, impact creation, outreach

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	02/06/2026	ToC and first version of the document drafted and shared with the consortium	Klaudia dos Santos, Galileo Disperati (Martel)
V0.2	19/08/2026	Contributions from project partners merged	Klaudia dos Santos, Galileo Disperati (Martel)
V0.3	25/08/2026	Internal review	Erika Nika (DBC)
V0.5	25/08/2026	Incorporation of the reviewers' feedback; final document formatting	Klaudia dos Santos, Galileo Disperati (Martel)
V1.0	26/08/2026	Submission	Jean-Baptiste Milon (Martel)

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This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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DEM: Demonstrator, pilot, prototype, plan designs

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

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

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

EXECUTIVE SUMMARY

This final report details the cumulative results of the BAG-INTEL dissemination and communication strategy throughout the project's 36-month lifecycle (M1–M36). It demonstrates how the consortium moved from a foundational awareness phase to global outreach, leveraging a unified visual identity to ensure all project efforts were recognizable and impactful. By evaluating final progress against the Key Performance Indicators (KPIs), this document serves as a comprehensive record of the consortium's success in communicating about BAG-INTEL's activities, disseminating its results, and engaging its target stakeholders.

Key achievements documented in this report include:

- **Project Website:** Maintenance of the project website as a central "one-stop shop" for all project information, which served as the primary entry point for both the public and specialized stakeholders and exceeded its performance targets.
- **Social Media:** Cultivation of an online community, primarily through LinkedIn, to amplify the visibility of project milestones and foster discussions on innovative border management solutions.
- **Multimedia and Promotional Assets:** Development of high-quality assets, including videos, "Research Snapshots" for complex deliverables, and standardized promotional materials that reinforced project recognition.
- **Liaisons via the Detection Hub:** Strategic collaboration through the "Detection Hub" initiative, synchronizing outreach efforts with related EU-funded projects to maximize the visibility of initiatives and their collective impact.
- **Events:** Participation in relevant international fairs and conferences alongside the successful co-organization of webinars and in-person workshops, facilitating direct networking with a variety of stakeholders.

The report concludes that the communication and dissemination goals have been met, providing a solid foundation for the continued uptake and sustainability of BAG-INTEL technologies in the field of European border management.

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ABBREVIATIONS

AI	Artificial Intelligence
CERIS	Community for European Research and Innovation for Security
CORDIS	Community Research and Development Information Service
D	Deliverable
EC	European Commission
ESReDA	European Safety, Reliability & Data Association
EU	European Union
IoT	Internet of Things
KPIs	Key Performance Indicators
M	Month
NLP	Natural Language Processing
LEAs	Law Enforcement Agencies
SERI	State Secretariat for Education, Research and Innovation
SKG	IATA Code for Thessaloniki "Makedonia" Airport
UC	Use Case
WP	Work Package

1 COMMUNICATION AND DISSEMINATION M1-M36

1.1 COMMUNICATION AND DISSEMINATION STRATEGY

The communication and dissemination strategy for BAG-INTEL was designed to be a dynamic roadmap, evolving from initial awareness-building to the final global outreach of project results. The core framework was established at the project's inception in Deliverable 6.1, following a three-stage impact plan:

- **Phase 1: Foundation (M01-M12):** The consortium focused on establishing the visual identity, launching the project website, and establishing the project's digital presence.
- **Phase 2: Engagement (M13-M24):** Efforts shifted toward active stakeholder interactions to foster interest in BAG-INTEL's AI-driven solutions.
- **Phase 3: Impact and Sustainability (M25-M36):** The final stage focused on maximizing the uptake of results through dissemination and distribution of modular training materials.

Throughout the project, the strategy remained grounded in the principle of **consistency**. By adhering to a unified visual identity, BAG-INTEL ensured that its messaging and materials were instantly recognizable to stakeholders.

The consortium also demonstrated agility by adapting the strategy to market shifts, such as prioritizing LinkedIn as the primary professional engagement platform over X/Twitter to ensure more visibility and relevant stakeholder interactions. This retrospective assessment confirms that the strategic objectives defined at the project's start were not only met but served as the primary driver for the project's broad visibility and successful dissemination of innovative results.

1.2 COMMUNICATION AND DISSEMINATION OBJECTIVES

The outreach efforts of the BAG-INTEL consortium were guided by a set of high-level objectives aimed at maximizing the project's impact and ensuring the long-term sustainability of its outcomes. At the conclusion of the project, the following objectives have been fully realized:

- **Establishing Recognition and Visibility:** The consortium successfully created a distinctive and recognizable project identity, which served as the foundation for all promotional and outreach efforts. By applying this brand consistently across all materials, the project ensured clear recognition within the customs and airport security domains.
- **Stakeholder Engagement and Interaction:** A primary goal was to reach and stimulate a critical mass of diverse stakeholders. Through targeted activities, the project fostered meaningful interactions between end-users (such as customs officers and airport managers), the scientific community, industry players, and policymakers.
- **Showcasing Results and Facilitating Uptake:** The project aimed to maximize impact by effectively showcasing its innovative solutions. By contributing to scientific domains, engaging with standardization bodies, and providing open access to key project results, the consortium facilitated the potential adoption of BAG-INTEL outcomes by the broader security community.

- **Leveraging Synergies and Building a Community:** Building on previous findings and ongoing developments, the project established strong liaisons with related publicly funded initiatives. Through the Detection Hub, the consortium amplified its impact by sharing knowledge and resources with sister projects to prevent duplication of efforts.
- **Ensuring Open Access and Knowledge Sharing:** Throughout its duration, the project remained committed to making its research findings publicly accessible. This was achieved through high-impact scientific publications and the dissemination of news in easy-to-understand language for the general public and practitioners.

1.3 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

To achieve the strategic objectives outlined in the previous sections, the BAG-INTEL consortium deployed a multi-layered ecosystem of communication and dissemination tools and channels. This toolkit was designed to reach a broad spectrum of audiences—ranging from technical researchers and high-level policymakers to frontline customs officers and the general public.

Throughout the 36-month duration, they were utilized not as standalone assets but as part of an integrated communication and dissemination flow. Every asset, from graphics and videos to technical "Research Snapshots," was developed with a dual focus: maintaining the project's recognizable visual identity and ensuring that complex AI-driven research was translated into accessible, actionable insights for its audience.

The following subsections provide a detailed analysis of the performance and impact of each tool and channel utilized throughout the project lifecycle.

1.3.1 Visual identity

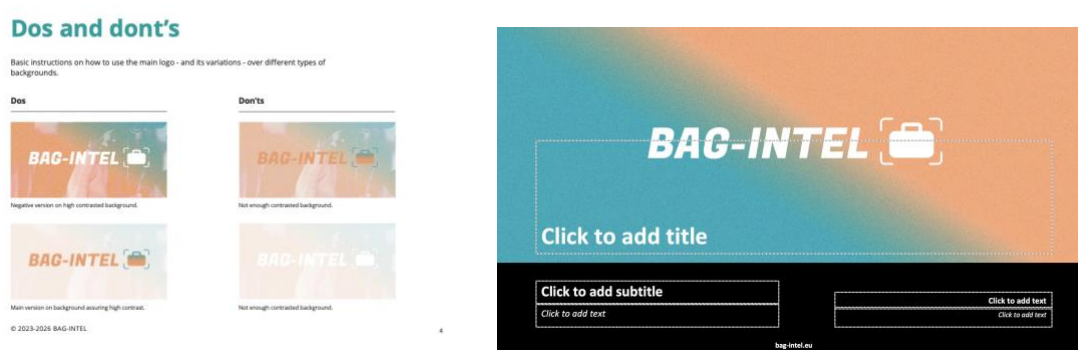


Figure 1: BAG-INTEL brand guidelines and presentation templates

The visual identity of BAG-INTEL was established at the project's outset to provide a coherent framework for all communication and dissemination activities. It served as a critical tool for ensuring that technical results, deliverables, and promotional materials were presented in a professional and unified manner across the 24-partner consortium.

The visual identity was composed of the following core elements:

- **Project Logo:** A distinctive visual mark used across all internal and external documentation to ensure the immediate recognition of BAG-INTEL activities.

- **Style Manual:** A set of guidelines defining the project's color palette and typography, which ensured aesthetic consistency across diverse outreach channels.
- **Standardized Templates:** A suite of Word and PowerPoint templates was developed and mandated for all project outputs. This ensured that technical deliverables and presentations maintained a high standard of professional formatting.

BAG-INTEL's visual identity also functioned as a facilitator for stakeholder engagement. By ensuring that all project assets carried a consistent "look and feel," the consortium was able to build a recognizable presence in the security and customs domain. This professional consistency supported the project's credibility and ensured that the technical innovations were delivered to target audiences in a clear and accessible format.

Furthermore, the integration of the funding acknowledgment within these visual standards ensured that all communication and dissemination activities remained in full compliance with the visibility requirements of the Grant Agreement.

1.3.2 Project website

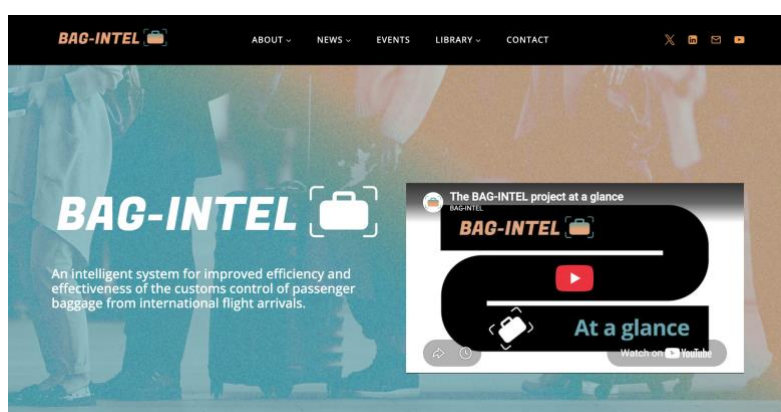


Figure 2: BAG-INTEL's project website

The BAG-INTEL project website (www.bag-intel.eu) served as the central digital hub and "one-stop shop" for all public and specialized information throughout the project's 36-month duration. Designed to be a user-friendly and fully responsive platform built on WordPress, it incorporated the project's visual identity to establish strong brand recognition. The website was structured to accommodate both general public interest and technical domain inquiries, housing public deliverables, press releases, news updates, relevant events listings, publication links, and information about project partners.

To track engagement and refine content outreach, visitor statistics were monitored continuously using the Matomo analytics platform. Over the course of M1–M36, website performance demonstrated strong reach across target stakeholder groups:

Total Unique Visitors: **11,640** (exceeding the KPI target of 1,500 per year)

Total Page Views: **23,210** overall

Average Visit Duration: **1min 44s**

Most Visited Pages (excluding Homepage): Events (7,812 views), Background and scope (2,020 views), and Consortium (1,199 views).

All promotional assets, press releases, social media posts, and multimedia campaign materials systematically directed traffic back to the website to maintain continuous visibility.

1.3.3 Social media

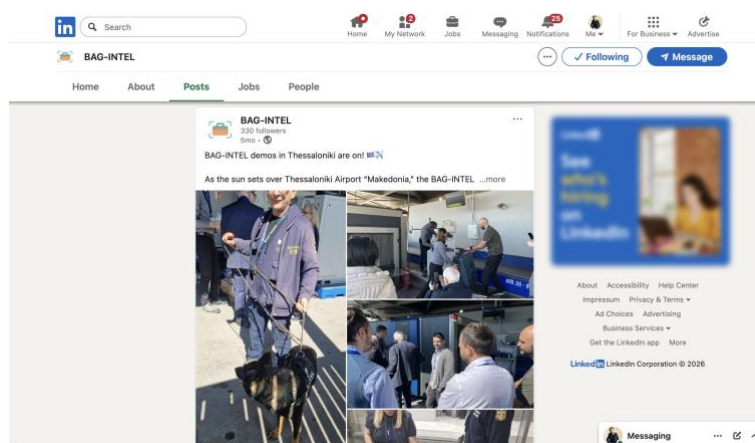


Figure 3: BAG-INTEL's LinkedIn channel

To cultivate an active online community and amplify project achievements, the consortium maintained a structured presence across digital channels, with LinkedIn serving as the primary professional outreach platform for border management, customs, and security stakeholders. Over its 36-month lifespan, LinkedIn was leveraged to promote key project milestones, feature consortium partners, and report on event participation, gathering **330 followers**, achieving a **total page and profile reach of 9,977 people**, and driving an **average post engagement rate of 16.41%**. This focus on LinkedIn reflects broader shifts in social media user preferences, as many users and organizations have reduced their presence or migrated away from X to alternative platforms.

Additionally, the official video library—comprising explainer animations, strategic interviews, technical demonstrations, and webinar recordings—was hosted on YouTube (more information has been provided in section 1.3.7.2).

Throughout all social media activities, cross-promotion was systematically executed by tagging consortium partners, sister projects, and relevant European security networks, such as the Detection Hub, to maximize organic reach and stakeholder engagement.

1.3.4 News articles and press releases

To ensure transparency and keep the international border security community informed, the consortium regularly published news items and press releases detailing major project milestones.

News Articles: A total of **52 news items** were published on the project website and promoted across social media. These articles covered plenary meetings, pilot progress, liaison activities, and key technical achievements.

Press Releases: A total of **4 official press releases** were issued via the Prowly distribution platform. To ensure accessibility across partner member states, press releases were translated and published in consortium members' languages.

1.3.5 Newsletter

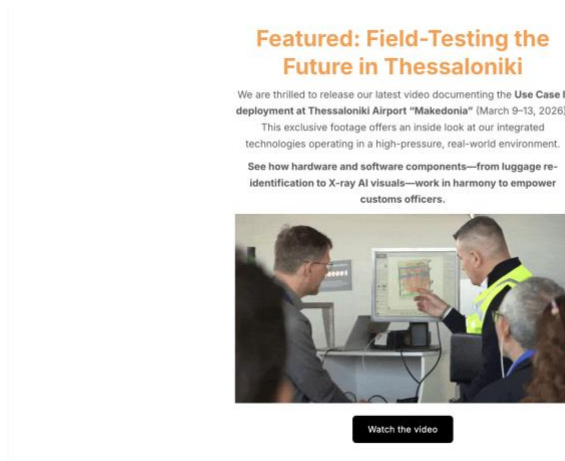


Figure 4: BAG-INTEL's closing newsletter (May 2026)

The BAG-INTEL newsletter was distributed on a biannual basis to a database of subscribed end-users, industry partners, and policy stakeholders. Across the project's 36-month duration (M1–M36), a total of **5 official newsletters** were published, each providing curated updates on recent technical outputs, event participation summaries, upcoming pilot demonstrations, and partner news. Complementing the regular issues, **1 newsflash** was distributed to share time-sensitive announcements, such as webinar invitations and major public event notifications. Designed using responsive templates that strictly adhered to the project's visual identity, all published newsletters and newsflashes were archived on the project website for open public access.

1.3.6 Outreach campaigns

To maximize external visibility and foster direct engagement with target audiences throughout the project's 36-month lifecycle, the BAG-INTEL consortium executed three primary communication and outreach campaigns. These campaigns were strategically timed and structured to move from introducing the consortium to presenting technical advancements, and ultimately humanizing the technology through real-world operational stories.

Consortium Introduction Campaign

Launched at the very beginning of the project, the initial communication campaign was designed to establish the foundational visibility of BAG-INTEL and introduce the multi-disciplinary consortium to the public and domain stakeholders. Through a structured series of social media posts, the campaign highlighted each of the 24 consortium partners, detailing their specific domain expertise, assigned roles, and core contributions toward achieving the overall project objectives. This campaign successfully showcased the diversity of academic, industrial, research, and governmental expertise driving the initiative, establishing a strong basis for all subsequent communication channels.

Technical Progress & Deliverables Campaign

In January 2025, the consortium launched its second major communication campaign, focused on showcasing the project's evolving technical outputs and deliverables. To capture the interest of both specialized and non-technical audiences, the campaign utilized visually engaging summaries and digestible "Research Snapshots" that simplified complex technical concepts. This approach allowed non-technical stakeholders—such as policy advisors and general airport authorities—to easily grasp project milestones, while providing technical experts and researchers with concise overviews to determine if full project outputs were relevant to their work.

"Impact in Action: Stories from BAG-INTEL's Partners" Campaign



Figure 5: "Impact in Action: Stories from BAG-INTEL's Partners" Campaign

During the final phase of the project, the consortium launched a storytelling campaign, titled [**"Impact in Action: Stories from BAG-INTEL's Partners."**](#) Recognizing that behind advanced AI-driven customs technology lies a strong story of human collaboration and shared vision, this campaign went beyond technical specifications to feature the researchers, engineers, ethics experts, and frontline customs officers driving the project.

The campaign was delivered through a total of 10 feature articles published on the project website and amplified across LinkedIn, offering key insights into the motivations, operational challenges, and achievements of the different teams involved in BAG-INTEL:

- **The Origin Story: How BAG-INTEL Came to Life:** Introduced Project Coordinator Henrik Larsen and detailed the initial vision and administrative efforts required to launch the initiative.
- **Ethics in Action: How BAG-INTEL's Ethics Expert ensures innovation remains human-centric:** Explored the framework developed by ethics expert Javier Valls Prieto to guarantee human-in-the-loop AI and robust data protection.
- **The Architect of Integration: The BAG-INTEL Technical Coordinator:** Detailed the role of Technical Coordinator Georgios Bardas in integrating complex subsystems into a unified platform.
- **BAG-INTEL and the Global Standard for Smarter Customs:** Examined how project outputs align with international customs standards and modern trade frameworks.

- **The Storytellers: Making Innovation Accessible:** Focused on the communication and dissemination team responsible for translating complex technical outcomes into accessible media.
- **From Data to Decisions: The Contribution of EXUS AI Labs to BAG-INTEL:** Highlighted the backend AI models and data analytics that support real-time decision-making for border security.
- **The Human Intelligence Behind the Scan: AEAT's Role in BAG-INTEL:** Showcased the operational perspective of the Spanish Tax Agency (AEAT) and the crucial role of customs officers in guiding AI tool design.
- **From Deployment Challenges to a Successful Demonstration: Bringing BAG-INTEL to Life at Thessaloniki Airport:** Documented the practical implementation, testing, and pilot validation of the BAG-INTEL system at Thessaloniki "Makedonia" Airport (SKG).
- **After BAG-INTEL: Moving the Project's AI Solutions Towards the Market** presented the project's Key Exploitable Results and the strategy developed by DBC and the consortium to move BAG-INTEL's AI solutions beyond the research phase towards further validation, deployment and market uptake by customs authorities, airports and technology providers.

Through these combined outreach campaigns, the consortium succeeded not only in explaining *what* BAG-INTEL developed, but also *why* it matters—ensuring high engagement across end-users, industry partners, and the broader security community up to the project's conclusion.

1.3.7 Promotional materials



Figure 6: BAG-INTEL bookmark

To support the project's outreach efforts, the consortium developed a suite of high-quality [promotional materials](#). These assets were designed to translate complex technical concepts into accessible formats, providing stakeholders with a clear understanding of the BAG-INTEL value proposition.

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 and has been re-printed for several participations in events in the second half of the project.

Bookmark: to complement the flyer, Martel also conceived a bookmark-sized giveaway, with a QR code leading to the project website, to be additionally distributed during events and training sessions hosted.

Research Snapshots: as previously planned, the consortium continued to release electronic brochures in this format (on the [project website](#) and on social media), and expanded their scope, in the second half of the project, from deliverables to published papers, broadening impact. A first series, divided into 3 parts, highlighted the content of the papers presented in the context of the 65th ESReDA Seminar, breaking down BAG-INTEL's tools. A second – and final – series presented instead the content of D6.3, which pertains to the project's work towards standardization, exploitation and presenting the devised Sustainability Strategy and Plan.

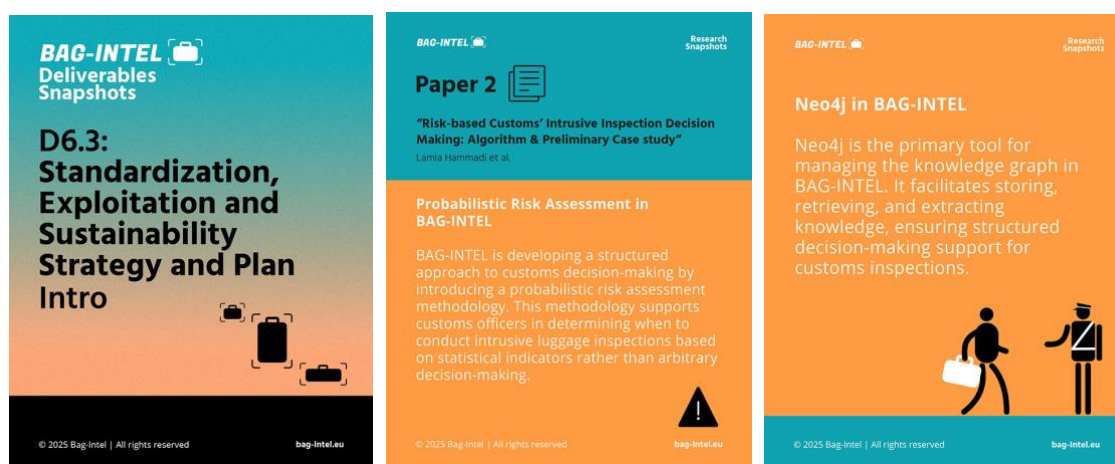


Figure 7: The BAG-INTEL “Research Snapshots” electronic brochures

Information on all previously produced additional materials – which were used throughout the entire course of the project – can be found in D6.2.

1.3.7.1 Multimedia training materials for end-users

In the final phase of the project, promotional efforts shifted toward supporting the uptake of results. A range of thirteen (13) subsystem description & analysis/integrated architecture analysis/legal/ethical prerequisites/training methodology/scenario & roles concept(s) detailing presentations, twelve (12) recordings of audiovisual materials on surrounding the subsystems and BAG-INTEL's integrated architecture capacities as well as a set of two (2) interrelated end-user oriented training booklets (alternatively referred to as “guides” or “handbooks” with these designations being used interchangeably throughout the training sessions and relevant discussions nonetheless etc.) was produced to assist end-users in understanding the operational integration of the BAG-INTEL solution.

All materials were produced in strict adherence to the project's visual identity and included the mandatory EU funding acknowledgment. By maintaining a high standard of design and clarity, these materials functioned as essential touchpoints that facilitated deeper technical discussions with stakeholders.

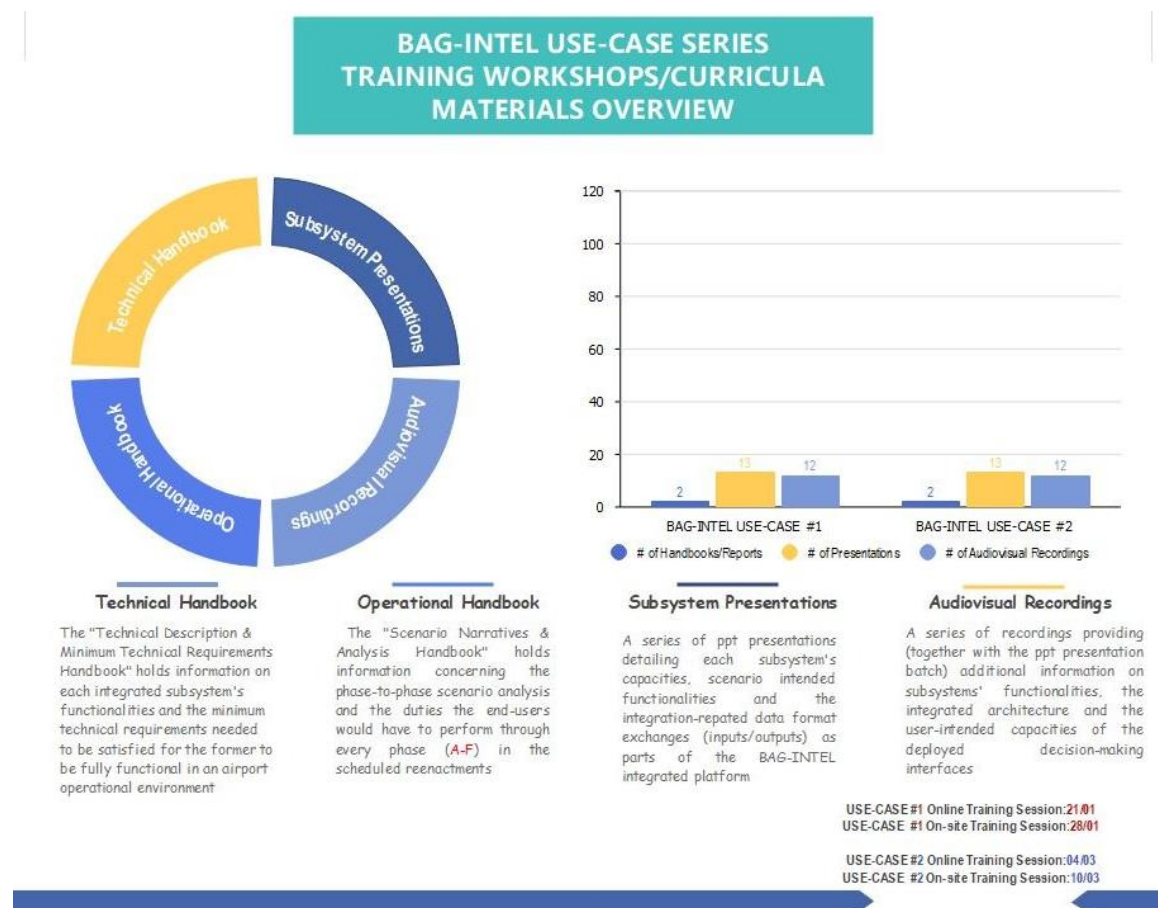


Figure 8: BAG-INTEL USE-CASE Series Multimodal Training Materials Overview (M29-M31)

To begin with, the complementary training materials comprised the below-listed reading companions:

- One (1) handbook titled **"Technical Description and Minimum Technical Requirements Handbook"** detailing therein all about the comprehensive technical capacities, operationally-oriented functionalities and minimum infrastructural requirements for properly installing and operating each of the components inducted in the innovative BAG-INTEL integrated platform in an end-to-end manner as originally conceived by the Project's overarching scopes.¹
- One (1) handbook titled **"Scenario Narratives and Analysis Handbook"** detailing and analyzing therein the steps and actions required per operational scenario reenactment phase (A-F) and the duties the end-users are expected to uphold during the said operational testing and subsequent validation proceedings of the BAG-INTEL integrated platform during the USE-CASE demonstrations at selected local airports.²

¹ Athanasakis, I., & Schneider, P. (2026). *D5.3: Training Curricula for Customs, Border Guards and End User Law Enforcement ("final version")*. BAG-INTEL, GA 101121309, Belgium: European Executive Agency (REA), p.35. Retrieved from: [BAG INTEL Training Guide\(s\) & D 5 3 Templates Ver 1 0 - Google Drive](#).

² Athanasakis, I., & Schneider, P. (2025). *D5.3: Training Curricula for Customs, Border Guards and End User Law Enforcement (Training Guide Annex, Scenario Narratives & Analysis Handbook)*. BAG-INTEL, GA 101121309, Belgium: European Executive Agency (REA), p.11 onwards. Retrieved from: [BAG INTEL Training Guide\(s\) & D 5 3 Templates Ver 1 0 - Google Drive](#).

Both these handbook compilations became part and parcel of the Confidential Deliverable Report worked out and submitted by HFOD (BAG-INTEL Project Training Task Leaders under WP5) and with contributions by KEMEA (WP5 Leaders for the BAG-INTEL Project) bearing the finite title of “**D5.3: Training Curricula for Customs, Border Guards and End-user Law Enforcement (“final version”)**”. The said Deliverable Report provided insights on the BAG-INTEL’s training methodology and critically-acclaimed Adult Education theories which had been employed in ensuring that all compiled training materials would directly address modern-day end-user operational needs and considerations, culminating into a seamless transition from the preparatory training workshops/curricula period to that of the actual USE-CASE deployments during the inaugural trimester of 2026.

The epistemological antecedents of the end-user training materials and curricula/workshops hosted both prior to and in parallel with the USE-CASE deployments have been formulated during recursive rounds of discussions with BAG-INTEL affiliated groups (i.e. technical partners, subject-matter experts and end-users) and subsequently analyzed in adequate detail along the contents of the Deliverable Report D5.3, and thus only a brief mention of these will be listed immediately below:

- Three (3) recursive rounds of discussions underpinned the guidelines in formulating the training materials and their validation prior to their further circulation among the targeted groups of BAG-INTEL Consortium thereof. Through those feedback-generating discussion rounds the premise was set for putting together and then further internally circulating the abovementioned training handbooks, audiovisuals, presentations and the structured agendas framing the training curricula/workshops to introduce end-users to USE-CASE scenario reenactment(s) phases. These byproducts were ultimately incorporated in the dedicated Annex of the D5.3 Confidential Report.³
- The design of the end-user training workshops/curricula was further framed on the basis of cognitive learning theories that adhered to (a) principles admonishing the cognitive overload themes and contents included in the devised training materials (i.e. “**Cognitive Load Theory**”) and (b) principles instituting the educational elements of self-paced learning, training content versatility and the linking of created training materials to operational needs by fostering and promoting “train-the-trainer” schemes in the post-project period together with the prompting of knowledge exchange and professional views among the end-user peerage in the BAG-INTEL project (i.e. “**Self-Determination Theory**”).
- The ultimate cognitive objective behind the generation and circulation of training materials in the framework of the dedicated training workshops/curricula and USE-CASE deployments was to provide end-users with multimodal materials (presentations, handbooks and audiovisuals etc.) that are already familiar with and that are to ensure an unobstructed transitioning between the training and scenario reenactment phases in the timeframe scheduled out and agreed by the BAG-INTEL Consortium for reaching the USE-CASE demonstration windows. Further, as the end-users affiliated with BAG-INTEL came from a diversified national and professional background (e.g. police officers, border guards, customs etc.) the multimodal materials discussed above had to be compiled with a strategic view of being scalable and versatile through the modularization and adaptability of training material segments to adequately fit training needs and proceedings taking place outside the context of the BAG-INTEL activities⁵ (e.g. train the trainer activities by the BAG-INTEL trained liaisons, internal

³ Athanasakis, I., & Schneider, P.(2026). *D5.3: Training Curricula for Customs, Border Guards and End User Law Enforcement (“final version”).*BAG-INTEL, GA 101121309, Belgium:European Executive Agency (REA),p.28.
Retrieved from: [BAG INTEL Training Guide\(s\) & D 5 3 Templates Ver 1 0 - Google Drive](#).

⁴ Ibid, pp.25-26.

⁵ Ibid, pp.23-24.

training exercises involving other units or end-users not familiarized with the BAG-INTEL proceedings etc.).

The training materials leveraged during the hosting of the end-user (hybrid) training workshops/curricula assumed the binary format of (i) PowerPoint presentations garnished with subsystem input/output visuals and (ii) audiovisual projections depicting the dedicated subsystems' key functionalities. In a nutshell, the pair of compiled materials to convey knowledge of the BAG-INTEL integrated platforms' technical/operational capacities upon the end-users displayed the following cognitive and procedural (training) traits:

- In the first place, the PowerPoint presentations prepared and launched by each subsystem's developer (**CEA, EXUS, INSA, INTRA, LTA, PSI, SDE, UGR**) along with the WP2-based presentation of BAG-INTEL integrated architecture (**INTRA, ICCS**) contained brief descriptions backed by visuals analyzing the formatted data input/output exchanges between them (i.e. data storage, aggregated risk updates, luggage-relevant information display, decision-making prompt etc.), consolidated information on luggage (i.e. contraband type, multi-angle luggage footage, front-end interface decision-making display etc.) and the feedback input expected by end-users following the intrusive inspection of foremost suspicious luggage during scenario reenactments. In total, there are thirteen (**13**) PowerPoint presentations touching upon each of the eighteen (**18**) components definitively integrated in BAG-INTEL's integrated platform:
 - Digital Twin (**STAM**),
 - Collection of data for the detection model training (**SDE**),
 - Onsite collection and storage of data (**PSI**),
 - Bag trigger and generation of Unique IDs (**PSI**),
 - Bag-tag reader (**PSI**),
 - Camera visualizations (**PSI**),
 - Detection and recognition of contraband in x-ray luggage content images (**SDE**),
 - Luggage enrolment (**CEA**),
 - Luggage reidentification (**CEA**),
 - AI-based external data and knowledge analysis (**EXUS**),
 - Luggage risk assessment (**INSA**),
 - Luggage inspection decision (**INSA**),
 - Decision-support visualization in real-time (**LTA**),
 - Customs management decision-making support visualization (**STAM**),
 - Machine learning for the incremental improvement of decision-making (**UGR**),
 - BAG-INTEL database at the edge (**LTA**),
 - Message bus (**INTRA**),
 - BAG-INTEL external knowledge base (**UGR**).
- In the second place, the audiovisual materials provide auxiliary support to the above compiled PowerPoint presentation batch by offering narrations, by component creators, to further delineate the capacities of the integrated platform and emphasize the added value brought about by subsystems' end-to-end co-functioning. In a nutshell, the twelve (**12**) video recorded materials produced and projected during the end-user (hybrid) training workshops/curricula of the dedicated USE-CASEs are the following:
 - End-user (hybrid) training curricula/workshops recordings (**x2**): in line with the commitment for enhancing the self-paced learning curve on the offered

materials, KEMEA & HFOD partners run off consented live recordings of the training sessions during the presentation of subsystems capacities, integrated architecture, training methodology and scenario conceptualization to allow end-users to revisit at their own convenience.

- Front-end user interfaces supporting decision-making and the 3D/2D modelling of selected USE-CASE airports (x3): LTA & STAM partners are the developers of the two (2) decision-support interfaces (Customs management decision-making support visualization (STAM), Decision-support visualization in real-time (LTA)), as such they prepared dedicated audiovisual materials to support the seamless familiarization of end-users with information displayed on the main tabs and functionalities supported by both interfaces. Additionally, STAM also made a dedicated presentation touching upon the Generic UI, the interface utilized in generating 3D/2D modelling representations of luggage/passenger flows at the local USE-CASE airports and the running of “What-if” future scenario projections to assist end-users with optimizing workforce assignments based on passenger fluctuations.
- BAG-INTEL integrated architecture analysis (x1): ICCS under their capacity as WP2 affiliates prepared and presented audiovisual material dedicated to the analysis of end-to-end BAG-INTEL integrated architecture, therein they interpreted the exchanges between the integrated subsystems and the objectives these have served to highlight the platform’s added value to airports’ operational procedures.
- PowerPoint presentation recordings with auxiliary narrations contributed by certain subsystem developers (x6): In order to enhance the intelligibility of PowerPoint presentation materials, HFOD and KEMEA hosted dedicated live recording sessions with some of the volunteering technical partners to provide their interpretative narrations on their own PowerPoint presentations, so that end-users can revisit the dedicated recordings at their own pace and receive additional information on the aspects of the integrated platform they are most operationally interested in.

All of the above synergistically compiled training materials featured in a series of training workshops/curricula to familiarize end-users with the BAG-INTEL integrated platform's capacities and their operational duties during the scenario reenactments scheduled for each of the USE-CASE deployments in the BAG-INTEL sponsored series. In essence, the rationale behind the temporal arrangement of the total four (4) BAG-INTEL sponsored training workshops/curricula was so that end-users could familiarize with proceedings in the eve of a USE-CASE and then be trained anew (with minor updates if occurred) during the eve of the operational phase per USE-CASE to jog their memory of the operational/technical capacities that would have unfolded during scenario reenactments. In brief, the Timeline of the training sessions is presented and detailed in the Table below:

BAG-INTEL Training Workshop/ Curriculum #	BAG-INTEL Training Workshop/Curriculum Timeline(s ⁶)	BAG-INTEL Training Workshop/	BAG-INTEL Training Workshop/ Curriculum Scope
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⁶ Athanasakis, I., *et al.* (2026) D5.2: Evaluation of testing, results and feedback. Belgium: European Executive Agency (REA), p.50. Retrieved from:

[BAG INTEL D 5 2 Evaluation of Testing Results and Feedback Draft 0 1.docx - Google Docs](#)

		Curriculum Schedule	
1st BAG-INTEL Training Workshop/Curriculum (Online)	 Source: Wondershare EDrawMax 21/01/2026-1st BAG-INTEL Training Workshop/Curriculum (Online)-Billund Lufthavn 28/01/2026- 1st BAG-INTEL Training Workshop/Curriculum (On-site)-Billund Lufthavn	Part A: BAG-INTEL & Training Curriculum/Scenario Reenactment Overview (Key Presenters: HFOD, KEMEA, INTRA, ICCS)	An introductory section detailing the framework of training activities, especially emphasizing training methodology, BAG-INTEL integrated architecture analysis and scenario/operational role(s) conceptualization
1st BAG-INTEL Training Workshop/Curriculum (On-site)-Billund Lufthavn		Part B: BAG-INTEL Integrated Architecture for Scenario Reenactment Overview (Key Presenters: CEA, EXUS, INSA, INTRA, LTA, PSI, SDE, STAM, UGR)	This part holds all technical presentations delivered on each of the integrated subsystems essentially delving into dedicated functionalities, integration data exchanges (inputs/outputs), and where applicable the range of actions end-users can perform on them to be assisted with their decision-making capacity
		Part C: BAG-INTEL Training Curriculum Q&A Session	Each end-user training activity wraps up with a Q&A session where end-users exchanged views on the BAG-INTEL integrated platform functionalities, technical partners addressed queries on their presentations, whereas HFOD distributed their Questionnaire Forms to gather feedback and validate training

			proceedings in the process, with the conclusions forming part of Confidential Deliverables Reports D5.2 & D5.3
2nd BAG-INTEL Training Workshop/Curriculum (Online)	 Source: Wondershare EDDrawMax 04/03/2026-2nd BAG-INTEL Training Workshop/Curriculum (Online)-Thessaloniki Airport "Makedonia" 10/03/2026- 2nd BAG-INTEL Training Workshop/Curriculum (On-site)-Thessaloniki Airport "Makedonia"	Part A: BAG-INTEL & Training Curriculum/Scenario Reenactment Overview (Key Presenters: HFOD, KEMEA, INTRA, ICCS)	An introductory section detailing the framework of training activities, especially emphasizing training methodology, BAG-INTEL integrated architecture analysis and scenario/operational role(s) conceptualization. During the 2nd iteration of training activities the presenters gave the audience updates regarding the scenario reenactments and the modularized BAG-INTEL integrated platform version in store for the final Demonstration
2nd BAG-INTEL Training Workshop/Curriculum (On-site)-Thessaloniki Airport "Makedonia"		Part B: BAG-INTEL Integrated Architecture for Scenario Reenactment Overview (Key Presenters: CEA, EXUS, INSA, INTRA, LTA, PSI, SDE, STAM, UGR)	This part holds all technical presentations delivered on each of the integrated subsystems essentially delving into dedicated functionalities, integration data exchanges (inputs/outputs), and where applicable the range of actions end-users can perform on them to be assisted with their decision-making capacity. During the 2nd iteration of training activities updates on

			subsystems were delivered with those being linked to the modularized parts of the BAG-INTEL integrated platform scheduled for deployment with USE-CASE #2
		Part C: BAG-INTEL Training Curriculum Q&A Session	In line with the previous training iteration, the last part was reserved for a Q&A session to address queries and then validate the training deliveries on the basis of a Questionnaire Form distribution

Table 1: BAG-INTEL USE-CASE Series Training Workshops/Curricula Overview (M29-M31)

1.3.7.2 Videos

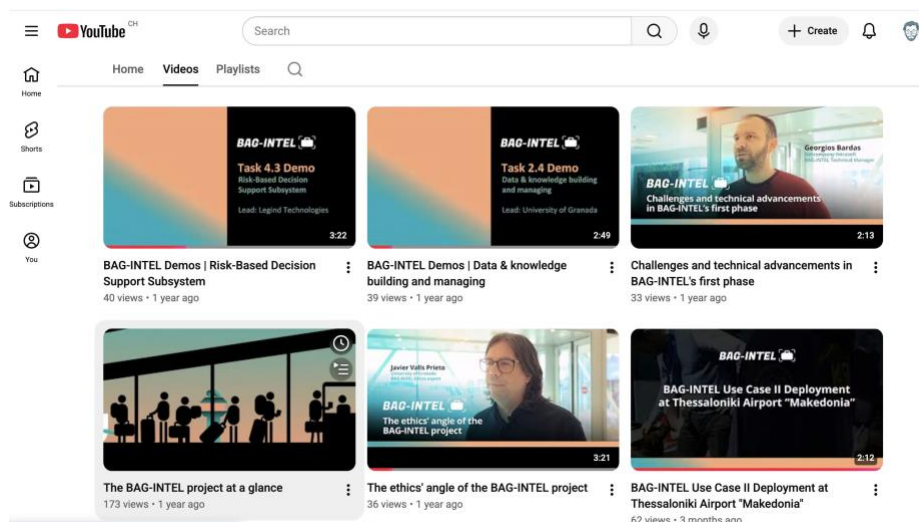


Figure 9: BAG-INTEL's YouTube channel

Multimedia content played a vital role in the BAG-INTEL communication strategy, providing a dynamic way to explain complex AI processes and demonstrate the project's practical value to stakeholders. By the end of the project, the BAG-INTEL video library reached a total of **690 views**.

The project's video production was structured into four distinct categories:

- **Strategic & Technical Interviews:** These videos featured key members of the consortium providing insights into the project's mission and progress:
 - **Coordinator Interview:** Henrik Larsen (Legind Technologies) introduced the project's core challenge: the need for new tools to increase the effectiveness of baggage customs controls amidst growing traveler volumes and limited human resources.
 - **Technical Coordinator Interview:** At the project's midterm, Georgios Bardas (Netcompany) detailed significant technical advancements, key challenges overcome by the consortium, and the anticipated impact on border security.
 - **Ethics Expert Interview:** Javier Valls Prieto (University of Granada) addressed the critical ethical dimensions of the project, explaining strategies for safeguarding data and ensuring ethical integrity through human-led AI decision-making.
- **The Animated Explainer:** To simplify the complex journey of baggage through an AI-enhanced security environment, the project developed an Animated Explainer. This video visualized the journey of a suitcase through the envisioned BAG-INTEL contraband detection and reidentification system, from arrival to final inspection, illustrating how the project supports customs officers in their daily duties.
- **Technical Demonstrations:** A series of "Deep Dive" videos allowed partners to showcase specific technical modules developed within the project:
 - **Knowledge Graph Database:** University of Granada explained the database used to chart interconnections between contraband, passengers, and flights.
 - **Risk-Based Decision Support Subsystem (RBDSS):** Legind Technologies demonstrated how this subsystem enhances the decision-making capabilities of customs officials.
 - **Digital Twin & DSS:** STAM presented the Digital Twin designed for customs operations at Thessaloniki Airport, one of the project's primary use cases.
- **Pilot and Validation Video:** The final category focused on real-world application. The Pilot Video documented the successful deployment and testing of the 2nd Use Case at Thessaloniki Airport "Makedonia" in March 2026. This video served as a powerful dissemination tool, offering an exclusive look at the integrated BAG-INTEL technologies operating in a high-pressure, real-world airport environment.

All videos are permanently hosted on the project's YouTube channel and linked from the project website to ensure the continued visibility of BAG-INTEL's work and results.

1.3.8 Events



Figure 10: BAG-INTEL's partners at the CERIS Workshop on Combating Illicit Trafficking (April 2026)

Throughout the project lifecycle, the BAG-INTEL consortium actively participated in international conferences, trade fairs, and policy workshops, while also organizing dedicated webinars and workshops. These activities were designed to foster knowledge exchange, present technical and operational breakthroughs, and network with target end-users, industry stakeholders, and the broader security research community.

1.3.8.1 Attended

Table 2 provides the complete overview of events attended by BAG-INTEL partners between Month 1 and Month 36 (September 2023 – August 2026).

Date & Location	Event Name	Partner who attended on behalf of the project	More information
February 21, 2024, Brussels, Belgium	CERIS Workshop on Illicit Drugs	KEMEA	Attended to engage with EU research initiatives, explore new approaches for combating drug-related issues, and discuss science-based methods supporting EU policy and practitioners.
February 27 – March 1, 2024, Madrid, Spain	SICUR 2024	GUCI	Exhibited cutting-edge operational resources and presented BAG-INTEL alongside related EU and

			nationally funded projects.
April 16–18, 2024, Frankfurt, Germany	Passenger Terminal Expo & Conference	PSI Logistics	Exhibited and presented BAG-INTEL solutions to key airport and terminal operational stakeholders.
June 4–6, 2024, Varna, Bulgaria	IT Exchange (Fraport Corporate Event)	Fraport Greece	Presented BAG-INTEL to IT Department Heads from across the Fraport Group of companies and airports.
June 25–26, 2024, Brussels, Belgium	Projects to Policy Seminar (CERIS)	Project Coordinator, Martel	Presented BAG-INTEL's operational scenario, features, capabilities, and policy alignment with EU needs.
September 7–15, 2024, Thessaloniki, Greece	88th Thessaloniki International Fair	Fraport Greece	Disseminated digital BAG-INTEL materials via QR codes at the booth during a 'zero waste' initiative reaching over 221,000 visitors.
October 16–17, 2024, Chalkidiki, Greece	RISE-SD 2024	ICCS, DBC	Presented the IoT-Edge-Cloud architecture (ICCS) and addressed legal, privacy, and ethical challenges (DBC).
October 30, 2024, online	I-SEAMORE Webinar: "Use of AI in Border Security"	Legind Technologies	Delivered a presentation on AI-powered baggage control solutions, fostering cross-project synergies.
November 5, 2024, Aranjuez, Spain	Seminar 'Technological Innovations in the Civil Guard'	GUCI	Presented technological innovations developed within BAG-INTEL to

			law enforcement stakeholders.
November 11–12, 2024, Riyadh, Saudi Arabia	The Saudi Airport Exhibition	PSI	Represented BAG-INTEL and showcased customs control solutions to local and international airport stakeholders.
November 12–14, 2024, Jaén, Spain	XI National Defence and Security R&D Congress	GUCI	Speaker in the plenary session "Technologies for Security", highlighting BAG-INTEL technological solutions.
November 14–15, 2024, Athens, Greece	ESReDA Seminar	Consortium Representatives	Presented three dedicated papers showcasing BAG-INTEL developments in risk management and security technologies.
November 19–21, 2024, Granada, Spain	II Congress of Artificial Intelligence of Andalusia	UGR	Delivered a presentation on responsible AI, regulation, transparency, and ethics in border security.
December 11, 2024, online	ODYSSEUS Technical Webinar on Border Management	Consortium Experts	Presented cutting-edge border management technologies alongside sister EU projects.
February 18, 2025, Madrid, Spain	Spanish Community of User – Plenary Meeting	ISDEFE	Led by the Spanish Ministry of Interior and co-organized with CDTI, bringing together key security end-users. ISDEFE highlighted the challenges addressed by BAG-INTEL and its technological approach to enhancing security operations.

May, 21-22, 2025, Berlin, Germany	EPC 2025	HFOD	The project and its results were presented at the event at the organization's booth.
February 24 - February 27, 2026, Madrid, Spain	SICUR 2026	GUCI	Featured BAG-INTEL and other European initiatives, sharing project outcomes, technological advances, and partnership opportunities.
April 28, 2026, Brussels, Belgium	CERIS Workshop on Combating Illicit Trafficking	LTA	Presentation of the project.
May, 5-6, 2026, Berlin, Germany	EPC 2025	HFOD	The project and its results were presented at the event at the organization's booth.
June 16 - June 18, 2026, Logroño, Spain	9th Summer Course on Intelligence and Security	GUCI	Presented and promoted BAG-INTEL and other European projects, highlighting innovations, results, and collaboration opportunities in cybersecurity and security.
July, 18, 2026, Munich, Germany	80 Years o Bavarian Police	HFOD	The project and its results were presented at the event at the organization's booth.

Table 2: External events attended by the BAG-INTEL consortium (M1–M36)

1.3.8.2 Events Organized & Co-Organized



Figure 11: Promotional card for the event “Building an Integrated Security Ecosystem: Advancing Detection Across the Global Trade and Transit Continuum” (April 2026)

In addition to attending external events, the consortium (co)organized **4 events**. Table 3 summarizes all events (co)organized by the project during its 36-month lifespan.

Date & Location	Event Name	Partner(s) involved	More information
November 20, 2024 online	Workshop on Ethical and Societal Implications of Security Technologies in Border Management	Legind Technologies, University of Granda, Martel	Co-organized with ODYSSEUS, I-SEAMORE, and FLEXI-Cross. Gathered 60 international experts to discuss ethical frameworks, human-in-the-loop AI, and regulatory alignment in border operations.
December 13, 2024, Madrid, Spain	Inaugural Detection Hub Workshop	Legind Technologies, AEAT, KEMEA, Martel	Co-organized at CETSE with Detection Hub sister projects. Brought together law enforcement and border security experts to exchange insights on illicit goods detection, procurement, and technology integration.
April 22, 2026, online	Building an Integrated Security Ecosystem:	Legind Technologies, Martel, INTRA	Co-organized with CustomAI and SAUST.

	Advancing Detection Across the Global Trade and Transit Continuum		The key feature of the session was the high level of engagement from the institutional community. The webinar attracted a diverse international audience, with a significant presence from the European Border and Coast Guard Agency (Frontex) and representatives of various national customs authorities.
April 29, 2026, online	The Next Frontier in Postal Security: AI, Sensors, and Logistics Intelligence	Legind Technologies, Martel, INTRA	Co-organized with CustomAI and SAUST. This webinar successfully bridged the gap between lab-tested sensors and the high-pressure environment of international sorting centers. By combining BAG-INTEL's AI decision support, CustomAI's multi-modal intelligence, and SAUST's sensing capabilities, the projects have demonstrated the importance of a coordinated approach to the future of integrated border security.

Table 3: Events organized and co-organized by the BAG-INTEL consortium (M1–M36)

1.3.9 Publications

The BAG-INTEL consortium has contributed to the scientific community by sharing research findings related to AI-driven baggage reidentification and border security frameworks. To ensure the highest quality of these outputs and their strict alignment with the project's security and ethical standards, all publications were managed through a structured internal review process. Under this framework, drafts were first reviewed by internal experts to verify the technical accuracy of the results and the scientific rigor of the methodologies presented. This was followed by a mandatory security and confidentiality

check to ensure that no operational sensitivities or protectable Intellectual Property (IP) were disclosed, maintaining full compliance with the project's security protocols and the Grant Agreement.

In line with Horizon Europe's Open Science principles, the consortium focused on making these outputs easily discoverable and accessible to the public and the research community alike. To this end, a dedicated community was maintained on the Zenodo repository: <https://zenodo.org/communities/bag-intel>. This repository serves as a permanent digital archive for the project's peer-reviewed articles and conference papers, ensuring they remain available to practitioners and researchers beyond the project's lifecycle.

The table below summarizes the scientific publications produced throughout the project's lifecycle.

Title	Paper focus	Authors	Publication date and venue (if applicable)
Processing heterogeneous data sources for risk management by knowledge graph databases: the case of BAG-INTEL research project	Introduces knowledge graph structures, concepts, and machine learning advancements, exploring an initial application framework for reasoning and domain-specific knowledge acquisition in airport security within BAG-INTEL.	Bartolome Ortiz-Viso, Karel Gutierrez-Batista, M. Dolores Ruiz and Maria J. Martin-Bautista	65th ESReDA Seminar: From risk imagination to safety intervention – Managing risks with knowledge 2024
Risk-based Customs' Intrusive Inspection Decision Making: Algorithm & Preliminary Case study	Presents a non-AI, probabilistic risk assessment algorithm developed for the BAG-INTEL tool to assist customs officers in airport baggage inspections. Combining statistical probability and Analytic Hierarchy Process (AHP) classification, the model aggregates numerical indicators (X-ray scans, sniffer dogs, intelligence) to estimate risks of false detections or missed contraband without processing personal data.	Lamia Hammadi, Eduardo Souza de Cursi, Henrik Legind Larsen, Mohamed Eid	65th ESReDA Seminar: From risk imagination to safety intervention – Managing risks with knowledge 2024
BAG-INTEL: A Hierarchical Multi-		George Bardas, Panayiotis Michael,	65th ESReDA Seminar: From risk

Cloud IoT-Edge-Cloud Architecture for Enhanced Airport Security and Operation		George Panayiotis, Laslas, Henrik Larsen, Tsanakas,	imagination to safety intervention – Managing risks with knowledge 2024
Luggage re-identification: A study of strategies towards a real-world application (submitted and accepted within M36, to be released after project's end)	While existing approaches in luggage reidentification primarily focus on appearance-based cropped image matching under relatively clean conditions, real-world scenarios are characterized by frequent occlusions, cluttered background and crowded scenes which significantly degrade performance. In this paper, we study strategies for an end-to-end pipeline that operates from multiple video streams to detect and re-identify luggage. We evaluate different variants on a benchmark dataset acquired in real-world environments to address the questions of selecting and merging different views and shots of the same luggage as well as training on different environment datasets for an overall reidentification performance improvement in practical applications.	Quentin Dhôte, Romaric Audigier	The IEEE International Conference on Content-Based Multimedia Indexing (IEEE CBMI), 21-23 Oct., 2026, Toulouse, France.

An AI knowledge-based system for police assistance in crime investigation	Integrates knowledge representation, semantic technologies and AI-based knowledge discovery in a knowledge-based system.	Carlos Fernandez-Basso, Karel Gutiérrez-Batista, Juan Gómez-Romero, M. Dolores Ruiz and Maria J. Martin-Bautista	Expert Systems, 42(1), e13524 2025 — first published online January 2024.
A Flexible Big Data System for Credibility-Based Filtering of Social Media Information According to Expertise	Combines Apache Spark, NLP, word embeddings and text mining for scalable credibility-based information filtering.	Jose A. Diaz-Garcia, Karel Gutiérrez-Batista, Carlos Fernandez-Basso, M. Dolores Ruiz and Maria J. Martin-Bautista	International Journal of Computational Intelligence Systems, Vol. 17, Article 93 2024 — published 15 April 2024.
Improving automatic cyberbullying detection in social network environments by fine-tuning a pre-trained sentence transformer language model	Applies fine-tuned Sentence-BERT (SBERT) embeddings and supervised machine learning for text classification.	Karel Gutiérrez-Batista, Jesica Gómez-Sánchez and Carlos Fernandez-Basso	Social Network Analysis and Mining, Vol. 14, Article 136 2024 — published 15 July 2024.
SimulaFed: an enhanced federated simulated environment for privacy and security in health	Provides a Docker-based federated learning environment incorporating privacy-preserving data mining and homomorphic encryption.	Jose M. Rivas, Carlos Fernandez-Basso, Roberto Morcillo-Jimenez, Juan Paños-Basterra, M. Dolores Ruiz and Maria J. Martin-Bautista	Computing, Vol. 107, Article 3 2025 — published online 20 November 2024.
Adaptafood: an intelligent system to adapt recipes to specialised diets and healthy lifestyles	Combines image captioning and BERT/SBERT language models in a multimodal intelligent recommendation system.	Andrea Morales-Garzón, Karel Gutiérrez-Batista and Maria J. Martin-Bautista	Multimedia Systems, Vol. 31, Article 87 2025 — published 1 February 2025.
Comparative Analysis of Federated Association Rules in a Simulated Environment for Medical Applications	Applies privacy-preserving federated association rule mining to distributed data analysis.	Juan Paños-Basterra, Jose M. Rivas, Roberto Morcillo-Jimenez, Carlos Fernandez-Basso, M. Dolores Ruiz and Maria J. Martin-Bautista	IEEE Journal of Biomedical and Health Informatics 2025 — published online 28 April 2025.
Fuzzy processing applied to improve multimodal sensor data fusion to discover	Combines fuzzy logic, multimodal data fusion and fuzzy association	Carlos Fernandez-Basso, David Díaz-Jimenez, Jose L. López and Macarena Espinilla	Information Fusion, Vol. 123, Article 103307 2025 —

frequent behavioral patterns for smart healthcare	rule mining for sensor-data analysis.		available online 20 May 2025.
Personalised healthy food text recommendations through fuzzy linguistic variables: A generative AI-based approach	Combines generative AI and fuzzy linguistic variables for personalised recommendation generation.	Andrea Morales-Garzón, Ana María Rojas-Carvajal, Roberto Morcillo-Jiménez, María J. Martín-Bautista and Karel Gutiérrez-Batista	Applied Soft Computing, Vol. 178, Article 113234 2025 — published online 12 May 2025.
A survey on cutting-edge relation extraction techniques based on language models	Reviews language-model-based relation extraction, including BERT, T5 and other modern language-model architectures.	Jose A. Diaz-Garcia and Julio Amador Diaz Lopez	Artificial Intelligence Review, Vol. 58, Article 287 2025 — published 1 July 2025.
A Literature Review of Textual Cyber Abuse Detection Using Cutting-Edge Natural Language Processing Techniques: Language Models and Large Language Models	Reviews NLP, language models and LLMs for automatic textual cyber-abuse detection.	J. Angel Diaz-Garcia and Joao Paulo Carvalho	WIREs Data Mining and Knowledge Discovery, Vol. 15, Issue 3, e70029 2025 — first published 27 June 2025.
Optimising Text Classification in Social Networks via Deep Learning-Based Dimensionality Reduction	Applies deep learning-based dimensionality reduction to language-model representations for text classification.	Jose A. Diaz-Garcia, Andrea Morales-Garzón, Karel Gutiérrez-Batista and Maria J. Martin-Bautista	Electronics, Vol. 14, Issue 17, Article 3426 2025 — published 27 August 2025.
An Explainable Feature-Based Approach for Understanding Social Bots Behaviour	Uses machine learning, feature selection and SHAP-based explainability for social bot detection.	Salvador Lopez-Joya, Jose A. Diaz-Garcia, M. Dolores Ruiz and Maria J. Martin-Bautista	Applied System Innovation, Vol. 9, Issue 7, Article 150 2026 — published 10 July 2026.
A Data-Stream-Ring Architecture for High-Bandwidth, Real-Time Health Services on the Moon Surface	Focuses on the provision of Telecardiology Services which monitor and diagnose cardiac issues, in order to pro-actively guide operations teams to rescue humans at risk. Our research is based on data stream	Panayiotis Michael, Panayiotis Tsanakas	Proceedings of the 2025 Winter Simulation Conference (ACM/SIGSIM conference WSC 2025) – published in December 2025

	processing services at large scale (Internet-of-Space).		
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Table 4: BAG-INTEL publications

1.3.10 Digital infrastructure and tools

To ensure the professional delivery and precise monitoring of outreach activities, the BAG-INTEL consortium utilized a specialized suite of digital tools. These platforms were instrumental in managing content creation, distributing press information, and capturing the data necessary for final KPI evaluation.

The communication and dissemination-specific digital infrastructure included:

- **Outreach Tracking and Coordination:** A centralized **Google Drive** repository was maintained throughout the 36-month duration. This included a master spreadsheet used by project partners to report and track individual outreach and dissemination efforts, such as scientific publications, event attendance, and stakeholder interactions, ensuring a real-time view of project impact.
- **Website Analytics:** The consortium utilized **Matomo** for insights into the performance of the project website, allowing us to gather detailed, privacy-compliant insights into visitor behavior, geographic reach, and the performance of specific pages.
- **Social Media Management and Analytics:** Performance data, such as engagement rates and follower growth was gathered through a combination of **Hootsuite's** reporting tools and **LinkedIn's built-in analytics**.
- **Multimedia Content Creation:** High-quality visual assets—including the project's videos, graphics, and promotional materials were developed using the **Adobe Creative Suite** while social media cards were developed in **Canva** ensuring that all materials adhered to the professional standards.
- **Webinar Hosting and Event Management:** For the project's external webinars and technical workshops, **Zoom** was utilized as the primary hosting platform. To ensure a professional participant experience and accurate attendance tracking, the **Tito** registration system was integrated.
- **Media Outreach:** Press releases were distributed via **Prowly** allowing the consortium to target specific journalists and media outlets.

By leveraging this specialized digital infrastructure, the consortium was able to maintain a high standard of communication and dissemination and provide a data-driven assessment of the project's visibility and reach.

1.4 COOPERATION AND LIAISONS

The BAG-INTEL consortium remained committed throughout the project lifecycle to maximizing outreach, knowledge transfer, and operational impact by leveraging the existing networks,

partnerships, and synergies of its partners. The project established and maintained close coordination with key external associations, thematic clusters, and sister EU-funded projects.

The Detection Hub Initiative

BAG-INTEL actively participated as a member of the **Detection Hub**, a collaborative dissemination and communication initiative launched by project partner KEMEA for EU-funded projects operating within the thematic category of drug, explosive, and illicit goods detection.

Participating projects within the Detection Hub included **DRUGDETECT, PARSEC, ODYSSEUS, I-FLOWS, UNDERSEC, EURMARS, MELCHIOR, COSMOPORT, SAUST, METEOR, RISEN, and BAG-INTEL**. BAG-INTEL actively contributed to the initiative by participating in regular alignment calls to ensure cross-project synchronization and collaborating on joint outreach activities, such as social media promotion and the co-organization of dissemination events.

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. Key outcomes included featured coverage of the project in several ESReDA newsletters, as well as project presentations during a dedicated session at an ESReDA seminar (refer to Table xxx for details).

Joint Dissemination Events

To foster peer-to-peer knowledge exchange, present project outcomes, and discuss shared operational context, BAG-INTEL co-organized joint workshops and specialized webinars alongside sister projects (including **ODYSSEUS, I-SEAMORE, FLEXI-Cross, CustomAI, SAUST**, and the **Detection Hub** network).

*A complete overview of all joint workshops, webinars, and stakeholder events co-organized by the BAG-INTEL consortium is presented in **Table 3: Events organized and co-organized by the BAG-INTEL consortium (M1–M36)**.*

1.5 FINAL PROGRESS TRACKING AND KPI EVALUATION

Throughout the 36-month lifespan of the BAG-INTEL project (M1–M36), communication and dissemination activities were continuously monitored to measure impact creation, verify the effectiveness of the strategy defined in D6.1, and track performance against the established Key Performance Indicators (KPIs). The table below provides a comprehensive overview of the final quantitative achievements recorded across all communication and dissemination tools, channels, and outreach activities at the conclusion of the project (M36).

Activity/Measures KPIs (M1 - M36)	Objective/ Impact	KPI	Status at M36 (Aug. 2026)
Project website	One-stop shop for all project information. The	No of unique visitors to the website: 1500 (average per year)	11,640

	interface between the target stakeholders and the consortium.		
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 12 digital brochures covering the key aspects presented in deliverable D2.1, D6.3 and selected publications 1 roll-up 1 promo bookmark
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: 48 LinkedIn: 330 Number of published posts on: X: 63 LinkedIn: 108
Videos (including motion graphics explainer video)	Raise awareness about the project's objectives and results and explain the benefits of the project.	≥ 6 online videos	3 interviews to consortium partners 1 animated explainer 1 webinar recording 3 demo walkthroughs 1 video on UC2 deployment
Press releases	Raise awareness and inform on the project's results; Tailored to specific target groups.	≥ 4 press releases to be translated and published by the partners	4
Newsletters	Raise awareness and inform on the project's results; Shared on	≥ 6 newsletters (one every 6 months)	5 newsletters 1 newsflash

	social media and on the project website.		
Multimedia training materials	Inform about the project's results and train the target stakeholders for the adoption of AI solutions.	12 multimedia items	13 subsystem description & analysis/integrated architecture analysis/legal/ethical prerequisites/training methodology/scenario & roles concept(s) detailing presentations 12 recordings of audiovisual materials on surrounding the subsystems and BAG-INTEL's integrated architecture capacities 2 interrelated end-user oriented training booklets
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	21
Organization of workshops (in-person or online)		≥ 6 workshops with 30 participants attending each workshop	4 210 attendees
Publications		≥ 12 articles	17

Table 5: BAG-INTEL'S IMPACT CREATION KPIs

2 CONCLUSIONS

The BAG-INTEL dissemination and communication strategy successfully achieved its core mission over the 36-month project lifecycle. By deploying a consistent brand identity, targeted multi-channel messaging, collaborative liaison initiatives via the Detection Hub, and outreach campaigns, the consortium raised significant awareness among international security stakeholders. The created assets, published papers, and pilot validation records ensure that BAG-INTEL's legacy and technological contributions will continue to inform European customs and border security efforts long after project completion.