



TRUSTS Trusted Secure Data Sharing Space

D8.1 Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels

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Table of Contents

Document Summary Information	1
Revision history (including peer reviewing & quality control)	2
Disclaimer	2
Authors' rights message	2
List of Figures	4
List of Tables	4
1 Executive summary	6
2 Introduction to the project	6
2.1 Cooperation and interlinking with related projects	6
2.2 Federation of platforms	7
2.3 Stakeholder analysis	8
2.4 Objectives and overall mission of TRUSTS	8
3 TRUSTS communication and dissemination goals	9
4 Communication and dissemination plan	10
4.2 Internal coordination of dissemination and communication activities within the consortium ..	10
4.3 External target groups	11
4.3.1 Business and industrial market players in Big Data	11
4.3.2 Scientific community in Data Science and Data Spaces	12
4.3.3 Wider public of the Data Economy / Protection	13
4.3.4 Addressing Mainstream Media	13
4.4 Means of external communication and dissemination	13
4.4.1 Project logo and icon	15
4.4.2 Project website	15
4.4.3 Social media	16
4.4.4 Scholarly publications and conference attendance	18
4.4.5 Social microlearning	20
4.4.6 ResearchGate	21
4.4.7 Press releases	22
4.4.8 Mailing Lists and Newsletter	22
4.4.9 Webinars and podcasts	22
4.4.10 Workshops, training and capacity building programme, tutorials	22
4.4.11 Events, meetings and workshops	25
4.4.12 Promotional material	25
4.4.13 Document, slide, and poster templates	26
5 Measures of expected impact	26
5.1 Dissemination monitoring and reports	26
5.2 Dissemination measures and expected impact	27
5.3 Key performance indicator assessment	28
6 Summary of staff effort by TRUSTS partners	28





7	Conclusion – Living document.....	29
8	Annexes	30
8.1	Style guide	30
8.2	Promotional material, phase 1: Leporello.....	36
8.3	Templates for text documents and slides	38
8.4	Relevant EU policies and manuals.....	38

List of Figures

Figure1:	TRUSTS Google Drive.....	10
Figure2:	TRUSTS logo and icon.....	15
Figure 3:	Homepage of the trusts-data.eu website.....	16
Figure4:	Twitter account.....	17
Figure 5:	Twitter analytics for social media reporting.....	18
Figure 6:	LinkedIn page.....	19
Figure 7:	Examples for microlearning cards.....	21
Figure8:	Project page on ResearchGate.....	21
Figure 9:	Stakeholder Mapping.....	23
Figure10:	Stakeholder Interest Mapping.....	24
Figure11:	Internal reporting form for academic publications.....	26
Figure 12:	Internal reporting form for non-academic dissemination.....	27

List of Tables

Table1:	Industry events.....	11
Table2:	Public events and awareness days.....	13
Table 3:	Conferences targeted by TRUSTS partners.....	19
Table 4:	Academic journals targeted by TRUSTS partners.....	20
Table5:	Measures of expected impact.....	27
Table6:	TRUSTS dissemination KPIs.....	28
Table7:	Staff effort (total) for WP8 by TRUSTS partners.....	29





Glossary of terms and abbreviations used

Abbreviation / Term	Description
ACAMS	Association of certified anti-money laundering specialists
AI4EU	Acronym for H2020 project “A European AI On Demand Platform and Ecosystem”
AML	Anti-money laundering
APC	Article procession charge
API	Application Programming Interface
BDVA	Big Data Value Association
BILETA	British and Irish Law Education Technology Association
CoE	Council of Europe
CORDIS	Community Research and Development Information Service
DSM	European Digital Single Market
GDPR	General Data Protection Regulation
IEEE	Institute of Electrical and Electronics Engineers
LAILEC	Leuven AI Law & Ethics Conference
KPI	Key Performance Indicators
NESTOR	Kompetenznetzwerk Langzeitarchivierung, German experts’ network for digital long-term storage and archiving
RoMEO	a searchable database of publisher's policies regarding the self-archiving of journal articles on the web and in Open Access repositories.
Safe-DEED	Acronym for H2020 project “Safe Data Enabled Economic Development”
SEP	Stakeholder Engagement Plan
TRUSTS	Trusted Secure Data Sharing Space





1 Executive summary

Together with the communication and dissemination channels already established, this document constitutes deliverable D8.1 – “Dissemination and Communication Strategy, design guide, materials and communication channels” of the Horizon 2020 project “TRUSTS – Trusted Secure Data Sharing Space” (Grant agreement ID: 871481). It provides an overview of the communication and dissemination activities planned in the TRUSTS project and a guideline for the TRUSTS partners.

Trust within a data market is a prerequisite for participants feeling safe to share personal and proprietary data, not only public and open data. This is not only a matter of technological development – also a sound legal and ethical foundation is necessary. In addition, viable and feasible business models are fundamental. TRUSTS aims to develop a data-sharing platform for secure, trustworthy, and GDPR-compliant data exchanges. Based on the experience of two large national data market projects, TRUSTS will allow the integration and adoption of future platforms in different jurisdictions.

The different target groups are identified and the exact activities and tools to better spread the TRUSTS vision and outcomes among them are explained.

Additionally, the roles played by the partners are elucidated and will be exploited to maximise the visibility of the project.

The deliverable starts with a brief description of the project and proceeds with the key elements of a well-balanced and carefully planned communication and dissemination strategy.

2 Introduction to the project

Several national research projects, private companies, and H2020 projects are researching and developing technology, business models, ethical and legal guidelines to enable the promise of the Digital Single Market (DSM).

European organisations will need to adopt data-driven innovation and digital transformation to keep up with international competition and global supply chains. Any race to the marketplace brings along legal and ethical issues.

The rules of competition law, intellectual property law as well as data protection and privacy law, are called upon to regulate different aspects of the DSM (e.g., platform regulation, standardisation and interoperability under proprietary models of ownership, data ownership, etc.).

2.1 Cooperation and interlinking with related projects

Keeping this competitive advantage resides in the ability to operate cross-border in Europe, and that requires that the existing national projects commit to a level of interoperability that goes beyond individual “open APIs”.

This is in itself a very challenging task because

- different national projects have different scopes, in terms of both technology development and addressed industry domains,





- research projects at European level address specific aspects of data market-enabling technologies, but do not explicitly address the integration and interoperability of business-focused national platforms,
- commercial data markets provided by private organisations are currently predominantly service providers rather than scalable data markets.

As the number of initiatives increases, it may lead to a decrease of trust in the concept of data markets as a whole, if different technical standards, quality levels, and legal aspects are allowed to diverge uncontrollably.

Such a negative effect will be prevented by TRUSTS through its focus on developing a platform based on the experience of two large national projects. This will allow TRUSTS to integrate and adopt more easily other, future platforms.

At the same time, trust will be fostered by developing and bringing closer to production privacy-aware analytics methods (multi-party computation), building on existing research projects such as Safe-DEED (<https://safe-deed.eu>).

Safe-DEED is a Horizon 2020 project with the creation of tools to facilitate the assessment of data value in its centre. Similar to TRUSTS, it has a highly interdisciplinary approach and in the centre of the project is the creation of tools to facilitate the assessment of data value. One of its core objectives is the trust building process among and between businesses and private persons to build on a data market based on European values.

Several partners within the consortium of TRUSTS, such as KNOW Center Austria and Research Studio Austria Forschungsgesellschaft (RSA FG), are also involved within the Safe-DEED project and thus, a sustainable cooperation between the two Horizon 2020-projects can be guaranteed in the course of the projects' lifetimes.

2.2 Federation of platforms

The thus developed TRUSTS platform, acting on its own but also as a platform federator covering different existing organisations in different jurisdictions, will investigate the legal and ethical aspects that apply on the entire data valorisation chain, from data providers to consumers, passing potentially via multiple platform operators, each of which may have different legal obligations.

Trust in data platforms is further increased if the business model of the operators of the platforms is transparent and understandable to the potential users of the platform.

Therefore, TRUSTS will explore and develop its sustainability plan in open discussion with stakeholders from large, small, and medium enterprises, as well as with existing non-governmental organisations.

TRUSTS brings together technology providers that are already deeply involved in two existing major national data market projects as well as one already planned to be commenced in 2020.

Thus, a European Data Market based on secure and trustworthy data exchanges can be created. Six companies, addressing three different use-cases, identified as most promising by the consortium, will test this integration in practice.

The TRUSTS technology and use cases will be constantly accompanied by business, legal and ethical considerations, which will ensure that the results of the project are sustainable beyond the duration of the funding and compliant with current and forthcoming regulatory frameworks.





For this, two universities and one innovative start-up will work together to create a successful European Data Market operator. To enable the expansion beyond the given use cases, two multipliers, currently operating primarily at national level in Austria and Germany, but with strong links at the European level, will engage European stakeholders beyond the operators and finance domains.

2.3 Stakeholder analysis

The TRUSTS dissemination plan builds on the stakeholder analyses as outlined in the work plan.

Outreach and engagement with stakeholders and the wider public is of great importance for this project since the transferability of practices between informal and formal initiatives is a central question and crucial for the project's success.

The project will invest deeply in a solid stakeholder management and community engagement strategy shared by all partners (D7.2). A special task in the work plan (T2.2) focuses solely on the coordination of the efforts, streamlining methods used, and collecting insights from all the work packages that engage in stakeholder analysis.

Stakeholder analysis generally takes place in five phases:

- needs assessment (of project/ use case),
- identification,
- mapping,
- issue framing and interests,
- engagement strategies.

Parts of this are already covered by the strong ties and involvement of the consortium partners in a broad range of initiatives related to open platforms for creating and sharing research and data (ranging from research data repositories to platforms) and training for diverse audiences.

The resulting problem definitions, case studies, partnerships in the case-study areas etc. inform the stakeholder analysis to be carried out in the duration of the project. The special challenge in this project is the wide range of stakeholders involved in data science and the cloud.

Thus, stakeholder mapping will be done in constant iterations, as part of the individual work packages.

The input generated from the individual work packages will be visible via the TRUSTS website, thus informing the relevant stakeholders about the ongoing actions of the project.

The consortium members will engage in outreach activities, e.g. workshops, training, and webinars, so that the different traditions of stakeholder mapping from the different fields can strengthen one another and a joint understanding and approach is created. (see also chapter 4.4.10)

2.4 Objectives and overall mission of TRUSTS

TRUSTS aims to exploit the aforementioned potential of the European data economy and develop solutions along the given requirements, needs and bottlenecks in place. TRUSTS will set up a fully operational and GDPR-compliant European Data Marketplace for personal and non-personal data as well as demonstrate and realise the potential of the TRUSTS Platform in three use-cases:

- The Anti-Money Laundering compliance use case: Smart big-data sharing and analytics for Anti-Money Laundering





- The agile marketing through data correlation use case: Agile marketing activities through correlation of anonymised banking and operators' data
- The data acquisition to improve customer support services use case: Data processing and visualisation services for Big Financial Data, specifically to advance new ways of human-computer interaction

3 TRUSTS communication and dissemination goals

Communication and dissemination activities share a common principle that can be summarised as “do good and talk about it”, but have different objectives: Dissemination aims at the public disclosure of results to an audience of scientific communities, industry stakeholders, policy-makers, etc.; whereas communication promotes the project and its results in a general public, including EU citizens, civil society, and mass media.

TRUSTS sets dissemination activities to maximise the uptake, impact, and outreach of the project’s awareness, whilst initiating the long-term sustainability of the TRUSTS platform and community building. The communication activities aim to create public awareness and increase the chances our research will make an impact on everyday lives.

Most of the channels TRUSTS uses can be used for communication AND dissemination, so they will be looked at from both angles in the following chapters. TRUSTS mainly focuses on the business and industrial market players and the scientific community, but it also reaches out to the wider public and the media.

The questions that we want to answer in the following chapters are:

- What do we want to achieve? (chapter 4)
- Who are our audiences? (chapter 4.1)
- How will we achieve our objectives? (chapters 4.2 to 4.4.13)
- How can we measure the outcome of our activities? (chapter 5)

The general objective of this document is to organize the activities leading to maximise impact for the overall project in a coherent way. Specific objectives are:

- To have a consensus on a common Communication Strategy for TRUSTS, to be followed by all partners and all dissemination activities carried out.
- To prepare and update a plan for the dissemination of results, including a record of activities related to dissemination that have been undertaken and those still planned.
- To prepare marketing materials (e.g. flyers, posters, etc) in sync with the innovation guidelines, and T8.3 and T8.4 aims combined to boost commercial exposure.
- To raise awareness and visibility through the project website, flyers, and social networks to end-users (e.g. data agencies), stakeholders (agents, financial companies, etc.) and the general public.
- To disseminate the results of research done in the framework of TRUSTS, by participating in academic and policy-oriented conferences, by presenting working papers and scientific contributions, and by submitting scientific articles to peer-reviewed journals.
- To exhibit TRUSTS prototypes in primarily industrial and scientific events, in sync with the specific objectives of the Tasks 8.3 and 8.4 regarding the industrial exposure of TRUSTS throughout booths and pitch activities, and the associated preliminary marketing and sales activities, respectively.





4 Communication and dissemination plan

4.1 Internal communication within TRUSTS consortium: Project Management Plan

Internal communication is achieved via the common TRUSTS Drive (Figure 1), the project-wide mailing list, online meetings via the GoToMeeting tool provided by LUH, as well as regular plenaries and work-package meetings. Rules and procedures for the internal communication are elaborated in the Project Management Plan (D1.1) and are not replicated here.

Name ↑	Owner	Last modified by me	File size
WP1 PM	Alexandra Garatzogianni	—	—
WP2 Requirements Elicitation & Specificati...	Alexandra Garatzogianni	—	—
WP3 TRUSTS Platform implementation	Alexandra Garatzogianni	—	—
WP4 Privacy preserving technologies	Alexandra Garatzogianni	—	—
WP5 3 Use Cases	Alexandra Garatzogianni	—	—
WP6 Legal & Ethical Framework	Alexandra Garatzogianni	—	—
WP7 Business Model, Exploitation & Innov...	Alexandra Garatzogianni	—	—
WP8 Dissemination, Communication & Co...	Alexandra Garatzogianni	—	—
WP9 EC Requirements	Alexandra Garatzogianni	—	—

Figure 1: TRUSTS Google Drive (Screenshot, March 25, 2020)

4.2 Internal coordination of dissemination and communication activities within the consortium

Communication and dissemination is a task where all partners contribute, so the dissemination and communication activities need to be coordinated. As a start, a mailing-list for WP8 (<https://groups.google.com/forum/#!managemembers/trusts-wp8/>) and a folder structure on the TRUSTS drive were established. The common framework that will be established relies on the following milestones:

- manage the activities within the consortium
- define the content and scope of dissemination (what will be disseminated?)
- identify the target audiences (who will most benefit from the project results? and who would be interested in learning about the project findings?)
- define methods, tools (what is the most effective way to reach the target audience?), and timing (when dissemination will take place?)
- define the KPIs of digital communication and virtual presence.
- determine the dissemination management, policy and execution on site (who is responsible for dissemination and how is it ruled?)





- agree on the first steps on events attending and tentative schedule for the partners
- share experiences from dissemination actions and events

4.3 External target groups

4.3.1 Business and industrial market players in Big Data

TRUSTS partners are involved in industry associations such as Big Data Value Association, European Network of National Big Data Centers of Excellence, Plattform Industrie 4.0, Industrial Internet Consortium, Association of Certified Anti-Money Laundering Specialists, and European Banking Federation.

They are part of formal and informal data communities such as Austrian Computer Society and Data Science Meetups. There are also well-established connections with policy makers and public administration.

In the Communities engagement strategy (D7.2) planned for M18, the strategy to widen the community around the platform and to attract new stakeholders during the project and beyond its lifetime is described.

The TRUSTS partners will take part in industry events such as the following:

Table 1: Industry events (TRUSTS proposal, additions by DIO)

Industry events	Place	Date	No of attendees
Hannover Messe	Hannover, DE	April, annually	> 6 500 exhibitors, > 220 000 visitors
BDVA Summits & Conferences, e.g. European Big Data Value Forum	Brussels, BE, and EU level	variable	> 500 organisations > 50 meetings and sessions
ICT Day	EU presidency	December, annually	> 4800 attendees
SEMANTiCS (biggest EU industry Semantic Tech Event)	2020 Amsterdam, NL; 2021 Leipzig, DE; 2022 Vienna, AT	September, annually	> 450 attendees > 60 sessions > 30 exhibitors
European Youth Award – Young digital social entrepreneurs	EU and CoE Member States, Graz	usually in November, annually	> 600 attendees > 45 sessions and tutorials, coaching and mentoring
O'Reilly's Conference Series, e.g. Strata or AI conference	EU, UK, US	variable	> up to 10 000 attendees > 100 sessions
FintechWeek: series of conferences, meet-ups, and workshops	DE, AT	November, annually	> 1 000 attendees





European Banking Summit : flagship event of the European banking federation on challenges, opportunities, and new trends	Brussels, BE	November, annually	> 300 experts, senior policy makers, key stakeholders
ACAMS AML & Anti- Financial Crime Conference	variable	June, annually	> 2 000 AML experts and key policy makers
Anti-Financial Crime Symposium	Limassol, CY	February, annually	> 150 practitioners & industry experts
Digital Banking Forum: National conference for the digitisation of banks	Athens, GR	March, annually	> 150 practitioners & industry experts
Digital Banking & Payments Conference	Nicosia, CY	January, annually	> 200 high profile executives
Austrian Data Governance Conference	Vienna, AT	April 23-24, 2020 annually	> 200 practitioners, industry experts & policy makers

4.3.2 Scientific community in Data Science and Data Spaces

Publications in internationally recognised journals and presentations at national and international conferences is the favoured way of disseminating research results in TRUSTS.

The Horizon 2020 programme has a strong open access policy, and TRUSTS takes part in the pilot on open research data in Horizon 2020.

All TRUSTS partners publish their scientific publications immediately open-access (gold open access) or deposit the published or accepted version in a repository (green open access).

- If choosing the green open access route, the embargo period can delay access to the publication for a maximum of six months. It is important to identify and decide on high-quality repositories certified by CoreTrustSeal, NESTOR Seal for Trustworthy Digital Archives or similar. To achieve such a certification, organisational and technical aspects are reviewed.
- If choosing the gold open access route, publishers often charge so-called Article Processing Charges (APCs) to make articles open without an embargo. Those APCs are eligible for reimbursement during the duration of the project as part of the overall project budget.

Research data underlying the publications are published when feasible. For considerations which research data could be published and which has to be protected, we refer to the details in the data management plan (D1.4).

WP8 will advise partners about the principles and practice of open access, open source, and open science as well as about the corresponding Horizon 2020 requirements.





4.3.3 Wider public of the Data Economy / Protection

Most of the TRUSTS dissemination channels are open to the wider public. In addition, the public will be targeted directly during international awareness days, such as the Love Data Week and the European Data Protection Day.

Table 1: Public events and awareness days

Public events and awareness days	Place	Date	No of attendees
Love Data Week : social media event coordinated by research data specialists	Europe and North America	Mid-February, annually	> 60 organisations
European Data Protection Day	Europe	January 28th, annually	Organisations in all member states of the Council of Europe
Open Data Day	globally	February or March, annually	not quantifiable

The social microlearning (see 4.4.5) will also reach out to the wider public.

4.3.4 Addressing Mainstream Media

The topics and results of TRUSTS are also of interest to the media as a stakeholder group and thus addressed by the dissemination plan of TRUSTS. This requires the use of various channels to present and promote the project, as well as different media and communication activities.

The active participation of all partners within the consortium plays a crucial role to fulfil this task.

Thanks to the distribution of the TRUSTS partners over Europe and Israel, the consortium will be able to use regional and national networks to spread the TRUSTS news and information packages with the help of digital and non-digital reports and articles.

Eight press releases will be provided to media representatives (see also chapter 4.4.7) over the project period. The press releases will be published in more than one of the EU languages. Within the consortium, partners will guarantee to have a diverse portfolio of press releases in different languages.

4.4 Means of external communication and dissemination

For dissemination and communication, we follow the POEM approach, a marketing strategy which addresses **P**aid, **O**wned and **E**arned **M**edia, and adapt it to our needs and objectives. These types of media interact and influence each other. Clear distinction is not always easy. Some tools such as social media combine all three approaches and can be considered “converged media”.

Paid Media refers to the use of “paid advertising” channels to drive traffic and project’s overall messages. We’ll use them (only after careful deliberation) to create awareness among our community of stakeholders and to reach new audiences. Within this group, we could use the following tools for TRUSTS:

- Printed promotional material





- Campaigns of pay-per-click, e.g. search engine ads
- Marketing mails (in due consideration of European and national legislation against spam and unsolicited commercial email)
- Ads within relevant newsletters
- Promoted tweets and LinkedIn posts
- Booths at trade fairs and industry events

In short, all those actions require a direct advertising investment.

Owned Media refers basically to any contents considered as own. Specifically, it includes all media, content and platforms that are partially or completely owned by TRUSTS. We will create them, we can publish information anywhere at any time and where we want. One must not confuse owned media with free. Generating quality content of our own and building reputation will require a significant economic investment in the form of our working hours and brainpower. Examples include:

- TRUSTS logo
- TRUSTS website including blog
- TRUSTS software releases
- TRUSTS social media channels (here the “ownership” of our content depends on the provider’s terms and conditions, but basically we can control what and when we post)
- Press releases, white papers, case studies, reports
- TRUSTS public events and conferences

Earned Media refers mainly to a reward for the good work done without TRUSTS having to interfere or to contribute - for example mentions of TRUSTS on established channels that we did neither advertise for nor write ourselves. Earned media sources typically already have authority, ranking and relevance to a given industry or topic, so getting mentions helps to build our authority and spread our research beyond our community.

Tactics of earned media are:

- Mentions of TRUSTS
- Invitations to industrial events, invited talks at research conferences
- Outreach programs to industry influencers (shares)
- Ratings and third party reviews
- Public relations and resulting media coverage
- Social networking

In sum, the earned media is not a method of traffic generation or branding itself, but rather the logical consequence of having done a good job with owned media and paid media.

TRUSTS will use a variety of tools to magnify the impact on the scientific community, the industrial sector, and the public at large. All partners will contribute to convey a unified message and maximise the impact of the TRUSTS project using all the dissemination channels discussed, i.e. papers in internationally recognised journals and conferences, poster contributions to international and European conferences, and through the organisation of workshops, fairs and showcases where technical achievements and prototypes can be shown to industrial partners.

TRUSTS will take advantage of the following tools that are presented separately but in fact interact on several levels. In the following subtopics, we will provide a summary about different aspects.





4.4.1 Project logo and icon

The logo includes the short name as well as the full name of the project in a black colour. Next to the 'T' there is a half circle, divided in four pieces and coloured in red, orange and blue. meant to capture the attention of the audience. As such, it has to be memorable and distinctive. Due to its shape, the logo is easily scalable and usable on a variety of media. It is available in CMYK and RGB and will be used for any deliverable, report, and dissemination tool in general.

The icon is cut in five pieces; in addition to the four pieces from the logo there is one purple coloured piece. It is mainly used as a profile picture on social media accounts.

The logo was designed by Britta Focke (Hannover) and slightly adapted by Hannes Fuß (Berlin).



Figure 2: TRUSTS logo and icon

4.4.2 Project website

The project website trusts-data.eu constitutes one of the main communication tools and it will be updated throughout the whole project. It will provide a clear presentation of the project vision and its objectives, information about all the consortium members, the scientific publications, etc. Additionally, it includes a blog and a calendar to keep track of upcoming events. A basic website was set up in September 2019 and revised in February and March 2020. The current start page is shown in Figure 2 below.

The website will be graphically adapted according to the design guide and will grow continuously during the project: Sections (news) will be changed according to the needs arising during the project execution integrating results, guidelines, training tools, reports and databases developed in the framework of the project accessible for technology transfer purposes. It will also integrate the results of the project, its acquisition, status of usage, and the implementation experiences of those companies already using them.



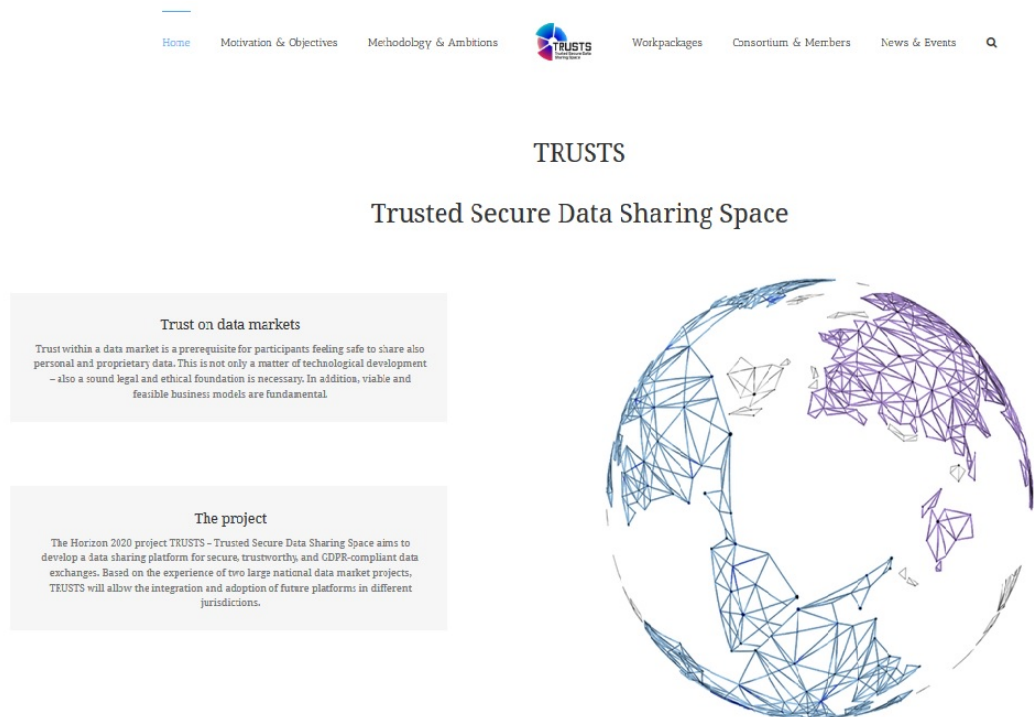


Figure 3: Homepage of the trusts-data.eu website (Screenshot, March 30, 2020)

4.4.3 Social media

In order to reach broader target audiences, TRUSTS will work with the popular social networks Twitter and LinkedIn.

- Our account on Twitter (twitter.com/trustsdata) will be used to promote the latest activities as well as to connect with related projects and the general public (see Figure 4). Twitter Analytics (see Figure 5) will be used to report the traffic on our account.
- Our page on LinkedIn (linkedin.com/company/trusts-trusted-secure-data-sharing-space/) will be used to reach stakeholders and industry professionals, including all TRUSTS partners.

On both social media accounts, there will be regular posts presenting new content, announcing milestones, providing dates and details about project related events, workshops, publications and conferences.

TRUSTS will make use of sponsored tweets and sponsored LinkedIn posts to call attention to the accounts in general and to webinars, podcasts, and events in particular.

TRUSTS will collaborate with related projects such as Safe-DEED (<https://safe-deed.eu>) to maximise its visibility. We assume that both Horizon 2020-projects will be of interest for a similar target group on social media. For this, there will be a virtual exchange on a regular basis between the two projects.

First, when it comes to Twitter, the two accounts from both projects should retweet and like the other project's tweets. Influencers on social media in the field of data markets, trust, security and data evaluation are supposed to be aware of both Horizon 2020-projects as well as other relevant projects in the field.

Safe-DEED (<https://twitter.com/safedeed>) will use the following hashtags for all its retweets and comments, also in relation with TRUSTS: #safedeed #data #trust #privacy #DigitalEU #H2020





#HorizonEU. TRUSTS also uses these hashtags regularly, complemented by the following: #trustsdata (used for all online communication about the project) #datasharing #datamarket. Over the projects' lifetimes, there will be regular updates over the other project in form of retweets and likes. We expect our target groups - experts, companies, and citizens - will create an awareness for both projects.

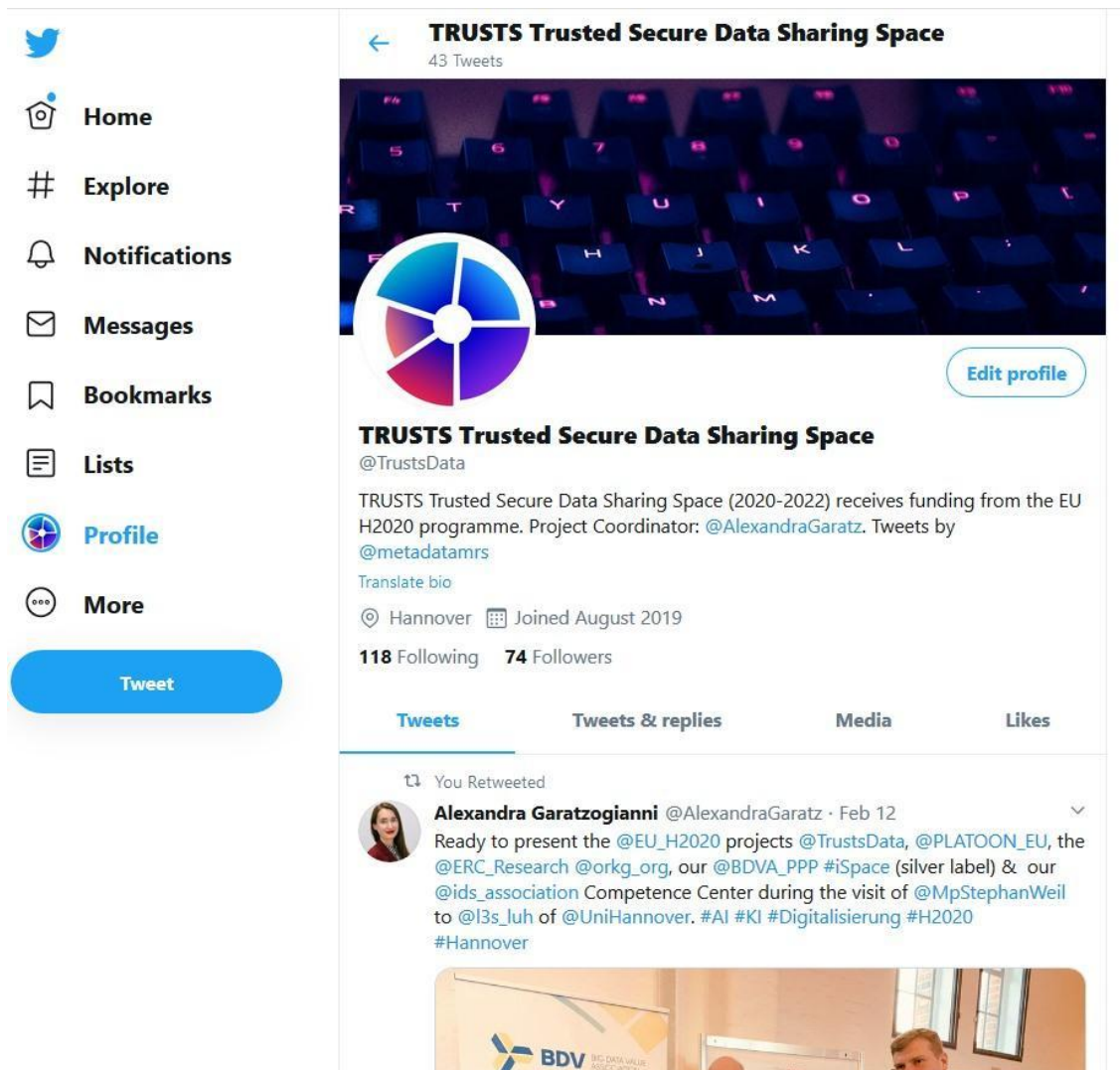


Figure 4: Twitter account (Screenshot, March 25, 2020)



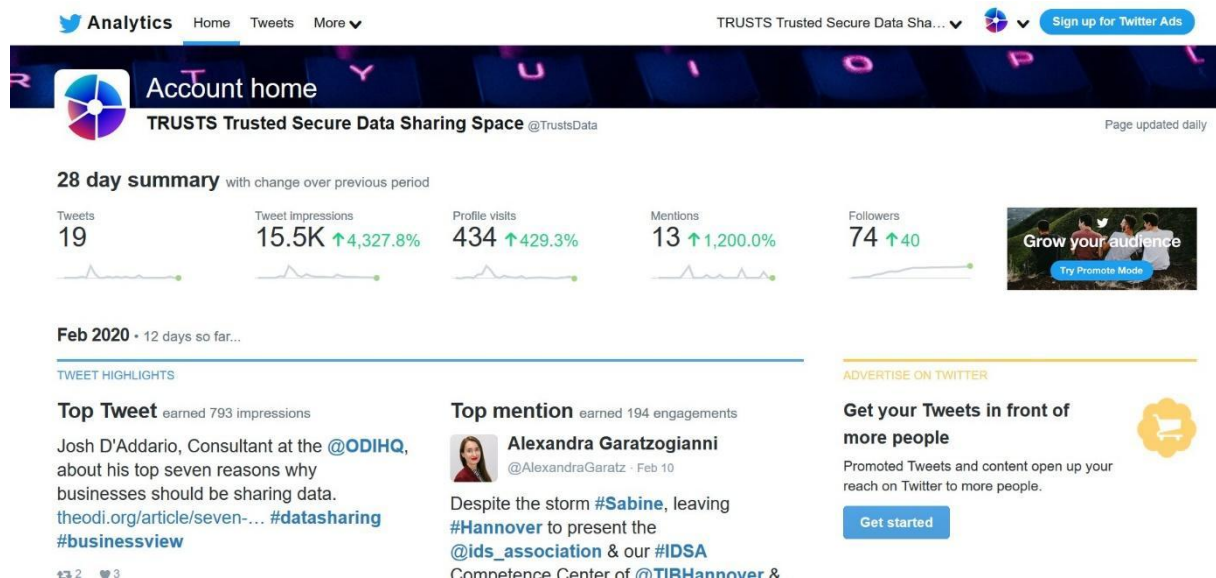


Figure 5: Twitter analytics for social media reporting (Screenshot, February 13, 2020)

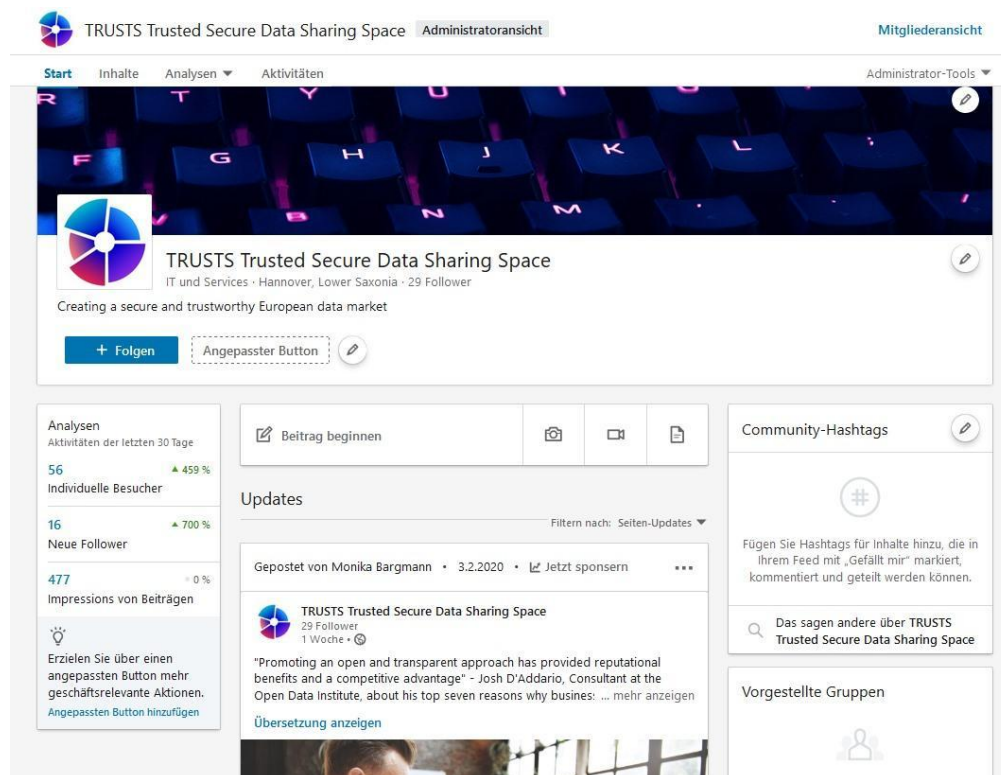


Figure 6: LinkedIn page (Screenshot, February 13, 2020)

4.4.4 Scholarly publications and conference attendance

Scholarly publications in academic journals and presentations at academic conferences are especially relevant to the research institutions within the consortium.





In the context of potential conference attendances, TRUSTS will be able to benefit from a close collaboration with Safe-DEED. The project managers of both projects plan to join the Bled eConference (June 28-July 1, 2020) and the European Conference on Information Systems (June 15-17, 2020). Both conferences have a focus on business model innovation and thus, it is expected to connect with relevant and mutual target groups in the form of representatives of private companies.

Table 3 below shows the relevant conferences where TRUSTS partners plan their attendance and/or submission of research papers based on the work in the project.

Table 3: Conferences targeted by TRUSTS partners (TRUSTS proposal)

Conference name	Place	Date
Computers, Privacy & Data Protection	Brussels, BE	Last week of January, annually
LAILEC Leuven AI Law & Ethics Conference	Leuven, BE	February 18, 2020 (next date not yet announced)
BILETA Conference of the British and Irish Law Education Technology Association	UK, EU	April, annually
International Conference on Web Search and Data Mining	Houston, USA (next venue not yet announced)	February 3-7, 2020 (next date not yet announced)
IEEE Symposium on Security and Privacy	San Francisco, USA	May 18-20, 2020
EUROCRYPT International Conference on the Theory and Application of Cryptographic Techniques	Zagreb, HR	May 10-14, 2020
Bled eConference	Bled, SLO	June 28-July 1, 2020
European Conference on Information Systems	EMEA region	June 15-17, 2020

TRUSTS intends to extend the cooperation with related European projects such as AI4EU (<https://www.ai4eu.eu/>) and Safe-DEED (<https://safe-deed.eu>) to the area of scholarly publications. In regards to the cooperation with Safe-DEED, both consortiums and their individual research output will profit from an exchange between each other.

As such, sustainable synergies can be created in particular in the context of Privacy-Preserving Technologies and Ethical & Legal questions. In the field of Privacy-Preserving Technologies, TRUSTS and Safe-DEED partners have the same target to publish articles in the Journal of Cryptology (Springer) and in the International Journal of Information Security (Springer). Potential joint articles will be also taken into consideration publications in International Data Privacy Law, Computer Law and Security Review as well as Big Data & Society. Both TRUSTS and Safe-DEED plan submission in all three journals.

Table 4 below shows the scholarly journals for which TRUSTS partners plan to submit articles. The section 'Open Access policy' gives an overview of each journal's respective open access policy.





Table 4: Academic journals targeted by TRUSTS partners (TRUSTS proposal)

Journal Title	Open Access Policy
Journal of the ACM (JACM)	Hybrid (ACM author-pays option). APCs apply
Information Technology	RoMEO yellow journal. Hybrid (De Gruyter Open option). APCs apply
Electronic Markets – The International Journal on Networked Business	RoMEO green journal. Hybrid (Springer OpenChoice option). APCs apply
Journal of Cryptology	RoMEO green journal. Hybrid (Springer OpenChoice option). APCs apply
Journal of Strategic Information Systems	RoMEO green journal. Hybrid, APCs apply
International Journal of Information Security	RoMEO green journal. Hybrid (Springer OpenChoice option). APCs apply
International Data Privacy Law	RoMEO green journal. Hybrid, APCs apply
Computer Law and Security Review	RoMEO green journal. Hybrid, APCs apply
European Data Protection Law Review (EDPL)	Not listed in RoMEO. Hybrid, APCs apply
Big Data & Society	RoMEO green journal. Fully open access, APCs apply
Business & Information Systems Engineering (BISE)	RoMEO green journal. Hybrid (Springer OpenChoice option). APCs apply
Journal of Intellectual Property, Information Technology and Electronic Commerce Law (JIPITEC)	Not listed in RoMEO. Fully open access, no APCs
Journal of Theoretical and Applied Electronic Commerce Research (JTAER)	Not listed in RoMEO. Fully open access, no APCs
Law, Innovation, and Technology	RoMEO green journal. Hybrid (Open Select), APCs apply

4.4.5 Social microlearning

Part of the objectives of the TRUSTS project revolve around supporting learning processes about data, trust, and safety among European stakeholders and its citizens.

TRUSTS intends to involve stakeholder groups using new and innovative tools to raise the interactivity among TRUSTS and online users.

For this, we plan to use innovative microlearning tools provided by Social Microlearning (<https://demo.soml.it/#/stream>) to get users on Twitter and LinkedIn involved in the interaction within the TRUSTS project. Social Microlearning cards ideally support them in the learning-process about the research content of TRUSTS in a modern and easy-accessible manner.

We will prepare microlearning cards over the lifetime of the project and will spread the individual cards on Twitter and LinkedIn. Members of the Consortium will contribute their specific knowledge and will





also actively spread the content. English is supposed to be the common language for the microlearning cards to be coherent with the communication on Twitter and LinkedIn.

The usage of the microlearning platform does not involve any costs for the project. One of the partners of TRUSTS, the Research Studio Austria FG, provides the infrastructure and takes the lead in the process of planning and implementing the tool.

With the help of a diversity of card designs, users can experience a highly interactive tool.

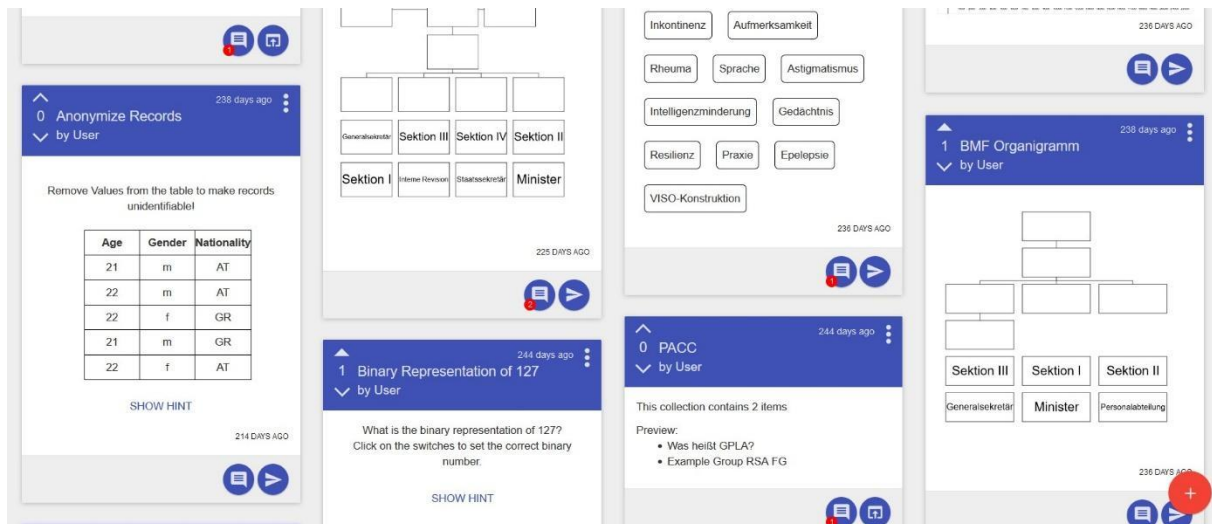


Figure 7: Examples for microlearning cards

4.4.6 ResearchGate

A project page on ResearchGate, a social networking site for researchers, has been established to showcase publications and other project results (researchgate.net/project/TRUSTS-Trusted-secure-data-sharing-space). All researchers working on TRUSTS that are registered on ResearchGate can be added as collaborators to this project page. Due to ResearchGate policy, first, the admin Monika Bargmann's profile (researchgate.net/profile/Monika_Bargmann) needs to be followed, before second the user can be added as a follower of the project page.

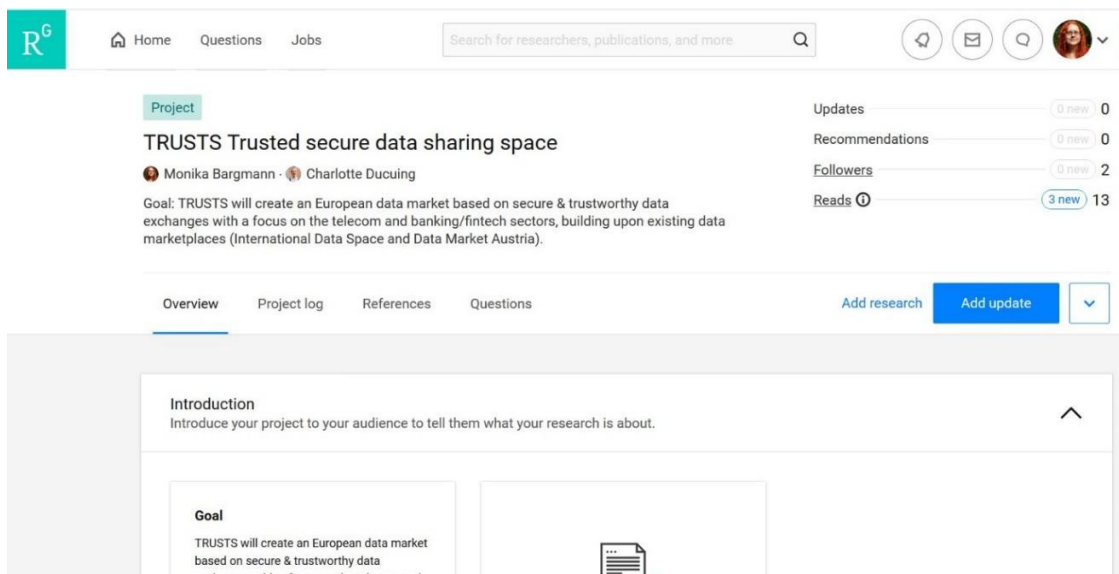


Figure 8: Project page on ResearchGate





4.4.7 Press releases

Eight press releases are planned in multiple languages throughout the lifetime of the project. The point in time and the content will be coordinated in the WP8 calls.

EU channels such as CORDIS (Community Research and Development Information Service) as well as the TRUSTS partners' regional media contacts will be used to spread the news about the project as wide as possible.

4.4.8 Mailing Lists and Newsletter

TRUSTS will establish a quarterly newsletter addressed to stakeholders. Relevant email addresses will be collected in a GDPR compliant manner from all partners of the consortium.

The newsletter offers a concise overview about new developments and progress in the project and complements the other dissemination channels.

The prospective tool Newsletter2Go offered by the company of the same name is GDPR-compliant and well established. Personal data is hosted in Germany. The company's data protection management system is certified by TÜV Rheinland and it is regularly audited.

The intended reach of the newsletter is more than 2 000 individuals by the end of the project. The newsletter will start in the second quarter of 2020.

4.4.9 Webinars and podcasts

TRUSTS will provide summaries of research results, reports from conferences, interviews with key figures of the relevant industries, and success stories in the form of webinars and podcasts.

In contrast to podcasts, webinars can be used to collect broad feedback. Different technical solutions are feasible such as filming a speech and allowing viewers to comment in a blog, or an interactive video meeting or a series of presentations from different locations where viewers can comment in audio or in a chat form. Interested people can attend the webinars live or watch the recordings on the website.

The podcasts will be provided via a podcast platform and on the website. Which platform will be used for the podcasts has not been finally decided - Spotify and Google Podcasts have been shortlisted because they are widely used and are available on the web and for multiple mobile operating systems. Views per webinar and YouTube views will be collected and reported in the annual and final dissemination reports (see chapter 5.3).

4.4.10 Workshops, training and capacity building programme, tutorials

Based on the priorities established in the previous tasks, an initial Stakeholder Engagement Plan (SEP) will be elaborated where for each activity/ topic area the major stakeholders will be identified, and their participation in specific network nodes (i.e. around activity areas) will be sought.

Such nodes help to cluster a broad range of stakeholders across disciplines, sectors and geographies.

It will identify that many discussions will be held on the TRUSTS Data Market Platform to allow a larger and more broadly distributed attendance.

Participation in network nodes will provide participants with:





- Visibility: research institutions have a vehicle for showcasing their areas of work, while practitioners have one for highlighting their experience and ongoing priorities;
- Knowledge exchange: both research institutions and practitioners will have opportunities for peer-to-peer best practice and lessons-learned exchange, with particular emphasis on the exchange between researchers and practitioners;
- Influence: participants will be enabled to influence future research efforts, policy direction, and private sector initiatives;
- Collaboration opportunities: participants will have access to a broader range of collaboration opportunities, especially those that are cross-disciplinary and cross-sectoral.

Relational SA will develop a tool that will prioritize the identified stakeholders and that will consider how and when to engage with them. It is important to obtain a greater understanding of their motivations, interests, expertise and capacity to engage. The key points the project team took into account during the process of understanding stakeholders are provided as listed below:

- Existing relationships between the project and the stakeholders,
- Knowledge that the different stakeholders possess and that may be relevant to the project,
- Potential positive or negative views of the stakeholders on the project and its outcomes. Potential for any conflict arising amongst stakeholders or between stakeholders and the project,
- Appropriate means of communication and need to be adapted in order to reach certain groups or individuals,
- Willingness to engage; if not, reasons and means for overcoming them. Barriers to participation and/or engagement

The results from the above mentioned stages will be considered by the project team in order to establish what level of engagement is required, the timing and role of the engagement, and ultimately which methods of engagement are to be adopted for each one. The plan will include the following information:

Project stakeholders	Identification of those stakeholders considered in the preparation of the plan
Stakeholder analysis	Mapping where stakeholders are <i>currently</i> located in relation to their contribution to, and participation in, the project
Stakeholder transition	Identifying where stakeholders are not considered to be located the most appropriate position (within the contribution / participation map) and would ideally be transitioned to another position.
Stakeholder management	Defining the actions needed to maintain or change the position of the stakeholders within the map
Plan review	Setting out the process used to judge whether or not the engagement actions have been, or are likely to be successful, and whether any refinement of this plan is required

Figure 9: Stakeholder Mapping

- ‘Collaborate’ box (high interest – high influence): Stakeholders represented in this box are those with which it is likely to be most beneficial for the project to engage. They are identified as potential suppliers of relevant information, permissions and resources, or may be significantly impacted by the final project outcomes.
- ‘Involve’ box: Stakeholders represented in this box are highly influential, but have little interest in the project or low capacity and or resources to engage. As a result, they may have significant influence over the success of the project, but may be difficult to engage throughout the project





process. To address this issue, particular efforts may be necessary to engage this group in the project and therefore the efforts should be initiated as early as possible in the project process.

- 'Consult' box: Stakeholders represented in this box are those that may have high interest but low influence in the project and although by definition they could support the project, they lack the capacity to significantly contribute to the project and produce beneficial impact. Nevertheless, they may prove particularly useful by forming alliances with other more influential stakeholders. These are often the marginal stakeholders which are usually 'hard to reach', and that might require special attention to ensure their engagement and to empower them to equally engage in the project process with more influential stakeholders.
- 'Inform' box: Stakeholders represented in this box are those who may have little interest in or influence over project outcomes. In general, there is less need to consider them in much detail or to realize particular efforts to engage with them when the project resources are limited.

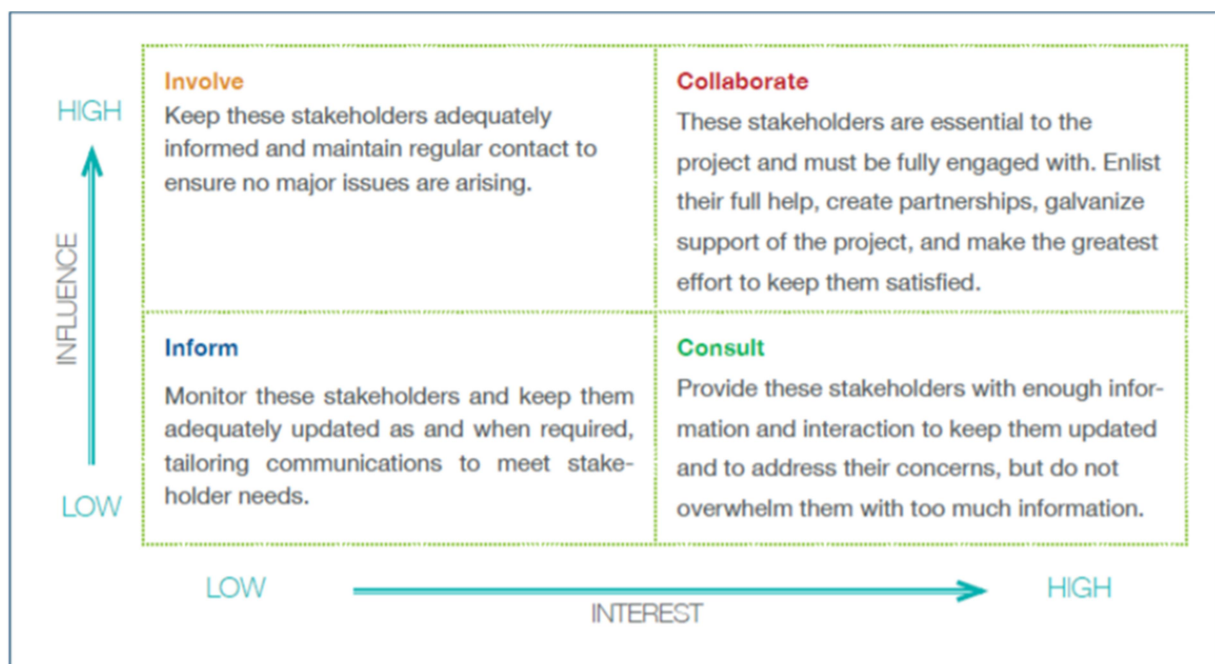


Figure 10: Stakeholder Interest Mapping

The first level of analysis and research on the Training and capacity building programme will help to clarify our innate biases and provide insights into how cultural, social and emotional factors shape actual perception of risk.

Since it is assumed that the interested Stakeholders (SMEs and large enterprises), in order to understand all the facts of the TRUSTS solution, need to be informed by experts of the data driven analytics industry. There are currently three types of dialogues for motivating experts in the different target groups. The channels for spreading technical results and for generating knowledge with scientific and research communities of interest, are identified and they are planned to be implemented during the first year of the project.

In order to maximize the range of the influence effecting from the project's realisation the variety of training will be offered by the Relational SA. The main goal of such cascade training is to ensure that the project's realisation will support not only the participating researchers, but also their departments and universities and the national or international industry representatives.





For that purpose, the full offer of training, webinars, lectures and workshops connected with the Data Market platform is free of charge and it will be announced on the project's website. As a result, also interested companies that are not currently involved in TRUSTS can get in touch with the project members and order such services.

In case of the appearance of any industry originated problems also the consulting services may be offered to companies. This approach aims at maximising the project's visibility and influence on relevant communities. It should also benefit with the number of grant proposals submitted in the future as potential collaborators might be gained.

The website (chapter 4.4.2) will include the experience of the SMEs and other industrial partners involved in the project that will be the first recipient of the produced technology, allowing them to gain a privileged position in the market.

4.4.11 Events, meetings and workshops

There will be regular meetings and workshops as well as a mid-project conference where we connect with related research projects. Dates and locations will be chosen by the organising partners in alignment with bigger conferences or industry events. The TRUSTS' target should cover more than 20 events in total.

The kick-off meeting was hosted by LUH in Hannover. The first plenary will take place online only due to the Covid-19 crisis. It is scheduled for June 22 and 23, 2020. The second plenary will be hosted by DIO, RSA, and SWC in Vienna and is planned for autumn or winter 2020. It will be accompanied by a public event and will be supported by the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation, and Technology (BMK).

4.4.12 Promotional material

Printed promotional material will be prepared. In the first phase, an 8-page leporello leaflet was designed (see Annex 8.2). It is intended that the partners distribute over 20 000 leaflets (in total) at more than ten European and (inter)national events per partner.

According to the agreement at the kick-off meeting, the first batch of promotional material in the form of 500 leporello leaflets for each partner (total 8500) should be printed centrally by the leader of WP8. Taking budgetary and ecological reasons into consideration, the lead of WP8 will update all partners which are involved in the dissemination of the leaflets before the first round will be printed.

The production and dissemination of the first batch of leaflets should be provided in a sustainable manner and thus, DIO in form of the lead of WP8 will keep open the options to

- mail leaflets to all partners via parcel delivery (excluding express option)
- ask partners on an individual basis to provide at least three formal offers from different print shops (excluding express option) before DIO provides digitally the graphic and compensates the spendings of the individual partner

The consortium of TRUSTS contributes to a digital market based on European values and it also wants to contribute to a sustainable environment.

To enable uniform representation of TRUSTS at events such as trade fairs and conferences, roll-ups (max. 10) and t-shirts (max. 40) will be designed and produced. DIO as WP8 lead will finance the design and otherwise will proceed as described above.





We plan two short white papers to help stakeholders understand the aims and the technical basis of the project. The technical and research partners will provide the content, WP8 will provide the design and the wording. The papers should be published in M18 and M30, respectively.

If agreed on between the partners and the WP8 lead, additional material such as stickers, business cards, and other formats of leaflets (such as a two-pager) will be prepared.

4.4.13 Document, slide, and poster templates

To ensure uniform presentations, templates for documents and slides were prepared by the graphic designer commissioned by the WP8 lead and are provided to all partners on the internal Google drive (see chapter 8.3). Also a template for posters (e.g. shown during poster presentations at academic conferences) will be provided.

5 Measures of expected impact

In the end, we summarise all the communication and dissemination measures proposed so far by highlighting their expected impact and the corresponding target audience. We also give an overview of the metrics we defined to assess the dissemination performance, and provide a bird-eye's view of the dissemination activities across the entire lifespan of the project.

5.1 Dissemination monitoring and reports

To quantify the dissemination levels, two forms are continuously used by TRUSTS partners, covering academic publications and other activities respectively (Figure 11 and Figure 12). These forms complement the monitoring tools on our website (chapter 4.4.2) and on our social media sites (chapter 4.4.3).

1	partner	type of publication	title	DOI	ISSN/ISBN	authors	journal / book title	number, date	publisher	place of publication	year of publication	pages	peer-reviewed	green/gold OA
2	short name	journal article / conference proceedings / monograph / book chapter / thesis	title of your publication	DOI or other identifier	ISSN, ISBN, other numbers	name(s) of author(s)	title of journal / proceedings / book	volume, date...	name of publisher	place of publication	year of publication	startpage - endpage	yes / no	if green: add embargo period, if applicable -- if gold: add APC, if applicable
3														
4														
5														
6														
7														

Figure 11: Internal reporting form for academic publications





	A	B	C	D	E	F	G	H
1	partner	type of activity	name of event / title of publication or other activity	date	location	type of audience / target group	estimated number of people reached	additional information
2	DIO	distribution of info material at event	Handeln mit Big Data: Vom Technologie-Showcase zur profitablen Wertschöpfung. Highlight-Konferenz zur Vorstellung der Leistungen und Ergebnisse von Data Market Austria	2019/09/18	Austrian federal ministry for transport, innovation, and technology - Vienna, AT	data economy, policy makers	200	https://www.dataintelligence.at/de/events/data-market-austria-konferenz-2019-in-wien.html
3								
4								
5								

Figure 12: Internal reporting form for non-academic dissemination

There will be two annual and one final dissemination reports. The annual reports (D8.3 and D8.4) collect, analyse, and review the dissemination activities undertaken by the consortium. Additionally, they include feedback to the consortium partners about how to coordinate and structure their communication and dissemination. The final dissemination report (D8.5) covers all the communication and dissemination activities undertaken by the consortium as a whole during the entire project lifetime.

5.2 Dissemination measures and expected impact

There are four dissemination measures the consortium agreed on. Depending on the dissemination measures Project website and Social media, Scholarly publications and conferences, Attendance at trade fairs and other events and articles in trade and special interest magazines different target audiences are related to.

Table 5 below gives an overview of the agreed dissemination measures, the target audience, the corresponding expected impact, and the partners who are mainly responsible and involved in a specific measure as part of their responsibilities in their work packages. Additional partners are invited to contribute results of their respective work packages for all publications.

Table 5: Measures of expected impact

Dissemination measures	Target audience	Expected impact	Partners with main responsibilities and involvement
Project website and social media	Industry, researchers, general public	Visibility, promotion	DIO, LUH
Scholarly publications and conferences	researchers	Scientific understanding, academic community, relevance measured through citations	KC, TUD, KUL, RSA, FORTH
Attendance in trade fairs and events	Business and industry	attracting companies to join the professional partners community	IDSA, G1, DIO, EBOS, LSTECH, Forthnet
articles in trade and special interest magazines	Industry, general public	Visibility in the industry, promotion in the general public	IDSA, DIO, Fraunhofer, SWC, Forthnet, LSTECH





5.3 Key performance indicator assessment

In order to evaluate the progress of communication and dissemination activities, the Consortium defined a set of major key performance indicators (KPIs) which will be used during the whole project lifecycle. These KPIs, and the established success criteria, are summarised in Table 6 below. It is also indicated if a channel has its focus on communication (C), dissemination (D), or both (B).

Table 6: TRUSTS dissemination KPIs

Channel		KPI	Success criteria	Focus
Scientific publications		Number of journal and conference papers	≥ 4/ year	D
Workshops		Number of events	≥ 1/ year	D
		Number of participants	≥ 15/ workshop	
Project website		Number of visits	100/ month	C
Social Media	Twitter	Number of followers	500 end of project	C
		Number of tweets	≥ 3 per week	
	LinkedIn	Number of followers	250 end of project	B
		Number of posts/discussions	≥ 1/ month	
Total social media		Impressions across platforms	15 000 impressions	B
Press releases (multiple languages, EU-wide)		Number of releases	8 in total	C
eMail newsletter: forum for stakeholders from target domains		Number of email newsletters	1 per quarter	B
		Subscribers	≥ 100/ year	
Webinars		Viewers	>100 participants and YouTube views per episode	D
Podcasts		Listeners	> 100 listeners per episode	D
Flyers, posters		Distribution at events	20 000 leaflets in total 10 events per partner	B

6 Summary of staff effort by TRUSTS partners

In total, WP8 – Dissemination, communication, and community building has 60 person months. The majority of partners within the consortium has less than two person months. Table 7 below covers all partners and their person months. Partners with more than two person months are written in bold.





Table 7: Staff effort (total) for WP8 by TRUSTS partners

Partner	PMs	Partner	PMs	Partner	PMs
LUH	10	SWC	5	KC	2
TUD	0	KUL	2	FHG	0
Dell EMC	1	RSA FG	3	G1	1
IDSA	1	DIO	24	FNET	1
PB	1	EBOS	1	LST	1
REL	5	FORTH	2		

7 Conclusion – Living document

This Dissemination and Communication Strategy is a living document. It outlines the communication and dissemination activities for TRUSTS over the entire project lifetime.

A description of the targeted audiences and the designed dissemination means is presented.

Particular attention has been given to conferences in the European Union, to journals identified most suitable for research publications written within the TRUSTS project, and to the direct contact with academic and industrial partners.

As circumstances change and the project progresses, the strategy will be adjusted. An action plan will supplement the strategy. It will be regularly updated over the lifetime of the project.

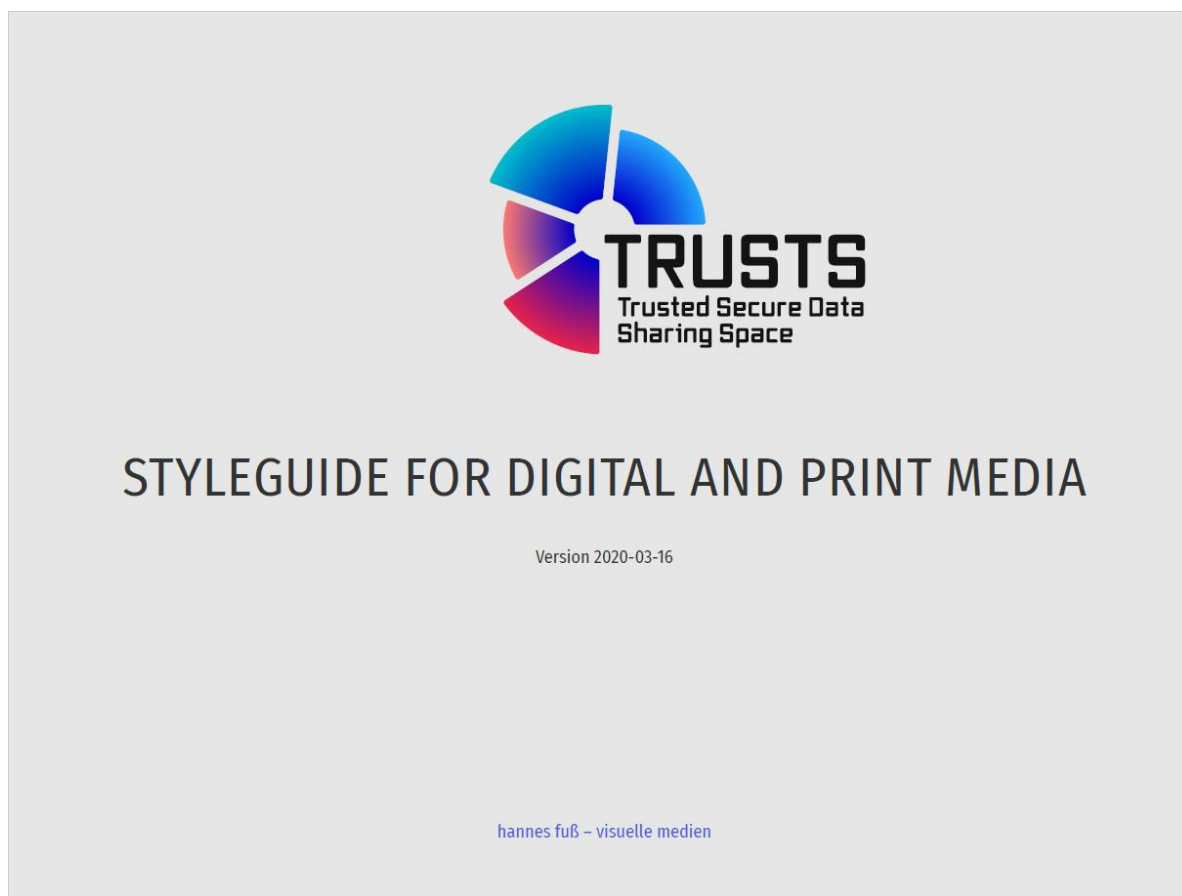


8 Annexes

8.1 Style guide

The style guide for digital and print media from 16/03/2020 is reproduced here for the information of the European commission's reviewers. Project partners can find the current version on our internal drive:

<https://drive.google.com/drive/u/1/folders/1BT9u6ukzhqLLNh399VqLTfYfzNSRHtFI>





Logo and Icon

Styleguide TRUSTS – Trusted Secure Data Sharing Space

2

The TRUSTS logo is available in different image and vector formats in both RGB and CMYK colors. Please use the CMYK versions only for print media.

The white-space around the logo defines the minimum distance to page margins or neighbor layout elements. The white-space is already included in the PNG, JPEG and SVG logo files.



The TRUSTS icon is available in different image and vector formats. Use the icon for App icons, Favicons, Social Media avatars like e.g. Twitter image. Please don't crop it.

Don't use it as a replacement for the logo in printed materials, posters, websites etc.



This EU funding information logo and text have to be present in any published material. The typography may be adapted according to the layout of the material.













Logo Colors		Styleguide TRUSTS – Trusted Secure Data Sharing Space		3
	blue RGB 0/0/204 CMYK 100/92/0/0 #0000CC Use: Center of logo gradients		light red RGB 249/120/115 CMYK 0/66/45/0 #F97873 Use: Segment of logo	
	light blue RGB 35/169/255 CMYK 69/23/0/0 #23A9FF Use: Segment of logo		red RGB 234/35/75 CMYK 0/97/66/0 #EA234B Use: Segment of logo	
	turquoise RGB 0/189/204 CMYK 69/0/17/0 #00BDCC Use: Segment of logo		purple RGB 239/40/224 CMYK 61/66/0/0 #8B28E0 Use: Additional segment of icon	





Colors for text and layout elements			Styleguide TRUSTS – Trusted Secure Data Sharing Space			4
	black RGB 20/20/20 CMYK 0/0/0/100 #141414 Use: Headlines, copy text			light blue RGB 35/169/255 CMYK 69/23/0/0 #23A9FF Use: Headlines, links, button background		
	grey RGB 127/127/127 CMYK 0/0/0/50 #7F7F7F Use: Borders, lines, light text color			blue RGB 0/0/204 CMYK 100/92/0/0 #0000CC Use: Hover-color blue		
	light grey RGB 242/242/242 CMYK 0/0/0/5 #F2F2F2 Use: Background text boxes, lines			light red RGB 249/120/115 CMYK 0/66/45/0 #F97873 Use: Headlines, links, button background		
	white RGB 255/255/255 CMYK 0/0/0/0 #FFFFFF Use: Document background			red RGB 234/35/75 CMYK 0/97/66/0 #EA234B Use: Hover-color red		



**Saira Semicondensed Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyzüöäß
 1234567890
 !“\$%&/'()=?,:;:-_

Saira Semicondensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/'()=?,:;:-_

Use: Web and print.

Headlines, short copy text, executive summaries, teaser text,
 highlighted text blocks

Download:

<https://fonts.google.com/specimen/Saira+Semi+Condensed>

Noto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyzüöäß
 1234567890
 !“\$%&/'()=?,:;:-_

Noto Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/'()=?,:;:-_

Noto Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/'()=?,:;:-_

Use: Web and print.

Scientific text, long copy text

Download:

<https://fonts.google.com/specimen/Noto+Serif>



**Calibri Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/()=? , ; : ' - _

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/()=? , ; : ' - _*

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
!“\$%&/()=? , ; : ' - _**



8.2 Promotional material, phase 1: Leporello

The leporello is reproduced here for the information of the European commission's reviewers. Project partners can find the current version on our internal drive:

<https://drive.google.com/drive/u/1/folders/1iaqXjvyFPo91RjKMs1TtjhT-qshW0Kpl>

<p>Find Out More</p> <p>trusts-data.eu</p> <p>info@trusts-data.eu</p> <p>twitter.com/trustsdata</p> <p>linkedin.com/company/26197947/</p> <p>researchgate.net/project/TRUSTS-Trusted-secure-data-sharing-space</p> <p> This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871481</p>	<p>Consortium</p> <p>Our consortium consists of seventeen partners based in nine countries across Austria, Belgium, Cyprus, Germany, Greece, Israel, the Netherlands, Romania, and Spain. TRUSTS brings together technology providers, data providers, research institutions, and multipliers.</p> <p>Leibniz University Hannover (Lead) – Semantic Web Company – Know Center – TU Delft – KU Leuven – Fraunhofer Gesellschaft – Dell EMC Israel – Research Studios Austria FG – Governance One – International Data Spaces Association – Data Intelligence Offensive – Forthnet – Piraeus Bank – EBOS Technologies – LSTech Espana – Relational Technology – FORTH Foundation for Research and Technology Hellas.</p> <p>    </p>	<p>   </p> <p> </p> <p>  </p> <p>  </p>	<p></p>
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 871481.



D8.1 Dissemination and Communication Strategy

About TRUSTS	Challenge	Use Cases	Facts & Figures
<p>Why</p> <p>Trust within a data market is a prerequisite for participants feeling safe to share also personal and proprietary data. This is not only a matter of technological development - also a sound legal and ethical foundation is necessary. In addition, viable and feasible business models are fundamental.</p> <p>What</p> <p>The Horizon 2020 project TRUSTS - Trusted Secure Data Sharing Space aims to develop a data-sharing platform for secure, trustworthy, and GDPR-compliant data exchanges. Based on the experience of two large national data market projects, TRUSTS will allow the integration and adoption of future platforms in different jurisdictions.</p>	<p>For the Digital Single Market in Europe, technology, sustainable business models, ethical and legal guidelines are needed. This is a challenge for research and business because</p> <ul style="list-style-type: none">■ different national projects have different scopes, in terms of both technology development and industry domains they address.■ research projects at European level concentrate on specific aspects of data market-enabling technologies, but do not explicitly address the integration and■ commercial data markets provided by private organisations are currently predominantly service providers rather than scalable data markets.	<p>To demonstrate the added value of the TRUSTS Platform, three business-oriented use cases showcase the sharing, trading, (re)use of data and services, and added value generated through innovative applications built on multiple open and proprietary data sources.</p> <ul style="list-style-type: none">■ The Anti-Money Laundering compliance use case: Smart big-data sharing and analytics for Anti-Money Laundering■ The agile marketing through data correlation use case: Agile marketing activities through correlation of anonymized banking and operators' data■ The data acquisition to improve customer support services use case: Data processing and visualisation services for Big Financial Data, specifically to advance new ways of human-computer interaction	<ul style="list-style-type: none">■ 9 countries■ 10 partners■ 17 participants■ 36 months■ 5 977 600 €■ 7 122 200 €■ H2020



8.3 Templates for text documents and slides

The template for slides is reproduced here as an example for the information of the European commission's reviewers. Project partners can find the templates for text documents and slides in the current version on our internal drive:

<https://drive.google.com/drive/u/1/folders/1BT9u6ukzhqLLNh399VqLTfYfzNSRHtFI>



Title of presentation

subtitle



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8.4 Relevant EU policies and manuals

Project partners can find relevant EU policies and manuals on our internal drive: <https://drive.google.com/drive/folders/1SpK0PlhFGLksIWxe7urFX1SnYzMv0sly>. This includes, among others, "Communicating EU Research & Innovation. A guide for project participants", "Social media guide for EU funded R&I projects", and "Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation".

