vera.ai: VERification Assisted by Artificial Intelligence

D6.2 – Dissemination and Outreach Activities Report

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Abstract	This Deliverable summarises and highlights outreach, communication, clustering, and dissemination activities that were carried out during the project.

Keywords	Dissemination, Communication, Clustering, Outreach, Preparing for Exploitation, Activities, Overview, Summary

Copyright

Revision History

Version	Date	Modified by	Comments
V0.1a	04/06/2025	Jochen Spangenberg (DW)	Preparing the template; creating a high-level ToC; planning structure
V0.1b	11/06/2025	Jochen Spangenberg (DW)	Sharing initial plan with project partners for input planning and timing.
V0.1c	12/06/2025-22/07/2025	Jochen Spangenberg (DW)	Initial text production and further planning
V0.1d	23/07/2025	Jochen Spangenberg (DW)	Sent existing text to EUDL and CERTH for orientation / input request
V0.2	25/07/2025-08/08/2025	Jochen Spangenberg (DW)	Production of first draft v0.2; intermediate status sent to EUDL and CERTH for information only
V0.3	18/08/2025-02/09/2025	Jochen Spangenberg (DW)	Completion of first almost complete final draft, excluding EUDL section on clustering; shared with all on repository
V0.4	02/09/2025-05/09/2025	Inès Gentil (EUDL) and Jochen Spangenberg (DW)	Included the section on clustering activities provided by Inès Gentil (EUDL) into the deliverable, plus editing thereof and adding images
V0.5	05/09/2025	Jochen Spangenberg (DW)	Completion of first full draft, sending it to CERTH and ATC for initial assessment and review comments
V0.6	12/09/2025-24/09/2025	Jochen Spangenberg (DW) with input from internal reviewers Danae Tsabouraki (ATC) and Olga Papadopoulou (CERTH)	Inserting numbers for 3-year period until 14 September 2025 and integrating feedback from Deliverable reviewers Danae Tsabouraki (ATC) and Olga Papadopoulou (CERTH) as appropriate. Plus additions, edits and polish to produce final version
V0.7	24/09/2025-29/09/2025	Olga Papadopoulou, Symeon Papadopoulos (CERTH)	Ultimate formatting and consistency checks. Preparing for submission to EC
V1.0	30/09/2025	Olga Papadopoulou, Symeon Papadopoulos (CERTH)	Deliverable sent to EC

Glossary

Abbreviation	Meaning
AI	Artificial Intelligence
API	Application Programming Interface
CIB	Coordinated Inauthentic Behaviour
CMS	Content Management System
DBKF	Database of Known Fakes
DoA	Description of Action
DoW	Description of Work
EDMO	European Digital Media Observatory
EFCSN	European Fact-Checking Standards Network
FIMI	Foreign Information Manipulation & Interference
GDPR	General Data Protection Regulation
GenAI	Generative Artificial Intelligence
ICT	Information and Communication Technology
IFCN	International Fact-Checking Network
IPR	Intellectual Property Rights
IT	Information Technology
JRC	Joint Research Centre
KPI(s)	Key Performance Indicator(s)
LLM	Large Language Model
ML	Machine Learning
NLP	Natural Language Processing
OECD	Organisation for Economic Co-operation
OSINT	Open Source Intelligence
PR	Public Relations
UI	User Interface
UX	User eXperience
WP	Work Package

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Executive Summary

This Deliverable is all about dissemination, communication, clustering, and outreach that took place during the vera.ai project. The reporting covers the entire (original) project period, namely from 15 September 2022 until 14 September 2025. It focuses on what happened after the preceding Deliverable D6.1. ('Plan for dissemination, communication, clustering and exploitation activities' [1]) was submitted at month 6 of the project. Said deliverable formed the groundwork and laid out the overall dissemination strategy and approach to be pursued. Some of it is recapped here for orientation and guidance.

As the vera.ai project was extended until 30 October 2025, more dissemination and outreach took (or will take) place after the cut-off date for this deliverable, which can thus not be covered in this document.

In summary, we can report the following:

The dissemination strategy and approach as set out in D6.1 turned out to be useful and appropriate. Only minor modifications were necessary, one of them being to use Twitter (now called X, following the acquisition by Elon Musk) less frequently as a fast-paced dissemination channel and network, supplementing it with other similar services and channels during the project's lifetime. All this had no negative impact on KPIs or overall reach – rather the contrary, as a very useful addition was found in the federated network Bluesky, a comparatively new microblogging service.

As to Key Performance Indicators (KPIs) that were formulated at the outset of the project: all were met. In fact, they were mostly over-achieved significantly.

The primary dissemination channel (or project information base) for vera.ai was the project website. It was flanked by dissemination channels and platforms like YouTube, Twitter (X), Bluesky, and Mastodon.

Activity-wise, the project "spread the word" and produced a great variety of substance by means of talks, presentations, conference and trade fair attendance, publications, participation in and organising of clustering activities, providing trainings, conducting workshops, and organising and running events such as webinars, conferences, and other meetings both online and physically. Reaching the various previously defined target audiences and stakeholders worked very well this way and made sure all sections were well catered for.

All vera.ai project partners were active in a huge variety of activities, providing expertise, skills, and know-how, making sure dissemination and outreach was versatile, diverse, and high in quality and impact. Project partners individually as well as collaboratively disseminated vera.ai work and outcomes using the provided project identity (logo, colour scheme, templates, etc.) which resulted in vera.ai becoming a brand that is active and easily recognisable as an EU-supported project in the domain of countering disinformation with technology and AI.

Overall, the consortium is very satisfied with both the work carried out in dissemination and outreach as well as the impact and results achieved. This is not only reflected in numbers but also in the quality of work and feedback that reached the consortium in several ways.

[1] https://veraai-cms-files.s3.eu-central-1.amazonaws.com/D6_1_V1_0_fd43a815ff.pdf (last accessed 23 September 2025).

The pages that follow provide deeper insights into the vera.ai dissemination, communication, clustering, and outreach work and activities of the past years and is intended to provide the reader with interesting insights reflecting on the work done and achievements obtained.

1 Introduction

The primary aim of this Deliverable is to outline and report about dissemination, communication, and clustering – in other words outreach – activities that were carried out during the project's lifetime. These build on the communication and outreach strategy that was designed at the outset of vera.ai and reported in detail in Deliverable D6.1 entitled 'Plan for dissemination, communication, clustering & exploitation activities.'

In this deliverable, we report about both individual activities and respective Key Performance Indicators (KPIs), as well as performance against these previously formulated goals. Furthermore, we aim to provide the reader with an overview to get a good idea about activities in principle and approaches pursued.

The vera.ai consortium is of the opinion that dissemination, communication, clustering, and outreach activities overall have been exceptional – and we are happy and pleased with the results. Not only have all formulated KPIs been achieved: in fact, most have been outperformed by far.

However, it is not only numbers that count. The consortium is confident to state that the quality of performed activities is equally very high, and diverse in nature. How exactly this looks like will be reported in the pages that follow.

All this lets us conclude that the vera.ai consortium delivered on its original promise to provide excellent "value for money".

Following along the lines of the preceding and above-mentioned Deliverable D6.1, this Deliverable is structured as follows:

Section 2 briefly revisits the overall approach and strategy regarding dissemination, communication, and clustering.

Section 3 provides information about KPIs and performance towards these.

Section 4 then gives deeper and more detailed insights into and information about individual activities.

Section 5 closes the deliverable with a summary and conclusion.

Regarding authorship: Deutsche Welle (DW), leader of WP6, are responsible for this deliverable and brought everything together. While DW produced the text exclusively (not using any AI!), content in the section on clustering (Section 4.12) has been written almost completely by EUDL (edited and slightly enhanced by DW). All vera.ai partners contributed to what is presented in this document by carrying out their respective activities in the various outreach domains, be it individually or collaboratively. They reported about it internally (for the process see Section 4.13) and the respective information was also used to compile this report.

The final cut-off date for the Deliverable (especially reported figures) has been 14 September 2025. This is exactly three years after the project started formally (15 September 2022). However, as the project duration has been extended until 30 October 2025 (and the delivery date for this report being 30 September 2025), more dissemination and outreach activities will follow without being reported here.

2 Dissemination, Communication and Clustering: Recap of the Approach, and Path towards its Achievement

The following sections briefly recap the vera.ai dissemination, communication and clustering strategy, and the approach that was pursued.

2.1 Strategic aspects and approach pursued, including alignments

In line with the aims and goals outlined in the Description of Action (DoA) and Deliverable D6.1 ('Plan for dissemination, communication, clustering & exploitation activities') the multi-channel, multi-target outreach approach included measures to reach the various target audience(s), using a variety of dissemination channels. All this was regularly measured, evaluated, and adjusted if needed.

One such adjustment was to stop using Twitter (re-named X in the course of vera.ai) as a primary social media communication channel due to its increasingly toxic nature, as well as it having far less impact than it used to, following changes to its algorithm by the team surrounding the new owner Elon Musk. While it was decided to "keep the channel" and not delete it altogether, we still posted on it occasionally since the Musk-takeover, but with less frequency than before. A very good replacement (or addition) to Twitter (X) as an outreach channel was found in the federated social network BlueSky (more about all this in the respective sections).

Apart from the above, no major strategic adjustments were necessary compared to what was initially planned.

Dissemination, communication, and outreach served the following primary purposes: to inform about project activities and "spread the word" in order to show on what EU research grants are spent, promote project work, results and uptake, and to prepare for and support exploitation activities, therewith creating maximum impact. [2]

2.2 Target audiences

The target audiences of vera.ai dissemination and communication activities were defined at the outset of the project and followed up on what was included in the DoA. The individual groups and sectors remained the same throughout the project duration. Below is a brief recap.

The following stakeholders and groups were identified and used to guide outreach activities:

- industrial / professional stakeholders (focus on news media and related fields),
- policy and regulation bodies and actors,
- the ICT community (e.g., researchers, research projects, public bodies, and initiatives),

[2] Work and results outlining exploitation activities and plans are covered in a separate deliverable, also due at the end of the project's lifetime, namely D6.3 Exploitation and Sustainability Report. For more information on exploitation, the interested reader is referred to this deliverable.

- the scientific and academic community working in particular on AI and/or disinformation analysis,
- the community (public) at large.

Topically, professionals and researchers working in the following domains and sectors were targeted:

- digital journalism/media,
- verification/fact-checking,
- human rights abuses/investigations,
- social networks,
- content analysis (images, video, audio, text, networks),
- various facets of Artificial Intelligence (AI),
- policy development and formulation, regulation, and ethics of media/AI matters.
- to a small extent: law enforcement agencies, legal and financial services,

2.3 Project identity

The project identity and corporate (or better: project) design remained the same throughout the project duration. It was used in all dissemination materials and activities and ensured that vera.ai became an easy to recognise brand with a dedicated identity Figure 1 illustrates the project logo.

Figure 1: The vera.ai project logo on different backgrounds, including colours, making up the project identity.

With a distinct and uniform brand and its respective project identity that was built up further over the years it was ensured that project work, activities and outcomes

- were and remain easily and clearly recognisable,
- appear “under one roof” and can be recognised as such,
- pay into and contribute to the overall communication and outreach strategy and the selected approaches.

All this served the project well and, together with project outcomes and achievements, resulted in vera.ai becoming an established brand and force in the domain of technology development and AI to support in countering disinformation.

3 KPIs and Respective Performance

Table 1 is the central component of this Deliverable. It outlines the KPIs that were part of the project proposal and respectively the DoA, as well as the plan for dissemination and outreach. These KPIs furthermore provided guidance and targets against which dissemination activities were measured and carried out.

All KPIs have been reached! In fact, many have been outperformed significantly. Obviously, the vera.ai consortium is very happy and pleased about this. More details are provided in Table 1 below (as stated previously: figures do not contain any numbers of / for activities carried out after 14 September 2025).

Table 1: Formulated KPIs and related performance over the project duration: overview

	Year 1 Target	**Year 1 Actual**	**Year 2 Target**	**Year 2 Actual**	**Year 3 Target**	**Year 3 Actual**	**Y1-Y3 Target combined**	**Y1-Y3 Actual combined**
Speaking at industry & academic events	≥ 15	41	≥ 25	58	≥ 30	50	**≥ 70**	**149**
Scientific publications	≥ 7	26	≥ 15	33	≥ 20	30	**≥ 42**	**89**
Publicly shared presentations	≥ 15	37	≥ 20	34	≥ 25	37	**≥ 60**	**108**
No. of forks/stars (measure of impact) of vera.ai GitHub repositories	≥ 5	370	≥ 25[1]	494[1]	≥ 100[1]	857[1]	**≥ 100**[1]	**857**[1]
Website page views / impressions	≥ 15,000	15,462[2]	≥ 22,000	23,005[2]	≥ 30,000	39,593[2]	**≥ 67,000**	**78,060**[2]
Countries reached via website	≥ 30	145	≥ 60[1]	159[1]	≥ 80[1]	175[1]	**≥ 80**[1]	**175**[1]

Twitter followers	≥ 500	1,042	≥ 1,000[1]	1,526[1]	≥ 1,400[1]	1,714[1]	**≥ 1,400**[1]	**1,714**[1]
Tweets	≥ 200	646	≥ 200	278	≥ 200	248	**≥ 600**	**1,172**
Tweet impressions	180,000	264,900	220,000	n.a.[3]	260,000	n.a.[3]	**660,000**	**n.a.**[3]
Training events / activities[4]	≥ 3	8	≥ 6	11	≥ 10	24	**≥ 19**	**43**
Number of training event participants	≥ 100	~800[5]	≥ 300	~1,690[5]	≥ 600	1,800[5]	**≥ 1,000**	**4,290**[5]
User-oriented and Research Workshops[4]	≥ 2	6	≥ 2	7	≥ 2	9	**≥ 6**	**22**
Presentations to potential customers	0	0	≥ 3	24	≥ 10	31	**≥ 13**	**55**

[1] = cumulative figure

[2] = The project website was launched on 1 December 2022. Promotions started on 14 December 2022. Users that opted out of being tracked / measured are not being monitored, in line with GDPR. Hence the number of actual users and visits is higher than indicated. Also, visits on other sites that take over vera.ai website content is not included here (e.g., the EBU's tech-I app)

[3] = Following significant changes at Twitter (now X), tweet impressions are no longer available for free (and it was decided not to pay for the X services that include such statistics)

[4] = the two categories a) training events and b) workshops are not always clear-cut in terms of definition and labelling. Hence one could debate where to list which event at times. Importantly, every such activity is only ever counted once at most.

[5] = these figures are partly estimates as it often was not possible to count attendees at events in detail, especially when large groups were concerned.

4 Dissemination, Communication and Clustering: Details about Channels and Activities

The following sections provide an overview and snapshots of the project's outreach, clustering and communication channels and activities.

4.1 The project website

Throughout the project duration, the project website became and remained the central repository and destination for project-related activities. It is accessible under the URL https://www.veraai.eu/. Figure 2 (below left) shows the vera.ai homepage, dated 25 July 2025.

Central to the website are a variety of articles about project and partner activities, work, outcomes, and reports about the topical domains in which the vera.ai project is active. We tried – and succeeded – in keeping the site active by frequently adding new material. Since its launch in mid-December 2022 until 14 September 2025 a total of 126 articles were published, which equals about four new articles per month. More is to follow until the very end of vera.ai at the end of October 2025.

In addition to providing information about project activities, the website also serves as a repository for project deliverables, presentations (see Figure 2, right), publications, code, datasets, and more static material about the project such as partner information, a project summary, information about the vera.ai Advisory Board members and such like.

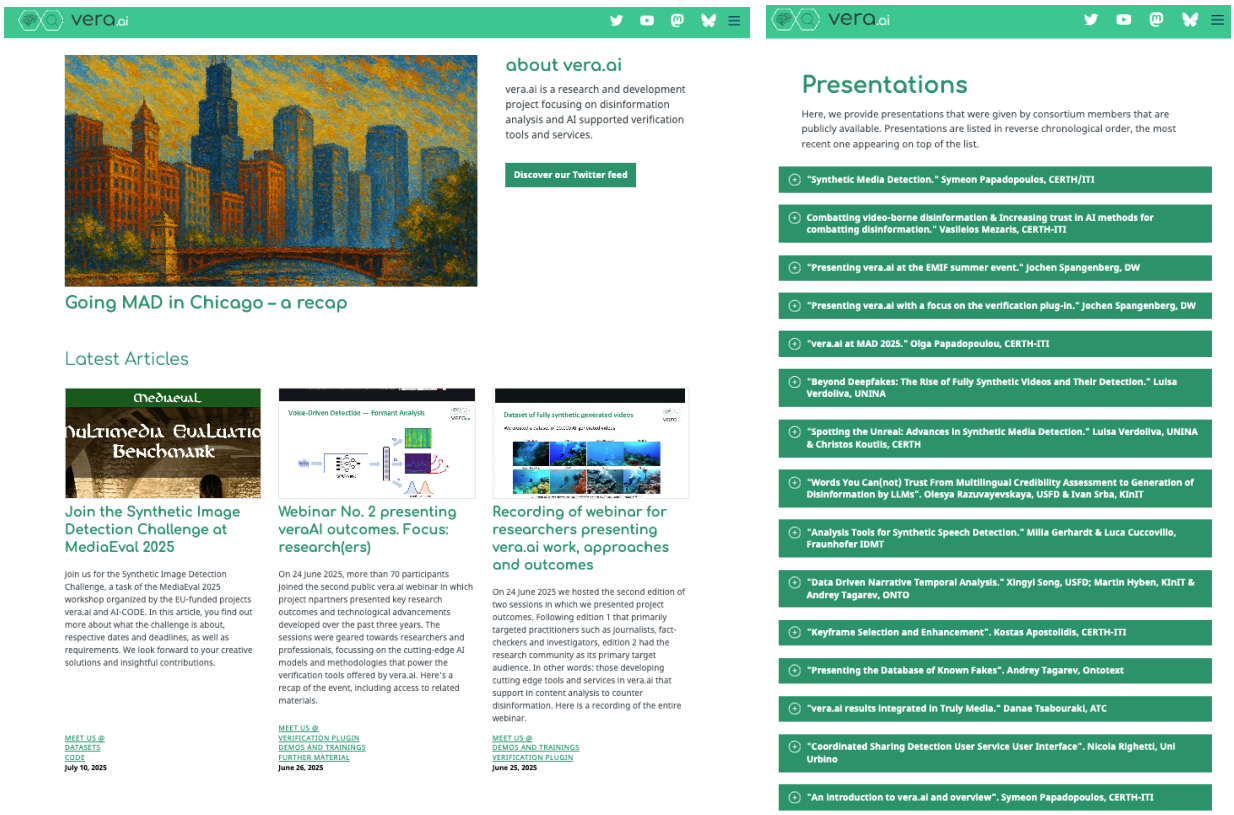


Figure 2: The project website: "Home" section (left), and section listing presentations (right). Screenshots taken on 25 July 2025.

Throughout the project's lifetime the vera.ai site has been managed and maintained by DW staff. Project partners contributed to its contents, with DW being overall in charge editorially as well as technically.

Making the vera.ai website a "place to return to" is also reflected in the usage statistics. At the outset of the project, we had set ourselves rather ambitious KPIs – and we are proud to say that they have all been met and (over-)achieved, as illustrated in Table 2 below:

Table 2: KPIs for the website and respective performance

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Website page views / impressions	≥ 15,000	15,462*	≥ 22,000	23,005*	≥ 30,000	39,593*
Countries reached via website	≥ 30	145	≥ 60**	159**	≥ 80**	175**

** = The project website was launched on 1 December 2022. Promotions started on 14 December 2022. Users that opted out of being tracked / measured are not being monitored, in line with GDPR.*
*** = cumulative figure*

As to statistics and measurement: we used Matomo as a web analytics system and dashboard, shown in Figure 3. Only users who actively opted in to being tracked were fully counted via the respective cookies being enabled, if this were the case.

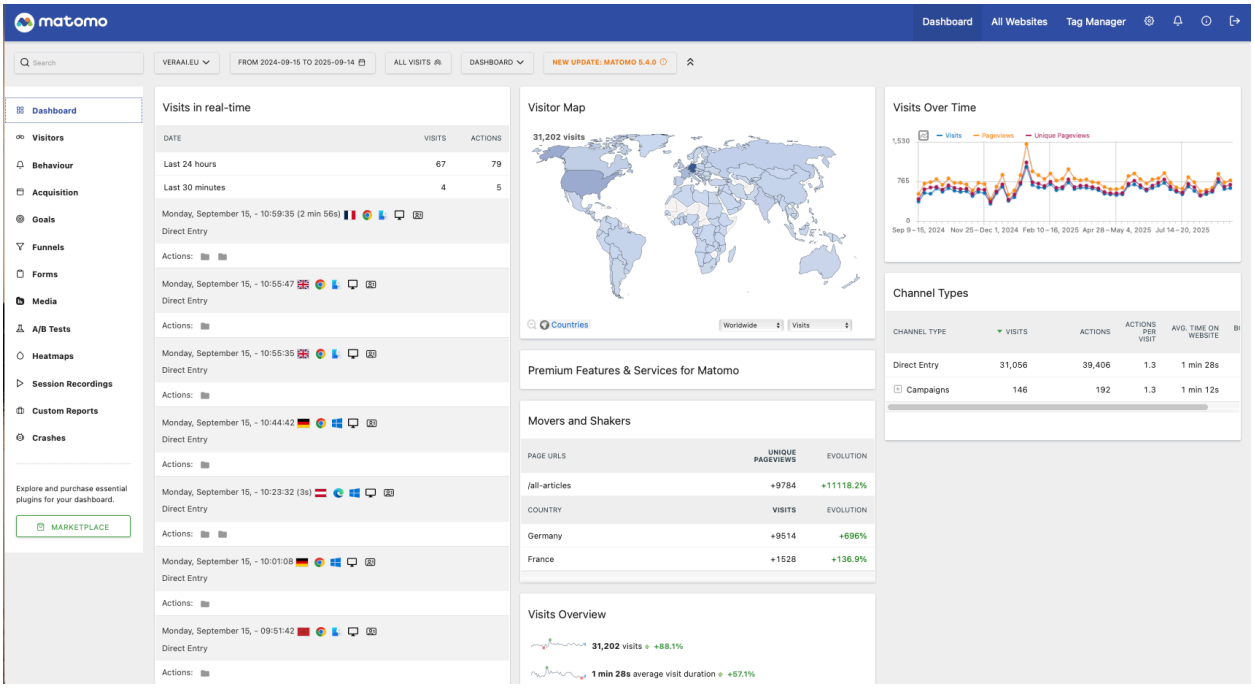


Figure 3: Matomo dashboard used for web analytics, showing the period 15 September 2024 (start of Y3 of the project) until 14 September 2025. Screenshot dated 15 September 2025.

The website will be kept online once the project finishes formally, at least until the end of the contractually required period, probably for longer, as it represents a valuable asset for both the project partners and the community that actively works on countering disinformation, data analysis, AI and related topics.

4.2 vera.ai on Twitter (now X)

When the vera.ai project started in late 2022, project activities, outcomes, topics of interest and anything worth sharing was primarily communicated via Twitter. All this was run and managed by DW staff. It proved to be very successful originally. We gained many followers in the initial phase of the project – especially people who were significant actors in the disinformation detection domain both academically and practically.

The vera.ai Twitter channel was primarily used to publish:

- information about the topics verification, fact-checking, data analysis, dis-/misinformation, and related AI topics, including research, results, findings, and approaches of interest and relevance,
- project news (project work, outcomes, where to meet us, deliverables, presentations, partner information, event promotions, links to activities, videos etc.),
- coverage of events we attended and activities we engaged in,
- "calls to action" for participation in project activities.

Activities took place under the domain / address https://twitter.com/veraai_eu with the respective Twitter handle @veraai_eu (see Figure 4).

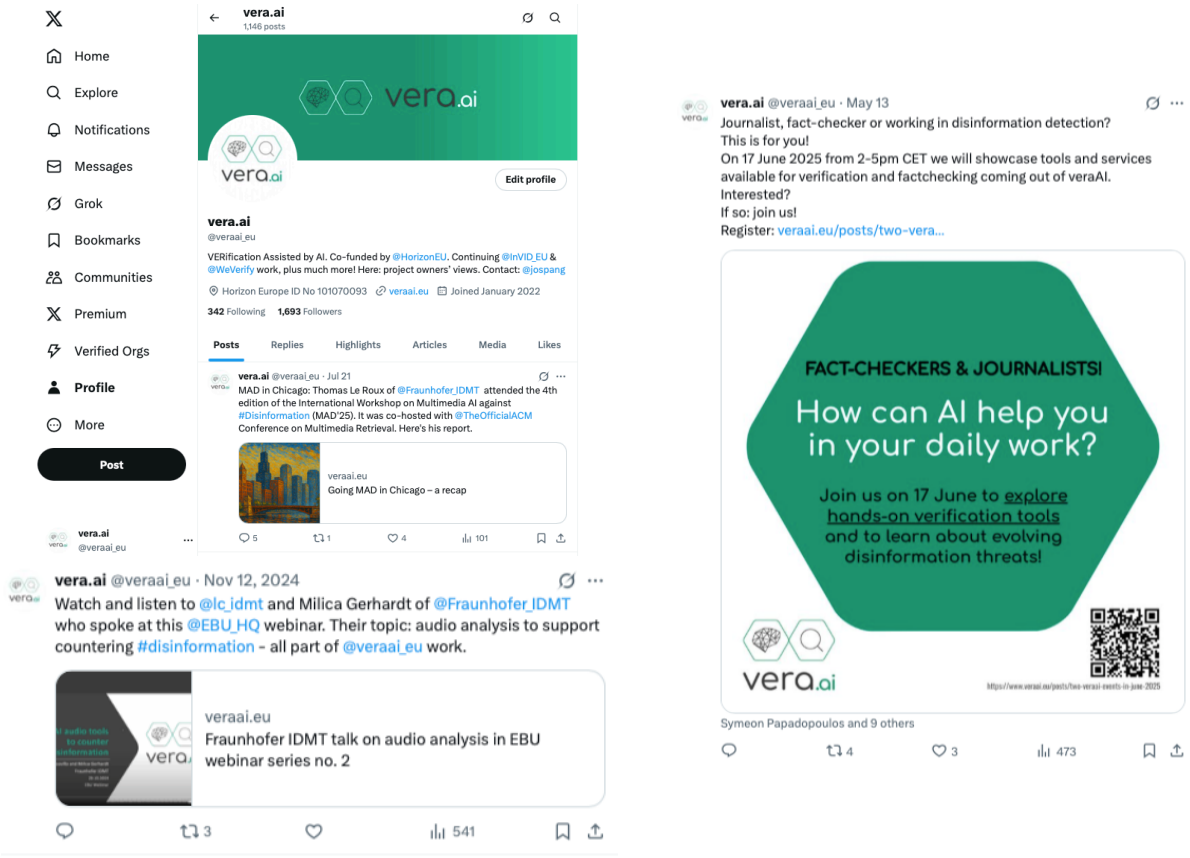


Figure 4: The X (formerly Twitter) channel on 29 July 2025 (left, top) and showing the use of X to promote vera.ai events and activities (left bottom and right). Screenshots dated 29 July 2025.

However, owing to the changes that were implemented gradually at Twitter after the takeover by Elon Musk in October 2022, it was decided to eventually use the network less frequently from project year 2 onwards in order to not contribute significantly to its success and spread (Twitter changed its name to X in July 2023). Over time, the algorithm got changed – which resulted in tweets having less impact and reach. Follower growth also slowed down, while a considerable number of users exited the network, too (often called eXit, in relation to the network's new name). Furthermore, statistics were eventually only available to paying subscribers – and the consortium decided against paying for it, therewith not supporting an increasingly toxic network that spreads more and more disinformation. Nevertheless, Twitter (or X as it was called from July 2023 onwards) remained part of the vera.ai communication mix.

For the project, the developments that have been outlined above did not matter too much and did not have any negative impact with regards to dissemination and promised achievements overall, as:

- Twitter / X remained a useful part of the communication activities and dissemination strategy to some (lesser) extent. It still had some impact (though less than in project year 1),
- the KPIs set for the overall project duration with regards to Twitter / X were reached already way before the end of vera.ai,
- we had established a "fall-back alternative" with a presence on Mastodon (a federated social network) in November 2022,
- then Bluesky came along – a network very similar to X (better: Twitter "in the old days"), and this more than replaced X in a way – and did so very quickly from late 2024 onwards (for details see Section 4.4 dedicated to BlueSky).
- Rather than using Twitter / X as the only microblogging network (as originally planned), by late 2024 we had added two more to it, and – from November 2024 onwards – disseminated relevant content via (in order of importance / frequency): 1. BlueSky, 2. X, 3. Mastodon.

Regarding the set and achieved KPIs, Table 3 below provides an overview of what has been achieved with the project's Twitter / X presence over the three years' project duration (until 14 September 2025).

Table 3: Twitter (respectively X) KPIs

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Followers	500	1,042	1,000*	1,526*	1,400*	1,714*
Tweets	≥ 200	646	≥ 200	278	≥ 200	248
Tweet impressions	≥ 180,000	264,900	≥ 220,000	n.a.**	≥ 260,000	n.a.**

** = cumulative figure*
*** = detailed statistics no longer available for non-paying users*

We are pleased to say that despite reduced activity on X in project year 2 and especially in year 3, the set KPIs have all been met. In addition, it can be said that Twitter, in the vera.ai project's early days, proved to be a highly beneficial network in that it allowed us to establish top quality working contacts and relationships with highly significant actors in the countering disinformation sphere, ranging from

practitioners to researchers. Overall, a worthwhile undertaking and time well spent. Sadly though, developments with and at the network do not point in a promising direction.

4.3 vera.ai on Mastodon

As indicated above and following developments at Twitter (later X) after the acquisition by Elon Musk in 2022 (the deal was concluded in late October 2022), we started a presence on another short-messaging social network in November 2022: Mastodon.

Mastodon is a federated social network, meaning content is hosted on so-called "instances" that can be set up and run by numerous entities. This makes it impossible for a single person or provider to control the entire network.

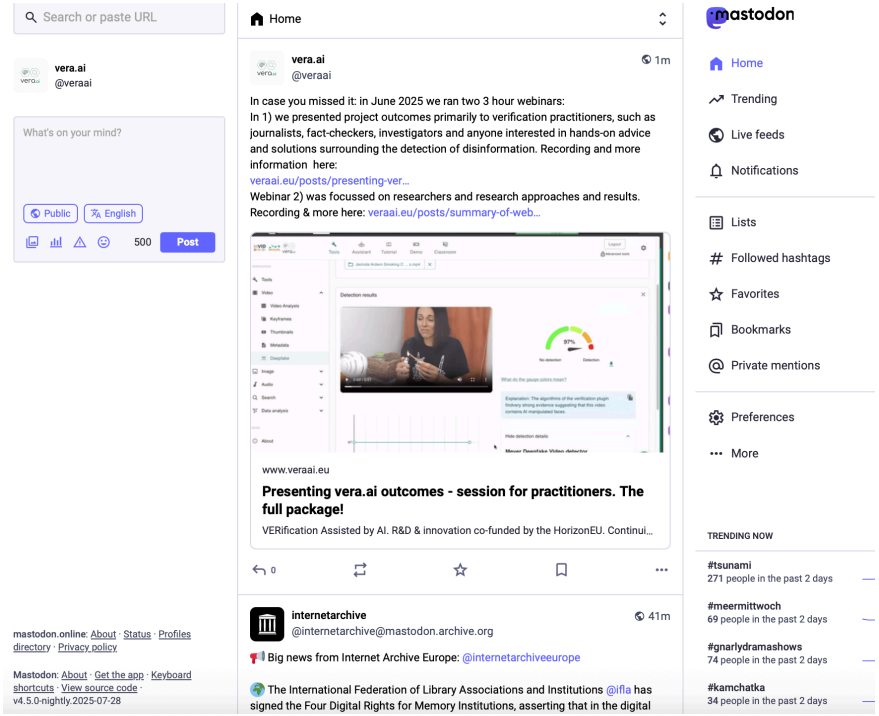


Figure 5: The project's Mastodon account[3]. Screenshot dated 30 July 2025.

We used Mastodon occasionally to report about activities of relevance, especially if we wanted to target a more tech-savvy audience. The main purpose, however, was to have a fallback channel ready and available in case of Twitter / X going "really bad" and us deciding to leave the network completely.

At the beginning of September 2025, we had 62 followers and posted original content 29 times. The presence can be reached at https://mastodon.online/@veraai (see Figure 5). As our presence on Mastodon was not initially planned and foreseen, there are no relevant KPIs to report that had to be achieved. It thus needs to be regarded as an additional or supplementary and fallback channel.

4.4 vera.ai on Bluesky

In mid-November 2024 we launched a presence on Bluesky. Bluesky is another federated microblogging social network and has a lot in common with "old Twitter" in terms of functionalities, appearance, and usability. Not too surprising, as Bluesky was initially launched as a Twitter side / research project by Twitter co-founder Jack Dorsey. Dorsey is no longer on board though, and – at the time of writing in Q3/2025 – BlueSky is a US public benefit corporation.

[3] https://mastodon.online/@veraai

Figure 6: First post on the vera.ai Bluesky channel of November 2024. Screenshot dated 05 August 2025.

Bluesky allowed registrations for the public in February 2024. Initially, it was "by invitation only". In late October 2024 Bluesky announced it had reached 13 million users. Time for us to get active! Our first post on Bluesky, captured in Figure 6, was published in November 2024.

DW staff subsequently secured a vera.ai presence on Bluesky under https://bsky.app/profile/vera-ai.bsky.social. The project's handle became @vera-ai.bsky.social.

Follower growth in the initial phase was mind-blowing. So was the impact. This was the case because we landed the vera.ai presence in several so-called "starter packs" which group together experts in particular topical domains or with particular expertise. In our case these were primarily the domains of verification, disinformation detection, and factchecking.

As a result, we had accumulated 2,636 followers on 23 February 2025, a mere three months after our launch on the platform. This increased further to 3,229 followers at the end of the reporting period on 14 September 2025 (as illustrated in Figure 7). In the ten months since channel launch, we published 164 posts in total.

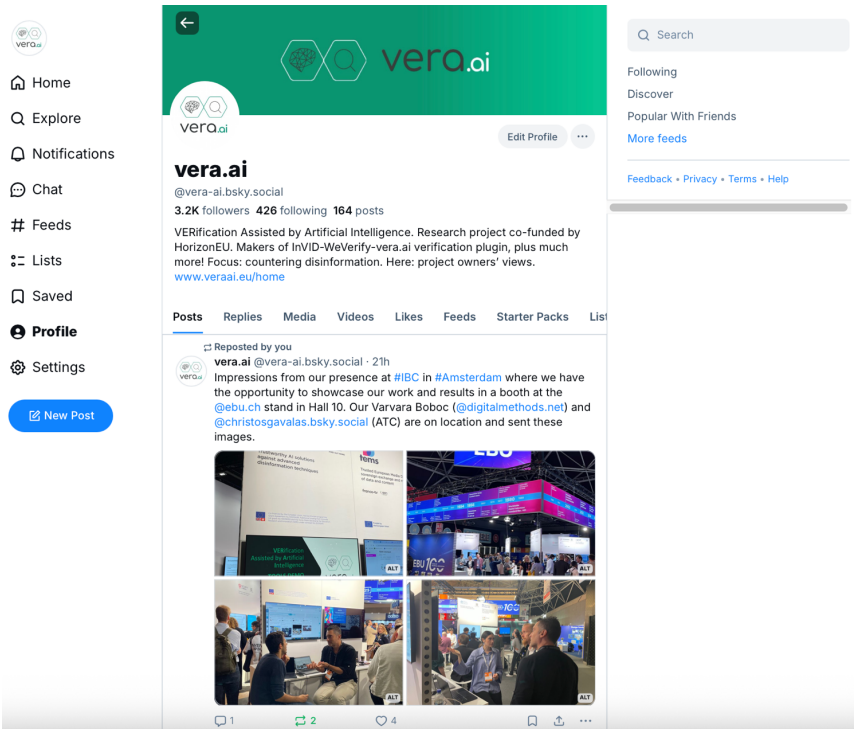


Figure 7: The vera.ai Bluesky channel. Screenshot dated 15 September 2025.

As was the case with Mastodon, the vera.ai presence on Bluesky needs to be regarded as an additional or supplementary dissemination activity to what had been planned originally. Hence there are no KPIs to report. We are, however, extremely pleased and satisfied as we have managed to gather a rather significant number of followers (more than 3,200) and achieved related impact in a relatively short time span (since launch in mid-November 2024). We are curious to see how Bluesky will develop in the future and whether it can continue to be a very good alternative to – or replacement of – X in future projects.

4.5 vera.ai on YouTube

The vera.ai presence on YouTube, established early-on in the project, was used primarily to host and offer videos produced by the vera.ai project team. It contains content of interest and relevance for the target audiences of vera.ai.

vera.ai videos are versatile and range from interviews to workshop recordings. To get a better idea of what there is, go to the vera.ai YouTube channel which can be found under the URL https://www.youtube.com/@veraai_eu.

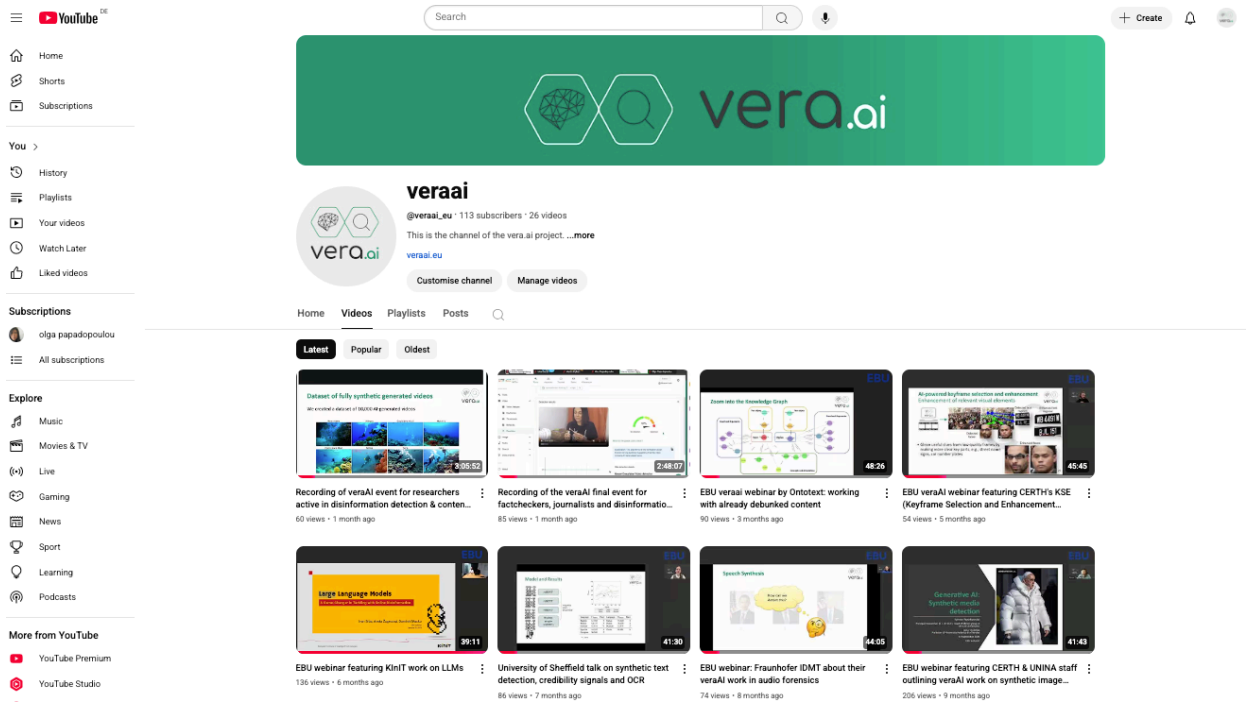


Figure 8: The vera.ai YouTube channel[4]. Screenshot dated 1 August 2025.

[4] https://www.youtube.com/@veraai_eu

On 14 September 2025 there were 31 videos in the channel (with one being an initial test video). Views per video averaged mostly between 50-100, with the top three videos being:

1. a video[5] explaining the Database of Known Fakes, DBKF (304 views until 14 September 2025),
2. a video[6] on synthetic media detection (210 views until 14 September 2025),
3. a video[7] outlining use of Google Images for similarity search (195 views until 14 September 2025).

As to subscriber numbers to the channel: these stood at 118 overall on 14 September 2025. More statistics in Figure 9 below.

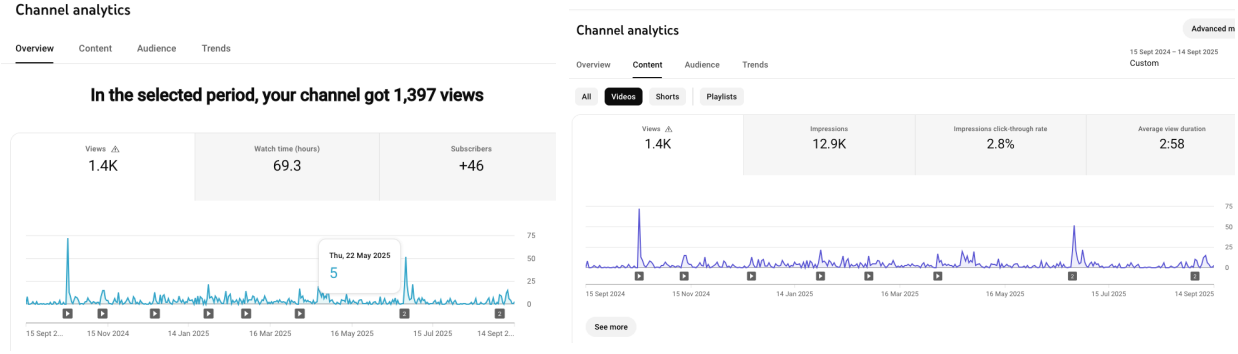


Figure 9: Selection of statistics for the vera.ai YouTube channel, period 15 September 2024 – 14 September 2025.

A YouTube presence was not originally foreseen by the project and did not form part of the DoA, hence no KPIs were defined. The project consortium is nevertheless very satisfied with the performance of the vera.ai YouTube channel and respective efforts that went into making several vera.ai events and activities available to an interesting audience in a viewable format that will be available long after the project has been terminated.

4.6 Speaking and being present at industry and academic events

Showing presence at events, conferences, trade fairs, exhibitions, workshops, and collaboration / clustering meetings – both physical and online – was another very important part of the vera.ai dissemination, outreach, and communication strategy throughout the project's duration. It started early-on in the project's lifetime. All partners were active in this field.

This was done in order to:

- present to others what we have done and are doing in the project,
- share learnings, experiences, and outcomes,
- stay informed about areas and topics of relevance for vera.ai project work,
- meet and interact with relevant stakeholders from different domains and fields,

[5] https://www.youtube.com/watch?v=xBypSsW2-TE&t=4s (last accessed 22 September 2025).
[6] https://www.youtube.com/watch?v=gGBxZWFxBIQ (last accessed 22 September 2025).
[7] https://www.youtube.com/watch?v=zNfip0g0t-g (last accessed 22 September 2025).

- support cooperation and collaboration,
- support exploitation and results uptake.

Over the three years' project duration, the vera.ai project – represented by individual partners or collaboratively by a group of partners or the entire consortium – was present actively at well over 100 events in total. Very often we were invited to speak at events to share our knowledge and results – all this in addition to events at which partners had their work showcased on their own initiative.

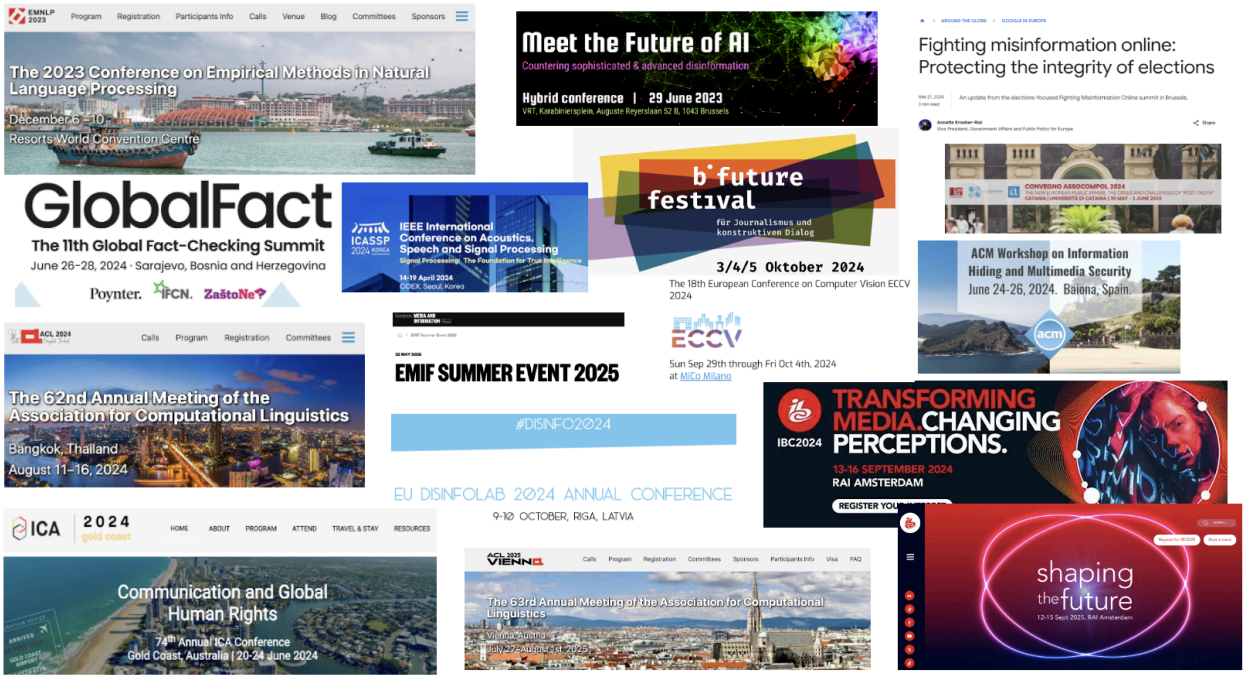


Figure 10: Small selection of events at which vera.ai partners were present. Compiled on 5 August 2025.

In Figure 11 below, we provide some more visual snapshots of a selection of events at which vera.ai was represented. These were very wide in scope and form and include, for example, participation with a stand at premiere industry exhibitions such as IBC in Amsterdam, sessions at the European Parliament, academic conferences, and events organised by us such as the those that were part of the AI Against Disinformation cluster, to name but a few.

For more details, you may also want to consult the respective sections of the website that feature such activities (e.g., the section in which public presentations are listed or the article section that contains reports about selected events.[8] Also, the part about clustering (Section 4.12 of this deliverable) features a selection of events and related activities, partly as there are overlaps between these categories.)

[8] See https://www.veraai.eu/presentations and https://www.veraai.eu/all-articles (last accessed 22 September 2025).

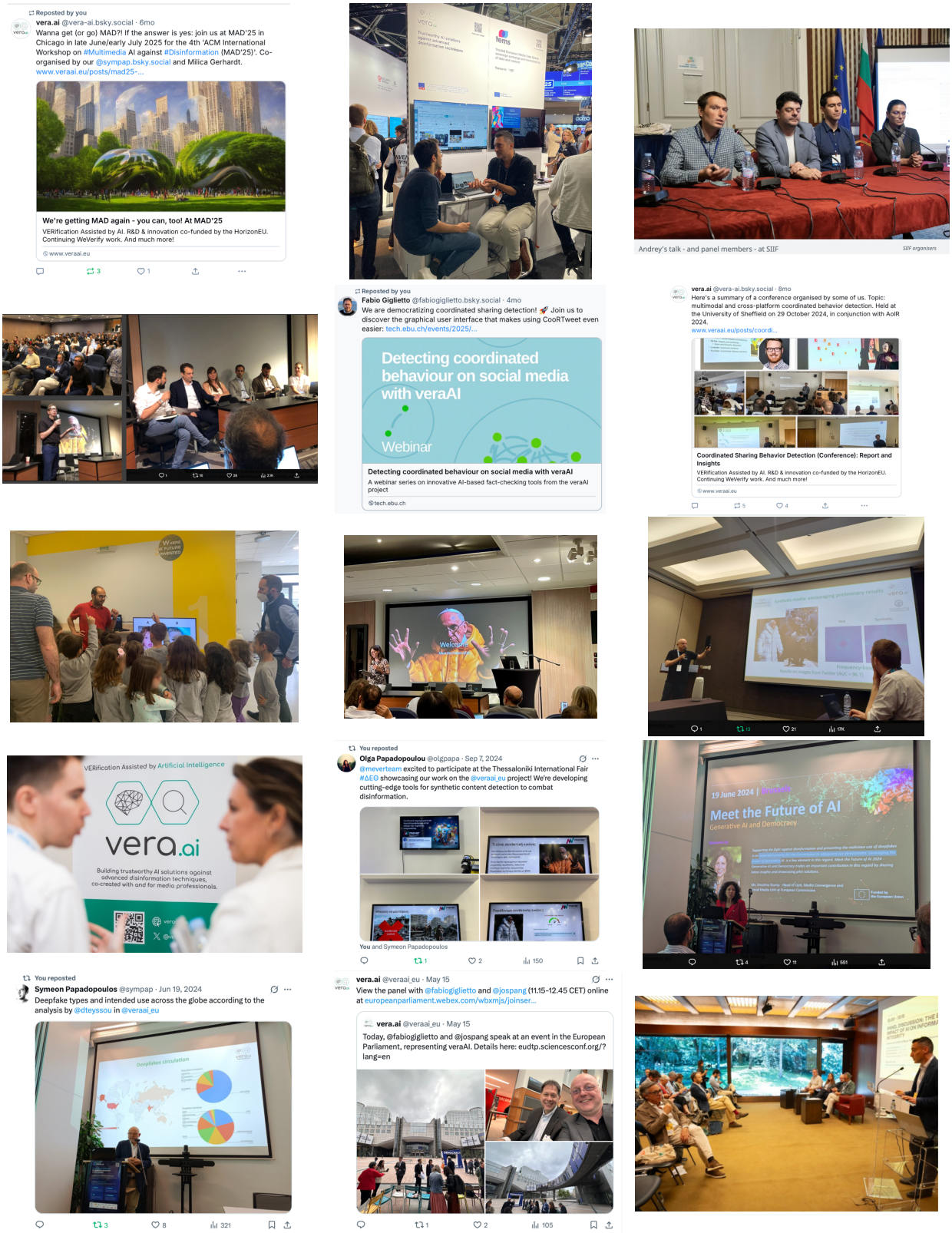


Figure 11: Snapshots of a selection of events and activities in which project partners were actively involved. Photos of various dates, selection compiled on 4 August 2025.

Whenever possible, events and activities were accompanied by reporting and promotion on vera.ai's website and social channels. Internally, these activities were reported in a shared spreadsheet for the entire consortium to be informed about what was going on and to act accordingly (see also Section 4.13).

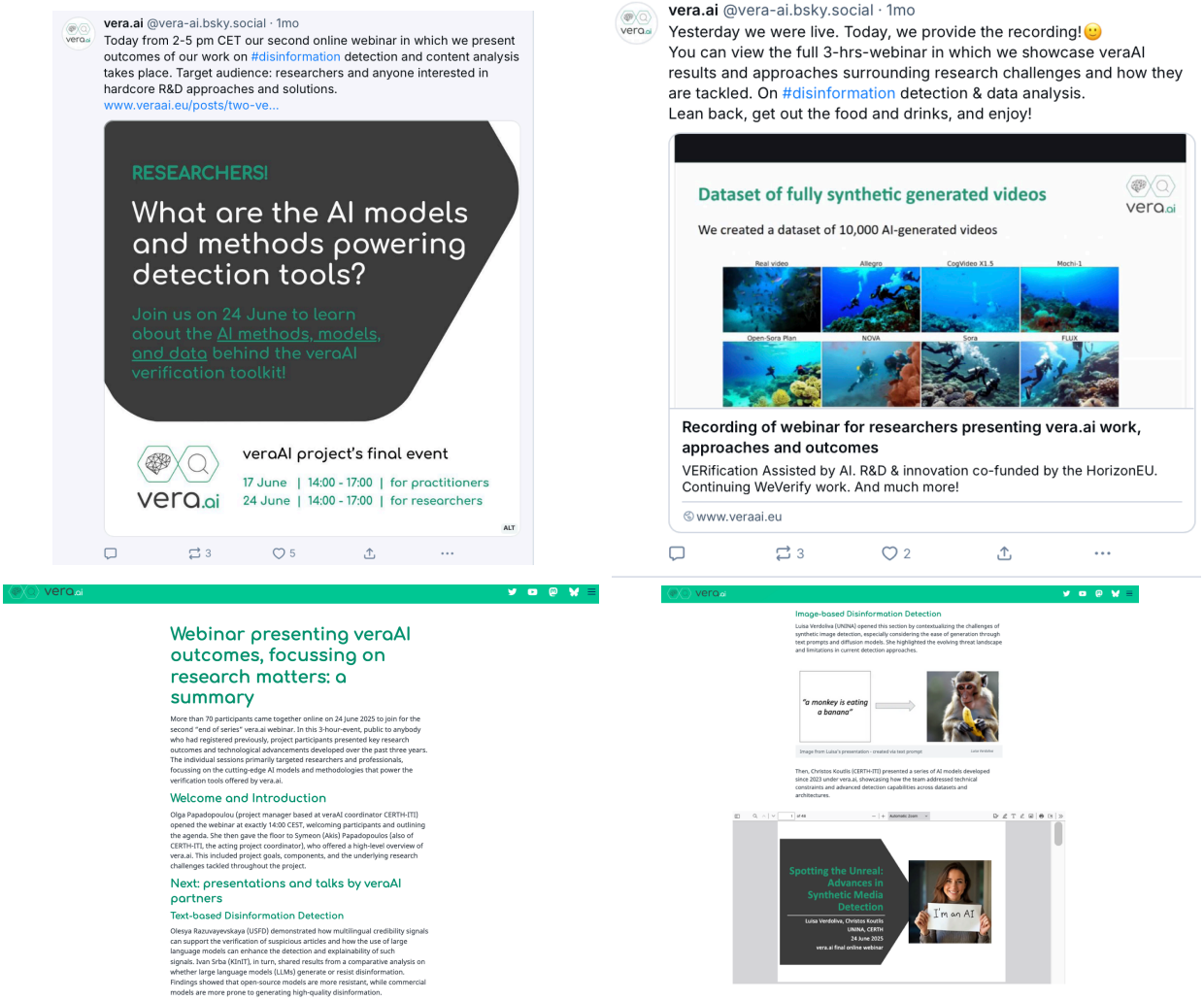


Figure 12: Announcing / promoting a vera.ai event (top left) and reporting about it afterwards (top right) on BlueSky in June 2025, as an example. Second row: Reporting the event on the vera.ai website. Screenshots dated 04 August 2025.

The following KPIs regarding speaking at events had been defined at the outset of vera.ai and were reached subsequently during the project.

Table 4: KPIs for speaking at industry and academic events

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Speaking at industry & academic events	≥ 15	41	≥ 25	58	≥ 30	50

As shown in Table 4 by the above KPIs, in this area, too, the consortium performed well beyond what was initially defined and promised.

4.7 Presentations

During the project's lifetime many project presentations were given, informing about vera.ai activities and outcomes. Whenever possible, they were made publicly available to the widest possible audience via the vera.ai website in a dedicated 'Presentations' area (see Figure 13).[9]

Partially this all went hand in hand with speaking at events (more about this in the previous section).

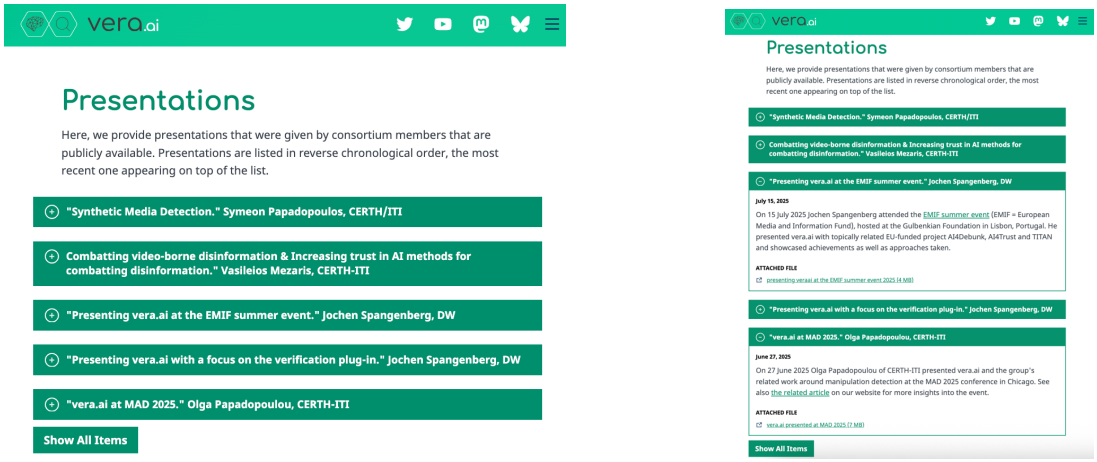


Figure 13: The category "Presentations" on the website (left). By clicking on the title, individual entries "open up", providing more detailed information and making the presentation available for download (right). Screenshots dated 4 August 2025.

In terms of KPIs, we set ourselves the following targets and performed as follows:

Table 5: KPIs for publicly shared presentations

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Publicly shared presentations	≥ 15	37	≥ 20	34	≥ 25	37

Additionally, presentations to potential customers were also given (see Table 6 below). As this was a rather different activity to presenting research work and outcomes, we list these separately.

Below, we outline the respective KPIs and achievements. Details as well as the presentations themselves will not be made available publicly but remain internal and with the respective partners only.

Table 6: KPIs for presentations to potential customers

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Presentations to potential customers	≥ 0	0	≥ 3	24	≥ 10	31

[9] See https://www.veraai.eu/presentations (last accessed 22 September 2025).

4.8 Scientific publications

The vera.ai project also contributed significantly to scientific research and discourse. Doing so with scientific publications became another important and integral dissemination and outreach activity. Scientific publications took the form of e.g., scientific papers, peer reviewed articles, book chapters, White Papers, and such like. Towards the end of the vera.ai project, an entire book is in the process of being written and published, therewith leaving another legacy of vera.ai.

Publications are easily accessible via the vera.ai website in a dedicated area called "Publications".[10] Users can obtain respective information about what has been published where and by whom and, in most cases, access and download the respective document directly with a single click (illustrated in Figure 14).

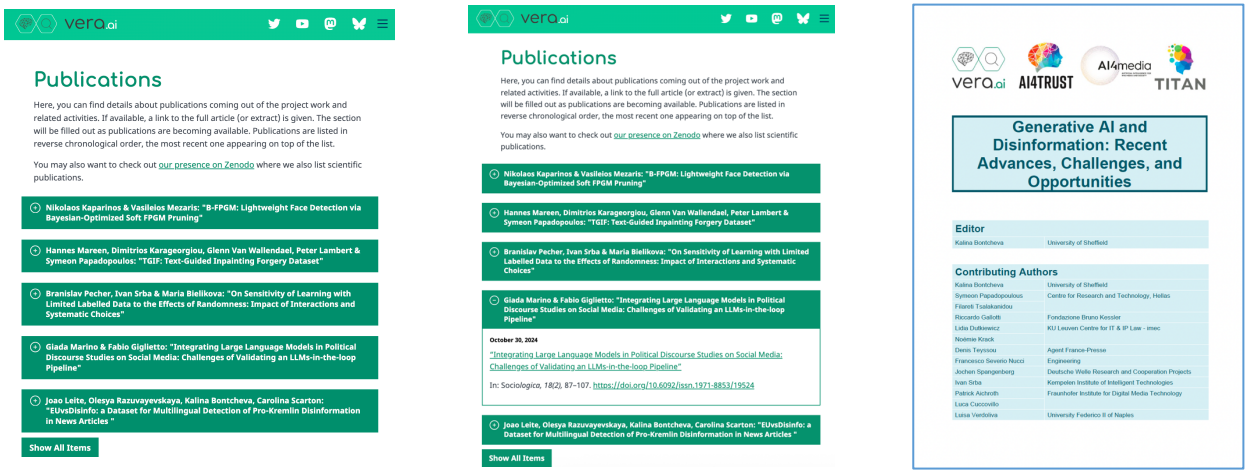


Figure 14: The category "Publications" on the website (left) and how individual entries "open up" by clicking on it, providing more detailed information (middle). Right: a collaboratively written White Paper[11], led by vera.ai. Screenshots dated 5 August 2025.

Scientific publications are furthermore made available on Zenodo in a dedicated vera.ai community (presented in Figure 15)[12]. Zenodo serves as a "go to platform for scientific publications". This way, scientific vera.ai work and outcomes are available via both the vera.ai branded website (a destination for all project-related materials) as well as a dedicated research community platform (Zenodo) that has a very specific target audience (researchers, scientists, scholars, and such like).

[10] See https://www.veraai.eu/presentations (last accessed 22 September 2025).

[11] The publication was also featured on Cordis. See https://cordis.europa.eu/article/id/450241-unravelling-the-deepfake?WT.mc_id=exp (last accessed 22 September 2025).

[12] See https://zenodo.org/communities/veraai/ (last accessed 22 September 2025). Zenodo is an open general-purpose repository developed under the European OpenAIRE programme and operated by CERN. It allows researchers to deposit research papers, datasets, research software, reports, and any other research related digital artefacts. Zenodo furthermore helps researchers receive credit by making the research results citable (information taken from the Zenodo website).

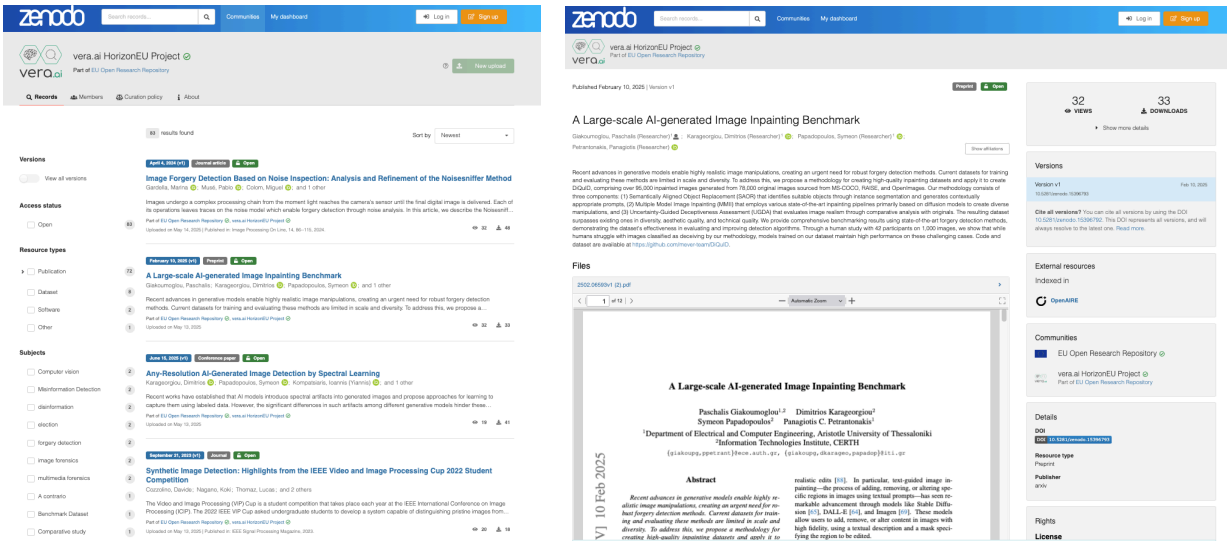


Figure 15: The vera.ai Zenodo repository and an example of how an individual publication is displayed. Screenshots dated 05 August 2025.

The following KPIs and targets with regards to the number of scientific publications were set – respectively achieved – over the three-year project duration.

Table 7: KPIs for scientific publications

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Scientific publications	≥ 7	26	≥ 15	33	≥ 20	30

The final figure for Year 3 will eventually be even higher as not all publications ("some work in progress") are listed here as the cut-off date for the figures in this Deliverable is 14 September 2025 (as for all other figures, as stated before). This includes an entire book written by vera.ai project members, with individual authors contributing a variety of chapters, plus several papers that are still in the process of being published.

4.9 Conducting training events and user-oriented workshops

In the runtime of vera.ai, the project consortium conducted a selection of training events and workshops with different target audiences. They varied in scale and scope and took place online and in person.

Workshops and training events that were conducted focussed primarily on journalists and fact-checkers, human rights workers, and students / academics / researchers of social sciences and the technological domain, particularly those dealing with various facets of AI and data analysis.

Many such events (for some impressions see Figure 16) were furthermore geared towards gaining user feedback that was subsequently fed into tool and service development.

Among the many workshops and training events conducted were (selection):

- The Summer and Winter Schools organised by the University of Amsterdam.[13] Topics of the various events were wide in range and scope. Many that took place in the vera.ai runtime featured a vera.ai presence and were used to present individual components and approaches, as well as test and trial new avenues of research, or work together with non-vera.ai experts on new tools and services for verification and data analysis. A lot of the work and outcomes found their way into vera.ai work or became part of it.[14]

- A series of online participatory design workshops conducted by EBU and DW focussing on journalists and fact-checkers to gather user feedback on a selection of vera.ai tools and services. These sessions were geared towards providing technology developer partners with better understandings of user needs, requirements, and workflow issues of practitioners.[15]

- Tutorials and workshops focussing on individual vera.ai tools and services, e.g., the Database of Known Fakes[16], the Verification Plug-in[17], Coordinated Sharing Behaviour[18] or audio analysis / forensics.[19] Depending on the respective focus of individual sessions, these were used to introduce or portray selected tool features, gather feedback and/or exchange learnings.

- Presentations of vera.ai results and outcomes that invited interaction and feedback from an interested audience. To mention here in particular:

[13] See https://www.digitalmethods.net/Dmi/WinterSchool for UvA's Winter Schools and https://www.digitalmethods.net/Dmi/DmiSummerSchool for the Summer Schools (accessed on 7 August 2025).

[14] For more see also the respective Deliverables, e.g. of WP2 and 3. Overviews of Summer and Winter Schools can be accessed via the respective UvA website (see https://www.digitalmethods.net/Dmi/). An article on the vera.ai website provides impressions of the 2023 UvA Winter School: https://www.veraai.eu/posts/uva-winter-school-jan-2023. Results of participating vera.ai teams are also accessible via the vera.ai website. See e.g., *Uncovering Misinformation in Russia's War Against Ukraine: Insights from the "Digital Methods Initiative Winter School and Data Sprint 2023"* (https://www.veraai.eu/posts/misinformation-dynamics-research-dmi-winter-school); *Mapping post-truth spaces concerning the war in Ukraine* (https://www.veraai.eu/posts/mapping-post-truth-spaces-concerning-the-war-in-ukraine-dmi); *Mapping the "memory loss" of disinformation in fact-checks: the challenge of preserving disinformation traces* (https://www.veraai.eu/posts/mapping-memory-loss-archiving-dmi-winter-school); and *Uncovering the Underlying Model of Cross-Border Disinformation and Teaching Technologies to Identify it in its Early Stages (https://www.veraai.eu/posts/uncovering-underlying-model-of-cross-border-disinformation-ontotext).* All links were last accessed on 07 August 2025)

[15] Findings from these sessions made their way into the Deliverables of WP2. To guard participants' privacy, these events are not made public as recordings. For the announcement see https://tech.ebu.ch/events/2023/evaluating-ai-tools-against-disinformation-a-veraai-webinar (last accessed on 07 August 2025).

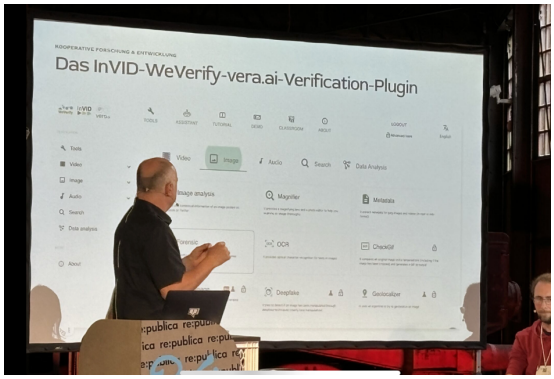
[16] See e.g., https://www.veraai.eu/posts/ebu-webinar-6-featuring-ontotext-dbkf (last accessed on 07 August 2025).

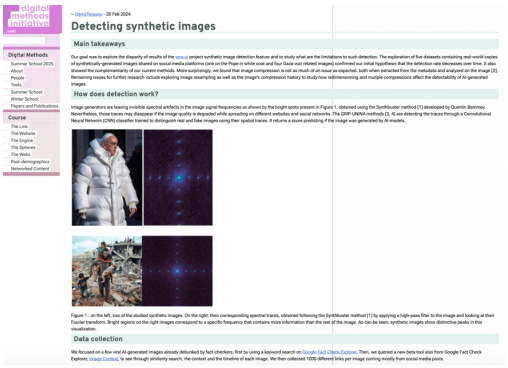
[17] See e.g., https://www.veraai.eu/posts/veraai-featured-at-global-fact-10-seoul-korea (last accessed on 07 August 2025).

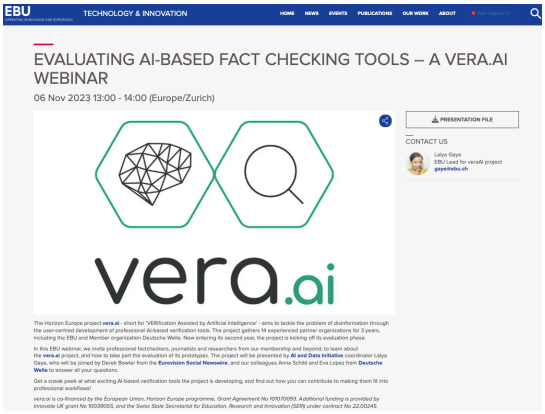
[18] See e.g., https://www.veraai.eu/posts/uni-urbino-on-cib-around-pope-health-research-findings (last accessed on 07 August 2025).

[19] See e.g., https://www.veraai.eu/posts/ebu-webinar-feturing-fraunhofer-idmt-on-audio-analysis (last accessed on 07 August 2025).

- a series of events organised and run by EBU that consisted of nine webinars until 14 September 2025.[20]
- the two June 2025 “end of the project workshops” presenting vera.ai outcomes, focussing on a) journalists and fact-checkers[21], and b) the research / scientific community.[22]







[20] All events feature on the vera.ai website (https://www.veraai.eu/all-articles) and the vera.ai YouTube channel (https://www.youtube.com/@veraai_eu). See, as an example, the University of Sheffield presenting work on synthetic text detection, credibility signals and OCR in the EBU-organised webinar no. 3: https://www.veraai.eu/posts/usfd-presenting-work-in-ebu-webinar-series-nov-2024 (last accessed on 07 August 2025). Please note that discussions with the audience and gathering their feedback at the end of these sessions is not included in the on-demand videos for privacy reasons.

[21] See https://www.veraai.eu/posts/presenting-veraai-outcomes-session-one-17062025 (last accessed on 07 August 2025).

[22] See https://www.veraai.eu/posts/summary-of-webinar-targeting-research-issues-24-6-2025 (last accessed on 07 August 2025).

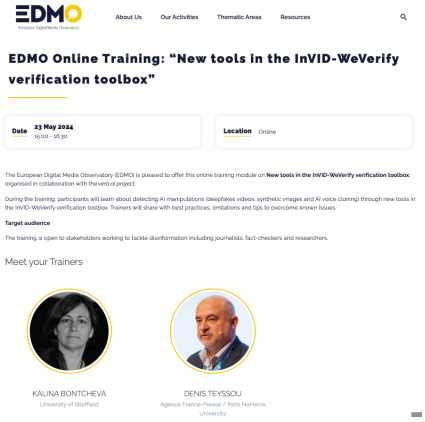


Figure 16: Selection and impressions of training events and workshops, various dates. Images represent only a small selection of the numerous sessions that were run and organised. Put together on 07 August 2025.

Benefits of all these workshops and training sessions were manifold. They

- provided useful insights for subsequent vera.ai tool and service development,
- fostered exchanges between practitioners and the scientific / research community,
- served as a useful vehicle to disseminate and "spread the word" about vera.ai activities, approaches, and outcomes,
- served as fora for future collaborations.

Let us next look at the respective KPIs that are shown in Table 8.

Table 8: KPIs for training events and user-oriented workshops

	Year 1 target	Year 1 achieved	Year 2 target	Year 2 achieved	Year 3 target	Year 3 achieved
Training events / activities*	≥ 3	8	≥ 6	12	≥ 10	24
Number of training event participants	≥ 100	~800**	≥ 300	~1,690**	≥ 600	~1,800**
User-oriented and Research Workshops*	≥ 2	6	≥ 2	7	≥ 2	9

** = the two categories a) training events and b) workshops are not always clear-cut in terms of definition and labelling. Hence one could debate where to list which event at times. Importantly, every such activity is only ever counted once at most.*
*** = these figures are estimates as it was often impossible to do detailed counting, especially when large groups were concerned. The overall number may well be significantly higher.*

As can be seen above, in this category, too, the set KPIs were all achieved. In fact, they were all over-achieved by far. Furthermore, it is not only numbers that matter, but also the quality of events that were held and organised. The vera.ai consortium can say with confidence that many high-quality workshops and training events were delivered during the project's runtime, bringing together a great variety of stakeholders and interested participants.

4.10 Outreach with code

Reaching out by making available project work such as code, API access and datasets has been another part of the vera.ai dissemination and outreach strategy. Whenever possible, project work and outcomes, be it software code or deliverables, was made accessible in an open (source) manner.

Few limitations or restrictions had to be obeyed though, i.e., when the protection of certain intellectual property rights, contractual aspects and agreements governed by respective documents and rules (e.g., the EC contract, the Consortium Agreement, certain rules and regulations) were concerned.

Overall, the open (source) strategy pursued by vera.ai allowed entities outside the project to significantly benefit from vera.ai work, too. For example: researchers outside the project could and can re-use code and datasets, therewith reproduce and enhance experiments that were carried out in the project and thus build further on vera.ai outcomes. This approach makes sure that invested resources reach the widest possible community and allow for project work and outcomes to last way beyond the project's lifetime, making it part of the long-term research activities and domains.

Regarding KPIs: no specific KPIs were set for this activity. Nevertheless, vera.ai project partners were fully committed to the formulated approach and strategy of making publicly available as much of the project work as possible. This is evident in the respective repositories, among others (for an example see Figure 17 below).

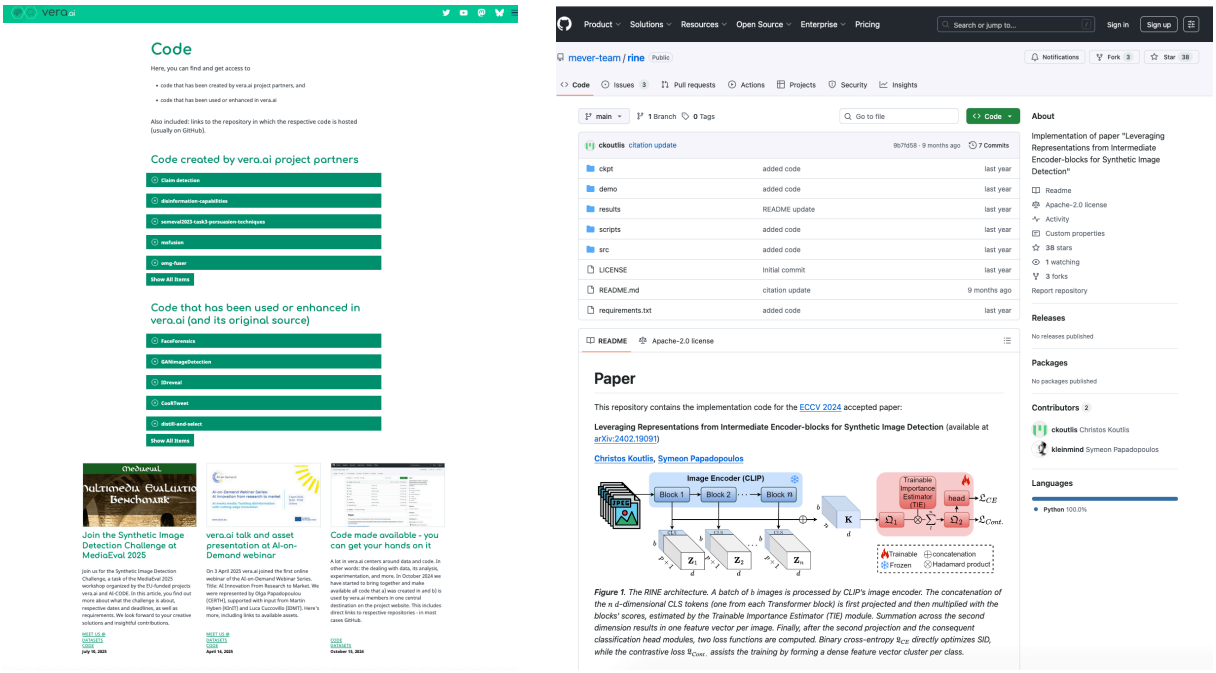


Figure 17: website section "Code" (left) and an exemplary dataset on Github, made freely available by project partner CERTH (right). Screenshots dated 21 August 2025.

4.11 Physical dissemination and outreach materials

In addition to digital dissemination, we also produced and used several physical dissemination materials for communication and outreach purposes. These include so-called printed 'pull-ups' (an example of one

such pull-up is given in Figure 18 below) that carry core vera.ai messages and provide information about where to find out more about the project via URL and/or QR-code pointing to the project website. Pull-ups also communicate the project's social channels.

Figure 18: A vera.ai pull-up in action. Here at the EUDL Annual Conference in Riga in October 2024.

vera.ai stickers (Figure 19) were also designed and produced. These can go anywhere, as desired. A perfect fit: on laptop covers.

Figure 19: vera.ai stickers.

For academic posters (a photo of a poster presentation is shown in Figure 20) that were and are to communicate research works of partners, a template containing elements of the vera.ai corporate identity was created. These could and still can be used by project partners according to their specific needs and requirements, if and as desired.

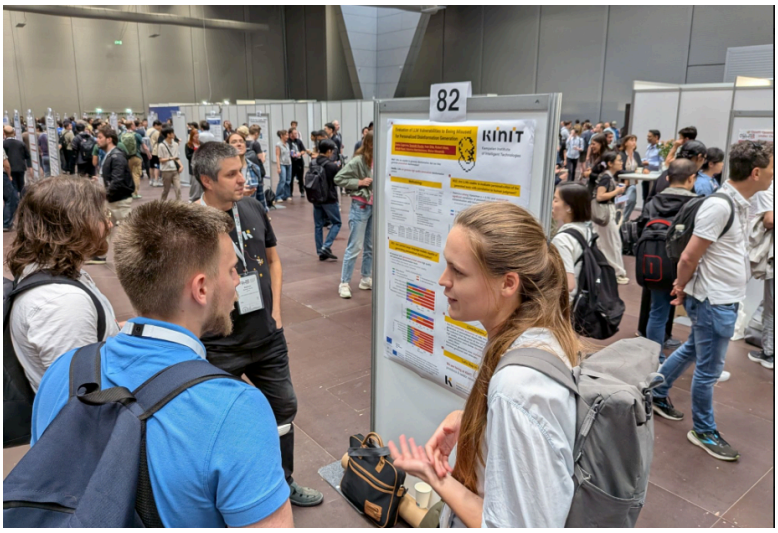


Figure 20: Poster presentation by KInIT at ACL 2025 in Vienna in July 2025, using primarily a KInIT design, with vera.ai / EU funding acknowledgements at the bottom.

Finally, we used the vera.ai logo and colour scheme to design t-shirts as well as sweatshirts in various styles and colours that are "ready to print" on demand (Figure 21). Anyone who wants to can go to the respective site www.printful.com and order what exactly is needed, choosing between different styles, sizes, and colours.[23]

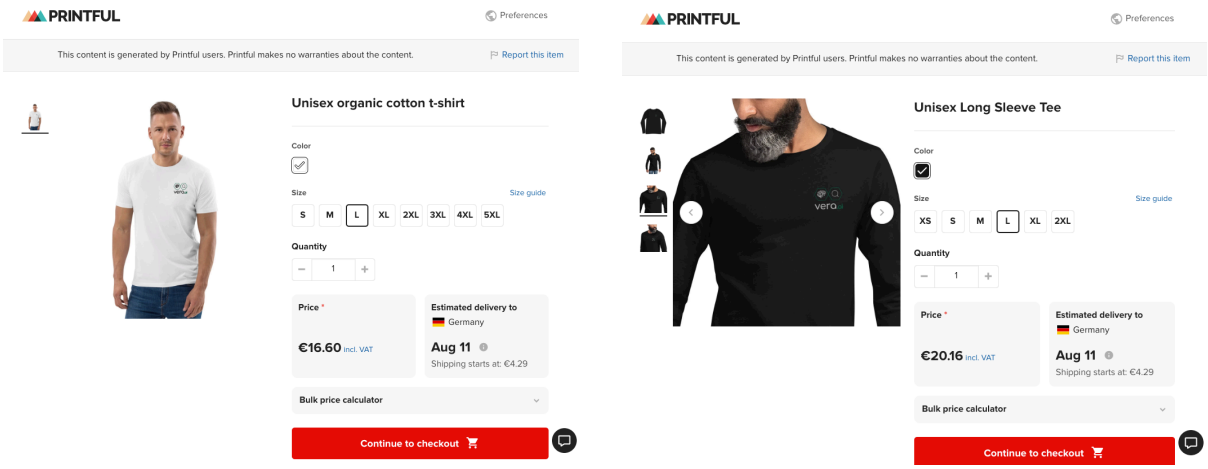


Figure 21: Dedicated site www.printful.com at which vera.ai shirts can be ordered. Screenshots dated 25 August 2025.

[23] Spoilt for choice: a white unisex vera.ai t-shirt can be ordered here: https://www.printful.com/uk/product-template/44994529/70a484556ee54063f7f395619e32041b. A unisex long sleeve shirt in black awaits orders here: https://www.printful.com/uk/product-template/44998240/f604c80caf8b4dcf381b6e3cd82f7691, while a unisex vera.ai organic sweatshirt in dark green can be found here: https://www.printful.com/uk/product-template/44998240/f604c80caf8b4dcf381b6e3cd82f7691. (All websites last accessed on 25 August 2025.)

Figure 22: Denis Teyssou (AFP) wearing a vera.ai T-shirt at Global Fact 12 in Rio de Janeiro (June 2025).

4.12 Clustering activities

The vera.ai consortium has carried out extensive clustering efforts aimed at engaging key stakeholders and continuing collaboration across European and global initiatives addressing disinformation. To name and highlight in particular: vera.ai coordinated the 'AI vs. Disinformation Cluster' in 2024 and played a leading role in organising two 'Meet the future of AI events' during the project's runtime.

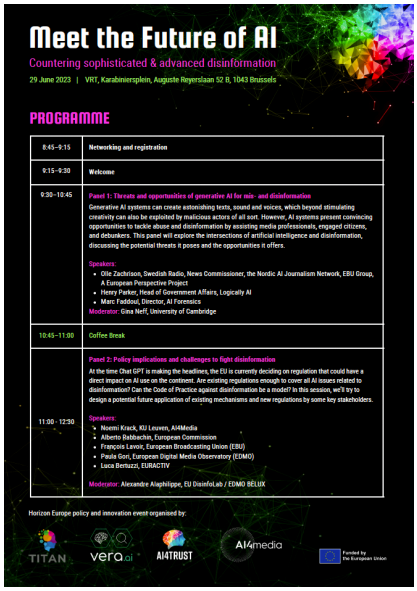
These and other clustering activities were instrumental in supporting the adoption, visibility, and sustainability of the project's AI tools and services. They were organised under a specific task, namely Task 6.2 of WP6. However, due to its nature, there were some overlaps between dissemination and clustering in terms of definition and categorisation, hence it was not always clear-cut where exactly to list individual activities.

Over the full project period, clustering activities have targeted established and emerging networks across multiple sectors, including the European research community, media organisations, fact-checkers, civil society actors, policy makers and AI developers, as primary target audiences. The consortium adopted a cross-sectoral and multilingual approach to clustering, building bridges between academic innovation, journalism practice, public interest technology and disinformation response policy.

An initial stakeholder mapping was conducted during the early stages of the project and continuously updated (for details see Deliverable D6.1, especially Section 3.10, table 9, in which an initial list of projects and initiatives is listed). Based on this mapping, vera.ai partners co-organised and / or participated in a wide range of clustering events, including scientific conferences, EU project workshops, high-level policy forums, summer schools, co-creation events and professional training sessions, described below in more detail (as stated above: due to a not always clear-cut differentiation between clustering and other dissemination and outreach activities, there may be some overlaps here to related activities that are / could also be featured elsewhere in this deliverable).

From 2023 to 2025, clustering efforts intensified significantly. Some highlights include:

- Two dedicated 'AI Against Disinformation' conferences in Brussels (in 2023 and 2024, depicted in Figure 23), co-organised with EU-funded projects TITAN, AI4Trust, and AI4Media, serving as a flagship event for the AI vs Disinfo cluster. These conferences featured high-level keynotes, user feedback demos, joint sessions on tool interoperability, and a wide range of stakeholder representation – from policy and academia to civil society and media. [24]



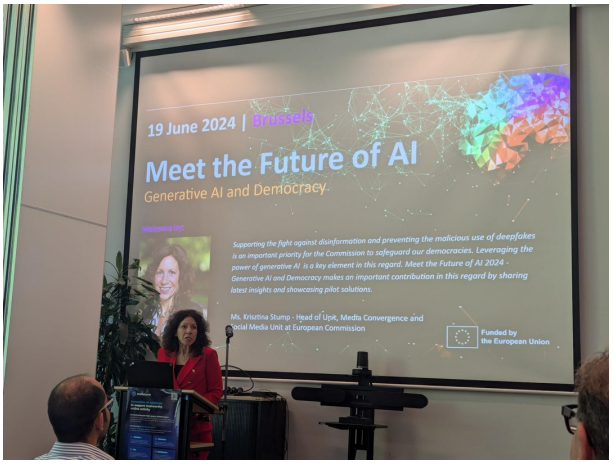


Figure 23: Announcing the 2023 session and programme (programme page 1, left), and a photo of the 2024 event, featuring Krisztina Stump, EU Head of Unit, Media Convergence and Social Media (right).

- In support of sustained engagement and visibility with projects from the AI vs Disinfo cluster, EUDL also created a dedicated clustering page[25] on its website, presenting the full list of collaborative EU-funded projects relevant to vera.ai's mission. This resource serves as both an overview of the active ecosystem and a dynamic entry point for cross-project dialogue, designed to inform stakeholders, media professionals and institutional partners about collaboration, interoperability opportunities and common research priorities across the EU disinformation and AI landscape.

[24] See, for example, a report about the 2024 edition on the vera.ai website: https://www.veraai.eu/posts/meet-the-future-of-ai-2024-event-summary (last accessed on 5 September 2025).
[25] https://www.disinfo.eu/ai-against-disinformation/ (last accessed on 5 September 2025).

- A series of EDMO coordination meetings and training events provided in-depth opportunities to align methodologies on disinformation investigation and tool usage (e.g., featuring the verification plugin, CoorTweet, and coordinated inauthentic behaviour (CIB) detection among others.
- Cross-institutional workshops with VisualTrust[26], the EFCSN[27] and VIGILANT[28], where several partners presented vera.ai toolkits and discussed interoperability with law enforcement and media users.
- Shared events such as MediaEval 2025[29], organised and supported by vera.ai and Horizon Europe sister project AI-CODE, bringing together a variety of researchers who work on verification and fact-checking.
- Integration of the tech-i app[30] developed by EBU, with a vera.ai section for broadcasting partners across Europe. Dedicated articles and project updates are disseminated to EBU members and regional public service media outlets (see Figure 24).

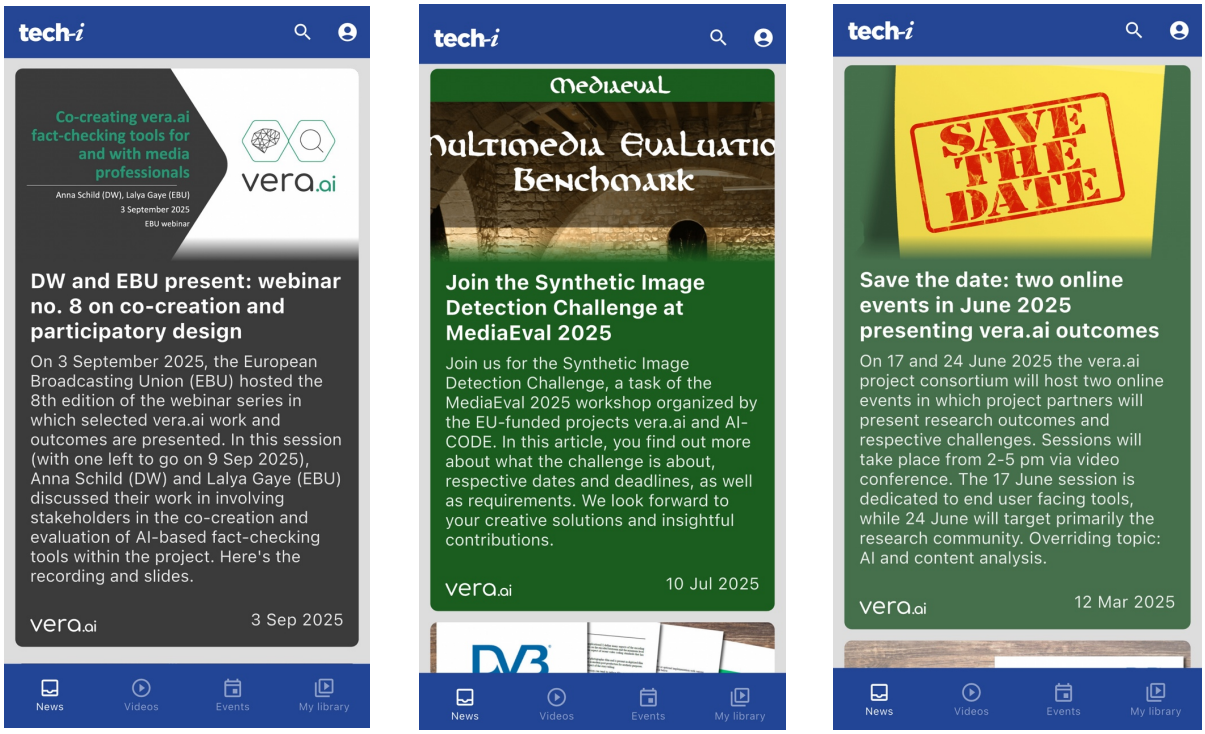


Figure 24: Screenshots of individual articles that feature on the EBU tech-I app (iOS version), pulling the content from the vera.ai website. Screenshots taken on 5 September 2025.

[26] https://www.visualtrust.ub.edu/ (last accessed on 5 September 2025).
[27] https://efcsn.com/ (last accessed on 5 September 2025).
[28] https://www.vigilantproject.eu/ (last accessed on 5 September 2025).
[29] https://multimediaeval.github.io/editions/2025/tasks/synthim/ (last accessed on 22 September 2025).
[30] https://tech.ebu.ch/publications/software/tech-i-mobile-application (last accessed on 5 September 2025). The app pulls content from the vera.ai website and makes it available to users of the app.

- The project's regular collaboration with EU institutions, including talks at the European Parliament (2024), participation in the JRC Technology & Disinformation Roundtables, and visibility at key institutional events like the Thessaloniki International Fair and Deutsche Welle's Global Media Forum.
- vera.ai was showcased at the EU DisinfoLab Annual Conference through a dedicated demo booth in both 2023 and 2024, providing hands-on access to its tools and enabling direct dialogue with researchers, journalists, and policymakers. The project will also be formally presented at the 2025 edition of the conference, taking place on 15-16 October in Ljubljana.
- Events such as the AIDA symposium (Thessaloniki) and European Forum Alpbach (Austria) provided strategic opportunities to reach communities working at the intersection of AI ethics, security, Foreign Information Manipulation and Interference (FIMI), and democratic resilience.
- Ongoing collaborations with projects like AI4Debunk, FERMI, CrossOver, and FiDisD supported technical dialogue on multilingual corpora, labelling standards, training datasets, and hybrid detection systems.
- Strategic communication could also rely on individual partner channels, especially those with large reach, such as those of the EBU (see above), Deutsche Welle, AFP and EUDL (e.g. their Disinfo Update newsletter, with over 11k subscribers). All these channels were used to promote key milestones, tools, and publications coming out of vera.ai.

Through engagements like the ones listed above, and similar such activities, vera.ai has helped shape cross-project conversations on ethical AI for media integrity, contributing to harmonisation efforts across the European disinformation ecosystem.

The consortium has also sustained strong cooperation with the EDMO Hubs, ensuring that vera.ai research and tools remain aligned with regional fact-checking, policy, and education priorities. This includes joint participation in panels, methodological workshops, and shared campaigns addressing specific country-level disinformation threats.

The clustering efforts of T6.2 were managed by an internal coordination mechanism, including tracking tables and reporting, which ensured efficient follow-up and shared planning across partners. Activities were also discussed in biweekly Executive Board calls and through regular task-level exchanges.

While differences in project timelines, geographical coverage, and user groups presented logistical challenges, the consortium's ability to proactively map collaboration opportunities and cultivate long-term cooperation has proven successful. These connections will continue to benefit future research uptake, interoperability initiatives and joint dissemination.

The vera.ai clustering strategy has thus contributed directly to Measurable Outcome 6 (MO6): the co-creation, integration, and user adoption of new AI tools. By building community trust, ensuring alignment with end-user workflows, and reducing fragmentation in the disinformation response ecosystem, these efforts lay the foundation for long-term impact and cross-project knowledge sharing beyond the life of the project.

In addition, project networking has remained a key priority of vera.ai, with the aim of encouraging strategic collaborations and disseminating research outcomes across relevant EU and international

ecosystems. Over the reporting period, partners have actively cultivated relations with a wide array of research, media, civil society, policy, and private sector stakeholders.

Through targeted networking efforts, consortium members established bridges with the EDMO network, the AI4Media and AIDA clusters, the Visual Trust and AI4Debunk projects, and several EU institutions (notably the European Parliament, European Commission services, and JRC). These relationships were fed through participation in joint panels, workshops, newsletters, round table / coordination meetings.

Notable activities include:

- Participation in the European Forum Alpbach, AI4Debunk multi-stakeholder events, Visual Trust round tables, EFCSN-EDMO Parliament sessions, all of which strengthened the vera.ai network of fact-checkers, EU-funded researchers, and regulators.
- Regular engagement with strategic players in disinformation policy, including the Organisation for Economic Co-operation (OECD), Viginum, StratCom, and the French Army's AI and Information Warfare division (via presentations at their high-level conferences).
- Continued visibility at premier international conferences such as ACL, EMNLP, ECCV, AoIR, SIGIR, MAD, IBC, AI International Summit, and Global Fact has facilitated exchanges with researchers and practitioners in AI, journalism, digital policy, and media verification.

These activities have been crucial not only in raising awareness of vera.ai's tools and methodologies, but also in establishing lasting ties for further exploitation and sustainability beyond the project's lifetime.

Since mid-2023 alone, consortium members have delivered dozens of presentations – including keynotes, demos, and thematic panel contributions – reaching AI researchers, computer vision specialists, fact-checkers, journalists, and policymakers (more about this also in Section 3.7 of this deliverable). Notably, the EBU Webinar Series (2024–2025) featured nine well-attended sessions for European media and disinformation detection professionals, covering critical topics such as synthetic media detection, multilingual analysis and coordinated behaviour detection.[31]

As some sort of "summarising or concluding event", the project also held its final public outcome sessions in June 2025. These were made up of a two-part online event series showcasing project results, tool demonstrations, and structured end-user feedback sessions.[32] They were attended by over 250 people.

Overall, and in tandem with other outreach activities, clustering activities proved to be highly impactful and ensured that numerous stakeholders from different domains were reached, made aware of vera.ai project work, and opened avenues for present and future collaborations. All this added to the uptake potential of project work and outcomes, and its sustainability.

[31] Recordings of all webinars are available on the vera.ai website. All but one (for privacy reasons) are accessible on the vera.ai YouTube channel (https://www.youtube.com/@veraai_eu (last accessed 22 September 2025).

[32] Recordings and materials were disseminated through the vera.ai website and newsletter. For more about session 1, targeting primarily journalists and fact-checkers, see https://www.veraai.eu/posts/presenting-veraai-outcomes-session-one-17062025. Session 2 that targeted the research community is recapped on https://www.veraai.eu/posts/webinar-for-practitioners-24-6-2025 (last accessed on 22 September 2025).

4.13 Internal reporting and keeping track of outreach activities

To keep track and capture dissemination, communication, clustering and outreach activities, an internal reporting system (see Figure 25, left) was established at the beginning of the project by DW. This was followed by all partners throughout. Information contained therein was used directly for reporting about individual activities, making sure everyone knew what others were up to. It also served to compile reports and deliverables such as the one you are presently reading.

The respective spreadsheet (depicted in Figure 25, right) in which all said information was / is being filled out and stored contains the following categories (they have been slightly adapted since the start of the project):

- general information (how to use the system),
- trainings and workshops,
- dissemination / clustering activities,
- publications,
- communication activities,
- customer presentations,
- dissemination planning (short and long term).

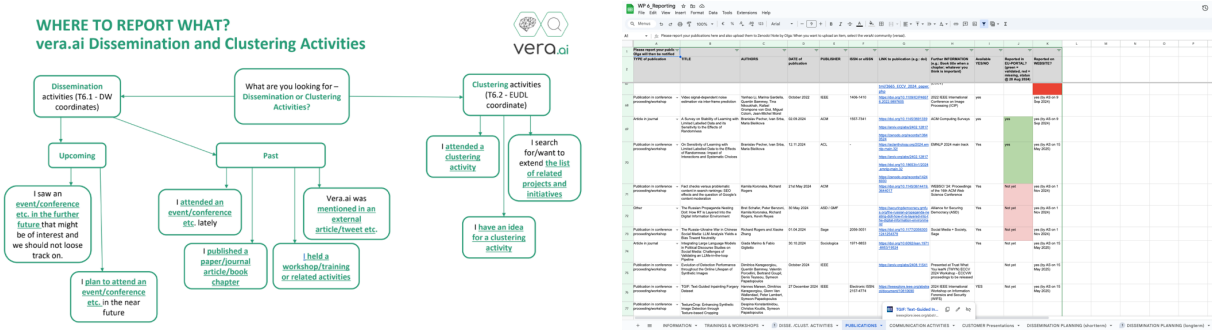


Figure 25: Reporting roadmap and logic overview with links to individual sections (left) and one such section, namely the table listing publications (right). Screenshots dated 21 August 2025.

In addition to the reporting mechanism described above, and to keep everyone informed about respective activities in the dissemination, communication, clustering and outreach domain, the topic was a constituent part of the agenda of every bi-weekly Executive Board meeting. Furthermore, a slot was reserved for it in every project consortium meeting. Finally, digital communication channels completed these endeavours.

Regarding the subsequent reporting about partner activities in the EU portal: this falls under the responsibility of each vera.ai partner.

5 Summary and Conclusion

This Deliverable has outlined the vera.ai dissemination, communication, clustering, and outreach activities. It provides the reader with detailed information about what has been done during the project's lifetime following the strategy and approach that was outlined in Deliverable 6.1., including adjustments that were made and the reasoning behind it.

The KPIs that were set in the project proposal stage and further defined and contractually agreed on in the DoA have all been achieved. In fact, most were over-achieved by far.

In addition, more dissemination and outreach activities were carried out for which no KPIs were defined, and no contractual requirement existed.

All this had one overriding aim and purpose: to make the most of the available resources and make sure that as much information as possible reached relevant stakeholders and communities in order for vera.ai work and results being spread wide and far, having ultimate benefit, providing excellent value for money.

vera.ai furthermore succeeded in establishing itself as a clear and easy-to-recognise brand in the countering disinformation domain. The project brand or project identity goes together with its various outcomes and results (e.g., the verification plugin, the Database of Known Fakes, an enhanced Truly Media, and individual components in areas like audio forensics, deepfake detection, coordinated inauthentic behaviour, to name but a few), with one supporting the other. This also serves respective exploitation activities. Numerous vera.ai results and outcomes will live on way beyond the project's lifetime, with many such results being available open source, leaving a lasting vera.ai legacy.

To conclude: the vera.ai project team is confident to say that its dissemination, communication, clustering, and outreach activities were of high quality and quantity. They were carried out in a field (countering disinformation, guarding democracy) that is more important than ever.

And finally: the work presented on the previous pages was a combined and collaborative effort of all consortium partners. Not only do consortium partners consider it to be of high quality and impact – it was also fun and enjoyable a lot of the time and resulted in new friendships and collaborations being formed. That is why we conclude with a selection of images in Figure 26 that give just a glimpse of this very pleasant and fruitful collaboration over more than three years of vera.ai.

Figure 26: Snapshots of three years vera.ai – various dates from 2022-2025.

vera.ai

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