DLT4EU

Deliverable 6.3

DLT4EU Communication Impact Report

D6.3

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v0.2	26.05.2021	Alice MacNeil	MET	Internal review
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v0.4	27.05.2021	Anna Higueras	IFC	Internal review
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Summary

This report summarises the communications, dissemination actions and campaigns for events developed as part of the DLT4EU programme.

The overall results of the DLT4EU communication and dissemination strategy are:

- 59 media mentions in international and online media outlets.
- 2 DLT4EU online Events organized and communicated to gain attention from external audiences that gathered more than 350 registrations and 770 views of the recordings on Youtube, and 3 bootcamp campaigns to foster the clustering of the internal audiences and teams involved in the programme.
- 20 publications which include 4 press notes sent to national and international media outlets, and 16 written news for the project blog.
- 9.000 unique web visitors and 26.000 web page views.
- 730 followers gathered through the different owned social media channels (Twitter, Instagram and Telegram), more than 657.000 overall views and 6.000 interactions through these channels.
- 12 Newsletters sent to the DLT4EU internal database and 10 newsletters from the Consortium sent to their internal databases, with a cumulative audience of more than 16.200.
- 369 individuals and organisations that engaged through our communication actions, comprising Open Call, subscriptions to the database and contacts made through the website forms.
- 83 applications gathered with the Open Call campaign process
- 6 talks given in external events sharing insights about DLT4EU

DLT4EU Impact Report of the Final Event

1. Introduction

1.1 Introduction to the DLT4EU Programme

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).

1.2 Introduction to the strategy on the D6.1 DLT4EU Project Dissemination and Communication Plan

This deliverable presents the actual implementation, outputs and final results of the dissemination strategy designed for the overall DLT4EU project. This strategy was created at the beginning of the project and presented in Deliverable 6.1 (D6.1) DLT4EU Project Dissemination and Communication Plan[1].

This plan was designed for two overarching purposes: (1) to explain, promote and raise awareness about the DLT4EU project; and (2) to identify, target, and engage the ecosystem of relevant actors and stakeholders within the domain of Distributed Ledger Technology (DLT) for public and social good. The latter include different stakeholder groups such as communities of interest and practice that comprise the extended ecosystem of developers, beneficiaries, experts, advisors, and investors relevant to the DLT4EU accelerator. In this section, an overview of the original Dissemination and Communication Plan is provided.

To ensure a comprehensive and consistent planning for the project, the strategy was drawn upon the well-acknowledged 'six Ws' (6W) approach. Adopting this framework helped to give a consistent structure to the work conducted, specifically to identify why we need a communication and dissemination plan, to whom we have addressed the communications resources and activities, what has been communicated and disseminated, how we have implemented this strategy and used the developed assets, and where and when have we focused our efforts. A summary of the content of each item is provided below:

- **Why**: The main goal of the DLT4EU's dissemination and communication strategy has been established as follows: to effectively reach and engage the DLT extended ecosystem involved in addressing challenges faced by the public and social sectors, specifically within the domains of digital citizenship and the circular economy.
- **Who**: The communication actions have been targeted at different audiences which are relevant to the project. Those defined in the original strategy can be grouped across two overarching clusters:
  - **Internal stakeholders.** Those that were engaged in the project through the accelerator programme and globally via the DLT4EU outreach activities, including: developers, Challenge Owners, experts and advisors, and potential investors. Partners reached out to engage with close communities in each of their European locations. This internal communities category included **European DLT developers (practitioners and researchers); Policy makers and regulators; European public and social sectors looking to adopt DLT.**
  - **External stakeholders.** Those not directly engaged in the project, but that were interested in initiatives regarding the public and social innovation, digital citizenship, and circular economy. This cluster included a variety of groups

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[1] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020). 'D6.1 DLT4EU Project Dissemination and Communication Plan'.

ranging from for-profit to not-for-profit organizations, associations, activists, researchers, and other communities of interest and practice. These were approached either leveraging the partners' networks and channels or through global outreach activities (e.g. the DLT4EU Public Launch Event and Final Event) beside, obviously, a constant effort through the communication channels developed for the project. This external stakeholder category included entities and individuals involved in **digital citizenship and circular economy initiatives not directly related to DLT4EU; corporate and investors; intermediaries; journalists and content creators; other related EU initiatives and projects.**

- **What**: To meet the different interests of the target audiences identified, different actions, resources, and strategies were implemented following the main phases of the overall project. In other words, the 'what' to communicate and disseminate was defined starting from (and to support) the project's objectives over time. All in all, the communication in DLT4EU has been deployed around four core elements:
    - **The challenges scoped and launched via the Open Call.**
    - **The clustering of the selected Venture Teams that entered the acceleration process** during the three online bootcamp events (plus the Final Event awards section).
    - **The dissemination of the different phases of the project** (the Project Launch, Open Call, Accelerator programme, the 3 internal bootcamps and external events, to name the most relevant) ;
    - **The website, which communicated the main moments of the project, fostering engagement and participation in the different phases (Open Call, Events, dissemination of the results of the accelerator, promotion of the ecosystem built around the programme)**.
- **How**:
    - Audiences have been approached through the different channels used for the programme (see section 2.2).
    - The communication milestones (designed upon the overall project's milestones) have been shared through campaigns (see section 2.4), adapting key messages and tone to the objectives of each campaign and its audience.
    - Different types of content have been created within each campaign (see section 2.5) to increase the likelihood of reaching all target audiences. These included principally: Press notes and relations with media; website sections and blog posts; social media posts; mailings and newsletters; registration forms, as well as audiovisual and branded materials such as videos, banners and animations.
- **Where**: The messages and actions of the DLT4EU programme have been disseminated in dedicated online events, reaching audiences within and beyond Europe.
    - Engagement with internal audiences has been vehiculated through the communications around the accelerator campaign and the 3 bootcamps.
    - Engagement with external audiences has been fostered by the curation, production and communication of 2 main public events: the Public Launch

Event and the Final Event. The Consortium members have also participated in external events and publicly presented the DLT4EU programme.

- **When**: the different campaigns were delivered consistently with the overall timeline of the project and the milestones defined within it.

While this constituted the original plan, periodic reviews were undertaken throughout the project to be able to reflect on what worked well (and what did not), learn from these reflections, and improve and change the plan accordingly. In general, during the project the following three needs emerged and were subsequently addressed:

- Establishment of bidirectional collaboration agreements with DLT projects and specialized media helped the programme to reach like-minded audiences and to establish as an active part of the DLT for the common-good ecosystem[2];
- Partnership with Digital Future Society (Mobile World Capital) as a host for the DLT4EU Public Launch Event, a well-established initiative in the tech-for-good ecosystem, to position ourselves as part of the ecosystem and attract their audiences to interact with the programme.
- Involvement of high-profile speakers with a well-known thought leadership in fields of DLTs and tech4good for the Public Launch Event and the Final Event, in order to attract a broader audience that follows and 'trusts' them.

Finally, the project communication has been carried out throughout the duration of the DLT4EU project, but aims to achieve long lasting impacts beyond the funded period. For example, this will be addressed through the dissemination and continuous promotion of the main communication items produced, e.g. reports and audiovisual materials developed as part of the programme on the legacy webpage.

1.3 Partner Responsibilities

Ideas for Change has led the Communication and Dissemination Work Package (WP6) and was therefore responsible for: designing and implementing the Communication and Dissemination Strategy; the creation and management of the DLT4EU owned channels (website, social media accounts in Twitter, Instagram, and Telegram); the organisation and promotion of the Public Launch Event and the Final Event, and the coordination of the communication efforts across the Consortium.

The other partners in the Consortium (Metabolic Institute and Digital Catapult) contributed to communications, dissemination, and exploitation of events leveraging their own internal communication strategies, channels, and networks, and were requested to collaborate in supporting the overall communication and dissemination effort and outreach.

Every relevant campaign and communication milestone was coordinated and agreed during the bi-weekly coordination sessions celebrated with the Work Package Leads of the Consortium.

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[2] Communication partners can be found at the DLT4EU website ecosystem tab: https://www.dlt4.eu/communication-partners

1.4 Related Deliverables

This deliverable is connected to the D6.1 Dissemination and Communication Plan[3] delivered in January 2020, the D5.1 Final Event Production and Communication Plan[4], delivered at the end of April 2021, and D5.3 Impact Report of the Final Event[5], to be delivered at the end of May 2021.

2. Communication Outputs of the DLT4EU Programme

Throughout the year and a half of duration of the DLT4EU programme, intensive work has been done to identify, map, and connect the ecosystem of DLT solutions related to the common good that can help solve challenges in the public, social and environmental fields. According to the strategy outlined in D6.1[6], the relationship with this ecosystem of entities and actors was organised around major communicative milestones or campaigns, which served as a backbone to inform an effective approach for interacting with the target audiences in a more direct way, a particularly relevant need in a year marked by the virtuality derived from the Covid-19 socio-health crisis.

This chapter is dedicated to the outputs generated from WP6. These are organised in clusters based on the type of actions conducted and the nature of their contribution to the project, and include:

- The visual identity and branding assets created for the programme (see section 2.1)
- The channels and media used to disseminate the programme (see section 2.3).
- The campaigns delivered across the main phases of the DLT4EU programme (see section 2.4).
- The activities carried out for each campaign (see section 2.5).

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[3] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020) 'D6.1 DLT4EU Project Dissemination and Communication Plan'.
[4] Higueras, A., Ramirez, A. (2021). 'D5.1 DLT4EU Final Event Communication and Production Plans'.
[5] Higueras, A., (2021). 'D5.3 DLT4EU Impact Report of the Final Event'.
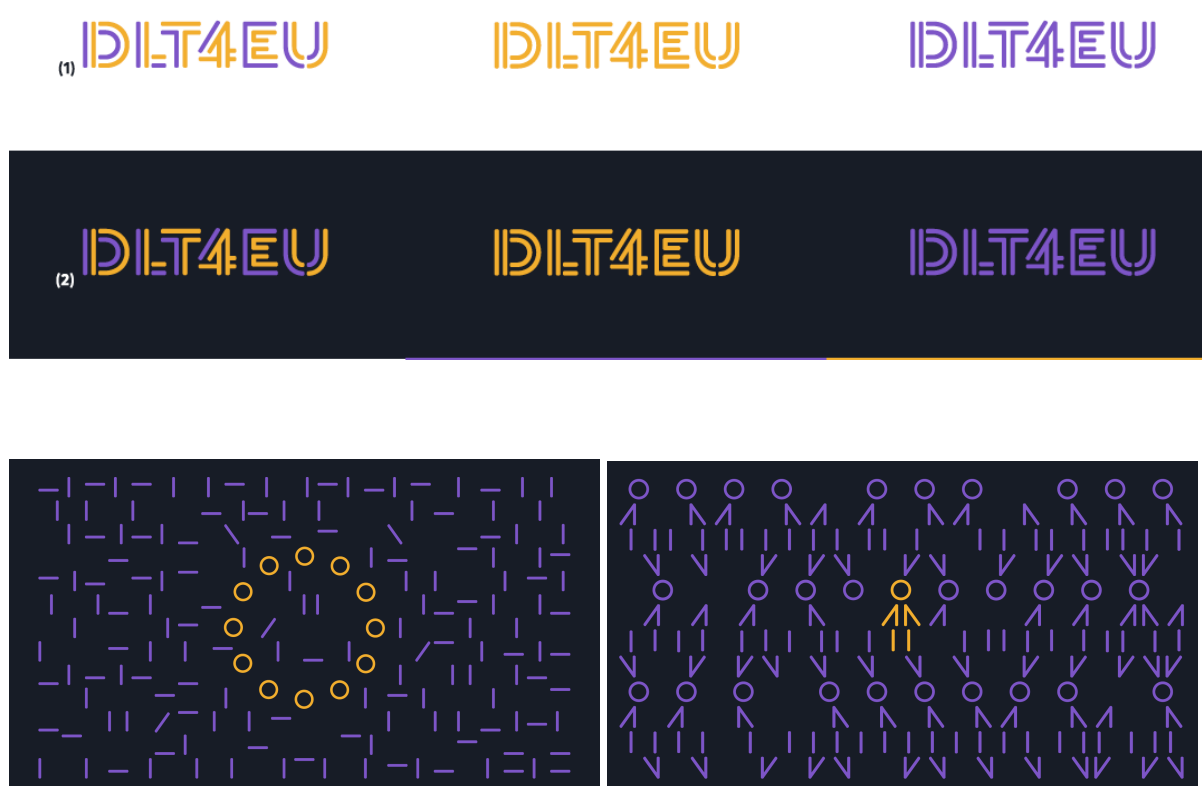[6] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020). 'D6.1 'DLT4EU Project Dissemination and Communication Plan'

2.1 Visual Identity.

As a first step, the DLT4EU branding and visual identity were developed. Initial ideas were co-designed within the Consortium during the Kick Off meeting. The final version of these assets was then developed and established.

A number of principles were considered when designing these assets. First, the identity was intended to capture concepts such as circularity and digital citizenship, decentralisation and social innovation for the common good. Second, the branding was developed to be eye-catching, and aimed at helping the different DLT4EU ecosystem audiences to rapidly identify the publications and insights of the programme.

Figure 1: Logo and branding identity developed for the DLT4EU programme

This branding has been used in all communication and dissemination items developed (e.g. posts, website, reports etc.) to ensure a consistent visual identity and image of the project.

2.2 Audiences

Target audiences for the programme were established by the D6.1[7]:

Internal stakeholders

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

[7] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020) 'D6.1 DLT4EU Project Dissemination and Communication Plan'.

Researchers and practitioners in DLT-related fields such as fair logistics and supply chain, open knowledge communities like open source and open data among others.

- **Policy makers and regulators**

Policy makers in the cities where challenges have taken place and more broadly in Europe were 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, NGOs, citizen platforms and groups eager to solve public and social challenges by using DLT solutions. The public sector is the final beneficiary of the Proof-of-Concepts developed within each Virtual Field Lab (VFL).

External stakeholders

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

These projects and individuals 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 helped increase general attention to the project and its objectives by actively engaging as mentors and advisors to the accelerator programme, or as multipliers of the scope of the disseminated messages and actions taken along the project timeline.

- **Journalists and Content Creators**

Journalists who helped raise awareness regarding the DLT4EU activities. Additionally, international media and bloggers, communicators, magazines, and relevant websites.

- **EU initiatives**

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

  - The #DLT4Good led 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 Channels and media used to communicate the project

In order to disseminate the project's activities and maximise reach, the communication strategy has relied on the channels created for DLT4EU as well as through the existing channels and databases of the consortium members.

In total, four main channels types have been leveraged and DLT4EU's presence was ensured through: (1) press and media releases; (2) the DLT4EU website; (3) social media; (4) and through mailings-driven actions. These are tackled separately below.
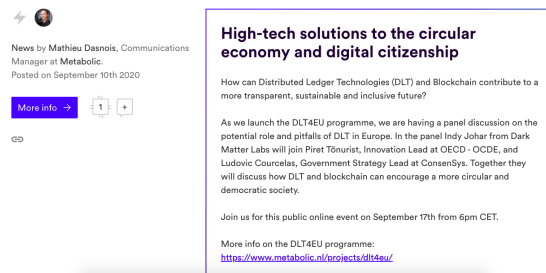
Press and Media

DLT4EU has addressed press releases and relevant pieces of information about the different phases and events to general and specialised media outlets and blogs. The specific need at a given time of the project dictated the most appropriate approach. For example, the media targeted during the phase whereby the main objective was to promote DLT4EU to potential applicants were different than those targeted when promoting the final event.

The approach has been the following. Once a potential outlet has been identified, a specifically designed communication toolkit was given to the relevant communication partner, journalist or publisher. This has helped the work substantially not only by facilitating and speeding up the work from their side, but also to ensure that a consistent message was disseminated from the project. These kits were developed for every relevant campaign and were also shared with the Consortium to facilitate the partner's work in spreading and disseminating the programme's principles, news, and results. In terms of media targeted and reached, these belong to two main categories:

- **General:** to reach wider audiences and the general public. Throughout the duration of the project, DLT4EU has distributed four press notes[8], published on the project's website. Examples of this category are El Periódico de Catalunya, Sant Boi Diari or European Commission Blog, to name a few.

- **Specialised:** to reach specifically identified audiences and potential stakeholders and collaboration based on the key themes underpinning the project. For example, DLT4EU has collaborated with ProofingFuture, a platform that echoes initiatives in the field of climate action, social justice and tech for good, in the publication of 11 interviews about the Venture Teams' solutions. In other instances, relationships were established and DLT4EU content has been published in specialised blogs, such as Amsterdam Smart City or the P2P Foundation and Corresponsales. Examples of this category are Blockchain News, and Crypto Noticias Al Dia, to name a few.

Figure 2. Publication at Amsterdam Smart City blog 10/09/2020 about the Public Launch Event.

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[8] Captions of the 4 press notes can be found in Appendix 6.1

High-tech solutions to the circular economy and digital citizenship

How can Distributed Ledger Technologies (DLT) and Blockchain contribute to a more transparent, sustainable and inclusive future?

As we launch the DLT4EU programme, we are having a panel discussion on the potential role and pitfalls of DLT in Europe. In the panel Indy Johar from Dark Matter Labs will join Piret Tõnurist, Innovation Lead at OECD - OCDE, and Ludovic Courcelas, Government Strategy Lead at ConsenSys. Together they will discuss how DLT and blockchain can encourage a more circular and democratic society.

Join us for this public online event on September 17th from 6pm CET.

More info on the DLT4EU programme:
https://www.metabolic.nl/projects/dlt4eu/

DLT4EU Website

As the main communication and dissemination asset, a project website has been created at the beginning of the project and has been the main hub for all the project-related content, news, deliverables, and interactions ever since.

https://www.dlt4.eu/

To facilitate understandability and navigability of the content, the website has been structured upon one homepage and 8 specific sections[9].

Figure 3. Home page DLT4EU website
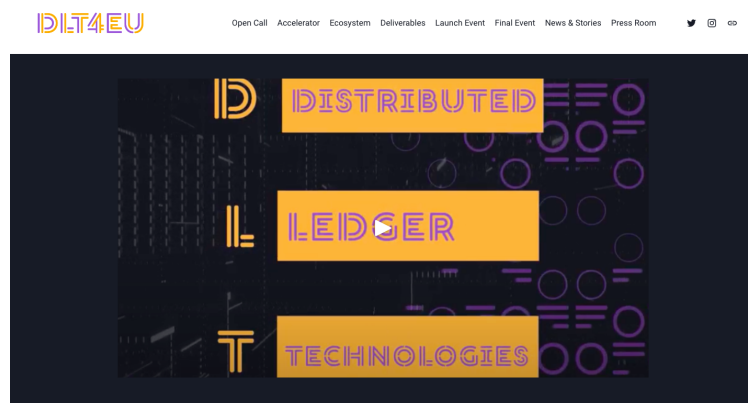
- The **home page** gathers the latest projects' activities with calls to action, information about the two domain areas covered in the programme, the consortium partners, and a timeline of events and key milestones in the accelerator process.

- **Open Call:** It contains the text of the call for applicants, together with the instructions on how to participate, what to expect from the programme and specific information about the challenges and its owners.

- **Accelerator:** This section provides all information about how the accelerator programme works, an overview of the three bootcamps and a link to each of the eight virtual field labs.

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[9] Detailed captures of each of the 8 DLT4EU website sections can be found in Appendix 6.4

- **Ecosystem:** It contains information about all the DLT4EU community, organisations and people who are involved in the project. The section redirects to four different subsections: VentureTeams, Challenge Owners, Mentors and Experts, the DLT4EU Consortium Team and Communication Partners.

- **Deliverables:** In order to provide deeper understanding and insights on the DLT4EU accelerator programme, this section offers the project's official reports submitted to the European Commission about the programme implementation and development.

- **Public Launch Event:** This section hosts the video recording of the Public Launch Event, held virtually on September 17th 2020.

- **Final Event:** this section is dedicated to the information about the Final Event programme, the speakers of the event, audiovisual testimonies about the eight venture teams' solutions and a video to rewatch the experience held virtually on May 6th 2021.

- **News & Stories:** This section gathers the project's news and features stories about experiences across the DLT4EU milestones, as well as venture teams' interviews at Proofing Future.

- **Press Room:** It proposes a Press Kit and a downloadable Artwork material kit to facilitate the spreading and dissemination of the project's principles, news, and results.

Social Media

Dedicated social media channels have been key to spreading the DLT4EU activities through every campaign. Twitter, Instagram and Telegram were the platforms used throughout the duration of the project, Twitter being the vehicular channel of the social media activity.

Content of the programme has also been published in the social media accounts of the consortium members.

- **Twitter**: DLT4EU account has been publishing content on a daily or weekly basis, depending on the project's campaign. The channel has been used to promote the programme, to share relevant information and to engage with the community through calls to action and creative content.

  - **Use of Hashtags on Twitter**
  Hashtags have been used on Twitter to organize the information and give relevance to the campaigns. The main hashtag of the project has been #DLT4EU, used for general project posts. Only in the case of campaigns aimed at external audiences and designed to expand the reach of the programme, have specific hashtags created (for example, in the case of the hashtag #DLT4EUFinalEvent). Other hashtags have also been used consistently throughout the project to highlight themes related to the DLT4EU program: #DigitalCitizenship or #CircularEconomy, #Tech4Good or #TechInEurope.

  Finally, general hashtags have also been used to expand the scope of the project, such as #blockchain #DLT or #VentureTeams.

- **Instagram**: Informative and visual content on DLT4EU and stories from the accelerator programme have been created for this social media account. Posts were published weekly or monthly, depending on the project's campaign, and audiovisual material has been designed specifically for the platform.

- **Telegram**: DLT4EU has published specific project items on this public channel, like events materials, to spread the word and call to action. This social network has been useful to push content and reach a specific audience, even if it has not been used for all the campaigns.

Figure 4. Profiles of @dlt4eu Twitter, Instagram and DLT4.EU Telegram accounts
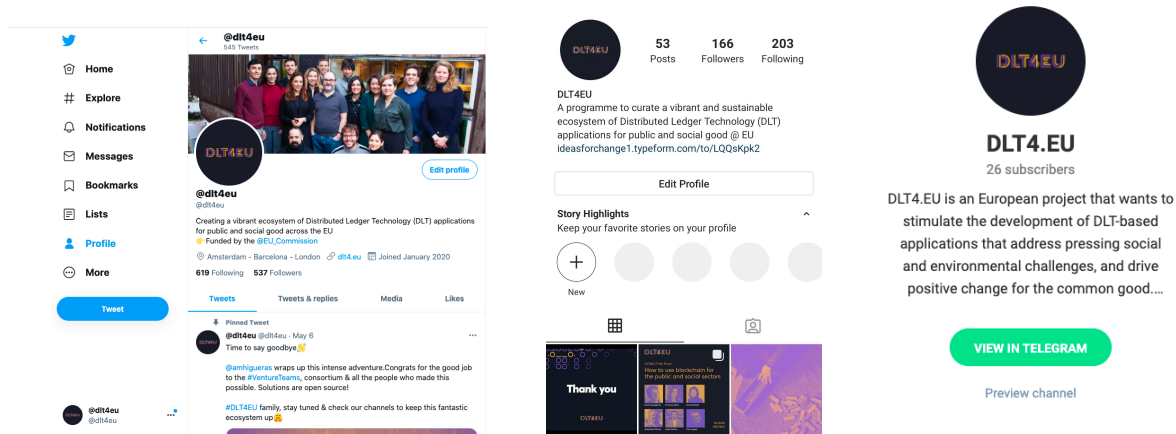
Mailings

Throughout the duration of the project, periodic newsletters about the latest news of the programme have been sent via existing platforms and databases of the Consortium partners, as well as to those stakeholders gradually engaged during the process. According to the strategy established in D6.1, mailing-based communication efforts were planned leveraging the partner's databases of contacts and their own networks.[10]

In this plan, newsletters were not thought of as the main vehicle for this. This was mainly due to the effort required to build a dedicated project database in the limited time available, and also because audiences act more actively when appealed through channels such as Twitter or Instagram. However, as the programme progressed, the need to build and report an ecosystem around DLT4EU emerged and led us to populate an internal database using the DLT4EU mailing tool. This was found to be effective and addressed some of the early feedback received. The results of these efforts can be consulted in section 3.2, on a campaign by campaign basis. In summary, communication and dissemination efforts through mailing adhered to the following different formats:

- **DLT4EU Newsletter**: These represented the more formal aspect of communicating the key principles, news, and results of the programme across its main phases. This was seen as a more formal reporting on progresses and plans for the general public and those that, driven by other communication efforts, subscribed to it.

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[10] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020) D6.1 'DLT4EU Project Dissemination and Communication Plan'.

- **Consortium partners Newsletter**: Consortium members have shared in their already existing newsletters information and content about DLT4EU and about their participation in the programme.

Figure 5. First DLT4EU NL sharing a DLT4EU media toolkit

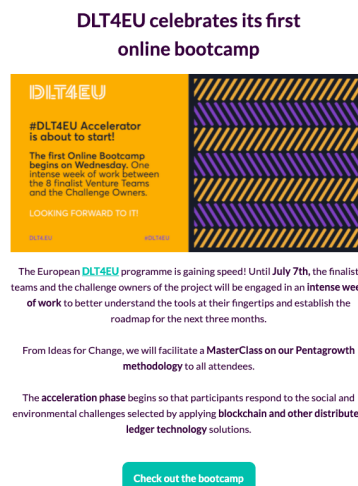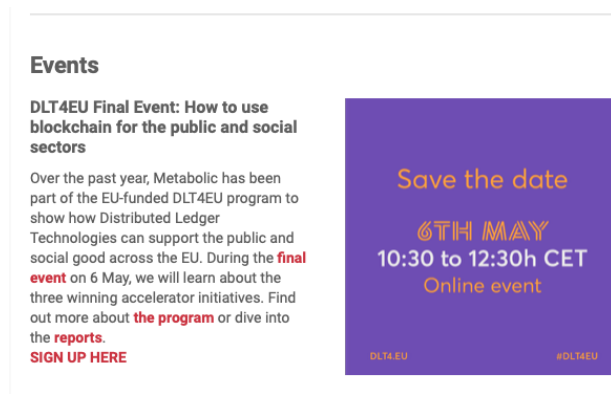Figure 6. IFC NL announcing the Amsterdam Bootcamp

Figure 7. MET NL promoting the DLT4EU Final Event

- **Mailings sent using generic DLT4EU email addresses:** Content has also been disseminated via the DLT4EU email address. This option has been rarely used, but has proven to be useful to directly communicate with Challenge Owners, Venture Teams and the Consortium, avoiding the percentage of deviations to spam that is commonly associated with the use of conventional newsletter tools. Examples where this was used referred to when more practical elements had to be communicated, e.g. the link to a virtual meeting, the agenda of an event that people registered to etc.

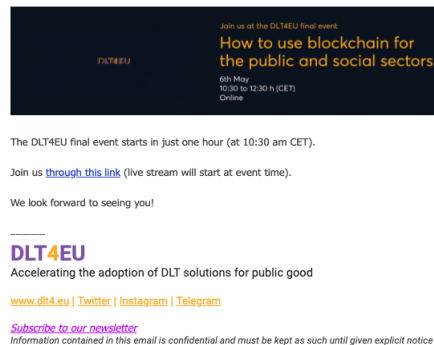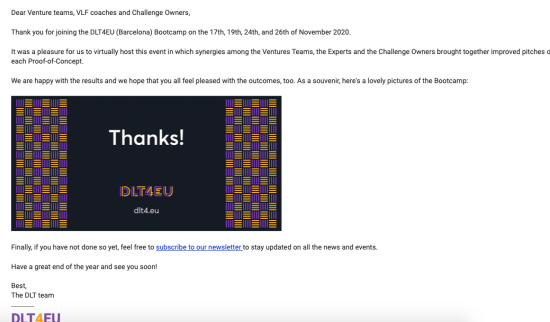Figure 8. DLT4EU Email with instruction to attend the Final Event

Figure 9. DLT4EU Email appreciating the participation at the Barcelona Bootcamp


2.4 Timeline of Campaigns

The next sections of this chapter focus on the actual communication and dissemination campaigns delivered throughout the programme. It is noted that a campaign is here meant as an ensemble of communication actions covering multiple channels with a given objective. These objectives were aligned with the overall project related milestones. From another perspective, the work on communication and dissemination has been carried out with the primary goal of supporting the intended goals of the project and the needs were naturally different based on what milestone was being pursued. For example, communication during the Open Call campaign focused mainly on promoting the project principles and on making the process of applying and gathering related relevant information clear to a certain type of audience, e.g. the community of DLT developers. The effort conducted prior to the Final

Event was instead different in nature, content, and, to some extent, in terms of the audiences targeted.

As shown in Figure 10 below, the process through which the overall DLT4EU programme has been carried out is based on eight milestones: The DLT4EU Project Launch; The Open Call; the Public Launch Event; the actual Accelerator programme; the three Bootcamps during the programme in Amsterdam, London and Barcelona respectively; and the Final Event.

Figure 10. Timeline of campaigns deployed as DLT4EU
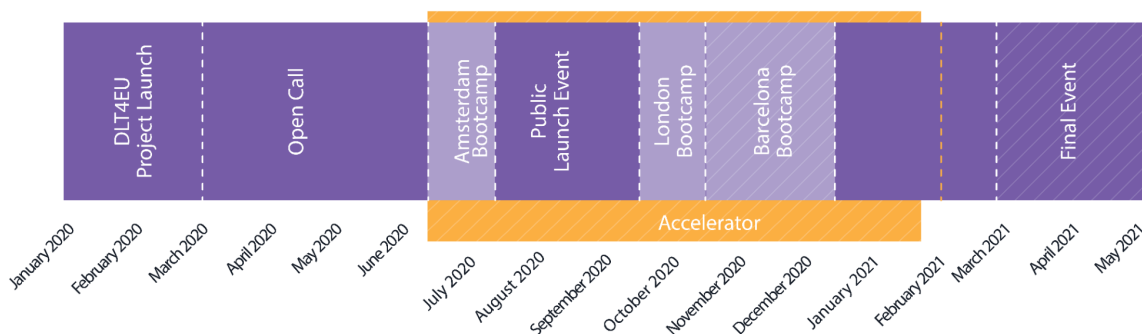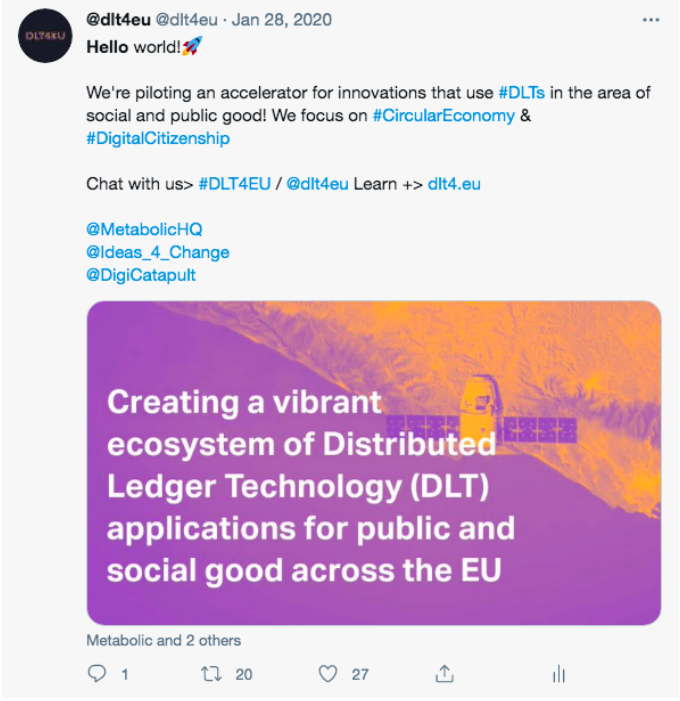

2.5 Campaigns Description

Given the diverse nature of the milestones, as mentioned above, the communication effort has been organised upon 8 campaigns, each addressing the need of a particular milestone. A detailed analysis of the different communication campaigns carried out throughout the project is provided below to provide a detailed picture of the development of the programme's communication strategy. In the following paragraphs, for each campaign we outline: the duration; the objectives of the campaign and the strategy defined to reach these; the relevant target audiences; the main actions undertaken for each channel used; and the key messages defined.

DLT4EU Project Launch Campaign

Objectives: The DLT4EU Project Launch campaign served as the starting point for the project. The main objective was to introduce the DLT4EU project to the general public as well as specifically to those stakeholders identified. The main goal was therefore to convey the main key messages of the initiative both to the ecosystem and to the media identified by their interest in the project's field of activity. This included not only an introduction and description of the project, its structure and the planned activities, but also general dissemination on the key topics covered, i.e. at the intersection between DLT and circular economy and DLT and digital citizenship.

Table 1: DLT4EU Project Launch campaign

Campaign 1: DLT4EU Project Launch		
Duration: January 2020 - March 2020		
Main target Audience	External stakeholders	
Main actions developed	**General actions**	● Definition of the key messages of the programme.
	Press	● Writing and distribution of a press release about the launch of a programme and publication of this press release on the project's website: The DLT4EU project is live.
	Website	● Design, development and update of the official website of the programme. ● Publication of a web article about the launch of the programme: DLT4EU project is live!
	Social Media	● Creation of the communication channels (website, newsletter, Twitter, Telegram and Instagram). ● Constant publication of information on social networks about the first weeks of activity of the project, the main areas of impact (Circular Economy and Digital Citizenship) and insights on the members of Consortium involved in the DLT4EU accelerator programme: Figure 13. Launch Campaign Twitter publication example.

	Mailing	DLT4EU mailing: ● Sending of a media toolkit to the programme's media partners with materials for dissemination: The DLT4EU project is live.
		Consortium mailing: ● No newsletters were sent for this campaign.
Key messages	● DLT4EU is an European initiative to map and gather solutions to public sector challenges - specifically the circular economy and digital citizenship issues - by using DLT-based applications. ● DLT4EU is the first DLT ecosystem identified within the EU focused on addressing social and environmental real-world impact, and unmet challenges in the public and social sectors.	

Open Call Campaign

Objectives: The DLT4EU Open Call campaign has been an instrumental campaign of the programme. Through its deployment, the project was made known and reached a good portion of stakeholders that were later integrated into the final DLT4EU ecosystem.

The main objective of the campaign was promoting the registration of applicants to the Open Call. In addition, the insights of each of the identified challenges to which the finally selected teams should respond were revealed, as well as each of the Challenge Owners that were engaged in the programme.

To ensure maximum impact, a 360º communication strategy was implemented in which information was distributed over all programme channels on a recurring basis. In addition, relations with media partners were activated to reach the maximum possible audience.

At the end of the campaign, the teams selected to be part of the accelerator were also announced.

Thanks to the communication effort made on the occasion of the Open Call, more than 80 teams signed up for the call. In addition, the Open Call page became the most viewed website section of the programme, with a total of 4,772 views throughout the development of the project.

Table 2: Open Call campaign

Campaign 2: Open Call		
Duration: March 2020 - June 2020		
Main audience	Internal stakeholders	
Main actions developed	**Press**	● Writing and distribution of a press release about the Open Call and publication of this press release on the project's website: DLT4EU Open Call challenges on circular economy and digital citizenship now open.
	Website	● Elaboration and design of the landing page of the Open Call. ● Publication of an Open Call Creativities and Design assets page. ● Writing and publication of five web articles with information about the open call: ○ Call for Applicants opens April 14 ○ Is my team the perfect match to #DLT4EU? ○ Now is the time: act for Circular Economy and Digital Citizenship ○ Next Steps on the #DLT4EU Open Call process
	Social Media	● Periodic creation and publication of content at DLT4EU's channels (Twitter, Instagram and Telegram) about the Open Call: Figure 14. Open Call Twitter publication example.

- Design and distribution of dissemination materials such as banners and gifs adapted to the different supports.

Figure 15. Open Call dissemination banner example.

Mailing	DLT4EU mailing:
	- Development and sending of a newsletter about the Open Call: DLT4EU Open Call challenges on circular economy and digital citizenship now open.
	- Sending of communication material and a comms starter pack to collaborating entities and follow up.
	Consortium mailings:
	- Promoting the Open Call as part of the Ideas for Change April Newsletter : Corona Actions
	- Announcing the Open Call was about to close as part of the Ideas for Change May Newsletter: Newsletter May
Key messages	- DLT4EU connects cutting-edge DLT entrepreneurs with the public and social sectors to build scalable, efficient, and high-impact replicable solutions.

	● The DLT4EU programme is about to launch its Call for Applicants. The initiative is looking for DLT developers and leading innovators to solve real-world challenges in the fields of circular economy and digital citizenship. The applications will be possible from 14th April to 6th May. To register interest and be considered for applying, teams must apply before 6th May 2020 (11:59pm GMT).

Accelerator Programme Campaign

Objectives: The development of the daily activity of the accelerator has been managed through a long-term campaign that allowed to highlight the most important milestones of the programme. For its outline, relevant activities and milestones were communicated such as the kickoff in early July, the announcement of the 3 internal bootcamps that were part of the accelerator programme, as well as the delivery of the proofs-of-concept or the external Jury process carried out to select the 3 teams that got follow-on funding.

Specific pieces have been published to explain to the DLT4EU community the solutions that the different teams have been developing throughout the project. To this end, a collaboration was established with Proofing Future, a platform that unites social entrepreneurs, organizations and companies and serves as a speaker of initiatives in the field of climate action, social justice and tech for good. Thanks to this partnership, 10 interviews were published with both the teams participating in the accelerator and the members of the DLT4EU consortium. The action helped to provide more detail about the development of the project to the community.

Table 3: Accelerator Programme Campaign

Campaign 3: Accelerator Programme Development		
Duration: June 2020 - February 2021		
Main audience	Internal stakeholders	
Main actions developed	**Press**	● Writing and distribution of a press release about the finalists of the Open Call and publication of this press release on the project's website: [DLT4EU unveils the finalists of its Open Call]().
	Website	● Writing, design and publication of a brand new website section to explain how the Accelerator Programme works: [Accelerator Programme](). ● Writing, design and publication of a brand new section to show the project's Ecosystem, with 4 subsections for:

- Accelerator team
- Mentors & Experts
- Consortium Team
- Communication partners

● Writing and publication of two web articles about the teams selected to participate in the accelerator and the proof-of-concept delivery:

- Meet the finalists of the DLT4EU Open Call!
- DLT4EU teams are about to deliver their Proofs-of-Concept

● Publications of the 10 interviews from the Proofing Future series:

- DLT4EU applies distributed ledger technologies for social and public good – an interview with Alice MacNeil
- Collaborative reuse of digital devices to reduce premature recycling and foster circular consumption in the City of Sant Boi de Llobregat
- Fostering the Energy Transition – an interview with Alex D'Elia
- Enabling Citizen-Power into the Circular Textiles Sector – an interview with Lynn Foster
- Ideas for Change & Public Good – an interview with Anna Higueras and Javier Creus
- Track-and-Trace: Creating Fairer and More Transparent Supply Chains for Women-Owned Cooperatives in Morocco
- Digital Catapult help public sector bodies to grow their understanding of distributed ledger technologies
- Reshaping humanitarian aid accountability – an interview with Areti Kampyli
- Shared E-Mobility – an interview with Henk Kuipers
- Digital Impact Investment – an interview with Marina Petrović, Robert Pašičko, Rawad Rizk & Dr. Nikola Markovic

	Social Media	● Periodic creation and publication of content at DLT4EU's channels (TW, Instagram, Telegram):
		Figure 16. Accelerator Programme Development Twitter publication example.
	Mailing	DLT4EU mailing: ● Development and sending of a newsletter about the 8 teams selected to participate: [DLT4EU unveils the finalists of its Open Call]().
		Consortium mailings: ● Announcing the Open Call selected teams as part of the Ideas for Change June Newsletter: [Newsletter June]() ● Explaining the role of Ideas for Change at the DLT4EU programme as part of the Ideas for Change October newsletter: [IFC October]()
Key messages		● A jury of 11 expert evaluators from all over Europe has chosen the finalists among more than 85 participant projects. The selected teams are coming from 6 different European countries: 2 from Spain, 1 from Ireland, 1 from the Netherlands, 2 from England, 1 from Italy and 1 from Germany. ● Each of the selected teams will gain access to a network of experts across the areas of social innovation, business model innovation, open source licensing and regulatory issues, among others. Also, financial support will be given in the form of a participation grant between €8,000- €9,000. Participants will have the ability to share the outcomes of their work with a wide audience

of early adopters and impact investors at the Final DLT4EU Demo Day: a final event at the European Commission in late February 2021.

- Starting July 1st, the six-month customised accelerator programme will provide the teams the opportunity to work closely with world-leading experts in the fields of DLT, circular economy, digital citizenship, and public sector innovation to tackle the diverse set of public sector challenges described above.

Amsterdam Bootcamp Campaign
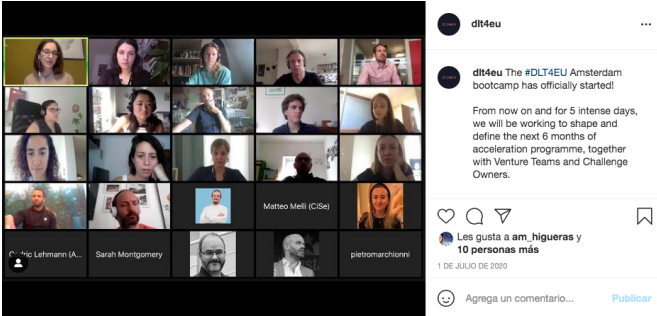
Objectives: The Amsterdam bootcamp, held by the programme coordinator Metabolic Institute, marked the start of the DLT4EU accelerator activity and was the first working session with all the teams participating in the programme. Consequently, the main audience targeted for this campaign was internal and, thus, communication was made through internal channels (email, Slack channel).

However, the most important topics and the experts that participated in the bootcamp were also publicized through social networks, with the aim of stimulating the commitment of the teams and promoting the interest of other entities, companies and initiatives interested in the project. The campaign outlined:

- The opening talks by experts in Circular Economy, Digital Citizenship and DLTs for public good,
- The session in the development of disruptive business models via the Pentagrowth methodology, Value-sensitive design, Innovative finance and Legal and regulatory environment for projects using DLTs.

Table 4: Amsterdam Bootcamp campaign

Campaign 4: Amsterdam Bootcamp		
Duration: July 2020		
Main audience	Internal stakeholders	
Main actions developed	**Press**	- As it was an internal event of the accelerator, no media relations action was carried out.
	Website	- A web article was published, highlighting the most important topics of the bootcamp: [DLT4EU first Online Bootcamp begins on Wednesday](#)

	Social Media	● A series of content was published on social networks about the development of the bootcamp, especially during the days it was held: Figure 17. Amsterdam Bootcamp Instagram publication example.
	Mailing	DLT4EU mailing: ● As it was an internal event of the accelerator, no newsletters were directly sent from DLT4EU.
		Consortium mailings: ● Ideas for Change picked up the news in the July Newsletter: (Ideas for Change July Newsletter).
Key messages		● Our Accelerator programme is about to start! Since Wednesday, the 8 finalist Venture Teams and the Challenge Owners, together on their Virtual Field Lab teams, will be attending the first DLT4EU Online Bootcamp, a unique opportunity to know the next steps of the project in an extraordinary online event. ● During one intense week of work, teams will have access to the necessary knowledge and tools to successfully work together over the coming few months and produce their first three-month sprint plan. Also, we will introduce all participants to the Accelerator Core Team, and mentors they can work with after the Bootcamp (VFL ad hoc support).

Public Launch Event campaign

Objectives: The Public Launch Event constituted the official launch of the programme and the first point of contact with the community that emerged at the start of the project. As a result, specific communication efforts were dedicated to ensuring its reach and development was successful.

The communication campaign was carried out to:

- Publicly introduce the DLT4EU project, its objectives and the Consortium team
- To get attention to the specific acceleration model that was being implemented, pioneering the collaboration of Venture Teams with public and social sector Challenge Owners in the particular Virtual Field lab engagement scheme.
- To foster debate around the existing supports to early-stage innovation and to get insights and opinions from leader experts, by involving them in a Round table discussion that was part of the event programme.
- To publicly introduce the 8 Venture teams that resulted finalists of the Open Call process, and to explain the 8 related real-world challenges that were to be solved within the accelerator programme.
- Finally, the campaign was also meant to encourage registrations for the event through all the channels of the programme.

To do this, a landing page specifically dedicated to the event was developed (which later remained as project legacy), promotional creatives were designed and the collaboration of the DLT4EU's communication partners was requested. Likewise, all the members of the consortium contributed to the dissemination through their networks.

Additionally, the event was hosted in collaboration with the Digital Future Society initiative by Mobile World Capital Barcelona. This collaboration was instrumental in the strategy of getting identified by a broader ecosystem of individuals, projects and initiatives in the fields of tech 4 good and digital social transformation, and allowed the DLT4EU project to get greater visibility and positioning.
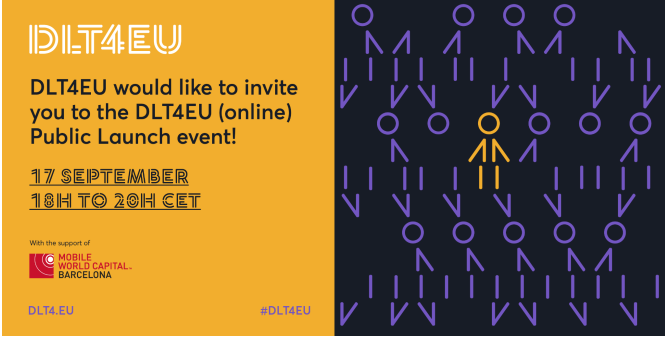
Finally it was also strategic to hire the services of an expert technical provider in the production of events to ensure that the delivery of the online event was as professional and faultless as possible (the event had to be held online due to the restrictions of the COVID-19 crisis).

As a result of the objectives and implementation of the strategy, more than 200 people registered for the event and the legacy video has been played more than 500 times up to date[11].

Table 5: Public Launch Event campaign

Campaign 5: Public Launch Event		
Duration: August 2020 - September 2020		
Main audience	External stakeholders	
Main actions developed	Press	● As the event took place 100% online, no press releases were sent. However, the relationship with communication partners made some blogs echo the event (High-tech solutions to the circular economy and digital citizenship).

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[11] All communication data and metrics were closed on May 11th 2021.

	Website	● A dedicated landing page was designed and put on air to provide in-depth information about the event: [Launch Event](). ● A web article was published with detailed information on the development of the event: [DLT4EU will be publicly launched on September 17th!]()
	Social Media	● Specific promotional creativities were created and shared through the programme channels: Figure 18. Public Launch Event dissemination banner example. Figure 19. Public Launch Event Twitter publication example.
	Mailing	DLT4EU mailing: ● Development and sending of four newsletters about the DLT4EU Public Launch Event:

		○ [DLT4EU (online) Public Launch Event.](#)
		○ [Next week: DLT4EU Online Public Launch Event](#)
		○ [DLT4EU Public Launch Event is only three days away](#)
		○ [DLTs for Public Good: DLT4EU Public Launch Event is today from 6 to 8 pm](#)
		Consortium mailings: ● Promoting the Public Launch Event as part of the Ideas for Change August newsletter: [IFC August](#) ● Promoting the Public Launch Event as part of the Ideas for Change September newsletter. [IFC September](#)
	Audiovisual	● Production, edition and spreading of a [video about the project](#) that was presented at the Public Launch Event. ● The recording of the full event was kept on the project's website as part of the legacy.
Key messages		● DLT4EU will host an online public event to officially launch the DLT4EU programme. The session will take place on September 17th from 6pm to 8pm (CET) and will explore how Digital Ledger Technologies (DLT) and Blockchain can contribute to a more transparent, sustainable and inclusive future. The event is supported by Mobile World Capital Barcelona Foundation. ● Piret Tõnurist, Innovation Lead at OECD, Indy Johar, Co Founder & Executive Director at Dark Matter Labs and Ludovic Courcelas, Government Strategy Lead at ConsenSys. Leading the EU Blockchain Observatory and Forum, will participate in a panel discussion about the "Potential roles and pitfalls of DLTs in supporting public and good initiatives across Europe". Alexandre Pólvora, Policy Analyst – European Commission, Joint Research Centre (EU Policy Lab + CC Foresight), will facilitate the session. ● The discussion will focus on the importance of public sector innovation and explore the role of Distributed Ledger Technologies in solving critical, real-world challenges faced by public organisations across Europe. ● After that, DLT4EU's Venture Teams will carry out a Challenges Pitch Session to share all the details about the projects that have joined the six-month accelerator programme.

London Bootcamp campaign
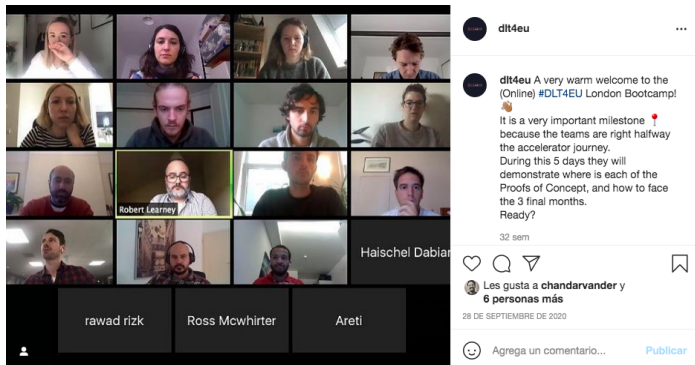
Objectives: Held by the consortium partner Digital Catapult, the London Bootcamp happened halfway through the accelerator journey and was the second working session with the participant teams.

The London bootcamp communication campaign was mainly focused on involving the Venture Teams and the related accelerator ecosystem in the Event, outlining the main focus areas of the bootcamp (Innovative fundraising, Product development, Business models and Technical development).

As in the case of the Amsterdam bootcamp, it was an internal event, so the usual internal channels of communication with the participants were used.

However, the main objectives of the activity were disseminated externally and the different sessions organized were covered through Twitter and mentioned on Instagram.

Table 6: London bootcamp campaign

Campaign 6: London Bootcamp		
Duration: September 2020 - October 2020		
Main Audiences	Internal stakeholders	
Main actions developed	**Press**	● As it was an internal event of the accelerator, no media relations action was carried out.
	Website	● A web article was published, highlighting the most important topics of the bootcamp: DLT4EU London Online Bootcamp is about to start
	Social Media	● A series of content was published on social networks about the development of the bootcamp, especially during the days it was held: Figure 20. London Bootcamp Instagram publication example.

		• Additionally, during the weeks after the event, a series of testimonies from some of the experts who participated in the event were published: Figure 21. London Bootcamp Testimonials Twitter publication example.
	Mailing	DLT4EU mailing: • As it was an internal event of the accelerator, no newsletters were directly sent from DLT4EU.
		Consortium mailing: • The event was not promoted on the consortium mailings.
Key messages		• The eight Virtual Field Labs (VFLs) of DLT4EU (composed by the finalist Venture Teams and the Challenge Owners) will be working together again to advance in solving their circular economy and digital citizenship challenges during the DLT4EU second online Bootcamp. • Held from London by our consortium partner Digital Catapult, this virtual encounter will consist of three days of work and two days of sessions with the mentors of the programme. • DLT4EU teams have just three months left until the accelerator finishes. As part of the London Bootcamp, each of the Venture Teams will be asked to present a Demo of their Proof-of-Concept (PoC) to date to a panel of experts, including their Challenge Owner and Virtual Field Lab (VFL) Coach on Monday. Each demo is showcased in front of other VFL teams, so it will be a great opportunity for the teams to benefit from peer-to-peer learning.

Barcelona Bootcamp campaign

Objectives: The Barcelona Bootcamp was publicised as the last date before the accelerator programme came to an end. As the development of the activity was similar to that of the previous bootcamps, the communication strategy implemented was also replicated.

The communication was eminently internal and through internal channels, and only one web article about the action was published.

However, the main objectives of the activity were disseminated externally and the different sessions organized were covered through Twitter and mentioned on Instagram, underlining the masterclasses to advance in the fields of:

- Storytelling for pitches;
- Identifying and securing public funding;
- Business models and scaling strategies that go beyond the DLT4EU Programme;
- Technical refinement of the Proofs-of-Concepts;
- Product Design and UX / UI

Coverage was also given through the networks during the days when the Bootcamp was developed, to give broader visibility to the Venture Teams and familiarize the audience with the activities developed as part of the accelerator programme.

Table 7: Barcelona Bootcamp Campaign

Campaign 7: Barcelona Bootcamp		
Duration: November 2020		
Main audience:	Internal stakeholders	
Main actions developed	**Press**	• As it was an internal event of the accelerator, no media relations action was carried out.
	Website	• A web article was published, highlighting the most important topics of the bootcamp: [DLT4EU BCN Bootcamp: the last date before the accelerator programme comes to an end](#)
	Social Media	• A series of content was published on social networks about the development of the bootcamp, especially during the days it was held: Figure 22. Barcelona Bootcamp Twitter publication example.

	Mailing	DLT4EU mailings: - As it was an internal event of the accelerator, no newsletters were directly sent from DLT4EU.
		Consortium mailings: - The bootcamp programme was shared as part of the Ideas for Change November Newsletter: IFC November
Key messages		- In about two months, the eight Venture Teams of DLT4EU will have to submit their Proof-Of-Concepts to the Impact Investors and Experts that will select the winning projects. Before the decisive moment arrives, however, it's time for the third and last online Bootcamp, held from Barcelona by our consortium partner Ideas for Change. - From Monday, the teams will be working together again to continue advancing in solving their challenges in the fields of circular economy and digital citizenship. On this occasion, they will do it for four non-consecutive days spread over two weeks. This will provide more time to absorb the knowledge imparted and gradually implement the concepts learned in the training sessions. - Due to its proximity to the end of the programme, the content of the Barcelona Bootcamp will focus on helping the Virtual Field Labs to develop and refine their pitch prior to the submission of the Proofs-of-Concepts.

Final Event Campaign

As the wrap-up of the project, the Final Event communication campaign constituted one of the most important milestones of DLT4EU communication strategy, as it was the main

opportunity to outline the main results, discoveries and lessons learned throughout the duration of the programme. The main objective of the Final Event campaign as detailed on the D5.1[12] and anañized on the D5.3[13] was to visibilize the new European DLT ecosystem that the programme had curated; as well as giving visibility to the 8 participant venture teams and celebrating the awarded teams and their challenges as a means to spread the word about DLTs and how they are key to advance on early-stage innovation development and adoption on the public sector.

In a particularly complex context and with the target audience overwhelmed with online events and relevant free content, the big challenge was to draw attention towards this specific event.

The whole event communication strategy worked on two simultaneous time spans:

- The present, by offering interesting content to attract attendees during the event (Roundtable) and increase the impact on Social Media, and therefore the communication scope.
- The possible future editions, by producing quality audiovisual content that could be relevant in the future (legacy); as well as become a reference for future Teams and Challenge Owners wanting to experiment in the fields of DLT for public and social good.

Thus, a specific dissemination plan was developed with the aim of impacting the multiple audiences of the project: (i) the DLT4EU ecosystem, (ii) audiences from complementary early-stage innovation programmes, (iii) policymakers and public representatives and (iv) audiences involved in the adoption of DLTs in the public sector.

The campaign was implemented in various phases, with an initial Save the Date; a full program announcement and the consequent display of participants, activities and objectives; a warm-up to highlight specific content shared by the speakers and participants; a campaign of paid content launched to improve the registrations, the visibility and the number of registered individuals on the database of the project; and finally actions aimed at disseminating information on the initiatives awarded and on the project legacy materials.

A landing page dedicated to the event was designed, published, and later left as a legacy asset of the programme.

Promotional assets were specifically designed to disseminate the event programme and encourage registrations. Additionally, 11 audiovisual pieces were designed to give visibility to:
- The 8 Venture teams present in the accelerator programme
- The Challenges addressed in the fields on Circular Economy and Digital Citizenship

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[12] 'D5.1 DLT4EU Final Event Communication and Production Plans'.
[13] The D5.3 Impact report of the Final Event analyses both the strategy and the results of this event, and will be available on the DLT4EU website at https://www.dlt4.eu/deliverables

- The outstanding names of the speakers invited to the round-table debate around support and relevant lessons learnt when advancing early stage innovation in the public and social sectors.

The specific paid content plan was deployed on Twitter and Linkedin and was developed in collaboration with the marcomms specialist company AMT, with the objectives of:
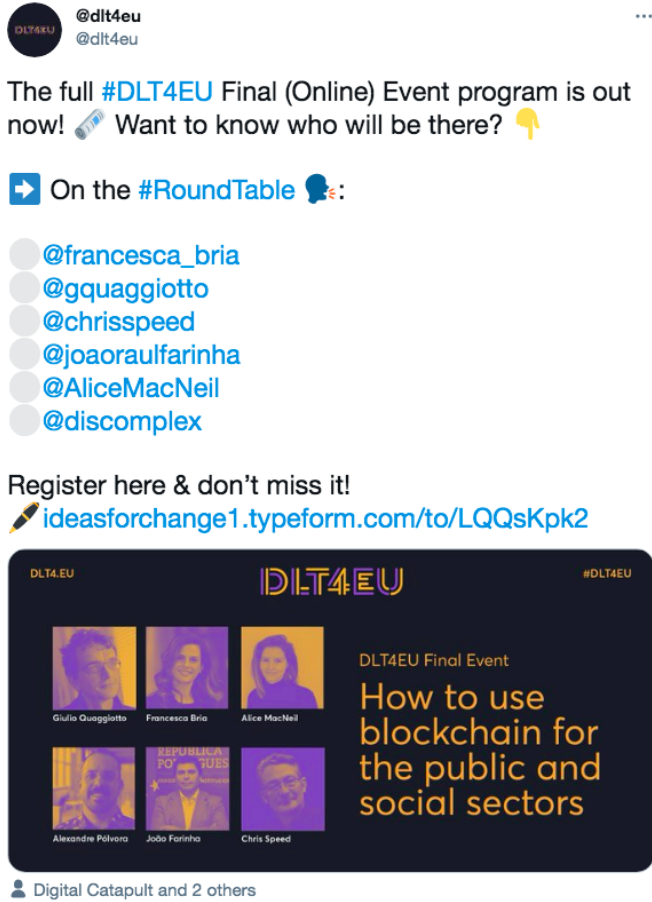
- Increasing the number of registrations to the event
- Drive traffic to the DLT4EU Final Event landing page
- Gain followers and subscribers to the social platforms and DLT4EU ecosystem database.

The same marcomms agency (AMT) provided, as in the case of the Public Launch Event, technical support for the development of the event, which was delivered in the format of a Television Programme. This collaboration was aimed at providing the highest professional quality to a meeting that, without the restrictions imposed by Covid-19, would have been held in person at the European Commission[14].

Table 8: Final Event Campaign

Campaign 8: Final Event		
Duration: March - May 2021		
Main audience	External stakeholders	
Main actions developed	**Design**	• [Final Online Event Assets and Design resources](#)
	Press	• Writing and distribution of a press release about the winners of the programme and publication of this press release on the project's website: [Funding awards unveiled by DLT4EU, the accelerator that has curated a sustainable ecosystem of DLT solutions to solve social and environmental challenges](#).
	Website	• Elaboration and design of the [Final Event landing page](#). • Publication of a [Final Online Event Creativities and Design](#) resources page. • Writing and publication of three web articles with information about the Final Event: ○ [The three winning DLT4EU accelerator initiatives will be announced on May 6th at the programme's (online) final event!](#)

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[14] D5.3 Final Event impact report provides a detailed analysis of the Impact achieved with the Final Event and will be available by the end of May 2021 at the [dlt4.eu/deliverables](#) section of the project website.

		○ The full DLT4EU Final (online) Event programme is out! ○ Discover the awarded solutions of the DLT4EU Accelerator!
	Social Media	● Specific promotional creativities and posts have been created and shared through the programme channels: Figure 23. Final Event Twitter publication example. **@dlt4eu** @dlt4eu The full #DLT4EU Final (Online) Event program is out now! 🔭 Want to know who will be there? 👇 ➡️ On the #RoundTable 🗣: @francesca_bria @gquaggiotto @chrisspeed @joaoraulfarinha @AliceMacNeil @discomplex Register here & don't miss it! ✒️ideasforchange1.typeform.com/to/LQQsKpk2 DLT4.EU — DLT4EU — #DLT4EU Giulio Quaggiotto, Francesca Bria, Alice MacNeil Alexandre Pólvora, João Farinha, Chris Speed DLT4EU Final Event **How to use blockchain for the public and social sectors** 👤 Digital Catapult and 2 others
	Mailing	DLT4EU mailings: ● Invitation to attend and save the date of the Final Event: The programme is ending... be sure to attend our Final Event! ● A newsletter to push registration by helping partners spreading the word: Help us spread the word! DLT4EU Final Event ● Reminder of the Final Event programme and date: DLT4EU's Final Event is tomorrow!

		● A newsletter to publicly announce the accelerator winners revealed during the Final Event: [These are the awarded solutions of our accelerator programme!](#)
		Consortium mailings: ● An invitation to attend to the DLT4EU Final Event was sent in early May by Ideas for Change: [Invitation to DLT4EU by IFC](#) ● A newsletter to invite attendees to the Final Event was sent by Metabolic Institute as part of their monthly campaigns.
	Audiovisual	● [Production, edition and spreading of a video teaser that supported the paid media campaign on Linkedin and Twitter.](#) ● Production, edition and spreading of 2 videos to resume the 4 solutions on [Circular economy](#) and the 4 solutions on [Digital Citizenship](#) that resulted from the accelerator. ● Production, edition and spreading of 8 short videos for each of the accelerator teams to appear on the Final Event landing site, that are also part of the legacy of the project. 　　○ [Digital Impact Coins Challenge by SI Network](#) 　　○ [Enabling Data Sovereignty for all Citizens Challenge by AID:Tech](#) 　　○ [Enabling Peer-to-Peer (P2P) Energy Solutions Challenge by Prosume](#) 　　○ [Charitable Aid Accountability for Humanitarian Agencies Challenge by Alice](#) 　　○ [Track and Trace: Supply Chain Transparency Challenge by Covergence.tech](#) 　　○ [Enabling a Citizen-Powered Circular Textiles Sector Challenge by DisCO.coop](#) 　　○ [Collaborative e-waste management by eReuse](#) 　　○ [Shared e-Mobility by CiSe](#) ● The [video-recording of the full event](#) was kept on the project's website as part of the legacy.
Key messages	● After nearly a year and a half of hard work, the three accelerator initiatives that will receive follow-on funding will be announced at the programme's final (online) event. The occasion, which will take place on May 6th from 10:30 to 12:30 h (CET), also aims to discuss the role of innovation incentives and	

	programmes on tech for good in addressing urgent challenges of the public and social sector.
	- A representative of the Evaluation Jury that has selected the best solutions will be in charge of revealing the three awarded teams. The Jury is composed of external subject matter experts from fields including Innovation in the Public and social Good Sector or DLT Development among others, and the election has been made following criteria such as the innovation of the proposal, its usability or its commercial capacity.
	- But not only that: since this decisive moment represents the last official act of the DLT4EU programme, it will feature a Round Table to match.

3. Impact of the Communication and Dissemination Strategy

This chapter reports on the actual impact achieved throughout the programme, across the eight campaigns described in detail above.

3.1 KPI results

According to the strategy defined in D6.1[15], nine Key Performance Indicators (KPIs) were established with respect to the objective of communication and dissemination actions. These KPIs were continuously monitored during the project, reflected upon, and informing changes in the approach, channels and/or key messages accordingly (or confirming the ones initially established). These KPIs themselves have also been periodically monitored and updated every 3 months with contributions and updates from all Consortium partners. The figure below provides an overview of the level of achievement of each KPI compared to the target established at the beginning of the project, adn reported in D6.1[16].

Figure 24. KPIS performance, graphic overview

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[15] Higueras, A. Balestrini, M., MacNeil, A., Zemaityte, D. (2020) D6.1 'DLT4EU Project Dissemination and Communication Plan'.
[16] Ibid.

KPIs Overview
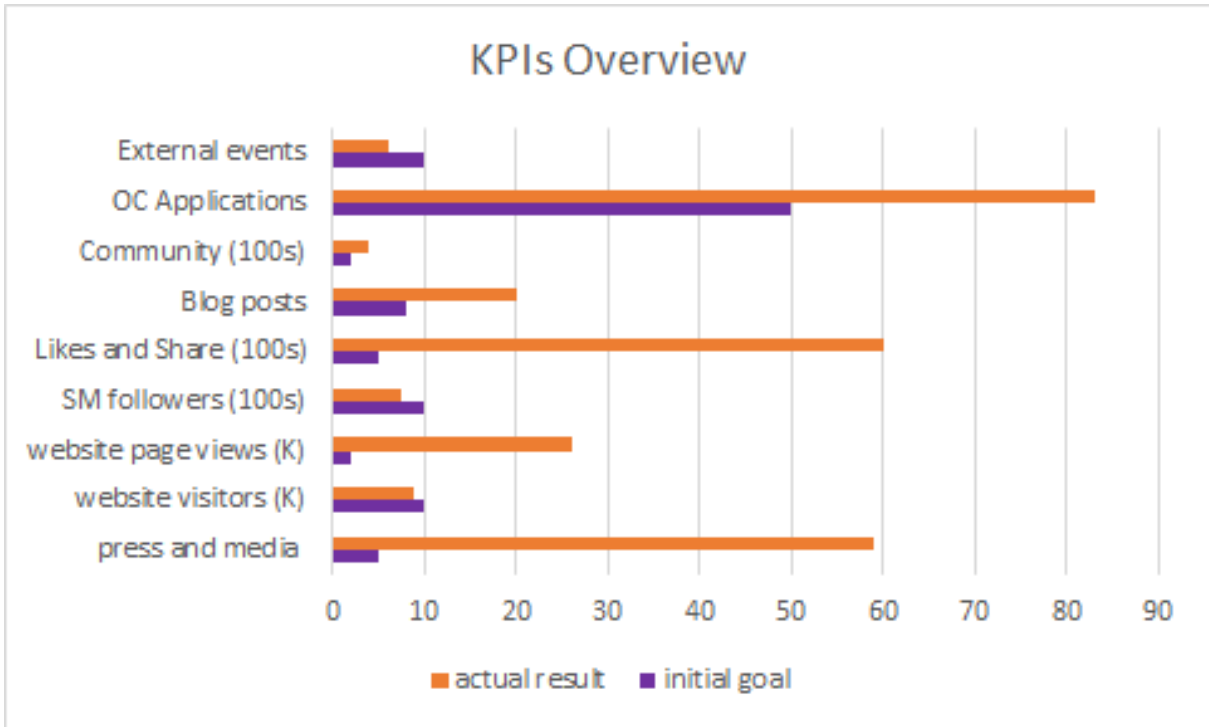
As shown, with respect to seven of the nine KPIs, the DLT4EU team has exceeded the initial targets and expectations. Two KPIs, on the contrary, have not been fully met. The latter refer to the number of external events attended, and the number of website visitors. Each KPI, together with a rich description of the data gathered, the method to do so, and the initial and final values are provided in the table below.

In order to organise it and give the reader a more comprehensive view of the results achieved, the research team categorised the KPIs into three main classifications: 'unmet', 'met' and 'exceeded'.

Table 9: DLT4EU Programme-Level KPIs Categorisation

DLT4EU Programme-Level KPIs Categorisation		
Unmet	**Met**	**Exceeded**
Below the KPI target or range	Within the KPI target or range	Above the KPI target or range

Table 10: KPIs performance

Type	KPI	Quantity expected	Comment	Measuring	Result	Result detail
Press and Media	Project mentions on media: TV, magazines, newspapers, online-only media portals.	5	> Serving media with information on the project to result in newspaper and online media focused articles > Using the News contents for deepening social media and newsletter posts for those audiences with response rates.	> observing the amount of publications (Clipping of articles and mentions both in printed and digital media)	59	Number of mentions on the press: 59 Number of press releases created and sent to press: 4 Number of media contacts that received the PRs: IFC Database: 137
Website	Traffic on the dlt4.eu website	10,000 visitors + 2,000 page views	Main interaction point, basic project information.	Squarespace analytics + click rate	8,900 unique visitors 26,000 page views	8,900 unique visitors 26,000 page views
Social Media	Followers on dlt4eu Channels	Approx. 1,000 followers of specific project channels directly + high repost rate	> Creating Social Media channels, leveraging existing social media channels of consortium as well as their partners > Create Social Media content with a minimum of 1 post a week	Number of followers	728 social media followers	536 Twitter 165 Instagram 27 Telegram

Mailings (and Blog Posts on the DLT4EU website)	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)	20 blog posts -16,221 cumulative audience that received newsletters with DLT4EU Content	Blog posts: 20 -DLT4EU Newsletters: 12 -Newsletters sent from the Consortium: 10 -1,439 cumulative audience that received DLT4EU newsletters -14,782 cumulative audience that received news via the Consortium newsletters
Community	Number of individuals, communities and organisations, Research centres, associations that engage	200	> Between Call for applicants, Database and contacts through the web-forms	Through the DB of contacts that will be built, the Open Call and up and the web form	369	83 Call applicants 217 Database 69 contacts made through the website forms.

Open Call Application form	Number of contacts made by people interested in participating in the challenges	At least 50 applicatio ns	> While the Call for Applicants is open and also in previous contacts made by interested individuals/ projects.	Through the Call for Applicants forms	83	83 applicants
Presence in external events as DLT4EU	Number of accepted talks at conference s 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	6	6 talks given by the Consortium members at the: -DFS by Mobile World Capital -EBSI -Master in City & Technology (IAAC BCN) Blockchain 4 Cities seminar -Sonar+D -Ars Electronica -SWITCH Singapore

3.2 Statistics and results from the Campaigns

A detailed analysis of the results of each campaign can be consulted in this section.

Metrics description:

Table 11: Metrics description

Metric	
Concept	**Description**
Press Notes:	News meant to inform journalists and media outlets about the project's development.
Clippings:	Project mentions on media (TV, magazines, newspapers, online-only media portals)
Unique visitors:	Number of users who visit the website at least once within the reporting period.
Overall Views/Impressions	Number of times website or social media content is displayed.
Likes:	Interaction in social media platforms to share you like a post published by another user.
Retweets:	Interaction in social media platforms to share another's user content.
Comments:	Number of replies to a particular post
Overall Engagement:	Total number of interactions in social media. It includes: retweets, likes, link clicks, detail expands, profile clicks, media engagements and replies.
Overall Audience:	number of accumulated public you reach with your content.
Open rate:	Percentage of people who open a mailing campaign.
Click rate:	Percentage of clicks in links and buttons of a mailing campaign.

Impact metrics by campaign

Table 12: DLT4EU Project Launch Campaign Data

Campaign 1: DLT4EU Project Launch January - March 2020					
Source					
Press	Number of Press Notes		Clippings		
	1		5		
Website		Unique visitors	Overall Views		
	DLT4EU website	615	1,100		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	122	67	8	32,900	745
	Instagram	13	-	1	-	14
	Telegram	-	-	-	400	-
Mailings		Overall Audience	Open rate		Click rate
	DLT4EU Newsletters	43	37,8%		0%
	Consortium Partners Newsletters	-	-		-

As the opening campaign, the communication effort focused on getting traction on Twitter, where the natural ecosystem for DLT naturally was, as well as on spreading the word about the new website and gaining visibility by creating and sending the Project Launch press release. In this sense, the campaign had a good echo on Twitter (32,900 views and 745 engagements) and the views of the recently launched website also got a good reach (615 unique visitors and 1,100 views), but the Press Release only had an echo in 5 specialized media and in the Blog of the European Commission, presumably due to the technique nature of the DLT4EU program that complicates its reach for more generalized audiences.

Table 13: Open Call Campaign Data

Campaign 2: DLT4EU Open Call March - June 2020					
Source					
Press	Number of Press Notes		Clippings		
	1		23		
Website		Unique visitors	Overall Views		
	DLT4EU website	4,300	12,000		
	Open Call landing page	-	4,772		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	376	251	34	116,500	818
	Instagram	141	-	3		144
	Telegram				685	
Mailings		Overall Audience	Open rate	Click rate	
	DLT4EU Newsletters	18	27.8%	0%	
	Consortium Partners Newsletters	1415	39,4%	12,2%	

This campaign has probably been the most important of the project, achieving the best results in terms of visibility, reach and engagement. The campaign was orchestrated around the Open Call section of the DLT website, which has received 4,772 views throughout the project, the most outstanding data achieved compared to other specific sections of the website. Through social networks, the campaign was spread mostly on Twitter, achieving good reach (116,000 views) also due to the strategic agreements with the communication partners that were closed in this phase of the project. It was also echoed on Instagram and Telegram to a lesser extent.

A Press Release was also written and sent, which got 23 mentions in the media, mostly specialized, but with some echoes in general media of great impact such as the Periodico de Catalunya, which has an average of 386.000 daily readers[17].

The result of this campaign was the registration of more than 80 candidates on the Open Call portal, 66% more than what had been set as a KPI goal for the project (50 registrations for the Open Call).

Table 14: Accelerator Programme Campaign Data

Campaign 3: Accelerator Programme Development June 2020 - February 2021					
Source					
Press	Number of Press Notes		Clippings		
	1		19		
Website		Unique visitors	Overall Views		
	DLT4EU website	1,239	3,155		
	DLT4EU Ecosystem, Accelerator teams tab	-	219		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	249	109	26	64,100	820
	Instagram	45		1	-	46
	Telegram	-		-	-	
Mailings		Overall Audience	Open rate		Click rate
	DLT4EU Newsletters	222	78,6%		12,4%

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[17]Data Source from 26 June 2019: https://www.elperiodico.com/es/sociedad/20190626/datos-egm-el-periodico-de-catalunya-incremento-lectores-7522618

	Consortium Partners Newsletters	2,869	85,1%	16,5%

The main objective of the Accelerator campaign has been to explain to the different audiences (mainly internal stakeholders) how the acceleration process was progressing, and also to give visibility to the participating initiatives (for more external stakeholders targets). Therefore, the impacts on the web have to do with the articles generated to explain the interviews to the 8 Virtual Field lab teams in collaboration with the media Proofing Future, and the news related to the selection process by the external Jury.

In social networks, the information has been disseminated especially through Twitter, achieving an engagement of more than 64,100 views and 800 interactions, and it has also been echoed (more secondary) through Instagram.

Finally, a Press Release about the finalists of the Open Call was also created and disseminated, which achieved around 20 impacts in specialized media.

Table 15: Amsterdam Bootcamp Campaign Data

Campaign 4: Amsterdam Bootcamp July 2020					
Source					
Press	Number of Press Notes		Clippings		
	-		-		
Website		Unique visitors	Overall Views		
	DLT4EU website	304	685		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	82	35	2	20.100	401
	Instagram	11	-	0	-	11
	Telegram	-	-	-	-	-

Mailings		Overall Audience	Open rate	Click rate
	DLT4EU Newsletters	-	-	-
	Consortium Partners Newsletters	1.437	32%	6,4%

The main objective of the campaign around the Amsterdam Bootcamp was to communicate the start of the acceleration programme. As the target was mostly internal, neither a press release nor project-specific newsletters were produced (it was mentioned in Consortium newsletters sent to more than 1,400 individuals, with around 460 openings).

The main activity was developed on social networks, mostly on Twitter, achieving a reach of 20,100 impressions and 400 interactions with the posts launched.

Table 16: Public Launch Event Campaign Data

Campaign 5: Public Launch Event **July - September 2020**					
Source					
Press	Number of Press Notes		Clippings		
	-		4		
Website		Unique visitors	Overall Views		
	DLT4EU website	972	2,500		
	Public Launch Event landing page	-	430		
Social media: DLT4EU	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	251	146	26	54,900	1,076

accounts and channels	Instagram	52	-	-	-	52
	Telegram	-	-	-	161	-
Mailings		Overall Audience		Open rate		Click rate
	DLT4EU Newsletters	487		83,3%		17,1%
	Consortium Partners Newsletters	2,870		70,5%		14,9%

The campaign created around the Public Launch Event was carried out to mainly reach new members of the DLT4EU ecosystem and to achieve an impact on generalized audiences that might be interested in the development of the program and its objectives for the improvement of the common good through the use of DLTs.

To gain a wider audience and as previously introduced, a collaboration agreement and alliance was established with the Digital Future Society initiative of the Mobile World Capital Barcelona, a benchmark entity in the field of digital social innovation and which has more than 51K followers on Twitter, and with very defined audiences in high impact environments in technological environments.

The main campaign was thus developed on Twitter, in order to make this alliance with DFS visible and make an impact among its followers, and getting almost 60,000 impressions. A good part of the action was also focused on sending internal newsletters to registrants and through our own databases (reached an accumulated audience of 487 people through the DLT4EU newsletter) and also through the newsletters sent by the Consortium (with a cumulative audience of 2,870 people).

Finally, the Public Launch Event specific landing created as part of the DLT4EU website got 430 visits. This site also contains the recording of the session, to facilitate delayed viewing and nurture the program's quality legacy.

Table 17: London Bootcamp Campaign Data

Campaign 6: London Bootcamp 25th September - 2nd October 2020		
Source		
Press	Number of Press Notes	Clippings
	-	-

Website		Unique visitors		Overall Views		
	DLT4EU website	150		423		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	60	18	2	12,700	262
	Instagram	22	-	-		22
	Telegram	-	-	-	-	-
Mailings		Audience		Open rate		Click rate
	DLT4EU Newsletters	-		-		-
	Consortium Partners Newsletters	-		-		-

The campaign around the London Bootcamp was aimed at communicating the acceleration programme was in the middle of its entire length, and spread the experts and mentors involved in the event to support the Venture Teams. The audience was mainly internal, but the explanations of the activities and names involved vertebrated around Twitter, getting 12.700 views.

Table 18: Barcelona Bootcamp Campaign Data

Campaign 7: Barcelona Bootcamp **November 2020**			
Source			
Press	Number of Press Notes		Clippings
	-		-
		Unique visitors	Overall Views

Website	DLT4EU website	240		579		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	92	20	3	24,000	410
	Instagram	15	-	1		16
	Telegram	-	-	-	-	-
Mailings		Audience		Open rate		Click rate
	DLT4EU Newsletter	186		35%		2,1%
	Consortium Partners Newsletters	1.433		49%		7,7%

The campaign around the Barcelona Bootcamp was aimed at communicating the final milestone in the deployment of the acceleration programme before the teams delivered their proofs-of-concept. The communication pieces were mostly around experts and names involved in the bootcamp. The audience of the campaign was mainly internal, but the explanations of the activities were also publicized via Twitter, getting 24,000 views. An internal newsletter to mark the final step of the accelerator was sent reaching 186 individuals, as well as a newsletter by the Consortium that reached 1,433 individuals and was opened by almost half of them.

Table 19: Final Event Campaign Data

Campaign 8: Final Event March - May 2021[18]			
Source			
Press	Number of Press Notes		Clippings
	1		7

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[18] The metric results to write this report have been closed 10 days after the event (15th May 2021) and numbers only reflect interactions up to that date.

Website		Unique visitors	Overall Views		
	DLT4EU website	1.600	3.400		
	Final Event landing page	-	520		
Social media: DLT4EU accounts and channels	Channel	Likes	Retweets	Comments	Overall Views	Overall Engagement
	Twitter	352	147	17	332.000	1.112
	Instagram	57	-	-	-	57
	Telegram	-	-		12	-
Mailings		Audience	Open rate		Click rate
	DLT4EU Newsletter	483	110,7%		22,7%
	Consortium Partners Newsletters	2.000	28,3%		2,2%
Audiovisual		Views			
	DLT4EU Final Event recording	262			
	8 VFL Videos	67			

The last campaign was deployed around the Final Event as an opportunity to visibilize the new European DLT ecosystem that the programme has been curating; giving visibility to the 8 participant venture teams and celebrating the awarded teams and their challenges as a means to spread the word about DLTs. The results and the impact of the overall campaign have been analyzed and detailed as part of the D5.3 Impact report of the Final Event[19], on due to the final of May 2021, and that will be available to review on the project site[20] from early June.

The main channel to vehiculate the general information of the campaign was the DLT4EU website and the section specifically developed for the event, which have reflected a total of

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[19] Higueras, A. (2020) 'D5.3 DLT4EU Impact Report of the Final Event'.
[20] https://www.dlt4.eu/deliverables

1,600 unique visits (3,400 impacts) to the overall website, and 520 visits to the specific Final Event section .

As the main channel on social networks, content has been conveyed through the project's Twitter, which has accumulated 332K views and more than 1.110 interactions - between the organically developed campaign and the paid content campaign.

Instagram has also been used to a lesser degree to share visual content related to the speakers and participants in the Event, accumulating 57 interactions throughout the entire campaign.

Relevant content has also been distributed through newsletters sent to the DLT4EU database (4 newsletters that have accumulated an audience of 222 users, with an opening rate close to 80%), as well as 2 newsletters created and distributed by the members of the Consortium (which have been received by 2,890 users with an open rate of more than 85%).

The press and related media have been informed of the results of the Event and of the nature of the awarded solutions, through the creation and distribution of a specific Press Release that has been reflected in 7 clippings, 3 of them in generalist media and the local environment of one of the award-winning solutions.

Finally, several audiovisual pieces have been specifically designed, developed and recorded for the Final Event and with means to be used as project legacy: a video-teaser, 2 videos to resume the 4 solutions on Circular economy and the 4 solutions on Digital Citizenship, 8 short videos for each of the accelerator teams and the recording of the Final Event. These specific pieces have accumulated more than 330 views, and the numbers are expected to keep growing.

Overall use of Hashtags

The main project hashtag used on Twitter has been #DLT4EU which has been applied in a large part of general campaigns and publications. Hashtags related to DLTs and the common good have also been used with the intention of positioning the project in these environments: #DLT #Blockchain #DLT4Good #Blockchain4EU and #Tech4Good.

The hashtags dedicated to the project's own events have also been actively used: #DLT4EUFinalEvent #DLT4EULaunchEvent and those of the specific areas of action #CircularEconomy and #DigitalCitizenship.

The rest of the outstanding hashtags have had to do with the accelerator and its concepts such as #VentureTeams #Challenges and #ChallengeOwners.

Finally, hashtags of a more general type and to a lesser degree (% of use below 1% in each case) have also been used, such as #Savethedate or #Covid19, to name some examples.

The detail of the percentage of use of minority hashtags can be consulted in table 18:

Table 20: Use of hashtags through Twitter

Use of Hashtags

Hashtag	% of use
#DLT4EU	34,5%
#DLT	10,6%
#DLT4Good	6,1%
#Blockchain	5,3%
#DLT4EUFinalEvent	2,5%
#DLT4EUPublicLaunch	2%
#VentureTeams	2%
#Blockchain4EU	1,3%
#CircularEconomy	1,3%
#DigitalCitizenship	1,3%
#Tech4Good	1,0%
#ChallengeOwners	0,8%
Rest (múltiple # used less than 1% each)	31,2%
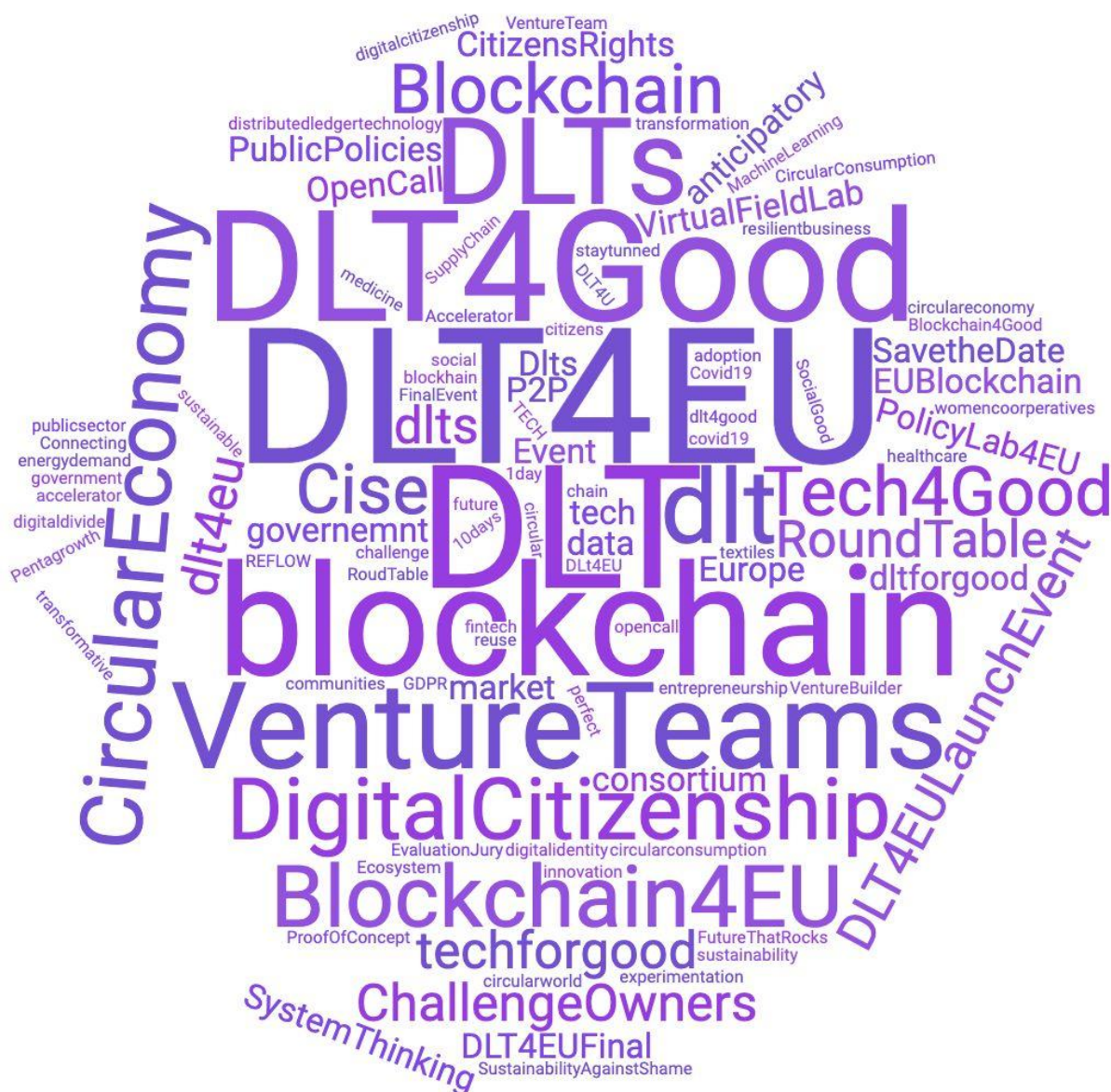
Figure 25. Hashtag cloud

4. Lessons Learnt and recommendations

As a result of the work conducted within WP6 and by reflecting on the outputs and outcomes presented above, this section is dedicated to outlining the key lessons learned from this experience. In particular, these are meant to encapsulate the learning from the programme to provide recommendations for both entities and individuals that aim at undertaking a similar project, as well as for the broader audience of the actors in the DLT4EU ecosystem.

In this section, we distinguish between lessons learned and recommendations from the general experience, and those specifically directed towards future organizations that will want to lead communication efforts in similar settings and programmes.

First, **we outline eight general lessons learned**:

1. **While the importance of achieving a prior understanding, mapping, and engagement of all actors in the ecosystem is a well-known requirement for effective communication and dissemination efforts, operating in the DLT4EU ecosystem has been challenging.** Such an ecosystem is nascent and emerging as well as characterised by a multiplicity of actors with different objectives and expertise. The difficulty comes from several directions, e.g. in terms of appropriate channels to be targeted, the messages to be communicated for each audience, and, importantly, the format used.

2. **DLT in general, and the DLT4EU topic specifically (i.e. DLT for social good within the domain of digital citizenship and circular economy), are emerging topics and are difficult to fully understand and grasp for those entities and individuals that do not operate in this field**. This was the case of the general audiences, whose engagement has proven difficult. From a communication standpoint, we interpret this as being caused by the difficulty in creating a message that is straightforward, clear, short, and concise. **We argue that, to fully appreciate the value and the principles behind DLT4EU, a learning curve needs to be undertaken specifically to become aware of the key concepts involved.** From this lesson learned, we recommend future initiatives to target the general public through messages focused on the outcomes, rather than on the technology used to achieve these outcomes. The latter, especially in the case of a complex and emerging set of technologies like DLTs, may constitute barriers for people to engage.

3. **Often the audience (or stakeholder) interested in the overall programme,** i.e. at the intersection of all key domains tackled (DLT, Acceleration Programme, Digital Citizenship/Circular Economy, Social Innovation), **is limited and identifies a niche**. Other actors may be interested (and/or be experts) in one or two of these domains. In this way, the difficulty encountered was about finding the right balance between overall project communication and the diverse actions to reach the different target audiences. However, having a diversified communication and dissemination approach leads to two main practical issues: (1) it affects the ability to keep consistent track of what has been communicated, to whom and subsequently to plan for the next content; and (2) it affects the ability to nurture the identified ecosystem, i.e. to create relevant links among relevant actors.

4. As expected, **the team observed that communication and dissemination are more effective if all actors involved, within and outside the Consortium, contribute to this effort thus allowing the overall programme to leverage on multiple, diverse, and relevant networks.** However, the amount of effort that one could expect from those that are not experts in communication (and that are not formally accountable for this) is limited. In this way **the approach in DLT4EU has been to develop several communication kits to facilitate this work by others, i.e. to reduce the time and effort demanded of them, while also ensuring the dissemination of a consistent message across diverse networks**. This was also helpful with regard to internal stakeholders. However, and thinking in terms of potential future editions, **the establishment of an initial protocol (onboarding toolkit) is recommended to improve collaboration in terms of communication**, with the requirements and support strategies to facilitate Venture Teams, and especially Challenge Owners, their participation and contribution to the communication and dissemination of the program. In the specific case of Challenge Owners, for example, their channels prioritize less experimental (and complicated) narratives and tend to have little room to explain test actions for early stage innovation solutions like those developed by DLT4EU.

5. **The COVID-19 pandemic had an effect on the quality and the vividness of the content of the communication strategy as well as on its results, which has been especially critical when reflecting on how to organize engaging and relevant online events and meetings along the programme.** The impact of COVID-19 on WP6 was twofold: First, most importantly, **we observed a trend of people** (regardless of what stakeholder type they belong to) **gradually losing enthusiasm for attending online events**. To address this issue, the decision was taken to bring on board a tech professional to deliver high quality online events; **second, one of the key characteristics of the DLT4EU Programme has been ingrained the participatory and collaborative multi-stakeholder and multi-disciplinary environment enacted.** Producing consistent content to communicate and disseminate (as well as to report on) these principles have been challenging. **Since all interactions happened primarily through virtual meetings and events, the resulting visual content available was limited to 'screenshots' of these videoconferences, or of some of the collaboratively online tools used. To address this lack of "original" visual content, a dedicated extra effort to extend the branding materials was conducted.**

6. **Developing actions for early-stage innovations when those can only happen online requires appropriate interaction strategies and tools that ensure an open space for Challenge Owner and Venture Team collaboration**. In this sense, facilitating internal online communication channels and the use of agile and open communication tools has helped us to address these issues.

7. **Having an internal database to inform the recipient of the communication and dissemination actions of the programme can substantially help in the scope and, ultimately, the effectiveness of its reach.** This, for example, enables you to track identified stakeholders, the communication sent to them, and substantially helps automate common communication tasks that would otherwise be time consuming. However, **building a dedicated database takes time, and this has proven difficult in the 17-month duration of the programme**, and this difficulty has been reflected in the smaller number of people (compared to the objectives initials) who subscribed to the program's Newsletter. It has therefore been confirmed that the initial approach of leveraging partner databases and networks as a broader strategy is indeed the best way to operate in such a short duration program.

8. **The format of DLT4EU programme, because of its nature, entails a form of "waterfall" type of action, i.e. where plans are established at the beginning, together with related objectives and KPIs**. While having a clear plan is acknowledged to be a critical success factor, we argue that defining precise KPIs at the beginning is not always the best option for two main reasons: First, especially in experimental programmes like DLT4EU, it is unlikely that one knows precisely what the course of the programme will be. We therefore recommend to start with general KPIs and leave room for reflection-learning-change cycles throughout the process, possibly at the main process' milestones. Second, having fixed KPIs established at the beginning may lead to a risky situation whereby the communication effort is driven by these KPIs more than by the (often emerging) needs of the programme. In other words, we argue that communication should be a means to an end (i.e. raise awareness about DLT4EU's principles, progress, news and results), and not the end itself.

With respect to **the second set of recommendations, we outline below those for organizations that, like ourselves in DLT4EU, will lead similar works in designing, curating, and delivering an ecosystem-oriented communication strategy in this field**.

- **Being able to understand and communicate DLT to a non-technical audience was key**, since the testing and success of these innovative solutions must appeal not only to the sector that develops them, but mainly to public and social sector organizations, with potential Challenge Owners that are often unfamiliar with the terminology; To accomplish that, i.e the communication actions put an especial effort to prioritise stories and potential social/public improvements tested by the solutions under development, more than in the complexity of developing the technology behind each of them.
- **The creation of an innovative image and branding that caught the attention of parties outside the usual environment can help in several ways**. Beyond those well-known (i.e. establishing a project communication format, developing a consistent image of the project etc.), appropriate image and branding material can help communicating and transferring the key principles without necessarily using technical terminology that is not understandable by most. Overall, we believe that the DLT4EU branding and creativity helped make the programme attractive and easier to understand even to external, non-technical, audiences.
- **Rethinking the way Venture Teams communicate their impact, evolving from a format based mainly on live pitching, to others that allow longer term engagement, such as short videos or edited video-pitch formats.** These allow their interventions to be more readily publicised and increase the visualisations and traction afterwards
- **Events were key parts of the communication and dissemination strategy.** However, we recommend to change the mindset about these and specifically to evolve from the concept of live-event as a bounded experience, into the idea of leveraging the recording and grabbing of the event itself as an additional resource developed during the project. Events became therefore also good quality legacy materials and audio-visual content that will be accessible by everyone in the future.
- **Partnering with established networks is recommended, but, in terms of planning, considerable time and resources should be allocated to establish meaningful and rich relationships - as opposed to occasional support in dissemination**. For example, the collaboration with ProofingFuture generated 11 pieces of in-depth content, each specific about every solution inside the accelerator, and also about the different approaches and contributions to the companies in the DLT4EU Consortium. These interviews conducted by Proofing Future provided us with quality content generated by an external provider, and visibility on other platforms (i.e. Medium);
- **The traction of the Open Call on the dlt4.eu website leads to important reflections**. The entire section received more than 4,700 visits (38% of the total visits received on the site), not only during the period of the Open Call, but also throughout the rest of the programme timeline. This not only **showcases the fact that participating in the programme has generated more interest than knowing about its progress and results**, but has **also implications on how to structure a website for similar programmes** and, subsequently, where to place key access points and information to increase the likelihood it achieves the intended reach.
- **The rapid adaptation to an online format for events that were initially intended to be delivered face-to-face was aided by the technical support of AMT, a company specialised in 'transcommunication'.** This allowed the programme to maintain high quality in event delivery and continue offering Venture Teams, Challenge Owners, the Consortium and all of the different audiences the possibility of exchanging experiences, promoting the contribution of DLTs to the public and social sectors, and disseminating the achievements of each of the VFLs above and beyond what could be achieved through in-person delivery.

5.   Conclusions

This document has sought to establish a detailed analysis of the impact achieved with the strategies that were defined in D6.1, with the objective of helping to understand the scope, audiences and results, and with the ultimate aim of helping in the development of programmes that can replicate part of the activities carried out by the DLT4EU programme.

The results described and analysed in the previous sections suggest that the objectives set for the communication and dissemination strategy of the DLT4EU programme have been met, despite the limitations of a programme that was designed to combine online and in-person dissemination activities, and that has ended up being developed mostly online.

Nevertheless, the effort conveyed in the last 17 months to create and communicate with a living ecosystem around solutions that use blockchain and DLT to improve processes in the social and public realm is not aimed to end here. The ultimate goal of this entire DLT4EU programme was to drive the community around DLT for the public and social good to keep moving forward. In this sense, learning from what has been done before, detecting what needs to be improved and testing solutions in the right environment and through the appropriate mechanisms can help promote the positive impact of this type of early-stage innovations.

This document has wanted to underline which communication actions can probably lead to better results and which activities have not obtained the expected thresholds, always with the aim of facilitating the task of future promoters and developers. In the highly complex environment of early innovative technological developments, the effort deployed to learn to communicate and interact with relevant DLT for public good-related audiences can be analysed and approached from an advantaged angle.

With the same purpose, the content created to support the dissemination strategy can be found on the channels and supports used for the project: the DLT4EU website, the channels on social media platforms as Instagram, Twitter and Telegram, as well as on consortium channels such as YouTube or Linkedin. Communication materials created as a legacy of the project and with the objective to help deepen the acceleration programme are also collected on the dlt4.eu website.

Therefore it is through the appropriate channels and through attractive and interesting narratives that the ongoing process started with DLT4EU will keep advancing, and we hope this first stone that has been laid is relevant to set the path to a more trustful, transparent, and sustainable future.
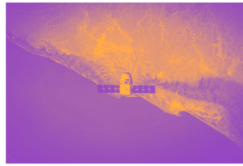
6. Appendix

6.1 Press Notes

Launch of the programme
Figure 26. Launch press release

The DLT4EU project is live

The new DLT4EU programme is an accelerator that will identify and link Distributed Ledger Technology (DLT) initiatives **with leading public and private sector organisations.**

The programme, led by a consortium of **Metabolic** (Netherlands), **Ideas for Change** (Barcelona) and **Digital Catapult** (United Kingdom), and financed with European funds, seeks applicants to **develop practical solutions to urgent challenges in the fields of the circular economy and digital citizenship:** two critical areas of great impact for a socially equitable and environmentally responsible European economy. Practical interventions will include: supply chain transparency, tracking and tracing, and systems for digital identify, inclusion, and participation.

The project will connect the expertise and resources of leading DLT entrepreneurs and developers with challenges proposed by public and private sector organizations such as **the Catalan Branch of the Spanish Red Cross, the Mobile World Capital Barcelona, the Amsterdam City Council and the City of Helsingborg, the United Nations Development Program (UDP) and AltFinLab,** to date.

Open call challenges
Figure 27. Open Call press release

DLT4EU Open Call challenges on circular economy and digital citizenship now open


DLT4EU, **an accelerator that will identify and link Distributed Ledger Technology (DLT) with leading public sector innovation initiatives, has opened its Open Call for Applicants**. The Open Call for Applicants will run from 14th April to 6th May and target DLT developers and innovators with the potential to solve real-world challenges in the fields of the circular economy and digital citizenship: two critical impact areas in the transition towards a socially equitable and environmentally responsible Europe.

More specifically, **the Open Call is addressed to companies and teams that can provide a platform or product capable of addressing a DLT4EU challenge** (as shared on the DLT4EU Open Call website). Importantly, this platform or product should have DLT as the core technology. All applicants should have sufficient technical skills and

Open Call finalists
Figure 28. Open Call finalists unveiled press release

DLT4EU unveils the finalists of its Open Call
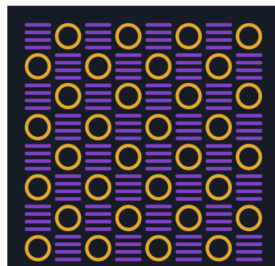
DLT4EU Open Call is successfully completed. **8 teams of developers and innovators** have been selected to join the six-month **accelerator programme,** that will start **July the 1st.** The 8 Challenges entering the acceleration phase include proposals as interesting as promoting **circular consumption models** for electronic equipment, developing **track-and-trace reliable solutions** in the cases of food or textiles, enabling **citizen data sovereignty** or helping charitable/humanitarian organisations to **face barriers within their processes,** improving transparency and accountability.

Each of the selected participant teams will gain access to a **network of experts** across the areas of social innovation, business model innovation, open source licensing and regulatory issues, among others. Financial support will be given in the form of a **participation grant between €8,000- €9,000,** which covers costs associated with participating in the accelerator (e.g. technical costs and people's time). Participants will have the ability to share the outcomes of their

Figure 29. Awarded solutions of the programme press release

Funding awards unveiled by
DLT4EU, the accelerator that has
curated a sustainable ecosystem
of DLT solutions to solve social
and environmental challenges

DLT4EU announced the three solutions of it's accelerator programme that will receive follow-on funding. The international company **Convergence.tech,** the British platform **Alice** and the Spanish community **eReuse** developed the chosen solutions: a digital passport to track the argan oil supply chain in Morocco, a Machine Learning tool to improve NGOs impact reporting in Africa and a standardised protocol to refurbish electronic devices in Barcelona, respectively. The awards ceremony took place today during the final event of the programme, which was held online together with prominent voices from the technology for the common good sector.

6.2 Collaboration with Proofing Future

[DLT4EU applies distributed ledger technologies for social and public good – an interview with Alice MacNeil](#)

Figure 30. Publication at Proofing Future 06/01/2021

DLT4EU applies distributed ledger technologies for social and
public good – an interview with Alice MacNeil

2021-01-06 / Proofing Future / DLT4EU Interview Series
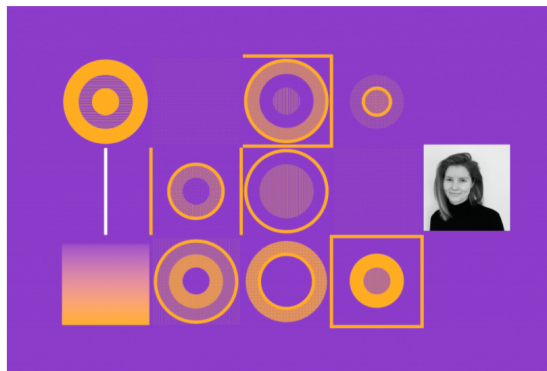
"For me, one of the most important characteristics of distributed ledger technologies is that they help us think really hard about how to incentivise certain organisational behaviours," says Alice MacNeil in our interview, which is part of an ongoing "DLT4EU Interview Series".

[Collaborative reuse of digital devices to reduce premature recycling and foster circular consumption in the City of Sant Boi de Llobregat](#)

Figure 31. Publication at Proofing Future 11/01/2021

Collaborative reuse of digital devices to reduce premature recycling and foster circular consumption in the City of Sant Boi de Llobregat

2021-01-11 / Proofing Future / DLT4EU Interview Series
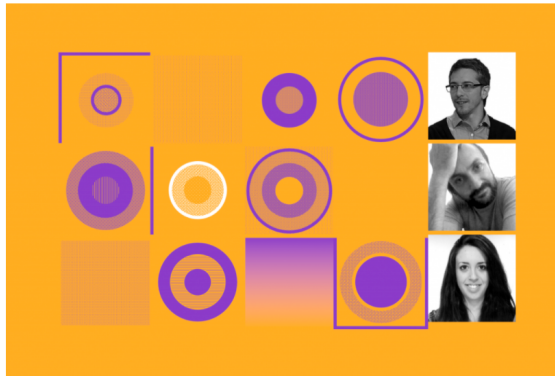
"The next step is to replicate this Proof of Concept with other companies in the municipality, both product owners who dispose of devices for reuse and with refurbishing companies that collect, refurbish and distribute the devices to final users," says David Franquesa in our interview, which is part of an ongoing "DLT4EU Interview Series".

[Fostering the Energy Transition – an interview with Alex D'Elia](#)

Figure 32. Publication at Proofing Future 14/01/2021

Fostering the Energy Transition – an interview with Alex D'Elia

2021-01-14 / Proofing Future / DLT4EU Interview Series
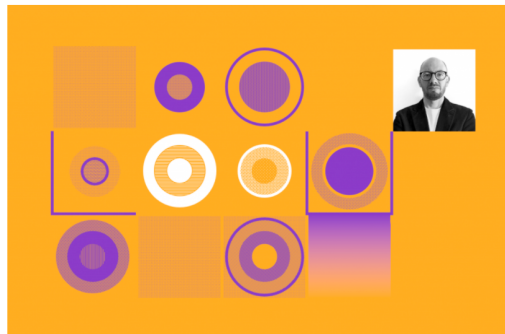
"Peer-to-peer energy sharing coupled with community solar, electric vehicle charging, storage and management of the microgrid system within a decentralised governance method would be an excellent marriage of distributed ledger technologies and equity for a more sustainable and inclusive society," says Alex D'Elia in our interview about the DLT4EU Virtual Field Lab where he and his team developed peer-to-peer energy solutions to foster energy communities among prosumers.

[Enabling Citizen-Power into the Circular Textiles Sector – an interview with Lynn Foster](#)

Figure 33. Publication at Proofing Future 27/01/2021

Enabling Citizen–Power into the Circular Textiles Sector – an interview with Lynn Foster

2021-01-27 / Proofing Future / DLT4EU Interview Series
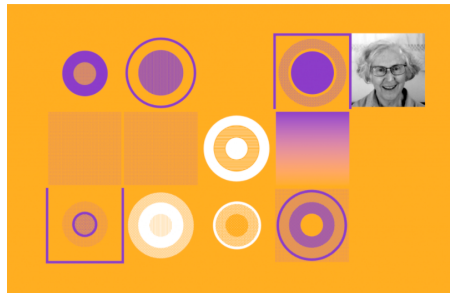
"The Amsterdam pilot team has given some thought to the question of narratives for citizens. One is to do a simple calculation of what CO2 was saved by a citizen donating used textiles into the circular economy, and display this to the citizen in the application, understanding that citizens do care. Another is the use of tokens as rewards for donations, understanding that material incentives can also be useful in raising consciousness. So an additional framing is that spending the tokens in neighborhood businesses encourages local awareness and more cycles of local economic activity, an 'economic multiplier' which increases local resilience and decreases energy use," says Lynn Foster in our interview which is part of an ongoing "DLT4EU Interview Series".

Ideas for Change & Public Good – an interview with Anna Higueras and Javier Creus

Figure 34. Publication at Proofing Future 03/02/2021

Ideas for Change & Public Good – an interview with Anna Higueras and Javier Creus

2021-02-03 / Proofing Future / DLT4EU Interview Series
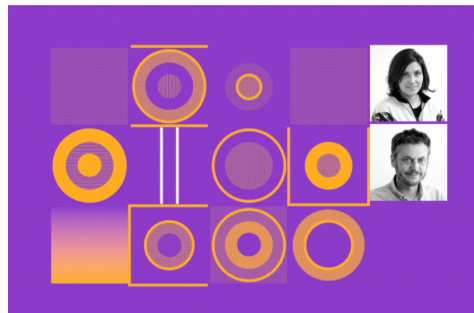
"Transparency in the allocation and distribution of resources, an active and informed society that has the capacity to transform public policies and add value to urgent decisions that affect them, as well as public management models that learn to integrate and replicate positive changes in a flexible and fast way, would be good starting points to approach regenerative & just societies," says Anna Higueras as we speak about the DLT4EU accelerator programme together with Javier Creus.

Track-and-Trace: Creating Fairer and More Transparent Supply Chains for Women-Owned Cooperatives in Morocco

Figure 35. Publication at Proofing Future 21/02/2021

Track-and-Trace: Creating Fairer and More Transparent
Supply Chains for Women-Owned Cooperatives in Morocco

2021-02-21 / Proofing Future / DLT4EU Interview Series
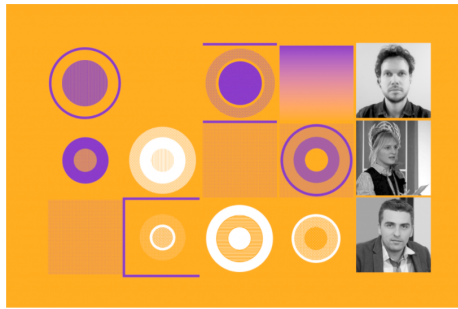
"We are using distributed ledger technology to help the cooperatives better market and differentiate their products on the back of their sustainability certifications, creating products with provable certification claims and traceability back to their origin. This traceability is then being leveraged to sell "proof packages" containing all this information to downstream buyers, driving more value directly back to a cooperative similar to how impact credits work in other industries," says Erik Zvaigzne of Convergence.tech as we talk with him, as well as Marina Petrović and Robert Pašićko of UNDP Alt Fin Lab, about their project collaboration in the DLT4EU

[Digital Catapult help public sector bodies to growth their understanding of distributed ledger technologies](#)

Digital Catapult help public sector bodies to grow their
understanding of distributed ledger technologies

2021-02-25 / Proofing Future / DLT4EU Interview Series
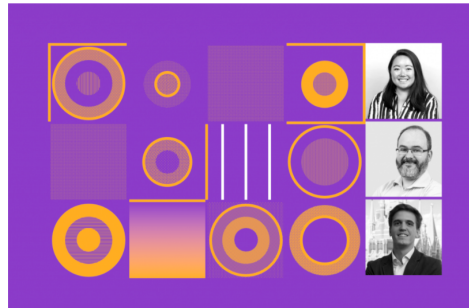
"Why shouldn't public sector organisations benefit from collaborations with SMEs in the same way as others such as corporates do? We aspired to build a programme that would help grow awareness of the public sector's eagerness to interact and adopt those technologies in order to improve their services to citizens. We also hoped it would help SMEs address those markets that are often difficult to access for them," says Pierre Baisle as we speak with him, Katy Ho and Dr. Robert M. Learney from Digital Catapult about their contributions to the DLT4EU accelerator programme.

[Reshaping humanitarian aid accountability – an interview with Areti Kampyli](#)

Reshaping humanitarian aid accountability – an interview with
Areti Kampyli

2021-03-09 / Proofing Future / DLT4EU Interview Series
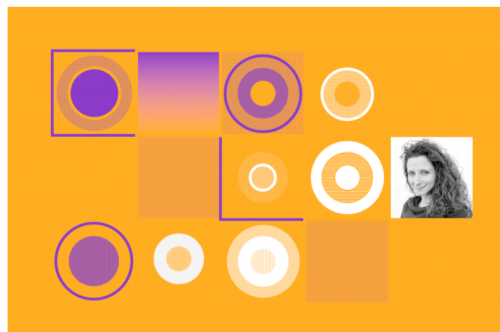
"Through its DLT4EU journey and its latest Innovate UK grant, Alice is expanding into a decentralised data analytics and visualisation platform for the impact sector. As such, Alice creates a decentralised data ecosystem that fosters a responsible data economy and delivers sustainable societal development and value," says Areti Kampyli of Alice.si as we speak about their project collaboration in the DLT4EU accelerator programme.
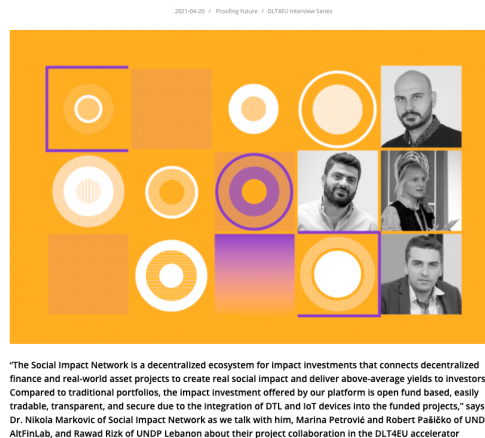
Shared E-Mobility – an interview with Henk Kuipers

Figure 39. Publication at Proofing Future 15/03/2021

Shared E–Mobility – an interview with Henk Kuipers

2021-03-15 / Proofing Future / DLT4EU Interview Series

"Smart contracts will immutably register E-Mobility usage on the blockchain ledger and automatically make instant split micropayments to all parties involved in providing the service," says Henk Kuipers as we speak about their project collaboration in the DLT4EU accelerator programme.

Digital Impact Investment – an interview with Marina Petrović, Robert Pašičko, Rawad Rizk & Dr. Nikola Markovic

Figure 40. Publication at Proofing Future 20/04/2021

Digital Impact Investment – an interview with Marina Petrović, Robert Pašičko, Rawad Rizk & Dr. Nikola Markovic

2021-04-20 / Proofing Future / DLT4EU Interview Series

"The Social Impact Network is a decentralized ecosystem for impact investments that connects decentralized finance and real-world asset projects to create real social impact and deliver above-average yields to investors. Compared to traditional portfolios, the impact investment offered by our platform is open fund based, easily tradable, transparent, and secure due to the integration of DTL and IoT devices into the funded projects," says Dr. Nikola Markovic of Social Impact Network as we talk with him, Marina Petrović and Robert Pašičko of UNDP AltFinLab, and Rawad Rizk of UNDP Lebanon about their project collaboration in the DLT4EU accelerator

6.3 Clippings

Table 21. Clippings gathered through the project length

Date	Media	Headline	Link
N/A	Devex	DLT4EU	https://www.devex.com/organizations/dlt4eu-149145
Periodic repository	Picbabun	A programme to curate a vibrant and sustainable ecosystem of Distributed	https://picbabun.com/dlt4eu

		Ledger Technology (DLT) applications for public and social good @ EU	
18/04/2019	NGI.eu	THE EU LAUNCHES NGI-RELATED PROJECTS VIA FET, AND DLT4EU	https://www.ngi.eu/news/2019/04/18/the-eu-launches-ngi-related-projects-via-fet-and-dlt4eu/
25/02/2020	Techerati	The state of blockchain in the UK, with Digital Catapult's Robert Learney	https://techerati.com/features-hub/opinions/blockchain-uk-btw20-btw-2020-robert-learney-digital-catapult/
10/03/2020	European Commission Blog	#DLT4Good and the kickoff of the #DLT4EU Accelerator of DLTs for Social and Public Good	https://blogs.ec.europa.eu/eupolicylab/dlt4good-and-the-kickoff-of-the-dlt4eu-accelerator/
07/04/2020	P2P: Foundation	DLT4EU: Call for Applicants opens April 14	https://blog.p2pfoundation.net/dlt4eu-call-for-applicants-opens-april-14/2020/04/07
14/04/2020	European Commission Blog	Call for applicants: DLT4EU looking for DLT/Blockchain developers to solve challenges in the public and social sectors	https://blogs.ec.europa.eu/eupolicylab/call-for-applicants-dlt4eu-looking-for-dlt-blockchain-developers-to-solve-challenges-in-the-public-and-social-sectors/
20/04/2020	Funding Box (Ledger)	DLT4EU Open Call challenges on circular economy and digital citizenship now open	https://fundingbox.com/spaces/fundingbox-community-tap-into-our-funding-opportunities/5e9e9989181e772ad8f9a77a
20/04/2020	Edu-Active	Call for Applications: DLT4EU Challenge	https://www.edu-active.com/contests/2020/apr/20/call-applications-dlt4eu-challenge.html
20/04/2020	ADalidda	Call for proposals: Enabling Data Sovereignty for all Citizens	https://adalidda.com/posts/QsZRyyaJkBvptcceE/call-for-proposals-enabling-data-sovereignty-for-all
20/04/2020	ElBaix.cat	Un projecte de Sant Boi sobre reciclatge d'equips electrònics participa en un programa europeu d'ajudes a l'economia circular	http://www.elbaix.cat/2020/04/20/un-projecte-de-sant-boi-sobre-reciclatge-dequips-electronics-participa-en-un-programa-europeu-dajudes-a-leconomia-circular/
20/04/2020	La Premsa del Baix	Un projecte santboià sobre reciclatge participa en un programa europeu	https://www.lapremsadelbaix.es/noticies/tecnologia/25927-un-projecte-santboia-sobre-reciclatge-participa-en-un-programa-europeu.html
20/04/2020	Komunica Press	Un projecte de Sant Boi sobre reciclatge d'equips electrònics participa en un programa europeu d'ajudes a l'economia circular	https://www.komunica.press/un-projecte-de-sant-boi-sobre-reciclatge-dequips-electronics-participa-en-un-programa-europeu-dajudes-a-leconomia-circular/
20/04/2020	El Far.cat	El municipi participa en un	https://elfar.cat/art/31887/el-municip

		programa europeu d'ajudes a l'economia circular	i-participa-en-un-programa-europeu-d ajudes-a-leconomia-circular
21/04/2020	El Periódico de Catalunya (CAST)	Un proyecto de Sant Boi sobre reciclaje electrónico participa en un programa europeo	https://www.elperiodico.com/es/sant -boi/20200421/un-proyecto-de-sant-b oi-sobre-reciclaje-electronico-particip a-en-un-programa-europeo-7935837
21/04/2020	El Periódico de Catalunya (CAT)	Un projecte de Sant Boi sobre reciclatge electrònic participa en un programa europeu	https://www.elperiodico.cat/ca/sant- boi/20200421/un-projecte-de-sant-bo i-sobre-reciclatge-electronic-participa- en-un-programa-europeu-7935837
26/04/2020	Sant Boi Diari	Un projecte local per allargar la vida dels ordinadors participa en un programa europeu	https://santboidiari.com/2020/04/26 /un-projecte-local-per-allargar-la-vida- dels-ordinadors-participa-en-un-progr ama-europeu/
06/06/2020	Funds for NGOs	DLT4EU Open Call inviting Ambitious Teams, Leading Innovators, and Developers based in Europe	https://www2.fundsforngos.org/infor mation-communication-technology/dl t4eu-open-call-inviting-ambitious-tea ms-leading-innovators-and-developer s-based-in-europe/
16/06/2020	BlockchainNews	DLT4EU Announces Blockchain Startup Winners in its First Open Call	https://www.the-blockchain.com/202 0/06/16/dlt4eu-announces-blockchai n-startup-winners-in-its-first-open-call /
16/06/2020	Linkedin	eReuse y Usody finalistas del DLT4.EU	https://www.linkedin.com/pulse/ereu se-y-usody-finalistas-del-dlt4eu-david- franquesa/
16/06/2020	Blockchain News	DLT4EU Announces Blockchain Startup Winners in its First Open Call	https://www.the-blockchain.com/202 0/06/16/dlt4eu-announces-blockchai n-startup-winners-in-its-first-open-call /
16/06/2020	TNTIC	DLT4EU Announces Blockchain Startup Winners in its First Open Call	https://www.tntic.com/2020/06/16/d lt4eu-announces-blockchain-startup- winners-in-its-first-open-call/
16/06/2020	Blockchain24	DLT4EU meddelar Blockchain Start-vinnare i sitt första öppna samtal – Blockchain-nyheter, åsikter och jobb	http://blockchain24.se/dlt4eu-meddel ar-blockchain-start-vinnare-i-sitt-forst a-oppna-samtal-blockchain-nyheter-a sikter-och-jobb/
17/06/2020	Corresponsables	ODS9. Dos iniciativas estatales participan en el programa europeo DLT4EU	https://www.corresponsables.com/ac tualidad/ods9-dos-iniciativas-estatale s-participan-programa-europeo-dlt4eu
17/06/2020	Use Blockchain	DLT4EU anuncia a los ganadores del lanzamiento de blockchain en su primera convocatoria abierta – noticias, opiniones y	https://useblockchain.club/dlt4eu-an uncia-a-los-ganadores-del-lanzamient o-de-blockchain-en-su-primera-convo catoria-abierta-noticias-opiniones-y-tr abajos-de-blockchain/

		trabajos de blockchain	
17/06/2020	Bitcointe	DLT4EU Proclaims Blockchain Startup Winners in its First Open Name – Blockchain Information, Opinion and Jobs	https://www.bitcointe.com/2020/06/16/dlt4eu-proclaims-blockchain-startup-winners-in-its-first-open-name-blockchain-information-opinion-and-jobs/
18/06/2020	European Commission Blog	DLT4EU Accelerator: finalists selected to solve challenges in the public and social sectors by using DLT and Blockchain	https://blogs.ec.europa.eu/eupolicylab/dlt4eu-accelerator-finalists-selected-to-solve-challenges-in-the-public-and-social-sectors-by-using-dlt-and-blockchain/
03/07/2020	Blockchain Services	DLT4EU: construyendo la sociedad futura sobre la blockchain	http://www.blockchainservices.es/novedades/dlt4eu-construyendo-la-sociedad-futura-sobre-la-blockchain/
03/07/2020	Crypto Noticias Al Dia	DLT4EU: construyendo la sociedad futura sobre la blockchain	https://cryptonoticiasaldia.com/2020/07/03/dlt4eu-construyendo-la-sociedad-futura-sobre-la-blockchain/
30/07/2020	Digital Catapult	Blockchain technology for social and public good	https://www.digicatapult.org.uk/for-large-businesses/collaborative-research-and-development/dlt4eu
07/08/2020	BluMorpho	Blockchain for social good by The Magma Collective	https://www.blumorpho.com/blockchain-for-social-good/
31/08/2020	Funding Box (Ledger)	DLT4EU launch event	https://fundingbox.com/spaces/ngi-next-generation-internet-ngi-news-events/5f4e4d18f9a7a75c28f31343
10/09/0202	Amsterdam Smart City	High-tech solutions to the circular economy and digital citizenship	https://amsterdamsmartcity.com/posts/high-tech-solutions-to-the-circular-economy-and-di
01/10/2020	Metabolic Institute	DLT4EU launches accelerator for circular economy and digital citizenship	https://www.metabolic.nl/news/dlt4eu-launch/
07/10/2020	Ideas for Change	DLT4EU: un programa de aceleración con vocación de experimento	https://www.ideasforchange.com/blog-futuros-que-molan/dlt4eu-programa-vocacion-experimento
13/10/2020	LinkedIn Pulse (Carles Gómara)	Back to Reality. Use cases of Blockchain (DLT) in Catalonia	https://www.linkedin.com/pulse/back-reality-use-cases-blockchain-dlt-catalonia-carles-gomara/?trackingId=x%2F%2B25fu657JDl4B4TaQK8g%3D%3D
16/10/2020	L'Ajuntagent 2.0	Entrevistem al Carles Peidró de la UAPA, ens parla del Projecte DLT4EU	https://ajuntagent.santboi.cat/entrevistem-al-carles-peidro-de-la-uapa-ens-parla-del-projecte-dlt4eu/
06/01/2021	Proofing Future	Interview with Alice MacNeil (DLT4EU applies distributed ledger technologies for social and public good)	https://proofingfuture.eu/2021/01/03/dlt4eu-an-interview-with-alice-macneil/

| 06/01/2021	Medium Proofing Future	DLT4EU applies distributed ledger technologies for social and public good — an interview with Alice MacNeil	https://proofingfuture.medium.com/dlt4eu-applies-distributed-ledger-technologies-for-social-and-public-good-an-interview-with-e34ac8ae79d2
11/01/2021	Proofing Future	Collaborative reuse of digital devices to reduce premature recycling and foster circular consumption in the City of Sant Boi de Llobregat	https://proofingfuture.eu/2021/01/11/collaborative-reuse-of-digital-devices-to-reduce-premature-recycling-and-foster-circular-consumption-in-the-city-of-sant-boi-de-llobregat/
12/01/2021	Medium Proofing Future	Collaborative reuse of digital devices to reduce premature recycling and foster circular consumption in the City of Sant Boi de Llobregat	https://proofingfuture.medium.com/collaborative-reuse-of-digital-devices-to-reduce-premature-recycling-and-foster-circular-dc9df5931e19
14/01/2021	Proofing Future	Fostering the Energy Transition — an interview with Alex D'Elia	https://proofingfuture.eu/2021/01/14/fostering-the-energy-transition-an-interview-with-alex-d-elia/
14/01/2021	Medium Proofing Future	Fostering the Energy Transition — an interview with Alex D'Elia	https://proofingfuture.medium.com/fostering-the-energy-transition-an-interview-with-alex-delia-6a1e050c1ca5
27/01/2021	Proofing Future	Enabling Citizen-Power into the Circular Textiles Sector – an interview with Lynn Foster	https://proofingfuture.eu/2021/01/27/enabling-citizen-power-into-the-circular-textiles-sector-an-interview-with-lynn-foster/
27/01/2021	Medium Proofing Future	Enabling Citizen-Power into the Circular Textiles Sector – an interview with Lynn Foster	https://proofingfuture.medium.com/enabling-citizen-power-into-the-circular-textiles-sector-an-interview-with-lynn-foster-c9840b9119b3
03/02/2021	Proofing Future	Ideas for Change & Public Good – an interview with Anna Higueras and Javier Creus	https://proofingfuture.eu/2021/02/03/ideas-for-change-an-interview-with-anna-higueras-and-javier-creus/
04/02/2021	Medium Proofing Future	Ideas for Change & Public Good – an interview with Anna Higueras and Javier Creus	https://proofingfuture.medium.com/ideas-for-change-public-good-an-interview-with-anna-higueras-and-javier-creus-42557b987e91
21/02/2021	Proofing Future	Track-and-Trace: Creating Fairer and More Transparent Supply Chains for Women-Owned Cooperatives in Morocco	https://proofingfuture.eu/2021/02/21/track-and-trace-creating-fairer-and-more-transparent-supply-chains-for-women-owned-cooperatives-in-morocco/
23/02/2021	Medium Proofing Future	Track-and-Trace: Creating Fairer and More Transparent Supply Chains for	https://proofingfuture.medium.com/track-and-trace-creating-fairer-and-more-transparent-supply-chains-for-wom

		Women-Owned Cooperatives in Morocco	en-owned-cooperatives-9f9de992139b
24/02/2021	AltFinLab	Track-and-Trace: Creating Fairer and More Transparent Supply Chains for Women-Owned Cooperatives in Morocco	https://altfinlab.org/blog/categories/research-and-developement
25/02/2021	Proofing Future	Digital Catapult help public sector bodies to grow their understanding of distributed ledger technologies	https://proofingfuture.eu/2021/02/25/digital-catapult-help-public-sector-bodies-to-grow-their-understanding-of-distributed-ledger-technologies/
25/02/2021	Medium Proofing Future	Digital Catapult help public sector bodies to grow their understanding of distributed ledger technologies	https://proofingfuture.medium.com/digital-catapult-help-public-sector-bodies-to-grow-their-understanding-of-distributed-ledger-f2c411df794b
04/03/2021	Medium Proofing Future	Reshaping humanitarian aid accountability – an interview with Areti Kampyli	https://proofingfuture.medium.com/reshaping-humanitarian-aid-accountability-an-interview-with-areti-kampyli-8600af3d10c5
09/03/2021	Proofing Future	Reshaping humanitarian aid accountability – an interview with Areti Kampyli	https://proofingfuture.eu/2021/03/09/reshaping-humanitarian-aid-accountability-an-interview-with-areti-kampyli/
15/03/2021	Proofing Future	Shared E-Mobility – an interview with Henk Kuipers	https://proofingfuture.eu/2021/03/15/sharing-e-mobility-an-interview-with-henk-kuipers/
16/03/2021	Medium Proofing Future	Shared E-Mobility – an interview with Henk Kuipers	https://proofingfuture.medium.com/shared-e-mobility-an-interview-with-henk-kuipers-fffeb766304a
20/04/2021	Proofing Future	Digital Impact Investment – an interview with Marina Petrović, Robert Pašičko, Rawad Rizk & Dr. Nikola Markovic	https://proofingfuture.eu/2021/04/20/digital-impact-investment-an-interview-with-marina-petrovic-robert-pasicko-rawad-rizk-and-dr-nikola-markovic/
02/05/2021	Banc de Bones Pràctiques	Reutilització col·laborativa de dispositius digitals	http://www.bbp.cat/practicas_detalle.php?id_ficha=1725
06/05/2021	NGI.eu	DLT4EU FINAL EVENT	https://www.ngi.eu/event/dlt4eu-final-event/
06/05/2021	La Premsa del Baix	TECNOLOGIA: Sant Boi rep dos premis europeus per una prova pilot de reutilització d'equips	https://www.lapremsadelbaix.es/noticies/flash-informatiu/29321-tecnologia-sant-boi-rep-dos-premis-europeus-per-una-prova-pilot-de-reutilitzacio-d-e

		informàtics amb tecnologia DLT	quips-informatics-amb-tecnologia-dlt.html
06/05/2021	Santboi.cat	Sant Boi rep dos premis europeus per una prova pilot de reutilització d'equips informàtics amb tecnologia DLT	http://www.santboi.cat/NPremsaW.nsf/ca-WebNPTop10-BASE/C12570A40043BB01C12586CB0028DD00?OpenDocument&Clau=tnoticies&Idioma=ca&Seu=N
06/05/2021	Trendsmap	Using decentralised, open source, privacy-preserving technologies for the social and public sector. Now online in a great panel dlt4.eu/final-event @dlt4eu	https://www.trendsmap.com/twitter/tweet/1390224079903465473
07/05/2021	El Far.cat	La prueba piloto de reutilización de equipos informáticos con tecnología DLT recibe dos premios europeos	https://elfar.cat/art/36476/la-prueba-piloto-de-reutilizacion-de-equipos-informaticos-con-tecnologia-dlt-recibe-dos-premios-europeos
11/05/2021	Medium Proofing Future	Digital Impact Investment – an interview with Marina Petrović, Robert Pašičko, Rawad Rizk & Dr. Nikola Markovic	https://proofingfuture.medium.com/digital-impact-investment-an-interview-with-marina-petrovi%C4%87-robert-pa%C5%A1i%C4%8Dko-rawad-rizk-dr-1315f5b773df
11/05/2021	Santboi.cat	El Banc de Bones Pràctiques dels Governs Locals reconeix cinc iniciatives de Sant Boi per combatre els efectes de la pandèmia	http://www.santboi.cat/NPremsaW.nsf/ca-WebNPTop10-BASE/C12570A40043BB01C12586CE003C01DE?OpenDocument&Clau=tnoticies&Idioma=ca&Seu=N

6.4 Detailed sections of the DLT4EU website

Home page.
Figure 41. Home page DLT4EU website
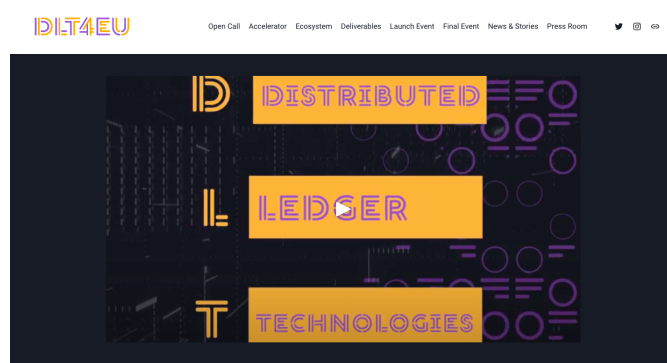
[Open Call](#).

Figure 42. Open Call section DLT4EU website
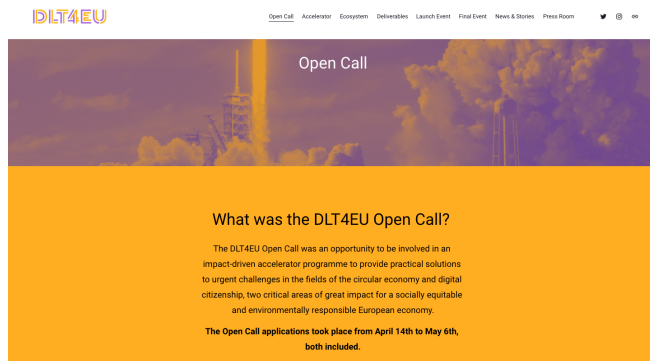
[Accelerator](#).

Figure 43. Accelerator section DLT4EU website
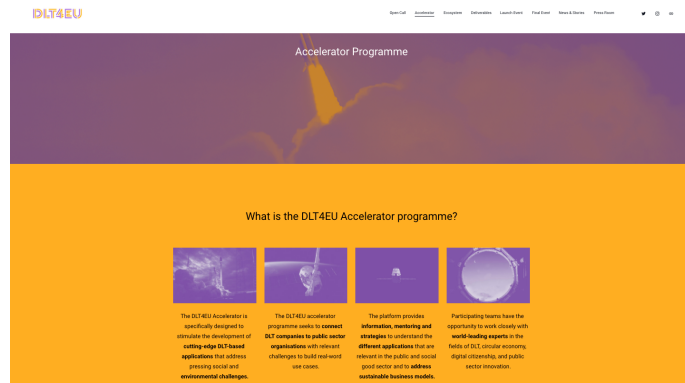
Ecosystem.

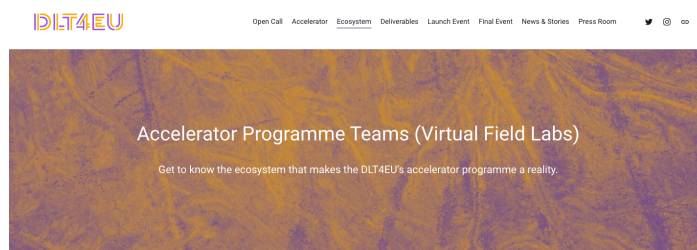Figure 44. [Accelerator Teams](#) subsection DLT4EU website

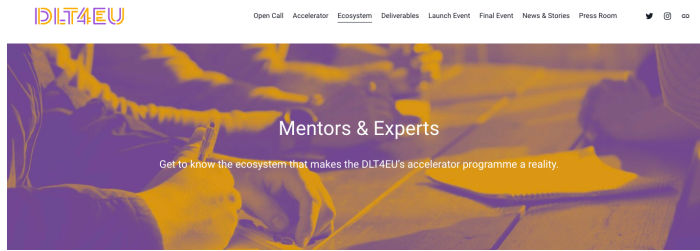Figure 45. [Mentors and Experts](#) subsection DLT4EU website
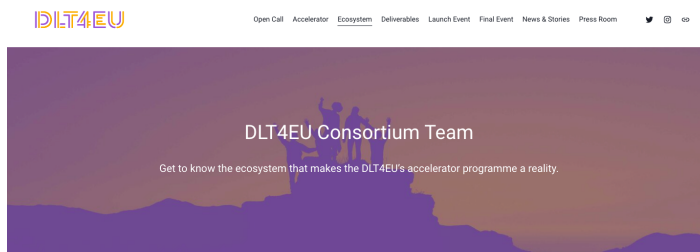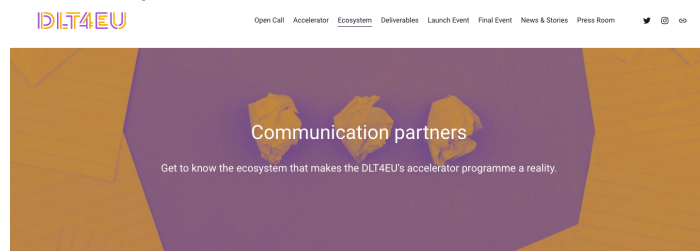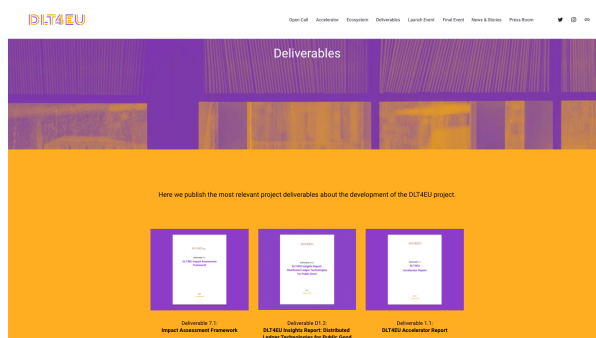
Figure 46. Consortium Team subsection DLT4EU website
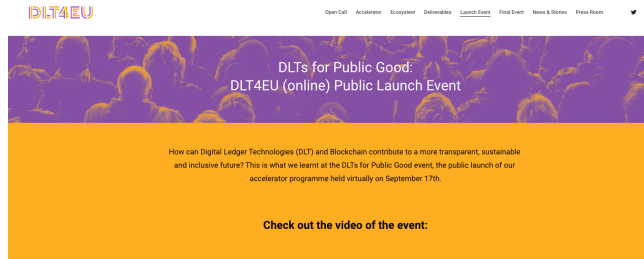

Figure 47. Communication partners subsection DLT4EU website

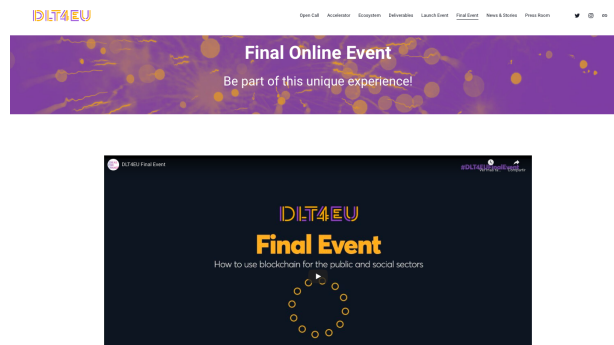**Deliverables**.
Figure 48. Deliverables section DLT4EU website

Public Launch Event:
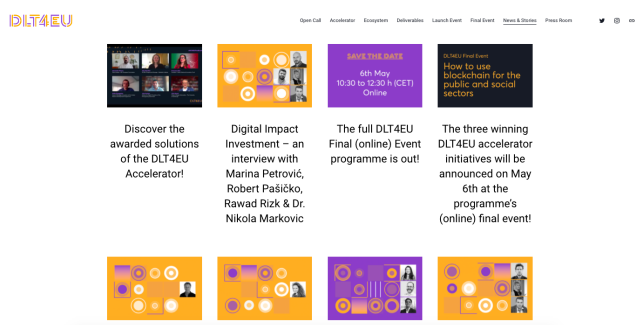Figure 49. Public Launch Event section DLT4EU website

Final Event.

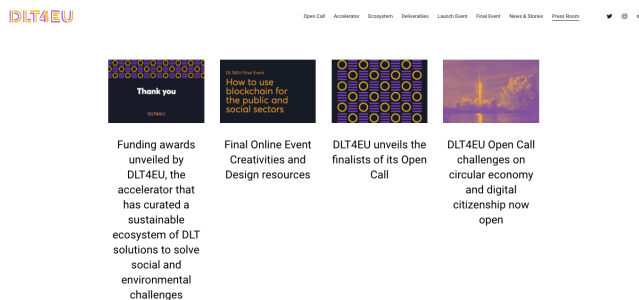Figure 50. Final Event section DLT4EU website

News & Stories.

Figure 51. News & Stories section DLT4EU website

Press Room.

Figure 52. Press Room section DLT4EU website

6.5   Detailed list of social media posts

The complete list of posts and actions developed on social media can be consulted in this archive:

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