D8.4 Annual Dissemination Report II

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Additional Information: Holistic summary of activities carried out by WP8, outline of upcoming activities within or related with WP8

31 December 2021

TRUSTS Trusted Secure Data Sharing Space

D8.4 Annual Dissemination Report II

Document Summary Information

Grant Agreement No	871481	Acronym	TRUSTS
Full Title	TRUSTS Trusted Secure Data Sharing Space		
Start Date	01/01/2020	**Duration**	36 months
Project URL	https://trusts-data.eu/		
Deliverable	D8.4 'Annual Dissemination Report II'		
Work Package	WP8 'Dissemination, Communication & Community Building'		
Contractual due date	31 December 2021	**Actual submission date**	2 December 2021
Nature	Report	**Dissemination Level**	Public
Lead Beneficiary	DIO - Data Intelligence Offensive e.V.		
Responsible Author	Nina Popanton (DIO)		
Contributions from	Hannah Engel (DIO), Bert Utermark (G1), Natalia Simon (IDSA)		

Revision history

Version	Issue Date	% Complete	Changes	Contributor(s)
v1.0	15/10/2021	10%	Initial Deliverable Structure	Nina Popanton, Hannah Engel (DIO)
v1.5	22/10/2021	50%	First Version	Nina Popanton, Hannah Engel (DIO)
v2.0	29/10/2021	70%	Review 1	Bert Utermark (G1)
v3.0	10/11/2021	80%	Second Version	Nina Popanton, Hannah Engel (DIO)
v4.0	17/11/2021	90%	Review 2	Natalia Simon (IDSA)
v5.0	26/11/2021	99%	Interim Final Version	Nina Popanton, Hannah Engel (DIO)
v6.0	01/12/2021	100%	Final Quality Check & Submission	Alexandra Garatzogianni, Alina Brockob, Gerrit Rosam, Michael Fribus (LUH)

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
DACH	Germany - Austria - Switzerland
EC	European Commision
EU	European Union
NOVA	NOVA (former Forthnet)
GA	Grant Agreement
H2020	Horizon 2020
KPI (s)	Key Performance Indicator (s)
PR	Public Relations, Press Release
PPT	PowerPoint
SAB	Stakeholder Advisory Board
Safe-DEED	Safe Data-Enabled Economic Development (Horizon 2020 project)
SoML cards	Social microlearning cards
TRUSTS	TRUSTS - Trusted Secure Data Sharing Space
WP	Work Package

Executive Summary

This Deliverable D8.4 (Annual Dissemination Report II) gives a detailed insight into the TRUSTS communication and dissemination throughout the second project year. The report structure follows the predecessor deliverable D8.3 in that it gives an overview of the activities within the tasks of WP8 and differs from D8.3 in that this year's deliverables are directly included in the task reports. WP8 thus wants to avoid redundancies in the report and provides clearer information about WP activities.

Chapter 2 introduces the communication activities of the second project year (M13-M24) and shows what considerations were made for dissemination, communication, and community building. Chapter 3 reports on the specific activities in the respective tasks (T8.1 - T8.4) including this year's deliverables D8.6 (in M18) and the present D8.4 (M24). Thereby, quantitative and qualitative criteria are considered. Chapter 4 discusses the impact of WP work in more detail. Chapter 5 follows with conclusions and an outlook for the upcoming final project year.

In months 13-24, the basis for project communications from the previous year was expanded and used effectively. The media mix was optimized and diversified. Content generation was strengthened through higher project output and diversely placed in the media landscape. In terms of Key Performance Indicators (KPIs) for communication and dissemination, TRUSTS performed very positively and overachieved many of the KPIs by the end of the second year.

In summary, one can speak of a strategic positioning and effective internal and external communication of the EU Horizon 2020 initiative TRUSTS. In the following last year of the project, the communication efforts will be intensified once again in order to solidly anchor the substantial results in the European data community as well as in the general public in the last phase of the project.

Introduction

This D8.4 is the second iteration of Annual Dissemination Reporting and reviews the dissemination and communication activities defined in the Grant Agreement and aims to give feedback to the consortium concerning the effectiveness of communications. The previously set-up channels and tools have continuously been used and optimized. Additional print material (PDF from Explainer Video) was produced and distributed by Data Intelligence Offensive (DIO).

This year's focus was strongly on diverse formats (podcasts, newsletters, etc.) in order to address a broader target group via TRUSTS various channels. The consortium created awareness for the project and its topics in various forms, starting from holding and attending (online) events, social media campaigns, webinars, workshops, blog posts, videos and video podcasts, etc. The relevance resulting from these activities is evident since the community interested in TRUSTS grew continuously - in a quantitative sense (social media community) as well as qualitatively (similar projects interested in cooperation with TRUSTS; Safe-DEED, i3-market, etc.).

Mapping Projects' Outputs

In this section TRUSTS Grant Agreement (GA) commitments are reviewed and the actual work performed will be aligned.

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 progress and intermediate results, and updated plans for the following period.	Chapter 3.1
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 with the 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 which will be updated taking into account project advancements.	Chapter 3.2

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 different project's outcomes and activities), Events (the organization 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.)	Chapter 3.3
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 3.4

Deliverable Overview and Report Structure

Chapter 3 describes the tasks in more detail to provide insights into whether they were being pursued in sufficient quality and extent. The publications listed in Chapter 3 are divided into scientific and non-scientific ones for a comprehensible overview.

Within Chapter 4 the impact of the project communications is debated. In Chapter 5, an outlook is provided. As last year, feedback will be provided to the consortium as aftermath of this report.

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	/	Accepted
D8.4	Annual Dissemination Report II	DIO	R	PU	M24	17/12/2021	/	Submitted
D8.5	Final Dissemination Report	DIO	R	PU	M36	/	/	/
D8.6	Concept for training and capacity building programme	REL	R	PU	M18	28/07/2021	/	Accepted
D8.7	Accomplished training and capacity building programme	REL	R	PU	M36	/	/	/

Description of WP8 Activities - Tasks and Deliverables

T8.1 'Development of TRUSTS Dissemination and Communication Strategy and Plan & Annual Activity Reporting'

The second project year followed the same scheme as the first, according to the Dissemination and Communications Strategy aligned with the Grant Agreement (GA). Dissemination is defined as follows: "The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." (EC Research & Innovation Participant Portal Glossary/Reference Terms). Since WP8 aims at making the very complex topics of the project easier to understand for non-experts and the general public, user-friendly formats were chosen for dissemination and communication matters.

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).

Dissemination and Communication Strategy and Plan

The communication and dissemination work performed in WP8 follows the general outline of the Grant Agreement and the D8.1 *Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels.* At the beginning of each year, WP8 adapts its strategy according to each specific project year.

Via the various formats used within WP8, the visibility of the project was strengthened throughout the second project year. Those formats include blog posts, interviews, podcasts, and webinars; additionally, project partners attended key events to foster TRUSTS' visibility in an interpersonal manner.

This year's communication focus was more on the project's progress, building on last year's general positioning of TRUSTS. The overall plan of WP8 was three-staged: general positioning, progress reports and the promotion of the (realistically expected) outcomes in the last project year. A detailed reporting of this year's communication and dissemination activities can be found in Chapter 3.3.

The measurement of the effectiveness of the communication and dissemination activities remained the same as 2020. WP8 regularly monitored KPIs through WordPress, LinkedIn, and Twitter analytics tools. Up to the project midpoint in M18, most of the KPIs were overachieved (more information in Chapter 4).

Annual Activity Reporting

This second annual dissemination report reviews the dissemination and communication activities in TRUSTS in the second project year, reflecting on activities and progress. The report follows the same
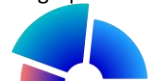
structure as the first annual report, D8.3, in order to clearly disclose the development of the project from M12 to M24 and to provide the European Commission (EC) and various stakeholders of the project with the adequate information on the implementation progress. It describes and analyses the strategic changes or adaptations and the advancement of communication and dissemination activities. Additionally, the outline for the final year of TRUSTS (2022) will be provided as well. One part of the reports is the impact of the performed activities. Within the measurement of the impact, the following numbers were taken: visitors and visits, views; (webinar) participants; (newsletter) recipients, openers and persons clicked.

Detailed information about the figures and impact is provided in Chapters 3.3.1 and 3.3.2 as well as in 4.

T8.2 'Visual identity, website, and promotional materials'

A coherent and consistent recognition of the project is indispensable for a holistic success of this H2020 project. Within every communication action, the 2020-defined branding and visual identity of the TRUSTS project has been adhered to.

The basic website was set up prior to the beginning of the project in September 2019. It represents the main communication channel of the project. Throughout 2021, it was regularly updated and filled with new content - e.g. blogposts, whitepapers, podcasts and research papers. Besides, the website sections were extended: a podcast section was added, as well as a section for webinars and training (in preparation for T8.4) and an own section for research papers.

The upcoming steps include the creation of an extra section for the Stakeholder Advisory Board.
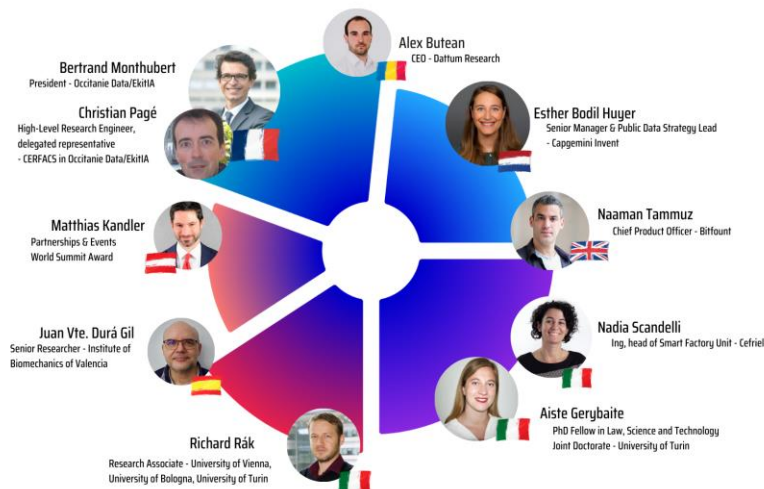

Figure 1: Visual of Stakeholder Advisory Board

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

A key component of performing communication and dissemination activities is continuity. It is crucial to have content published on a regular basis. This is why the newsletter and the podcast were published (with small deviations) on a quarterly basis. Blogposts had a higher frequency and Social Media postings were used three times a week to keep attracting stakeholders' attention.

According to the ethics guidelines of an EU project, TRUSTS has a clear focus on cooperation. Therefore, in addition to Safe-DEED, other projects were approached by TRUSTS for collaboration (i3-market, DOME 4.0, Kraken). Furthermore, there was an exchange with key initiatives like the BDVA/DAIRO and GAIA-X AISBL.

In the subsequent section, a detailed description of the work performed will be given.

The third TRUSTS **press release** was published on 18 February 2021 and distributed in the DACH region via the APA OTS[1] platform (Austria) and via email, as well as in English and other languages via CORDIS[2] and partners' platforms and websites. It focused on the innovation potentials for current business models and new business opportunities. Quotes of the leader of Work Package 5 – the use cases Work Package – were added in order to give a personal note.

In 2021 three **newsletters** and two special issues were sent out. The newsletter subscribers were informed about news and project results as well as upcoming events (own ones and also recommendations from the TRUSTS partners and initiatives TRUSTS collaborate with). Additionally, a website article was posted shortly after the newsletter was sent out to give non-subscribers the chance to read it, too.

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[1] see https://www.ots.at/presseaussendung/OTS_20210218_OTS0012/trusts-geschaeftsentwicklung-fuer-datengetriebene-innovationen
[2]see https://cordis.europa.eu/article/id/429184-trusts-modern-business-development-for-data-driven-innovations
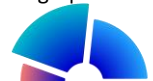
Figure 2: Extract from TRUSTS newsletters

The TRUSTS **podcasts** were published in March, July and October of 2021. The March Podcast focused on major gaps and controversies concerning the legal situation when it comes to data sharing and how TRUSTS can support here. The podcast with Yuliya Miadzvetskaya from the KU Leuven got nearly 250 views on YouTube and was so far the best received podcast.

The second podcast of this year had the title "What We Do – and Do not – Know about Data Market Research". Antragama Ewa Abbas from TU Delft talked about developing and evaluating sustainable business models for TRUSTS. In the podcast in October Stavroula Ntoa, who is 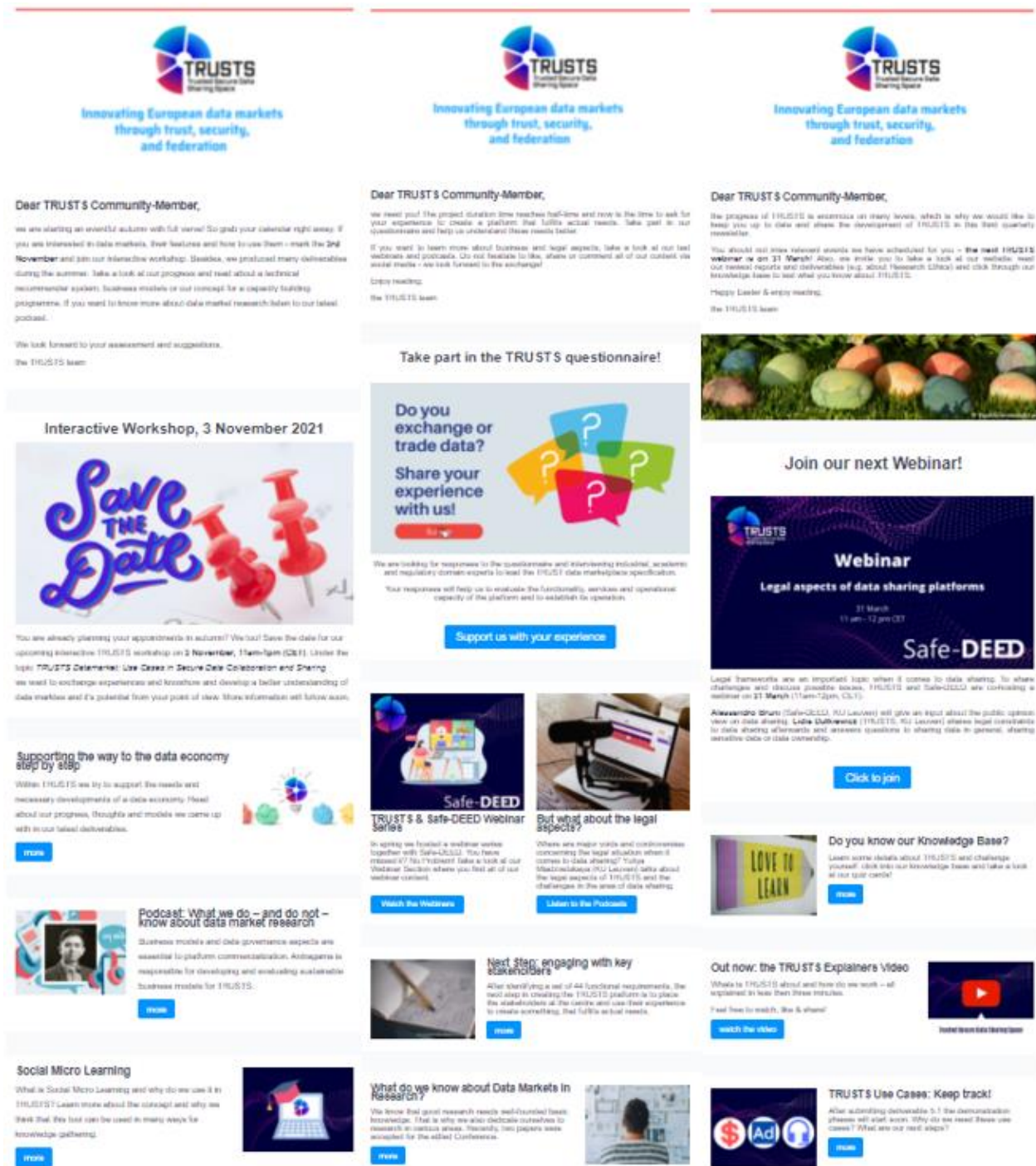part of the technical scientific personnel of the Institute for Computer Science at the Foundation for Research and Technology (FORTH), talks about which criteria are relevant for developing a platform like TRUSTS data market federator, how the process looks like and gives an insight in what features the platform will provide. In December 2021 a fourth podcast for this year will be published and reported on in the Final Dissemination Report.

A novelty for the podcast series was the tool "podigee", which allows uploading the podcasts not only on YouTube but platforms like Spotify and integrates them directly into the website.

Figure 3: TRUSTS Podcast on Spotify and Webplayer within the TRUSTS Website

TRUSTS continued the webinar series that started in 2020. Four online webinars were held between January and May. Thematically, the webinars ranged from legal to business aspects and privacy preservation. All webinars were uploaded on YouTube to make it possible to re-watch them. A section for webinars was also integrated at the website. Besides the webinars three workshops were held - all of them in the style of a world café to engage with the stakeholders, to exchange ideas and get feedback.

Table 3: TRUSTS Webinars

Webinar/Workshop	Partners involved	Date
Operator business model options in a federated TRUSTS data ecosystem	DIO, G1, TDA, SWC	29/01/2021
TRUSTS World Cafe (Workshop)	NOVA, IDSA, RSA, TUD, G1, SWC	17/03/2021
TRUSTS & Safe DEED Webinar: Legal aspects of data sharing platforms	DIO, KUL, SWC	15/04/2021
TRUSTS & Safe DEED Webinar: Privacy Preservation	DIO, NOVA, RSA, KNO, SWC	06/05/2021

TRUSTS & Safe DEED Webinar Business Aspects of Data Markets	DIO, NOVA, EBOS, SWC	11/05/2021
Workshop: IPR & State-of-the-art Data Stewardship	DIO, G1, SWC	01/06/2021
Updated Functional Requirements Internal Workshop	NOVA, EBOS, LST, REL, SWC, FhG, G1, EMC, FORTH	02/11/2021
DATA MARKET DIALOGUE: "TRUSTS Datamarket: Use Cases in Secure Data Collaboration and Sharing"	DIO, IDSA, G1, NOVA, RSA, TUD, EBOS, REL, LSTECH	03/11/2021

TRUSTS' **explainer video**, which serves as a project presentation during and beyond the project duration (various events, for approaching specific stakeholders, etc.) was finalized in Q1 2021 as promised in D8.3 and was published on the project's YouTube Channel on 4 February, 2021. The video has already more than 400 views, which exclude those on events or in meetings. Explainer videos are a feasible approach to communicate the complexity of the project in a simple and comprehensible way, thus reaching a broader public.
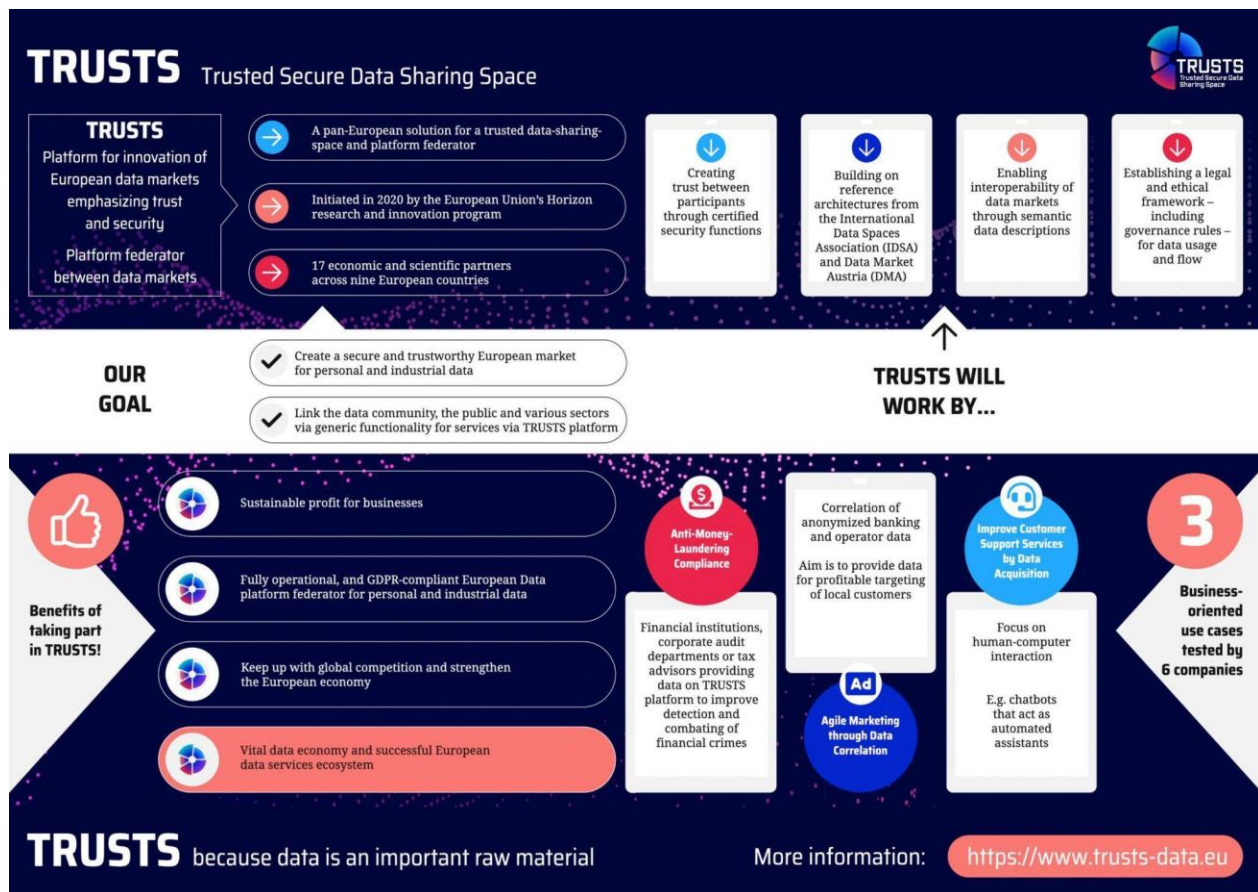
Figure 4: TRUSTS explained (Poster extracted from the explainer video)

The online portal *Trending Topics* (German only) featured **an interview** with DIO President Günther Tschabuschnig on European Data Initiatives including TRUSTS. Initially, two interviews were planned - split into Austrian national initiatives and international ones, but the outcome was expected to be higher when combining these two to address a broader target group. The interview was therefore published on *Trending Topics,* at a later time than expected originally, on May 5, 2021.

In order to reach broader target audiences for the TRUSTS project, EBOS built an additional project dissemination channel, the **Knowledge Base portal**. The Knowledge Base portal contains a large library of EU Projects' activities and outputs (public deliverables, publications), along with select articles related to the project's concept. Throughout the lifecycle of the TRUSTS project, the content is continuously enriched, providing a large base and a one-stop info source for all players in TRUSTS' project ecosystem. Partners from the Consortium can share related articles. The major benefit of utilizing the Knowledge Base portal is that even after project completion, the Knowledge Base portal stays 'live'' since it is implemented to host many projects and disseminate them to various target groups, even after their completion. It effectively supports the communication of the project progress and results to a wide community of citizens, decision-makers, and technical experts.
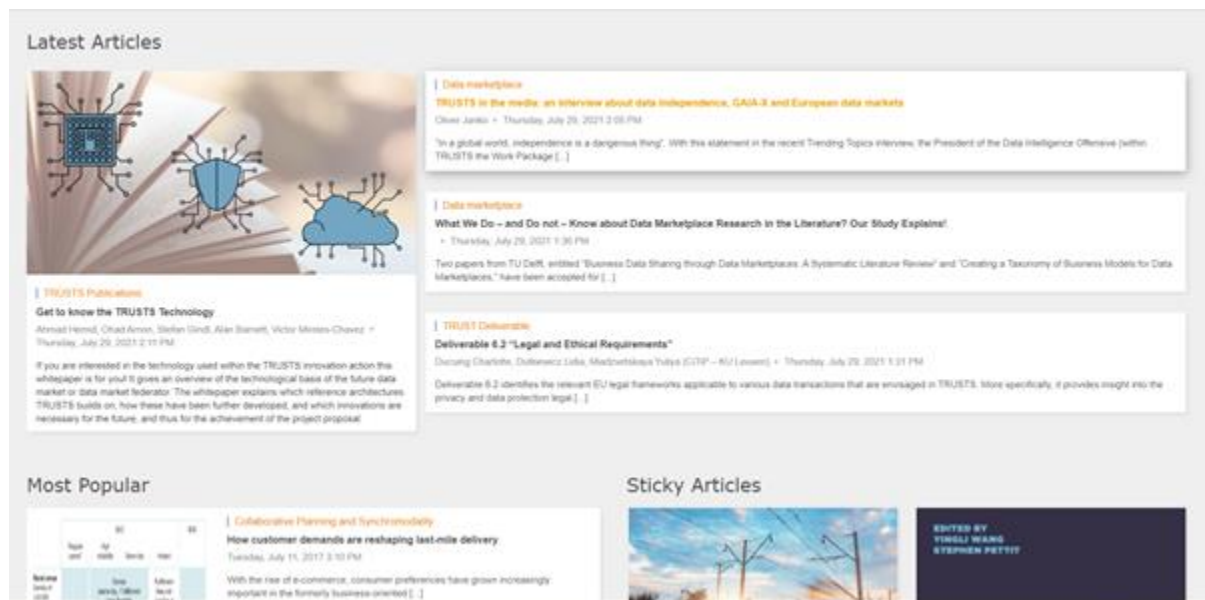
Figure 5: The Knowledge Base Portal

The TRUSTS **social media accounts** are used to inform about the project progress and to interact with stakeholders. Therefore, the posted content includes TRUSTS specific content - e.g. information about events or project results - but also related content like upcoming events, whitepapers, and interesting facts from other initiatives which are may be relevant for the stakeholders (e.g. i3market, Gaia-X AISBL, AI4EU etc.). Moreover, sharing information about and from other initiatives helps to build a connection to these and increase the range of the TRUSTS channels. To increase awareness of TRUSTS and the traffic on the website, two social media campaigns were performed so far - an introduction of the partners of the consortium in Q1 and Q2 as well as a campaign about the female power within TRUSTS (Start in Q3). A third campaign about social microlearning[3] is planned for Q1 2022. The posting strategy includes a mix of links to website content, content produced specifically for social media (such as the campaigns) and the sharing of content from other related initiatives, projects and partners. The followership of the TRUSTS accounts is growing and comprises 700 at the moment.

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[3] See https://trusts.soml.it
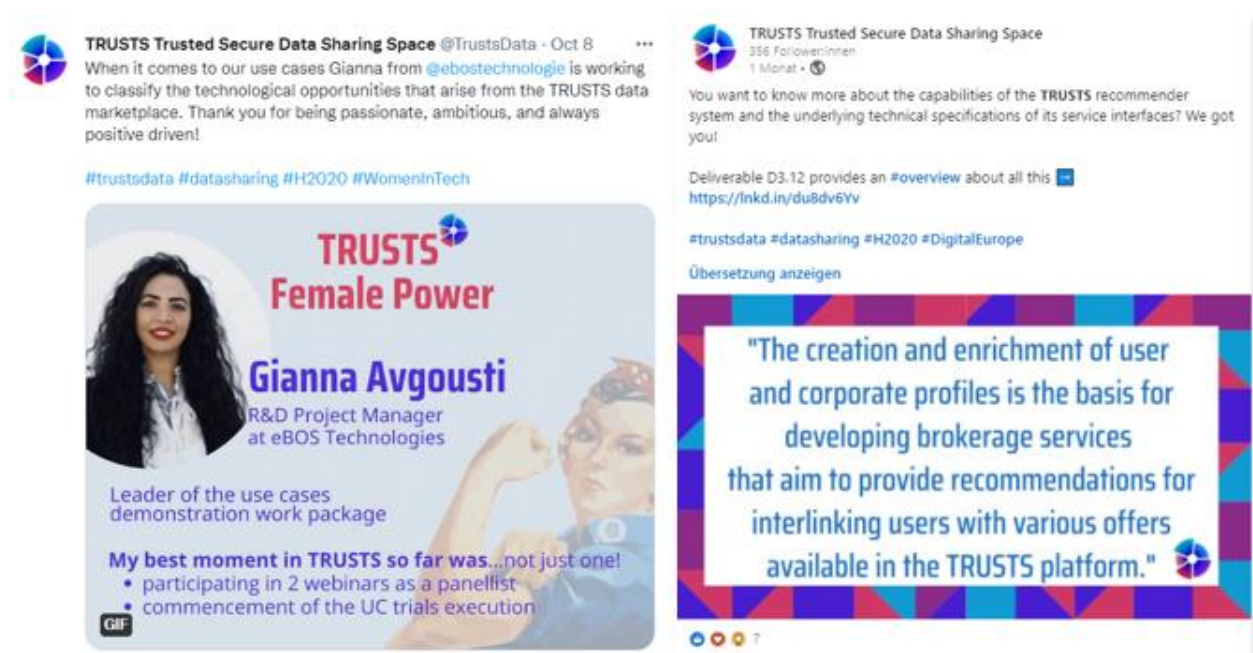
Figure 6: Social Media Postings

Attending events and meet-ups enables the consortium to network for TRUSTS' means on an interpersonal level - live as well as online. Below, a detailed list of events and participation is provided:

Table 4: TRUSTS Meet-ups and Events

Date	Event / Meetup	Country, city	TRUSTS participant	Event link
26-27.01.2021	European Digital Innovation Hubs conference	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://event.e-dih.eu/
23-26.02.2021	EU Industry Days 2021	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://www.euindustrydays.eu/
17.19.05.2021	NGI Forum 2021	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://2021.ngiforum.eu/
25-27.05.2021	Dataweek	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH), Dominik Kowald (KNOW)	https://www.big-data-value.eu/data-week-2021/
09.06.2021	European Semantic Web Conference	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://2021.eswc-conferences.org/call-for-networking-session-of-eu-funded-projects/

22-23/6/2021	IDSA SUMMIT 2021	Online	Gianna Avgousti (EBOS)	https://internationaldataspaces.org/idsa-summit-2021/
22-23/6/2021	IDSA SUMMIT 2021	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://internationaldataspaces.org/idsa-summit-2021/
22-23/6/2021	IDSA SUMMIT 2021	Online	Benjamin Heitmann (FhG)	https://internationaldataspaces.org/idsa-summit-2021/
23-24.06.2021	European Research and Innovation Days	Online	Alexandra Garatzogianni, Michael Fribus, Alina Brockob, Gerrit Rosam (LUH)	https://ec.europa.eu/research-and-innovation/en/events/upcoming-events/research-innovation-days
29.06.2021	IDC Summit 2021	Online	Stefan Gindl (RSA)	https://www.idc.com/cee/events/68804-idc-summit-osterreich/agenda
07.06.2021	Digital Platform Ecosystems: Distinguished Keynote Series	Online	Mark de Reuver (TU Delft)	https://www.youtube.com/watch?v=wmISWlHviXo
28.3 - 1.4.2021	ECIR'21 Conference	Online	Dominik Kowald, Peter Müllner (KNOW)	https://www.ecir2021.eu/
1.7.2021	360°Cloud	Vienna, Austria	Hannah Engel (DIO)	https://www.lsz-consulting.at/events/360cloud
1.-2.9.2021	CIO Summit (Austria)	Vienna, Austria	Hannah Engel (DIO)	https://confare.at/cioaward-gewinner-14-ciosummit/
22-24.09.2021	DDAI ISDS PhD Retreat	Loipersdorf bei Fürstenfeld, Austria	Samuel Sousa, Peter Müllner, Andreas Trügler, Dominik Kowald (KNOW)	https://ddai.know-center.at/
28.09.2021	DSC AUSTRIA 2021	Vienna, Austria	Anita Baftiaj (DIO)	https://austria.datasciconference.com/
29.09.2021	60th FITCE Congress	Vienna, Austria	Stefan Gindl (RSA)	http://congress.fitce.org/
01.10.2021	Trustworthy AI meetup	Vienna, Austria	Stefan Gindl (RSA)	https://wirtschaftsagentur.at/veranstaltungen/business-treff-trustworthy-ai-1418/
11-13.10.2021	OSSYM 2021- 3rd Open Search Symposium	Online	Samuel Sousa (KNOW)	https://indico.cern.ch/event/1006978/timetable/#20211013.detailed
20.10.2021	Digital Around the World 2021: Digital Transformation by Means of Big Data, Marketplaces and Data Economy	Online	Gerrit Rosam (LUH)	https://sites.grenadine.co/sites/iot/en/digital-around-the-world-2021/schedule/8079/Digital%20Transformation%20by%20Means%20of%20Big%20Data,%20Marketplaces%20and%20Data%20Economy%20

29.11.-03.12.2021	European Big Data Value Forum	Live & Online	Jan Juerjens (FhG), Martin Kaltenböck (SWC), Nina Popanton (DIO)	https://european-big-data-value-forum.eu/sponsors/
02.12.2021	Addressing normative, technical and legal challenges in the data market context	Leuven, Belgium	Charlotte Ducuing (KUL), Bert Utermark (G1), Mark de Reuver (TUD)	
6.12. - 8.12.2021	The Responsible AI Forum	Munich, Germany	Peter Müllner, Dominik Kowald (KNOW)	Home - The Responsible AI Forum

In Chapter 3.3.1 and 3.3.2 all the scientific publications and other public non-scientific dissemination and communication activities are summarized in a table for a holistic overview.

Scientific Publications

Within 2021 the consortium was successful in getting seven research papers accepted, bringing the overall number of research papers resulting from the TRUSTS project to nine. All of these papers provided by the consortium have been made available as Open Access in line with the H2020 Open Access mandate.

Table 5: Scientific publications by TRUSTS partners in 2020

Type of scientific publication	Title of scientific publication	DOI, ISSN or eSSN	Authors, Work Package, Lead Beneficiary	Number, date, year	Publisher, Place of publication, Relevant pages	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 (RSA, FNET, KUL)	2020	Dalpiaz F., Zdravkovic J., Loucopoulos P. (eds) 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	Yes	Green
Article in journal	The recent case law of the CJEU on (joint) controllership: have we lost the purpose of 'purpose'?	0771-7784	Ducuing Charlotte, Schroers Jessica (KUL)	2020	Ducuing, Charlotte; Schroers, Jessica; 2020. The recent case law of the CJEU on (joint) controllership: have we lost the purpose of 'purpose'?. Computerrecht: Tijdschrift voor Informatica, Telecommunicatie en Recht; Vol. 2020; iss. 6	Yes	Green

Book Chapter	Robustness of Meta Matrix Factorization Against Strict Privacy Constraints	https://doi.org/10.1007/978-3-030-72240-1_8	Peter Muellner, Dominik Kowald, Elisabeth Lex (KNWO)	2021	Muellner, P., Kowald, D., & Lex, E. (2021). Robustness of Meta Matrix Factorization Against Strict Privacy Constraints. In Proceedings of the 43rd European Conference on Information Retrieval (ECIR'2021). Springer.	Yes	Green
Conference Paper	Creating a Taxonomy of Business Models for Data Marketplaces	https://doi.org/10.18690/978-961-286-385-9.23	Montijn Van de Ven, Antragama Ewa Abbas, Zenlin Kwee, & Mark De Reuver (TUD)	2021	van de Ven, M., Abbas, A. E., Roosenboom-Kwee, Z., & de Reuver, G. A. (2021). Creating a Taxonomy of Business Models for Data Marketplaces. In Proceedings 34th Bled eConference – Digital Support from Crisis to Progressive Change (pp. 313-325). University of Maribor Press. https://doi.org/10.18690/978-961-286-385-9.23	Yes	Gold
Conference Paper	Business Data Sharing through Data Marketplaces: A Systematic Literature Review	https://doi.org/10.18690/978-961-286-385-9.6	Antragama Ewa Abbas, Wirawan Agahari, Montijn Van De Ven, Anneke Zuiderwijk & Mark De Reuver (TUD)	2021	Abbas, A. E., Agahari, W., van de Ven, M., Zuiderwijk, A., & de Reuver, M. (2021). Business Data Sharing through Data Marketplaces: A Systematic Literature Review. In Proceedings 34th Bled eConference – Digital Support from Crisis to Progressive Change (pp. 75-86). University of Maribor Press.https://doi.org/10.18690/978-961-286-385-9.6	Yes	Gold

Article in journal	Why open government data initiatives fail to achieve their objectives: categorizing and prioritizing barriers through a global survey	https://doi.org/10.1108/TG-09-2020-0271	Anneke Zuiderwijk & Mark de Reuver (TUD)	2021	Zuiderwijk, A. and De Reuver, M. (2021), "Why open government data initiatives fail to achieve their objectives: categorizing and prioritizing barriers through a global survey", Transforming Government: People, Process and Policy, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/TG-09-2020-0271	Yes	Gold & Green
Article in journal	Context dependent trade-offs around platform-to-platform openness: The case of the Internet of Things	https://doi.org/10.1016/j.technovation.2021.102331	Lars Mosterd, Vladimir C.M. Sobota, Geerten van de Kaa, Aaron Yi Ding & Markde Reuver (TUD)	2021	Mosterd, L., Sobota, V.C.N., van de Kaa, G., Ding, A.Y., & De Reuver, M. (2021). Context dependent trade-offs around platform-to-platform openness: The case of the Internet of Things. Technovation, 108. 102331.	Yes	Gold
Conference Paper	Privacy in Open Search: A Review of Challenges and Solutions	https://arxiv.org/abs/2110.10720	Samuel Sousa, Roman Kern & Christian Guetl (KNOW)	2021		Yes	Green
Position Paper	Position Paper on Simulating Privacy Dynamics in Recommender Systems	https://arxiv.org/abs/2109.06473	Peter Muellner, Elisabeth Lex, Dominik Kowald (KNOW)	2021	Muellner, P., Lex, E., & Kowald, D. (2021). Position Paper on Simulating Privacy Dynamics in Recommender Systems. In Simulation for Recommender Systems Workshop (SimuRec'2021) co-located with ACM Conference on Recommender Systems (RecSys'2021)	Yes	Green

Public Non-Scientific Dissemination and Communication Activities

This table summarizes the non-scientific activities issued by the consortium and provides information on publication type, publication date, publication medium, and measurable KPIs. The numbers were retrieved on 25 November 2021. KPIs on activities after 1 December will be reported in the Annual Dissemination Report 2022.

Table 6: Other Public Non-Scientific Dissemination and Communication Activities in 2021

Type of dissemination and communication activities	Title	Authors, Work Package, Lead Beneficiary	Date, year	Publisher, Place of publication, Relevant pages, URL	Numbers, KPIs
TRUSTS Podcast (2)	TRUSTS Podcast - Business Perspective "How will Data Markets shape the European Industry?"	Nina Popanton, WP8, DIO; Bert Utermark, WP8, G1 Hosea Ofe, WP2, TU	14/12/2020	Nina Popanton via YouTube, https://www.youtube.com/watch?v=iOblmKdJvoM&t=38s	93 views on YouTube 56 visits on website 3 download/stream
TRUSTS Newsletter (2)	TRUSTS quarterly	Manuela Schlömmer, Nina Popanton, WP8, DIO Charlotte Ducuing, Yuliya Miadzvetskaya, WP6, KU Leuven Silvia Castellvi, WP1, IDSA Ioannis Markopoulus, WP2, FNET Natalia Simon, Silvia Castellvi, WP1, IDSA Ioannis Markopoulos, WP2, FNET	17/12/2020	Articles on TRUSTS website https://www.trusts-data.eu/news/	714 recipients opening rate 15,41%

		Bert Utermark, WP7, G1			
		Benjamin Heitmann, WP3, FhG			
		Martin Kaltenböck, Thomas Thurner, WP2 and WP3, SWC			
		Andreas Trügler, WP4, KNOW			
		Sebastian Steinbuß, WP1, IDSA			
		Stefan Gindl, WP3 RSA FG			
		Antragama Ewa Abbas, WP2, TUD			
Interview	TRUSTS, European cloud and Gaia-X, and DIO	Nina Popanton, Günther Tschabuschnig, WP8, DIO	December 2020	https://www.trusts-data.eu/trusts-in-the-media/ https://www.trendingtopics.at/wie-schafft-europa-die-daten-unabhaengigkeit-von-den-usa-und-china-guenther-tschabuschnig/	
Webinar	Operator business models in a federated TRUSTS data ecosystem	Manuela Schlömmer, Nina Popanton, WP8, DIO Bert Utermark, Andreas Huber, WP7, G1	28/01/2021	Manuela Schlömmer via YouTube, https://www.youtube.com/watch?v=8PW5s9PH6j0&t=1516s Manuela Schlömmer, Bert Utermark via Website, https://www.trusts-data.eu/operator-business-model-options-in-a-federated-trusts-data-ecosystem/	57 viewers
Press release 3	TRUSTS – Geschäftsentwicklung für datengetriebene	Nina Popanton, WP8, DIO Gianna Avgousti, WP5, EBOS	18/2/2021	Nina Popanton via APA, https://www.ots.at/presseaussendung/OTS_20210218_OTS0012/trusts-	9,000 editors; 21,000 mail

	Innovationen / TRUSTS – Modern Business Development for data-driven innovations				geschaeftsentwicklung-fuer-datengetriebene-innovationen Nina Popanton via Cordis, https://cordis.europa.eu/article/id/429184-trusts-modern-business-development-for-data-driven-innovations Hannah Engel via TRUSTS Website, https://www.trusts-data.eu/trusts-modern-business-development-for-data-driven-innovations/	subscribers[4] 13 visits on Website
Workshop	TRUSTS World Cafe	Ioannis Markopoulos, WP2, NOVA, Stefan Gindl, RSA Natalia Simon, IDSA Martin Kaltenböck, SWC Hosea Ofe, TUD	17/03/2021	Hannah Engel via Website, https://www.trusts-data.eu/trusts-workshop-discussing-eu-and-world-wide-data-market-trends/ Hannah Engel via Website, https://www.trusts-data.eu/trusts-world-cafe-insights-from-a-contextual-discussion-of-data-markets/	25 participants
TRUSTS Newsletter (3)	TRUSTS quarterly	Nina Popanton, Hannah Engel, WP8, DIO	25/03/2021	Articles on TRUSTS website https://www.trusts-data.eu/news/	685 recipients opening rate 13,51%
Participation in conference	ECIR'21 Conference	Dominik Kowald, Peter Müllner, KNOW	28/03/2021 - 01/04/2021	https://www.ecir2021.eu/	
Webinar	Legal aspects of data sharing platforms	Nina Popanton, Hannah Engel, WP8, DIO Lidia Dutkiewicz, WP6, KUL	31/03/2021	Hannah Engel via YouTube, https://www.youtube.com/watch?v=8qoMS7UejM0&t=486s	158 viewers

[4] https://apa.at/produkt/ots-verbreiten/

		Alessandro Bruni (Safe-DEED)		via Website, https://www.trusts-data.eu/legal-aspects-of-data-sharing-a-trusts-safe-deed-webinar/	
TRUSTS Podcast (3)	Data Sharing and EU's digital strategic autonomy	Nina Popanton, WP8, DIO; Yuliya Miadzvetskaya, WP6, KUL	31/3/2021	Nina Popanton via YouTube https://www.youtube.com/watch?v=fF93YtYbTwc via Website https://www.trusts-data.eu/trusts-podcast-data-sharing-and-eus-digital-strategic-autonomy/	250 views on YouTube 38 visits on website 3 download/stream
Participation in Podcast	Technik GEHÖRT	Stefan Gindl, WP3, RSA	07/04/2021	https://anchor.fm/gudrun-lunacek1/episodes/Episode-06---Datasharing-eucdsc/a-a55rilg (german only)	
TRUSTS Newsletter / Special Issue	TRUSTS Webinar Invitation	Nina Popanton, Hannah Engel, WP8, DIO	15/04/2021		687 recipients opening rate 14,68%
Webinar	Privacy Preservation in Data Markets	Nina Popanton, Hannah Engel, WP8, DIO Ioannis Markopoulos, WP2, NOVA Alexandros Bampoulidis, Safe-DEED Lukas Helminger, KNOW	21/04/2021	Hannah Engel via YouTube, https://www.youtube.com/watch?v=phrNyQG8IW0&t=214s via Website, https://www.trusts-data.eu/privacy-preservation-in-data-markets/	74 viewers
Webinar	Business Aspects of Data Markets	Nina Popanton, Hannah Engel, WP8, DIO Gianna Avgousti, WP5, EBOS	10/05/2021	Nina Popanton via YouTube, https://www.youtube.com/watch?v=9MW7uWKv8n8&t=29s	63 viewers

		Ioannis Markopoulos, WP2, NOVA		via Website, https://www.trusts-data.eu/data-business-future-business-world-needs-innovations-for-processing-all-kinds-of-data/	
Press Release	Recommendation systems require far less data than anticipated	KNOW	12/05/2021	https://www.know-center.tugraz.at/en/empfehlungssysteme-brauchen-weit-weniger-daten-als-angenommen/	
Workshop	IPR & State-of-the-art Data Stewardship	Nina Popanton, WP8, DIO Andreas Huber, WP7, G1	01/06/2021	Nina Popanton via Website, https://www.trusts-data.eu/workshop-ipr-state-of-the-art-data-stewardship/	
Keynote / Lecture Series	Digital Platform Ecosystems: Distinguished Keynote Series	Mark de Reuver, TUD	07/06/2021	https://www.digital.uni-passau.de/en/passaudpe/ via YouTube https://www.youtube.com/watch?v=wmISWlHviXo	
Participation in conference	European Semantic Web Conference	LUH, WP1	09/06/2021	Link Networking Session, https://2021.eswc-conferences.org/call-for-networking-session-of-eu-funded-projects/ Session via YouTube, https://www.youtube.com/watch?v=ceGdODUu45c	

Participation in conference	IDSA Summit	Alexandra Garatzogianni LUH, WP1 Benjamin Heitmann, FhG, WP3	22/06/2021 23/06/2021	IDSA via Website https://internationaldataspaces.org/idsa-summit-2021/ TRUSTS via Social Media https://twitter.com/TrustsData/status/1407966477601366022	
Participation in conference	IDC Summit 2021	Stefan Gindl, RSA	29/06/2021	https://www.idc.com/cee/events/68804-idc-summit-osterreich/agenda	
TRUSTS Newsletter (4)	TRUSTS quarterly	Nina Popanton, Hannah Engel, WP8, DIO	30/06/2021	Articles on TRUSTS Website https://www.trusts-data.eu/4th-trusts-newsletter/	714 recipients opening rate 14,56%
TRUSTS Podcast (4)	What we do – and do not – know about data market research	Nina Popanton, WP8, DIO Antragama Ewa Abbas, TUD	27/7/2021	Nina Popanton via YouTube https://www.trusts-data.eu/trusts-podcast-episode-4/ via Website https://www.trusts-data.eu/trusts-podcast-episode-4/	155 views on YouTube 39 visits on website 1 download/stream
TRUSTS Newsletter (5)	TRUSTS quarterly	Nina Popanton, Hannah Engel, WP8, DIO	30/09/2021	Articles on TRUSTS Website https://www.trusts-data.eu/5th-trusts-newsletter/	869 recipients opening rate 17,48%
Participation in event	Trustworthy AI meetup	Stefan Gindl, WP3, RSA	01/10/2021	https://wirtschaftsagentur.at/veranstaltungen/business-treff-trustworthy-ai-1418/	30 participants
Participation in event	Digital Around the World 2021: Digital Transformation by Means	Gerrit Rosam, WP1, LUH	20/10/2021	https://www.trusts-data.eu/digital-around-the-world-2021-trusts-in-the-middle-of-domain-relevant-discussions/	

	of Big Data, Marketplaces and Data Economy				
TRUSTS Newsletter / Special Issue	TRUSTS Webinar Invitation	Nina Popanton, Hannah Engel, WP8, DIO	21/10/2021	Event on TRUSTS Website https://www.trusts-data.eu/event/workshop-trusts-datamarket-use-cases-in-secure-data-collaboration-and-sharing/	891 recipients opening rate 17,20%
TRUSTS Podcast (5)	TRUSTS platform getting into shape - Mockups and Demonstrator	Nina Popanton, WP8, DIO Stavroula Ntoa, FORTH	25/10/2021	Nina Popanton via YouTube https://www.trusts-data.eu/trusts-podcast-trusts-platform-getting-into-shape/ via Website https://www.trusts-data.eu/trusts-podcast-trusts-platform-getting-into-shape/	26 views on YouTube 10 visits on website 1 download/stream
Video	TRUSTS - Discover our R&D projects	Gianna Avgousti, WP5, EBOS	26/10/2021	https://www.youtube.com/watch?v=4Od-Su5UYIs&feature=emb_imp_woyt	68 views
Workshop Data Market Dialoge		Bert Utermark, WP7, G1 Gianna Avgousti, WP5, EBOS Ioannis Markopoulos, WP2, NOVA Silvia Castellvi, IDSA Mark De Reuver, TUD	03/11/2021		32 participants
Press Release 4	TRUSTS: European Data Market getting into shape	Stavroula Ntoa, FORTH Nina Popanton DIO	1/12/2021	https://www.trusts-data.eu/press-release-trusts-european-data-market-getting-into-shape/	9,000 editors; 21,000 mail

					subscribers[5]
					Visits on Website will be reported in the final dissemination report
Talk at The Responsible AI Forum	Impact of Meta Learning for Privacy-Preserving Recommender Systems	Peter Müllner, Dominik Kowald (KNOW), WP3	6.12. - 8.12.2021	Home - The Responsible AI Forum	

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[5] https://apa.at/produkt/ots-verbreiten/

# T8.4 'Training and capacity building programme'

This task started in M13 at the beginning of the year, led by Relational SA (REL) with support from DIO, SWC, G1, and NOVA (ex. FNET). It involves a training programme and e-learning materials for various stakeholders that could potentially adopt the TRUSTS data market platform within their organizations.

Following the Human-Centered Design (HCD) approach, the outcome was a standard methodology for the development of training courses in the form of webinars, with training kits including the most widely used content formats such as videos, text, podcasts, all within the popular e-learning platform Moodle. A variety of Training Courses are available, designed for each target group. Some concerns have arisen from the lack of real-time interactivity as it was reflected in the feedback received from experts, due to the fast-changing needs and requirements that emerge as stakeholders explore the topic. E-learning is not considered a complementary learning method for its effectiveness nowadays. Nevertheless, face-to-face interactivity, together with the development of "passive learning materials" and tutorials, can be promoted by it.

The capacity building in Europe's data economy means to widen key stakeholders' knowledge base and deliver real advantages to what the current data integration process is, as well as to nurture data (science) related skills. Relational SA has begun developing a package of outreach and capacity building tools, which include the onboarding and the unlocking of services to guarantee the industry and other partners that they can utilize the TRUSTS system effectively. These tools will aggregate a variety of materials on the subject (presentations and multimedia content - i.e. video tutorials).

That also includes drawing on content developed in earlier modules, and the conversion of them into formats that can be utilized in a variety of capacity-building exercises. These exercises will combine online, distant learning elements (e.g. webinars) with actual face-to-face encounters, allowing participants to gain insight into the benefits of "blended learning." In addition, regional seminars, or "summer schools," will be adapted in content to meet the needs of the stakeholders and promote the Data Economy concept. TRUSTS insights can be utilized to give analytical support for the inclusion of data action plans in the stakeholders' development agenda, in addition to these online and meeting-based activities.

The result of "D8.6 - Concept for training and capacity building program," is a summary of training and capacity building plans, if known, their effectiveness. Existing materials will also be included in the capacity building plan. The aforementioned capacity-building program tries to broaden the playing field of Data Market owners by introducing powerful arguments for the target audiences. In addition to the overview of promising capacity-building programs, the task is also looking at the functioning of an organization as a whole entity.
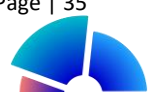
Impact, KPIs

In the following table the KPIs and type of audience reached are reported. The numbers were retrieved on 25 November 2021. The KPIs defined in D8.1 were mostly overachieved, those not achieved so far will be compensated in 2022. Thus, the consortium expects to meet or even exceed all KPIs by the end of the overall project cycle.

Table 7: Impact of communication and dissemination activities

Channel	KPI & success criteria	KPI (current status) and estimated number of persons reached	Type of audience reached in the context of the dissemination & communication activities
Project website (including blog posts on news page)	Number of visits: 100/month	44.900 visits/month 5.300 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: Number of followers: 500 end of project; Number of tweets: ≥ 3/ week LinkedIn: Number of followers: 250 end of project; Number of posts/discussions: ≥ 1/ month	Twitter: 369 follower, 118 tweets LinkedIn: 379 follower, 128 posts YouTube: 28 subscribers, 10 posts ResearchGate: 8 follower, 12 updates	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	Number of journal and conference papers: ≥ 4/ year	6 publications	Scientific community (researchers, universities, etc.), policy makers, EU projects, media representatives.
Conference attendances		4 attendances	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.

Meet-up attendances		14 attendances	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.
Press releases	Number of press releases: 8 in total	1 press release: 9,000 editors; 21,000 mail subscribers[6] 13 visits on website	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	Number of email newsletters: 1/ quarter Subscribers: ≥ 100/ year	3 newsletters, 2 special issues 891 subscribers **Opening Rate** ● 2nd NL (addendum 2020): 15,41% ● 3rd NL: 13,51% ● 4th NL: 14,56% ● 5th NL: 17,48% ● SI 1: 14,68% ● SI 2: 17,20%	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	Listeners: >100 listeners per episode	3 podcasts 2nd podcast, 14.12.2020: 152 views (YouTube, Website, Podigee) 3rd podcast: 291 views (YouTube, Website, Podigee)	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.

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[6] https://apa.at/produkt/ots-verbreiten/

| | | 4th podcast: 195 views (YouTube, Website, Podigee)

5th podcast: 37 views (YouTube, Website, Podigee) | |
|---|---|---|---|
| Webinars | Viewers: >100 participants and YouTube views per episode | 4 webinars, 90 participants/viewers | 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. |

The TRUSTS Channels are developing in a satisfactory direction. With increasing growth, the foundation is laid for a sustainable implementation of the topic in the community even beyond the project period.
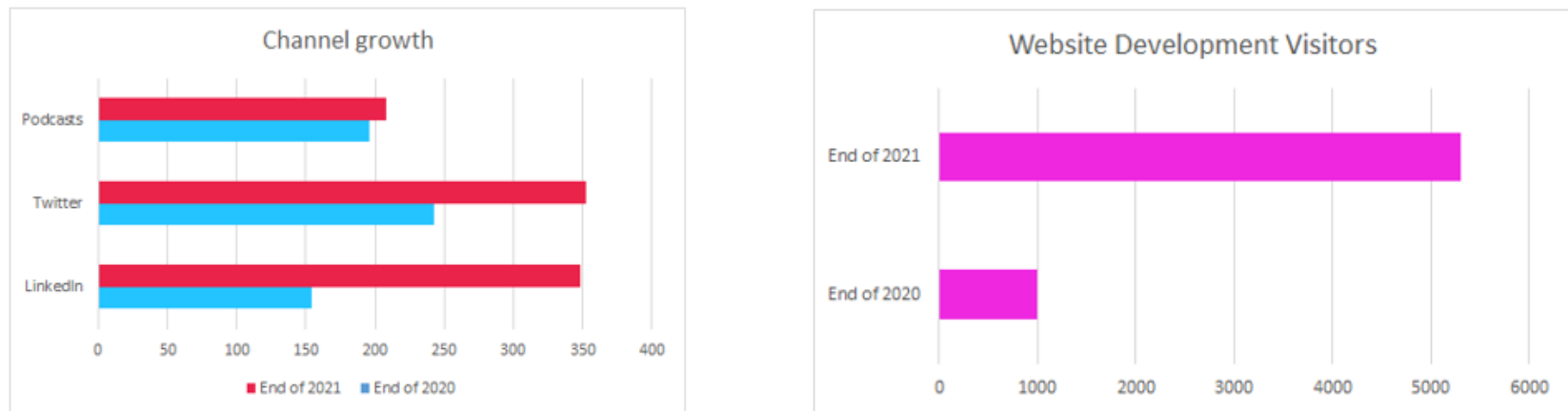

Figure 7: Development of the Social Media Channels and Podcast (left) and the Website (right)

Conclusions and Next Actions

The present deliverable D8.4 summarizes the communication and dissemination activities performed by the TRUSTS consortium during the second project year. It also includes an analysis and review of these activities and gives feedback to the consortium members. In general it can be said that the dissemination and communications efforts of TRUSTS bear fruits - in the sense of KPIs as well as in collaboration with other stakeholders and their interest in the project.

The conclusions, which build the basis for internal recommendations for TRUSTS' future communication and dissemination activities, can be summarized in same two central pillars as in the first project year:

Ongoing proactivity: Do good and talk about it. The approach of WP8 for communications and dissemination is to share all outputs of the project transparently. The TRUSTS consortium considers all outputs relevant for various sub-groups of the European Data Community

Network strengthening: After building first coalitions with other European research and innovation programs (Safe-DEED, DOME4.0, i3-market, etc.), TRUSTS team will continue to do so. Additionally, media connections for content placements like interviews will be aimed at.

Next actions

In terms of stakeholder engagement activities we will strengthen the collaborative work with our SAB and try to engage as proactively as possible with the European Data community. A delayed "Mid-Term" Event in Q1 2022 will help to reach out to our community with tangible results and progresses, followed by a Finale Event in Q4 2022, which will consolidate that engagement. If the situation concerning the pandemic allows it, more live attendances at events to present TRUSTS are planned for the TRUSTS consortium. The Workshop formats will be optimized from a webinar character to a hands-on character (e.g. Tech Tool presentation for anonymization). DIO has already generated an internal roadmap for the last year which will be the guideline for the work carried out.

Additionally, the training and capacity building programme will be implemented by REL and whole WP8.

The range of the TRUSTS channels will also be additionally strengthened through stronger stakeholder engagement (together with WP1 and WP7), the involvement of the Stakeholder Advisory Board and specific campaigns.

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 project website itself will be developed further, e.g. through integrating a better overview of the deliverables or more blog posts that are TRUSTS related but not necessarily dealing only with TRUSTS itself. In doing that it is possible to create even more awareness of the issue through the dissemination of information.
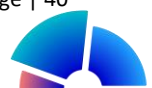
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[1] Popanton, Nina (18 February 2021). TRUSTS: Geschäftsentwicklung für datengetriebene Innovationen. APA-OTS Originaltext-Service GmbH. https://www.ots.at/presseaussendung/OTS_20210218_OTS0012/trusts-geschaeftsentwicklung-fuer-datengetriebene-innovationen

[2] Popanton, Nina (18 February 2021). TRUSTS: Modern Business Development for Data-Driven Innovations. European Commission / CORDIS - Community Research and Development Information Service. https://cordis.europa.eu/article/id/429184-trusts-modern-business-development-for-data-driven-innovations

[3] Engel, Hannah (2021). TRUSTS Website. TRUSTS Social Microlearning. https://trusts.soml.it

[4, 5, 6] APA-OTS Originaltext-Service GmbH (2021). https://apa.at/produkt/ots-verbreiten/