



Deliverable 5.1

# **DLT4EU Final Event Communication and Production Plans**

D5.1

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DLT4EU Final Event Communication and Production Plan

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#### DISSEMINATION LEVEL

✓ **P Public**

C Confidential, only for members of the consortium and the Commission Services

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**STATEMENT OF ORIGINALITY**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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# DLT4EU Final Event Communication and Production Plans

## 1. DLT4EU Programme Introduction

DLT4EU has stimulated the development of cutting-edge Distributed Ledger Technology (DLT)-based applications that address pressing social and environmental challenges and drive positive change for the public good.

The DLT4EU accelerator programme has been built upon the 'Virtual Field Lab' (VFL) concept of bringing together DLT developers alongside Challenge Owners, to create and trial Proof-of-Concept prototypes. The selected candidates have developed their applications within a VFL: a virtual environment for DLT experimentation curated to an appropriate real world challenge. Each VFL had a 'Challenge Owner' who scoped, guided and defined the problem, alongside a network of mentors, subject matter experts, as well as a designated VFL Coach from the DLT4EU Consortium.

Each VFL has benefitted from a curated accelerator programme covering specialist topics such as GDPR Privacy by Design, Open Source Licences, Innovative Finance, Value-Sensitive Design, and the Pentagrowth Method from Ideas for Change.

As a result of the programme, Venture Teams have developed proofs-of-concept - in the form of functional prototypes - that demonstrate the value of DLTs in the public good sector.

These proofs-of-concept have been assessed by an Evaluation Jury with three applications awarded follow-on funding.

## 2. Previous Considerations

The DLT4EU Final Event was initially designed to be celebrated in-person at Le Berlaymont (European Commission) in Brussels. The Event was to be an opportunity to present the programme to an audience primarily composed of European policymakers as well as the wider DLT4EU ecosystem.

However, due to the ongoing COVID-19 pandemic, the DLT4EU Final Event will be delivered online. The need to adapt a full in-person format to an online-based event has partially altered the content, communication campaigns, as well as the production plan. Additionally, as the Event will not take place at Le Berlaymont, the immediate access to the policymaking ecosystem is no longer possible.

The initial full-day programme has been adapted to a two-hour online session to ensure that the experience for the online audience is not too intensive in a context highly dominated by

online communication and events. Finally, the online Event has been designed to generate high-quality media content that can be shared more widely after the live Event - this will help ensure the programme's insights can be used for future programmes and by the DLT4EU Ecosystem.

## **2.1 Scope of the D5.1 Report**

The purpose of this document is to provide an overview of the activities carried out to design, produce, and communicate the DLT4EU Final (online) Event.

The document is structured as follows: Section 2 introduces the objectives and an overview of the different target audiences of the Event. Section 3 is a detailed description of the Communication and Production Plans and how tasks, teams, and schedules have been organised. The Communication Plan sets out the strategy, materials, channels, and audiences needed to maximize the reach of the DLT4EU Final Event. This Plan will ensure the correct audiences are engaged with the programme insights as well as ensure the results and impact of the programme are effectively shared. The main communication items are listed in a specific Calendar. The Production Plan is a detailed list of activities carried out in the Event setup process, strategically ordered to involve all the contributors, experts, and entities necessary for the proper development of the activity, also listed and organized in a specific Calendar. Section 5 establishes the set of communication results expected for this event. Section 6, the Appendix, includes an example of the briefing materials developed, the communication Toolkit, and the detailed order of execution of the event.

## **2.2 Related Deliverables**

This deliverable is connected to the D5.3 Impact report of the DLT4EU Final Event, due at the end of May 2021. D5.3 will analyse in detail the results of the Communications Plan that is part of the current deliverable.

# **3. DLT4EU Final Event: Objectives, Audiences and Programme**

## **3.1 Objectives**

The DLT4EU Final Event is an opportunity to share the results of the programme with multiple audiences: first the DLT4EU ecosystem curated through the programme; second, audiences from complementary early-stage innovation programmes; third, policymakers and public representatives, and finally, audiences who are involved in the adoption of DLTs in the public sector.

The main goals of the Event are to:

- Outline the main discoveries and lessons learned throughout the duration of the accelerator, giving visibility to the principal stakeholders - such as the participants of the eight Virtual Field Labs, the DLT4EU Consortium, and DLT4EU Evaluation Jury, who assessed the eight Proof-of-Concepts and selected the three Venture Teams to be awarded follow-on funding;
- Facilitate a broader debate that enables the integration of expert voices in the design, development, implementation, adoption and testing, support and financing of innovative solutions and emergent blockchain use cases for social and public good;
- Provide an opportunity to engage with new stakeholders and potential future Challenge Owners who would like to learn more about the DLT4EU approach and how to anticipate innovation in the fields of the Circular Economy and Digital Citizenship;
- Publicly announce the three Venture Teams who were selected by the DLT4EU Evaluation Jury to receive follow-on funding for the further development of their Proof-of-Concepts;
- Contribute to raising awareness of how Distributed Ledger Technologies (DLTs) can help improve the development and deployment of cutting-edge solutions to help advance social and public agendas.

## 3.2 Target Audiences

As part of the Final Event design process, the DLT4EU Consortium has identified the following target audiences as the most relevant:

1. DLT developers of early-stage solutions;
2. Regulators and policymakers from the European Commission and Parliament ecosystem, as well as those responsible for innovation within the public and social sectors;
3. Entities of public administration, including those in positions of responsibility at municipalities and social entities that could act as future Challenge Owners;
4. SMEs, researchers, and organizations that may be interested in organising acceleration programmes similar to DLT4EU.

Additionally, other audiences have been taken into consideration:

1. Academic and university researchers, especially departments linked to DLT and blockchain technologies;
2. Venture Capital and Impact Investors, within relevant innovation fields;
3. Digital social innovators;
4. General segments interested in the themes of the Circular Economy and Digital Citizenship.

Finally, communication has also been designed to impact:

1. Specialised media in innovation, distributed technologies, and blockchain;



2. Strategic communication partners, who have provided support in the dissemination of project activities.

### 3.3 Programme

The content and structure of the Event has been designed in consultation with the DLT4EU Consortium, Venture Teams, and the European Commission Joint Research Centre representatives. As a result, the Event Agenda includes the following sections:

- A Welcome and Opening section with representatives from the European Commission and the coordinator of the DLT4EU programme;
- A live roundtable discussion with experts from the field of early-stage innovation and Tech For Good;
- A section to showcase the eight proofs-of-Concept resulting from the DLT4EU accelerator programme, by presenting two short videos specifically tailored for this activity;
- A set of actions to properly engage the audience. For example, specifying a dedicated hashtag and instructions to participate through the use of the tool Mentimeter fostering questions during the roundtable Q&A section, designing a mechanism for the public to engage with the eight solutions developed as part of the acceleration programme;
- An Awards section to publicly distinguish the three initiatives chosen by the DLT4EU Evaluation Jury to receive follow-on funding.

Table 1: Final Event Programme

Start	End	Activity	Description
10:30	10:45	<b>Opening</b>	Welcome, introduction, and agenda of the event. Conductor: Marieke Eyskoot Liz Corbin, Metabolic Institute Fabrizio Sestini, European Commission DG CONNECT
10:45	11:45	<b>Live Roundtable</b>	Roundtable discussion Giulio Quaggiotto, UNDP; Francesca Bria, Italian National Innovation Fund; Chris Speed, University of Edinburgh; João Farinha, Advisor for the Portuguese Secretary of State for Digital Transition; Alice MacNeil, Metabolic Institute Chair: Alexandre Pólvora, European Commission Joint Research Centre
11:45	12:05	<b>Interlude</b>	Showcase of DLT4EU videos and public engagement Conductor: Marieke Eyskoot
12:05	12:25	<b>Final award</b>	Announcement of three Venture Teams that will receive follow-on funding Marcella Atzori, DLT4EU jury member; DLT4EU awarded teams

12:25	12:30	<b>Closure</b>	Closing of the Final Event and the DLT4EU programme Conductor: Marieke Eyskoot Anna Higuera (Ideas for Change)
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## 4. Communication and Production Plans

### 4.1 Communication Plan

In order to maintain the communicative coherence of the project, the Communication Plan is based on the D6.1 DLT4EU Project Dissemination and Communication Plan. Thus, the strategic lines and the developed pieces are designed to be delivered in a collaborative and coordinated effort between the different agents of the project (mainly the three members of the Consortium and the communication partners linked to the programme).

#### Communication Objectives

The communication of the Final Event has been organized taking into account the main objectives of the activity and the targeted audiences (Section 3 of this document).

However, additional communication objectives have also been also taken into account:

- Generate quality media coverage around the project;
- Contribute to the dissemination of the winning initiatives and promote knowledge around the solutions the teams have developed;
- Produce communicative content to ensure the legacy of the project;
- Increase the number of people familiar with the initiative (i.e. gain followers on the project's social networks and raise awareness through the communication and social media channels of the different partners);
- Increase the number of visits to the website and the community of DLT4EU followers;
- Increase the number of subscribers to the DLT4EU Newsletter.

#### Communication Pillars for the event

The following strategic communication pillars have been taken into account for the development of the Communication Plan for the Final Event of the programme:

- Visibility of the awarded Proof-of-Concepts: Development of dissemination actions that increase the degree of knowledge of the awarded Proof-of-Concepts in different media formats;
- 360° and multi-stakeholder content: Generation of quality content on the Event with a multi-stakeholder and 360° approach to raise awareness;
- Generation of engagement with the sector: Establishment of lines of dialogue with organisations in the Tech For Good field and communication partners of the project to maximise the impact of the event;

- Positioning in the media: Strengthen the relationship with the media landscape in the field of technology and innovation that has been following the development of the programme.

### Communication channels

The following channels have been used to advertise and disseminate the outputs of the Event:

- Own channels:
  - DLT4EU website<sup>1</sup> (7,900 unique visitors and 23,000 pageviews up to date)
  - DLT4EU Twitter account<sup>2</sup> (500 followers up to date)
  - DLT4EU Instagram account<sup>3</sup> (157 followers up to date)
  - DLT4EU Telegram account<sup>4</sup> (27 followers up to date)
  - DLT4EU newsletter (153 subscribers)
- External channels:
  - Communication channels of the members of the DLT4EU Consortium (i.e. Twitter, LinkedIn, YouTube, Facebook, newsletters, blogs, etc.).
  - Communication channels of the communication partners of the project (i.e. Twitter, LinkedIn, YouTube, Facebook, newsletters, blogs, etc.).
  - General and specialised press and blogs (i.e. Blockchain News, Blockchain Services, Blockchain 24, Use Blockchain, Techerati, TNTIC, El Periódico de Catalunya, etc.).

### Communication messages

To advertise the purpose and value of the Event, the following communication messages have been used:

- DLT4EU, the accelerator programme that has linked Distributed Ledger Technology (DLT) to social and environmental challenges across the EU, is about to celebrate its Final Event.
- After nearly a year and a half since the DLT4EU kickoff, the three initiatives of the accelerator that will receive follow-on funding will be announced in an online public event that will take place on May 6th from 10:30 to 12:30 h (CET).
- The opening of the event will be delivered by Fabrizio Sestini, Senior Expert for Digital Social Innovation at the European Commission DG Connect department, and Liz Corbin, DLT4EU Project Coordinator and Metabolic Institute Director. Fabrizio Sestini will share the current and future Digital Transition actions by the European Commission while Liz Corbin will present the most relevant findings and lessons learned from the DLT4EU project.

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<sup>1</sup> Website: <https://www.dlt4.eu/>

<sup>2</sup> Twitter handle: @dlt4eu

<sup>3</sup> Instagram handle: @dlt4eu

<sup>4</sup> Telegram channel: <https://t.me/dlt4eu>

- The event will also host a roundtable with some of the most relevant voices on the use of technology for the common good and the adoption of early-stage innovation solutions.
- Alexandre Pólvara, Policy Analyst - European Commission, Joint Research Centre (EU Policy Lab + CC Foresight), will moderate the roundtable, which will feature interventions of: Francesca Bria, President of the Italian National Innovation Fund; Giulio Quaggiotto, Head of Strategic Innovation at UNDP; Chris Speed, Professor of Design Informatics at the Edinburgh College of Art; João Farinha, Advisor for the Secretary of State for Digital Transition of the Portuguese Government, and Alice MacNeil, DLT4EU Programme Manager, Metabolic Institute.
- An Evaluation Jury has selected the three awarded initiatives of the programme. Marcella Atzori, Blockchain Advisor to the European Commission and representative of this Jury, will publicly unveil the three awarded solutions to receive follow-on funding.

## **Action plan**

With the purpose to ensure the effectiveness of the communication actions of the Final Event, a list of the main communication milestones has been drawn up. This plan is intended to attract the attention of the different audiences at various times by distributing the information using segmented content. These communicative moments have been organised as “Campaigns” or launches:

### **1. Save the Date campaign:**

Announcement of the date and times at which the Final Event will take place, the theme, and the main sections of the event. The objective of this campaign has been to awaken attention and mobilize audiences to reserve the date, without yet revealing the names or the final activities that will take place in the event.

### **2. Full programme launch**

Announcement of the full programme, with special attention to the speakers at the Roundtable discussion, the Opening, and the Awards sections. The objective of this campaign has been to foster registrations and set the right audience mindset on the topics covered and the expected contributions from external and internal experts on the topics of support for early-stage innovation and needed conditions for adoption.

### **3. Paid content Campaign**

A specific plan has been developed in collaboration with the marcomms specialist company AMT, hired to help meet the following objectives: (i) to increase the number of registrations to the Event up to 200, (ii) to drive traffic to the DLT4EU Final Event landing section of the website, (iii) to contribute to the ‘1000 registered people to the DLT4EU newsletter’ KPI that has been below the expected performance.

The two channels through which the paid content will be distributed are Twitter (DLT4EU's own channel) and LinkedIn (the Ideas for Change channel because DLT4EU does not have its own account on this network). The resource distribution strategy has

prioritized paid content on LinkedIn (80% of the total budget) for this specific action, because this network allows a much more precise audience segmentation than Twitter, a network to which the remaining 20% of the budget will be allocated.

Three publications and creatives have been defined for each channel, the first of which features the launch of a video teaser specifically created for this campaign.

**4. Event warm-up:**

Constant dissemination of information about the speakers, the participant teams, the developed solutions and the development of the Event through external channels to encourage registrations and raise awareness.

**5. Event coverage**

Content planning to distribute during and right after the Event as posts for social networks about the different interventions from contributors, and posts encouraging viewers to actively participate in the event.

Additionally, eight short pitch videos have been specifically created to provide content for the Event. These recordings have been made in collaboration with the Ventures that participated in the accelerator by following a general script that covers the:

- Challenge Area;
- The Proof-Of-Concept and lead beneficiaries;
- Impact of the solution.

These short videos, together with a longer 15-minute recording version in which Venture Teams present their solutions, are also expected to become part of the project's communicative legacy.

**6. Communication of the awarded initiatives**

Drafting and dissemination of a press release to publicize the awarded initiatives and the conclusions of the event. Adaptation of the content of the Press Release to the rest of the project's own channels (creation of an article in the News & Stories section of the DLT4EU website and of a newsletter).

The channeling of the actions through the identified channels has been planned as follows:

**Table 2: Channels and content**

Channels		
Category	Specific channel	Type of Content
<b>Save the date campaign</b>		
Website	DLT4EU website	● Registration call to action on the home page

		<ul style="list-style-type: none"> <li>• 1 article on the News &amp; Stories section</li> </ul>
Social media: DLT4EU accounts and channels	Twitter	<ul style="list-style-type: none"> <li>• Announcement posts</li> <li>• Links to news, registration form.</li> </ul>
	Instagram	
<b>Full programme launch</b>		
Social media: DLT4EU accounts and channels	Twitter	Full programme announcement posts.
	Instagram	
	Telegram	
Website	DLT4EU website	<ul style="list-style-type: none"> <li>• Final Event Landing section with the main information from programme, speakers, registration link and space to hold the live event i-frame, link to the 8 short videos of the solutions developed by the Venture Teams.</li> <li>• 1 article on the News &amp; Stories section</li> </ul>
Social media: DLT4EU accounts and channels	Twitter	<ul style="list-style-type: none"> <li>• Regular posts with programme, speakers and experts involved, Venture Teams updates.</li> </ul>
	Instagram	
	Telegram	
Mailings	Newsletter	<ul style="list-style-type: none"> <li>• To announce the full programme, speakers, Venture Teams, registration instructions</li> </ul>
	Comms Briefing Toolkit	<ul style="list-style-type: none"> <li>• Access to creativities and artworks</li> <li>• Suggested Tweets</li> <li>• Suggested Posts for LinkedIn, Facebook and Instagram</li> <li>• Suggested mailing</li> <li>• Tag &amp; hashtag protocols</li> <li>• Registration link</li> </ul>
<b>Paid content campaign</b>		
Social media: DLT4EU and IFC accounts and channels	Twitter	<ul style="list-style-type: none"> <li>• Social media paid plan to increase the number of registrations to the Event up to 250.</li> <li>• Creativities and video teaser of the event</li> </ul>
	Telegram	
<b>Event Warm up</b>		

Social media: DLT4EU and IFC accounts and channels	Twitter	<ul style="list-style-type: none"> <li>Regular posts with programme, speakers and experts involved, Venture Teams updates.</li> </ul>
	Instagram	
	Telegram	
Mailing	Newsletter	<ul style="list-style-type: none"> <li>Event reminder and link to connect.</li> </ul>
<b>Event coverage</b>		
Social media: DLT4EU and IFC accounts and channels	Twitter	<ul style="list-style-type: none"> <li>Posts for social networks about the different interventions.</li> <li>Posts encouraging viewers to actively participate in the event through questions, etc</li> </ul>
	Instagram	
	Telegram	
<b>Communication of the winning initiatives and the Final Report</b>		
Media	Press Release after the Final Event	<ul style="list-style-type: none"> <li>Conclusions and highlights taken from the event</li> <li>Link to legacy section on the DLT4EU website</li> <li>3 Awarded teams</li> <li>DLT4EU Final Report highlights</li> </ul>
Registration platform	Typeform	<ul style="list-style-type: none"> <li>Basic information form</li> <li>Automatic Link to the registered calendar</li> </ul>

Table 3: Communications Calendar

DLT4EU Final Event Comms Calendar														
Calendar			Mar				Apr				MAY			
Item	Starts	Ends	wk	wk	wk	wk	wk	wk	wk	wk	wk	wk	wk	wk
			1	2	3	4	1	2	3	4	1	2	3	4
Identify target audiences	1 Mar	8 Apr												
Development of creatives and branded materials	1 Mar	5 May												
Save the Date Campaign	18 Mar	8 Apr												
Final Event comms toolkit	8 Apr	6 May												
Full programme launch	8 Apr	26 Apr												
Paid content campaign	22 Apr	6 May												





Figure 1: Example of Creativity for Instagram

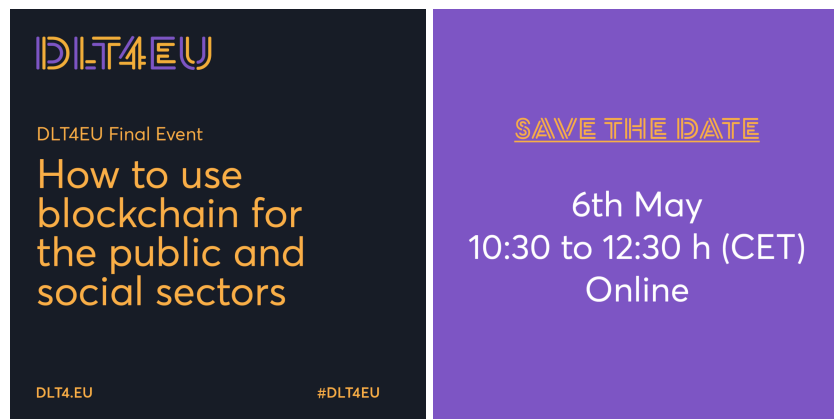


Figure 2: Example of speaker Card for Twitter, LinkedIn or Facebook



Figure 3: Example of speakers mosaic banner for Twitter, LinkedIn and Facebook



Figure 4: Layout programme for mailings

DLT4EU Final Event:  
**How to use blockchain for the public and social sectors**

**6TH MAY**  
**10:30 H TO 12:30 H**  
**ONLINE**

DLT4EU has curated a vibrant and sustainable ecosystem of Distributed Ledger Technology (DLT) applications for public and social good. The DLT4EU accelerator connected the expertise of leading innovators, entrepreneurs and developers with 8 real-world, unmet challenges in public and social sectors to create solutions based on DLT.

The programme was supported by the European Commission and the European Parliament as a part of a Pilot Project. It engaged a community of developers, advisors and beneficiaries, with partnerships including the United Nations Development Program, Digital Future Society, Vodafone Foundation, City of Amsterdam, City of Helsingborg, Sant Boi de Llobregat City Council, and the Greater London Authority with the London Legacy Development Cooperation.

START	END	ACTIVITY	DESCRIPTION
10:30 CET	10:45 CET	Opening	Welcome, Introduction, and agenda of the day. (Fabrizio Sestini, European Commission DG CONNECT; Liz Corbin, DLT4EU Coordinator; Metabolic Institute Director)
10:45 CET	11:45 CET	Live Roundtable	Roundtable discussion (Giulio Quaglinotto, UNDP; Francesco Bria, Italian National Innovation Fund; Chris Speed, University of Edinburgh; João Farinha, Advisor for the Portuguese Secretary of State for Digital Transition; Alice MacNeil, Metabolic Institute Chair; Alexandre Polviorn, European Commission Joint Research Centre)
11:45 CET	12:05 CET	Interlude	Showcase of DLT4EU videos and public engagement
12:05 CET	12:20 CET	Final award	Announcement of three Venture Teams that will receive follow-on funding (Marcella Atzori, DLT4EU jury member; DLT4EU winning teams)
12:20 CET	12:30 CET	Closure	Closing of the Final Event and the DLT4EU programme

Figure 5: General information banner for the website

DLT4.EU #DLT4EU

**SAVE THE DATE**

DLT4EU Final Event  
**How to use blockchain for the public and social sectors**

**6th May**  
**10:30 to 12:30 h (CET)**  
**Online**

## 4.2 Production Plan

### Designing the format of the event

As introduced in Section 2 Previous Considerations, in view of the complexity and risks of holding the Event in-person and given the restrictions of the COVID-19 pandemic, the DLT4EU Consortium agreed that the most responsible and appropriate format for the Event would be an online meeting.

In order to ensure that the event runs smoothly, the following strategic decisions have been taken:

1. The maximum duration would be two hours to avoid digital fatigue of the audiences;
2. The Event will be broadcasted in television quality to keep viewers' attention and allow its dissemination as a project legacy;
3. The Event will have quality content and speakers to offer added value to the DLT4EU community;
4. The Venture Teams will attend although they will not directly present their Proof-of-Concepts.

### Curating the Event Agenda

Speakers and contributors have been selected following these criteria:

- That they are thought leaders within the ecosystem in the scope of the programme;
- That they cover the different perspectives of content related to the activity of DLT4EU (institutional, business, and academic);
- That they have extensive experience in the field of supporting and procuring early-stage innovation solutions and technologies for public and social good.

Below is the detailed list of contributors involved in the Event:

- **Conductor: Marieke Eyskoot**, speaker, presenter and consultant;
- **Opening: Fabrizio Sestini**, Senior Expert for Digital Social Innovation at the European Commission DG Connect department, and **Liz Corbin**, DLT4EU Project Coordinator and Metabolic Institute Director;
- **Roundtable moderator: Alexandre Pólvara**, Policy Analyst - European Commission, Joint Research Centre (EU Policy Lab + CC Foresight);
- **Round table participants: Francesca Bria**, President of the Italian National Innovation Fund, **João Farinha**, Advisor for the Secretary of State for Digital Transition of the Portuguese Government, **Alice MacNeil**, DLT4EU Programme Manager, **Giulio Quaggiotto**, Head of Strategic Innovation at UNDP, and **Chris Speed**, Professor of Design Informatics at the Edinburgh College of Art;
- **DLT4EU Jury Member in charge of announcing the three winning projects: Marcella Atzori**, Blockchain Advisor to the European Commission;
- **Closing: Anna Higuera**s, DLT4EU Communication Responsible and Project Manager at Ideas for Change.

## **Event Contributor Management**

The engagement with speakers, moderators and contributors involved in the Event have been led by the production team, and all relevant decisions agreed by the DLT4EU Consortium.

To ensure smooth coordination with all participants, the following actions have been taken:

- Centralised management of contact details and invitations;
- Open discussion with the moderator and the speakers on the schedule, content, and statements for the roundtable.
- Preparation of the briefing documents for all participants;
- Coordination of materials (headshots, positions, and other speaker details) for the communication campaigns;
- Management of participant calendars for the preparation sessions, the technical rehearsal, and the event itself;
- Research and selection of the Conductor of the Event between different candidates;
- Briefing and coordination with the Conductor;
- Research and coordination of the studio recording for the Conductor.

## **Selection and Coordination of a tech provider for the online delivery of the Event**

To deliver a successful and professional event, the support and guidance from a team of specialists in delivering online events has been integrated in the plan. The AMT team -that was already selected and involved to help in the delivery of the Public Launch Event- has helped in:

- The background and expertise information to help decisions related to the final format and the use of the most appropriate platforms for the connection and broadcasting of the event;
- The guidance for the speakers to ensure their correct connection, lighting, and technical setup from their connection points,;
- The delivery of the Final Event: coordinating all the connections, interventions, times and engagement tools to be used with the audience during the Event.

## **Event Running Order and team involved**

A detailed plan of activities, times, people, and teams responsible for each section of the Event has been created to ensure a smooth delivery on the day.

This Running Order will be sent to the production team involved in the Event at least one week in advance. The detailed Running Order can be found in Appendix 6.3.

## Delivery of the Final Event

On the day of the Event, the person in charge and the designated team have to take care of the full coordination of the speakers, teams and support people to ensure that everything works in the best possible way.

In order to ensure the successful running of the Event, the following protocol has been established:

- Be sure that conductor, speakers and other participants have the right link, are ready and have no connection issues at least 30 minutes before their section starts;
- The tech team has tested connections, and the iframe video is ready to be integrated on the dlt4.eu website;
- The first speakers are already at the virtual waiting room and ready.

Once the Event is running, it is also key:

- To be in close contact with the Conductor and the Moderator, to coordinately redirect delays or mismatches.
- Have a plan in place for eventual failures:
  - Technical problems: prepare holding messages to inform the audience and participants of the problem, and ask them to be patient while the problem is solved;
  - Problems with the assistance or connection of any participants of the programme: prepare a new schedule in advance and share it with the Conductor and the Moderator of the session, adapting the speaking times of the speakers to the eventual situation. Establish fast and effective communication mechanisms with the Conductor, Moderator and technical team (instant messaging through WhatsApp or Telegram) to coordinate the adaptation actions.

## Coordinate budgets, invoices and agreements with speakers and providers

The costs associated with services and contributors involved in the Event have also been managed, both in the services budget alignment phase prior to the Event and in the offer of monetary compensation for the speakers and agents. Once the event is closed, the receipt of invoices and the due accounting justification will also be carried out.

## Detailed Production Plan and Calendar

Table 5: Production Plan

Item	Needs	Output	Leads	Teams involved
1. Define objectives and audiences	-List priorities and Objectives of the Event -Select the related audiences -Share it, refine it and frame the final	List of 3-5 main objectives	IFC	IFC, MET, DC

	version			
2. Designing the format of the event	<ul style="list-style-type: none"> <li>-Research on the best format to deliver an online event</li> <li>-Propose a format, length and content angles</li> <li>-Share it, refine it and frame the final version</li> </ul>	Final format of the Event	IFC	IFC, MET, DC
3. Curating a proper Programme	<ul style="list-style-type: none"> <li>-Define the different content sections</li> <li>-List experts for each section</li> <li>-Propose names and angles for their contributions</li> <li>-Share it, refine it and frame the final version</li> </ul>	Final Event programme ready	IFC	IFC, MET, DC
4. Speakers and contributors relations management			IFC	IFC, MET
4.1 Managing invitations	<ul style="list-style-type: none"> <li>-Invite speakers</li> <li>-Follow up invitations</li> </ul>	-Full programme closed	IFC	IFC, MET
4.2 Work on the RT content with speakers and moderator	<ul style="list-style-type: none"> <li>-Propose and share an initial content structure and lines</li> <li>-Organize a discussion session with moderator and speakers</li> <li>-Discuss the content structure and lines with speakers and ask for their contributions</li> <li>-Refine with comments and suggestions</li> </ul>	-Briefing for RT speakers	IFC	IFC, MET
4.3 Briefing docs for speakers and participants	Produce a briefing doc for each speaker and participant	-Briefing doc for each participant	IFC	IFC, MET
4.4 Management of calendars for the preparation sessions, the technical rehearsal and the event itself.	-Suggest schedules for speakers for tech rehearsal	-Speaker calendars booked	IFC	IFC
4.5 Research and selection of the Conductor of the Event between different candidates	<ul style="list-style-type: none"> <li>-Research on adequate conductors for the event</li> <li>-Contact at least 2</li> <li>-Organize a first exchange meeting to explain needs</li> <li>-Select the best candidate</li> </ul>	-Conductor selected	IFC	IFC, MET
4.6 Briefing and coordination with the Conductor	<ul style="list-style-type: none"> <li>-Brief the conductor on the Final Event Programme</li> <li>-Coordinate needs and expectations</li> </ul>	-Conductor ready	IFC	IFC, MET

	<ul style="list-style-type: none"> <li>-Share the detailed RoS of the event</li> <li>-Organize a light and sound tech rehearsal</li> </ul>			
5. Selection and Coordination of a tech provider for the online delivery of the Event	<ul style="list-style-type: none"> <li>-Approach at least 2 of the listed marketing companies</li> <li>-Send the brief and date to them for its quotation-Select the best option</li> <li>-Brief and coordinate with them the needs of the event</li> </ul>	-Budget and selection	IFC	IFC
6. Organize the detailed Running Order and the team involved in the event	<ul style="list-style-type: none"> <li>-Establish roles and needs for the Final Event</li> <li>-Organize the production team</li> <li>-Brief team and ask for feedback</li> </ul>	-Final RoS	IFC	IFC
7. Deliver the Final Event	<ul style="list-style-type: none"> <li>-Coordinate the correct execution of the event</li> <li>-Coordinate the involved team</li> <li>-In case of failures or problems, implement backup strategies</li> </ul>	-Final Event delivered	IFC	IFC
8. Coordinate budgets, invoices and agreements with speakers and providers	<ul style="list-style-type: none"> <li>-Coordinate agreements and invoices with speakers</li> <li>-Coordinate budgets with external providers</li> <li>-Once the event is delivered and services are properly provided, ensure invoices are covered</li> <li>-Update financial budget</li> </ul>	<ul style="list-style-type: none"> <li>-Final Event budget closed</li> <li>-Speakes and provider invoices paid</li> </ul>	IFC	IFC, MET

Table 6: Production Calendar

	Calendar		Jan					Feb				Mar				Apr				May			
Item	Starts	Ends	w k1	w k2	w k3	w k4	w k5	w k1	w k2	w k3	w k4	w k1	w k2	w k3	w k4	w k1	w k2	w k3	w k4	w k1	w k2	w k3	w k4
1. Define objectives and audiences	15 Dec	8 Apr																					
2. Designing the format of the event	20 Jan	17 Mar																					
3. Curating a proper programme	20 Jan	31 Mar																					
4. Speakers and contributors relations management																							
4.1 Managing invitations	8 Mar	12 Mar																					







## 6. Appendix

### 6.1 Example of Briefing document sent to contributors

DLT4EU Final Event, May 6th 2020 10:30-12:30 CET (*Online Event*)

#### DLT4EU Final (online) Event: How to use blockchain for the public and social sectors

<b>Names:</b>	<b>Giulio Quaggiotto</b> , UNDP <b>Francesca Bria</b> , Italian National Innovation Fund <b>Chris Speed</b> , University of Edinburgh <b>João Farinha</b> , Advisor for the Portuguese Secretary of State for Digital Transition <b>Alice MacNeil</b> , Metabolic Institute  <b>Chair: Alexandre Pólvora</b> , European Commission Joint Research Centre)		
<b>Event broadcasted at:</b>	<b>Website:</b> <a href="http://www.dlt4.eu">www.dlt4.eu</a> <b>Twitter (Periscope):</b> @dlt4eu		
<b>Event Date:</b>	6th May		
<b>Event Length:</b>	10:30 to 12:30 CET		
<b>Session title:</b>	Roundtable discussion - DLT4EU Final Event: Experiences of DLTs for Public and Social Good		
<b>Session Time:</b>	10:45 - 11:45h	<b>Session Length:</b>	1h
<b>Online Rehearsal Day:</b>	3rd May	<b>Slot:</b>	16 to 16:30 CET (link)
<b>Your participation Instructions:</b>	Please connect to the event <b>15mins before the event starts at 10:30 CET</b> at the latest. Detailed Instructions on how to connect will be sent to all speakers in advance. If you are running late or have any issue please contact <b>Anna Higuera (Ideas for Change)</b> on <b>+34619673592</b> .		

Thank you for taking part in this event. If you have any questions or need assistance, please contact:

#### Contacts:

- **Event Host, Content & Management:**
  - Anna Higuera [annahiguera@ideasforchange.com](mailto:annahiguera@ideasforchange.com)
  - Lucia Errandonea [luciaerrandonea@ideasforchange.com](mailto:luciaerrandonea@ideasforchange.com)
  - Aysha Putri [aysha@metabolic.nl](mailto:aysha@metabolic.nl)
- **Technical facilitator:** Ivan de Cristobal [idecristobal@amtcom.es](mailto:idecristobal@amtcom.es)
- **Communications & Press:** Ana Ramirez [anaramirez@ideasforchange.com](mailto:anaramirez@ideasforchange.com)

## Contents of this Brief

- Speaking notes
- General information
  - Rehearsal
  - Event timings
- Running order of your session
- Filming, Photography and Tweeting
- Quick Technical Guideline for participants

**\*\*\*Please read all of the information below  
in order to ensure you are fully briefed on the day.\*\*\***

## Speaking Notes

**10:45-11:30 (CET) + 15 minutes Q&A**

### Panel Schedule

*The Panel follows an introduction to the event by the Conductor (still tbc), Fabrizio Sestini (Senior Expert on DSI, European Commission) and Liz Corbin (Director at Metabolic Institute, DLt4EU Project Coordinator)*

Time	Activity	Speaker
3 mins	<b>Introduction to the Panel section by the Conductor</b>	<b>Marieke Eyskoot</b>
2 mins	<b>Short intro by the Moderator explaining the topic</b>	<b>Alexander Pólvara</b>
20 mins (this section)	<b>Introduction of speakers and Opening Statements</b>	-
<30 seconds	Introduction to Speakers 1	<b>Alexander Pólvara</b>
3 mins	Opening Statement by Speaker 1	<b>Giulio Quaggiotto, UNDP</b>
<30 seconds	Introduction to Speaker 2	<b>Alexander Pólvara</b>
<3 mins	Opening Statement by Speaker 2	<b>Francesca Bria</b>
<30 seconds	Introduction to Speaker 3	<b>Alexander Pólvara</b>
3 mins	Opening Statement by Speaker 3	<b>Chris Speed</b>
<30 seconds	Introduction to Speaker 4	<b>Alexander Pólvara</b>
3 mins	Opening Statement by Speaker 4	<b>João Farinha</b>
<30 seconds	Introduction to Speaker 5	<b>Alexander Pólvara</b>
3 mins	Opening Statement by Speaker 5	<b>Alice MacNeil</b>

25 mins	Panel Discussion, facilitated by Moderator	<b>Alexander Pólvara &amp; all speakers</b>
15 mins	Q&A with Venture Teams and Audience, facilitated by Moderator	<b>Alexander Pólvara</b>

*The Panel Discussion will then be followed by an Interlude activity to introduce 8 solutions delivered by the accelerator teams, and a Final Award ceremony to publicly announce the 3 teams that will receive follow-on funding;*

### **Opening Statements per Panel Member (3 minutes per Member, 20 minutes overall)**

#### **Alice MacNeil - Insights and lessons learned from the DLT4EU Programme.**

- What is the Virtual Field Lab (VFL) model and why is it important?
  - A Virtual Field Lab (VFL) can be simply defined as a virtual environment for experimentation curated to an appropriate real-world challenge;
    - Multiple stakeholders;
    - Ecosystem engagement;
    - VFL Coach / Consortium-based model;
  - Brings the end user / beneficiary into the innovation process from the very beginning through deep engagement;
  - De-risks experimentation for public / social sectors;
  - Catalysing grassroots change in public / social sectors; Steep learning curve for all involved; applied education and experimentation is key; breaking down dominant narrative of public and social sector innovation;
  - Microcosm of wider structural barriers to early-stage innovation with emerging technologies;
- What did we learn from undertaking DLT4EU?
  - Innovation programmes need to be adaptive and agile to the emergent needs of the cohort;
  - An ecosystem-model is an effective way to deliver an adaptive and agile programme; deep expertise and practical insight can be dynamically pulled on while also ensuring direct connection to end users and beneficiaries;
  - A Venture Scouting strategy is critical to ensuring a diverse and high potential cohort;
  - Designing 'impact' into an innovation programme is key, and required a mindset shift for the cohort from tech-first to outcomes;

#### **Giulio Quaggiotto - How to advance on early-stage innovation?**

Pose 3 main questions to the audience, to later reflect on:

- **Understanding the government's priorities and startups ambition** - how does this procurement look like?

- **What kinds of Funding and Ownership models from the public sector are needed to support this transition?**
- **How to take experimentation programmes result and impact beyond the current reporting mechanism?**

**Francesca Bria** - Experiences from designing, adopting and deploying innovative solutions in the public sector.

- Which are positive conditions to adopt innovative practices and integrate those in the public sector?
- Which practices have proven to be more effective when deploying, and procuring from the public sector?
- How to support early stage innovations as from the perspective of managing a National Innovation fund?

**João Farinha** - Possibilities on how to support early stage innovation (issues and policy alignment)

- Common barriers and opportunities for early-stage innovation and DLT transitions
  - How to align entrepreneurs' ambition and government priorities? How does this procurement look like?
  - What kinds of funding models are needed to finance this kind of transition?
  - What other non-financial support is required for this transition?
- Resilience and recovery plan
  - The need for a legal framework of regulatory sandboxes - what is the next step?
  - Setting up a network of testbeds where DLT could be one of them

**Chris Speed** - How to expand the use of DLTs on the public sector from a design perspective

- Experiences from designing DLT use cases for the public and social sectors
- Design and technology - the role of design in helping public sector organisations and DLT developers to adapt to common barriers
- The challenges of 'centralised' imaginaries and the shift required to move toward decentralised - implications and opportunities
- The extra work that people may have to do - manage personal data locally for example
- What does the adoption ramp look like? Products to services? Tesla? Cars to energy behaviours?

**Panel Discussion with the speakers (15 minutes)**

**Format**

- Moderator will pose a key question to the panel, who will then facilitate debate between the Panel Members for their perspectives;
- The Moderator can also refer / build on perspectives given by the Panel Members in their opening statements;

## Suggested Questions and topics to be covered

Opening question:

- (Alexandre Pólvara) What is the role of programmes like DLT4EU in advancing early-stage innovation for the public and social sectors?

Questions to speakers:

- What needs to be done to increase the readiness level of public and social sectors to uptake DLT solutions? What kinds of support are needed?
- Other than accelerators like DLT4EU, what other innovation models are effective for social and public sector innovation?
- What are the inherent barriers to adoption of Tech For Good solutions within the social and public sectors? (i.e. including DLTs);
- What sources and / or types of financing need to be available for solutions to develop?
- Regulation and policy act as a key leverage point for creating an enabling environment for DLTs in the public sector. Which are the best examples/good practices? Where are those happening?
- What kinds of conditions are needed to accelerate innovation in the public and social sector?
- How can we encourage experimental solutions supported by innovation or public funds to become viable products / services?

Wrap up question:

- (Alexandre Pólvara) If you had to repeat the DT4EU, what would it look like?

## Panel discussion with the Audience (15 minutes) (questions sent via Twitter)

Moderator will select questions from the Audience and pose them to the RT members.

## Role Descriptions

### Conductor

- The Conductor will be responsible for:
  - Introducing the Round table section and do a general opening statement on the topic
  - Ensuring Panel Members keep to time using the countdown timer provided by the technical support;

### Moderator

- The Moderator is responsible for:
  - Explain the Panel section by providing an explanation of the schedule and format;
  - Introduce each Panel Member at the beginning of the RT, by providing their name, role, organisation, and a couple of projects/positions relevant to the panel objective.
  - Vehiculate the Q&A questions previously selected by the tech team
  - Provide guidance on the topic areas / discussion points the Panel will address.
  - Closing the panel discussion with a final statement;

## Panel Speaker

- The Panel Speaker is responsible for:
  - Delivering an opening statement of 3 minutes on their respective topic area;
  - Keeping their section to time using the countdown timer provided by the technical support;
  - Engaging in a “panel discussion” with all speakers, and in a 15minutes final Q&A with the Venture Teams and the Audience (this section is also facilitated by the Moderator).

## Introduction to the Panel Session by Conductor and Moderator (5 minutes)

- Introduce the format of the panel (i.e. each panellist has a 3 minutes opening statement and then discussion together);
- Set the scene of the key theme: “**How to use blockchain for the public and social sectors**’:
  - Importance of the topic area;
  - Current status of DLTs in the public & social sectors

## Slides and Visual Aids:

The **DLT4EU team strongly recommends not to use slides during the 3 minutes presentation**. May you use any slide, **please let us know asap**. Use [this template](#) to prepare slides (max 5 slides).

The setup of the event allows us to share some data or insights with the audience while you are speaking. Please send us this data, questions or images before the deadline below, as we will have to adapt them to the general event look & feel.

During your opening statement a background slide will be shown. It will contain the following information:

- Your full name and position;
- The name of some projects or activities related to the covered topics than can help the Audience understand your background. **Please let us know which of the projects you will like to underline.**

**Take into account the deadline to get any support materials is May the 1st to [aysha@metabolic.nl](mailto:aysha@metabolic.nl)**

## General Information

The following preparation sessions have been organised to support participants for their intervention presentation during the DLT4EU Final Event.

## Monday 3rd MAy

**Technical Test with the AMT Team 3rd May, 10:00 CET**

On the same day as the event we will run a short 15 minute session with the AMT technical team to ensure the setup, light and sound are ready and correct for the evening event. Please look out for this invitation in your inboxes.

### **Event Timings**

Please connect to the Event with the link provided **at least 15 minutes before the Event starts**. The Event schedule is:

- **Opening of the Event by Liz Corbin (Metabolic) and Fabrizio Sestini (European Commission DG CONNECT): 10:30 - 10:45 CET**
- **Live Roundtable facilitated by Alexandre Polvora (European Commission): 10:45-11:45 CET**
- *Panel Members are Giulio Quaggiotto, UNDP; Francesca Bria, Italian National Innovation Fund; Chris Speed, University of Edinburgh; João Farinha, Advisor for the Portuguese Secretary of State for Digital Transition; Alice MacNeil, Metabolic Institute.*
- **Interlude - Showcase of DLT4EU videos and public engagement: 11:45 - 12:05 CET**
- **Final Award Session - Announcement of three Venture Teams that will receive follow-on funding: 12:05 - 12:25 CET**
- **Closing of the Event by Anna Higuera (Ideas for Change): 12:25 - 12:30 CET**

### **Filming, Photography and Tweeting:**

Please kindly note that the event will be recorded. By agreeing to speak at the event you consent to such filming taking place and for the DLT4EU to use your image on its website or any other audio, video or still photo footage. If you do not wish to be recorded, or have any queries please kindly e.mail: [anaramirez@ideasforchange.com](mailto:anaramirez@ideasforchange.com)

The DLT4EU team will be live-tweeting throughout the event using the hashtag of the project **#DLT4EU**

### **Quick Technical Guideline for participants**

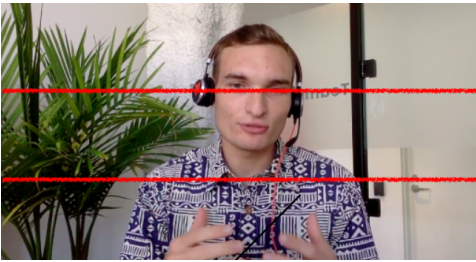
Below you will find some guidelines for participants for the live talks broadcast for the DLT4EU Public Launch Event.

#### **Set up**

- Have your computer ready, if it's a laptop, verify that the power supply is connected so that you do not run out of battery.
- Avoid elements that can generate background noise.
- Have your mobile charged in case it is necessary to contact you.
- If you have a computer with a wireless keyboard or mouse, verify that it has been charged / has battery power
- If you have the option to connect by cable instead of Wi-Fi, it will greatly improve the quality of your image and sound.
- Have some paper on hand to take notes.
- Advise others of the broadcast times to avoid interrupting you.
- Avoid clothing with small prints that can cause a Moiré effect.



- If your background is white, avoid wearing white.
- If you use a laptop, put it on a stable surface, avoid sofas or positions where the camera can move.



***You should be centered on the screen capture position.***

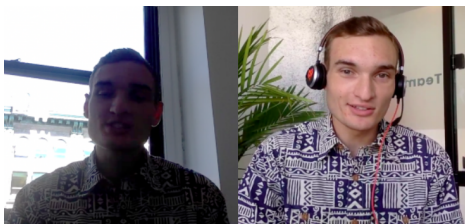


**Don't**

**Do**

***If your computer is a laptop, properly orient the screen to avoid a shot from a lower angle.***

***For example, place a thick book under the laptop if it falls below the height of your gaze***



***Avoid light sources that don't light you properly. For example, if your light source is behind, a backlight will be generated.***

## **Sound**

- Avoid elements that can generate environmental noise.
- Using headphones with a microphone can help you get your audio better and avoid picking up ambient noise.
- If you use wired headphones avoid rubbing the microphone to avoid generating unwanted noise.
- If you don't use headphones, don't turn up the volume too much on your device. This will avoid echoes or reverberations that your microphone can pick up.
- Remember to mute your microphone if you're not speaking.
- And remember to unmute your mic if you are the speaker.

## **During the Broadcast**

1. The broadcast is like a TV show:

- a. Your image is being broadcast and you are the camera man.
    - b. Don't go out of the shot
    - c. LOOK AT THE CAMERA, put the window close to the computer camera so it doesn't look like you're looking in the other direction.
  2. There may be audio delay when someone speaks, wait for it to finish to answer if you accidentally overlap.
  3. Mute the phone to prevent it from ringing.
  4. Mute messaging tools on the computer.
  5. When the host says goodbye to the program, don't stop the video call until the talk signal stops being broadcast. The host will notify you that you are no longer on air.
- If your video call is cut during the broadcast, join again when possible with the invitation link

## 6.2 Comms briefing Toolkit

The briefing pack can be found here:

<https://mailchi.mp/ideasforchange/dlt4eu-final-event-briefing?e=849456f9ae>



### Help us spread the word! DLT4EU Final Event



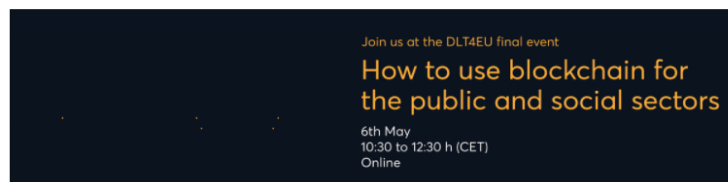
The end of the [DLT4EU programme](#) is near.

On the next **6th of May** we will celebrate our (Online) Final Event: "**How to use blockchain for the public and social sectors**". An opportunity not to be missed to hear out the **leading voices** on the use of technology for the common good and discover our **3 winning accelerator initiatives!**

**Help us spread the word**



### Design materials





## Suggested tweets

### Announce & share the Final Event



**@dlt4eu's Final Online Event will be on May 6th!** 🎉

Join us to:

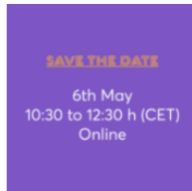
- ➡ Discover the 8 solutions and the 3 #accelerator teams that will receive follow-on funding
- ➡ Participate in a round table with leading voices on the use of technology for the #CommonGood.

Register now:

<https://ideasforchange1.typeform.com/to/LQQsKpk2>

#DLT4good #DLT4EU

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**On May 6th the @dlt4eu accelerator programme will celebrate its Final (ONLINE) Event.** 🎉

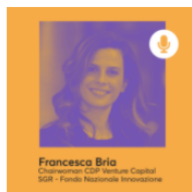
Discover the 8 initiatives that participated in the programme, and those 3 that will receive follow-on funding for their contribution to the #commongood.

Registrations ➡

<https://ideasforchange1.typeform.com/to/LQQsKpk2>

#DLT4Good #DLT4EU

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**On May 6th @dlt4eu's will host its Final (ONLINE) Event.** 🚀

Don't miss the round table on how #DLTs can contribute to #commongood with @francesca\_bria, @gquaggiotto, @chrisspeed, @joaoraulfarinha, @AliceMacNeil & @discomplex



<https://ideasforchange1.typeform.com/to/LQQsKpk2>

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## Suggested post for LinkedIn, Facebook & Instagram

### Announce & Share the Final Event



@DLT4EU, the accelerator programme that has linked Distributed Ledger Technology ([#DLTs](#)) to social and environmental challenges across the EU, is about to celebrate its Final Event!

On **May 6th from 10:30h to 12:30h (CET)** the **three initiatives** of the accelerator **that will receive follow-on funding** for their contribution to solving challenges in [#CircularEconomy](#) & [#DigitalCitizenship](#) will be announced.

The event will host a [#RoundTable](#) with leading voices as [Francesca Bria](#), President of the [Italian National Innovation Fund](#) and Senior Adviser of the [United Nations](#), [Giulio Quaggiotto](#), Head of Strategic Innovation at the [UNDP](#), [Chris Speed](#), Chair of Design Informatics at [ECA Edinburgh](#), [João Farinha](#), Advisor for Digital Transition of the Portuguese government and [Alice MacNeil](#), DLT4EU Programme Manager. The table will be chaired by [Alexandre Pólvora](#), Policy Analyst at the European Commission JRC.

Find all the details on [#DLT4EU](#) channels and register here 📌

<https://ideasforchange1.typeform.com/to/LQQsKpk2>



Save the date because the [@DLT4EU](#) Final Online Event is on **May 6th from 10:30H to 12:30h!** 📌

For a year now, [#DLT4EU](#) & the Venture Teams have been working to prove how [#DLTs](#) can help relevant challenges in [#CircularEconomy](#) & [#DigitalCitizenship](#).

At the Final Event we'll discover the 3 [#VentureTeams](#) that will receive follow-on funding for their projects and celebrate the achievements of all teams in a live award ceremony.

[Francesca Bria](#), [Giulio Quaggiotto](#), [Chris Speed](#), [João Farinha](#), [Alice MacNeil](#) & [Alexandre Pólvora](#) are the leading voices of the sector that will join the [#RoundTable](#) to stimulate debate on how to support early-stage innovations in the public and social sectors.

Don't want to miss it? Register here & stay tuned! 📌

<https://ideasforchange1.typeform.com/to/LQQsKpk2>



## Tag protocol

### If possible, tag:

@dlt4eu @Ideas\_4\_Change @MetabolicHQ @DigiCatapult @EU\_Commission

### If possible, also tag:

@discomplex @EU\_ScienceHub @100fabrizio

Please make sure you also tag on Twitter your identified / targeted potential applicants.

### Use of Twitter hashtags:

Specific: #DLT4EU (use it always, please)

### Generals:

#DLT4Good (if possible)

Also use: #Blockchain4EU #EUBlockchain (if possible)



## Mailing

*Please feel free to copy or adapt this email and share it with whoever you think may be interested in the DLT4EU Final Event.*

**DLT4EU**, the accelerator programme that has linked Distributed Ledger Technology (DLT) to social and environmental challenges across the EU, is about to celebrate its **Final Event**.

After nearly a year and a half of activity, the **three initiatives** of the accelerator **that will receive follow-on funding** will be announced in an online public event that will take place on **May 6th from 10:30 to 12:30 h (CET)**.

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After nearly a year and a half of activity, the **three initiatives** of the accelerator **that will receive follow-on funding** will be announced in an online public event that will take place on **May 6th from 10:30 to 12:30 h (CET)**.

The opening of the event will be in charge of [Fabrizio Sestini](#), Senior Expert for Digital Social Innovation at the European Commission DG Connect department, and [Liz Corbin](#), DLT4EU Project Coordinator and Metabolic Institute Director. Sestini will share the current and future Digital Transition actions by the EC while Corbin will present the most relevant findings and lessons learned from the DLT4EU project.

The event will also host a **round table** with some of the most relevant voices on the use of technology for the common good.

[Alexandre Pólvara](#), Policy Analyst - European Commission, Joint Research Centre (EU Policy Lab + CC Foresight), will be in charge of moderating the session, which will feature interventions of:

- [Francesca Bria](#), President of the Italian National Innovation Fund
- [Giulio Quaggiotto](#), Head of Strategic Innovation at UNDP
- [Chris Speed](#), Professor of Design Informatics at the Edinburgh College of Art
- [Joao Farinha](#), Advisor for the Secretary of State for Digital Transition of the Portuguese Government
- [Alice MacNeil](#), DLT4EU Programme Manager

[Marcella Atzori](#), Blockchain Advisor to the European Commission will be in charge of publicly unveiling the awarded solutions to receive follow-on funding.

**Registrations for the event can be made [through this link](#).**

We hope to see you there.

All of the best,



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Contact:  
[media@ideasforchange.com](mailto:media@ideasforchange.com)

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## 6.3 Detailed Running Order of the event

Start	End	Time	Activity	Speaker	Set up	Tools	Team involved
<b>0_Test</b>							
10:00	10:15	15 min	Final tech test AMT + AMS studio + First speakers	Marieke Eyskoot, Liz Corbin, Fabrizio Sestini		Zoom / Microsoft Teams	AMT, IFC, AMS studio
<b>1_Opening</b>							
10:30	10:35	3 min	Conductor welcomes everyone to the Event	Marieke Eyskoot	Opening	<a href="#">Menti.com?</a>	AMT, IFC, AMS studio
10:35	10:40	5 min	Antecedents and future ideas from the CE	Fabrizio Sestini	Speech		AMT, IFC
18:10	10:45	5 min	Introduction to the DLT4EU programme	Liz Corbin	Speech		AMT, IFC, MET
<b>2_Panel Discussion</b>							
10:45	10:48	3 min	Introduction to the Panel section by the Conductor	Marieke Eyskoot	Intro		AMT, IFC, AMS studio
10:48	10:50	2 min	Short intro by the Moderator explaining the topic	Alexander Pólvara	Intro		AMT, IFC
10:50	10:50	<30 seconds	Introduction to Speaker 1	Alexander Pólvara	Intro		AMT, IFC
10:50	10:55	3 min	Opening Statement by Speaker 1	Alice MacNeil	Speech		AMT, IFC
10:55	10:55	<30 seconds	Introduction to Speaker 2	Alexander Pólvara	Intro		AMT, IFC
10:55	11:00	<3 min	Opening Statement by Speaker 2	Giulio Quaggiotto, UNDP	Speech		AMT, IFC
11:00	11:00	<30 seconds	Introduction to Speaker 3	Alexander Pólvara	Intro		AMT, IFC
11:00	11:05	3 min	Opening Statement by Speaker 3	Francesca Bria	Speech		AMT, IFC
11:05	11:05	<30 seconds	Introduction to Speaker 4	Alexander Pólvara	Intro		AMT, IFC



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11:05	11:10	3 min	Opening Statement by Speaker 4	João Farinha	Speech		AMT, IFC
11:10	11:10	<30 seconds	Introduction to Speaker 5	Alexander Pólvora	Intro		AMT, IFC
11:10	11:15	3 min	Opening Statement by Speaker 5	Chris Speed	Speech		AMT, IFC
11:15	11:30	15 min	Panel Discussion, facilitated by Moderator	Alexander Pólvora & all speakers	Discussion		AMT, IFC
11:30	11:45	15 min	Q&A with Venture Teams and Audience, facilitated by the Moderator	Alexander Pólvora	Q&A	<a href="#">Menti.com</a>	AMT, IFC
11:45	11:50 h	5 min	Final remarks and Closing RT	Alexander Pólvora and Marieke Eyskoot	Closing RT		AMT, IFC, AMS studio
<b>3_Interlude</b>							
11:50	11:57	7 min	Introducing the 4 solutions from Circuylar Economy	Marieke Eyskoot	Intro and videos	<a href="#">Menti.com</a>	AMT, IFC, AMS studio
11:57	12:05	7 min	Introducing the 4 solutions from Circuylar Economy	Marieke Eyskoot	Intro and videos	<a href="#">Menti.com</a>	AMT, IFC, AMS studio
12:05	12:10	5 min	Interactive session to show <a href="#">Menti.com</a> results by audience	Marieke Eyskoot	Interaction with audience	<a href="#">Menti.com</a>	AMT, IFC, AMS studio
<b>4_Awards Section</b>							
12:10	12:13	3 min	Introducing the Awards	Marieke Eyskoot	Intro		AMT, IFC, AMS studio
12:13	12:14	1 min	Greetings to all the VentureTeams	Marcella Atzori	Speech		AMT, IFC
12:14	12:16	2 min	Briefly mention how the teams got selected		Speech		AMT, IFC
12:16	12:18 h	2 min	Announcement of the follow-on funding for team 1 – eReuse		Speech		AMT, IFC
12:18	12:20	2 min	Live connection with eReuse	Ereuse team	Live connection with		AMT, IFC

					VT1		
12:20	12:22	2 min	Announcement of the follow-on funding for team 2 – Alice (2 min)		Speech		AMT, IFC
12:22	12:25	6 min	Live connection with Alice	Areti Kampily	Live connection with VT1		AMT, IFC
12:25	12:27	2 min	Announcement of the follow-on funding for team 3 – Convergence Tech (2 min)		Speech		AMT, IFC
12:27	12:29	2 min	Live connection with Convergence Tech	Erik Zwaigvne	Live connection with VT1		AMT, IFC
12:30	12:30	1 min	Thank you and closing	Marcella Atzori	Closing Awards		AMT, IFC
<b>5_Closing</b>							
12:30h	12:32	1 min	Closing the Event (2 min)	Anna Higueras	Closing Event		AMT, IFC
12:32	12:33	2 min	Final Thanks and Goodbye	Marieke Eyskoot	Final Thanks		AMT, IFC, AMS studio