

Report

D2.8 Promotional materials

WP2 Communication and Dissemination

Responsible partner: CVTI

Partners: Gratex, IT4I@VSB, DFKI, Asseco CE, STU Bratislava, Comenius University Bratislava, Alexander Dubček University of Trenčín, Trenčín Self-Governing Region, Optima Ideas, CANEX

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Contents

1	Executive summary	3
1.1.	Context and main purpose	3
1.2.	Subject matter and key findings	3
1.3.	Plan and next steps:	7
1.4.	Significance and continuity:	7
2	Introduction	8
2.1.	Context	8
2.2.	Identification of actors	8
2.3.	Main objective of the deliverable	8
2.4.	Specific objectives	8
2.5.	Significance and use	8
3	Project Context, Objectives of WP2.....	10
3.1.	Context of the entire project	10
3.2.	Relevant Specific Objectives	10
3.3.	Specific focus of WP2	10
3.4.	Linking the deliverable to the project	10
3.5.	Expected contribution of WPx in the context of the deliverable	11
3.6.	Links to other deliverables	11
4	Updated scope definition and methodology	13
4.1.	Definition of the baseline	13
4.2.	Identification of the solution.....	13
4.3.	Defining the solution methodology and overall approach	14
4.4.	Division into logical phases	14
5	Deliverable content.....	15
6	Final conclusions and recommendations	18
6.1.	Summary of key conclusions:	18
6.2.	Final recommendations:	18
6.3.	Proposal for dissemination and publication plan	18

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1 Executive summary

1.1. Context and main purpose

This document relates to **Deliverable D2.8 – Promotional Materials**, implemented within **WP2 Communication and Dissemination** of the InnovAlte Slovakia project. The main purpose of the deliverable is to document the preparation, production, and use of promotional and marketing materials supporting the visibility of the project, in particular in relation to the InnovAlte Slovakia kick-off conference and the dissemination of its outcomes.

This document represents a **partial delivery of Deliverable D2.8 – Promotional Materials**. These activities were procured as part of a service contract for the organization of two project conferences (InnovAlte Slovakia: Illuminating Pathways for AI-Driven Breakthroughs). This report covers the materials and promotional outputs related to InnovAite Slovakia – Kickoff Conference (29 October 2025, Trnava) and Second Innovaite Slovakia Conference - AI Synergy: Connecting Research, Industry, and Regional Innovation (29 April 2026, Žilina)

D2.8 complements the organisation of the kick-off conference (reported under D2.3(1)) and second conference (reported under D2.3(2)) by ensuring high-quality visual identity, physical promotional outputs, audiovisual content, and targeted promotional campaigns that increase awareness of the project, its objectives, and its results among key target groups.

1.2. Subject matter and key findings

1. Promotional gifts

Promotional gifts distributed at the kickoff conference

As part of the on-site conference experience, **150 pieces of promotional notebooks** were produced and distributed to participants. The notebooks featured a custom design including the InnovAlte Slovakia visual identity and logos of the project partners, supporting brand recognition and long-term visibility beyond the event itself.

Promotional gifts distributed at the second conference

As part of the on-site conference experience, **150 pieces of promotional power banks** (5000 mAh) were produced and distributed to participants. The power banks featured a custom design, with the InnovAlte logo on one side and four mandatory project logos on the reverse side (*Funded by the European Union NextGenerationEU; the Recovery and Resilience Plan; the Office of the Vice-Prime Minister of the Slovak Republic for the Recovery Plan and Knowledge Economy; the Research and Innovation Authority*). These practical gifts support brand recognition and ensure the long-term visibility of the project beyond the event itself.

2. Production of marketing and visual materials

Production of marketing and visual materials at the kickoff conference

To ensure professional on-site visibility and coherent communication, the following marketing carriers were produced, printed or digitally designed.

Printed materials:

- Roll-up banners (85 × 200 cm): 22 pieces
- Photowall: 1 piece
- Posters A2: 4 pieces
- Conference programme A2: 4 pieces
- Conference programmes A4: 150 pieces

Digital and non-printed materials:

- Banners for social platforms: 10 pieces (5 pieces in English and 5 pieces in Slovak)
- On-screen digital graphics and main screen layouts
- Conference programme adapted for digital projection during the event

These materials were used across the conference venue to visually structure the programme, support orientation, and consistently communicate the project identity.

Production of marketing and visual materials at the second conference

To ensure professional on-site visibility, digital presence, and coherent communication, marketing carriers from the kickoff conference were efficiently reused, and new printed and digital materials were developed:

Printed materials:

- Reused from the kickoff conference:
 - Roll-up banners (85 × 200 cm): 22 pieces
 - Photowall: 1 piece
 - Posters A2: 4 pieces
- Newly printed:
 - Conference programmes A4: 150 pieces

Digital and non-printed materials:

- On-screen graphics:
 - Livestream screen layouts: 6 pieces (3 pieces in English and 3 pieces in Slovak)
 - Digital graphics projected on screens during the conference: 4 pieces
- Banners for social platforms:
 - "Save the Date" banners: 8 pieces

- Conference promotional banners: 8 pieces
- Livestream promotional banners: 8 pieces

These materials were used across the conference venue and digital channels to visually structure the programme, support orientation, and consistently communicate the project identity.

3. Production of audiovisual content

Production of audiovisual content from the kickoff conference

To capture the insights of the event and maximize its reach, a comprehensive suite of video materials was produced and made available online. The video documentation includes:

- Promotional and recap videos (10 pieces in total):
 - Interviews with conference participants: 9 pieces
 - Official after-movie: 1 piece
- **AI-generated vision video** illustrating the project's mission.

The outputs included:

- Full post-production (sound design, music, visual editing),
- Titles and subtitles in Slovak and English,
- Legal clearance and settlement of rights allowing unrestricted use and distribution.

In addition to these promotional videos, **fully edited full-length recordings covering the entire conference** were published on the official InnovAlte Slovakia YouTube channel. To ensure easy navigation and long-term accessibility for the public, the recordings were structured into the following dedicated playlists:

- Work Package Introductions (5 videos)
- Keynote Presentations (2 videos)
- Presentations Track A: AI for Smart Mobility & Built Environments (5 videos)
- Presentations Track B: AI-Driven Software Engineering & Insurance Innovation (4 videos)
- Panel Discussions (2 videos)

These digital assets serve as long-term educational and promotional resources, ensuring continuous visibility and knowledge dissemination.

Production of audiovisual content from the second conference

To capture the insights of the event and maximize its reach, a comprehensive suite of video materials was produced and made available online. The video documentation includes:

- Promotional and recap videos (6 pieces in total):
 - Interviews with conference participants: 5 pieces
 - Official after-movie: 1 piece
- **AI-generated introductory video featuring an AI avatar** that opened the conference and introduced the project's mission and goals.

The outputs included:

- Full post-production (sound design, music, visual editing),
- Titles and subtitles in Slovak and English,
- Legal clearance and settlement of rights allowing unrestricted use and distribution.

In addition to these promotional videos, **fully edited full-length recordings covering the entire conference** were published on the official InnovAlte Slovakia YouTube channel, **available in both English and Slovak languages**. To ensure easy navigation and long-term accessibility for the public, the recordings were structured into the following dedicated playlists:

- Keynote Presentations (6 videos: 3 videos in SK and 3 videos in EN)
- Presentations Track A: AI-Driven Buildings (8 videos: 4 videos in SK and 4 videos in EN)
- Presentations Track B: AI in Software Development and Insurance (6 videos: 3 videos in SK and 3 videos in EN)

These digital assets serve as long-term educational and promotional resources, ensuring continuous visibility and knowledge dissemination.

4. Promotional and advertising campaign of the conferences

Promotional and advertising campaign of the kickoff conference

The kick-off conference was further promoted through a dedicated communication campaign, comprising:

- Paid digital advertising campaigns (LinkedIn, Meta platforms, YouTube, Google Ads),
- Banner advertising,
- Video campaigns using the produced audiovisual materials,
- PR articles and media outputs,
- PR articles published on selected technology and innovation portals.

These activities extended the reach of the conference beyond physical participants and strengthened the project's presence in the wider innovation ecosystem.

Promotional and advertising campaign of the second conference

The 2nd conference was further promoted through a dedicated communication campaign, comprising:

- Paid digital advertising campaigns (LinkedIn, Meta platforms, YouTube, Google Ads),
- Banner advertising,
- Video campaigns using the produced audiovisual materials,
- PR articles and media outputs,
- PR articles published on selected technology and innovation portals.

1.3. Plan and next steps:

- The outputs developed under D2.8 will continue to be actively used throughout the project lifetime.
- Promotional materials and visual identity elements will be reused at future expert events and conferences.
- Audiovisual content will support final dissemination activities, online campaigns, and presentations of project results.
- Digital advertising and PR formats established during this phase provide a tested framework for promoting future milestones, research outputs, and final results.

1.4. Significance and continuity:

Deliverable D2.8 plays a key role in ensuring continuity between individual dissemination activities within WP2. It directly supports and complements Deliverable D2.3 (Kick-off Conference Report) by transforming the event outcomes into long-lasting communication assets.

The promotional materials and audiovisual outputs form a reusable communication toolkit that strengthens the overall dissemination strategy of the InnovAlte Slovakia project and ensures consistent visibility across different phases of implementation and stakeholder engagement.

2 Introduction

2.1. Context

This deliverable was created within the **InnovAlte Slovakia project**, implemented under **WP2 – Communication and Dissemination**.

The promotional materials described herein are part of a broader procurement titled "**Procurement of services for two conferences for the InnovAlte Slovakia project**".

This deliverable document details the execution of the **marketing and promotional requirements** defined in the procurement's technical specifications.

2.2. Identification of actors

The delivery was coordinated by the following partners:

- **CVTI SR:** Lead for dissemination and contracting authority.
- **Gratex International (GTI):** WP2 Lead, responsible for visual identity alignment.
- **External Agency:** Service provider selected via public procurement for conference organization and material production.

2.3. Main objective of the deliverable

The objective is to provide professional promotional support for the project's key milestones. This specific stage focused on ensuring high-quality physical and digital visibility for the kick-off conference and second conference, and establishing the project's brand in the Slovak innovation space.

2.4. Specific objectives

- Produce branding and marketing carriers for on-site conference navigation.
- Capture expert knowledge through high-quality video production for long-term dissemination.
- Execute a data-driven digital campaign to reach the wider professional community.
- Ensure all materials comply with the mandatory publicity rules of the Recovery and Resilience Plan of the SR.

2.5. Significance and use

Deliverable D2.8 serves as a key tool for both immediate and long-term dissemination of InnovAlte Slovakia project activities and results. The promotional materials are used to:

- Increase awareness and visibility of the project among target groups,

- Support stakeholder engagement before, during, and after expert events,
- Provide reusable communication assets for future conferences, campaigns, and final dissemination activities,
- Strengthen brand recognition and coherence across different dissemination channels.

The deliverable directly complements Deliverable D2.3 and contributes to the overall communication strategy defined in WP2. Its outputs will remain in use throughout the project lifecycle and will support the sustainability and impact of project results beyond the initial implementation phase.

3 Project Context, Objectives of WP2

3.1. Context of the entire project

The InnovAlte Slovakia project connects AI research with practical industrial applications. Effective communication is vital to its success. Deliverable D2.8 provides the visual and promotional infrastructure required to engage stakeholders. This report focuses on the **first execution phase (Conference A)**, ensuring that early-stage research results and project visions were disseminated professionally.

3.2. Relevant Specific Objectives

The promotional materials delivered in this stage directly support the following project goals:

- **SO 1 (Research Excellence):** Video recordings and professional banners disseminate research findings to the scientific community.
- **SO 8 (Education and Skills):** Audiovisual content from the conference serves as a reusable educational resource for the public.
- **SO 9 (International Collaboration):** Multilingual (SK/EN) materials and digital campaigns enhance the project's visibility among international partners.
- **SO 10 (Societal & Economic Impact):** High-quality PR and branding position the project as a leader in AI, attracting industry interest and talent.

3.3. Specific focus of WP2

Within the scope of this partial delivery, WP2 (Communication and Dissemination) focuses on:

- Establishing a consistent visual identity across all physical and digital platforms.
- Maximizing reach through targeted digital advertising and high-quality video post-production.
- Providing a reusable communication toolkit (available on SharePoint and YouTube) for the remainder of the project.

3.4. Linking the deliverable to the project

Deliverable D2.8 is directly linked to the overall ambitions of the InnovAlte Slovakia project, which include building trust, credibility, and recognition among stakeholders and positioning the project as a key national and international initiative in applied AI.

By transforming project activities and events into **tangible, reusable communication assets**, the deliverable helps bridge research activities with broader societal, industrial, and public engagement. It ensures that the project's messages and results are communicated not only at individual events but also through continuous and scalable dissemination mechanisms.

3.5. Expected contribution of WPx in the context of the deliverable

In the context of Deliverable D2.8, WP2 contributes to the fulfilment of the project's specific objectives by:

- enhancing the visibility and impact of project activities through professional promotional outputs,
- supporting stakeholder engagement by providing accessible and attractive communication materials,
- enabling reuse and sustainability of dissemination outputs throughout the project lifecycle,
- strengthening the coherence and consistency of communication across events, platforms, and partners.

The deliverable thus represents a concrete operational contribution of WP2 to the project's dissemination strategy and long-term impact.

3.6. Links to other deliverables

Deliverable D2.8 is closely linked to several other deliverables within WP2 and across the project:

- **D2.1 – Internal Communication Plan and Dissemination Strategy**
D2.8 implements the communication principles, target group definitions, and channels defined in D2.1.
- **D2.2 – Project Website**
Promotional and audiovisual materials produced under D2.8 are used and referenced on the project website as part of ongoing dissemination.
- **D2.3 – Expert conferences and presentation of the project on thematic events**
D2.8 complements D2.3 by providing the physical, visual, and audiovisual materials that supported the conference and enabled further dissemination of its results.
- **D2.4–D2.6 – Newsletters, Press Releases, and Summary Articles**
Outputs from D2.8 (videos, visuals, campaign materials) feed directly into these deliverables.

- **D2.7 – Project Sustainability and Technology Transfer Plans**

Promotional materials and audiovisual outputs form part of the long-term communication toolkit supporting sustainability and uptake of project results.

4 Updated scope definition and methodology

4.1. Definition of the baseline

The baseline for this deliverable is established by the technical specifications of the public procurement: "Procurement of services for two conferences for the InnovAlte - Slovakia project." Unlike standard ad-hoc event promotion, the baseline required a professional, integrated marketing approach designed to:

- Ensure consistent branding across InnovAlte events.
- Produce high-quality audiovisual content suitable for both expert dissemination and general public awareness.
- Execute a multi-channel digital campaign to extend the project's reach beyond physical attendees.

4.2. Identification of the solution

The solution is implemented as a **phased delivery**. This report documents the completion of **Stage 1 (Conference A) and Stage 2 (Conference B)**, which included:

Stage 1 – Kick-off Conference (Trnava, 29 October 2025) included:

- **Physical Assets:** 150 designer notebooks and a complete set of marketing carriers (roll-ups, posters, programs).
- **Audiovisual Production:** 10 expert video clips and 1 AI-generated vision video.
- **Digital Outreach:** A targeted 2-week campaign across social and professional networks.

All design source files, master banners, and visual assets are centrally archived on the **project SharePoint**, while all finalized video content is distributed via the **official YouTube channel**.

Stage 2 – Second Conference (Žilina, 29 April 2026) included:

- **Physical Assets:** 150 solar power banks (5000 mAh), reused set of marketing carriers (roll-ups, photowall), updated set of posters; 150 newly printed A4 programmes.
- **Audiovisual Production:** 6 video outputs (5 participant interviews and 1 official after-movie), an AI-avatar introductory video opening the conference, and full-length bilingual (SK/EN) session recordings.
- **Digital Outreach:** A multi-channel promotional campaign (LinkedIn, Meta, YouTube, Google Ads) and dedicated live-stream promotion.

4.3. Defining the solution methodology and overall approach

The methodology followed an "End-to-End" production cycle managed through the coordination of the WP2 Lead, the Contracting Authority (CVTI SR), and the external service provider.

The overall approach was based on:

- early alignment with project branding and partner requirements,
- close cooperation between WP2 coordination, consortium partners, and external service providers,
- integration of physical, digital, and audiovisual outputs into a single communication framework,
- systematic documentation and storage of outputs for long-term accessibility.

4.4. Division into logical phases

- **Phase 1: Planning and Design (Stage 1):** Creation of the visual identity for Conference A, design of notebooks, roll-ups, and the AI vision video script. All designs were approved and stored on SharePoint.
- **Phase 2: On-site Execution (Conference A):** Deployment of marketing carriers and distribution of promotional gifts in Bratislava. Professional filming of 10 expert sessions.
- **Phase 3: Post-production and Stage 1 Dissemination:** Editing of videos, SJ/EN subtitling, and legal rights clearance. Uploading content to YouTube and launching the 2-week digital advertising campaign.
- **Phase 4: Execution and Dissemination (Stage 2 – Second Conference):** Delivery of the second conference (Žilina, 29 April 2026): distribution of 150 solar power banks (5000 mAh), reuse and update of marketing carriers from the SharePoint templates, production of 6 video outputs and an AI-avatar introductory video, publication of full-length bilingual (SK/EN) recordings, and a multi-channel promotional campaign.
- **Phase 5: Continuity and Preparation (Stage 3):** Preparation for the third conference (March-April 2027).

5 Deliverable content

Content by type of output

Deliverable **D2.8 – Promotional Materials** consists of a structured set of **physical, audiovisual, and digital communication outputs** developed to support dissemination and visibility of the InnovAlte Slovakia project.

All finalized visual designs and source files are stored on the **project SharePoint**, while all video outputs are hosted on the **official YouTube channel**.

The main content of the deliverable includes the following types of outputs:

- **Physical Promotional Materials (Conference A):**
 - **Promotional Gifts:** 150 custom-designed notebooks with project/partner branding.
 - **Venue Branding:** 22 roll-up banners (85x200cm), 4 A2 posters, 4 A2 large-format programs, and 150 A4 printed programs for participants.
- **Audiovisual Outputs:**
 - **Expert Sessions:** 10 professionally edited video clips (2–5 min) featuring key expert talks and interviews from the conference.
 - **Vision Video:** 1–2 minute AI-generated video illustrating the project’s mission and vision.
 - **Technical specs:** All videos include SVK/EN subtitles, professional sound design, and full legal rights clearance.
- **Digital Campaign & Media:**
 - **Paid Social Media:** Targeted campaigns on LinkedIn, Meta, and YouTube.
 - **Search & Display:** Google Ads banner and video campaigns.
 - **PR Coverage:** 3 expert articles published on Slovak technology and innovation portals with links back to the project website.
- **Physical Promotional Materials (Conference B):**
 - **Promotional Gifts:** 150 custom-designed solar power banks (5000 mAh) carrying the InnovAlte logo and the four mandatory project/funding logos.
 - **Venue Branding:** 22 roll-up banners, 1 photowall and 4 A2 posters reused from the kick-off conference, plus 150 newly printed A4 programmes for participants.
- **Audiovisual Outputs (Conference B):**
 - **Expert Sessions:** 6 professionally edited video outputs (5 participant interviews and 1 official after-movie).
 - **Introductory Video:** AI-generated video featuring an AI avatar that opened the conference and introduced the project’s mission and goals.
 - **Full-length Recordings:** complete bilingual (SK/EN) session recordings published on the official YouTube channel and organised into three dedicated playlists

(Keynotes; Track A – AI-Driven Buildings; Track B – AI in Software Development and Insurance).

- **Technical specs:** All videos include SK/EN subtitles, professional sound design, and full legal rights clearance.
- **Digital Campaign & Media (Conference B):**
 - **Paid Social Media:** Targeted campaigns on LinkedIn, Meta, and YouTube, including dedicated live-stream promotion.
 - **Search & Display:** Google Ads banner and video campaigns.
 - **PR Coverage:** Articles and media outputs on Slovak technology and innovation portals, including coverage of the virtual spokesperson (Mišo) premiere, with links back to the project website.

These outputs collectively form a comprehensive promotional package ensuring both on-site visibility and long-term digital dissemination.

Methods of Verification/ References and Access Locations

All supporting evidence for Deliverable D2.8 is accessible as follows:

Output Category	Location / Reference
Physical Inventory	Delivery Note (Dodací list) – Archived at CVTI SR Conference A: • 150 pieces of promotional notebooks; • Roll-up banners (85 × 200 cm): 22 pcs • A2 posters: 4 pcs • A2 program posters: 4 pcs • A4 programs: 150 pcs Conference B: • 150 pieces of promotional power banks • A2 posters: 5pcs • A4 programs: 150pcs
Video Content	https://www.youtube.com/@InnovAlteSlovakia/playlists
Design Source Files	Project SharePoint Conference A Grafika Conference B Grafika
Campaign Report	Project SharePoint – Social Media Campaign Report
Conference Proceedings (2nd Conference)	Open access – Zenodo (DOI: 10.5281/zenodo.20022671) ; Proceedings page (innovaite.sk)
Media Outputs and Press Releases (by External agency)	30.5.2026 https://fontech.startitup.sk/expert-upozornil-zlom-ai-slovensko-praca/

	29.5.2026 https://brandit.touchit.sk/2026/05/29/konferencia-innovaitedo-poistovnictva-prichadzaju-ai-agenti/ 11.5.2026 https://www.nextech.sk/a/Spolocnost-Gratex-predstavila-Misa----prveho-virtualneho-hovorcu-na-slovenskej-vyskumnej-konferencii 7.5.2026 https://brandit.touchit.sk/2026/05/07/spolocnost-gratex-predstavila-misa-prveho-virtualneho-hovorcu-na-slovenskej-vyskumnej-konferencii/ 24.4.2026 https://www.topky.sk/cl/10/9380043/Druha-konferencia-InnovAlte-Slovakia-prinesie-pohlady-na-AI-v-praxi--sledovat-ju-mozete-aj-online-cez-stream 15.4.2026 https://www.cvtisr.sk/aktuality-pre-odbornu-verejnost/cvti-sr-bude-sucastou-odbornej-konferencie-synergia-v-umelej-inteligencii.html?page_id=66571 15.12.2025 https://openiazoch.zoznam.sk/financie/budu-nebezpecni-soferi-platit-viac-umela-inteligencia-meni-poistovnictvo-ako-ho-pozname/ 28.11.2025 https://www.topky.sk/cl/10/9263635/Digitalne-dvojicky-prinasaju-tichu-revoluciu-v-sprave-budov 12.11.2025 https://fontech.startitup.sk/slovensko-umela-inteligencia-doprava/ Project SharePoint: Press releases
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6 Final conclusions and recommendations

6.1. Summary of key conclusions:

Both stages of Deliverable D2.8 – Promotional Materials were successfully implemented in conjunction with the project’s kick-off conference (Trnava, October 2025) and second conference (Žilina, April 2026). The production and deployment of physical promotional materials, audiovisual outputs, and targeted promotional campaigns provided comprehensive communication support for both InnovAlte Slovakia conferences and their follow-up dissemination activities.

The deliverable ensured:

- coherent and professional visual identity across physical and digital channels,
- extended reach of conference outputs beyond on-site participants,
- availability of reusable communication assets for future project activities,
- full documentation, accessibility, and traceability of all promotional outputs.

Overall, the deliverable significantly strengthened the visibility, recognisability, and perceived quality of the project, while supporting internal alignment and external stakeholder engagement in line with the objectives of WP2 Communication and Dissemination.

6.2. Final recommendations:

Based on the implementation experience of Deliverable D2.8, the following recommendations are formulated for further project activities and for use beyond the project lifetime:

- **Asset Reuse:** The design templates stored on SharePoint should be strictly followed for all future WP activities to maintain visual consistency.
- **Future Events Preparation:** The asset templates and production workflow validated across the first two conferences should be reused for the upcoming third conference and other expert events, with logistics initiated well in advance.
- **Video Dissemination:** The YouTube playlist should be actively shared in upcoming newsletters and project reports to maximize the view count of the expert sessions.

These recommendations support the long-term impact and sustainability objectives of the InnovAlte Slovakia project.

6.3. Proposal for dissemination and publication plan

Strategy for dissemination of results

The results achieved under Deliverable D2.8 are disseminated through a **combination of internal and external communication channels**, with emphasis on long-term reuse and broad accessibility. The dissemination strategy prioritises digital platforms and audiovisual formats to ensure scalability and sustained visibility.

Scope of publication

- **Publicly published outputs:**
 - Selected audiovisual materials (video clips) prepared for wide dissemination,
 - Visual promotional materials used in online campaigns,
 - PR articles and published media outputs related to the kick-off conference results.
- **Internally accessible outputs:**
 - Full set of promotional materials including high-resolution source files,
 - Raw and internally licensed audiovisual content,
 - Detailed inventories and documentation.

The entire deliverable report (D2.8) is intended for **internal project and administrative use**, while **selected outputs** are published externally.

Publication timeframe and platforms

- **Timeframe:**
Dissemination started immediately after the kick-off conference and continues throughout the project lifecycle, with intensified use during major milestones and the final dissemination phase.
- **Platforms and channels:**
 - Project website,
 - YouTube and other video-sharing platforms,
 - Social media platforms (LinkedIn, Meta, YouTube, Google Ads),
 - Selected technology and innovation media portals,
 - Expert and stakeholder events.

Justification of non-publication of parts

Certain materials (e.g. high-resolution source files, raw recordings, internal inventories) are not publicly published due to:

- internal coordination and reuse purposes,
- management of intellectual property and usage rights,
- data protection and contractual arrangements with service providers.

These materials remain fully accessible to the consortium through internal project repositories.

About the project

The InnovAlte Slovakia project was launched in response to the call “Transformation and Innovation Consortia” announced by the Government Office of the Slovak Republic under the Recovery and Resilience Plan of the Slovak Republic (Component 9 – Investment 2: Supporting cooperation between companies, academia, and research and development organizations). The call aims to drive systemic transformation and increase the added value of key sectors of the Slovak economy through intensive collaboration among research institutions, innovative enterprises, the public sector, and internationally renowned partners.

InnovAlte Slovakia seeks to build a dynamic and sustainable innovation ecosystem in the field of artificial intelligence (AI), effectively linking cutting-edge research with practical applications. The project emphasizes the development of AI solutions that are not only technologically advanced but also ethical, environmentally sustainable, and socially beneficial. The consortium brings together leading research centers, universities, and businesses from Slovakia, Germany, and the Czech Republic.

Key focus areas include the development of AI algorithms for improving building energy efficiency, enhancing traffic safety through video analytics, automating software development, driving digital transformation in the insurance sector, and validating functional prototypes. Special attention is also given to AI education, talent development, and the incubation of startups.

The project’s outcomes will significantly strengthen Slovakia’s position in research and innovation, reduce environmental burdens, increase the competitiveness of the national industry, and modernize public services. By bridging the public and private sectors with international research excellence, InnovAlte Slovakia stands as a key instrument in addressing the social and economic challenges of today.





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