



Deliverable 5.3

DLT4EU Impact Report of the Final Event

D5.3

31 May 2021

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DLT4EU Impact Report of the Final Event

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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 Impact Report of the Final Event

1. DLT4EU Programme Introduction

DLT4EU aims to stimulate 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 was built upon the 'Virtual Field Lab' (VFL) concept of bringing together DLT developers (Venture Teams) alongside Challenge Owners from the public sector, to create and trial Proof-of-Concept (PoC) prototypes in real-world scenarios over the course of a six-month accelerator.

Challenge Owners scoped, guided, and defined the Challenge Area that selected Venture Teams applied to solve. Venture Teams were sourced through an Open Call process wherein DLT developers were first evaluated by an Evaluation Committee and then shortlisted for final selection by the Challenge Owner.

The selected Venture Teams 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 benefitted from a curated accelerator programme covering specialist topics such as GDPR Privacy by Design, Open Source Licences, impact-driven finance, Value-Sensitive Design (UX/UI), technical development, impact assessment, and the Pentagrowth Method from Ideas for Change.

Together each VFL collaborated to progress the DLT Proofs-of-Concept from the entry requirement of TRL3-4 to achieve TRL5-6, and ultimately scale-up the resulting applications through real-world use beyond the programme itself.

As a result of the programme, all eight Venture Teams have developed Proofs-of-Concept - in the form of functional prototypes - that demonstrate the value of DLTs in the public sector. These Proofs-of-Concept (PoCs) have been assessed by an external DLT4EU Evaluation Jury with three applications awarded follow-on funding.

DLT4EU was led by a Consortium of the Metabolic Institute (NL), Ideas for Change (ES), and the Digital Catapult (UK).

2. Previous Considerations

The **DLT4EU Final Event: How to use blockchain for the public and social sectors** was initially designed to be celebrated in-person at Le Berlaymont (European Commission) in Brussels. The Event was designed to be an opportunity to present the programme to an audience primarily composed of European policymakers as well as the wider DLT4EU ecosystem identified, mapped and engaged throughout the program.

However, due to the ongoing COVID-19 pandemic crisis, the DLT4EU Consortium was forced to redefine the approach and the nature of its Final Event. Instead of an in-person full-day programme, the DLT4EU Consortium agreed to host a two-hour long online event with a discussion panel of top experts as its core activity. The programme also included an opening session given by a representative from the European Commission - Dr Fabrizio Sestini (DG CNECT) - and the Project Coordinator of DLT4EU - Liz Corbin (Metabolic Institute), and finally an Awards Ceremony to publicly announce the three teams selected from the accelerator to receive follow-on funding. Table 1 below provides the programme for the DLT4EU Final Event.

Table 1: DLT4EU Final Event Programme

| Start | End | Activity | Description |
|-------|-------|------------------------|--|
| 10:30 | 10:45 | Opening | Welcome, introduction, and agenda of the event Conductor: Marieke Eyskoot Liz Corbin, Metabolic Institute Fabrizio Sestini, European Commission DG CNECT |
| 10:45 | 11:45 | Live Roundtable | 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 | Interlude | Showcase of DLT4EU videos and public engagement Conductor: Marieke Eyskoot |
| 12:05 | 12:25 | Final award | Announcement of three Venture Teams that will receive follow-on funding Marcella Atzori, DLT4EU Evaluation Jury Member; DLT4EU awarded teams |
| 12:25 | 12:30 | Closure | Closing of the Final Event and the DLT4EU programme Conductor: Marieke Eyskoot Anna Higuera (Ideas for Change) |

This change in length and format - driven by the COVID19 pandemic context - inevitably entailed a change from the strategy, expected impact, and scope that were previously outlined in the Deliverable D5.1 Final Event Communication and Production Plans.¹

2.1 Scope of the D5.3 Report

The purpose of this document is to report on the communication results achieved by the DLT4EU Final Event and analyse the reach and impact of the event itself. This document is structured as follows:

- **Section 3** introduces the objectives describing the strategy and how it was deployed;
- **Section 4** analyses how the Final Event has impacted the objectives defined in Deliverable 5.1;
- **Section 5** is devoted to conclusions;
- **Section 6** is an Appendix with the detailed metric performance.

2.2 Related Deliverables

This deliverable is connected to the D5.1 Final Event Communication and Production plans, delivered at the end of April 2021.²

The analysis and subsequent conclusions are based on the D5.1 strategy and communication campaigns, as can be seen in the Appendix.

3. DLT4EU Final Event Communication Campaigns and Objectives

3.1 Strategic Event Design and Goals

The Final Event strategy established on D5.1 was designed to:

1. 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;
2. 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;
3. 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;

¹ Higuera, A., Ramirez, A. (2021). 'D5.1 DLT4EU Final Event Communication and Production Plans'

² (Higuera, A., Ramirez, A. (2021). 'D5.1 DLT4EU Final Event Communication and Production Plans'

4. 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.

In the context of the COVID-19 pandemic, and given a general trend of people overwhelmed with online events, drawing attention towards this specific event has proven difficult. The focus shifted from generating shorter term impacts (i.e. a considerable amount of live registrations), to quality impact for the legacy content and materials. As a result, the setup of the event programme was leveraged to provide:

- **High-profile speakers** that:
 - Endorse the DLT4EU programme;
 - Create traction and attract their own followers to the DLT4EU media channels;
 - Provide high quality content for the audience to engage with during the live event and afterwards;
- **Quality content** with videos of the Virtual Field Labs to:
 - Provide real information on the results of the accelerator;
 - Drive the debate into achievements around the two main high impact sectors (Circular Economy and Digital Citizenship);
 - Emphasise the idea of citizenship empowerment through DLTs;
 - Act as evidence and consulting materials for potential future editions of similar programmes.

Table 2: Final Event Strategic Design

| Final Event Strategic Design | | |
|------------------------------|--------------------------------------|--|
| Duration (minutes) | Objectives (1,2,3,4) | Strategic Actions |
| 15' | Opening 1, 4 | Representatives from the European Commission and DLT4EU Consortium to introduce the Programme <ul style="list-style-type: none"> ● Attract an audience, introduce the relevant topics and generate curiosity around the whole DLT4EU programme and its lessons learnt. |
| 60' | Live Roundtable 1, 2, 3, 4 | Ecosystem of Experts present at the table <ul style="list-style-type: none"> ● Target audiences to spot the relevance of innovative programmes like DLT4EU. ● Trigger the need to put in place proper support mechanisms and sandboxes to advance the experimentation in public and social good agendas. |
| 20' | Interlude 1, 2, 3 | Showcase of the DLT4EU videos <ul style="list-style-type: none"> ● Give visibility to the eight VFLs |

| | | |
|-----|--------------------------|---|
| | | <ul style="list-style-type: none"> • Underline the relevance of working in the fields of Digital Citizenship and Circular Economy. • Enable public engagement with the DLT topics. • Encourage the audience to understand the importance of experimentation and early-stage innovation. |
| 20' | Awards 1, 3, 4 | Ceremony to publicly announce the three awarded Venture Teams <ul style="list-style-type: none"> • Hear from the awarded teams what was like to participate in the DLT4EU accelerator programme • Venture Teams to summarise the importance of the DLT4EU programme to test and advance real-world challenges. • Understanding their contribution and getting an overview of the impact of their Proof-of-Concept to attract new Challenge Owners for future editions. |

As seen in Table 2, the Roundtable was the core of the Event - half of the total time of the act was allocated to it, and was representative of the stakeholders that are advancing the ecosystem of early-stage innovation in the field of public good. This is relevant because it was an occasion to publicly discuss and share different perspectives coming from:

- Experts in policy making;
- Adopters of early innovation with the ability to influence which are the best policies or what has to advance to properly support it;
- Researchers in the fields of innovation within public and social bodies;
- Designers with experience at the intersection between technology and social innovation and DLTs use cases;
- SMEs representatives that design and/or implement programmes similar in nature to DLT4EU, i.e. focused on ecosystem building to support the European Commission in its mission to advance its innovation agenda

The Interlude and the Awards was scheduled for 40 minutes to allow the awarded Venture Teams to share their experiences and to give the chance to the audience to interact with the speakers and the programme.

3.2 Campaigns Overview

According to the D5.1 Final Event Communication and Production Plans the communication actions of the DLT4EU Final Event were organised around 'Campaigns' or launches, starting in March 2021 and ending in May 2021, two weeks after the Final Event (see Table 3 below)³. The campaigns delivered were:

³ (Higuera, A., Ramirez, A. (2021). 'D5.1 DLT4EU Final Event Communication and Production Plans'.

- **Save the Date campaign:** Announcement of the date and times at which the Final Event will take place, also including the theme, and the main sections of the event.
- **Full programme launch:** Announcement of the full programme, with special attention to the speakers at the Roundtable discussion, the Opening, and the Awards sections.
- **Paid content campaign:** A specific and structured event promotion action.
- **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.
- **Event coverage & Live audience engagement:** Content distributed during and right after the Event about the different interventions from contributors, and posts encouraging viewers to actively participate in the event.
- **After-Event: Awardees:** Drafting and dissemination of a press release to publicise 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 details of the landing of these campaigns on the calendar can be found in the following table:

Table 3: DLT4EU Final Event Communication Calendar

| DLT4EU Final Event Comms Calendar | | | | | | | | | | | | |
|---|-------|------|------|------|-------|------|------|------|------|------|------|------|
| Goals & Campaigns | MARCH | | | | APRIL | | | | MAY | | | |
| | wk 1 | wk 2 | wk 3 | wk 4 | wk 1 | wk 2 | wk 3 | wk 4 | wk 1 | wk 2 | wk 3 | wk 4 |
| Identify Target Audiences | | | | | | | | | | | | |
| Save the Date campaign | | | | | | | | | | | | |
| Full Programme launch | | | | | | | | | | | | |
| Paid content campaign | | | | | | | | | | | | |
| Event warm-up | | | | | | | | | | | | |
| Event Coverage & Live audience engagement | | | | | | | | | | | | |
| After-Event: Awardees | | | | | | | | | | | | |

Table 4: Objectives Overview by Campaign

| Objectives Overview by Campaign | | |
|---------------------------------|----------------|---------------------|
| Objective | Campaign Title | Specific objectives |
| | | |

| | | |
|--|--|---|
| Registration & Attendance to Final Event | Save the date | 1. Place the event on the calendar. |
| | Full programme launch | 1. Foster registrations. |
| | Paid content | 1. Increase registrations. 2. Drive traffic to the Final Event landing page. 3. Subscriptions to DLT4EU newsletter. |
| | Event warm-up | 1. Encourage registration. 2. Raise awareness of the Programme. |
| Encourage participation | Event Coverage & Live audience engagement (Send your questions) | 1. Encourage participations. 2. Push the new ecosystem. |
| Spread the word ⁴ | After event campaign: -Awarded solutions -Video Archive | 1. Content to spread the word about the event and the programme. 2. Legacy of this first DLT4EU programme edition. 3. Archive of challenges and solutions based on DLT. |

4. DLT4EU Final Event Impact Report

4.1 General Impact Overview

As mentioned in previous sections, the change in the initial format caused by the context of the COVID-19 pandemic limited the capacity for interaction between the participants in the programme and the communities built around the challenges. The reframed objectives value the loyalty of existing audiences and the retention capacity of an incipient ecosystem, which in due course can become a driver of new DLT solutions in the upcoming years. From this new approach, the overall impact should probably be considered as a growing metric with scopes and repercussions that are mostly yet to come.

The effort in the production of high-quality audiovisual pieces for the Final Event itself, as well as for the achievements of the Venture Teams, should be considered not just a form of legacy material from the programme, but also an embedded set of resources encapsulating the lessons learnt with the DLT4EU programme.

Table 5: KPI Results of the Final Event

| |
|------------------------------|
| Final Results at 5/13 |
|------------------------------|

⁴ The press campaign carried out after the event has not been covered in detail for this report, as the strategy based on the Expert Roundtable combined with the Awards event typology did not fit too many mediums: technological and complex content for a wider audience. As a result and until the closing date of this report, 6 articles have been collected in the local press to report that the City of St. Boi de Llobregat had been awarded one of the prizes.

| Metric | KPI | Quantity expected | Result |
|--|---|-------------------|-------------------------------|
| Attendees to the Final Event | Registered | 200 | 174 (87%) |
| | Attended live | 80 | 64 (80%) |
| Website metrics | Number of views of the Final Event landing site | 200 | 512 (256%) |
| | Number of views of the VFL Short Videos | 50 | 67 (134%) |
| Press clipping | n/a | 5-10 | 6 (80%) |
| DLT4EU newsletter subscription rate | n/a | 50 | 127 new subscribers (254%) |
| New followers on Social Media | Twitter | 50 | 100 (200%) |
| | Instagram | 15 | 35 (233%) |
| Number of views of the recording of the Final Event on Youtube | n/a | 300 | 262 (87%) |

In view of the global results of the event (Table 5: KPI Results of the Final Event) it appears that turning an award ceremony into a round table of experts was a good idea, despite the fact that the attendance is a little lower than the expected 200 registered and 80 live-attendees (87% of the registered KPI value was achieved, and 80% of the result for live attendees). Final Event video views have risen and outnumbered live event attendees. This

also suggests that, although it is not possible to trace it, there has been activity and movement after the event, and that this may be increasing.

On the one hand, the growth rate of followers on social media suggests that the community is active, producing slow but steady conversions. On the other hand, the media impacts for the event are limited, being the good news that impacts come from local media; all based in St. Boi de Llobregat (Barcelona), one of the cities linked to an acceleration challenge that has been selected as one of the best initiatives developed. Again, this suggests that the effectiveness of online interaction is limited, and that it is possible to think that in a context without COVID-19, the richness of the stories and the metrics obtained would have been greater, more complete.

The Final Event landing site became a good room to host the event, reaching 512 visitors up to date and with 262 individuals reproducing the video recorded. And, given that the 8 VFL videos are also located in this landing site, visitors could also reproduce them when they visit the site.

4.2 Impact analysis

A. Awareness of the new DLT4EU ecosystem: the first stone has been laid.

Looking at the overall metrics, it may seem that in the months previous to the Final Event a community already interested in DLT and/or Circular Economy and Digital Citizenship has been gathered. It is a community populated by deep *connoisseurs* of the topics, grouping experts, practitioners, researchers, and professionals.

This can be concluded from:

- Visits to the Final Event landing site reached 512 visitors, more than doubling the reference KPI (256% of the initial 200 visits scope, see Table 5);
- The final event has had more views after the event on youtube than live (see Table 7);
- The most relevant posts on Twitter are those related to the panel (with the name display) and the save the date (Table 6), and the number of new followers reached its peak during the Full Program Campaign when the name of the experts was introduced to the audience;
- The DLT4EU website News & Stories posts engagement -from the initial campaign post 'The three winning DLT4EU accelerator initiatives will be announced on May 6th at the programme's (online) final event!', to the final 'Discover the awarded solutions of the DLT4EU Accelerator!' (Table 8)- show how views have almost doubled in just 3 posts. The growth ratio decrease may probably be explained by the fact that the content has reached the audience by other more immediate channels;
- The DLT4EU newsletter database has increased by 127 new subscribers as part of the Final Event campaign and from March to May (see Table 5), being the last newsletter about the 'awarded solutions';
- The Q&A section of the Final Event only got a few participants (only 4 questions coming from the audience were gathered and sent to the RoundTable moderator). This suggests that participants were maybe not confident enough on the topic to

venture asking a question publicly. Nevertheless, the questions were very relevant and were well conveyed by the moderator, generating valuable contributions by the speakers and providing interesting insights to the general audience.

B. DLT accelerator programme public agenda: sharing knowledge and discoveries

As seen on the previous section, though the actual challenges and solutions during the live event have not been as appealing as the panel of experts, the awarded projects have indeed caught the attention of a broad audience:

- The number of views of the challenges on YouTube are 36% of the total video views (Table 7), an interesting ratio taking into account that there are 8 challenges, each with its own video;
- The whole Save the Date campaign is strongly based on VFL stories, and has kept the audience's interest and engagement quite high (Table 6);
- All media publications are related to the team's solutions -and awards- as the outstanding result of the acceleration programme.

Therefore, despite the fact that the attention to the solutions for this particular event has not generated as much impact as other sections, and understanding that its high degree of technicality and its still incipient development prevents a name group of citizens from being able to value them, the audiovisual pieces developed have been conceived as a fundamental part of the program's legacy, and as the first seeds of solutions based on DLT to tackle real problems, developed in collaboration with agents from the public and social sphere.

These videos are already published both on the project website⁵ and on the Ideas for Change YouTube channel⁶ and are fully available to be used in the explanation and promotion of other initiatives for the common good related to any of the 2 topics: the circular economy or digital citizenship, areas of growing interest among Europeans private, public, and academic spheres.

Table 6: Twitter Metrics for the Final Event

| Twitter Final Event | | | | | | |
|------------------------|---------|--------|--|-----------------|---------|--------|
| Campaigns Overview | | | | | | |
| | Organic | w/Paid | | | Organic | w/Paid |
| Total followers | 535 | 535 | | Total RT | 143 | 147 |
| Total tweets published | 56 | 59 | | Average RT rate | 3.91 | 4.01 |

⁵ Final Event landing site: <https://www.dlt4.eu/final-event>

⁶Ideas for Change YouTube channel: <https://www.youtube.com/channel/UCh8dF-hyyUtCJOJjiHL86Bq>

| | | | | | | |
|-------------------------|--------------|---|--|-------------------|-----|-----|
| Total impressions | 60.167 | 312.336 | | Total likes | 610 | 629 |
| Total Engagement | 1.240 | 3.169 | | Average Like rate | 9.1 | 9.3 |
| Average engagement rate | 4.51% | 1.8% | | | | |
| Top 3 tweets | Imprs. | <i>List of Speakers. Full Program Launch Campaign. 9,891</i> | | | | |
| | Likes | <i>List of Speakers. Full Program Launch Campaign. 318</i> | | | | |
| | Engage. Rate | <i>Save the date. 1st call to action. Save the Date Campaign. 12.4%</i> | | | | |

Table 7: YouTube Metrics for the Final Event

| YouTube - Final Event related videos | | |
|--------------------------------------|--|--|
| Total subscriptions | 154 | COMMENTS The videos by each team introducing their challenge and solution are 36% of total views, the other 64% being mainly applied to the Final Event video (63,4%). |
| Total video uploads | 10 | |
| Total reproductions | 441 | |
| Total likes | 9 | |
| Total share | 0 | |
| Top video title & link | DLT4EU Final Event https://youtu.be/R8MWFJTQmow | |

Table 8: DLT4EU Website- Final Event

| Website - Final Event related posts | | | |
|--|---|-------|-------------|
| Content | Link | Views | Growth rate |
| The three winning DLT4EU accelerator initiatives will be announced on May 6th at the programme's (online) final event! | https://www.dlt4.eu/news-stories/dlt4eu-winners-will-be-announced-at-the-programmes-final-event | 32 | |
| The full DLT4EU Final (online) Event programme is out! | https://www.dlt4.eu/news-stories/dlt4eu-final-event-programme | 56 | +57% |
| Discover the awarded solutions of the DLT4EU Accelerator! | https://www.dlt4.eu/news-stories/dlt4eu-awarded-teams | 73 | +24% |

5. Conclusions and Discoveries

The results described and analyzed in the previous sections suggest that the objectives set for the DLT4EU Final Event have been met, despite the limitations of the execution of an event programme that was initially conceived to be enjoyed in person but ended as a compendium of activities carried out online.

Although the Final Event could not be celebrated as the DLT4EU programme closing deserved, the result of the online migration will probably turn out to be more effective in the long term, since it has developed a 8 videos of the VFL solutions, one recording of the event and multiple ideas and contributions from the round table of experts - that otherwise probably would not exist, or not in such a precise format and quality as to become a solid legacy.

Probably one of the most relevant discoveries has been that there is a real community grateful for having helped them find a space to anchor. Despite the enormous noise on the Internet, the voice of the DLT4EU programme has managed to make itself heard, and experts have found anxious ears, shy to come out but comfortable listening on YouTube.

This finding is relevant, because for the next editions we have learned that including expert voices is essential to advance in the development of experimental and innovative solutions, and that giving more emphasis to the social / public interest of these solutions can be a powerful tool to generate more commitment and participation. Because this is the right approach for the media, and they remain a powerful ally.

In this sense, designing future programmes with a solid narrative based on how DLTs empower citizens can help increase notoriety and promote stronger alliances between various actors (challenge owners, but also strategic partners), as well as give more visibility to the challenges, the solutions and the public and social entities involved.

The format of the Final Event, after all, may have been one of the key learnings in terms of event planning and communication strategies. Hopefully there will be a second live edition and some more european territories will have the opportunity to experience the real impact of DLT and the DLT4EU programme in its cities and towns, and the Final Event will undoubtedly provide feedbacks and learnings to help advancing all of this and much more to discover.

6. Appendix

6.1 Detailed metrics by campaign

This section includes the Tables with the detailed metrics used to develop this report that have not been quoted before:

Table 9: Detailed Twitter metrics by campaign

| Twitter Campaigns | | | | |
|------------------------------|---------------|---|-------|---------|
| Save the Date Campaign | | | | |
| Total weeks | 3 | | Total | Average |
| Total tweets published | 20 | Engagement | 261 | 2.24% |
| Total Impressions | 18.735 | Likes | 392 | 19.6 |
| | | Rt | 37 | 1.85 |
| Top Tweets | Impressions | Save the date. 1st call to action. 7000 | | |
| | Likes | Giving more value to women's cooperatives in South Morocco. 318 | | |
| | Engaging Rate | Save the date. 1st call to action. 12.4% | | |
| Full Launch Program Campaign | | | | |
| Total weeks | 2 | | Total | Average |
| Total tweets published | 15 | Engagement | 511 | 2.94% |
| Total Impressions | 24.770 | Likes | 114 | 7.6 |
| | | Rt | 50 | 3.3 |
| Top Tweets | Impressions | List of Speakers. 9,891 | | |
| | Likes | List of Speakers. 31 likes. | | |
| | Engaging Rate | Speakers roundtable. @AliceMacNeil. 9.4% | | |
| Event Warm-Up Campaign | | | | |
| Total weeks | 4 | | Total | Average |
| Total tweets published | 9 | Engagement | 86 | 2.52% |
| Total Impressions | 5.211 | Likes | 27 | 3 |
| | | Rt | 14 | 4.6 |
| Top Tweets | Impressions | visit dlt4EU website. 1,927 | | |

| | | |
|--------------------------------|-------------|----------------------------------|
| | Likes | Book your place. 7 likes. |
| | Eng. Rate | @Acren. Lebanon story. 6.9% |
| Event Coverage Campaign | | |
| Total days | 1 | Total Average |
| Total tweets published | 12 | Engagement 382 3.28% |
| Total Impressions | 11.451 | Likes 77 6.4 |
| | | Rt 42 3.5 |
| Top Tweets | Impressions | Digital Sovereignty. 3,275 |
| | Likes | Digital Sovereignty. 13 Likes |
| | Eng. Rate | Thanks. Final tweet 10.3% |

| | | |
|--------------------------------------|-------------|--|
| Save the Date Campaign - PAID | | |
| Total days | 1 | Total Average |
| Total tweets published | 3 | Engagement 1.929 2.24% |
| Total Impressions | 252.169 | Likes 19 6.3 |
| | | Rt 4 1.3 |
| Top Tweets | Impressions | Join event. 1st call to action. 134.098 |
| | Likes | Join event. 1st call to action. 15 |
| | Eng. Rate | Save the date. Last call to action. 4.3% |

Table 10: Detailed Youtube metrics

| | | |
|---|-----|--|
| YouTube - Final Event related videos | | |
| Total subscriptions | 154 | COMMENTS The videos by each team introducing their challenge and solution are the 36% of total views, the other 64% being mainly applied to the Final Event video (63,4%). |
| Total video uploads | 10 | |
| Total reproductions | 441 | |
| Total likes | 9 | |
| Total share | 0 | |

| | | |
|------------------------|--|--|
| Top video title & link | DLT4EU Final Event https://youtu.be/R8MWFJTQmow | |
|------------------------|--|--|

6.2 Detailed list of social media posts

The complete list of posts and actions developed on social media can be consulted in this archive. The posts for the DLT4EU Final Event start on row 256 of the document.

https://docs.google.com/spreadsheets/d/14rBCeU9si9y_a6LBapjvuWSiWOUJ_Yx5yruO-IvyY08/edit#gid=1557643603