

# Communication Policy

## Hybrid Intelligence

The Communication Policy gives the common ground that is the basis for formulating the key message of HI communication. The communication policy describes the target groups for external project communication, and it lays down the main rules and tasks in external communication of the project.

### 1 Rules for external communication

General idea behind dissemination is to inform the target groups on the project results and progress. HI intends to promote interest in the project and anticipates receiving requests for further collaboration. HI agrees that a large majority of the results will be broadly disseminated. However, in respect to the protected knowledge contributed by its core partners, a Consortium Agreement has been signed to ensure fair allocation of intellectual property on the project output, clearly showing the commitment of all partners to successfully reach the HI objectives. The exploitation of generated knowledge will be pursued whenever applicable either during or after the project.

Depending on the nature and content of the communication, approval is needed from MT or Executive board. Details on these procedures are outlined in the Procedures. Unless agreed otherwise, proprietary material distributed in the consortium and licenses granted within the consortium do not entitle a partner to share those outside of the consortium or use those for other purposes than for the consortium-agreed purposes. The Action Plan for external communication needs approval from Executive Board and will be yearly updated.

There are procedures to obtain approval for the external distribution of project communication in the following categories:

- Scientific/technical communication: "Publication", in this context, is to be understood as any communications medium such as a document, review, scientific, or technical article, book chapter, abstract or poster aimed at being presented to the community outside of HI, either in writing or orally.
- General communication Project outcomes of general interest should be communicated via general communications media, including Press releases, Letters, General slide presentations, Newsletters, Professional websites and forums, Partner websites, Web portals, Contribution to EU documents, Contribution to Partners documents e.g. Newsletter, Annual reports, etc... and HI leaflets, brochures or any such communication material. Communication via the HI website is described in a separate process: HI online communication.
- Social Media and HI online communication Communication connected to or published on the HI website are the HI website content, HI's documentation, HI data, HI code, licenses and training material.

The HI consortium has not decided on which social media channels to use for external communication.

The intention of the Procedures and accompanying Forms is to ensure the quality and uniformity of external communications and to prevent infringement of Contractual Obligations as given by the Consortium Agreement.

## 2 Players

**The Management Team** (MT) is responsible for approving general and online-communications on behalf of the HI consortium unless documents are appreciated as partner-sensitive, in this case the manuscript content mandates approval from some or all of the consortium partners and authority is transferred to the Executive Board (EB).

**The Executive Board** (EB) decides on general communication and communication policy of the project by approving its Communication Action Plan and its updates and making related ad hoc decisions. The EB also reviews and gives its final approval to the communications targeting important wider audiences, such as press releases, communications to the existing and potential collaboration partners. The EB is responsible for approving partner-sensitive communications, as defined above.

**The HI spokesperson** to the media and journalists is the project coordinator supported by the vice-coordinator.

## 3 Acknowledgements

The following acknowledgements should be taken into account:

- The Advisory Board experts' contribution, if applicable, will be acknowledged in communications by proper means.
- Other collaboration partners' contribution will be acknowledged in communications by proper means.
- NWO funding will be acknowledged in communications - publication (articles, reports, theses, conference contributions, presentations et cetera), in accordance with the General Terms and Conditions of NWO Grants:

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## 4 Project Identity

The HI logo, available on the HI platform is the common image of the project and should be used in all presentations and publications related to the project, as far as possible.



In addition, the NWO logo (see [NWO Logo](#)) is required in media used for external communication; articles in scientific journals or other instances with strict publication guidelines are exceptions.

