



D8.2 Website update, materials

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TRUSTS Trusted Secure Data Sharing Space

D8.2 Website update, materials

Document Summary Information

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Responsible Author	Monika Bargmann		
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Glossary of terms and abbreviations used

Abbreviation / Term	Description
FP7	Seventh Framework Programme for Research and Technological Development, the European Union's Research and Innovation funding programme for 2007-2013
SAB	Stakeholder Advisory Board
Safe-DEED	H2020 project "Safe Data-Enabled Economic Development", safe-deed.eu
Social Microlearning	a holistic approach for skill based learning and education which deals with relatively small learning units

1 Executive Summary

This deliverable describes the role, structure, target audiences, and design of the TRUSTS project website trusts-data.eu in relation to other communication and dissemination channels. It illustrates adaptations and amendments of the website since it went online in September 2019. More specifically, this document includes aspects such as the following:

- Strategic objectives to be fulfilled through the website.
- Description of the website as one of several key channels for communication and dissemination activities to share information about our progress and our key findings.
- Description of the website structure.
- Description of planned channels currently being prepared for release

Furthermore, it shows the promotional material that was created in addition to the material already described in deliverable D8.1 (submitted on March 31, 2020).

It also illuminates the envisaged next steps in advancing the website to a central jumping-off point for all communication and dissemination channels and incorporating results from the research and analyses undertaken in the project.

2 Introduction

2.1 Overall communication and dissemination targets

TRUSTS aims at innovating European data markets with trust, security, and federation. As stakeholders currently are not sufficiently confident in existing data platforms and data markets, an overarching goal of the communication activities is to build trust by enabling and fostering dialogue between the project and its stakeholders. This dialogue enables obtaining input on requirements and interests, on the one hand, and communicating the results and their impact back to the communities and the wider public, on the other hand. We believe in reaching out to a large variety of stakeholders (data providers, data consumers), data ecosystems, and public initiatives with related EU-funded projects, competence centres and industrial platforms to ensure the development of sustainable tools, to share best practices and establish synergies.

The transferability of practices between informal and formal initiatives is crucial for the project's success. Thus, 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.

TRUSTS Objective 7 (with regard to WP 8 Dissemination, Communication & Community Building) is “to disseminate the results of the projects widely, on national, European and international levels, so as to increase participation in the Ecosystem, and internationally, to draw international attention to ground-breaking developments in the area of Data sharing platforms”.

In order to expand the technical, educational, and commercial impact of TRUSTS, exploitation, dissemination, and communication of the results will be undertaken by a number of activities adapted to the needs and expectations of certain target groups (see chapter 2.3).

The TRUSTS website constitutes the main channel where input generated from the individual work packages will be made visible, thus informing the relevant stakeholders about the ongoing actions of the project. The consortium members will engage in a variety of outreach activities, e.g. workshops, trainings, webinars, blog posts and more.

2.2 Objectives of Work Package 8

This work package comprises dissemination, communication, and community building tasks, by which it has touch points with all the other work packages. Its objectives are:

- to ensure efficient communication within and outside the project (if not in scope of WP1)
- to conceive and regularly update the Plan for the Exploitation and Dissemination of Results (PEDR) (in cooperation with WP7)
- to involve stakeholders in the project from the beginning and exploit existing data communities (in cooperation with WP7)
- to conceive, create, and publish engaging online content in order to inform stakeholders and a wider public on the national, European and international levels about the project goals and results
- to ensure open access to research results, where applicable, except when trade secrets, patents, privacy/security obligations, and similar are concerned
- to secure access to and preservation of research results beyond the project duration
- to advise partners about open access, open source, and open science and the corresponding Horizon 2020 requirements (if not in scope of the Scientific Lead)
- to document dissemination activities of all partners
- to conceive and establish a training and capacity building programme (D8.6 and D8.7)
- to establish and collaborate with an external and independent Stakeholder Advisory Board (with WP1)

2.3 Channels, targets, and audiences

We defined our target groups and the channels and activities by which we mainly address them in the Dissemination and Communication Strategy (D8.1). Generally speaking, TRUSTS lives transparency, and so the channels are as open as possible to all. Still each channel has its main target group and specific communication targets we want to reach by operating it.

Legend:

✓ channel established

(✓) channel established, but improvement and/or expansion planned

✗ channel not yet established

Type of audience	Target group	Channels & activities mainly addressed at target group	Targets	Status
Wider public	EU citizens as interested individuals	CORDIS project description	Show research funded by EU money	✓
		Events at international awareness days	Spark interest in data markets Initiate discussion about trust	✗
Wider public	Media	Press releases	Show research funded by EU money	✗
		Communication packages	Spark interest in data markets Initiate discussion about trust	✗
Organised public	Formal and informal data communities, interest groups	Participation in events	(Re)present TRUSTS Establish personal connections	✓
		Twitter	Join discussion Build a network	✓
		Newsletter	Update about milestones Spark interest in data markets	✗
		Social MicroLearning	Provide microlearning experiences	✗
Expert community	Scientific community	Research papers, research data, and other publications, conferences	Share insights Foster data market research Identify potential collaborators from outside the consortium	✗
		ResearchGate	Update about publications and other milestones Build a network Identify potential collaborators from outside the consortium	✓
Expert community	Business and industrial market players	LinkedIn	Exploit business focus of this social networking tool	✓
		Participation in industry events such as trade fairs		(✓)

		Webinars		✕
		Promotional material		✓
Expert community	Related EU or national projects	Twitter	Low-barrier exchange with related EU projects	✓
Expert community	Stakeholder Advisory Board	Regular meetings	Obtain input on requirements and interests Use members' communication channels and contacts Communicate results and impacts back to communities	✕
Expert community	All of the mentioned	Knowledge Base	Provide an additional channel for dissemination and knowledge sharing Link to relevant articles and websites	(✓)
All of the above		Website	includes press releases, promotional material, research papers, deliverables, stakeholder advisory board information, links to all the other channels etc.	(✓)

Table 1: Audiences, channels, and targets of TRUSTS communication and dissemination

3 Website

The project website trusts-data.eu constitutes the central communication tool. It includes among others press releases, promotional material, research papers, deliverables, stakeholder advisory board information, and it works as a portal linking to all other communication and dissemination channels as listed in chapter 2.3.

The website has already experienced several steps of expansion and will grow continuously during the project: Sections will be changed according to the needs arising during the project, thus integrating results, guidelines, training tools, and reports developed in the framework of the project.

3.1 TRUSTS project website target audience

The TRUSTS project aims at building a data market based on trust and security. Thus, providing reliable, trustworthy communication channels such as the website helps achieving our overall project objective and strengthening our reputation among our stakeholders.

The TRUSTS website (trusts-data.eu) must satisfy the communication requirements of the project in relation to different stakeholders, including the following:

3.1.1 Project partners

Partners must be able to find the appropriate reference information of the project (name, GA reference, call, summary) that is frequently required for creating deliverables or publications (in addition to our internal document repository).

On the other side, partners should enrich this website providing material to share with others such as progress activities in certain areas, presentations, diagrams, attendance to events, etc.

3.1.2 European Commission

In relation to the European Commission members, Project Officer, reviewers, etc., they can find the following information in the website:

- Reference information about the project (name, reference, call, summary) in a seamless and direct way (in addition to CORDIS)
- Information or hyperlinks to the resources providing evidence about the project execution status.
- Public document deliverables in a downloadable and user-friendly format.
- Public source code deliverables by linking to an established, well-structured software repository.

3.1.3 Other H2020/FP7 projects

The creation of collaboration activities with other EC-funded initiatives is of special importance for TRUSTS. For this reason, one of the main target audiences of the website are people involved in other H2020 or FP7 projects. Those people should be able to find, in a simple and seamless manner:

- Reference information about the project.
- Technological vision and roadmap of the project.
- Licensing information about project deliverables.
- Public document deliverables in a downloadable and user-friendly format.
- Public source code deliverables by linking to an established, well-structured software repository.

3.1.4 Specific Audiences

The website offers content for all our stakeholder groups, but it does so in varying degree – for some groups in certain circumstances, interpersonal two-way communication or other channels are the better choice or at least a good addition:

- Formal and informal data communities, interest groups: Some of the planned webinars and podcasts are addressed at this group; also publications, reports, and deliverables can be valuable.
- Scientific community: Researchers can discover research data and research publications on our website, but are also addressed via ResearchGate. Besides, they are likely to discover TRUSTS publications in the databases and subject repositories used in their area of expertise.
- Business and industrial market players (data providers and data users): This group can be attracted by the recording of the planned webinars, the podcasts, the use-cases, and descriptions of technical progress. Personal contacts at trade fairs and other events are especially important. The market players were also addressed in the survey for the Industry specific requirements analysis (D2.2).
- Related EU or national projects: There is an expansive network of related EU projects on Twitter. We try to follow and communicate with relevant projects, especially in the area of data markets, data spaces, and data protection. They should be interested in our deliverables and reports, as well as the webinars.
- Members of the Stakeholder Advisory Board and the Ambassador Programme: The members are mainly addressed personally according to their expertise and invited to special events. They are presented on the website with a short biography, their role and expertise – in return for their unpaid work, but also to highlight the community around TRUSTS.
- Media: Interested journalists may find press releases, communication packages, logos, project descriptions in all partners' languages, news, and research results on our website, but they are also actively addressed using national press agencies and contacts of partners.

The TRUSTS website should not function only as a static digital brochure, but be inviting to get involved. In a nutshell, the call-to-action is that as many website visitors as possible get in touch with TRUSTS – be it by subscribing to our newsletter, downloading a publication, registering for a webinar, reading a deliverable, sending us a message, or following us on Twitter.

How to reach this goal most effectively and how to build a vibrant community over time, will be elucidated extensively in the Communities engagement strategy (D7.3).

3.1.5 Wider Public

The TRUSTS web page must serve as a central hub for communicating project results to interested individuals from the general public regardless of their educational background and subject knowledge. This needs to be achieved through a double mechanism. First, it needs to provide information in understandable way and ensure we get across easy messages so anyone visiting the website can understand what we do and what we want to achieve. Second, it must provide the appropriate information to journalists or other disseminators, so that the project's vision and results are widely spread through other information channels.

Without this intermediation, this important target group is unlikely to stumble upon our website. Still, the wider public can also be reached via the social microlearning in connection with our social media presence, our planned activities during international awareness days (such as European Data Protection Day and Love Data Week), and via EU media such as CORDIS.

In relation to this, the TRUSTS website needs to satisfy the following requirements:

- Give an impression to interested individuals of what EU research funding makes possible.
- Provide an attractive look and feel suitable for catching attention of visitors.
- Provide the project vision and benefits in easy and understandable language.
- Provide the technological vision and roadmap of the project.
- Provide reference information about the project progress and key findings.

- Describe project results and benefits for society in plain and understandable language.
- Provide summaries of project results, achieved milestones and news.

3.2 Website history

This chapter gives an overview about the development of the website from before the project start until the version currently online.

3.2.1 Preliminary website (before project start)

The domain trust-data.eu was registered already before project start, in August 2019.

In September 2019, a basic, preliminary website with three sub-pages (About TRUSTS; TRUSTS Consortium; Contact) went online. This website was used for the pre-project phase.

The purpose of the website was mainly to secure the domain name and show some very basic information about the project before the Grant Agreement was officially signed by the European Commission.

3.2.2 Interim website

In February and March 2020, the URL was transferred to a new host and redesigned for project life (shown in D8.1).

The new website version was captured by the Internet Archive's Wayback Machine on March 3, 2020 and can be perused there, if still of interest¹.

¹ Wayback Machine, https://web.archive.org/web/*/trusts-data.eu

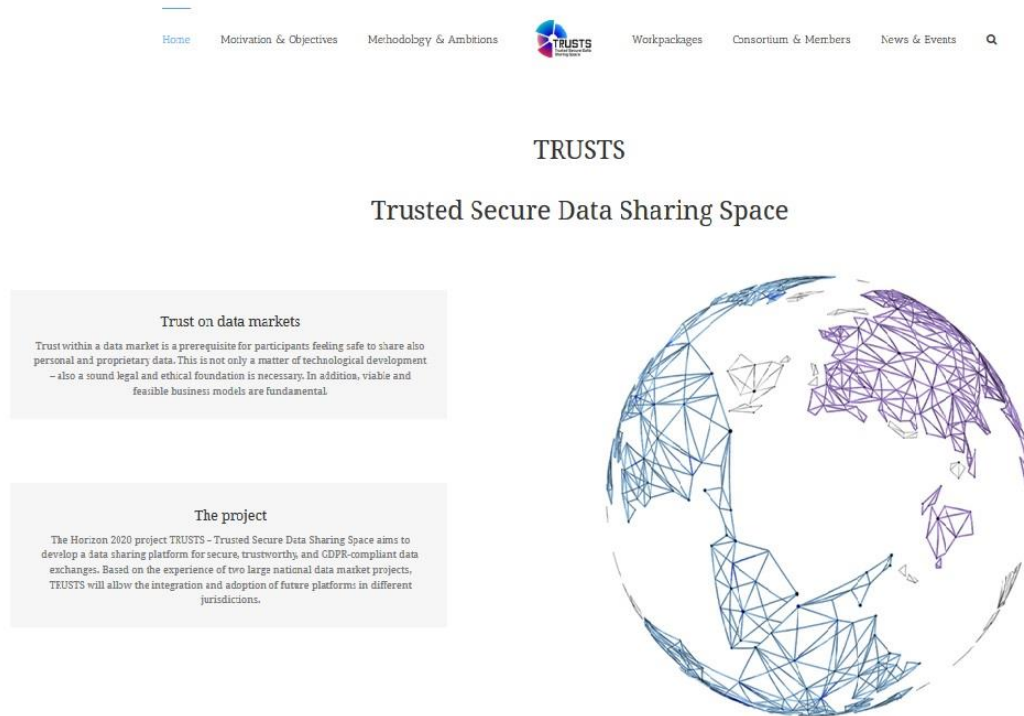


Figure 1: homepage of the trusts-data.eu interim website on March 30, 2020

3.3 Current website

In April and May 2020, the website was evaluated by TRUSTS partners and reworked to better fit the communication goals and to correspond to a new style guide.

The changes were based on the expertise of a digital agency, suggestions and requirements by the project partners, as well as inspirations from the websites of related EU projects:

- the menu structure was reworked,
- the content on the website was expanded,
- existing texts were shortened and rewritten to make them more reader-friendly,
- the design was adapted to our style guide (see D8.1),
- the usability on mobile devices was improved.

3.3.1 Structure

The current TRUSTS website is organised according the following structure:

- **Home:** includes title, short description of and reason for the project, and logos of consortium partners
- **About the project:** gives a very short overview of funding, goal, consortium, and duration.
 - **Motivation & objectives:** explains why the project is needed and relates it with the Digital Single Market strategy.
 - **Methodology:** explains the TRUSTS approach with reference to the underlying projects Industrial Data Space and the Data Market Austria

- **Work packages:** describes the work packages and the responsible lead partners
- **Use cases:** lists the three business-oriented use cases showcasing the sharing, trading, (re)use of data and services, and added value generated through innovative applications built on multiple open and proprietary data sources.
- **Output:** not a page, but only menu item
 - **Deliverables:** lists the public deliverables. TRUSTS pursues a culture of openness and will provide many of the project deliverables for the public. They will be published on this page in the course of the project. According to partners' suggestions, they will be accompanied by an editorially revised, easy-to-read version for a wider public.
- **Consortium:** lists and describes the beneficiaries
- **News & Events:** not a page, but only menu item
 - **Blog:**
 - **Events:** lists relevant TRUSTS and other events, such as conferences, webinars, and live sessions.
- **Contact:** offers contact form and contact eMail, lists coordinator and lead roles
 - **Imprint:** contains the mandatory publishing information and disclosure
 - **Privacy Policy:** informs the website users about the collection and usage of personal data.

The footer shown on each page includes the following information:

- Link to Privacy Policy
- Link to Imprint
- Link to Terms of Use
- Logos of Twitter, LinkedIn, and ResearchGate with links to the TRUSTS social media accounts
- Acknowledgement of EU funding

The menu structure is flexible and can be easily expanded and adapted in the course of the project. An outlook on the expansion as planned for the next weeks and months is given in chapter 7.1.

3.3.2 Screenshots

This chapter shows the screenshots of the current TRUSTS website on June 22, 2020, sorted by the structure shown above. The footer is shown on every page of the live website, but was included here only on the screenshot of the home page to avoid duplication and enhance readability of longer pages.

3.3.2.1 Home

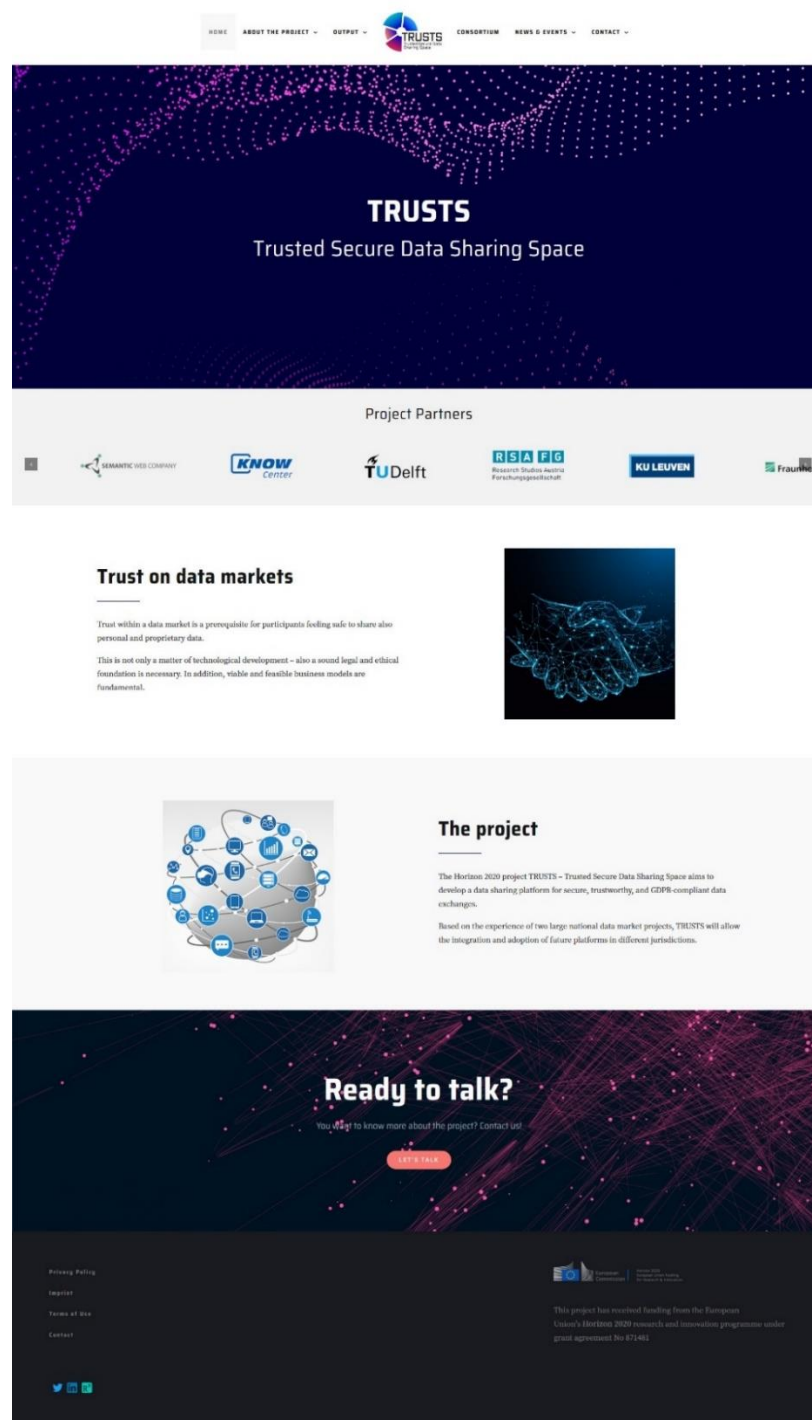


Figure 2: Home

3.3.2.2 About the project

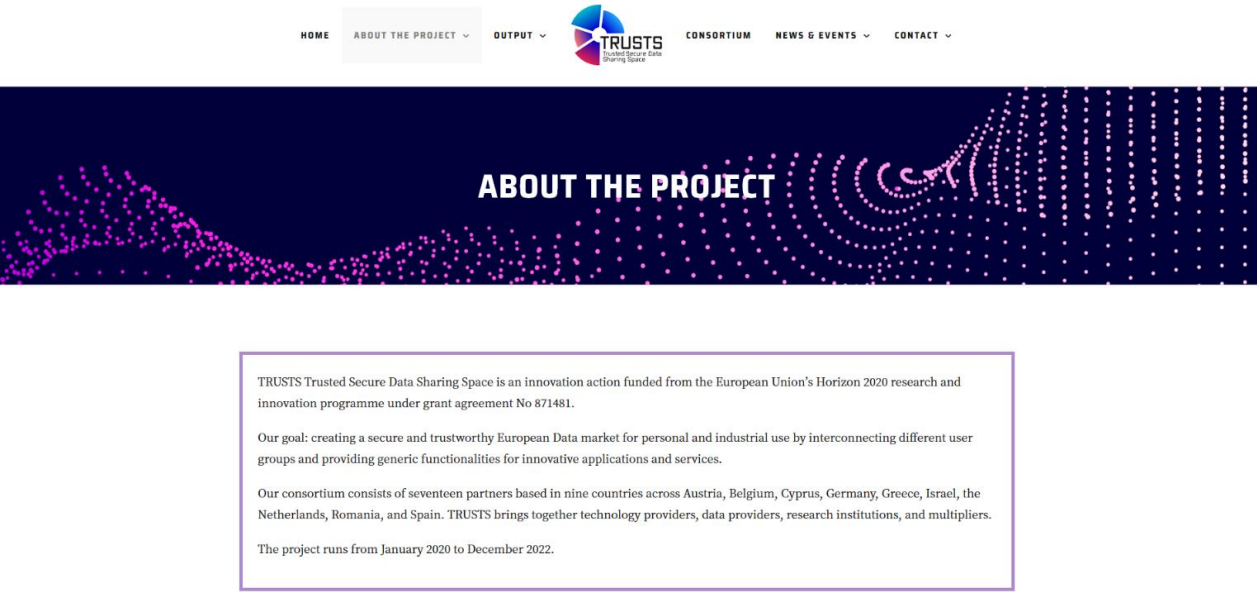


Figure 3: About the project

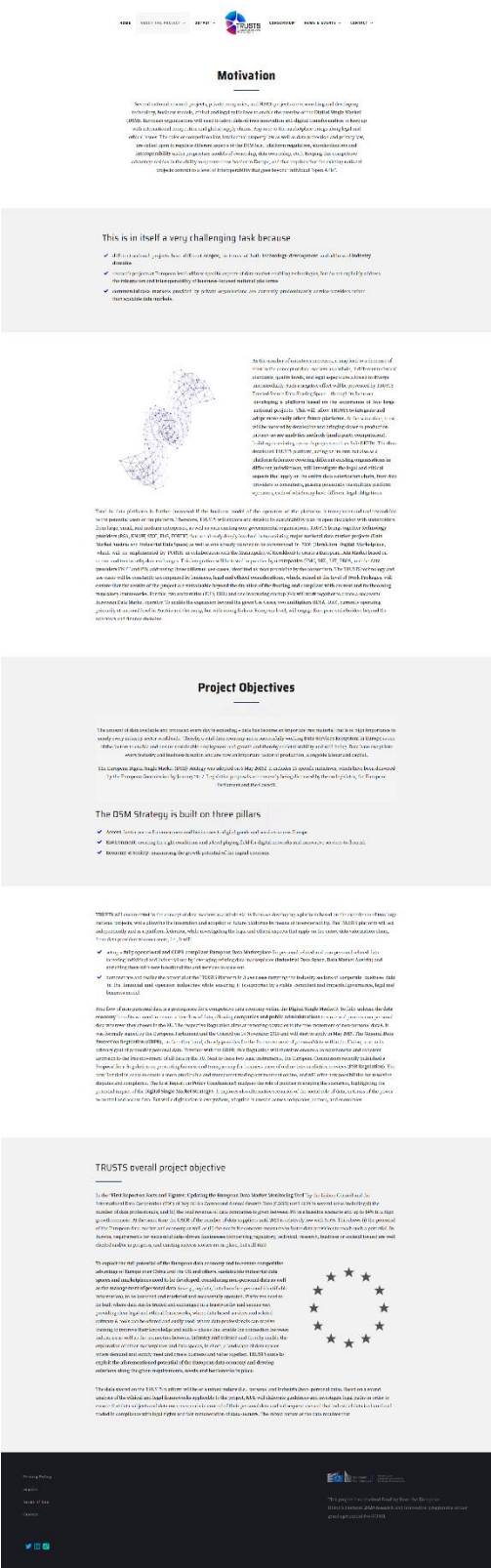


Figure 4: About the project / Motivation & Objectives

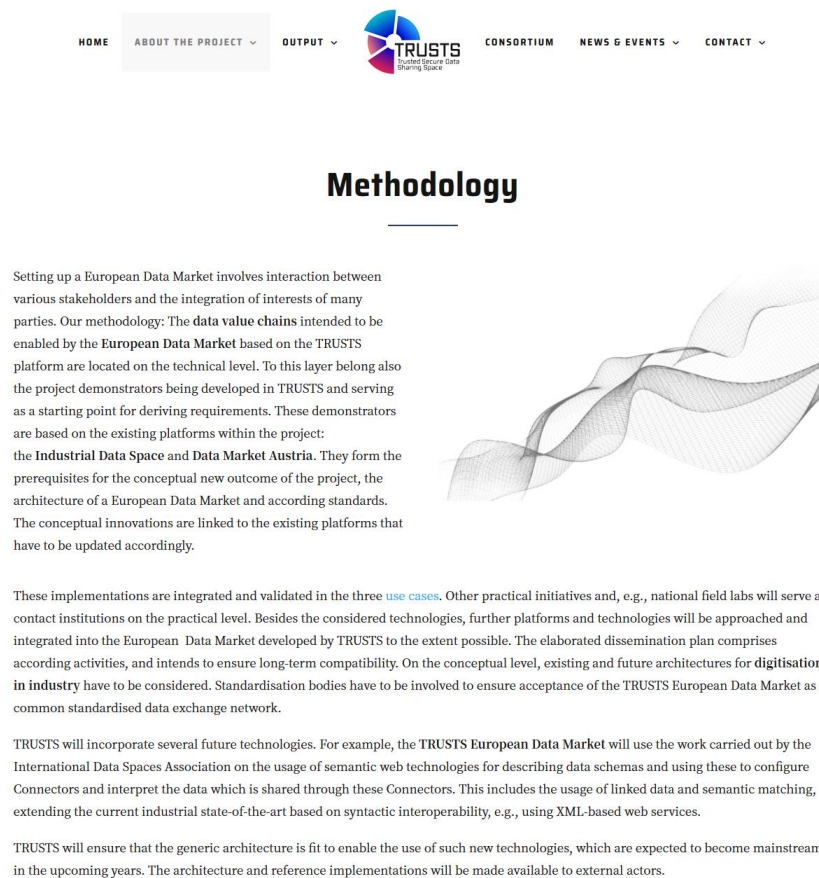


Figure 5: About the project / Methodology

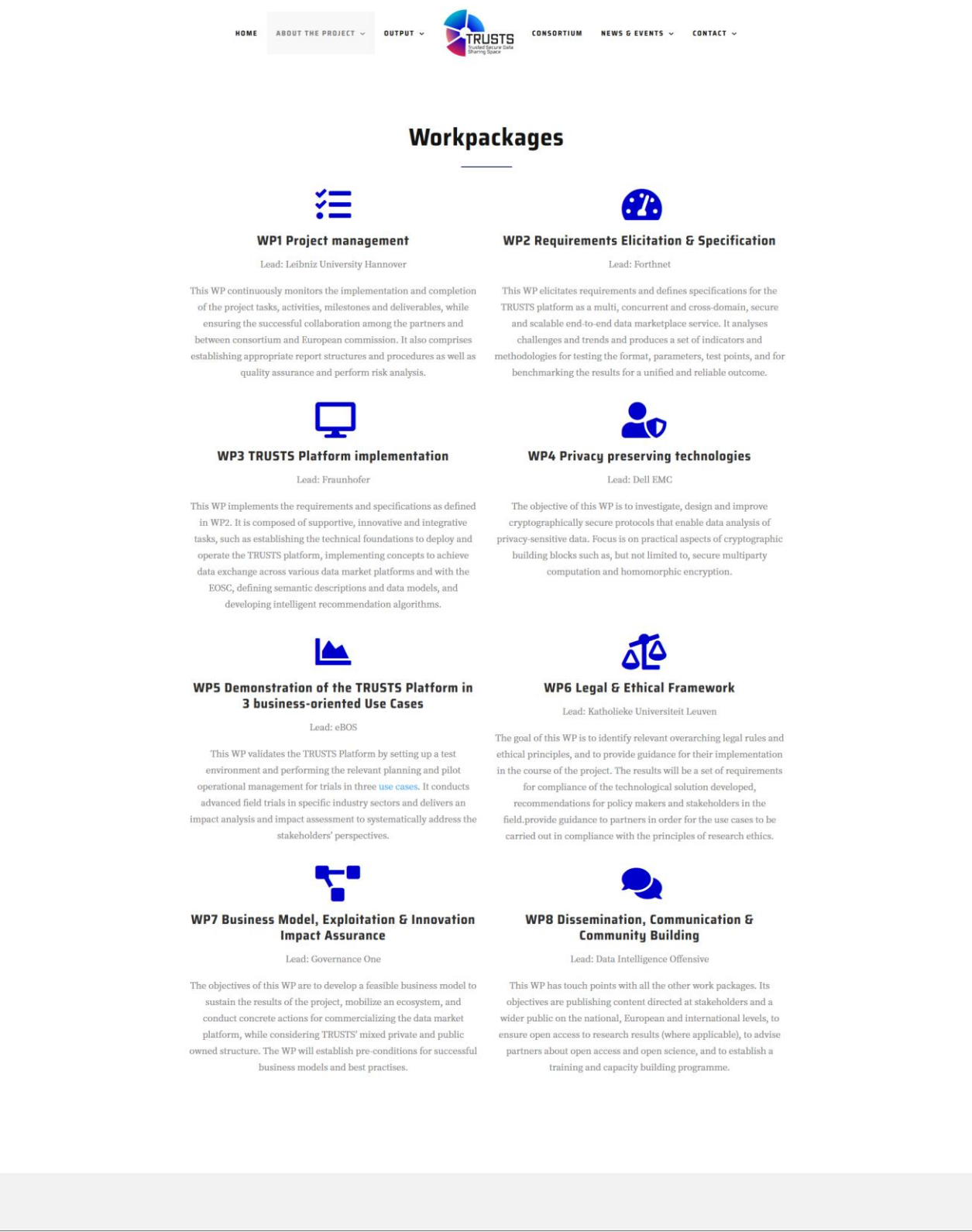


Figure 6: About the project / workpackages

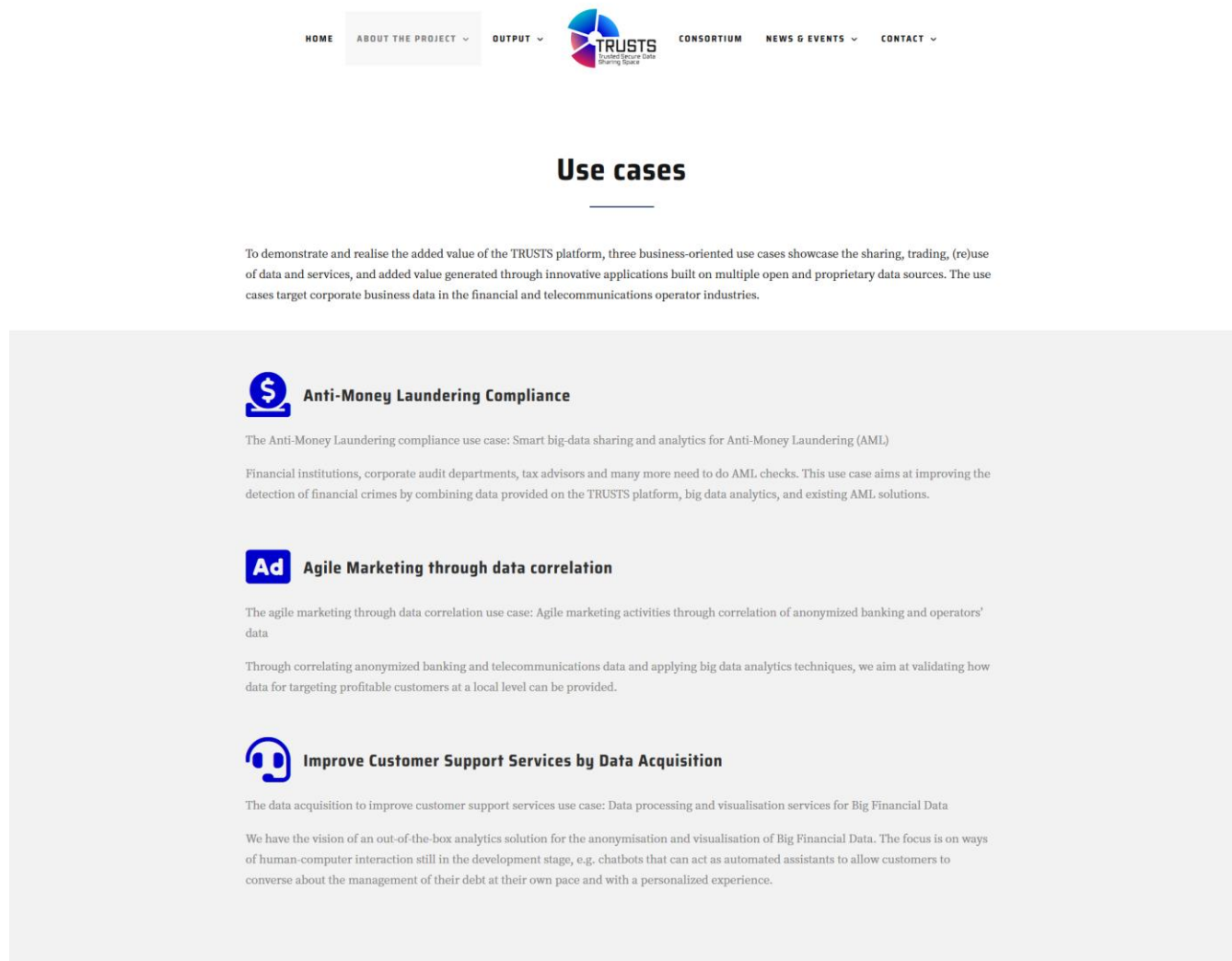


Figure 7: About the project / Use cases

3.3.2.3 Output

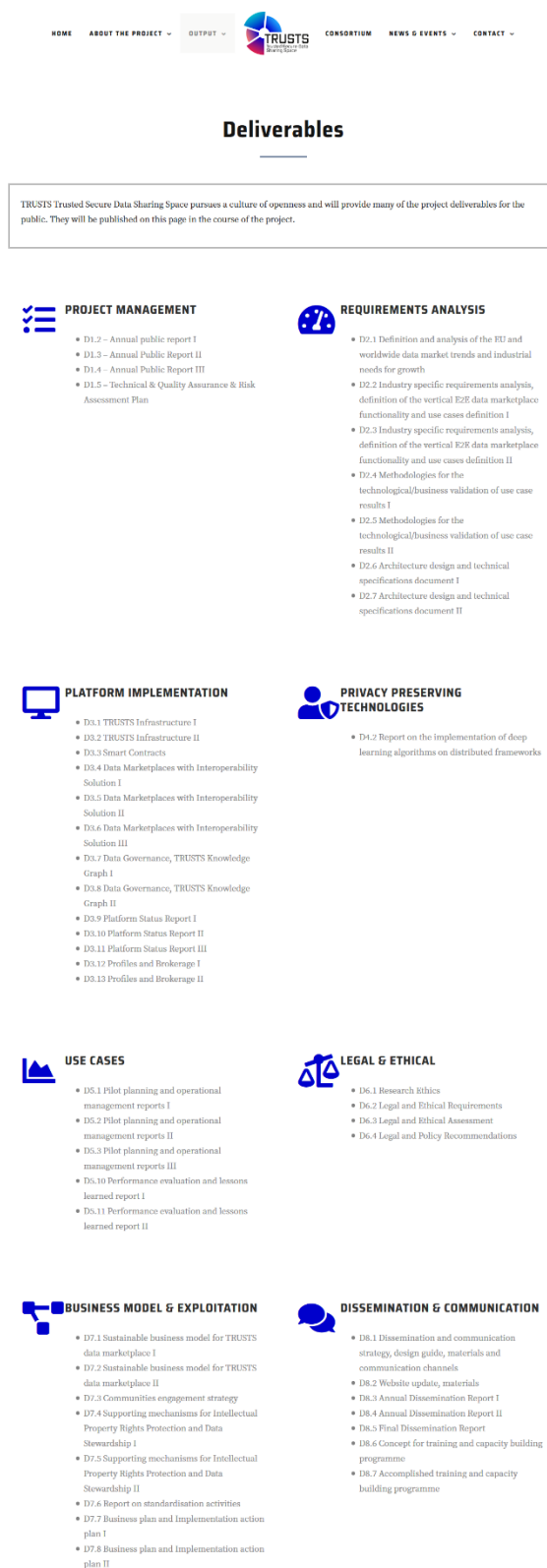



Figure 8: Output / Deliverables

3.3.2.4 Consortium

[HOME](#)
[ABOUT THE PROJECT](#)
[OUTPUT](#)

[CONSORTIUM](#)
[NEWS & EVENTS](#)
[CONTACT](#)

Our consortium consists of seventeen partners combining their knowledge and experience from research and business. Partners are located in Austria, Belgium, Cyprus, Germany, Greece, Israel, the Netherlands, Romania, and Spain.

Lead and coordination: Leibniz University of Hannover / L3S Research Center - Hannover, DE

The Leibniz University of Hannover (LUH) is a technical university of the TU9 consortium in Germany.

LUH participates in the TRUSTS project by engaging its research center, L3S. The L3S Research Center founded in 2001, is a joint research institute of several universities in Lower Saxony, Germany, officially associated with the LUH. Work at L3S focuses on excellent AI-based research and the development of innovative and cutting-edge methods and technologies for systems, which are intelligent (characterized by learning processes that allow the acquisition of new skills and deal with a large amount of heterogeneous, uncertain and probabilistic data), reliable (ensuring the reliability of the ever more complex networked and autonomous intelligent systems) and responsible (both reflecting social needs and explore and assess possible effects on personal freedom of development, democratic principles and social interaction). The L3S team builds upon approaches from various areas such as social media analysis, information retrieval, machine learning, natural language processing, semantic web technologies, as well as privacy/security related legal issues and sociology. L3S scientists cooperate in a variety of projects assigned to six research fields: Intelligent Access to Information, Next Generation Internet, E-Science, Web Governance, Virtual Communities, Cyber-Physical Systems. The long standing experience of L3S with support programs of the European Union has led to a vast number of collaborations with research institutes and companies across Europe.

<https://www.uni-hannover.de/en/> - <https://www.l3s.de/en>

Semantic Web Company (SWC) - Vienna, AT

Know Center Austria - Graz, AT

Delft University of Technology (TUD) - Delft, NL

Katholieke Universiteit Leuven - Leuven, BE

Fraunhofer Gesellschaft für Angewandte Forschung - St. Augustin / Dortmund, DE

Dell EMC Israel - Herzliya, IL

Research Studios Austria Forschungsgesellschaft - Salzburg, AT

Governance One (G1) - Freiburg, DE

International Data Spaces Association - Berlin, DE

Data Intelligence Offensive - Salzburg, AT

Forthnet - Heraklion, GR

Piraeus Bank - Athens, GR

EBOS Technologies - Lefkosia, CY

LSTech Espana - Barcelona, ES

Relational Technology - Bucharest, RO

FORTH Foundation for Research and Technology Hellas - Heraklion, GR

Figure 9: Consortium (with one partner description expanded)

3.3.2.5 News & Events

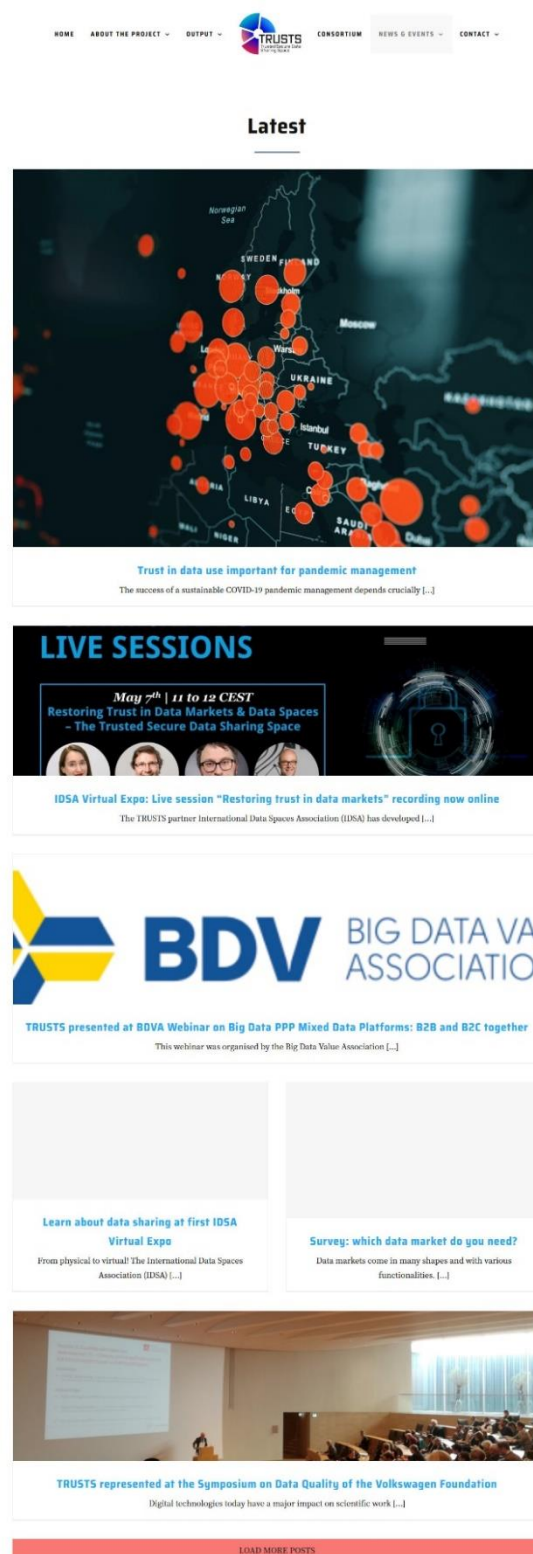


Figure 10: News & Events / Blog

HOMEABOUT THE PROJECTOUTPUTTRUSTS
European Big Data Value Association
CONSORTIUMNEWS & EVENTSCONTACT

Upcoming Events

Q Search for events

FIND EVENTS

ListMonthDay

<>TodayNow onwards

June 2020

MON
22

June 22 @ 10:00 - June 23 @ 18:00

Online Plenary

All TRUSTS consortium members meet physically in a plenary - across tasks and workpackages - every six months. The plenary in June will take place online due to the COVID-19-crisis. This is an internal meeting.

WED
24

June 24 @ 10:00 - 12:00

Role of Data Innovation Spaces and Data Driven Innovation Hubs in the European digital transformation

The concept "Data Innovation Space" (BDVA i-Spaces) was first introduced in BDVA SRIA 2014, as a mechanism to foster data driven innovation in Europe at national and regional level. I-Spaces were conceived as environments for experimentation and innovation, bringing together not only technical aspects around data, but also advanced services that allow companies to test [...]

MON
29

June 29

33rd Bled eConference: Enabling technology for a sustainable society

The Bled eConference has been shaping electronic interactions since 1988. Implementation of novel information technologies leads enterprises and governments towards digital transformation. Digital transformation will not be successful, if sustainable aspect of human and social development will not be considered. The European Commission emphasises that in the future, competitiveness will be dependent on the ability [...]

July 2020

TUE
7

July 7 @ 14:00 - 15:30

The core of TRUSTS: innovation, business, tech and legal/ethical aspects

Save the date: Learn about the TRUSTS project from the innovation, business, tech and legal/ethical viewpoint in our free webinar. Stay tuned.

November 2020

TUE
3

November 3 - November 5

European Big Data Value Forum 2020

KOSMOS Berlin Karl-Marx-Allee 131a, Berlin

The European Big Data Value Forum (EBDVF) is the flagship event of the European Big Data and Data-Driven AI Research and Innovation community organized by the Big Data Value Association (BDVA) and the European Commission (DG CNECT). EBDVF 2020 in Berlin aims to continue the success of previous editions where on average around 1000 participants [...]

< Previous Events

Next Events >

EXPORT EVENTS


Figure 11: News & Events / Events

3.3.2.6 Contact

HOME

ABOUT THE PROJECT

OUTPUT



CONSORTIUM

NEWS & EVENTS

CONTACT

Contact

Consortium contacts

Contact for website & social media

Data Intelligence Offensive

Leopoldskronstraße 30

5020 Salzburg, Austria

eMail: info@trusts-data.eu

Coordinator and lead roles

Project Coordinator: Alexandra Garatzogianni, Leibniz University Hannover

Scientific Lead: Petr Knoth, Research Studios Austria

Technical Lead: Benjamin Heitmann, Fraunhofer FIT

Business Lead: Andreas Huber, Governance One

Innovation Lead: Ioannis Markopoulos, Forthnet

Security Lead: Ilan Golberg, Dell EMC

Legal & Ethical Lead: Charlotte Ducuing and Yuliya Miadzvetskaya, Katholieke Universiteit Leuven

Communication & Dissemination Lead: Monika Bargmann, Data Intelligence Offensive

Name

Email Address

Message

SEND

Figure 12: Contact

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3.3.2.7 Imprint



Figure 13: Imprint

4 Templates

WP8 consulted TRUSTS partners to survey their needs. The graphic designer Hannes Fuß was commissioned to re-work the existing templates and to design additional promotional material based on the style-guide.

4.1 Cover for reports, deliverables and other documents

A cover for reports and deliverables was designed. As many project documents will be published on the website, it is important to have an appealing, recognisable cover in line with the style-guide.

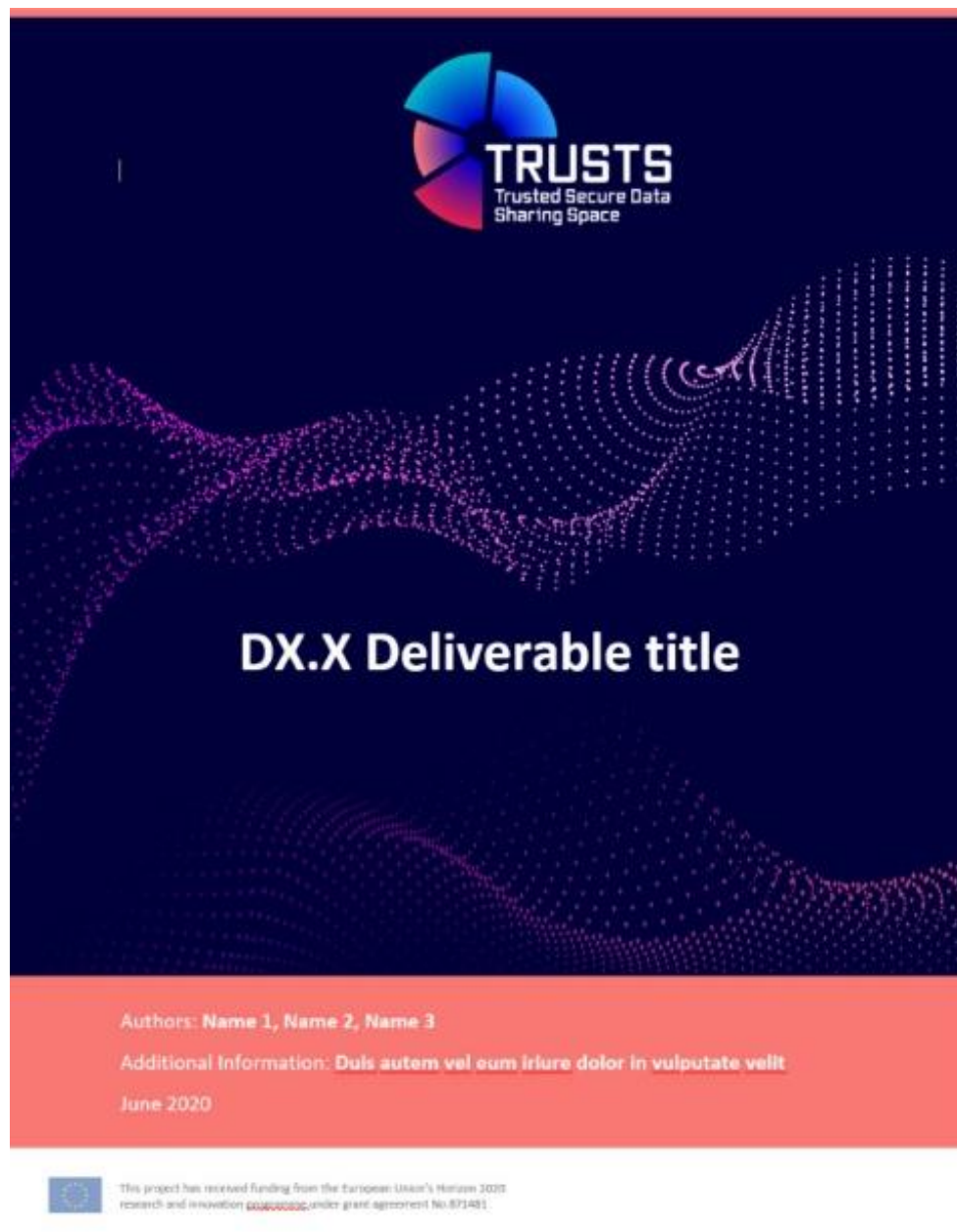


Figure 14: Cover for deliverables and reports

4.2 Template for slide shows

The template for slide shows was graphically aligned with the other templates according to suggestions by the partners.

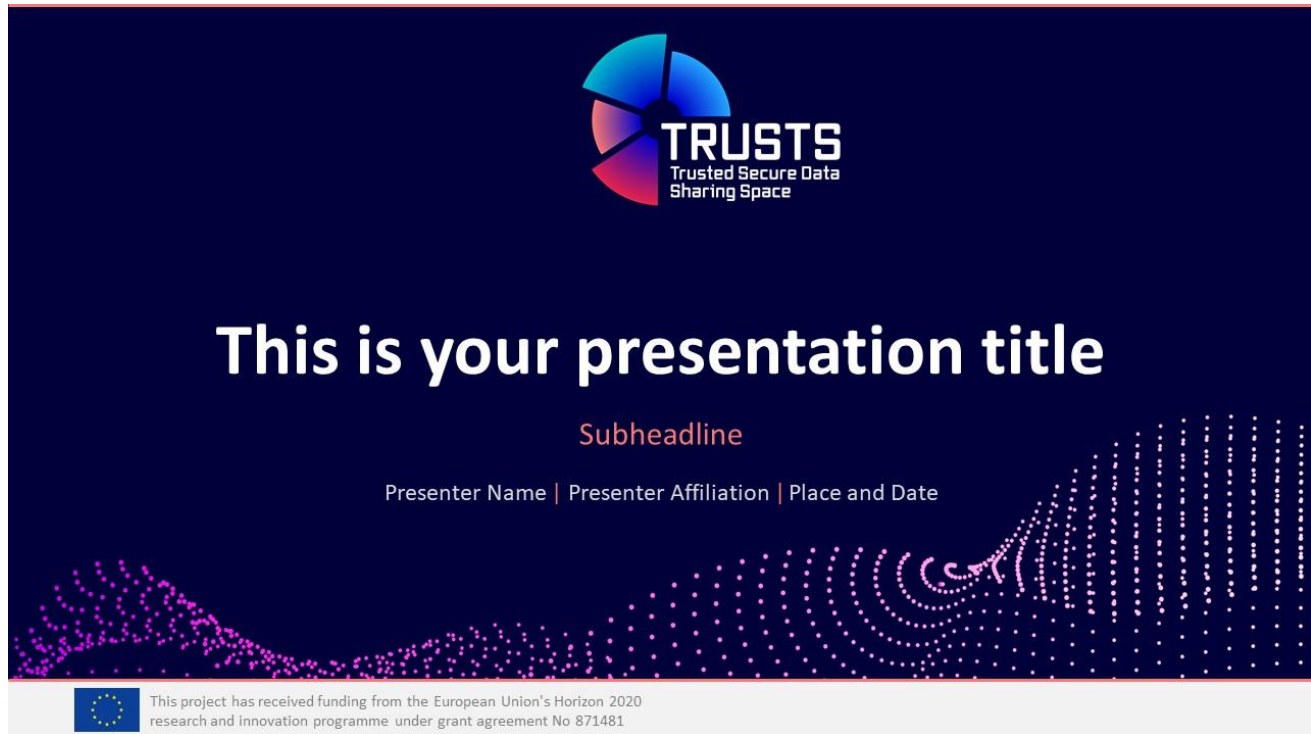


Figure 15: Slideshow template – start slide

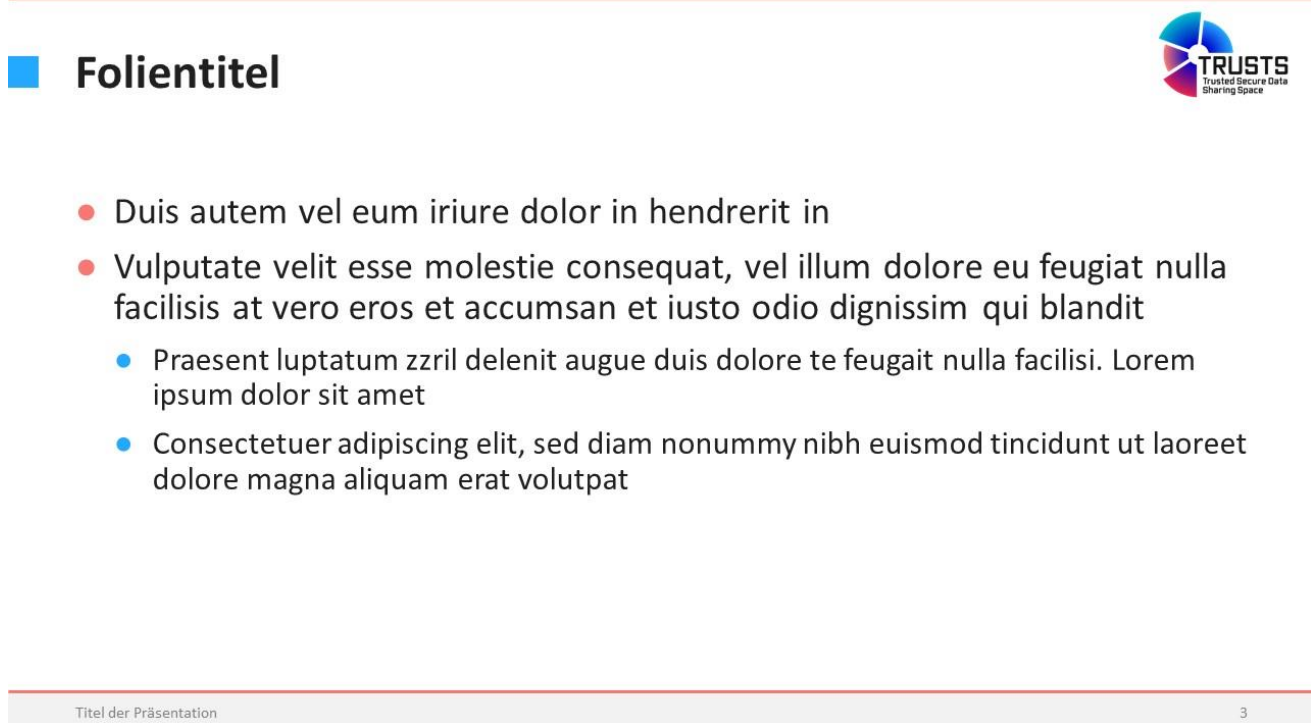


Figure 16: Slideshow template – regular slide

Chapter Headline

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Presentation title

4

Figure 17: Slideshow template – slide with chapter headline

5 Promotional material

According to our Dissemination and Communication Strategy (D8.1), it is intended that the partners distribute over 20 000 leaflets (in total) at more than ten European and (inter)national events per partner. As many events in spring and summer 2020 were cancelled or took/take place online due to the COVID-19 crisis, there was no opportunity yet to distribute physical material.

Preliminary remark: The promotional material presented in this chapter still shows different claims because the decision process within the consortium on the final project claim is still ongoing after the editorial deadline for this deliverable. So the final design might be subject to minor textual changes and will be presented in the annual dissemination report D8.3.

5.1 TRUSTS in print: Leporello

In the first phase, an 8-page leporello leaflet (in concertina fold) was designed as an eye-catcher.

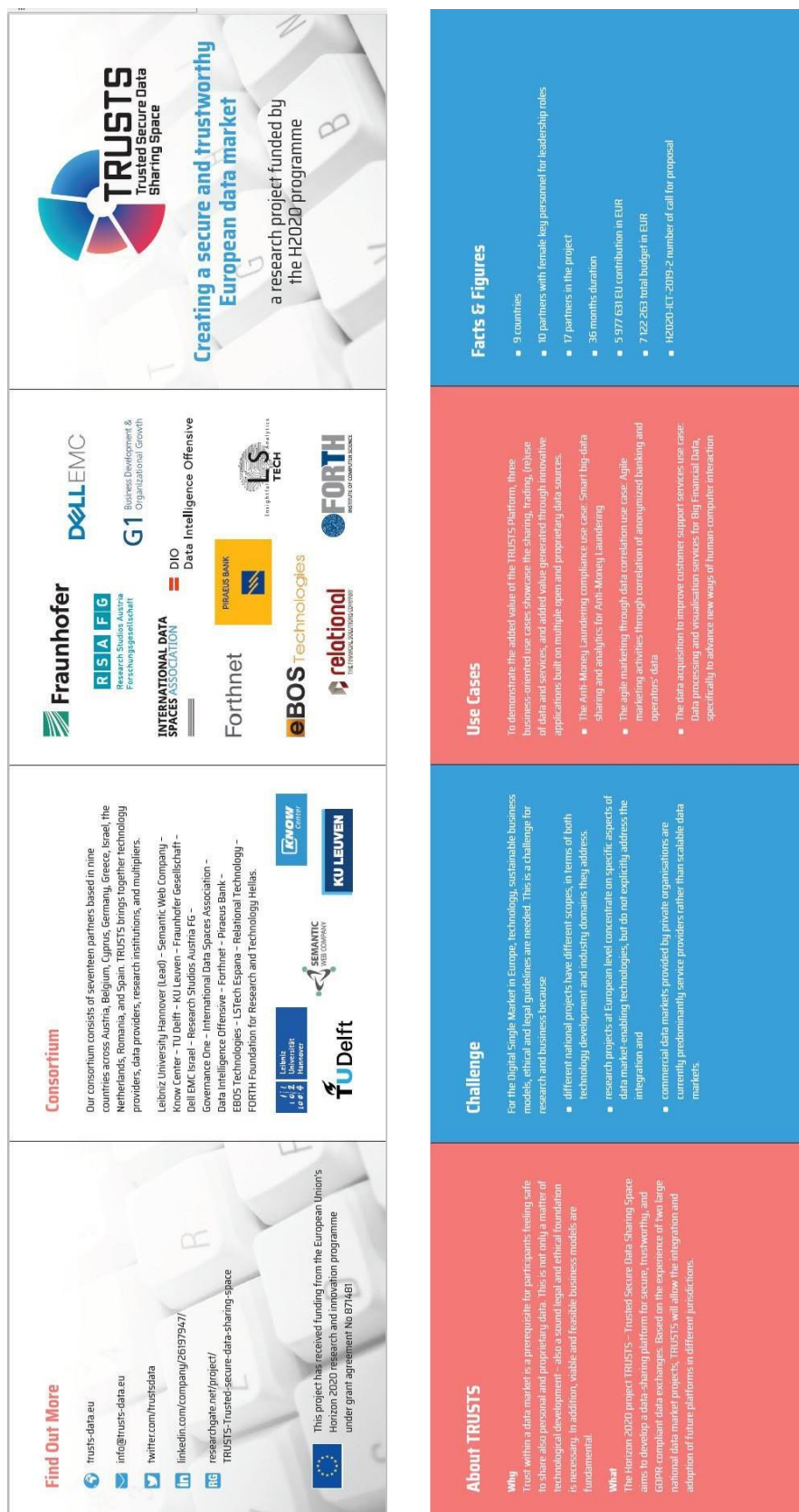


Figure 18: Leaflet in Leporello format (two-sided, folded)

5.2 TRUSTS in print: Flyer

As the leporello leaflet needs to be printed and folded in a professional print shop and cannot be easily produced by partners on short notice, a simple A5 flyer that can be easily printed on regular office printers if required was designed.



Figure 19: Flyer, page 1



Figure 20: Flyer, page 2

5.3 TRUSTS in print: Postcard

To have a giveaway that interested persons can easily pocket, a postcard format was designed. It contains basic information about the project and refers to the website and email address.

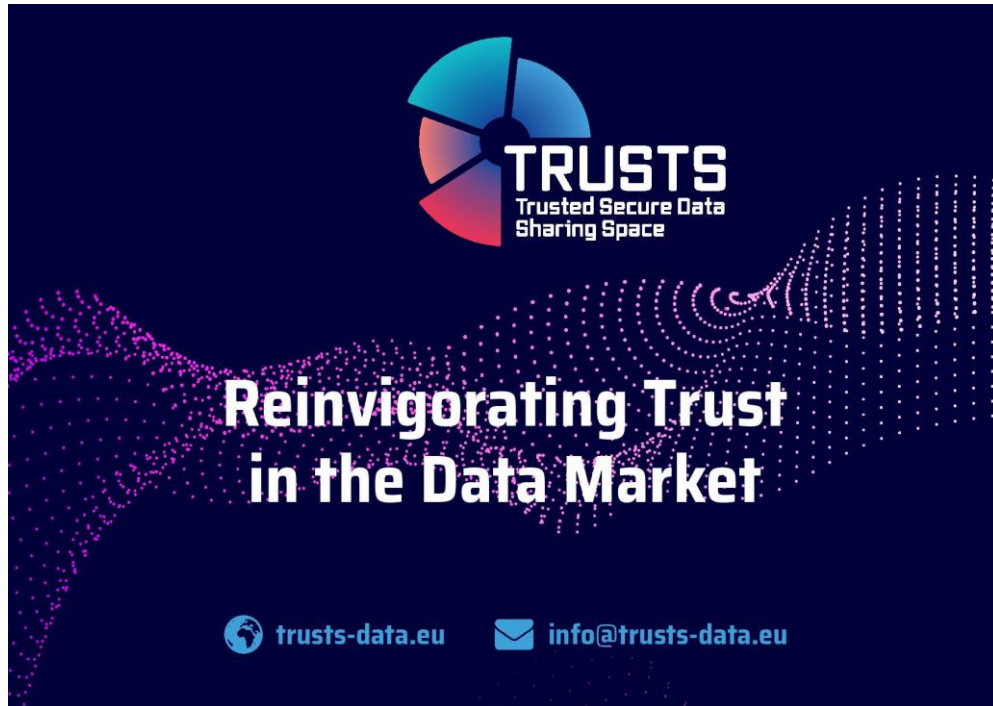


Figure 17: Postcard, page 1

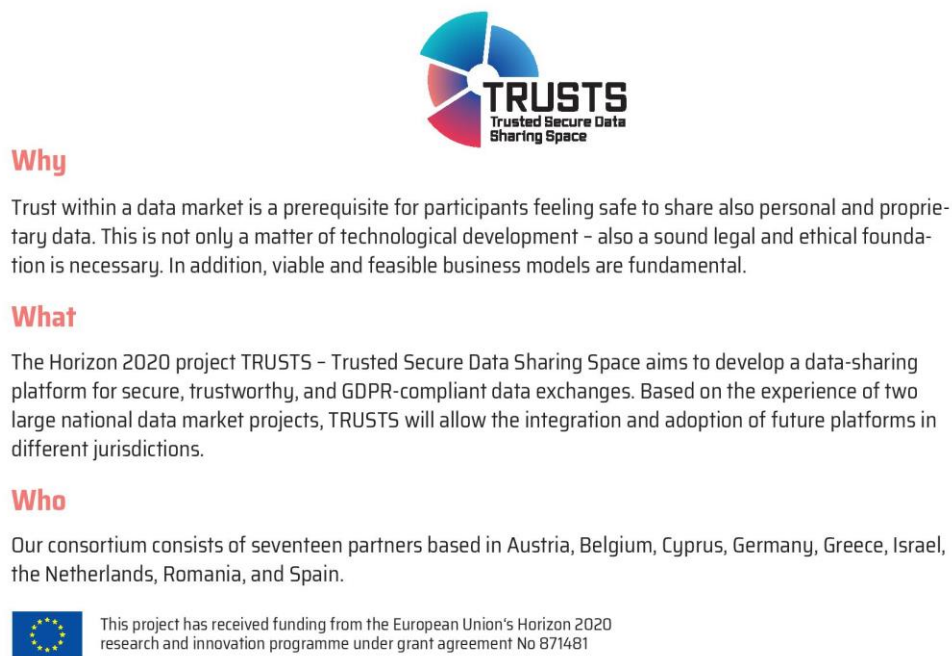


Figure 21: Postcard, page 2

5.4 TRUSTS in view: Sticker

For the stickers, an extraordinary form was chosen. They contain the logo, the claim and a QR code with a link to project website.



Figure 22: Sticker

6 Cooperation and interlinks with related projects

TRUSTS has an established cooperation with the project Safe-DEED (Safe Data-Enabled Economic Development). 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. There are close connections: Safe-DEED also receives funding from the European Union's Horizon 2020 research and innovation programme; the target audiences and stakeholder groups are overlapping; there are six organisations being involved in both projects; and a seventh partner belongs to the Safe-DEED professional partners' community. Up until now, a cooperation in the following areas was agreed on:

- Twitter: TRUSTS and Safe-DEED retweet each other's tweets and tweet mutually about the other project's blog posts, deliverables, and publications
- Social microlearning: cooperation in preparing the learning cards (see also D8.1, chapter 4.4.5)
- Webinars: prepare and host webinars together

We identified several other related projects and programmes in the areas of big data, data spaces, data markets, and data protection where a cooperation and mutual exchange concerning website content should be established. From that, both sides could benefit and create incentives for their stakeholders. These potential partners include e.g.

- DECODE - Giving people ownership of their personal data, decodeproject.eu
- European Data Incubator, edincubator.eu
- Create-IoT, european-iot-pilots.eu/create-iot/
- Boost 4.0 Big Data for Factories, boost40.eu
- PAPAYA PIatform for PrivAcY preserving data Analytics, papaya-project.eu
- BPR4GDPR, Business Process Re-engineering and functional toolkit for GDPR compliance, bpr4gdpr.eu

Safe-DEED and other related projects where a cooperation or mutual agreement was established will also be presented on the TRUSTS website (see chapter 7.1).

7 Conclusion and next actions

7.1 Next actions: Website

The following sections will be added or expanded in the next weeks or few months – in line with the project’s progress:

Menu item	Section	Description
About the project	Use cases	This section currently contains only a short description of the use cases. A considerable expansion of this section is expected in Q3 of 2020 in line with the project progress.
About the project	About the project	A short description of the project in all partners’ languages will be added to underline the international cooperation and to provide basic material for regional or national media.
About the project	Promotional material	Folders, flyers, logo and icon will be provided for download. This was not possible yet because at the time this deliverable was being prepared, the consortium was in a voting process about the final project claim that will be shown on all promotional material.
Output	Deliverables	This existing section will, in addition to the list of public deliverables, provide those deliverables for download, accompanied by an editorially revised, easy-to-read version for a wider public.
Output	Publications	<p>As soon as partners have produced research papers, reports, or other publications about TRUSTS, they will be provided for download here – which is made possible by the EU’s Open Access policy. In addition, summaries will be used for blog posts. Underlying research data having been deposited in institutional or subject repositories will be linked to from the website.</p> <p>Although an Innovation Action does not have a strong focus on research activities, research papers are expected in the next few months at the latest. The Scientific Lead prepared internal guidelines (“Ten principles of good research practice for collaborative projects”) and instigated a process where potential co-authors from across the consortium or even beyond are approached with ideas for publications so that the value of this consortium working together can be demonstrated.</p>
Output	Webinars	TRUSTS will provide summaries of research results, reports from conferences, and success stories in the form of webinars. The first TRUSTS webinar will take place in early autumn 2020 and will be followed by other webinars. These online events will be recorded and be made available on the website.
Output	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 podcasts.
Community	Related projects	This section highlights related EU projects that cooperate with TRUSTS.
Community	Stakeholders	A stakeholder analysis matrix will be developed, maintained and regularly updated during the project. This matrix informs several tasks and work packages, e.g. the Industry specific requirements analysis (D2.2), the sustainable business model (D7.1, D7.2 – M18/M36), and the community engagement strategy (D7.3 – M18). It is important for aligning the

		<p>developments with current needs. It also helps selecting and focussing communication and dissemination activities on the matching groups.</p> <p>A short overview and description of stakeholders and communities TRUSTS wants and needs to address will be provided on the website in Q4/2020, but there will be also be internal aspects, especially when personal names are included, that cannot be published.</p>
Community	Stakeholder Advisory Board	<p>The WP1 Lead instigated the process of establishing a Stakeholder Advisory Board in June 2020. Members of the SAB make relevant contributions to the project approach and/or play an active role in the dissemination of the results of TRUSTS, based on their position and network of contacts, but receive no financial compensation.</p> <p>An introduction explaining the nature of the SAB and a list of the individuals / organisations that form the SAB (including name, function, role, and short bio) will be displayed here.</p>
News & Events	Newsletter	<p>The eMail newsletters planned quarterly starting with September 2020 will be provided for download here in PDF format. The opportunity to subscribe in a GDPR-compliant way will also be possible here.</p>

Table 2: Expansion plan for the website

Many of these pages were already prepared in the background to host research undertaken in work packages 2 through 7 as well as the implementation of the use cases as soon as they are provided. This is a collaborative effort of all partners.

7.2 Next actions: Production and dissemination of promotional material

The next step is printing the promotional material. The first batch will be printed centrally by the WP8 lead, taking budgetary and ecological reasons into consideration.

To enable uniform representation of TRUSTS at events such as trade fairs and conferences, roll-ups and t-shirts will be designed and produced.

In the regular WP8 telco, the partners' needs in terms of promotional material will be continuously monitored.