



Deliverable 6.1:

# **DLT4EU Project Dissemination and Communication Plan**

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**31 January 2020**

## Deliverable

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
DLT4EU	CONNECT/2019/ARES (2019)2156457	DLT4EU

### DELIVERABLE REFERENCE NUMBER AND TITLE

D6.1

DLT4EU project dissemination and communication plan

Revision: v1.0

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Funded by the Horizon 2020 programme of the European Union

Grant Agreement No CONNECT/2019/ARES (2019)2156457

### DISSEMINATION LEVEL

✓ P Public

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

# Revision History

REVISION	DATE	AUTHOR	ORG.	DESCRIPTION
v0.1	15.01.2020	Anna Higuera	IFC	First draft
v0.2	21.01.2020	Mara Balestrini	IFC	Revision of content
v0.3	27.01.2020	Dominyka Zemaityte	DC	Revision of content
v0.4	29.01.2020	Anna Higuera	IFC	Final revision of content
v0.5	30.01.2020	Alice MacNeil	MET	Final revision of content
v1.0	30.01.2020	Elizabeth Corbin	MET	Final revision of content

## 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

# Summary

This deliverable presents a dissemination strategy to explain and raise awareness about the DLT4EU project, as well as to help in identifying and articulating an ecosystem of Distributed Ledger Technology (DLT) for public and social good applications and innovators across the EU.

The objective of the dissemination plan is to engage the different communities of interest and practice that comprise the extended ecosystem of developers, beneficiaries, advisors, and investors relevant to the DLT4EU accelerator. This includes experts of DLT-based applications, companies or public agencies that wish to tackle issues faced by the Public Sector (specifically within the areas of the circular economy and digital citizenship), researchers and scientists working in the field of distributed technologies and digital social innovation, policy makers, trend analysts focused on environmental and social innovation, experts in fair supply chains, urban innovation and sustainability communities, and shared knowledge networks like open source and open data collectives, among others.

The introduction presents the overall approach that we followed in order to determine the strategy to communicate and disseminate the project, as well as how the responsibility to implement this strategy is shared across the consortium partners. Secondly, we detail the strategy, which follows a six W approach: (1) Why we communicate (goals), to (2) Who (audiences), (3) What (concept and content), (4) HoW (channels), (5) Where and (6) When (venues and time). Third, we present the implementation of the strategy, including a timeline of events, as well as relevant events and conferences, and publication venues. Last, we explain how we will evaluate the impact and the success of the dissemination strategy, and close the document with a conclusion.

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# 1. Introduction

Funded by the European Commission, the DLT4EU Programme aims to curate a vibrant and sustainable ecosystem of Distributed Ledger Technology (DLT) applications for public and social good across the EU, supported by an extended network consisting of developers, beneficiaries, advisors, and investors.

The DLT4EU project aims to deliver three key objectives:

- First, to stimulate the piloting of cutting-edge DLT-based applications by connecting the expertise and resources of leading DLT entrepreneurs and developers with real-world, unmet challenges in the public and social sectors.
- Second, to build scalable, efficient, and high-impact ventures that support the development, expansion, and use of cutting-edge DLT applications for social and public good.
- And third, to articulate an ecosystem of initiatives, entrepreneurs, and innovators, larger companies, and citizenships that are involved in using DLTs to solve problems and deliver positive social, environmental, and economic impact.

In particular, the project will focus on accelerating DLT innovations that aim to solve challenges related to two overarching, high-impact sectors, which are critical to forming the foundation for a socially-equitable and environmentally-responsible European economy. These are:

1. The Circular Economy, which can be broadly defined as a new economic model for addressing human needs. It is an economy that fairly distributes resources without undermining the functioning of the biosphere or crossing any planetary boundaries. Opportunity areas for DLTs within the circular economy are material passports, supply chain traceability, ownership transfers in secondary markets, end of life compliance, and environmental audits.
2. Digital Citizenship, which can be broadly defined as the application of digital technologies to better facilitate and engage citizens in public decision-making, service improvement, and social impact initiatives. This can be at a local / council, municipal, city or national-level. Opportunity areas for DLTs within digital citizenship are migrant identity and inclusion, land registration, voting, financial inclusion, personal data management, and community currency models.

Focusing on these challenges, DLT4EU will facilitate a distributed accelerator model in which consortium partners, accelerator participants, mentors, and the wider DLT4EU ecosystem will connect online and offline. There are two main pillars to this model:

- **The Virtual Field Lab:** a collaborative space to stimulate DLT experimentation, innovation, and uptake within the public and social sectors in close collaboration with real-world beneficiaries.

- **The Curated Acceleration Programme:** a taught programme that will cover technical expertise, business model development, legal guidance, and impact assessment.

The DLT4EU Accelerator programme will have three main nodes: Amsterdam, Barcelona, and London. Each node will be led by a project partner: Metabolic (Amsterdam), Ideas for Change (Barcelona), and Digital Catapult (London). Each partner will host a major external event - a kickoff event in Amsterdam (MET), a midterm demo day in London (DC), an event in Barcelona (IFC) to present the initiatives, and a final prize event in Brussels (IFC). Each major external event will coincide with an intensive in-person bootcamp wherein accelerator teams and mentors meet to expedite the progress of their applications.

The result of the programme will be **proof-of-concepts** (PoC): functional prototypes that can be used to demonstrate the purpose and potential of the DLT application. These proof-of-concepts will be evaluated using an impact assessment framework, with three PoCs awarded follow-on funding.

Due to the complex nature of this project, the communication and dissemination plan needs to address a number of challenges. Namely, who are the key actors in the ecosystem that should be engaged to participate in the different aspects of the programme (the calls, the jury, the bootcamps, etc.), what kind of online and offline tools and messages are better suited to orchestrate the engagement of a multi-stakeholder and pan-european network, and how should these tools be used to achieve the project goals in the time available?

The aim of this deliverable is to establish a communications strategy and plan to raise awareness of the DLT4EU project, including all aspects pertaining to the pilot accelerator (e.g. calls, strategy, program and timeline, challenges and its owners, events, awards and learning) and reach the communities of interest previously introduced. Moreover, this deliverable describes the types of tools and resources that will be used and how they will be implemented within a cohesive calendar of events and actions. Finally, it presents an impact monitoring strategy along a set of KPIs.

## Approach

To organise this communication and dissemination strategy, we have followed a six w (6W) approach. The 6W strategy aims to identify why we disseminate, to whom we address the communications resources and activities, what are the key drivers for communication and outreach, how we will implement this strategy and use the developed assets, and where and when we intend to focus our efforts.

- **Why:** In order to achieve an efficient dissemination and communication, the first aspect is to identify the objectives of the strategy.
- **Who:** The communication goals will target different previously defined audiences which are relevant to the project.
- **What:** The audiences have different interests and needs and will be addressed with different messages, resources, and strategies.
- **How:** The audiences have to be addressed through different channels. To be efficient, the communication also has to be coordinated and monitored.
- **Where:** The applications have to be disseminated to a broad audience in dedicated events and venues, the cities where the experiences of beneficiaries using the resulting PoCs occur, all over Europe and beyond.
- **When:** The project communication will run throughout the duration of the DLT4EU project, but aims to achieve long lasting impacts.

The content in this report is organised as follows:

- The Why section presents the goals of this strategy.
- The Who section identifies the main audiences that we aim to reach.
- The What section introduces the way we will approach the diverse audiences.
- In the HoW section we present the means of communication, with special focus on the DLT4EU website and social media channels that will be used to raise awareness and attract others to its content. Moreover, it includes a description of the impact and monitoring assessment protocol.
- Finally, the Where and When section focuses on the events and areas that will be targeted through the dissemination and communications activities.

## Responsibilities

Ideas for Change (IFC) leads the communication and dissemination work package (WP6), as well as the actions leading to the dissemination of the project achievements, as part of D6.1, which starts in January 2019 (M01) and runs until the end of the project in March 2021 (M15).

However, the effective development and implementation of the communication and dissemination activities depends on the joint efforts by all the consortium partners - MET and DC - who are expected to contribute to the global strategy, as we aim to ensure that there is a



broad and coordinated spread of the actions and achievements acknowledged by the initiative.

Finally, as part of this dissemination and communications plan, IFC will monitor the application of this strategy as well as coordinate the assessment of its impacts. A set of KPIs and expected outcomes are detailed in Section 4: Impact and Monitoring.

## 2. Strategy

### 2.1. Why (Goals)

The main goal of this dissemination and communication strategy is to properly reach and engage the DLT extended ecosystem involved in solving challenges faced by the Public Sector, specifically within the areas of digital citizenship and circular economy (as defined above).

The communication strategy has to ensure the deployment of each of the relevant actions of DLT4EU are properly transferred, and all the phases of the project reach the objective targets, public, and communities of interest: the challenges development, the open call dissemination, the way the challenges advance in the accelerator VFLs, the outputs and stories behind each challenge, as well as the overall learning outputs of the project. In particular, the strategy's goals are:

- To create a good working methodology to distribute the tasks and maximise the communication reach among the consortium members.
- To ensure the creation of an active community of DLT-based initiatives that specifically work to deliver positive social, environmental, and economic impact.
- To attract DLT initiatives to participate in the challenges, specifically, and the public sector, more broadly.
- To ensure a transparent participation process.
- To ensure the entrepreneurs and participant startups receive detailed and clear information and get properly involved.
- To give awareness on the scope of each of the public sector challenges identified within the program in global and local terms.
- To spread the potential of replication that the prototypes will have.
- To develop stories related to each of the challenges that help to increase awareness and engagement.

In order to develop these goals, there are other more practical goals:

- Create a shared communication calendar that is adopted by the different members of the consortium in a coordinated approach. The calendar will underline the key communication moments and the relevant events for the project objectives.

- Define the global communication scope leveraging the channels of each of the consortium members.
- To engage all partners so that they properly develop communication and dissemination tasks as established by the calendar.
- Articulate and publish an FAQs section on the project website.
- To foster increased awareness and involvement by sharing and transferring the knowledge developed within the project to communities of interest, research institutions, and policy makers. Target audience members include:
  - Start ups
  - Entrepreneurs
  - DLT Developers
  - Social and Public Sector actors
  - Venture capital firms and impact investors
  - Universities
  - Law firms
  - Regulators and government agencies (national and regional)
  - Digital social innovators
- To identify and engage stakeholders (listed above) in order to widen the DLT4EU stakeholder base, from communities of interest to researchers and developers, companies, and community groups.
- To create communications content both online -mailing, social media, and website- and offline -materials for press and events-.

## 2.2. Who (Audiences)

### Communities of interest

These communities can be divided into two groups:

- **Internal communities.** Those that are already engaged in the project through challenges and globally via the DLT4EU outreach activities: developers, beneficiaries, advisors, and investors. Partners will reach out to engage communities in each of their locations.
- **External communities.** Those that are not directly engaged in the project but would be interested in initiatives regarding the public sector, digital citizenship, and circular economy. Some groups included in this category are for-profit or non-profit organizations, associations, activists, and researchers. These communities can be contacted either through partners or through global outreach activities and comms channels.

## **Internal communities**

### **European DLT developers (practitioners and researchers)**

We will establish connections with researchers and practitioners in DLT-related fields such as fair logistics and supply chain, open knowledge communities like open source and open data, and advanced manufacturers and makers.

### **Policy makers and regulators**

Policy makers in the cities where challenges are taking place and more broadly in Europe will be targeted, in order to explain and explore the potential of replication of the initiatives, as well as to address the desire of the EU to build scalable, efficient, and high-impact ventures pushed by policy makers around Europe.

### **European public and social sectors looking to adopt DLT**

Initiatives, NGO's, citizen platforms and groups who are eager to solve public and social challenges by using DLT solutions. The public sector is the final beneficiary of the PoCs. The DLT4EU project will ensure increased awareness, understanding and engagement with DLT amongst potential public sector beneficiaries. As part of this, the DLT4EU project will create successful examples and stories to be replicated in the near future.

## **External communities**

### **Digital citizenship and circular economy initiatives not directly involved in DLT4EU**

These projects and individuals who are not directly involved in the project, but develop an activity in the public sector relating to digital citizenship and circular economy: for-profit or non-profit organizations, associations, activists, and researchers, urban innovation communities for sustainability, initiatives of digital inclusion, and participatory democracy.

### **Corporate and Investors**

Private companies, startups and investors that are not directly involved in DLT, but are eager to discover the opportunities behind the VFLs and the accelerator programme specifically, and the potential of public sector-based DLT applications more broadly.

### **Intermediaries**

Opinion leaders and experts who can help increase general attention to the project and its objectives, either by actively engaging them as mentors and advisors to the VFLs, or as multipliers of the scope of the disseminated messages and actions taken along the project timeline.

### **Journalists and Content Creators**

Journalists can significantly help to raise awareness regarding the DLT4EU activities. Through this plan, we aim to provide resources for each project partner to disseminate the project's information among local media and journalists. Additionally, we aim to contact the international media and bloggers, communicators, magazines, and relevant websites.

## EU initiatives

Other clusters, projects and ideas in current development in Europe that are directly or somehow related to the use of the DLTs for public good will also be informed and engaged. This includes, but is not limited to:

- The #DLT4Good lead by the European Commission Joint Research Centre in collaboration with DG CNECT and its expert Advisory Board
- The EU-funded projects DECODE and LEDGER
- The Blockchain for Social Good EIC Prize
- The EU Blockchain Observatory

### 2.3. What (concept, framework and tools)

As previously introduced, the purpose of DLT4EU is to identify, map, and connect the ecosystem of DLT solutions related to public good, specifically those projects, initiatives, and ideas that can help to address challenges related to public, social, and environmental improvement. The challenges to be solved have a common background that brings them closer, belonging in broad strokes to the fields of circular economy and digital citizenship. It is nevertheless probable that, once they are collaboratively scoped with Challenge Owners (end of M03) their diverse nature will require that we adjust the messages in order to be able to communicate them more accurately and successfully attract the right communities.

Although there is currently no such ecosystem of connected initiatives, DLTs are a solution that brings great value to problems such as proofs of origin and product management, as well as monitoring manufacturing processes that link complex human and productive equipment and, in many cases, different countries with different laws and approaches. This is the case, for example, in fashion industries with production processes in logistics centers outside Europe.

DLTs also provide value in upcycling or resource reuse processes in component production, design or product manufacturing industries. In these cases it is very important for the improvement of the processes to know what possible solutions for redesigning and lengthening the useful life are appropriate, and what ideas and solutions each of the links in the reuse chain provides, in order to integrate them in the most effective way.

Finally DLTs are crucial to ensure the correct use and transfer of information in processes of integration and use of citizen data on digital platforms, offering completely reliable and trackable privacy and anonymity solutions.

Each of these DLT applications belong to the DLT4EU ecosystem, but relate to different sectors and communities. This means that we will need to customise our messages and channels in order to capture the attention of different publics.

The communication of this project will be deployed taking into account the following four core elements:

- **A series of challenges that will be published** and solved by various initiatives during the process;
- **The clustering of these initiatives during the acceleration process**, both online and in a face-to-face dynamic during the three bootcamp events (plus the final prize event).
- **The different phases of the project** (i.e. Identification, Selection, Development, and final Proof of Concepts to be showcased);
- **The website that must facilitate both the engagement and participation, as well as the correct monitoring of the participatory process** (linking of new initiatives and projects, implementation of VFLs, and finally the presentation of solutions). Needless to say, the website will be designed taking into account GDPR compliance (in the cookies policy), accessibility, ease of navigation, and understandability.

While all the initiatives are developed in the VFLs, the stories and news published will come mainly from the experiences that we document through the different experiences of beneficiaries using the resulting PoCs. We will put a specific focus on their global potential, while taking into account the diversity between them and the different audiences in each case.

## 2.4. HoW

### 2.4.1. Key messages

#### Project

- European initiative to map and gather solutions to public sector challenges - specifically the circular economy and digital citizenship issues - by using DLT-based applications.
- First DLT ecosystem identified within EU focused on addressing (i) social and environmental real-world impact, and (ii) unmet challenges in the public and social sectors.

#### Challenges

- Connect cutting-edge DLT entrepreneurs with the public sector.
- Public and Social sector orientated organisations open to improve their processes and learn from emerging initiatives.
- Cutting-edge DLT entrepreneurs to build scalable, efficient, and high-impact replicable solutions.

#### VFLs

- Collaborative space to stimulate DLT experimentation, innovation, and uptake within the public and social sectors.
- In close collaboration with real-world beneficiaries.

- The Curated Acceleration Programme will cover technical expertise, business model development, legal guidance, and impact assessment, all monitored by a committee of expert mentors.

### Proof of Concepts

- Real products, scalable solutions to pressing issues.
- The challenge outputs will make it possible to engage with communities in real public issues that concern them.

### **2.4.2. Content**

- **Initiatives and development stories.** In order to explain the ongoing experiences, audiovisual material and promotional content will be created. This material can be used together with key messages and a link to the initiatives website to illustrate the ongoing project.
- **Engagement with communities,** such as meetups, participation in larger events (conferences, faires) and promotion to lead the understanding, feedback and contribution of the communities.
- **Events:** promotion, live coverage, summary and takeaways, follow-up with attendees and interested citizens.
- **Assets** to promote and get to know more about the project, which will be publicly available on the DLT4EU website.

### **2.4.3. Assets**

These assets will be used to promote the project and will be publicly available on the DLT4EU website:

- Images
- GIFs
- Press kit
- Short videos clips for initiatives and stories
- Videos summarizing the launch and final award session events
- Podcast on the stories of the innovators involved with the project (TBC)

### **2.4.4. Logo and Branding**

We have developed the following brand identity, with a logo, typography and colors to ensure a strong identity and to give the project a special personality, easily identifiable in front of other related initiatives.

The logo can be used on the following versions, mainly (1) and (2):

(1) DLT4EU

DLT4EU

DLT4EU

(2) DLT4EU

DLT4EU

DLT4EU

And the colour palette and typography that define our brand identity are the ones that follow:

**#8F6CD9**  
RGB: 125, 85, 199  
CMYK: 37%, 57%, 0%, 22%  
PANTONE: 2665 U

**#FAAF3F**  
RGB: 250, 175, 63  
CMYK: 0%, 30%, 75%, 2%  
PANTONE: 129 U

**#171C26**  
RGB: 23, 28, 38  
CMYK: 39%, 26%, 0%, 85%  
PANTONE: 289 U

# AVERTA FONT

## Averta Font

**Averta font Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:-?\_)

**Averta font Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:-?\_)

**Averta font light-italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:-?\_)

**Averta font thin**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:-?\_)

Finally, a graphic example applying the full brand identity:

**BRAND BOOK** **B.EJEMPLOS GRÁFICOS** **DLT4EU**

**DLT4EU**

**Programme**  
We aim to curate a vibrant and sustainable ecosystem of Distributed Ledger Technology (DLT) applications for public and social good across the EU

**About us.**  
Funded by the European Commission, the DLT4EU Programme aims to curate a vibrant and sustainable ecosystem of Distributed Ledger Technology (DLT) applications for public and social good across the EU, supported by an extended ecosystem consisting of developers, beneficiaries, advisors, and investors. DLT4EU will stimulate the piloting of DLT-based applications by connecting the expertise and resources of leading DLT entrepreneurs and developers with real-world, unmet challenges in the public and social sectors.

**Two main pillars**  
DLT4EU will facilitate a distributed accelerator model, wherein consortium partners, accelerator participants, mentors, and the wider DLT4EU ecosystem connect online and offline. The result of the programme will be proof-of-concepts (PoC): functional prototypes that can be used to demonstrate the purpose and potential of the DLT application. These proof-of-concepts will be evaluated using a robust impact assessment framework, with 3 awarded follow-on funding.

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### 2.4.5. Digital communication guidelines

The project has its own website, [www.dlt4.eu](http://www.dlt4.eu).

However, in order to disseminate the applications and maximize reach, we will rely on the existing channels from the consortium members, including particularly the websites and social media accounts of each of the partners involved. The communication on these channels will be carried out in coordination with IFC, who leads the communication and dissemination work package (WP6).

#### Social media

We have chosen to focus on dedicated Twitter and Instagram accounts (with their corresponding “share” buttons embedded in the website), and to create content to be published in the already existing Twitter, Facebook, Instagram, and Youtube accounts of the consortium members. However, we will follow different strategies in each of them.

#### Twitter

We will post content on a weekly basis on the **@dlt4eu Twitter public** account and using #dlt4eu and #dlt4good hashtags. The selected social network will be used not only to promote and share the project publications, but also to engage in conversations with other users and drive the contribution of solutions and ideas. The consortium understands that this strategy can support our goal to raise interest in the project topics also among non-expert audiences, and specifically among the EU public sector. A simple bot has been created to document the Twitter activity that unfolds around #dlt4eu and @dlt4eu, which will allow us to successfully monitor engagement with our messages in this media.

#### Instagram

We will post content on a weekly basis on the **@dlt4eu Instagram public** account. The selected social network will be used to promote and share the project publications, but above all it will be a very useful support to share stories and audiovisual material about the different challenges and ongoing applications with our target audience and the general public.

For this account, specific artwork materials and pictures will be developed, as well as photographs and videos shared with us by participating venture teams.

#### Telegram

A public channel in Telegram has also been created at <https://t.me/dlt4eu>. Through this channel, we will post specific project items, like Open Call material or events and bootcamps to be joined. This channel will be particularly useful to reach specific communities, as it is a social messaging system used by many of the targeted internal groups of interest (DLT developers, open data and open source communities, as well as policy advisors). Telegram also allows for the creation of bots and tools, which will be useful in terms of both pushing content, providing answers and collecting data for monitoring and evaluating statistical data of the channel.



The channel is public and anyone will be able to see the posts by opening the t.me link. No Telegram account is required.

### **Slack**

We will also use a Slack channel named **#DLT4EU**. This channel will be useful for coordinating the entrepreneurs, mentors, challenge owners, and everyone involved in the accelerator program once they are selected, since it is a tool specifically designed for communicating through internal workspaces.

The channel will be open to everyone working on the project, and can be joined by using an invitation link.

### **Meetup**

A series of **meetup events** will be organized in each of the city nodes involved in the project, in order to engage and build local communities of interest. Nevertheless and given the property nature of Meetup social network, the consortium will evaluate the possibility of using other tools with a more respectful nature in terms of identity and management of personal data.

### **Consortium Social Media accounts**

Additionally, content about the project will be shared on the **partners' Twitter, Facebook, and Instagram accounts** on a regular basis. Audiovisual content when available will also appear on the **partners' YouTube account** and will be later shared on Twitter and Instagram as well.

Additionally, we will engage with Social Media accounts of other Horizon 2020 projects, in particular those funded through ICT and NGI related calls.

### **Hashtags:**

These are the main hashtags we will be using to communicate the project items:

**#DLT4EU**

**#DLT4GOOD**

#digitalcitizenship

#circulareconomy

Additionally:

#TechInEurope

#blockchain

#4socialgood

#GreenNewDeal

#DigitalTransformation

- **Newsletters**

We will also send **periodic newsletters** using the platforms and existing related databases of each of the consortium partners. A database of contacts will also be built with all the participants and communities engaged.

- **DLT4EU Website**

The DLT4EU website is the main online tool and information point to present and disseminate the achievements of the project. The website will contain:

- Clear and precise information about the project scope, the consortium partners, and the research areas: digital citizenship and circular economy.
- A timeline of events and relevant dates of the entrepreneurship journey through the VFLs process.
- Information about the challenge owners and the challenges launched by each of them.
- A Call for Applicants, with clear information and instructions about how to participate: all expressions of interest and applications to the fund will be managed through a dedicated online application.
- Information about how to apply: this section has to include clear Information about how to participate, fund Criteria as well as the shortlisting process.
- A News and Case Studies / Stories section: All funded projects will be featured through a dedicated stories page which will explain the overall purpose of the funded project, the challenge to which they respond, and what impact they are seeking to achieve.
- A Press Kit and a downloadable Artwork material kit to spread the information.
- A FAQs section: to ensure maximum transparency we will post anonymised answers to all enquiries about the fund.

Digital communication		
Category	Specific channel	Content
Website	DLT4EU website	<ul style="list-style-type: none"> <li>● Global project explanation               <ul style="list-style-type: none"> <li>○ Framework</li> <li>○ Areas of interest: Digital Citizenship and Circular economy</li> <li>○ VFLs</li> <li>○ Outputs (Proof of Concepts and positive changes)</li> </ul> </li> <li>● Partners</li> <li>● Challenge Owners and selected DLT applications</li> </ul>

		<ul style="list-style-type: none"> <li>● Challenges + Call for applicants (methodology, list of challenges and registration)</li> <li>● FAQs</li> <li>● News and Case Studies / Stories</li> </ul>
	Partners website	<ul style="list-style-type: none"> <li>● Link to Call and specific events</li> <li>● Link to DLT4EU website</li> </ul>
Social media: DLT4EU accounts and channels	Twitter (account)	<ul style="list-style-type: none"> <li>● Overview of the project</li> <li>● Call for applicants (promotion, instructions)</li> <li>● Tips on how to apply to Call</li> <li>● Challenges: explanation</li> <li>● Cases and stories at the VFLs</li> <li>● Showcase the development of the acceleration process</li> <li>● Events (promotion, summary)</li> <li>● Awards</li> <li>● Animated GIFS and artworks to showcase</li> </ul>
	Instagram (account)	
	Telegram (Channel)	
	Slack (Channel)	
Partners' communications channels	Twitter	<ul style="list-style-type: none"> <li>● Overview of the project</li> <li>● Call for applicants (promotion, instructions)</li> <li>● Tips on how to apply to Call</li> <li>● Challenges: explanation</li> <li>● Cases and stories at the VFLs</li> <li>● Showcase the development of the acceleration process</li> <li>● Events (promotion, summary)</li> <li>● Awards</li> <li>● Animated GIFS and artworks to showcase</li> </ul>
	Facebook	
	Instagram	
	YouTube	<ul style="list-style-type: none"> <li>● Videos to showcase the launch and the final Challenge winners at the awards event in Brussels</li> </ul>
	Meetup	<ul style="list-style-type: none"> <li>● Events (promotion)</li> </ul>
	Newsletters Targeted emails for internal communities	<ul style="list-style-type: none"> <li>● Call for applicants (promotion, instructions)</li> <li>● Challenges and stories related with VFLs</li> <li>● Events</li> </ul>

Table 1 - Digital Communication channels

## 2.5. Where and when

DLT4EU will disseminate the different phases and events throughout the duration of the project, both locally in the cities where challenges are ongoing, and internationally in Europe. We highlight some of the key spaces where we intend to do so.

### 2.5.1. Media dissemination

This category includes publications in media outlets and blogs, which can take the form of articles, interviews, videos or participation in larger pieces about relevant topics to the project.

### 2.5.2. European Commission and research communities

The consortium will cooperate with the European Commission to disseminate information through the EU supported R&D initiatives: DLT related, scientific and outreach events of the European Commission, conferences, and workshops.

The aim of these engagements is to increase awareness about DLT4EU ecosystem within the EU, and to identify and harness opportunities to collaborate with other EU funded initiatives. These engagements will also help evaluate external interest in the challenges and developments at the VFLs, as well as push the overall reach scope of the project.

### 2.5.3. Face-to-face communication: own events

This category includes the launching events and bootcamps with entrepreneurs, mentors and challenge owners as well as with diverse stakeholders, the events with other EU funded projects, and the DLT4EU meetups. Hereafter we delve into the details for each one:

- **Bootcamps.** In these particularly short and energetic events, we will document the highlights and take the opportunity to connect entrepreneurs, mentors, and challenge owners, collect audiovisual material and create an on-site community later on active through social media channels and other communication supports.
- **Meetups.** These eventual meetings will be particularly useful to build local communities in each of the cities involved in the project.
- **Final Awards event.** This final event will be the opportunity to wrap up the stories and initiatives of the participating projects, producing documentation of the activities and participants, and for getting face-to-face insights to be included in the project evaluation conclusions and final Roadmap.

### 2.5.4. Participation in larger events

The consortium understands that increased visibility is likely to augment the project reach. For this reason, the project partners are encouraged to plan participation to selected events (from 1 to 3 events per year, depending on budget), that are relevant to the fields of DLTs, digital citizenship and circular economy, from conferences to fairs, at national, international, and EU congresses and exhibitions.

In these events, we will try to host activities such as presentations and round tables.

<b>Face-to-face communication</b>	
Meetups with external communities of interest	Scope of the DLT4EU project, as well as contribution/feedback to the ongoing challenges and applications
Events related with DLT, SWAFs, Circular Economy and Digital Citizenship	
Smart citizens and cities events	Participation with presentations, round tables and workshops
Other conferences, fairs, festivals	Participation with presentations, round tables and workshops

Table 2 - Face to face communication

### 3. Implementation

#### Timeline of events

Communication opportunities	When
Launch of the project	February 2020 (M2)
Challenges and challenge Owners	March 2020 (M3)
Call for Applicants	April and May 2020 (M4 and M5)
Call for Applicants closes and selection starts	June 2020 (M6)
Public results	June 2020 (M6)
Initiatives led by local partners in the VFL Accelerator	Second half of 2020 (M7 to M12)
Launching Event in Amsterdam	July 2020 (M7)
Bootcamp event in London	September 2020 (M9)
Bootcamp event in Barcelona	November 2020 (M11)
Selected winners and awards event in Brussels	February and March 2021(M14 and M15)
Workshops and meetups	At least 5
Conferences	On a rolling basis
Articles published	On a rolling basis
DLT4EU newsletters sent by partners	At least 5 during the duration of the project

Table 3 - Communication opportunities

## Relevant events and conferences

The following is an initial list of events in which presentations on DLT4EU can be given. These aim to reach stakeholders and external communities of interest (grassroots communities, citizens and crowdsensing communities, developers, artists, maker spaces, environmentalists, journalists, public policy agencies, universities, etc.).

Event	Link	Date	Contribution
Geneva Blockchain Congress	<a href="https://genevablockchaincongress.com/">https://genevablockchaincongress.com/</a>	January 2020	Too early to present the project
4YFN (BCN)	<a href="https://www.4yfn.com/barcelona/">https://www.4yfn.com/barcelona/</a>	February 2020	Kickoff presentation
Mobile Week / Mobile World Congress (BCN)	<a href="https://mweek.com/">https://mweek.com/</a>	February 2020	TBD as stakeholders
FOSDEM'20 (Brussels)	<a href="https://fosdem.org/2020/">https://fosdem.org/2020/</a>	February 2020	TBD as stakeholders
Blockchain Technology World	<a href="https://www.blockchaintechologyworld.com/">https://www.blockchaintechologyworld.com/</a>	March 2020	TBD as stakeholders
Elevate Festival (Graz)	<a href="https://elevate.at/en/discourse/human-nature/">https://elevate.at/en/discourse/human-nature/</a>	March 2020	TBD as stakeholders
European Science Engagement Conference (Cork)	<a href="https://eusea.info/eusea-annual-conference/about/#">https://eusea.info/eusea-annual-conference/about/#</a>	April 2020	TBD as stakeholders
ECSA Conference (Trieste)	<a href="https://www.ecsa-conference.eu">https://www.ecsa-conference.eu</a>	May 2020	TBD as stakeholders
IoT Week (Dublin)	<a href="https://iotweek.org/">https://iotweek.org/</a>	June 2020	TBD as stakeholders
Sonar +D (BCN)	<a href="http://www.sonarplusd.com">www.sonarplusd.com</a>	June 2020	Presentation TBD

Blockchain Expo Europe 2020 (AMS)	<a href="https://blockchain-expo.com/europe/">https://blockchain-expo.com/europe/</a>	July 2020	TBD as stakeholders
EASST/4S	<a href="https://easst.net/easst-4s-2020/">https://easst.net/easst-4s-2020/</a>	August 2020	Presentation TBD
ARS Electronica (Linz)	<a href="https://ars.electronica.art/news/">https://ars.electronica.art/news/</a>	Sept 2020	TBD as stakeholders
ACM Conference on Computer-Supported Cooperative Work and Social Computing	<a href="https://cscw.acm.org/2019/">https://cscw.acm.org/2019/</a>	October 2020	Presentation TBD
South Summit Madrid	<a href="https://www.southsummit.co/es/home">https://www.southsummit.co/es/home</a>	October 2020	TBD as stakeholders
Maker Faire (BCN)	<a href="https://barcelona.makerfaire.com/es/inicio-2/">https://barcelona.makerfaire.com/es/inicio-2/</a>	October 2020 (TBD)	Presentation TBD
Smart City Expo World Congress (BCN)	<a href="http://www.smartcityexpo.com/">http://www.smartcityexpo.com/</a>	November 2020, 2021	BCN Bootcamp to happen around it
SLUSH (Helsinki)	<a href="https://www.slush.org/">https://www.slush.org/</a>	November 2020	TBD as stakeholders
European Research and Innovation Days	<a href="https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en">https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en</a>		TBD as stakeholders
Web Summit (Lisbon)	<a href="https://websummit.com/">https://websummit.com/</a>	November 2020	TBD as stakeholders
World Economic Forum (Davos)	<a href="https://www.weforum.org/">https://www.weforum.org/</a>	January 2021	Presentation TBD

Table 4 - Relevant Events and Conferences



## 4. Evaluation

### Impact and monitoring

The success of each action proposed in this plan will be measured by collecting and analysing data over time.

Starting from the moment after this strategy is presented (M02) and until the end of the project (M15), data will be collected on a monthly basis with particular focus on the evolution of the following indicators:

KPI	Quantity expected	Comment	Measuring
Traffic on the dlt4.eu website	10000 visitors + 2000 page views	Main interaction point, basic project information.	Google analytics + click rate
Followers on dlt4eu Channels	Approx. 1.000 followers of specific project channels directly + high repost rate	<ul style="list-style-type: none"> <li>&gt; Creating Social Media channels, leveraging existing social media channels of consortium as well as their partners</li> <li>&gt; Create Social Media content with a minimum of 1 post a week</li> </ul>	Clicks, Views, Postings, Likes, Community growth rate
Number of contacts made by people interested in participating in the challenges	At least 50 applications	> While the Call for Applicants is open and also in previous contacts made by interested individuals/ projects.	Through the Call for Applicants forms
Number of individuals, communities and organisations, Research centres, associations that engage	200	> Between Call applicants and database	Through the DB of contacts that will be built up and the web form

Number of interactions with posts on social media	500	Pushed through connection with other Consortium channels	Clicks, Views, Reposts, Likes, Community growth rate
Consortium & Partner News	8	Creation of 8 blog posts and newsletters strategically scheduled over the course of the project	Number of newsletters & audiences reached directly as well as indirectly (through partner channels)
Project mentions on media: TV, magazines, newspapers, online-only media portals.	5	<ul style="list-style-type: none"> <li>&gt; Serving media with information on the project to result in newspaper and online media focused articles</li> <li>&gt; Using the News contents for deepening social media and newsletter posts for those audiences with response rates.</li> </ul>	> observing the amount of publications (Clipping of articles and mentions both in printed and digital media)
Number of accepted talks at conferences and similar events	10	> Promoting the project and its results to a large variety of audiences (technology, science, innovation, general citizens, creative professionals)	Number of talks given at conferences

Table 5 - KPIs and evaluation criteria

## 5. Conclusion

With this strategy we aim to raise awareness on the DLT4EU project and its accelerator program among diverse actors, as well as to receive inputs and feedback. We set out to do this through setting optimal goals, engaging relevant audiences - including developers, citizens, researchers, grassroots organisations, and journalists - using engaging content, identifying the channels to disseminate the information, and evaluating success with clear KPIs.

In short, this communication and dissemination strategy should facilitate the creation of a DLT for social and public good community, as well enhance participation in the accelerator programme, and the replication of the ideas, solutions and best case practices of the venture teams.

And ultimately, it should contribute to achieve the goals set by the DLT4EU project: to develop and nurture a vibrant and sustainable ecosystem of DLT innovations for public and social good.