



D8.3 Annual Dissemination Report I

Authors: **Nina Popanton, Manuela Schlömmner**

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TRUSTS Trusted Secure Data Sharing Space

D8.3 Annual Dissemination Report I

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Responsible Author	Nina Popanton (DIO)		
Contributions from	Manuela Schlömmer (DIO), Alexandra Garatzogianni (LUH), Gianna Avgousti (eBOS), Ioannis Markopoulos (FNET), Christos Roupas (REL), Ana Maria Florea (REL)		



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Glossary of terms and abbreviations used

Abbreviation / Term	Description
AML	Anti-money laundering
DACH	Germany - Austria - Switzerland
DIO	Data Intelligence Offensive e.V.
EBDVF	European Big Data Value Forum
EBOS	eBOS Technologies Ltd.
EC	European Commission
EU	European Union
FhG	Fraunhofer
FORTH	Foundation for Research and Technology - Hellas
FNET	Forthnet
GA	Grant Agreement
H2020	Horizon 2020
IDSA	International Data Spaces Association
KNOW	KNOW Center GmbH
KPI (s)	Key Performance Indicator (s)
KUL	KU Leuven
LST	LSTECH
LUH	Leibniz University of Hanover
PR	Public Relations, Press Release
POEM	Paid, Owned and Earned Media
PB	Piraeus Bank
PPT	PowerPoint
REL	Relational SA
SAB	Stakeholder Advisory Board
Safe-DEED	Safe Data-Enabled Economic Development (Horizon 2020 project)
SoML cards	Social microlearning cards
SWC	Semantic Web Company GmbH



TRUSTS	TRUSTS - Trusted Secure Data Sharing Space
TUD	TU Delft
WP	Work Package



1 Executive Summary

The present Deliverable D8.3 (Annual Dissemination Report I) serves to summarise, analyse and further advance project communication and dissemination. The Deliverable refers to the activities defined in the Grant Agreement and the Deliverable D8.1 (Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels), measures and evaluates them. Overall, the document is thus a holistic report on the activities within Work Package 8 (WP8) of the TRUSTS project.

Chapter 2 provides an introduction and overview of the deliverable. The introduction is primarily intended to show generically how project communication was handled in the first project year (PM1-PM12) and what the relevance resulting from communication and dissemination is for the overall project. It can be stated that the nature of communication itself determines this relevance, as the results of the project can only be received appropriately by disseminating them to all relevant target groups. The overview in chapter two serves as orientation for the detailed explanations in the following sections. Chapters 3 and 4 describe the concrete work carried out in the context of project communication and dissemination. A modular presentation was chosen to differentiate the concrete deliverables (outcomes) from the specific tasks (inputs). Chapter 5 measures the impact of project communication and is building on the activities described in chapters 3 and 4. Chapters 6 and 7 describe the conclusions drawn from the present report and the resulting feedback for project communication.

In the first half of the project year (PM1-PM6) the brand image, corporate identity and related channels and action plans were created. The basis that will give the TRUSTS project a certain status in the European media landscape has been solidly constructed. Due to the well-functioning internal communication, content generation is quasi-automated. The KPIs are specified and precisely measured to be able to counteract inefficient or undesirable developments in reception at an early stage.

Overall, the TRUSTS consortium has achieved desirable results in terms of reception and impact through its strategic and cross-media communication strategy. The feedback proposals serve as a persistent perfection target, which generates significant returns from the inputs and thus adequately conveys the efforts, developments, findings and results of the EU Horizon 2020 initiative TRUSTS to stakeholders and a wider public.

In conclusion, a solid foundation for efficient project communication was laid in the first project year, which will be consistently expanded and optimised over the next project years. The performance promises made in the Grant Agreement and D8.1 were adequately fulfilled, and this will continue to be the case in the coming years.

2 Introduction

This document is the first report of a double-series of deliverables. D8.3 'Annual Dissemination Report I' addresses, collects, analyses and reviews the dissemination and communication activities defined in Deliverable D8.1 (Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels) and undertaken by the TRUSTS consortium and aims to give feedback to the consortium partners to optimise the coordination and structure of the project's communication and dissemination.



In general, the first project year was the start-up phase for project communication as well. Accordingly, all relevant communication channels and materials were set up, reviewed and adapted in the first six months. The style guide serves the entire consortium as a design guideline for all communication activities. The branding for TRUSTS was finalised with Deliverable D8.2 and the print materials are available to the consortium members.

To officially start the external communications and dissemination of the project, a press release with general information on the TRUSTS project and its outline was issued and the contents listed therein were subsequently consolidated with a journalist call. This activity served as an initial contact point with a wider public. Following on from this content, other measures such as two podcasts, two newsletters, and alike were implemented.

The relevance to the overall project results from the nature of communication and dissemination. Scientific projects are developed in specific networks, so the results will be communicated proactively, strategically and cross-medially to reach stakeholders and the wider public. TRUSTS' communication strategy is designed to strive for a finesse between innovation and seriousness. This consideration is the highest premise in all communication and dissemination activities.

WP8 involves all project partners in this proactive communication to transport consolidated knowledge to the respective target groups. Thematically, each activity is focused on a specific topic or focus group to address specific parts of the target groups in a more focused way. This ensures that the results of all WPs are made publicly visible. For live events, particular attention is paid to a balance in representation between management, technological, business, ethical and legal as well as structural expertise.

The following document describes the performance and related considerations of TRUSTS' communication and dissemination and evaluates their effectiveness.

2.1 Mapping Projects' Outputs

Purpose of this section is to map TRUSTS Grant Agreement (GA) commitments, both within the formal Deliverable and Task description, against the project's respective outputs and work performed.



Table 1: Overview: Adherence to TRUSTS GA Deliverable & Tasks Descriptions.

TRUSTS Task		Respective Document Chapter(s)
T8.1 'Development of TRUSTS Dissemination and Communication strategy and plan & Annual activity reporting' [M1-M36]	This task is directed at the development of the communication strategy for TRUSTS, detailing its mission and vision, targeting all identified target and stakeholder groups in a customised way and implementing operative engaging approaches for each community, by means of digital and printed media. Furthermore, in this task, TRUSTS' dissemination and communication strategy was defined and implemented by means of the exact media mix, thus maximising the project's impact towards a vast range of audiences. In the same context, risk evaluation and measurement tools will be appropriately taken in consideration to monitor and assess the effectiveness of the communication strategy and plan. The operative communication plan was composed, with its initiation from the draft plan for the dissemination and exploitation of results, and was further developed in its definitive version in M4, as well as revised and updated at mid-term of the project life cycle. The plan outlines all scheduled and implemented tasks in this context, e.g., attendance by all partners of relevant meetings, workshops and conferences, dissemination of project results, webinars and social media; as well via the regular publishing of website blog posts, among other related activities. On an annual basis, Dissemination and Communication Activity reports are drafted and released focusing on the progresses and intermediate results, and updated plans for the following period.	Chapter 4.1
T8.2 'Visual identity, website and promotional materials' [M1-M36]	This task is dedicated to the design and implementation of project communication tools and materials, in accordance to Communication Strategy and Plan. This task includes the development of (1) the visual identity of the project (logo and template for documents and presentation); (2) a set of digital tools (website, newsletters, social media accounts, videos, digital leaflets); (3) printed materials (brochures, reports, leaflets, booklets, stickers etc.); (4) development of TRUSTS services communication packages (specific tools dedicated to main deliverables of the project to promote specific results towards specific target groups), (5) digital tools and printed materials will be updated taking into account project advancements.	Chapter 4.2
T8.3 'Large scale dissemination of projects impacts and results' [M1-M36]	This task is devoted to promote TRUSTS towards the identified scientific communities, with the aim of engaging them and increasing users for the developed services through the presentation of project use cases. The task will be carried out through: Creation of an Ambassador Programme (e.g., early adopters, committed researchers, etc.) is foreseen involving early adopters in the development and fine-tuning of case studies and services, aiming at making this first group of users the first promoters of project results, Media relations (media advisory, press releases and news and contents for relevant websites, blog posts and media will be issued during the project, on the occasion of milestone accomplishments. These will be localised and distributed by the project partners using their existing communication channels and systems), Dissemination of open access (Gold or Green scientific articles produced on	Chapter 4.3



	different project's outcomes and activities), Events (the organisation of two public meetings, a mid-term and a conclusive one, the first to trigger adoption of the services and collect feedback on them, the latter with the aim of presenting the final release of the services and use cases developed during the project life, addressing the scientific community and relevant policy makers, Participation to data market related events and main conferences (e.g., EDBVF) with exhibition booths featuring demonstrative sessions.)	
T8.4 'Training and capacity building programme' [M12-M36]	TRUSTS will offer training programmes that will allow SMEs and large enterprises to apply the TRUSTS Data Market platform within their business model. Particular attention will be paid to training technical audiences, such as data analysts, to continuously create awareness among a broad target audience about the project concept, the activities and outcomes, to continuously create understanding of the project concepts and benefits for the different target groups, to spread the technical results and generated knowledge with scientific and research communities of interest, in order to promote the work with the external environment and existing communities of interests, to generate clear expectations towards the project outcomes, in order to prepare its exploitation in T8.1. Additionally, e-learning material will also be available to further support the training programme and increase its reach especially towards the general public. In order to further solidify its impact on innovation in the EU, TRUSTS will opt to offer its Data Market platform free of charge for a period of one year to start-up companies within the EU so as to support their growth.	Chapter 4.4

2.2 Deliverable Overview and Report Structure

The Annual Dissemination Report I is divided into four primarily relevant sections: Chapter 3 describes the achievement of respective deliverables as well as the progress and considerations of those deliverables not yet delivered (which are listed in table form in chapter 2). Subsequently, the tasks are explained in more detail in Chapter 4 to gain insight into whether they are being pursued in sufficient quality and extent. The publications listed in Chapter 4 are divided into scientific and non-scientific ones for a comprehensible overview.

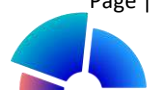
Chapter 5 outlines the impact achieved and explains the target groups reached in more detail. In chapter 6 the updates are explained, followed by a conclusion in chapter 7. On this basis, a feedback for project communication in the next two project years is provided.



Deliverables

Table 2: Overview WP8 Deliverables according to Grant Agreement.

Del.no	Del.name	Lead beneficiary	Type	Dissem. level	Delivery date from Annex 1	Actual delivery date	If not submitted on time, presumable delivery date	Status
D8.1	Dissemination and communication strategy, design guide, materials and communication channels	DIO	R	PU	M3	31/03/2020	/	Accepted
D8.2	Website update, materials	DIO	DEC	PU	M6	04/09/2020	/	Accepted
D8.3	Annual Dissemination Report I	DIO	DEC	PU	M12	31/12/2020	/	Submitted
D8.4	Annual Dissemination Report II	DIO	R	PU	M24	/	/	/
D8.5	Final Dissemination Report	DIO	R	PU	M36	/	/	/
D8.6	Concept for training and capacity building programme	REL	R	PU	M18	/	/	/
D8.7	Accomplished training and capacity building programme	REL	R	PU	M36	/	/	/



Milestones

Table 3: Overview TRUSTS Milestones according to Grant Agreement.

Milestone no	Milestone title	Lead beneficiary	Due date	Means of verification	Achieved
MS1	Project setup	1 - LUH	M6	Project Management Plan, Quality Assurance &, Risk Assessment Plan. Coordination & Planning. 1 st Definition and analysis of the EU and worldwide data market trends and industrial needs for growth; 1 st industry specific requirements and 1 st draft of the business validation of use case results. 1 st Report on innovation impact assurance actions. Project Website & Promotional Materials. Dissemination & Awareness Plan.	Yes
MS2	End of first period	1 - LUH	M18	1 st Annual Public Report. Architecture design and technical specifications document. Data Marketplaces Interoperability Solutions. Initial Platform Status Report; Legal and Ethical Requirements v1. 2 nd Report on innovation impact assurance actions. 1 st Report on Dissemination Activities.	Not yet
MS3	First pilot deployment	1 - LUH	M16	Final Industry specific requirements analysis, definition of the vertical E2E data marketplace functionality and use cases definition; Final Methodologies for the technological/business validation of use case results; Data Governance, TRUSTS Knowledge Graph; Initial Profiles and Brokerage; Algorithms for Privacy-Preserving Data Analytics; 1 st Pilot planning and operational management reports, Research Ethics Report; Sustainable business model for TRUSTS data marketplace, communities engagement strategy; Report on viable, feasible and sustainable business models for TRUSTS platform; Business plan and Implementation action plan; 3 rd Report on Innovation Impact Assurance Actions; Concept for Training and capacity building programme.	Not yet
MS4	End of second period	1 - LUH	M36	2 nd Annual Public Report, 2 nd Architecture design & technical specifications document, incl. Data Marketplaces Interoperability Solutions, 2 nd Version of the platform. Field trials reports. 4 th Report on innovation impact assurance actions, 2 nd annual dissemination report, Report on standardization activities.	Not yet
MS5	Project completion	1 - LUH	M36	3 rd Annual Public Report, Final Platform release, including Smart Contracts implementation and Profiles and Brokerage, 3 rd use case specific Instances, Report on the implementation of deep learning algorithms on distributed frameworks, Final Use case Deployment, Final Use Case Evaluation. Performance evaluation and lessons learned report. 3 rd Annual Dissemination Report. Final Business plan and Implementation action plan.	Not yet



3 Description of WP8 Activities - Deliverables

In this section the general approaches of the deliverables are described and considerations are outlined. The concrete, detailed task description for achieving these deliverables follows in chapter 4.

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

This deliverable created a distinctive corporate design for the project and realised all the associated materials accordingly. Based on the design, the relevant communication channels (website, social media: LinkedIn, Twitter, ResearchGate) were created. In addition to the design, the communication plan is the second basic pillar for successful communication throughout the entire project cycle, but also beyond.

3.1.1 Communication and Dissemination Strategy

TRUSTS’ communication and dissemination activities share a common principle that can be summarised as “do good and talk about it”, still they have different objectives: dissemination aims at the public disclosure of results to an audience of scientific communities, industry stakeholders, policy-makers, etc.; whereas communications promote the project and its results in a general public, including EU citizens, civil society, and mass media. In order to develop this finesse, a strategic, cross-media communication strategy was developed, which is further concretized in internal roadmaps in order to schedule the implementation of the respective activities and deliver them on time.

3.1.2 Design guide and Materials

The design should represent how diverse individual parts in combination with each other form an efficient, large whole. This should reflect the federatedness and connector role of TRUSTS - therefore a dynamic effect was created for the logo. On the one hand, the colors show the diversity of the respective parts, but they also have common points of contact, which enables them to work together in a federated manner (just like the federation of existing data markets in TRUSTS’ context). In all other materials (templates), attention was likewise paid to ensure that the color compositions, fonts, etc., on the one hand, reflect the innovative nature of the project and, on the other hand, demonstrate the seriousness of the project. The materials (presentation, letterhead, etc.) are used in all internal and external communications, therefore letterheads for written communication on behalf of the TRUSTS consortium, presentations for any speeches at webinars and other events. The designs presented in D8.1 were adapted in a further step, in D8.2, to meet the requirements of the purposes.





Figure 1: TRUSTS logo and icon.

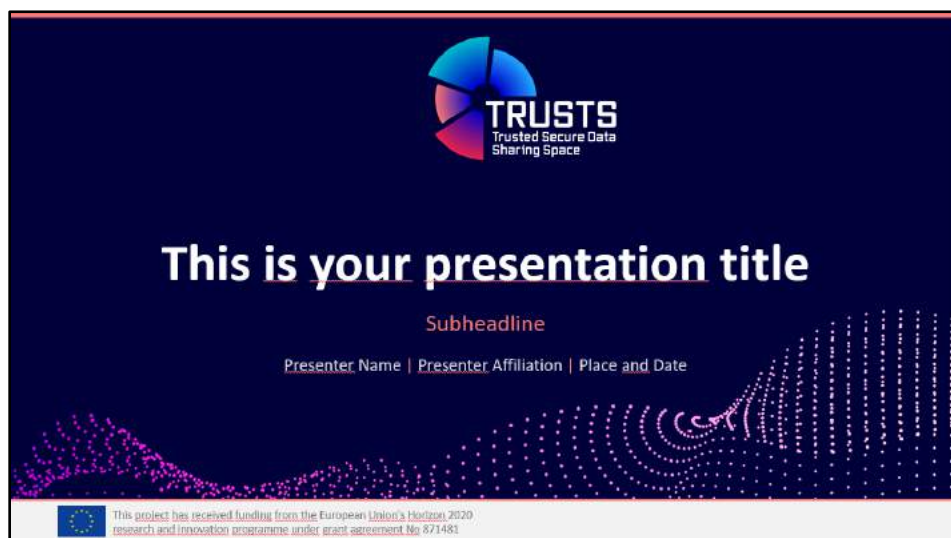
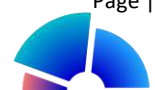


Figure 2: TRUSTS PPT template.



Figure 3: TRUSTS Newsletter header.



3.1.3 Communications channels

For dissemination and communication purposes, the TRUSTS' consortium follows the POEM approach (Kreutzer 2012), a marketing strategy which addresses 'Paid, Owned and Earned Media'. It is adapted to the project's 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". Beyond that the approach pursues to create a basis for editorial input by personal Networking with interested journalists in order to bring the high-quality TRUSTS contents to the media without payment.

Through the Social MicroLearning (SoML) Platform, which is currently in the phase of implementation, an additional channel for interaction with the respective stakeholders will be created. The SoML cards are about to be implemented on the website in quiz format and can be shared individually on social media, making them a suitable attention catcher.

3.2 D8.2 'Website update, materials'

D8.2 defined the role, structure, target audiences, and design of the TRUSTS project website (trusts-data.eu) in relation to other communication and dissemination channels, and adaptations and amendments of the website have been successfully done. D8.2 focused on strategic objectives to be fulfilled through the website, description of the website as one of several key channels for communication and dissemination activities, description of the website structure and of planned channels.

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

3.2.1 Website update

The website was implemented and strategically expanded in a three-phase process. The domain trusts-data.eu was registered already before project start, in August 2019. In September 2019, a basic, preliminary website was setup for the pre-project phase. In February and March 2020, the URL was transferred to a new host and redesigned for project life (shown in D8.1). 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. Additions or changes have been made concerning: Structure, Consortium, News & Events, link to Privacy Policy, link to Imprint, link to Terms of Use, added Logos of Twitter, LinkedIn, and ResearchGate with links to the TRUSTS social media accounts and acknowledgement of EU funding.



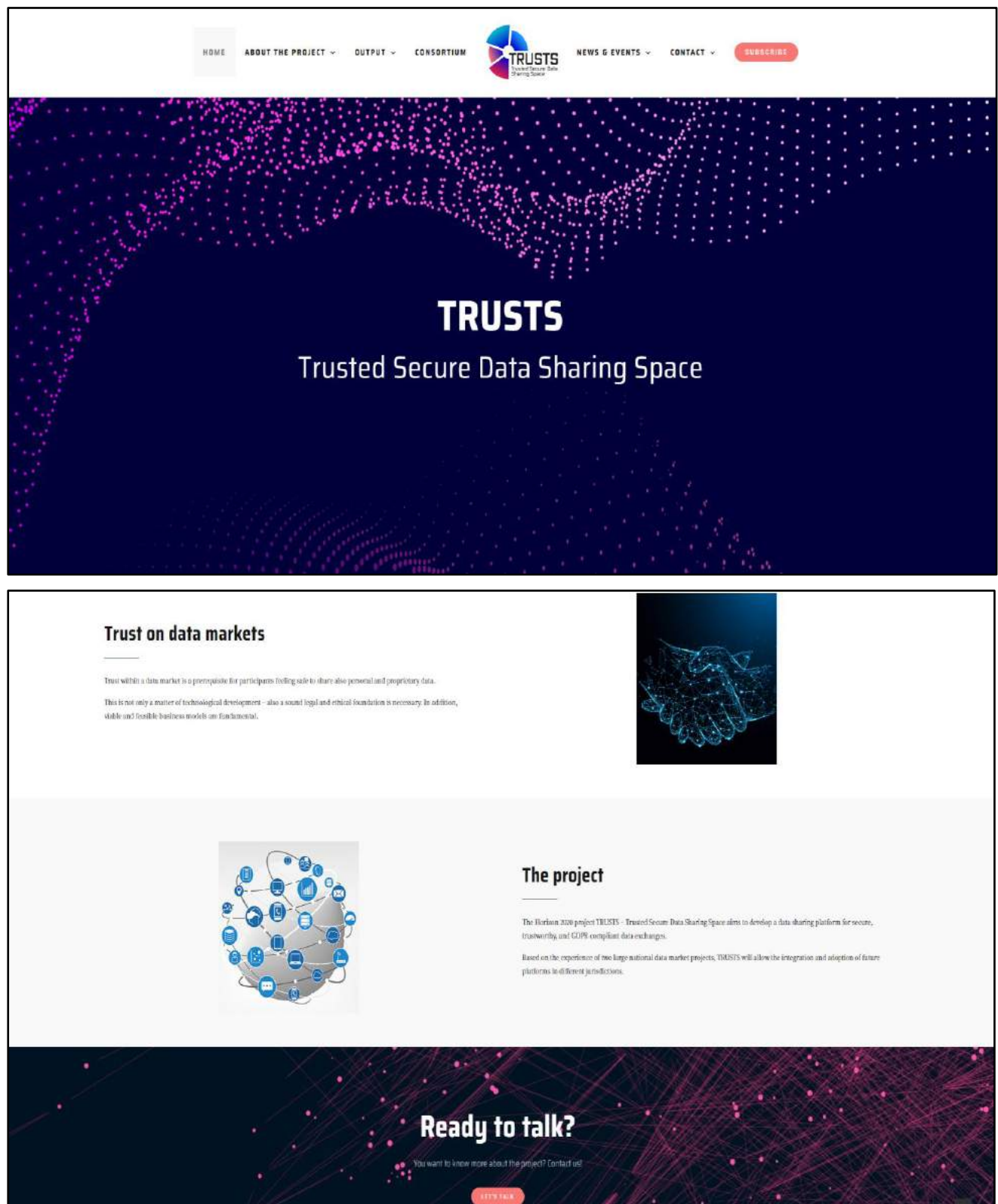


Figure 4: TRUSTS homepage.

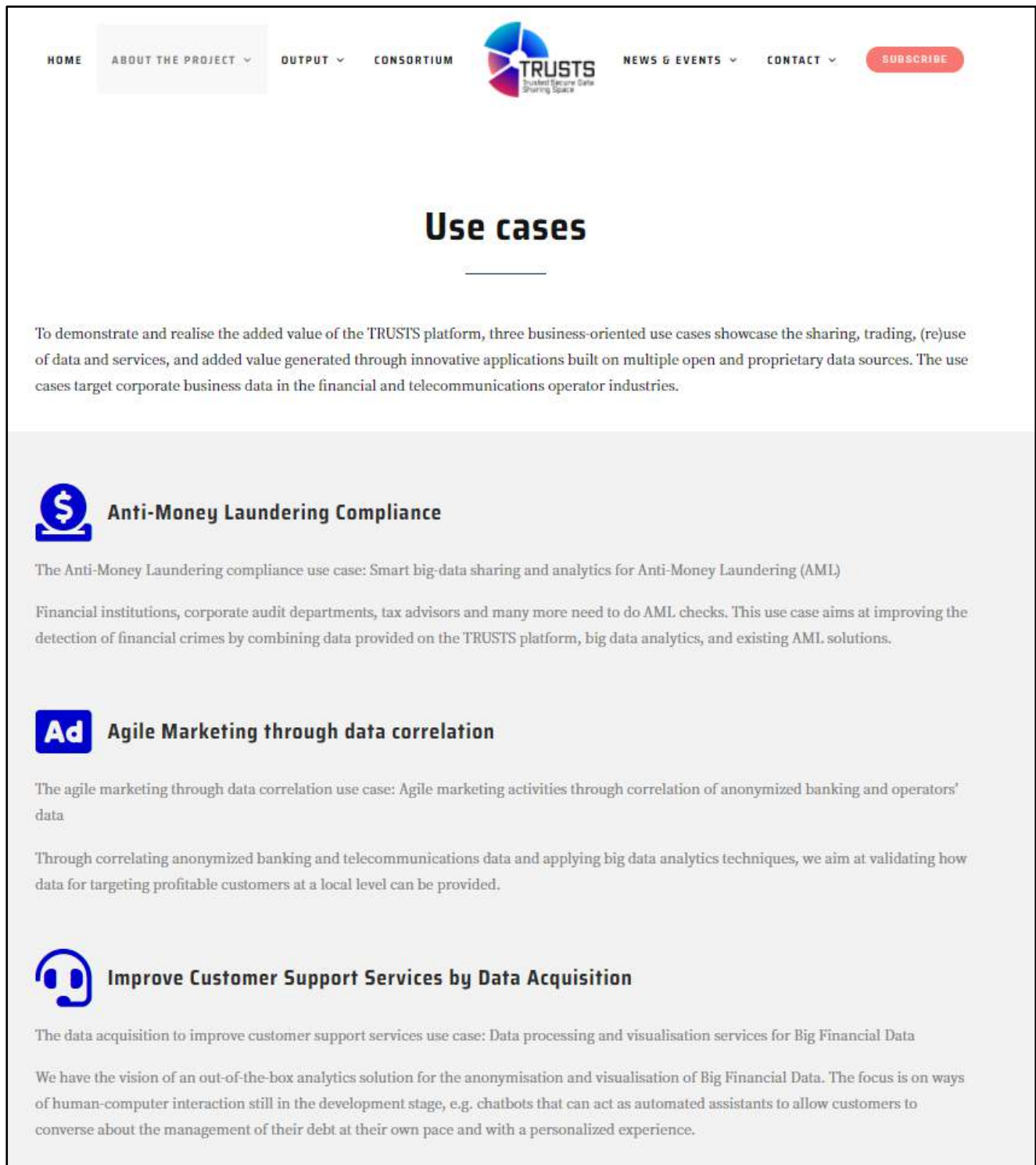


Figure 5: TRUSTS Website - Use Cases.

3.2.2 Promotional Materials

According to the project's Dissemination and Communication Strategy (D8.1), it is intended that the partners distribute over 20,000 leaflets at more than ten European and (inter)national events per partner. As many events throughout 2020 were cancelled or have been adapted to an online format due to the COVID-19 pandemic, there was scarcely an opportunity to distribute physical material.



Figure 6: TRUSTS Flyer.



Figure 7: TRUSTS Postcard.

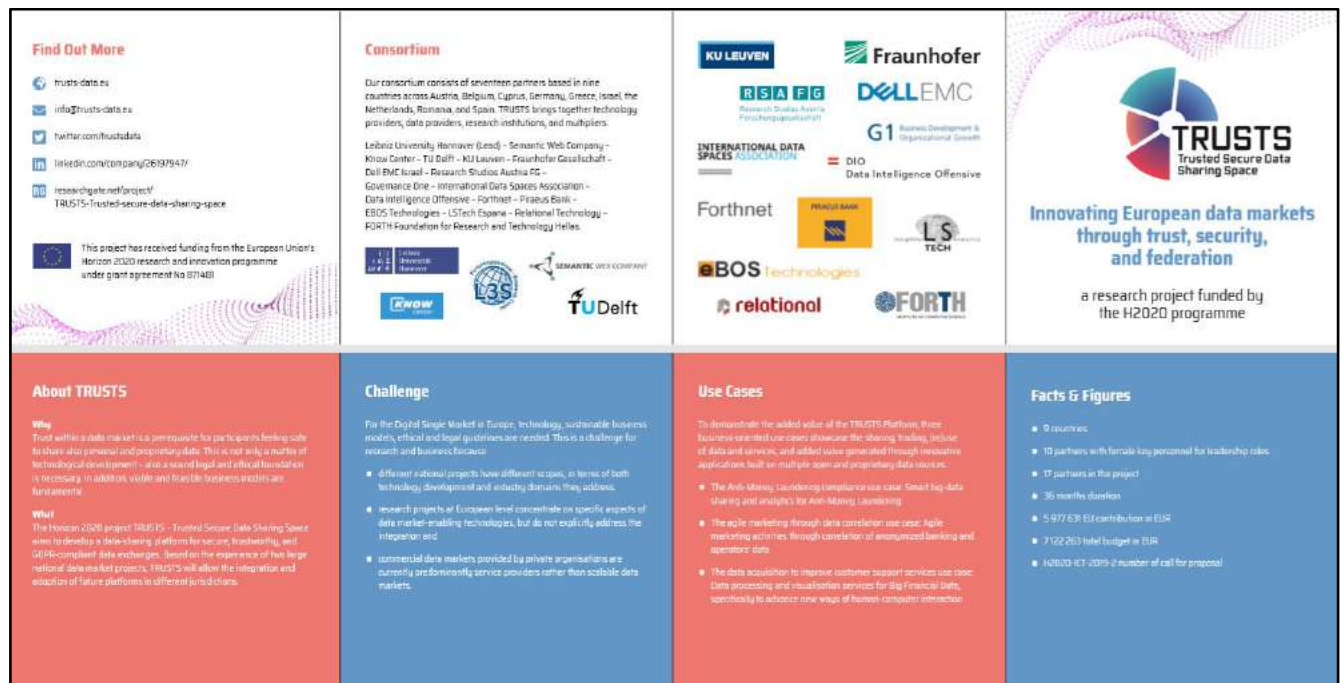


Figure 8: TRUSTS Leporello leaflet.

3.2.3 Stakeholder Analysis

A stakeholder analysis forms the basis for target group-appropriate communication activities. Thus, the TRUSTS website (trusts-data.eu) aims at communicating with different stakeholders, including *project partners* (information for and from the partners); *European Commission* (reference information 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); *other H2020/FP7 projects* (reference information about the project, technological vision and roadmap, 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); and specific audiences:

- formal and informal data communities, interest groups,
- scientific community,
- business and industrial market players (data providers and data users),
- related EU or national projects,
- members of the Stakeholder Advisory Board and the Ambassador Programme,
- media,
- wider public.

This activity is aligned with T7.2 ‘Developing and structuring the platform engagement’, where stakeholders management and community engagement strategy and the following questions should be answered: How does a Data-Services Ecosystem look like? Which are the key stakeholders for the project? How to engage the stakeholders to create a solid community?

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. For this reason, this task will invest deeply in a solid stakeholder management and community engagement strategy shared by all partners (D7.2).

This special task in the work plan (T7.2) focuses solely on the coordination of the efforts, streamlining methods used, and collecting insights from all the WPs that engage in stakeholder analysis in WP8. As part of the stakeholders analysis we have made a stakeholders classification by categories, stakeholders type and sectors. Below the initial stakeholders classification is pictured.

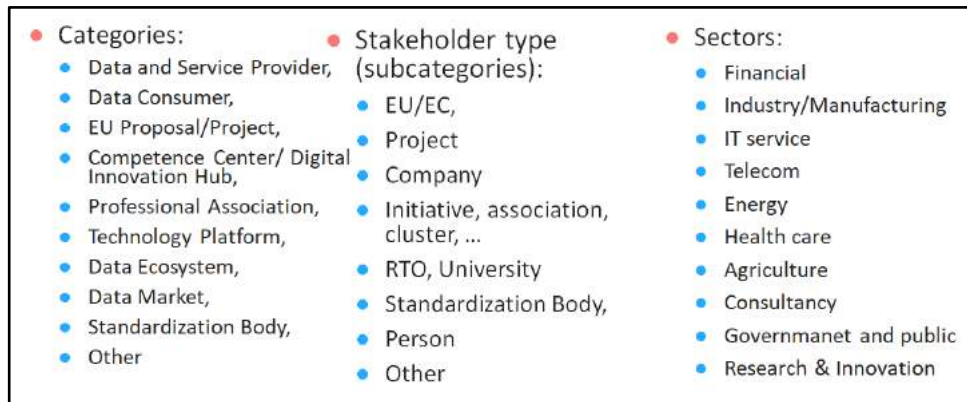


Figure 9: TRUSTS stakeholder categories identification.

This categorization and stakeholders identification has been reviewed with the target stakeholders per WP.



Figure 10: TRUSTS target stakeholders by WP.

Based on this classification the stakeholders mapping will undergo constant iterations as part of the individual WP. Finally, the stakeholder engagement tools and strategy will be identified in close

collaboration with the stakeholder analysis activities. A more detailed description of the stakeholders analysis and stakeholders engagement strategy is in D7.3 'Communities engagement strategy' which is due M18.

3.3 D8.3 'Annual Dissemination Report I'

D8.3, the first Annual Dissemination Report of the project, gives a general outline of the annual communication and dissemination activities of TRUSTS within the first project year. Above all, the concrete considerations should be described and the expected as well as the actual impacts explained.

The structure of this report was chosen to cover all responsibilities and activities described in the GA, to evaluate and describe their status. Therefore, the report also includes tasks and deliverables that are still being developed and not yet finished in order to outline the strategic considerations that will be guiding for those activities. The extent of the individual descriptions depends on the respective development status of the task or deliverable, as well as on the respective relevance of the specific task or deliverable.

In the first year of the project, the report is strongly focused on the project set-up. This set-up was achieved in the middle of the year and will be continuously reflected to make necessary strategic optimizations.

3.4 D8.4 'Annual Dissemination Report II'

The second Annual Dissemination Report will follow the same structure as the first annual report, D8.3, in order to clearly disclose the development of the project from M12 to M24 and to provide the European Commission (EC) and various stakeholders of the project with the adequate information on the implementation - or given delays, etc. This second report will describe and analyse the strategic changes or adaptations and the advancement of communication and dissemination activities.

3.5 D8.5 'Final Dissemination Report'

The Final Dissemination Report will follow the same structure as the first two annual reports (D8.3 and D8.4), to provide clarification concerning the development of communication and dissemination activities from M12 to M24 and further to M36. In addition, an overall impact analysis will be prepared, which will analyse and describe the impacts and effects of the communication and dissemination activities of the entire project cycle. The years will be considered separately to reveal differences or improvements, but the entire project cycle will be analysed as a unit to explain the overall efficiency.

3.6 D8.6 'Concept for training and capacity building programme'

To broaden the knowledge base among key stakeholders and to provide tangible benefits to ongoing efforts of integrating data, to foster data (science) related skills for capacity building in Europe's data economy. This includes on-boarding and unlocking services to ensure industry and others can make use



of the TRUSTS system appropriately, Relational SA has started in developing a suite of outreach and capacity building tools. These tools will combine a range of materials on the matter (**presentations** and **multimedia content** - i.e., video tutorials), drawing on contents elaborated in other modules, and turn them into formats that can be used in different types of capacity building exercises. These exercises will include both online, distance learning elements (e.g. webinars) and actual face-to-face meetings – deploying insights into the benefits of “blended learning”. Additionally, regional seminars, so-called “summer schools”, will be tailored in terms of content to suit the needs of the stakeholders in question and promote the concept of Data Economy. Beyond these online and meeting based activities, TRUSTS insights can be used to provide analytical support for the incorporation of data action plans in the stakeholders’ development agendas.

3.7 D8.7 ‘Accomplished training and capacity building programme’

Furthermore, Relational SA started to develop a method to analyse the social awareness of emerging technologies based on Twitter data mining. First, the natural language processing module in the Thomson Data Analyser will be applied to extract the keywords from tweets. Second, social awareness information will be analysed by applying text mining, and social network analysis, the social awareness of emerging technologies will be subsequently mined using a time-slicing based awareness information map. Finally, the emerging data-driven innovation technologies will be given as a case study to analyse the effectiveness and feasibility of the method.

The time schedule of the actions performed is presented below:

- Development of the TRUSTS Capacity Building Analysis Tool.
- Analysis of tweets data about integrating data, emerging data economy exploitation data as the data resource, using text mining and social network analysis to extract and analyse emerging technology awareness information effectively.
- Identification of the dialogue types to reach stakeholders, in particular, the Social Risk Analysis Tool will analyse social awareness regarding “emerging data economy”.

The tool will serve as a test case of keywords to check public awareness towards new and emerging technologies:

1. Data collection. The data information in tweets was retrieved and extracted by web crawling according to the identified emerging technology theme expression from the Twitter platform, and the related tweet data are saved as extracted tweet texts.
2. Data reprocessing. The URL, content text duplicate, and redundant information reprocessing was carried out on the extracted tweet texts.
3. Keywords extraction. Using the natural language processing module in the Thomson Data Analyzer (TDA) to extract adjectives and nouns from the cleaned tweet texts, the co-occurrence matrix of nouns and adjectives are generated by TDA.
4. Social network analysis. Social network analysis tools create the co-occurrence network according to the co-occurrence matrix. The co-occurrence network graph is called the semantic



awareness graph, and we use the social network analysis method to analyse the characteristics of the awareness semantic graphs for performing the Social Network analysis.

4 Description of WP8 Activities - Tasks (M1 - M12)

In this section the specific approaches of the WP8 tasks are outlined and described in detail. This section is intended to serve as a practical description of actions (inputs) for the above-mentioned deliverables (outcomes).

4.1 T8.1 ‘Development of TRUSTS Dissemination and Communication Strategy and Plan & Annual Activity Reporting’

Within this task the dissemination and communication strategy and plan was created and defined. The dissemination and communication activities aim at addressing relevant stakeholders in business, industry and science but also the public and media to raise awareness about the project and its goals. Stakeholders were identified and are regularly targeted through digital and print media. All consortium partners adhere to this common TRUSTS communication strategy as WP8 makes sure that the internal communication (via Google Drive, video conferences and email) concerning the respective activities is efficient.

The communication and dissemination activities are summed up in the annual dissemination report at the end of each project year (D8.3, D8.4, D8.5).

4.1.1 Dissemination and Communication Strategy and Plan

The dissemination and communication strategy and plan was outlined in D8.1 *Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels*, which was submitted on 31 March 2020 within the given timeframe. The aim of the strategy is to reach out to and involve relevant stakeholders and increase the impact and visibility of the project. Within the strategy and plan for the first project year 2020, the main stakeholders were identified: data and service providers, data consumers, other EU projects, competence centers/digital innovation hubs, professional associations, technology platforms, data ecosystems, data market standardisation bodies and others. It is further detailed into subcategories EU/EC, initiative/association/cluster, RTO/university, person, etc. More information see chapter 3.2.3 Stakeholder Analysis in this report.

The dissemination and communication strategy and plan gives an overview of the communication and dissemination activities planned during the project and represents a guideline for the TRUSTS partners. These activities involve both digital and print media. Further, project partners attend key industry events in order to disseminate TRUSTS also on an interpersonal level. To coordinate the activities and facilitate



efficient communication within the consortium, WP8 created an internal mailing list and a folder structure on Google Drive.

As an important step for these activities, the roles of the partners and the means of external communication and dissemination were defined. The means of external communication and dissemination include:

- project logo and icon, project website, social media channels (LinkedIn, Twitter, ResearchGate), templates for documents and presentations, promotional material, social microlearning;
- academic publications and conference attendances, press releases, newsletters, webinars, podcasts;
- workshops, training and capacity building programme, and tutorials; events and meetings.

At the beginning of the project, the focus of communication activities was put on introducing the project and informing relevant stakeholders and the public about the general framework and outline of TRUSTS. A detailed description communication and dissemination activities can be found in chapter 4.3.

The effectiveness of the communication and dissemination activities is regularly measured and monitored through WordPress, LinkedIn, and Twitter analytics tools. Accordingly, the communication strategy and plan is regularly updated.

4.1.2 Annual Activity Reporting

The present annual activity reporting (or annual dissemination report) gives an overview of and reviews the dissemination and communication activities in TRUSTS in the first project year, underlining the progress and results achieved. However, it does not only summarise the actions taken but also gives an outlook of the next steps within the project.

To see which impact the dissemination and communication activities within the project have, they are constantly measured through standard analytic tools: WordPress Analytics, LinkedIn Analytics, and Twitter Analytics. These figures are included in the planning and the activities respectively adjusted.

Besides the overview of the dissemination and communication activities, the annual dissemination report includes the impact of these performed activities. Within the measurement of the impact the following numbers were taken: visitors and visits, views; (webinar) participants; (newsletter) recipients, openers, persons clicked, and unsubscribers.

Please find more detailed information about the figures and impact in the chapters 4.3.1 and 4.3.2 as well as 5.



4.2 T8.2 ‘Visual identity, website, and promotional materials’

A coherent and consistent recognition of the project is indispensable for a holistic success of the H2020 project. Therefore, a common visual identity was developed and agreed within the entire consortium. This visual identity is the basis for the look of the website, social media channels, and promotional materials.

4.2.1 Visual identity

For the branding and visual identity of the TRUSTS project a style guide was made. It includes information about the logo and the icon, its use, the RGB and CMYK color codes for the logo, text and layout elements as well as typography for web and print. The main colors used for the logo were blue, light blue, turquoise, light red, red, and purple. Combined with the round shape of the icon it gives a dynamic character. The several pieces of the shape put together symbolise federation, an important element of the project (which is included in the claim - *Innovating European data markets through trust, security, and federation*).

Based on the visual identity further elements were created: project website, social media channels (LinkedIn, Twitter, ResearchGate¹), document/slide templates, and newsletter header. Furthermore, the main PR materials were designed, including a postcard, leaflet, and flyer, which will be printed and distributed belatedly in 2021 due to the Covid-19-pandemic, which caused most events to be held online.

4.2.2 Website

The basic website was set up prior to the beginning of the project in September 2019 and was revised by the consortium members in February and March 2020. It represents the main communication channel of the project. It is regularly updated and filled with new content. It introduces readers to the project, its objectives, methodology, use cases, and the consortium. Furthermore, the public deliverables are uploaded to the website and are open to access for everyone.

Within the update of the website, a newsletter *Subscribe* button was added and the knowledge base (from EBOS) was implemented as a submenu under News & Events. The knowledge platform aims at targeting the expert community and is an additional channel for dissemination and knowledge sharing including links to relevant articles and websites.

The upcoming steps include an extra section for the stakeholder overview and Stakeholder Advisory Board, update and expansion of the use cases as well as the upload of research papers, reports, or other publications, which will be accessible to everyone according to the Open Access Policy of the EU.

¹ See <https://www.trusts-data.eu/>, <https://www.linkedin.com/company/trusts-trusted-secure-data-sharing-space/>, <https://twitter.com/TrustsData>, <https://www.researchgate.net/project/TRUSTS-Trusted-secure-data-sharing-space>



4.2.3 Promotional Materials

Promotional materials intend to strengthen the relationship with the stakeholders and to remain in the people's memory. Therefore, WP8 created a postcard, flyer, and 8-page leporello leaflet – all in line with the visual identity.

4.3 T8.3 'Large scale dissemination of projects impacts and results'

To gain visibility and spread the results and progresses of TRUSTS, communication and dissemination activities are performed regularly. Due to the unforeseen 2020 pandemic, some of these activities have started later than previously scheduled. By designing the visual identity of TRUSTS, the basis for project communication was laid and used to set up the essential communication channels.

While performing communication and dissemination activities and to gain more visibility, TRUSTS also cooperates with the Safe-DEED (Safe Data-Enabled Economic Development) project since both share lots of programme points such as common target groups and funding from the European Union's Horizon 2020 programme. In doing so, TRUSTS and Safe-DEED retweet and repost each other's posts and will work together in holding webinars and creating learning cards for social microlearning.

In the following part, the concrete communication and dissemination activities of the projects first year are outlined in more detail. To spread the content and reach a wider range of people the consortium members shared these activities within their network across Europe via e-mail or social media.

The first **press release**² was published on 7 September 2020 and distributed in the DACH region via the APA OTS platform (Austria) and via email, as well as in English and other languages via CORDIS³ and partners' platforms and websites (e.g. TU Delft). The general framework was outlined, as well as TRUSTS' objectives, the three use cases, potential results, and future relevance. Quotes of the project's leaders were added in order to give a personal note. As a follow-up a journalist call was organised on the same day after the dispatch of the press release, in which interested journalists all over Europe got a personal introduction to the project and the press release via GoToMeeting. They also had the chance to clarify their questions. The journalists appreciated this service.

The focus of the second press release was put on the legal and ethical aspects of the project - *TRUSTS Ethics: Key Regulations of Data Sharing. Establishing a Suitable EU Data Governance Framework for Data Commodification*. It was published on 7 December 2020 via the APA OTS platform (Austria) in German, via CORDIS in English, and via email.

² See https://www.ots.at/presseaussendung/OTS_20200907_OTS0005/trusts-innovationen-fuer-einen-pan-europaeischen-datenmarkt

³ See <https://cordis.europa.eu/article/id/422093-trusts-innovating-european-data-markets-through-trust-security-and-federation>





Figure 11: TRUSTS Press release 1.

The following activity was the quarterly **newsletter**. On 17 September 2020, the first quarterly newsletter was published via the Sendinblue newsletter tool to a wide range of media in the DACH region. For the first newsletter, concrete topics were chosen, such as the three use cases, privacy preserving smart contracts, legal regime for data sharing within the TRUSTS project, requirements, and event announcements. In the second newsletter in December 2020, more topics were presented as TRUSTS' research status was more advanced.



Figure 12: Quarterly TRUSTS newsletter 1.

The first TRUSTS **podcast** was published on 28 September 2020, on the topic of ‘Data Markets and Interoperability’ with Stefan Gindl from RSA FG. The focus was on the following questions:

- What is the project all about?
- What are the motivations, objectives but also risks?
- Is there a reference architecture on which TRUSTS is based?
- Are there already existing data markets? Do they play a role within the TRUSTS project?
- How can data markets be connected? How could such a connection be implemented technically?

The second podcast was held as a discussion between Bert Utermark (G1) and Hosea Ofe (TU Delft). It was organised as a video podcast as the respective project partners were working from home due to the COVID-19 pandemic. The topic of the discussion was the business perspective of TRUSTS: “How will Data Markets shape the European Industry?”

TRUSTS also started an interactive **webinar series**. It started with the first webinar via GoToWebinar at the end of October 2020. Seven consortium members presented the most important pillars of TRUSTS, including the European data strategy, a data markets study, innovative data ecosystems, operator business model options in a federated TRUSTS data ecosystem, legal and ethical framework, technical foundation, and stakeholder engagement. The PowerPoint slides and recording were made available on the TRUSTS website including a report of the webinar. The second webinar of the series is planned for 28 January 2021 and will touch the topic of ‘Operator business model options in a federated TRUSTS data ecosystem’ in more detail.

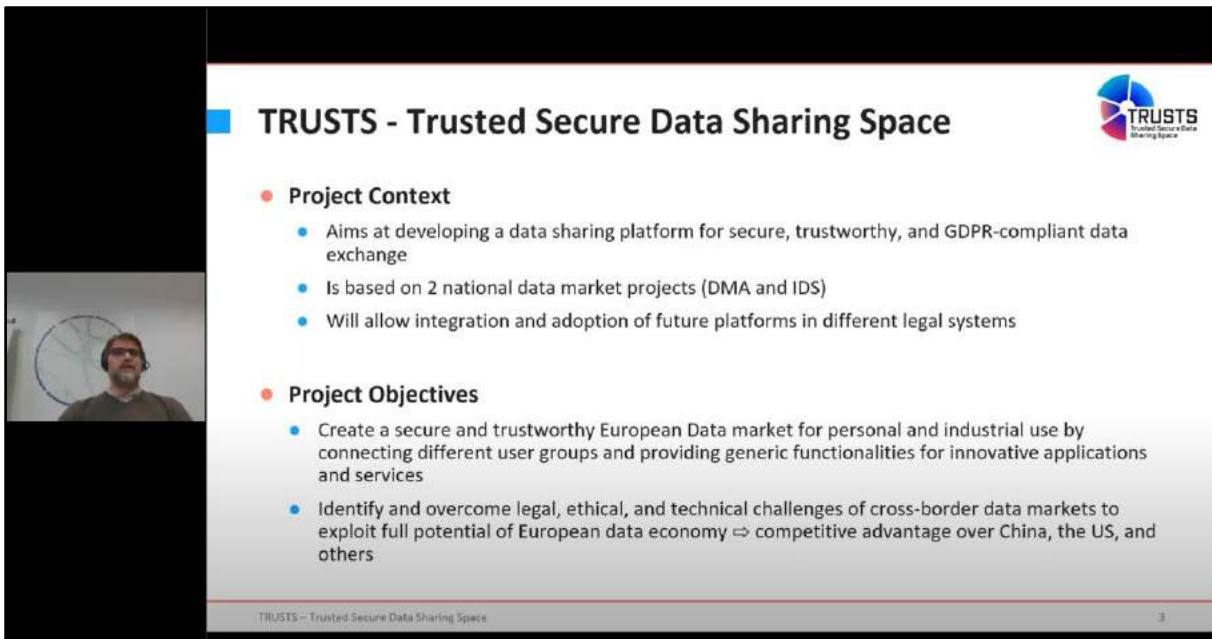
The next topics will be defined along the research progress within the project and the submitted deliverables. For this purpose, a webinar plan, including all the necessary information and take-aways, was set up and is further developed. In addition, prior to and also after the webinar series the consortium members held separate webinars on specific topics; in total, the TRUSTS consortium organised three webinars in 2020:

Table 4: TRUSTS Webinars.

Webinar	Partners involved	Date
IDSA Virtual Expo Live Session “Restoring Trust in Data Markets & Data Spaces – The Trusted Secure Data Sharing Space”	IDSA, WP1; LUH, WP1; FhG, WP3	07 May 2020
The core of TRUSTS: Innovating European data markets through trust, security, and federation	DIO, WP8; IDSA, WP1; FNET, WP2; G1, WP7; KUL, WP6; FhG, WP3; SWC, WP2, WP3	29 October 2020



Live Session: TRUSTS, in the financial industry - enabling data sovereignty beyond existing solutions	LUH, WP1; IDSA, WP1; EBOS, WP5; REL, WP3 FhG, WP3; PB, WP3	12 November 2020
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TRUSTS - Trusted Secure Data Sharing Space

Project Context

- Aims at developing a data sharing platform for secure, trustworthy, and GDPR-compliant data exchange
- Is based on 2 national data market projects (DMA and IDS)
- Will allow integration and adoption of future platforms in different legal systems

Project Objectives

- Create a secure and trustworthy European Data market for personal and industrial use by connecting different user groups and providing generic functionalities for innovative applications and services
- Identify and overcome legal, ethical, and technical challenges of cross-border data markets to exploit full potential of European data economy ⇔ competitive advantage over China, the US, and others

TRUSTS – Trusted Secure Data Sharing Space 3

Figure 13: TRUSTS Webinar 29 October 2020.

To bring TRUSTS closer to a wider public, WP8 develops an **explainer video**, which will be used throughout the project, at conferences, meet-ups, webinars, etc. The developing process started in November 2020 and should be finalised in January 2021. To have different offers and compare quality and price, different companies were contacted. The video is meant to communicate abstract content in a simple and comprehensible way. The emphasis is laid on security and trustworthiness of the TRUSTS data market, its objectives, the three use cases, the technical, business and legal aspects, and the added value of TRUSTS on society and businesses. It will be published on the project's website and social media channels. Moreover, it will have a clear storyline and will be promoted in a press release in Q1 2021.

TRUSTS follows a diverse cross-media communication, which gives a wide range of possible activities. One of those was a written **interview** with Sebastian Steinbuss, CTO at IDSA on the topic of 'Sovereign data exchange in business with IDS' at the end of November 2020. The focus was on the business aspects as it was most relevant to journalists. It was published on the TRUSTS website.

The online portal *Trending Topics* was interested in this aspect and decided to make two interviews with Peter A. Bruck and Günther Tschabuschnig, both from Data Intelligence Offensive (DIO). In the first interview with Peter A. Bruck the focus was on a European cloud, Gaia-X, and the involvement of



TRUSTS; in the second interview with Günther Tschabuschnig the focus was put on an Austrian cloud, the Austrian digital economy, and the role of the consortium member DIO in it. The interviews were published on *Trending Topics* in December 2020.

As social media is gaining more and more relevance and users, WP8 has decided to spread contents of the project by means of **social microlearning**⁴. It includes learning cards with (multiple-choice and other styles of) questions, which are customisable, easy accessible and can be tagged and shared on social media. It is an easy way to learn about concepts behind TRUSTS in small units. On top of that, you can create quizzes and add those to articles and posts. The idea behind it is to interact with stakeholders, reach a wider public, and bring the project closer to the community in a modern way. This year, the look for the learning platform was defined with RSA FG and the first learning cards will be distributed among the consortium members when the platform has been set up. The cards will be shared on the project's social media channels.



Figure 14: Learning card with multiple-choice question.

Within the communication and dissemination activities, **meet-ups** give the possibility to engage with existing and to attract new stakeholders and bring the project closer to them. As the TRUSTS partners are also part of industry associations such as the Big Data Value Association, and data communities such as Data Science Meetups they participated in various industry events this year and presented the project. Just to name a few of them:

- EBDVF 2020, Beyond Text Mining - Text Mined Knowledge Graphs
- Digitale Tools für automatisierte B2B-Kooperation der Zukunft
- Lunch & Learn - Scala for Big Data the Big Picture, Data Science Festival
- DN Unlimited Conference: Open Forum - The Truth about AI
- Fintechweek Vienna
- GIS4SmartGrid 2020

⁴ See <https://trusts.soml.it>



To enlarge the TRUSTS community a Communities engagement strategy (D7.3) is also defined; the process has already started this autumn by identifying and mapping the stakeholders. On this basis, the communication and dissemination strategies are also planned by WP8. More information can be found in chapter 3.2.3.

Table 5: TRUSTS Meet-ups.

Date	Event / Meetup	Country, city	Location	TRUSTS participant	Event link
12 February 2020	LUH Event on AI, Visit of Minister President Weil	Hanover, Germany	Hanover, Germany	Alexandra Garatzogianni (LUH), LUH team	https://www.uni-hannover.de/en/universitaet/aktuelles/online-aktuell/details/news/verantwortungsvolle-kuenstliche-intelligenz-fuer-mobilitaet-gesundheit-produktion-und-bildung/
6 May 2020	BDV PPP going Virtual – Data Platform Webinars	online	online	Alexandra Garatzogianni (LUH)	https://www.big-data-value.eu/bdv-ppp-going-virtual-data-platform-webinars/
7 May 2020	IDSA Session, Restoring trust in data markets & Data spaces	online	online	LUH, IDSA, FhG	https://www.trusts-data.eu/restoring-trust-data-markets-recording/
9 June 2020	BDVA PPP Projects Welcoming day	online	online	Alexandra Garatzogianni (LUH)	https://www.bdva.eu/ Internal BDVA community event
14 - 15 July 2020	Hannover Messe Digital Days	online	online	Alexandra Garatzogianni (LUH), LUH team	https://hannovermesse.digital/en/
22 - 24 September 2020	European Research & Innovation Days	online	online	Alexandra Garatzogianni (LUH), LUH team	https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en
21 - 25 September 2020	Future Tech Week 2020	online	online	Alexandra Garatzogianni (LUH), LUH team	http://www.fetfx.eu/event/future-tech-week-2020/
28 - 29 September 2020	NGI Policy Summit 2020	online	online	Alexandra Garatzogianni (LUH), LUH team	https://www.ngi.eu/event/ngi-policy-summit-2020/
19 - 22 October 2020	European Week of Regions and Cities 2020 -	online	online	Alexandra Garatzogianni	https://europa.eu/regions-and-cities/home_en



	Green Europe			(LUH), LUH team	
20 October 2020	Build a chatbot using the Watson Assistant search skill	Online	Online	Stefan Gindl (RSA FG)	https://www.meetup.com/de-DE/IBM-Developer-Austria/events/273428076/
29 October 2020	DN Unlimited Open Forum: NLP	Online	Online	Stefan Gindl (RSA FG)	https://www.meetup.com/de-DE/Big-Data-Vienna/events/273247154/
3 - 5 November 2020	EBDVF 2020	Berlin, Germany / online	Kosmos, 131A Karl-Marx-Allee / online	Alexandra Garatzogianni (LUH), Ioannis Markopoulos (FNET), Jan Jürjens (FhG-ISST), Hosea Ofe (TUD)	https://www.european-big-data-value-forum.eu/
4 November 2020	Beyond Text Mining - Text Mined Knowledge Graphs	Online	Online	Stefan Gindl (RSA FG)	https://www.meetup.com/de-DE/grakn-vienna/events/272655879/
5 November 2020	Digitale Tools für automatisierte B2B-Kooperation der Zukunft	Online	Online	Jan Jürjens (FhG-ISST)	https://www.meetup.com/Berlin-Digital-Business-Network-SIBB/events/273876440/
9 November 2020	Lunch & Learn - Scala for Big Data the Big Picture.	Online	Online	Jan Jürjens (FhG-ISST)	https://www.meetup.com/meetup-group-Berlin/events/273724929/
2 - 28 November 2020	Data Science Festival	Online	Online	Jan Jürjens (FhG-ISST)	https://tickets.datasciencefestival.com/schedule/
12 November 2020	Views on IDS: 'TRUSTS in the financial industry – enabling data sovereignty beyond existing solutions'	Online	Online	Alexandra Garatzogianni (LUH), IDSA, FhG, eBOS, REL	https://www.internationaldataspaces.org/event/views-on-ids-trusts-in-the-financial-industry-enabling-data-sovereignty-beyond-existing-solutions-2/
18 November 2020	DN Unlimited Conference: Open Forum - The Truth about AI	Online	Online	Alexandra Garatzogianni (LUH), LUH team, EBOS	https://www.meetup.com/de-DE/Big-Data-Vienna/events/273271594/
18 - 19 November 2020	GAIA-X Summit	Online	Online	Alexandra Garatzogianni (LUH), LUH team	https://www.data-infrastructure.eu/GAIA/Navigation/EN/Home/home.html
25 November 2020	GIS4SmartGrid 2020	Online	Online	Jan Jürjens	https://www.smartgrid-



				(FhG-ISST)	forums.com/forums/gis4smartgrid/?utm_term=data%20conference&utm_campaign=GIS4SmartGrid+2020&utm_source=adwords&utm_medium=ppc&hsa_acc=3286873097&hsa_cam=10440834225&hsa_grp=102263360343&hsa_ad=445491629242&hsa_src=g&hsa_tgt=kwd-765216536098&hsa_kw=data%20conference&hsa_mt=p&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjww5r8BRB6EiwArccKc4_MigmdimulxG_1RqxW5TqumuEaZCEvOw-Ltuf9G_nwG0STaMe3pxoChi4QAvD_BwE
1 December 2020	Paving the road towards an MLOps (Machine Learning Operations) platform	Online	Online	Gianna Avgousti and Michalis Spyrou (EBOS)	https://www.meetup.com/de-DE/IBMPowerAIVienna/events/273660795/
2 - 4 December 2020	Data Sharing Winter School (IDSA event)	Online	Online	Alexandra Garatzogianni (LUH), LUH team	https://www.internationaldataspaces.org/data-sharing-winter-school/

One of the central dissemination and communication activities are **scientific publications** and working papers in journals as well as **presentations at national and international conferences** - such as the *Research Challenges in Information Science (RCIS) 2020* conference or *EBDVF 2020*. The publications are, mainly publicly accessible. For this purpose, the TRUSTS partners used two different ways of publishing: they published the documents immediately (gold open access) or made the published/accepted document available in a repository (green open access). This is in line with the Open Access Policy of the European Union.

In 2021, when the TRUSTS prototypes will be created, the TRUSTS partners will continue to attend industrial and scientific events and present the results and benefits to the stakeholders through booths and pitch activities.

This section outlines the ongoing communication and dissemination via **social media and blog posts**. WP8 writes blog post or similar texts about TRUSTS related topics, announces events, webinars, workshops, etc. and shares those on TRUSTS social media channels. The main hashtags used are #trustsdata #datamarkets #datasharing #dataprotection #DigitalEU #H2020. To reach a bigger audience, the consortium members regularly share and retweet the posts. The social media channels and the website show a steady increase in followers and visitors over the first project year.



In chapter 4.3.1 and 4.3.2 all the scientific publications and other public non-scientific dissemination and communication activities are summarised in a table for a better overview.

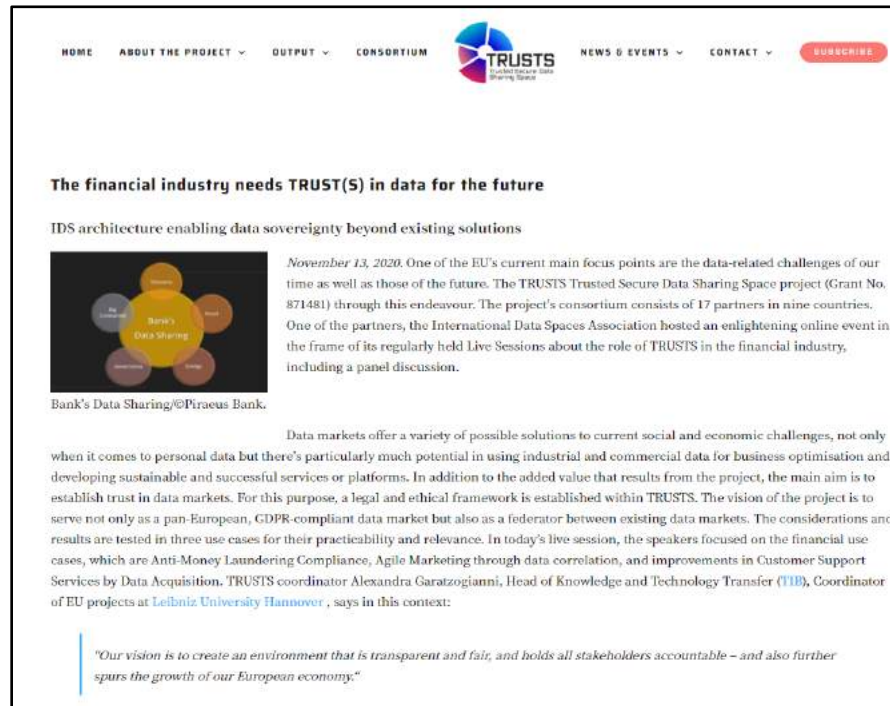


Figure 15: Example: TRUSTS Blog post.

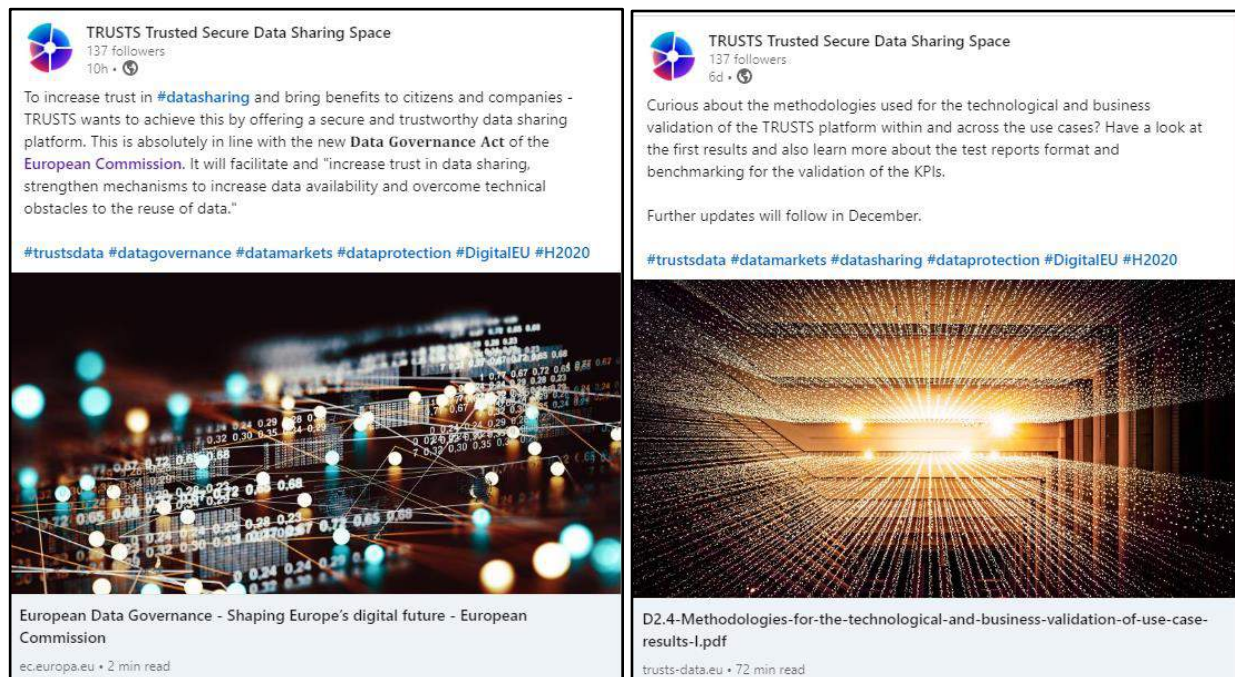


Figure 16: Examples: TRUSTS LinkedIn posts.



Figure 17: Example: TRUSTS Twitter post.



4.3.1 Scientific Publications

The following section summarizes the scientific publications issued by the consortium and provides information on publication date, publication medium, accessibility, and peer review.

Table 6: Scientific publications by TRUSTS partners in 2020.

Type of scientific publication	Title of scientific publication	DOI, ISSN or eSSN	Authors, Package, Beneficiary	Work Lead	Title of the journal or equivalent	Number, date, year	Publisher, Place of publication, Relevant pages	Public & private publication	Peer-review	Open Access
Article	Practice and Challenges of (De-)Anonymisation for Data Sharing	10.1007/978-3-030-50316-1_32	Alexandros Bampoulidis, Alessandro Bruni, Ioannis Markopoulos, Mihai Lupu		Research Challenges in Information Science. RCIS 2020. Lecture Notes in Business Information Processing	Vol. 385	Springer, Cham. https://doi.org/10.1007/978-3-030-50316-1_32	Public		Green
Article in journal	The recent case law of the CJEU on (joint) controllership: have we lost the purpose of 'purpose'?	ISSN: 0771-7784	Ducuing Charlotte, Schroers Jessica		Computerrecht: Tijdschrift voor Informatica, Telecommunicatie en Recht	Vol. 2020, iss. 6	Kluwer	To be public	Yes	No. An open access version will be accessible via the KU Leuven repository within some time

4.3.2 Public Non-Scientific Dissemination and Communication Activities

The following section summarises the non-scientific publications issued by the consortium and provides information on publication type, publication date, publication medium, and measurable KPIs. The numbers were retrieved on 11 December 2020. KPIs on activities after 11 December will be reported in the Annual Dissemination Report 2021 due to internal reviews before handing in the report. Webinars and interviews have turned out to be the most popular items. WP8 will consider it for future communication and dissemination activities.



Table 7: Other Public Non-Scientific Dissemination and Communication Activities in 2020.

Type of dissemination and communication activities	Title	Authors, Work Package, Lead Beneficiary	Date, year	Publisher, Place of publication, Relevant pages, URL	Numbers, KPIs
Press Release 1 & Journalist call	TRUSTS: Innovationen für einen pan-europäischen Datenmarkt	Nina Popanton, WP8, DIO	07/09/2020	<p>Nina Popanton via APA: https://www.ots.at/presseaussendung/OTS_20200907_OTS0005/trusts-innovationen-fuer-einen-pan-europaeischen-datenmarkt</p> <p>via website: https://www.trusts-data.eu/innovating-european-data-markets-trust/</p> <p>Alexandra Garatzogianni via CORDIS: https://cordis.europa.eu/article/id/422093-trusts-innovating-european-data-markets-through-trust-security-and-federation</p> <p>EBOS via website http://www.ebos.com.cy/trust-innovating-european-data-markets-through-trust-security-and-federation</p>	<p>9,000 editors; 21,000 mail subscribers⁵</p> <p>26 visits on website</p> <p>Journalist call 64 views on YouTube</p>
Press Release 2	TRUSTS Datenethik: Zentrale Regelungen für Datenaustausch	Nina Popanton, WP8, DIO	07/12/2020	<p>Nina Popanton via APA: https://www.ots.at/presseaussendung/OTS_20201207_OTS0013/trusts-datenethik-zentrale-regelungen-fuer-datenaustausch</p> <p>via website: https://www.trusts-data.eu/trusts-ethics-key-regulations-of-</p>	<p>9,000 editors; 21,000 mail subscribers⁶</p> <p>27 visits on website</p>

⁵ <https://apa.at/produkt/ots-verbreiten/>

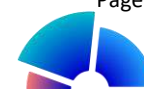
⁶ <https://apa.at/produkt/ots-verbreiten/>



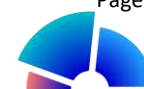
				data-sharing/ Alexandra Garatzogianni via CORDIS: https://cordis.europa.eu/article/id/428590-trusts-ethics-key-regulations-of-data-sharing-establishing-a-suitable-eu-data-governance-fram/de	
Podcast 1	TRUSTS Podcast – Data Markets and Interoperability	Nina Popanton, WP8, DIO Stefan Gindl, WP3, RSA	28/09/2020	Nina Popanton via YouTube, Manuela Schlömmmer via TRUSTS Website https://www.trusts-data.eu/trusts-podcast-data-markets-and-interoperability/	54 views on YouTube 29 visits on website
Podcast 2	TRUSTS Podcast - Business Perspective “How will Data Markets shape the European Industry?”	Nina Popanton, WP8, DIO; Bert Utermark, WP8, G1 Hosea Ofé, WP2, TUD	14/12/2020	Link to follow in the next annual dissemination report	Numbers to follow in the next annual dissemination report
Newsletter 1	TRUSTS quarterly	Manuela Schlömmmer, Nina Popanton, WP8, DIO Gianna Avgousti, WP5, EBOS Technologies Ltd Alan Barnett, WP4, Dell EMC Lidia Dutkiewicz, KU Leuven Bert Utermark, Andreas Huber, G1 Ioannis Markopoulos, FNET, Nora Gras, WP1, IDSA	17/09/2020	Manuela Schlömmmer via Sendinblue and TRUSTS website https://www.trusts-data.eu/trusts-quarterly/	714 recipients 11,82% openers 0,30% unsubscribers 18 visits on website



Newsletter 2	TRUSTS quarterly	<p>Manuela Schlömmner, Nina Popanton, WP8, DIO</p> <p>Charlotte Ducuing, Yuliya Miadvetskaya, WP6, KU Leuven</p> <p>Silvia Castellvi, WP1, IDSA</p> <p>Ioannis Markopoulus, WP2, FNET</p> <p>Natalia Simon, Silvia Castellvi, WP1, IDSA</p> <p>Ioannis Markopoulos, WP2, FNET</p> <p>Bert Utermark, WP7, G1</p> <p>Benjamin Heitmann, WP3, FhG</p> <p>Martin Kaltenböck, Thomas Thurner, WP2 and WP3, SWC</p> <p>Andreas Trügler, WP4, KNOW</p> <p>Sebastian Steinbuß, WP1, IDSA</p> <p>Stefan Gindl, WP3 RSA FG</p> <p>Antragama Ewa Abbas, WP2, TUD</p>	17 December 2020	<p>Articles on TRUSTS website</p> <p>https://www.trusts-data.eu/news/</p>	<p>714 recipients</p> <p>More numbers to follow in the next annual dissemination report</p>
Webinar 1	The Core of TRUSTS: Innovating European data markets through trust, security, and federation	<p>Manuela Schlömmner, Peter A. Bruck, WP8, DIO</p> <p>Natalia Simon, Silvia Castellvi, WP1, IDSA</p> <p>Ioannis Markopoulos, WP2, FNET</p> <p>Bert Utermark, WP7, G1</p> <p>Charlotte Ducuing, WP6, KU Leuven</p> <p>Benjamin Heitmann, WP3, FhG</p>	29/10/2020	<p>Manuela Schlömmner via TRUSTS website</p> <p>https://www.trusts-data.eu/webinar-the-core-of-trusts-innovating-european-data-markets-through-trust-security-and-federation/</p>	<p>35 participants</p> <p>64 visits on website</p> <p>17 views on YouTube</p>



		Martin Kaltenböck, Thomas Thurner, WP2 and WP3, SWC			
Interview 1	How can sovereign data exchange take place in Europe and which are the business benefits?	Nina Popanton, WP8, DIO Sebastian Steinbuss, WP1, IDSA	27/11/2020	Nina Popanton via TRUSTS website https://www.trusts-data.eu/how-can-sovereign-data-exchange-take-place-in-europe-and-which-are-the-business-benefits/	76 visits on website
Interview 2 and 3	TRUSTS, European cloud and Gaia-X, and DIO	Nina Popanton, Peter A. Bruck, Günther Tschabuschnig, WP8, DIO	December 2020	Links to follow in the next annual dissemination report	Numbers to follow in the next annual dissemination report
Participation in conference	Handeln mit Big Data: Vom Technologie-Showcase zur profitablen Wertschöpfung. Highlight-Konferenz zur Vorstellung der Leistungen und Ergebnisse von Data Market Austria	DIO, WP8	18/09/2019	DIO via website https://www.dataintelligence.at/de/events/data-market-austria-konferenz-2019-in-wien.html	140 participants
Newsletter	Data Market Austria newsletter: includes text/link about requirements elicitation survey	SWC, WP2, WP3	26/02/2020	SWC via email	642 recipients, 174 opened, 22 clicked
Participation in conference	The 14th International Conference on Research Challenges in Information Science	RSA FG, WP3	22-25/09/2020	http://www.rcis-conf.com/rcis2020/program.php	8000 participants
Participation in conference	Hannover Messe Digital Days	LUH, WP1	14-15/07/2020		More than 10000 registered participants and 50000 views



Participation in conference	Research & Innovation Days	LUH, WP1	22-24/09/2020		35 000 registered participants from 188 countries in 146 sessions
Participation in conference	NGI Policy Summit	LUH, WP1	28-29/09/2020		200 participants
Article on website	New H2020 project TRUSTS for secure sharing of data kicks off!	EBOS, WP5	23/01/2020	EBOS via website http://www.ebos.com.cy/new-H2020-project-TRUSTS-for-secure-sharing-of-data-kicks-off	664 visits on website
Article on website	The TRUSTS project partners reflect on progress accomplished towards a Trusted Secure Data Sharing Space and plan the way forward	EBOS, WP5	24/06/2020	EBOS via website http://www.ebos.com.cy/the-trusts-project-partners-reflect-on-progress-accomplished-towards-a-trusted-secure-data-sharing-space-and-plan-the-way-forward	246 visits on website
Webinar	IDSA Virtual Expo Live Session "Restoring Trust in Data Markets & Data Spaces – The Trusted Secure Data Sharing Space"	IDSA, LUH, WP1 FhG, WP3	07/05/2020	IDSA via YouTube https://www.youtube.com/playlist?list=PLjtVEFHmKqTum4mtp0_WjBoHoI0vh3DDj	100 participants
Webinar	Live Session: TRUSTS, in the financial industry - enabling data sovereignty beyond existing solutions	LUH, WP1 EBOS, WP5 REL, WP3 FhG, WP3	29/09/2020	EBOS via website http://www.ebos.com.cy/trust-innovating-european-data-markets-through-trust-security-and-federation	100 participants
Webinar	Live Session: TRUSTS, in the financial industry - enabling data sovereignty	LUH, IDSA, WP1 EBOS, WP5	12/11/2020	EBOS via website http://www.ebos.com.cy/trust-in-the-financial-industry-enabling-data-	100 participants



	beyond existing solutions	REL, WP3 FhG, WP3 PB, WP3		sovereignty-beyond-existing-solutions http://www.ebos.com.cy/trust-live-session LUH via YouTube https://www.youtube.com/watch?v=EUcO-SoO11s&t=0s Nina Popanton via TRUSTS website https://www.trusts-data.eu/financial-industry-needs-trusts/	
Webinar	IDSA Live Session – Tech Talk “The IDS Information Model”	IDSA, WP1 FhG, WP3	03/09/2020	IDSA via website https://www.internationaldataspaces.org/recorded-idsa-live-sessions/#techtalks YouTube https://www.youtube.com/watch?v=V1WvJkaHQJ0	51 participants registered, 35 participants attended



4.4 T8.4 'Training and capacity building programme'

This task will start in January 2021 and will be led by Relational SA with contributions by DIO, SWC, G1, and FNET. It will involve a training programme and e-learning materials for businesses that will adopt the TRUSTS data market platform within their business model. The objective is to train them on how to use the platform, about the concept, the activities and benefits for various target groups. It aims at bringing the technical results and knowledge closer to the people. The e-learning materials will be especially used to address the general public. Further details about the training and capacity building programme will be described in D8.4, the second TRUSTS' annual dissemination report 2021.

5 Impact, Target Audience reached

In the following table the different TRUSTS channels, KPIs and type of audience reached are indicated. The numbers were retrieved on 11 December 2020. The KPIs defined in D8.1 were mainly fulfilled and partly even exceeded. The consortium expects to meet or even exceed all KPIs by the end of the overall project cycle.

Table 8: Impact of communication and dissemination activities.

Channel	KPI and estimated number of persons reached	Type of audience reached in the context of the dissemination & communication activities (multiple choices is possible)
Project website (including blog posts on news page)	4700 visits/month 870 visitors/month	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Social media (Twitter, LinkedIn, YouTube ResearchGate)	Twitter: 236 follower, 120 tweets LinkedIn: 153 follower, 48 posts YouTube: 12 follower, 3 posts ResearchGate: 5 follower, 7 posts	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Scientific publications	2 publications	Scientific community (researchers, universities, etc.), policy makers, EU projects, media representatives.
Conference attendances	7 attendances	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub,



		technology platform, data market standardisation body.
Meet-up attendances	22 attendances	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Press releases	<p>2 press releases</p> <p>1st press release: 9,000 editors; 21,000 mail subscribers⁷</p> <p>26 visits on website</p> <p>Journalist call: 21 participants, 64 views on YouTube</p> <p>2nd press release: 9,000 editors; 21,000 mail subscribers⁸</p> <p>27 visits on website</p>	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Newsletters	<p>2 newsletters</p> <p>1st newsletter: 714 recipients</p> <p>11,82% openers</p> <p>0,30% unsubscribers</p> <p>2nd newsletter: 714 recipients</p> <p>More numbers to follow in the next annual dissemination report</p>	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Podcasts	<p>2 podcasts</p> <p>1st podcast: 54 views on YouTube, 29 visits on website</p> <p>2nd podcast: numbers to follow in the next annual dissemination report</p>	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform, data market standardisation body.
Webinars	<p>4 webinars</p> <p>90 participants/webinar</p>	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence center/digital innovation hub, technology platform.

⁷ <https://apa.at/produkt/ots-verbreiten/>

⁸ <https://apa.at/produkt/ots-verbreiten/>



6 Updates

The COVID-19 pandemic brought many uncertainties, changes and challenges. The TRUSTS team was also confronted with such delays in certain communication activities. Relevant under the aspect of delay is only the deliverable D8.2, which was delivered on 04/09/2020 instead of 30/06/2020. The promotional material will be printed and distributed throughout 2021 and 2022, when (or if) events are going to be held in-person again. In 2020, relevant events were cancelled, postponed or held online due to the pandemic. Roll-ups and t-shirts will be printed for the upcoming events too.

At the beginning of 2021 the plan for exploitation and dissemination of results will be updated by providing a roadmap including all communication and dissemination activities planned for year 2021, in line with the expected project successes and progresses (e.g. implementation).

7 Conclusions and Next Actions

The present deliverable D8.3 summarises the communication and dissemination activities performed by the TRUSTS consortium during the first project year. It also includes an analysis and review of these activities and gives feedback to the consortium members. The conclusions, which build the basis for internal recommendations for TRUSTS' future communication and dissemination activities, can be summarised in two central pillars:

Ongoing proactivity: after the communication and dissemination basis has been set, all communication KPIs improved significantly, as the consortium followed a proactive approach throughout the first project year. To continuously benefit from this proactivity, a strategic cross-media communication approach is followed further.

Network strengthening: to achieve a stronger media presence and more intense reception of TRUSTS and its results, it is essential to build and maintain stable networks with media representatives. The TRUSTS team has laid the first foundations for such a network by deliberately engaging with journalists and other media representatives. In 2021, this approach is to become even more the focus of WP8, but also of the entire consortium.

Next actions

To have an overview of the concrete communication and dissemination activities in the upcoming year, a detailed communication roadmap including various cross-media activities (press releases, podcasts, project video, etc.) will be created at the beginning of 2021. Previous communication plans will serve as a model to ensure coherence and consistency of the communication and dissemination as a whole. These activities will include, press releases, newsletters, podcasts, interviews, video discussions, webinars, workshops, tutorials, and much more.

As stakeholders represent a central element of the communication and dissemination activities and are crucial for the success of the project, stakeholder engagement activities will be performed and a Stakeholder Advisory Board (SAB) will be established by WP1. Furthermore, an Ambassadors Programme

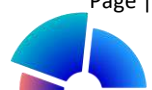


(e.g. early adopters, committed researchers, etc.) will be established when research is more advanced. Another vital engagement activity is the creation and implementation of a training and capacity building programme including e-learning to create awareness about TRUSTS, its achievements and results and to train especially technical audiences.

In M18, June 2021, the first event will take place. It is one of the two events taking place during the project. Depending on the situation, it will be organised in-person, virtual or as a hybrid event.

The public outcomes and activities of the project will continue to be published on the project's website and on Open Access databases (scientific articles) on a regular basis depending on the progress of the project.

The next deliverable D8.4 which is the second version of this series of deliverables, Annual Dissemination Report II is due on 31 December 2021.



8 References

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