



NoLeFa
TRUSTWORTHY AI

No Learning Fallacy Art.84

GRANT AGREEMENT NUMBER: 101195539

Deliverable D6.2

Dissemination and Communication Plan



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Author(s)	Alexa Kodde (CAIRNE)
Internal reviewer(s)	Luca Nannini (PL), Adam Leon Smith (PL), Lauriane Aufrant (Inria), Solenne Fortun (Inria)

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Executive Summary

This document, Deliverable D6.2 – Dissemination and Communication Plan, sets out NoLeFa's strategy for communication, stakeholder engagement, and dissemination over the project lifecycle. It frames these activities not as a closing phase, but as an ongoing function central to supporting uptake, transparency, and regulatory alignment in the context of the EU AI Act.

The plan identifies two primary stakeholder categories: (1) public authorities responsible for implementing and enforcing the AI Act—including national Market Surveillance Authorities (MSAs) and the European Commission; and (2) the broader AI ecosystem, including SMEs, standardisation bodies, academic institutions, civil society organisations, and AI researchers.

The plan details a range of tools and activities to serve these audiences, including the project website, social media presence, a forthcoming newsletter, branded templates, visual identity guidelines, stakeholder-specific Mattermost spaces, and event-based outreach. The approach combines targeted, confidential engagement with regulatory actors with public-facing communication channels aimed at supporting awareness and reuse.

While some dissemination and communication activities are already underway, such as MSA workshops and the operationalisation of the Mattermost platform, others, including the newsletter, will be activated in upcoming phases. A flexible and responsive strategy allows NoLeFa to adapt the intensity and focus of its engagement as the AI Act implementation progresses.

Key Performance Indicators (KPIs) have been defined to monitor communication reach, stakeholder engagement, and the uptake of project outputs. These include metrics such as workshop attendance, participation in collaborative channels, and project goals and outcomes presentations.

CAIRNE led the preparation of this deliverable under Task 6.1, with contributions from all partners to refine stakeholder mapping, validate communication tools, and align outreach with project goals. Together, these efforts support NoLeFa's broader mission to contribute constructively to the implementation and enforcement of the EU AI Act.

1. Introduction

This document, “D6.2 Dissemination and Communication Plan”, is a deliverable of Work Package No.6 “Dissemination and workshops”, Task T6.1 “Outreach” led by CAIRNE. It outlines the strategy and approach for disseminating and communicating the project’s goals and results to relevant stakeholders and the wider public. This includes a mapping of the project’s key target audiences, and the tools and channels used to reach them (Chapter 2), a breakdown of communication and dissemination materials and their alignment with specific stakeholder groups (Chapters 3 and 4), as well as the Key Performance Indicators (KPIs) used to evaluate the impact of the activities as detailed in Chapter 5, and a summary of the current status, next steps, and future updates in the Conclusions (Chapter 6).

The overall objective of this plan is to ensure that the NoLeFa project’s mission—to support the implementation of the EU AI Act through AI testing procedures and tools and the establishment of AI testing support structures—is clearly communicated, well understood, and effectively promoted across policy, regulatory, industrial, academic, public bodies, and civil society contexts.

2. Target Groups

The NoLeFa project's dissemination and communication efforts are structured around two central categories of target audiences: *core public authorities* and the *broader AI ecosystem*.

The first group consists of **AI authorities at the EU and Member State level**, including the European Commission (notably the AI Office) and Market Surveillance Authorities (MSAs). These actors are the primary intended users of NoLeFa's outputs, especially its testing tools, capacity-building activities, and guidance materials. The consortium will engage these stakeholders continuously and directly throughout the project via secure online collaboration tools, and, most importantly, through four face-to-face workshops. These interactions form part of a bi-directional learning loop: the project delivers expert content on testing while authorities provide grounded feedback on practical needs and enforcement challenges.

While engagement with public authorities is often sensitive, the project recognises the need for a degree of transparency to allow relevant stakeholders to prepare for upcoming obligations under the AI Act. These communications and dissemination efforts target the second category of stakeholders, which includes developers and providers of AI systems—particularly SMEs who may face challenges in adapting to compliance requirements—as well as researchers, academic institutions, standardisation bodies such as CEN-CENELEC and ISO/IEC, civil society organisations, trade associations, and the wider public. Communications and dissemination efforts for this audience will, therefore, focus on public-facing content and events, including a regularly updated website, biannual newsletters, and strategic collaboration with European AI networks such as CAIRNE, Adra, and ERCIM. These activities ensure that the knowledge generated within NoLeFa is widely accessible and reusable.

This comprehensive classification (Table 1) aims to identify all relevant audiences for the NoLeFa project—spanning regulatory, technical, industrial, and civil society spheres—are identified early and can be targeted through dedicated communication and dissemination activities throughout the project life-cycle.

Table 1. Summary of target audiences.

Audience	Description	Role/Importance	Engagement Objectives
Market Surveillance Authorities (MSAs)	National authorities responsible for enforcing the AI Act.	Core regulatory audience; direct beneficiaries of tools and training.	Build capacity, receive feedback, and ensure the relevance of tools.
European Commission (EC) - AI Office, DG CNECT	EU-level policy makers and regulators.	Strategic direction, coordination of EU testing infrastructure.	Inform policy, align outputs with regulatory needs.
Standardisation Bodies - CEN-CENELEC, ISO/IEC	Technical organisations developing harmonised standards.	Ensure coherence between tools and evolving standards.	Share methodologies, influence standards development.
AI Developers and Providers (especially SMEs)	Public or private organisations putting into service or placing AI systems in the EU market.	Benefit from illustrations of testing processes to better understand technical expectations, and visibility on harmonised standards as a path to compliance.	Support technical knowledge sharing by raising awareness on testing processes and tools, and raising awareness of standards.
Academic and Research Institutions	Universities and research centres working on trustworthy AI.	Advance scientific knowledge; potential collaborators.	Promote research, reuse, and cross-validation of approaches.
Civil Society Organisations (CSOs)	NGOs focused on ethics, fairness, and human rights in AI.	Independent watchdogs and voices in the AI debate.	Raise awareness, include perspectives in outreach.
General Public	Broader community impacted by AI systems.	End users and beneficiaries of AI governance.	Promote transparency and public trust in project outcomes.

3. Communication Activities and Materials

Communication activities (Table 2) in NoLeFa aim to raise awareness, build engagement with key audiences, and support a shared understanding of the project's goals and results. These tools have been selected to match the diversity of the project's stakeholders and ensure consistent outreach throughout the life cycle of the project.

3.1. Project Website

The **project website** (further described in [Deliverable D6.1 Project Website](#)) will serve as the digital anchor point for all public-facing information. Designed for accessibility and clarity (Figure 1), the website will provide an overview of the project, partner details, work packages, deliverables, and upcoming events. The website's role is central: it enables stakeholders to find the latest information, supports transparency in project activities, and improves search visibility, making the work accessible to a wide and diverse audience, including policymakers, researchers, AI developers, and the general public.

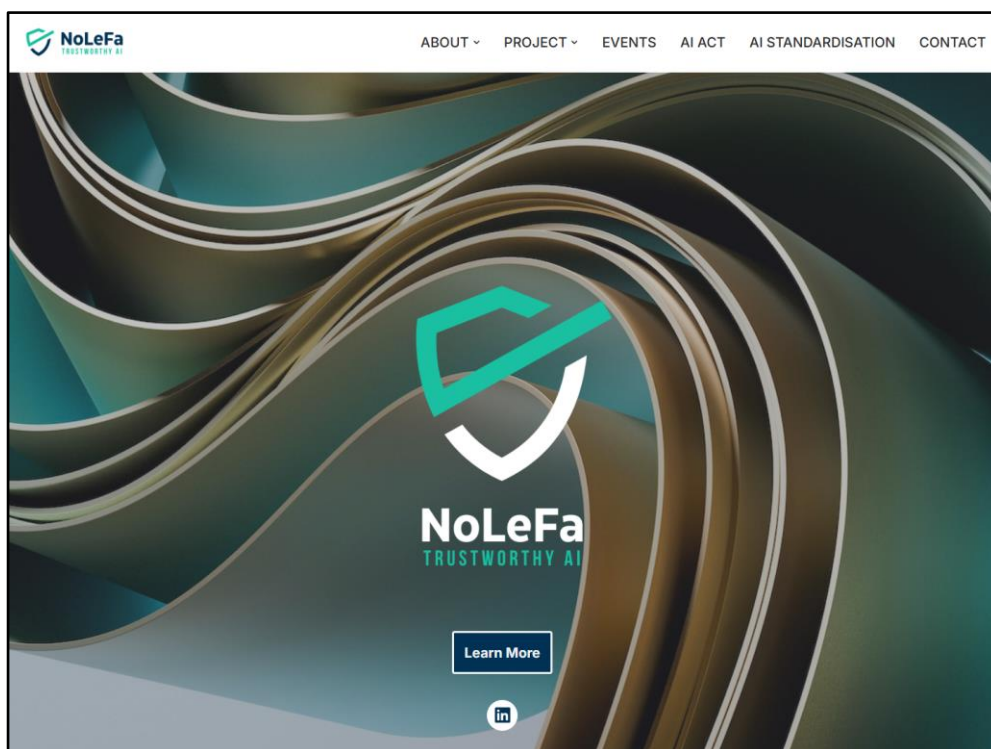


Figure 1. Project website.

3.2. Visual Identity

The visual identity of NoLeFa plays a key role in shaping the project’s presence across all communication and dissemination activities. It ensures visual consistency, strengthens brand recognition, and reflects the values embedded in the project’s mission—trustworthiness, transparency, collaboration, and forward-thinking innovation in AI governance.

The brand guidelines provide clear specifications for the project’s use of logo, colour, and typography. These guidelines have been incorporated into the design of all communication materials, ensuring a consistent and professional appearance across digital and physical outputs. The brand guidelines, logos and templates for deliverables and presentations are provided to the project partners.

3.2.1. Colours

The NoLeFa colour palette (Figure 2) consists of six complementary tones, designed to communicate the project’s core values of trust, innovation, and European cooperation through transparent and professional visual communication.

The primary colour, **Deep Blue**, represents trust and technological strength. It is used across backgrounds, headings, and buttons to establish a strong and reliable visual identity. Two secondary greens—**Forest Green** and **Fresh Green**—bring vibrancy and highlight innovation. Forest Green is used for accents and call-to-action elements, while Fresh Green offers a brighter alternative for visual emphasis.

Dark Grey is a neutral base for body text and navigation elements, supporting visual stability and legibility. **Light Grey** provides a subtle contrast in backgrounds and secondary text. **White** is used as the primary background colour, ensuring accessibility, clarity, and a clean visual structure.

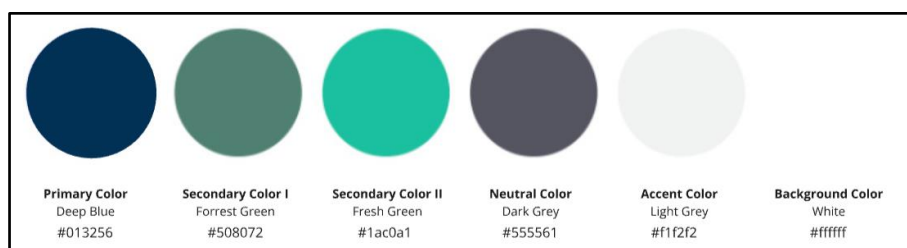


Figure 2. Project colours.

These colours create a cohesive and flexible identity system that supports consistency across digital and print communications, ensuring a trustworthy and professional brand presence.

3.2.2. Logo & Typography

The **NoLeFa logo** is the cornerstone of the project's visual identity. It features a stylised shield symbol, representing security, reliability, and trust. This geometric, forward-facing design encapsulates the project's mission to develop trustworthy AI evaluation structures and support the enforcement of the AI Act. The inclusion of a dynamic diagonal slash within the shield introduces a sense of direction and forward motion—an intentional reference to innovation and adaptability.

The wordmark “NoLeFa” appears alongside the symbol in a strong, clear, sans-serif typeface. The logo includes the tagline “Trustworthy AI”, reinforcing the project's core message in a succinct and memorable way. Four variations of the logo were created: just the shield symbol, just the typeface, and both, placed horizontally or vertically (Figure 3).

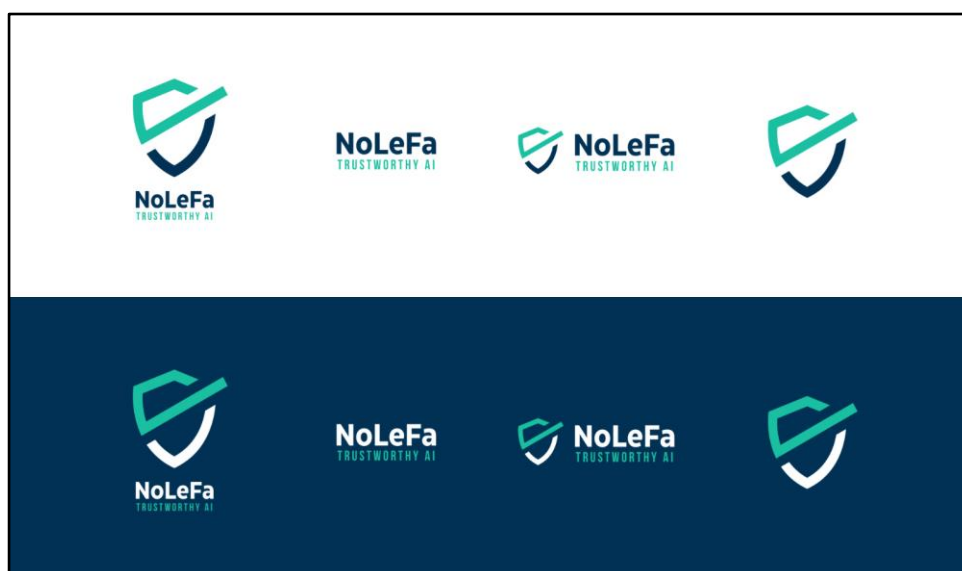


Figure 3. Project logos.

The brand guidelines provide rules for logo placement, minimum sizes, colour usage, and safe zones, which are followed strictly in all templates and external materials. The logo is used in full colour against light backgrounds and in monochrome (white or black) when required for contrast or layout compatibility.

This combination of distinctive visual elements—modern typography, meaningful colours, and symbolically rich logo design—ensures that all project outputs are immediately recognisable and visually aligned with NoLeFa's values and vision.

3.2.3. Templates

To ensure consistency and professionalism in all external and internal outputs, NoLeFa provides two core communication templates: the **Deliverable Template** and the **Presentation Slide Deck Template**. These are aligned with the project's visual identity guidelines and facilitate clear, structured, and recognisable documentation across the consortium. These templates help all partners communicate clearly and consistently, reinforce project branding, and streamline the preparation and approval of deliverables and presentations.



Figure 4. Project deliverable template.

The **deliverable template** (Erreur ! Source du renvoi introuvable.Figure 4) is used for all official project reports submitted to the European Commission. It features a clear structure and standardised formatting for headers, footers, and key metadata such as title, authorship, version history, and dissemination level. The design follows the NoLeFa visual identity, using the official colour palette and typography to ensure consistency across all outputs. Space is also provided for the EU disclaimer and grant agreement number, ensuring compliance with Horizon Europe requirements. In addition to supporting formal obligations, the template also facilitates efficient internal collaboration among project partners.

Overall, it enhances the clarity, professionalism, and accessibility of project deliverables for reviewers and stakeholders alike.

The **slide deck template** (Figure 5) is used for all project presentations, both internal (e.g. consortium meetings) and external (e.g. workshops, conferences). It includes a branded title slide, structured content slides with pre-set layouts, and pre-filled content for core project messages (e.g. goals, structure, objectives, consortium). It reflects the NoLeFa visual style and ensures that all presentations maintain a coherent look and feel while remaining adaptable for diverse use cases and speakers.

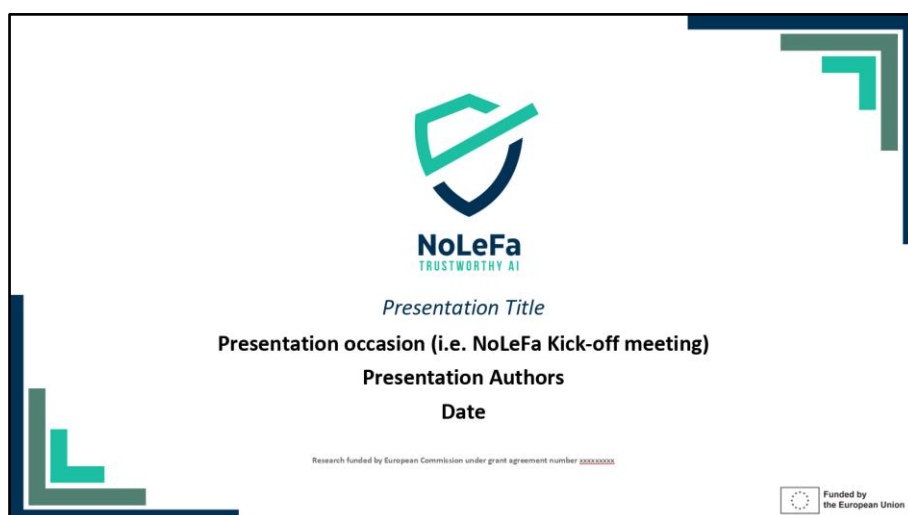


Figure 5. Project presentation slide deck template.

3.2.4. Roll-up banner

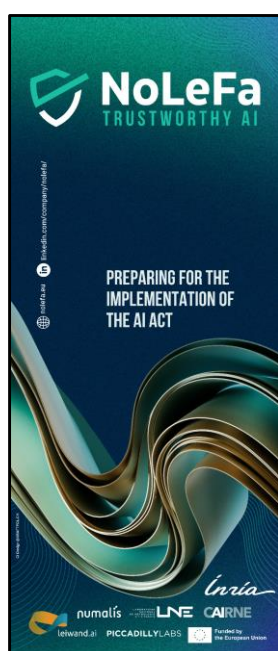


Figure 6. Project roll-up banner.

To enhance visibility at events and stakeholder gatherings, NoLeFa has produced a branded **roll-up banner** or kakemono (Figure 6) aligned with the project's visual identity.

The design prominently features the NoLeFa logo, the tagline “Trustworthy AI,” and the message “Preparing for the implementation of the AI Act,” clearly communicating the project's focus and relevance. The banner is designed to quickly convey the core identity and mission of the project, even in busy or fast-paced environments. It applies the official NoLeFa colour palette to ensure coherence with other communication materials. Contact details, including the project website (nolefa.eu) and LinkedIn handle, are clearly displayed to encourage post-event engagement.

The roll-up banner is used at conferences, workshops, and training sessions as a practical, high-impact tool for reinforcing brand recognition and project messaging in physical settings.

3.3. Social Media

Social media, specifically **LinkedIn** (Figure 7), serves as a key channel for sharing timely updates on project milestones, public deliverables, event participation, and media coverage. As a widely used professional network, LinkedIn enables lightweight, rapid communication and helps foster direct engagement with the broader AI ecosystem.

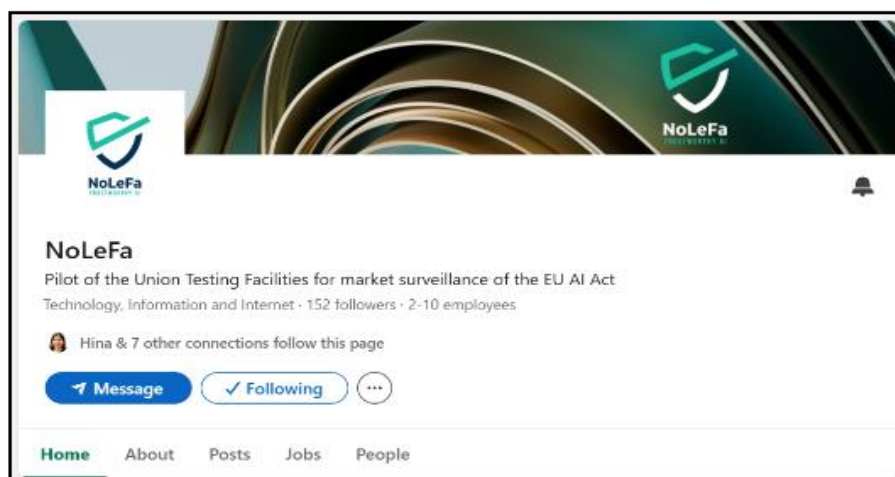


Figure 7. Project LinkedIn page.

To ensure a coherent and recognisable presence, all LinkedIn visuals and posts adhere strictly to the NoLeFa visual identity guidelines (Figure 8), including consistent use of the project's colour palette, typography, and logo, reinforcing the project's credibility, improving stakeholder recognition, and strengthening overall brand coherence.



Figure 8. Project LinkedIn post example.

Through regular, engaging posts, NoLeFa can extend its digital footprint and maintain a real-time connection with key audiences, including AI developers, researchers, civil society organisations, and the general public.

3.4. Mattermost

To support both internal coordination and structured dialogue with external stakeholders, the project uses secure, self-hosted Mattermost instances maintained by the project partner,

Piccadilly Labs. These platforms enable real-time, GDPR-compliant communication and filesharing, ensuring efficient collaboration within the consortium and with key regulatory stakeholders.

One space is used for **internal project communication**, with structured channels for each work package and corresponding tasks. This helps partners coordinate effectively, streamline task-level discussions, and maintain transparency across the project team.

A second space reserved for **communication with and among AI Act authorities**, particularly Market Surveillance Authorities (MSAs). This subspace provides a confidential, practical space for authorities to engage with the project and each other. Thematic channels are available to:

- Discuss the practical meaning of the AI Act and its guidance documents, especially for interpreting complex obligations.
- Share MSAs' views on the role and services a future Union Testing Facility (UTF) should offer and suggest priorities for NoLeFa (e.g., regarding testing tools, case study focus, etc.).
- Submit specific support requests, including technical advice or access to expert consultation.
- Share feedback and questions with other MSAs about past or current enforcement actions and preparations.
- Discuss staffing and training needs, including required profiles (data scientists, legal experts, engineers, social scientists), internal upskilling strategies, and identifying essential training resources.

These channels foster both project-to-authority communication and peer-to-peer dialogue among authorities, enabling two-way knowledge exchange, capacity building, and agile alignment with regulatory implementation challenges.

A third space is dedicated to the **network of standardisation experts** that NoLeFa has established to draw more technical inputs to standardisation bodies, enabling technical dialogue on standards enrichment, emerging technical specifications, and consolidation of joint contributions to CEN-CENELEC and ISO/IEC.

3.5. Newsletter

The project will publish a **regular email newsletter**, distributed to an opt-in mailing list, offering a curated summary of project developments, outputs, and activities. Initially, the newsletter is planned on a **biannual basis** (every six months). However, given the fast-paced developments around the AI Act and based on feedback received during the initial stakeholder workshops, the frequency may be **increased to a quarterly or monthly rhythm** if

needed. This flexible approach ensures that the newsletter remains a valuable and timely tool for informing stakeholders without overwhelming them.

This newsletter will help maintain continuous engagement with interested stakeholders, especially those who may not actively follow social media or attend events, such as national regulators and research institutions. By delivering concise yet informative updates directly to stakeholders' inboxes, the newsletter ensures that key messages remain top-of-mind for its readers.

3.6. Press Releases and Media Outreach

Press releases will be coordinated and distributed via institutional and media networks for major announcements, such as the project launch, significant milestones, and the final event. These communications help reach broader audiences, increase legitimacy through press engagement, and position NoLeFa as a relevant actor in AI governance. Press releases are beneficial for reaching the general public, traditional media outlets, and broader civil society stakeholders who may not be embedded in the AI technical ecosystem.

3.7. Project presentations at Events

Events and presentations will play a vital role in communication. Project representatives will participate in relevant **policy, technical, and research events**, ranging from European Commission round tables to academic conferences. These presentations, such as the ones already given at 3 events, aim to inform a wide audience of the project, its goals and ambitions and will contribute to establishing project credibility and provide valuable opportunities to engage directly with target stakeholders. In addition to third-party events, the consortium will host its own sessions to build relationships, collect input, and showcase results.

Table 2. Summary of project communication activities and materials.

Tool	Description	Purpose	Target Audiences
Project Website	Central online hub with project info, updates, and resources.	Visibility, transparency, continuous access.	All audiences.
Social Media	Project updates, news, and events via LinkedIn.	Real-time outreach, network engagement.	AI developers, researchers, CSOs, general public.
Newsletters	Biannual curated emails summarising progress and activities.	Maintain long-term communication with stakeholders.	EC, MSAs, researchers, CSOs.

Press Releases	Announcements for major project milestones.	Increase visibility in media and public discourse.	Media, public, policymakers, CSOs.
Roll-up Banner	Portable branded banner for physical events.	Reinforce brand identity and presence.	All physical event participants.
Templates	Branded deliverables and presentation slides.	Ensure clarity, consistency, and professionalism.	Internal partners, EC.
Visual Identity Kit	Logo, colour scheme, and typography.	Strengthen project brand recognition.	All audiences through all media.
Presentations	Presentations at events.	Communication of the project goals and objectives.	All audiences.

4. Dissemination Activities

This chapter details the activities that will be used to disseminate NoLeFa's research, tools, and outcomes to professional, regulatory, and technical audiences (Table 3). The aim of dissemination is not only to share knowledge but also to support the uptake and practical application of the project's results in real-world contexts.

4.1. Workshops and Stakeholder Roundtables

NoLeFa-84 will organise **AI Act Market Surveillance workshops** designed specifically for national and European market surveillance authorities (MSAs), or their officially appointed representatives where direct participation is not possible. These workshops aim to foster collaboration, exchange of information, and preparation for the implementation of the AI Act among Member States' authorities.

Targeted dialogues with authorities will take place during workshops to co-develop recommendations and validate the project's direction. These roundtables will also be used to build consensus on the operational needs and governance models for future AI testing support structures.

The workshops are not broad dissemination events; participation will be strictly limited to MSAs and relevant designated governmental representatives. Discussions will be confidential, supporting mutual learning, alignment of testing practices, and identification of operational challenges.

4.2. Outcome Presentations at Events

In addition to the project-organised workshops, partners will also present NoLeFa-84 outcomes at **selected external scientific and policy-oriented conferences**.

Such events will focus on technical audiences, standardisation communities, and policy stakeholders, supporting the broader dissemination of findings where appropriate, particularly on technical tools and lessons learned without breaching the confidentiality of MSA workshops.

4.3. EU Dissemination Platforms

All public deliverables and key outputs will be uploaded to the **Horizon Results Platform, CORDIS, and other EC-recommended channels** to ensure the widest possible reach across EU institutions and research and innovation ecosystems.

Table 3. Summary of project dissemination activities.

Tool	Description	Purpose	Target Audiences
Workshops and Stakeholder Roundtables	Physical events and targeted exchanges to shape recommendations.	Enable feedback, co-creation, and visibility, and align methods and policies with real needs.	MSAs, EC.
Presentations	Sharing of project outcomes.	Dissemination of project results to enable uptake.	MSAs, EC, CSOs, policymakers, AI developers and researchers.
EU Dissemination Platforms	Uploads to Horizon Results Platform, CORDIS, etc.	Widen access across EU institutional ecosystems.	EC, policymakers, broader AI ecosystem.

5. Key Performance Indicators

To evaluate the effectiveness and reach of NoLeFa’s communication and dissemination strategy, the project applies a well-defined set of **Key Performance Indicators (KPIs)** (Table 4). These indicators track the project’s ability to reach, engage, and support its identified target groups across regulatory, technical, research, and public domains.

The KPIs are structured across four strategic dimensions: **communication reach**, **stakeholder engagement**, **knowledge uptake**, and **capacity building and feedback**. Together, these indicators ensure that both targeted interactions with authorities and public-facing outreach are systematically monitored and improved throughout the project.

5.1. Communications Activities

This dimension focuses on the **visibility and accessibility of project outputs among broader audiences**. A minimum of 2,000 unique visitors is expected to access the project website over its lifespan, reflecting its role as a central point for public information. The project’s social media presence—via LinkedIn—is expected to build a follower base of at least 500 people, with an average post engagement rate of at least 10%, indicating active user interest. The biannual newsletter complements these efforts by offering in-depth, curated updates. By the end of the project, at least four editions will be released, with a target subscription base of 150 or more.

These tools will ensure that various stakeholders—from AI developers and researchers to civil society organisations—remain informed and connected to the project.

5.2. Dissemination Activities

NoLeFa’s dissemination approach combines *active stakeholder engagement* with ongoing *knowledge uptake* monitoring to ensure the project’s outputs are effectively shared and applied. A key pillar is the organisation of four AI Act Market Surveillance workshops, each engaging at least 30 participants from all EU Member States and relevant EU-level bodies.

Daily engagement is sustained through dedicated Mattermost channels for Market Surveillance Authorities (MSAs) and standardisation experts, facilitating real-time collaboration. The project targets at least 70 external participants in these online spaces. Uptake of project outputs—such as tools and methodologies—is tracked via direct feedback from MSAs and EU authorities, and through references in emerging Union Testing Facilities and AI Act enforcement strategies.

In parallel, NoLeFa undertakes broader dissemination activities described in Chapter 4, including participation in scientific and policy conferences, uploads to EU dissemination platforms like Horizon Results Platform and CORDIS, public-facing communication via the project website, social media, newsletters, and event presentations. Activity on GitHub and Zenodo will also be monitored to assess reuse and reach. These combined efforts support NoLeFa's goals of visibility, institutional relevance, and long-term impact.

Table 4. Project Key Performance Indicators (as of 30.04.2025).

Category	Indicator	Primary Audience(s)	Target	Current
Communications Activities	Unique website visitors	All audiences.	2,000+	432
	Social media followers	Developers, researchers, CSOs, public	500+	158
	Social media engagement rate		≥10%	11
	Newsletter editions issued	EC, MSAs, researchers, CSOs	4	0
	Newsletter subscribers		150+	NA
	Presentations	All audiences.	10+	3
Dissemination Activities	Workshops held	MSAs, EC	4	1
	Avg. workshop attendance		30+	35
	Outcome Presentations	MSAs, standardisers, EC	10+	0
	Number of Mattermost Subscribers external to the consortium	MSAs, researchers, standardisers	70+	32

6. Conclusions

The Dissemination and Communication activities of the NoLeFa project are partially underway. Key structures — including the project website, social media presence, visual identity materials, and the Mattermost spaces — have been established and initial activities have started. Engagement with MSAs through the first workshop and the operationalisation of the Mattermost collaboration spaces represent early milestones achieved during the first project phase. Other planned activities, such as the regular newsletter, are scheduled to launch in the upcoming stages of the project.

Moving forward, the focus will be on scaling up stakeholder engagement and intensifying information exchanges with regulatory authorities. Flexibility will be maintained to adjust communication intensity and frequency based on stakeholder needs and regulatory developments.

NoLeFa remains committed to ensuring that its communication and dissemination activities remain targeted, relevant, and impactful throughout the remainder of the project.