



Human-centred generative AI framework for cultural industries' digital transition

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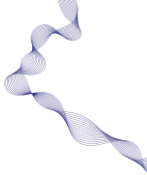
Report on clustering activities & building synergies

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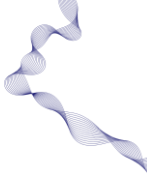
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Publishable Summary

HAMLET is a Horizon Europe Innovation Action that supports the cultural and creative industries in adopting generative and agentic AI through a human-centred, ethical, and inclusive approach. The project connects artists, cultural organisations, researchers, technologists, and policymakers to explore how AI can enhance creativity, participation, and cultural value.

This deliverable summarises clustering and synergy-building activities undertaken during the first phase of the project. HAMLET engaged with related EU-funded projects, clusters, and platforms, including the Games for Culture. These interactions supported knowledge exchange, alignment with European initiatives, and shared reflection on responsible AI, cultural data, and creative practice.

Clustering activities were integrated with dissemination and communication efforts, helping to start position HAMLET within the wider European cultural AI ecosystem. They established the foundations for deeper collaboration, coordinated dissemination, and future exploitation activities in the next phase of the project.

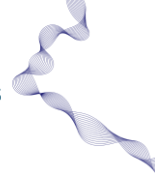




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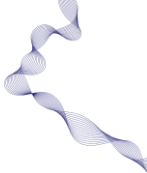
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Abbreviations

Abbreviations	Full name
AI	Artificial Intelligence
AIoD	AI-on-Demand Platform
Causa Creations	Causa Creations Interactive Media GmbH
CCIs	Cultural and Creative Industries
CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
Chimera	Chimera Entertainment
C	Concerns
CYENS CoE	CYENS Centre of Excellence
DEC	Dissemination, Exploitation and Communication
DR	Design Requirements
ECCCH	European Collaborative Cloud for Cultural Heritage
GAI	Generative Artificial Intelligence
GCC	Games for Culture Cluster
HAMLET	Human-centred generative AI framework for cultural industries' digital Transition
HBKsaar	Hochschule der Bildenden Künste Saar
HSRT	HYPERTECH KENTRO EPISTIMONIKON KAI TECHNOLOGIKON EREVNON AEIFORIAS ASTIKI MI KERDOSKOPIKI ETAIREIA
ICK	Stichting International Choreographic Arts Center
IJAD	IJAD Dance Company
Imperial	Imperial College London
KER	Key Exploitable Result
RIA	Research and Innovation Action
TAA	The Audience Agency
TG	Target Group
SMP	Social Media Plan
V	Values
VLL	Virtual Living Lab
WAAG	Stichting Waag Society
WPx	Work Package number x
Dx.x	Deliverable number x.x
Tx.x	Task x.x





1 Executive Summary

This report presents an overview of clustering and dissemination activities undertaken in Task 7.3 during the first reporting period (month 1 to 12) for the HAMLET project. Task 7.3 sits within Work Package 7, which provides the overarching framework for dissemination, communication, clustering, and exploitation.

The primary objective of Task 7.3 is to maximise project impact through purposeful engagement with EU-funded projects, platforms, networks, and initiatives operating in related areas. Engagement focused on initiatives that shared challenges, stakeholders, or complementary approaches, with the aim of achieving relevance and lasting collaboration

Dissemination, communication, and clustering activities follow a phased strategy structured around Awareness (M1–M12), Acceptance (M13–M24), and Uptake (M25–M36 and beyond). During the first phase, early activities prioritised identity-building, ecosystem mapping, and relationship development to support future communications around project outputs such as the requirements gathering in D1.1 and reflecting the early maturity of technical outputs and results.

The first of several mapping exercises was undertaken to identify relevant European and international initiatives across cultural and creative industries, artificial intelligence, digital transformation, audience engagement, cultural heritage, and human-centred innovation. This mapping drew on Horizon Europe documentation, partner networks, and participation in conferences and community events.

Engagement during the reporting period took multiple forms, including bilateral discussions, participation in conferences and workshops, informal coordination meetings, and contributions to shared dissemination activities. While most collaborations remained exploratory, they supported trust-building, shared understanding, and early alignment of narratives and priorities. All activities were tracked through WP7 monitoring documentation.

Stakeholder engagement was structured around six defined target groups in the communication plan, spanning creative practitioners, researchers, developers, policymakers, funders, and citizens. Evidence shows consistent and appropriate engagement across all groups, with activities tailored to project maturity and stakeholder role.

A significant milestone during this period was the formal handover of coordination to HAMLET for the Games for Culture Cluster, marking a shift from exploratory participation to structured leadership within a Horizon-funded network.

Digital dissemination performance further supports progress under Task 7.3. Website traffic and social media engagement performed well, particularly following a strategic focus on LinkedIn and Bluesky. Engagement metrics indicate active audience response rather than passive visibility, while editorial outputs such as newsletters and infographics provided accessible entry points for non-technical audiences.

Key lessons from the first 12 months highlight the importance of prioritisation and alignment with dissemination and exploitation objectives. Early clustering was most effective when judged in terms of learning, visibility, and readiness for future collaboration rather than immediate joint outputs. These insights will guide a more selective, outcome-oriented clustering approach in the next phase.

Overall, Task 7.3 has started to position the project within the European innovation ecosystem, reduced fragmentation through targeted engagement, and laid a foundation for deeper collaboration in subsequent phases. Planned activities for the next period will shift emphasis towards targeted scientific dissemination,





sector-specific professional engagement, structured collaboration with sister projects and European platforms.

2 Introduction

Work Package 7 sets the overall framework for dissemination, communication, clustering, and exploitation across the HAMLET project. WP7 is designed to make sure the project's scientific, technical, and socio-cultural outputs are not only shared, but actively connected to relevant European innovation, policy, and practice settings.

Within this structure, Task 7.3 focuses on linking the project to its wider European and international environment. We do this through clustering, liaison, and ecosystem-building activities that support and strengthen the work carried out under Tasks 7.1 and 7.2.

The main aim of Task 7.3 is to support purposeful engagement with EU-funded projects, initiatives, platforms, and networks working in related areas. This reflects Horizon Europe's focus on maximising impact through cooperation and shared learning. Projects deliver more value when they connect with parallel investments and contribute to collective knowledge rather than working in isolation.

More specifically, we focused on initiatives that shared:

- similar challenges or research questions,
- overlapping stakeholder groups, or
- complementary technical or methodological approaches.

Through this engagement, the project has started to build links with relevant European clusters and platforms. These connections will help strengthen visibility among cultural practitioners, researchers, technology developers, policymakers, and funders. At the same time, Task 7.3 supported early thinking around exploitation and sustainability by spotting synergies that could enable future uptake of results during the project and beyond.

These objectives also shape how progress under Task 7.3 is assessed, rather than counting contacts or meetings alone, we looked at the quality and relevance of engagement. In particular, we considered:

- how well activities supported project objectives,
- their contribution to dissemination pathways under WP7, and
- their potential to lead to collaboration and long-term impact.

Overall, clustering under Task 7.3 plays a key role in moving beyond stand-alone dissemination towards active participation in a European innovation ecosystem.

2.1 Timeline & phase-based approach

The HAMLET dissemination, exploitation and communication (DEC) strategy follows a three-phase structure: Awareness, Acceptance, and Uptake. For each phase, we defined clear objectives, target groups, and activities designed to build momentum and support long-term impact.

Phase	Period	Objectives	Activities	Target ences	Audi-	Expected Outputs
I	M1–M12	Establish project identity.	Launch project website and branding.	CCIs Artists		Project website and social media channels live.





		Raise awareness of HAMLET's vision and expected outcomes. Engage key stakeholders to collect insights.	Develop SMP Disseminate tailored communication materials. Organize early webinars and workshops.	Technology Providers AI Innovators Policymakers General Public	First version of SMP. First round of stakeholder engagement events held.
II	M13–M24	Demonstrate benefits of HAMLET solutions. Disseminate interim results to build confidence and support future exploitation	Publish peer-reviewed articles and papers. Organize technical workshops, participatory labs or hackathons, and policy roundtables. Engage through CC networks and EU platforms	Scientific Community CCI Professionals Artists Policymakers Industry clusters	Scientific and non-scientific publications released. Increased stakeholder interest for buy-in and KER validation
III	M25-M36+ (incl. post-project)	Promote KERs and associated business models. Enable broad scalability and replication. Stimulate market adoption of HAMLET outputs	Disseminate policy briefs. Organize online training and final showcase events. Foster partnerships and synergies	End-Users Market actors Policymakers CCI networks General public	Final showcase and promotional campaigns Post-project uptake mechanisms in place Roadmap for sustainability

Table 1: Summary of HAMLET's phase-based DEC approach.

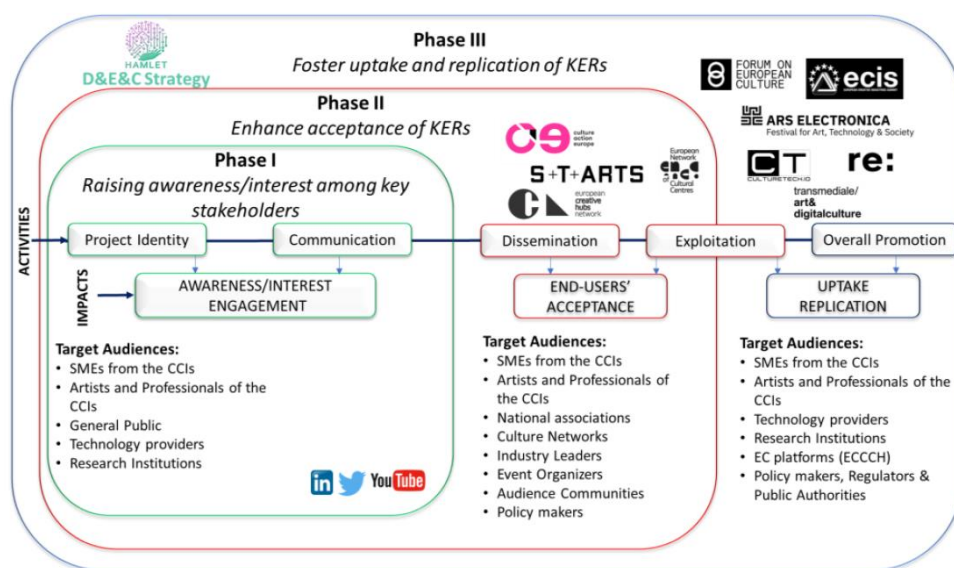
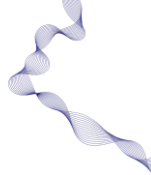


Figure 1 provides a visual overview of this phase-based DEC approach





2.2 Methodology around dissemination activities

Our clustering activities as described in section 3 was a core part of Work Package 7, integrated with dissemination, communication, and exploitation activities rather than having them run separately. This helped us focus on the most relevant engagements and ensured that clustering supported the objectives, target groups, and impact goals defined in Tasks 7.1 & Task 7.2.

2.2.1 Mapping the ecosystem

We began by mapping relevant European and international initiatives working in areas close to the project. This process drew on several sources and will evolve in next phase:

- We reviewed Horizon Europe work programmes, topic descriptions, and the CORDIS database.
- Partners added insights from their own networks, previous projects, and ongoing involvement in European research and policy forums.
- Attendance at conferences, workshops, and community events helped us with the clustering work and finding informal networks.

This early scan was broad and covered:

- projects running alongside the reporting period,
- recently completed initiatives that remain influential, and
- long-standing platforms with an ongoing role in European coordination.

The focus was on initiatives working across cultural and creative industries, digital transformation, artificial intelligence, audience engagement, cultural heritage, and human-centred innovation. This reflected both the interdisciplinary nature of the project and its connection to multiple European policy and practice areas.

2.2.2 Selecting where to engage

Once the first iteration of the landscape was mapped, we narrowed our focus using a small set of practical criteria. These included:

- fit with the project's technical and creative focus,
- relevance to dissemination priorities and exploitation pathways under WP7,
- the maturity and structure of the external initiative, and
- the likelihood of mutual benefit beyond one-off visibility.

We also considered whether an initiative could support follow-up actions and this helped the partners focus time and effort on relationships with realistic potential for collaboration and impact.

2.2.3 How engagement took place

After prioritisation, engagement took different forms depending on the relationship and the project's stage of development. These included:

- discussions with project coordinators or dissemination leads,
- participation in joint or third-party workshops and webinars,
- informal coordination meetings,

As our discussions develop in the next phase, we will explore shared stakeholders and complementary approaches. While most collaborations in the first twelve months remained informal, they helped build trust and a shared understanding needed for more structured cooperation later on.



2.2.4 Tracking & reflection

Throughout the reporting period, we recorded clustering activities using internal tracking tools managed under Work Package 7. This included:

- records of meetings and exchanges,
- event participation,
- communication outputs, and
- short qualitative reflections from partners involved.

This structured documentation supports transparent reporting and helps the partners reflect on what was working and where adjustments were needed. It also provides a strong foundation for strengthening clustering activities in the next phase and linking them more closely to exploitation and sustainability planning.



Figure 2: Europeana Network Association cross-community workshops on Culture for AI

2.3 Ethics, Data Protection & Responsible AI

All clustering, dissemination, and liaison activities under Task 7.3 were conducted in alignment with HAMLET's ethical framework and data protection commitments. Engagement activities were designed to respect participant autonomy, minimise data collection, and ensure transparency about the project's aims and use of information.

No personal or sensitive data were collected as part of clustering activities beyond basic professional contact details required for communication and coordination. Where stakeholder information was recorded, this followed GDPR-compliant practices and was managed through internal WP7 tracking tools with access limited to relevant consortium partners.

Ethical considerations shaping clustering activities were informed by the concerns and design requirements identified in Deliverable D1.1 (Context Understanding & Requirements Gathering), including issues around creative autonomy, authorship, transparency of AI systems, and trust in generative technologies. These principles guided how HAMLET was positioned in external forums, ensuring that engagement emphasised responsible, human-centred AI rather than purely technical capability.

In the next phase, these ethical and data protection principles will be made more explicit in clustering outputs, including policy-facing round tables, exploitation discussions, and joint dissemination activities with European platforms and sister projects.

3 Clustering Activities By Type Of Stakeholder

To deliver the dissemination and communication objectives under Task 7.1, we structured engagement during the first 12 months around a clear set of stakeholder groups. These groups reflect both the intended users of project outputs and the wider ecosystems needed to support visibility and long-term sustainability. While Deliverable D7.1 initially defined five core target groups, Task 7.3 distinguishes a sixth group (TG6 - Citizens and Wider Communities) to reflect the specific needs of public-facing dissemination and preparatory civic engagement activities undertaken during this phase.

Table 2 Summary of Target Group Strategy (Tabular View)

TG	Stakeholder Type	Position in Grid	Core Role in the Project	Communication Focus
TG1	Creative practitioners, artists, studios	Manage closely	Co-create and test AI tools in real cultural contexts	Creative empowerment, ethical AI tools, immersive and adaptive content
TG2	Academics, EU researchers	Manage closely	Validate methods, contribute to knowledge exchange	Research excellence, frameworks, pilots as testbeds
TG3	Developers, SMEs, tool builders	Manage closely	Co-develop and integrate HAMLET enablers	Modular enablers, APIs, ethical-by-design development
TG4	Policymakers, public authorities	Keep satisfied	Inform policy and governance discussions	Evidence, monitoring, inclusive AI policy
TG5	Funders, innovation platforms	Keep satisfied	Support scalability and sustainability	KERs, business models, long-term value
TG6	Citizens, communities, learners	Keep informed	Public engagement and societal relevance	Transparency, participation, cultural value

3.1 Engagement with Creative & Cultural Practitioners (TG1)

Creative and cultural practitioners were a priority audience from the outset, and we focused on building trust and presenting the project as practice-led and human-centred rather than purely technical.

Early engagement included practitioner-facing settings. For example, we took part in:

- PublicSpaces Conference (Amsterdam) – participation in panels and networking sessions focused on responsible AI, engaging directly with artists, cultural practitioners, and technologists working on ethical and civic approaches to digital tools.
- Europeana Network Association cross-community workshops on Culture for AI - contribution to interdisciplinary discussions on the use of cultural data in AI development, with emphasis on values, rights, and sector-led perspectives.
- Annual Conference of the Red Española de Teatros, Auditorios, Circuitos y Festivales de titularidad pública (Almagro, Spain) – delivery of workshops on audience development for theatre practitioners, integrating AI-related themes and explicitly referencing the HAMLET project as a relevant European initiative.

3.2 Engagement with Academic and Research Communities (TG2)

Engagement with academic and research audiences focused on dialogue rather than formal publication, reflecting the early maturity of project outputs.

During this phase, we joined:

- Discussions with European and AI leads at the Arts and Humanities Research Council (AHRC) and the Economic and Social Research Council (ESRC), exploring alignment with UK and European research priorities, particularly around AI governance, interdisciplinarity, and responsible innovation.
- Participation in research workshops and online working groups linked to European research networks such as the Europeana Network Association, Alan Turing Institute Creative Working Group and the AI4LAM channel.

These interactions supported discussion on responsible AI and data governance, and artistic research methods.

3.3 Engagement with Technology Developers & Innovation Communities (TG3)

For developers and creative technologists, we focused on awareness-building and early technical dialogue.

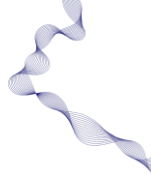


Figure 3: European Audience Data Alliance / Dialog Digital conference in Aarhus.

Examples include participation in:

- Participation in the European Audience Data Alliance (EADA) / Dialog Digital Conference (Aarhus), engaging with data platforms, technology suppliers, and innovation intermediaries operating at the intersection of audience analytics, AI, and digital cultural infrastructure.
- Exploratory discussions with ticketing system providers and other technology partners on the adoption of AI and agentic AI approaches for cultural analytics, including early conversations around data interoperability, governance, and practical integration challenges.

These settings allowed us to introduce the HAMLET within innovation-focused communities and several of these exchanges led to informal follow-up conversations, helping build an early pipeline for future collaboration and exploitation.



3.4 Engagement with Policymakers and Public Authorities (TG4)

Policy-facing engagement during the first year was selective and given the early stage of project results, we focused on awareness and relationship-building rather than direct policy influence.

Activities included:

- One-to-one online meetings with UK public funders and policy stakeholders, including Arts Council England, Creative Scotland, and representatives from the Arts and Humanities Research Council (AHRC), to discuss alignment with national AI and cultural policy priorities, and explore future points of activities.
- Participation as one of 30 members of a Europeana Network Association initiative contributing sector perspectives to a shared position on the responsible use of AI in the cultural heritage domain. This activity was organized by EuropeanaTech in partnership with SMK – the National Gallery of Denmark, AI4LAM, Sound and Vision, and the wider Europeana Initiative.
- Participation in Horizon Europe Info Days and Cluster 2 coordination events, supporting awareness of the project within EU-level policy, funding, and program coordination contexts. These discussions helped discuss project narratives within policy-relevant contexts and communication messages.

3.5 Engagement with Funders, Platforms, and European Clusters (TG5)

Engagement with funders, platforms, and clusters played a linking role between dissemination, clustering, and exploitation planning.

Key actions included:

- Participation in the Horizon Europe Cluster 2 Community Platform, supporting visibility and exchange with related projects and stakeholders operating within the cultural heritage and creative industries policy space.
- Bilateral engagement with the Arts and Humanities Research Council (AHRC) European team and AI leads, to explore alignment with wider European funding priorities and responsible AI agendas.
- Awareness of the European Collaborative Cloud for Cultural Heritage (ECCCH), including the ECH-OES cascading grant calls, helping align the project within the emerging European digital heritage infrastructure landscape.
- Preparatory coordination with sister projects through the Games for Culture Cluster (GCC), including HAMLET, CULTURATI, GAME-ER, GAMEHEARTS, GREAT, i-GAME, LoGaCulture, Megaskills, MuselT, and STRATEGIES. A key milestone during this period was the formal handover of coordination responsibility for the Games for Culture Cluster to the HAMLET consortium.

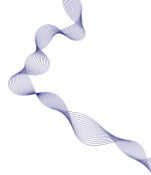
3.6 Engagement with Citizens and Wider Communities (TG6)

Direct engagement with citizens during the first twelve months remained limited and preparatory, in line with the phased WP7 strategy.

We focused on awareness through:

- Presence within a small number public-facing conferences and festivals, where the project was introduced in broader cultural and civic contexts.
- Use of online communication channels to support general awareness and visibility among non-specialist audiences.





- Incorporation of audience and citizen perspectives within the development of user requirements, ensuring that public needs and expectations were considered at an early design stage.

These activities helped a baseline of public awareness and set the conditions for more participatory engagement in later phases, once pilots and demonstrators are more developed.

3.7 Communication performance and digital reach

Digital visibility grew steadily during this period and by Month 11, the website reached 1,124 unique visitors, showing strong early progress towards the overall target of 5,000 and a positive growth trend of +74.5%. This increase followed the publication of core content, including Deliverable D1.1, and regular news updates on meetings and workshops.

Social media performance was particularly strong, and we decided to stop using X, and focus on LinkedIn and Bluesky:

- LinkedIn reached 517 followers (+169%);
- Bluesky reached 1,742 followers (+88%).

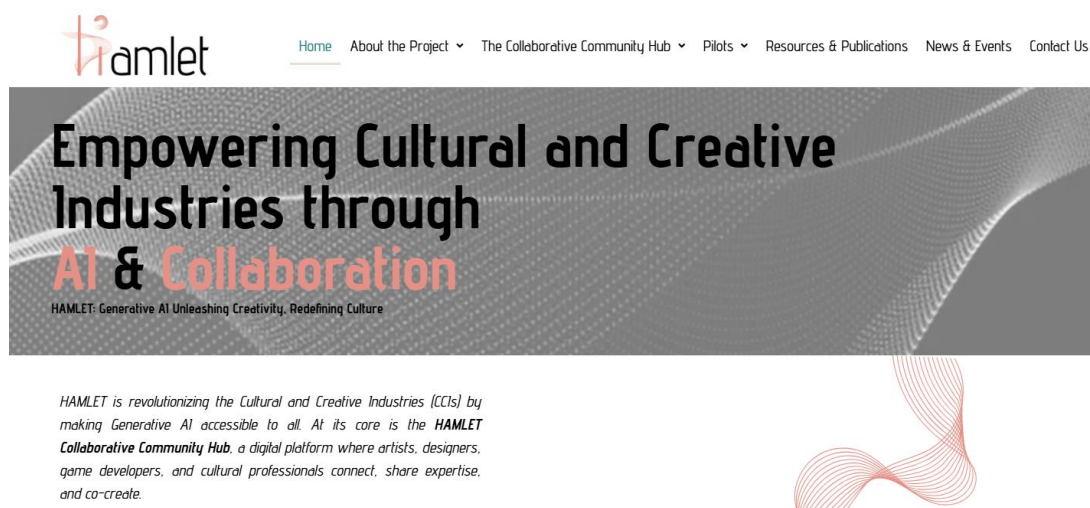
Posting activity increased, with 26 LinkedIn posts and 18 Bluesky posts, with a shift towards more consistent, campaign-based communication.

Engagement levels showed that audiences were actively responding, not just viewing content. LinkedIn recorded 399 interactions (+714%), while Bluesky recorded 83 interactions (+154%).

3.8 Content Production and Editorial Outputs

Key communication outputs were delivered as planned and the first project newsletter was released in Month 9, attracting 59 subscribers and achieving an open rate of 25.5%, which is strong for an early-stage Horizon Europe project.

We developed basic infographic assets to support the newsletter and make complex ideas more accessible to non-technical audiences.



Longer-form outputs such as videos, press releases & printed materials were intentionally scheduled for later phases. This reflects a conscious sequencing choice, ensuring richer material is available once pilots, demonstrators, and clustering activities are more mature.



3.9 Targeted Clustering: Games for Culture Cluster (GCC)

A clear example of how clustering evolved during the first year is the formal handover of coordination for the GCC from the MEMENTOES project to HAMLET. This marked a shift from exploratory participation to a more structured and sustained role within a European cluster.

The GCCⁱ brings together projects using game technologies and game-based approaches to address cultural heritage and societal challenges. Following the conclusion of MEMENTOES, HAMLET took on an active coordination role. Responsibilities are shared across the consortium:

- CERTH leads overall coordination,
- AUTH provides scientific management, and
- HSRT coordinates dissemination.

At the time of handover, the cluster included twelve Horizon-funded projects, including HAMLET, CULTURATI, GAME-ER, GAMEHEARTS, GREAT, i-GAME, LoGaCulture, Megaskills, MuselT, and STRATEGIES. This created a well-defined peer network with strong thematic focus.

Within the GCC, engagement moved beyond informal exchange and during this period we:

- contributed to cluster governance,
- supported shared dissemination through the cluster website, and
- coordinated communication activities with other member projects.

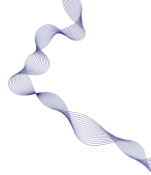
This role increased collective visibility and supported shared discussion on policy, practice, and knowledge exchange across the games-and-culture domain.

The cluster will also open up future opportunities and HAMLET will participate in a policy-focused panel at the final GREAT project event in January 2026, addressing policymaking in game development from a cultural heritage perspective.



Figure 4: HAMLET partners taking part in PublicSpaces conference 2025, Amsterdam

In addition, at the time of writing this document, we had exploratory discussions for future synergy with the project Amplifyⁱⁱ. The latter is forming a cluster of sister projects (ELLIEⁱⁱⁱ and EXCENTRIC^{iv}) with communication and dissemination task force and knowledge exchange between the projects. At this stage the projects are preparing to feature the others in their respective newsletters, social media and websites, as well as common blogposts and coordination on participating in future events together. We exchanged our future



event participation plans for next year to identify common ground opportunities. In our latest scheduled meeting (once per 3 months), we continued our discussions on the possibility of organizing workshops or releasing a white paper and/or common policy briefs in the broader CCI and music industry segment, mainly revolved around the adoption of new tools. We exchanged our progress and experiences so far in policies for the CCIs.

4 Impact & Added Value

4.1 Visibility & reach

During this phase, we raised the project's profile by working with established European clusters, platforms, and peer initiatives across culture, digital innovation, and artificial intelligence including coordination of the Games for Culture Cluster, and structured exchanges with sister Horizon Europe projects such as CULTURATI, GAME-ER, GAMEHEARTS, GREAT, and MEMENTOES. We joined shared events, took part in discussions, and engaged in cross-project exchanges that extended our reach beyond our own channels.

By starting to place project messages within trusted European settings, we improve recognition among professional, research, and policy audiences. This kind of embedded visibility supported the aims of Work Package 7 by making it more likely that project ideas and outputs would be noticed and used by key target groups.

4.2 Preparing future dissemination & exploitation

Clustering also helped clarify where future dissemination and exploitation could take place. By engaging with initiatives as discussed in this report and working across research, innovation, and policy, we gained a clearer picture of how project results might connect with existing platforms, infrastructures, and networks.

This will lead to identification of:

- opportunities for coordinated dissemination,
- shared learning activities, and
- possible routes for uptake or reuse of project outputs beyond the consortium.

Most of these opportunities are still preparatory, but they show increased readiness for more structured cooperation in Phase 2, supported by growing trust and shared understanding.

5 Progress regarding D7.1 - Dissemination, Communication & Exploitation Plan

5.1 Transition from Planning to Delivery

Progress during Months 1–12 closely follows the Dissemination, Communication and Exploitation (DEC) framework set out in Deliverable D7.1. This period marked a transition from planning to delivery, with activity levels aligned to the early maturity of technical and exploitable results, as anticipated in the plan. Core communication channels were launched, a consistent visual identity was established, priority stakeholder groups were activated, and initial clustering and networking activities were undertaken.

5.2 Progress against communication objectives

Communication activities focused on establishing a clear project identity and baseline visibility. This included the development of branding and a project website as the main public hub, regular use of social media to support awareness and event promotion, and initial media outreach. These actions demonstrate delivery



against the communication infrastructure and early KPIs defined in D7.1 and provide a solid foundation for scaling activity in later phases.

5.3 Progress against dissemination objectives

Dissemination during this phase prioritised presence and dialogue rather than mature research outputs, reflecting the project's stage of development. Activities included participation in conferences, workshops, and events across culture, creative technologies, and AI innovation, alongside early exchanges with peer projects and communities.

The dissemination tracker that coordinates the touch points across the HAMLET partners is used to record events, communication outputs, clustering actions & publications in preparation. Limited peer-reviewed outputs at this stage are consistent with the planned increase in scientific dissemination during Phase 2.

5.4 Stakeholder engagement and clustering

Stakeholder engagement and clustering progressed with the plans set out in D7.1. Using the stakeholder mapping framework, the project engaged regularly with cultural and creative practitioners, research communities, technology developers, policy actors, funders, and European platforms through conferences, workshops, webinars, bilateral exchanges, and emerging clusters.

These activities were systematically logged through WP7 reporting tools. Early ecosystem mapping and selective coordination roles under Task 7.3 reinforced visibility and prepared the ground for later exploitation.

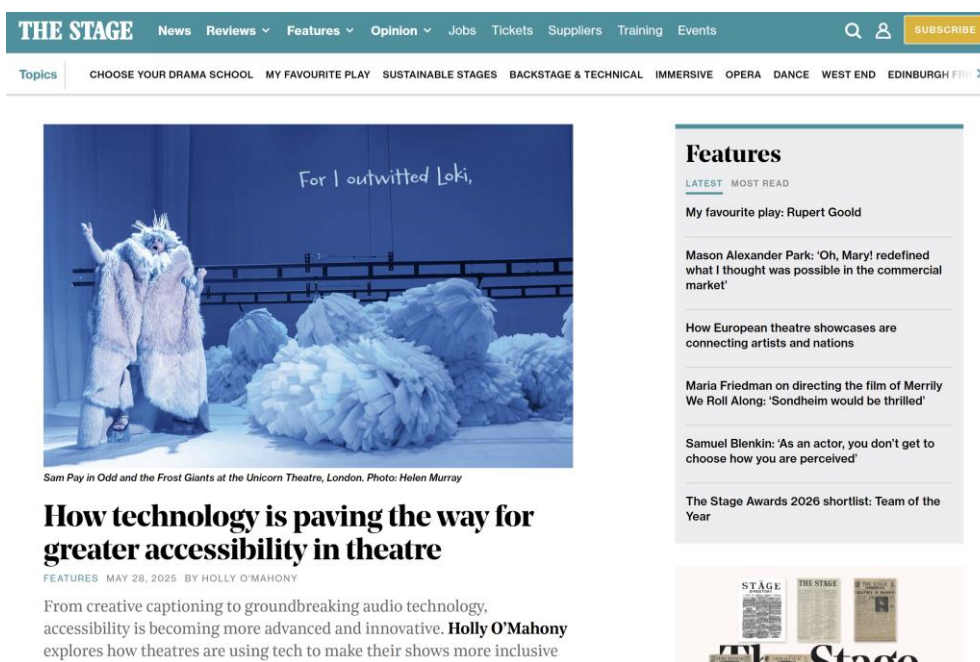
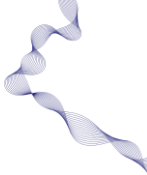


Figure 5: The Stage article including a section of HAMLET

5.5 Progress against exploitation planning objectives

Exploitation planning in Phase I remained appropriately preparatory. Activities focused on identifying potential Key Exploitable Results, clarifying partner roles and responsibilities, and linking dissemination and clustering to future exploitation planning under Task 7.2.

Engagement with funders, innovation platforms, and policy stakeholders helped clarify potential uptake contexts, confirming that exploitation planning is being treated as an integrated and iterative process.



5.6 Monitoring, reporting & adaptive management

Monitoring and reporting commitments set out in D7.1 have been implemented as planned. Defined KPIs, tracking tools, and qualitative reporting mechanisms are in use, with DEC-related risks reviewed through the wider project risk framework. This supports transparent reporting, adaptive management, and evidence-based reflection.

6 Lessons Learned & Recommendations

The first twelve months of clustering activities generated several clear lessons and these insights shape how we assess progress so far and how we will adjust our approach in the next phase.

During this early stage, clustering was mainly exploratory and we focused on mapping, building relationships, and establishing the project's presence in relevant European settings. This early focus explains both the challenges we faced, and the type of outcomes achieved, and it provides a strong basis for refining our approach in Phase 2.

6.1 What we learned

One key challenge was the diversity of initiatives we engaged and the need for focus and prioritisation to increase the opportunities available. In early phases, clustering should be judged by learning, visibility, and readiness for future collaboration. As a result, Phase 2 will focus more on initiatives whose direction make coordinated dissemination or preparatory exploitation realistic such as the GCC group of sister projects.

Resource constraints due to efforts on other work packages highlighted the need to prioritise and broad engagement helped us understand the landscape, but it also showed the risk of spreading effort too thinly. We've learned that broad engagement is useful, but prioritisation is key. In the next phase, clustering will be guided more clearly by dissemination and exploitation prioritised with a further update to the ecosystem mapping and clustering.

6.2 What worked well

We found that working through existing clusters and platforms, rather than creating new structures, made better use of time and strengthened credibility. Further work on the ecosystem mapping and using the CORDIS database for clustering will take place.

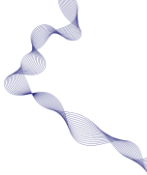
Embedding clustering within the wider dissemination and communication framework under Task 7.1 was another benefit. This ensured that external engagement stayed consistent with project messages and ethical positioning – particularly important with the concerns around ethical AI adoption. Building on this, clustering in the next phase will be more tightly linked to WP7 content planning and key dissemination activities, especially as the pilots start to be established.

6.3 Gender Balance, Inclusion & Accessibility

Given the exploratory and preparatory nature of Phase I, no clustering activities explicitly targeted vulnerable or marginalised groups at this stage. However, accessibility and inclusive language were treated as baseline requirements across all communication outputs, ensuring that early engagement remained open and understandable to non-specialist audiences.

As the project moves into Phase II, gender balance, inclusion, and accessibility will be strengthened more deliberately. This will include the design of targeted engagement formats and dissemination activities oriented towards underrepresented cultural practitioners, social and cultural minorities, and participants with





diverse abilities, particularly as pilots, demonstrators, and co-creation activities become more mature and participation opportunities broaden.

6.4 Summary & upcoming activities

Overall, the project has started to deliver the core elements of its dissemination and communication strategy during Months 1–12, established evidence of stakeholder engagement and clustering, and put monitoring systems in place.

Across conferences, workshops, bilateral meetings, and online engagement, we estimate that HAMLET's networking activities reached over 400 stakeholders during the reporting period. While primarily exploratory at this stage, these exchanges have already yielded two identifiable clustering opportunities with relevant initiatives, providing a foundation for more structured collaboration in the next phase.

Looking ahead to Months 12–18, dissemination will need to evolve from visibility towards supporting understanding, liaising with creative practitioners and assessment of emerging outputs. Greater emphasis should be placed on sharing intermediate results and emerging insights through focused round-table events with key stakeholder groups, including primary users and creators, secondary organisations, tertiary experts, enablers such as technologists, and policy and impact stakeholders (policy-makers and funding bodies), as identified in Deliverable 1.1.

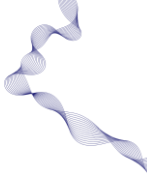
As the project progresses into the next phase period, dissemination and outreach activities will increasingly focus on targeted scientific dissemination and structured collaboration with European networks and sister projects. This next phase builds on the visibility and awareness during the first reporting period and shifts emphasis towards deeper engagement and knowledge. Activities are designed to position HAMLET's enablers, pilots, and methodological approaches within relevant academic, creative, policy, and innovation ecosystems at European and international levels.

Planned creative and practice-led dissemination includes participation in workshops and laboratories that bring together choreographers, creative coders, and technologists. This includes a proposed Choreographic Coding Lab or comparable format in Amsterdam, organised in collaboration with ICK, technical partners, and AHK-IDlab, focusing on choreography and creative coding as applied to HAMLET's enablers and pilots. In parallel, a HAMLET Atelier within the European Dance Development Network's Digital Working Group is envisaged, either online or in person, providing a platform to present and discuss the project's novel choreographic processes with a pan-European professional dance network.

The project will continue to engage with critical and ethics-focused communities through recurring participation in the PublicSpaces Conference in Amsterdam. Following an initial panel session addressing art as an ethical practice in AI tool-making, further panel and workshop contributions are planned in 2026, led by Waag, to explore responsible AI development in cultural and creative contexts. This ethical and societal perspective will be enhanced through participation in the CPDP Conference 2026 in Brussels, where Waag will contribute to discussions on data protection, privacy, and responsible AI, ensuring alignment with broader European debates on governance and emerging technologies.

Scientific and technical dissemination will be strengthened through participation in international conferences. Notably, a paper will be presented at the Motion Interaction Games Conference (MIG 2025) in Zurich by CYENS. This complements a broader programme of engagement with creative technology and games development communities through events such as Reboot Develop Blue and AMAZE Berlin in 2026 and 2027, where Causa Creations will present project outcomes, enablers, and pilot experiences to professional developer audiences.





The project will also engage with experimental and critical making communities through planned workshops at the Ars Electronica Festival in Linz in 2026. These activities, led by Waag, will situate HAMLET's enablers and pilots within a Virtual Living Lab context, enabling hands-on experimentation and reflection.

Policy-facing dissemination and European-level networking will be progressed through a series of round table events, participation in Horizon Europe Info Days, including events related to EU Missions such as Adaptation to Climate Change, and through attendance at webinars such as "Artificial Intelligence in Horizon Europe Calls: an Interdisciplinary Challenge." These activities, led by TAA, aim to increase awareness of relevant European policy frameworks and funding priorities while positioning HAMLET within ongoing discussions on interdisciplinary AI research and innovation.

In addition, structured clustering and coordination activities are planned with sister projects within the same Horizon Europe cluster. These include online roundtable events scheduled for March-April 2026 to support joint learning, knowledge exchange, and the identification of shared challenges and best practices. Complementing this, targeted one-to-one stakeholder engagement meetings will be undertaken with key European platforms and initiatives, such as ECCCH, ECHOES, and AI-on-Demand, to formalise relationships and ensure that insights from these engagements inform partner outputs and future exploitation activities.

Finally, broader visibility and cross-sector dissemination will be supported through participation in high-profile European events such as the Festival of the New European Bauhaus 2026 in Brussels, where HAMLET will be presented to a diverse audience spanning policy-makers, cultural organisations, and innovation stakeholders.

References

ⁱ <https://games-for-culture.eu/>

ⁱⁱ <https://amplifyproject.eu/>

ⁱⁱⁱ <https://www.ellieproject.eu/>

^{iv} <https://excentric-project.eu/>

