



D8.5 Final Dissemination Report

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TRUSTS

Trusted Secure Data Sharing Space

D8.5 Final Dissemination Report

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
AML	Anti-Money Laundering
BDVA	Big Data Value Association
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
HCD	Human-Centered Design
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 ¹	Safe Data-Enabled Economic Development
SMEs	Small and Medium-sized Enterprises
SoML cards	Social microlearning cards
SWC	Semantic Web Company GmbH
TRUSTS	Trusted Secure Data Sharing Space
TUD	TU Delft
UC	Use Case
WP	Work Package

¹ Horizon 2020 project

1 Executive Summary

Deliverable D8.5 (Final Dissemination Report) describes the overall TRUSTS communication and dissemination activities throughout the whole project duration (2020-2022). The report structure follows the predecessor deliverables D8.3 and D8.4 (annual dissemination reports for 2020 and 2021). Redundancies to previous reports are avoided by providing cross-links to the annual reports, but still comparing KPIs throughout the whole project.

This report features a detailed insight in the final project year 2022 (M25-M36), referring to and building on activities from the previous years. Also reports on the specific deliverables and KPIs relevant to communication and dissemination efforts from the whole project duration. Thereby, quantitative, and qualitative quality criteria are considered. D8.5 discusses the impact of the related WP work in more detail.

Between the twelve (12) first months of TRUSTS implementation, the basis for efficient communications was set, while between months 13-24, that basis was expanded in more diverse and more insightful activities. The media mix was continuously optimized and diversified throughout the project duration. In the second and the third project year, the content generation was sharpened and enabled by more concrete project outputs. In terms of the communication and dissemination KPIs, TRUSTS performed very positively and overachieved most of them by the end of the project. A detailed table on the KPIs can be found in chapter 4.

The activities can be summarized as strategically effective internal and external communication of the EU Horizon 2020 initiative TRUSTS.

2 Introduction

D8.5 is the final Dissemination Report and reviews the dissemination and communication activities throughout the project duration defined in the Grant Agreement (GA). It serves to clearly disclose the development of the project and to provide the European Commission (EC) and various stakeholders of the project with the adequate information on the implementation progress.

D8.5 describes and analyzes the strategic changes or adaptations and the advancement of communication and dissemination activities. Additionally, the outline for the communication beyond the end of the project is provided. A part of the report focuses on 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, persons clicked, and unsubscribers. Detailed information about the figures and impact is provided in chapters 3 as well as in 4.

The TRUSTS channels and tools have continuously been optimized. Additional print material (regarding the process as well the results of the project) was produced and distributed by the Data Intelligence Initiative (DIO).

2.1 Mapping Projects' Outputs

The purpose of this section is to map TRUSTS GA commitments, within both the formal Deliverable and Task description, against the project's respective outputs and work performed.

Table 1: Adherence to TRUSTS GA Deliverable & Tasks Descriptions

Task		Respective Document Chapter(s)	Justification
<i>T8.1 Development of TRUSTS Dissemination and communication strategy and plan & Annual activity reporting [M1- M36]</i>	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 3, 4.1	Chapter 3: Development of Task 8.1 in 2022 Chapter 4.1: Progress within Task 8.1 from 2020-2022
<i>T8.2 Visual identity, website and promotional materials [M1-M36]</i>	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,	Chapter 3, 4.2	Chapter 3: Development of Task 8.2 in 2022 Chapter 4.2: Progress within Task

	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.		8.2 from 2020-2022
<i>T8.3 Large scale dissemination of projects impacts and results [M1-M36]</i>	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 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.)	Chapter 3, 4.3	Chapter 3: Development of Task 8.3 in 2022 Chapter 4.3: Progress within Task 8.3 from 2020-2022
<i>T8.4 Training and capacity building programme. [M12-M36]</i>	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	Chapter 4.4	Progress within Task 8.4 from 2020-2022

	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.		
Deliverable			
<p><i>D8.5: Final Dissemination Report [36]</i></p> <p>The final dissemination report collects, analyses and reviews the dissemination activities undertaken by the consortium as a whole.</p>			

2.2 Deliverable Overview and Report Structure

The Final Dissemination Report is divided into four primarily relevant sections: Chapter 3 describes the achievements as well as the progress and considerations of the work of WP8 in the final project year 2022.

Subsequently, the development and progress of each task during the whole project's lifetime is explained in more detail in chapter 4 to gain insight into whether they are being pursued in sufficient quality and extent. An overview of the KPIs can be found in chapter 5, which outlines the impact achieved and explains the target groups reached in more detail, followed by a conclusion in chapter 6.

3 Project Year 2022

This year's focus was mainly on presenting relevant outcomes in diverse event formats, blogs, whitepapers and similar. The TRUSTS Consortium focused on outcome generation and communicated with respect to the results.

The proven formats from previous years were followed (e.g. the TRUSTS newsletter was sent out quarterly, blog posts were published for project updates and news as well as event participation, while the TRUSTS social media channels were regularly (at least 3 postings per week) updated with relevant content from and for the community (e.g. events, webinars, interesting articles, project news as well as developments in partner initiatives etc.). An overview of the KPIs² can be found in table 4 at the end of this chapter.

² All figures were collected as of 1 December.

In 2022 4 **newsletters** were sent out. The subscribers grew from 930 in December 2021 to 975 in December 2022. The opening rate remained stable as usual as presented in Figure 1 below.



Figure 1: TRUSTS Newsletter - Subscribers and Opening Rate 2022

The **TRUSTS website**³ acted as the main communication channel. In 2022 32 blog posts, 4 press releases and 1 podcast⁴ were published as well as abstracts of the TRUSTS published research papers. A [subpage](#) for the registration, call for papers and report was set up to support a workshop on Data Spaces & Semantic Interoperability, in which TRUSTS collaborated with W3C, ERCIM, IDSA, Fraunhofer FIT, Vienna University of Economic and Business, Semantic Web Company and DIO. The project's website KPIs for 2022 were overfulfilled with 13.400 visits/month⁵ and 6.800 visitors/month⁶ (KPI: 100 visits/month).

The TRUSTS **social media** channels grew further in the last project year implementation. By 1 December 2022, TRUSTS LinkedIn⁷ profile had 527 followers (KPI fulfilled - 500 at the end of the project) and 472 followers on Twitter⁸ with a total of 274 postings in total on both channels (KPI overfulfilled - which was 3 per week on Twitter and at least one on LinkedIn).

The social media strategy of the previous years was followed: The accounts were used to inform externals/public about the project progress and to interact with stakeholders. The posted content included TRUSTS specific content as well as related content like upcoming events, whitepapers, and interesting facts from other initiatives partnering with

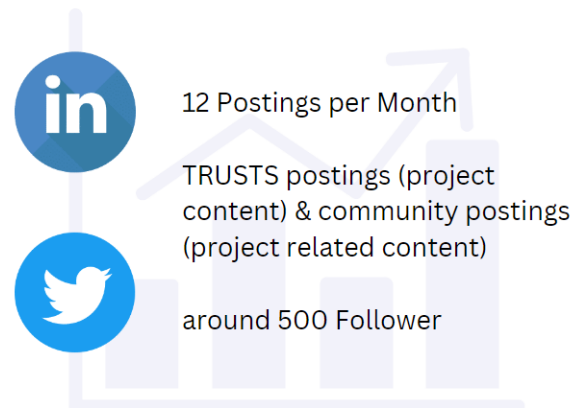


Figure 2: TRUSTS Social Media Channels

³ <https://www.trusts-data.eu>

⁴ <https://open.spotify.com/show/7dzpuxcKeiYcT0ZI5w8Zxi?si=dd08146715674d5d>

⁵ Visits = visit to a website - a visitor can have more visits to the website, after 30 min of inactivity or when user leaves website visit ends visit gives information about navigation (entry page, content consumed, exit page) and behavior (length of stay, page impressions/visit, bounce rate, etc.)

⁶ Visitors = user/browser/device visiting the website; more visits a day but only one visitor; if visitor visits website on diff. days he/she counts as 2 visitors

⁷ <https://www.linkedin.com/company/trusts-trusted-secure-data-sharing-space>

⁸ <https://twitter.com/TrustsData>

TRUSTS, which could be relevant to the stakeholders (for example see figure 3).

#Shoutout #H2020 #DigitalEurope

@KrakenH2020 is developing a trusted and secure personal data platform with state-of-the-art privacy aware analytics methods.

If you want to understand their use cases better take a look at these great infographics
krakenh2020.eu/marketing-mate...
pic.twitter.com/aGJ73j9KVR



3 5

Top Tweet earned 286 impressions

On 3rd of June experts in the field of **#DataSpaces**, **#DataMarkets** & **#interoperability** met in Vienna to discuss the topic of (semantic) interoperability in data spaces.

You can find all presentations, a summary of the workshop & pictures on our website
trusts-data.eu/data-spaces-se...
pic.twitter.com/DLc3tIIOge



2 9

Top Tweet earned 907 impressions

#TRUSTS proudly sponsors and participates in the upcoming **#EBDVF2021**
@BDVA_PPP

You can register at european-big-data-value-forum.eu pic.twitter.com/TrgXOo4WnS



3 7



Figure 3: Screenshots from TRUSTS Twitter Postings

The TRUSTS **podcast**⁹ (Episode 7) was published in August 2022 on [YouTube](#), [Spotify](#), [Podigee](#) and the TRUSTS website. It focused on standardization activities, the latest workshop on Data Spaces & Semantic Interoperability, trustworthy collaboration and the community. Interview partner was Silvia Castellví, project manager of the TRUSTS project representing International Data Spaces Association (IDSA). The episode reached 55 views.

Attending **events and meet-ups** enabled the Consortium to network for TRUSTS' means on an interpersonal level - live as well as online. Below is an excerpt of attended events:

- FIWARE Smart Fest
- Sweden Innovation Days 2022
- Media Data Space Workshop
- NGI Explorers' Oscars Ceremony
- EU Industry Days 2022
- IDSA Winter Days 2022
- DSBA | Data spaces and new regulations: Data Act and Standardisation Strategy
- ECIR2022
- European Young Innovators Festival
- BDVA Data Week 2022 / i3-MARKET Workshop
- Austrian Data Day
- European Sustainable Energy Week
- European Research & Innovation Days

Within 2022 the Consortium was successful in getting **11 research papers** accepted (Status 1 December 2022). Therefore, TRUSTS has fulfilled its KPI for the number of journal and conference papers, which was

⁹ <https://open.spotify.com/show/7dzpuxcKeiYcT0ZI5w8Zxi?si=dd08146715674d5d>

at least 4 per year. All these papers provided by the consortium are available as Open Access in line with the H2020 Open Access mandate. A detailed overview can be found in chapter 4, table 3.

TRUSTS continued the **webinar** series that started in 2020. The mid-term event was held as a virtual webinar and a hands-on workshop in 2022. Both were uploaded on YouTube¹⁰ to make it possible to re-watch them. The earlier mentioned workshop on data spaces and interoperability was held live in Vienna (45 participants joined). All sessions can be watched on YouTube and also accessed on the TRUSTS website.

To summarize the results and give an overview, a **final 60 minutes session** was hosted in the frame of the European Big Data Value Forum 2022 (the flagship event of the European Big Data Value and Data-Driven AI Research and Innovation community) on 23 November. Under the title "Future of Europe's Innovations: Federated Data Sharing Environments – TRUSTS" partners of the Consortium gave an overview of the project and its development, gave insights into federated data sharing environments and terms, as well as a high level technical shallow dive overview into interoperability and its importance, talked about legal frameworks for such federated environments and about how TRUSTS applied the legal and ethical rules and technical interoperability into the TRUSTS Use cases. To inform about the process and results TRUSTS had a booth at EBDVF as well.

TRUSTS considered the relevance of results for reuse in the European data community to create more awareness for the project and its topics (focus on technical interoperability, legally relevant frameworks and business-related learnings from the use cases).

Additionally, TRUSTS hosted a final project dinner to strengthen the associated community and proactively engage with partnering projects (e.g., i3-market).

The table shows a short overview of the numbers and KPIs reached (a detailed table on the KPIs of the project can be found in chapter 4):

Table 2: KPIs reached in 2022

Channel	KPI and success criteria	KPI score
Project website	Number of visits: 100/month	13,434 visits/month 6,851 visitors/month
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: ≥	Twitter: 472 follower, 129 tweets LinkedIn: 527 follower, 145 posts YouTube: 36 subscribers, 3 posts ResearchGate: 8 follower, 12 updates

¹⁰ <https://www.youtube.com/channel/UCrehLda1PYSvEjXh1XLvaVQ/videos>

	1/ month	
Scientific publications	Number of journal/conference papers: ≥ 4 / year	11 publications
Conference attendances		9 attendances
Meet-up attendances		9 attendances
Press releases		3 press release ¹¹ : 9,000 editors; 21,000 mail subscribers ¹² 44 visits on website
Newsletters	Number of email newsletters: 1/ quarter Subscribers: ≥ 100 / year	3 newsletters ¹³ 975 subscribers Opening Rate 6th NL (addendum 2021): 15,04% 7th NL: 15,35% 8th NL: 14,14% 9th NL: 13,38%
Podcasts	Listeners: >100 listeners per episode	1 podcasts 31.08.2022: 55 views (YouTube, Website, Podigee)
Webinars/ Workshops	Viewers: >100 participants and YouTube views per episode	1 Webinar/Workshop, 86 participants/viewers

¹¹ 1 more is planned for publishing in December 2022

¹² <https://apa.at/produkt/ots-verbreiten/>

¹³ 1 more will follow in December 2022

4 Report 2020 - 2022

In this section TRUSTS GA commitments are reviewed and the actual work performed is aligned.

4.1 Task 8.1 'Development of TRUSTS Dissemination and Communication strategy and plan & Annual activity reporting'

This task was directed at the development of the communication strategy for TRUSTS, detailing its mission and vision, targeting all identified stakeholder groups in a customised way and implementing operative engaging approaches for each community, by means of digital and printed media. TRUSTS' dissemination and communication strategy was defined and implemented by a diverse media mix, thus maximizing the project's impact towards a vast range of audiences. Evaluation and measurement tools were used to monitor and assess the effectiveness of the communication strategy and plan. On an annual basis, Dissemination and Communication Activity reports were released focusing on the progress and intermediate results, and updated plans for the following period (D8.3¹⁴, D8.4¹⁵).



Figure 4: Overview of the main TRUSTS channels

4.1.1 Progress of Task 8.1 (2020-2022)

The communication and dissemination work performed under WP8 followed the general outline of the GA and the [D8.1 Dissemination and Communication Strategy, Design Guide, Materials, Communication Channels](#). At the beginning of each year, WP8 adapted its strategy according to each specific project year.

¹⁴ https://www.trusts-data.eu/wp-content/uploads/2020/12/D8.3_TRUSTS_Annual-Dissemination-Report-I.pdf

¹⁵ https://www.trusts-data.eu/wp-content/uploads/2022/01/D8.4-Annual-Dissemination-Report-II_Dec2021.pdf

After setting up the basis - website (see figure 5), social media channels - in 2020, the formats (blog posts, interviews, podcasts, webinars) as well as all channels were adapted and extended (see figure 6) to strengthen the visibility of the project (e.g., extension of the website - subpages for webinars, podcasts, research papers, for specific events etc.) and make all results of the project easily accessible. More information about the channels can be found in chapter 4.2.1.

The overall plan of WP8 was three-staged: general positioning (2020-2021), progress reports (2021-2022) and the promotion of the (realistically expected) outcomes in the last project year (2022). Additionally, project partners attended key events to foster TRUSTS' visibility in an interpersonal manner.

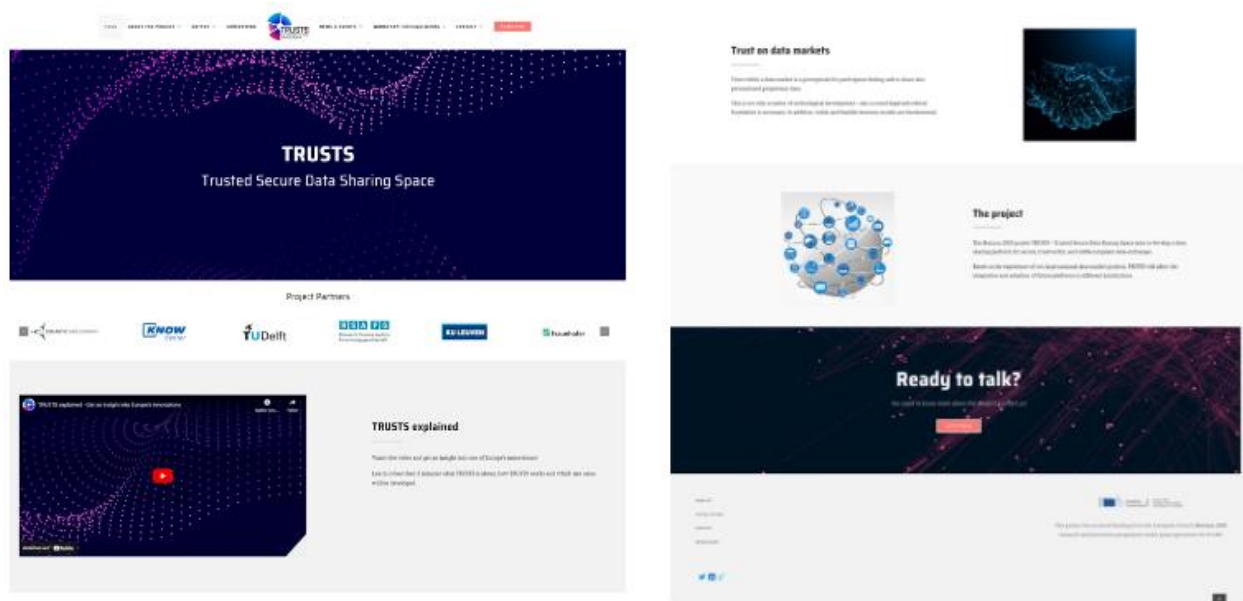


Figure 5: Screenshot of TRUSTS Website



Figure 6: Screenshot of the TRUSTS Website including the extensions

The measurement of the effectiveness of the communication and dissemination activities remained the same in every project year. WP8 regularly monitored KPIs through WordPress, Sendinblue, LinkedIn, and Twitter analytics tools. Most KPIs were overachieved (more information in chapter 5, table 6).

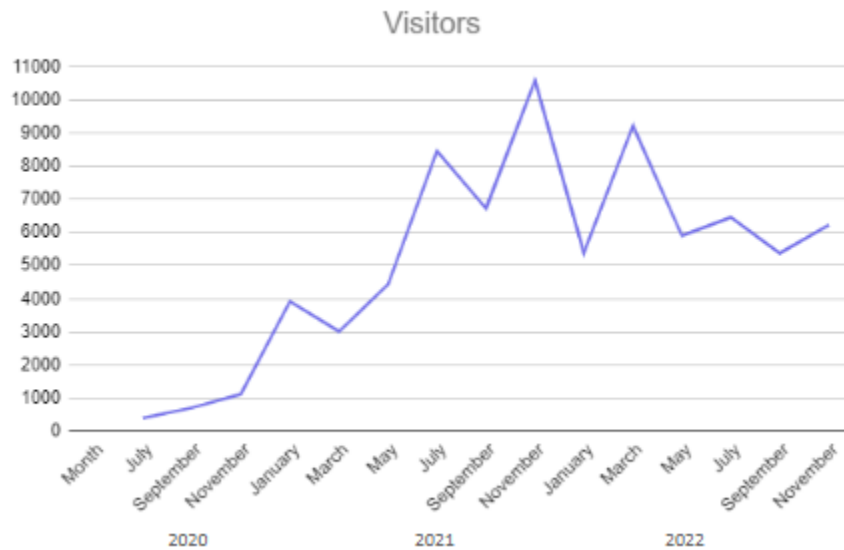


Figure 7: Development of the visitors of the TRUSTS website from 2020-2022

4.2 Task 8.2 ‘Visual identity, website, and promotional materials’

This task was dedicated to the design and implementation of project communication tools and materials, in accordance with the Communication Strategy and Plan. It includes the development of:

1. the visual identity of the project (logo and templates);
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.

4.2.1 Development of Task 8.2 (2020-2022)

A coherent and consistent recognition of the project was indispensable for a holistic success of this H2020 innovation action. Within every communication action, the 2020-defined branding and visual identity of the TRUSTS project has been adhered to the TRUSTS logo and icon, templates for deliverables and presentation and promotional material as well as the TRUSTS channels following the visual identity, as per below figure x.

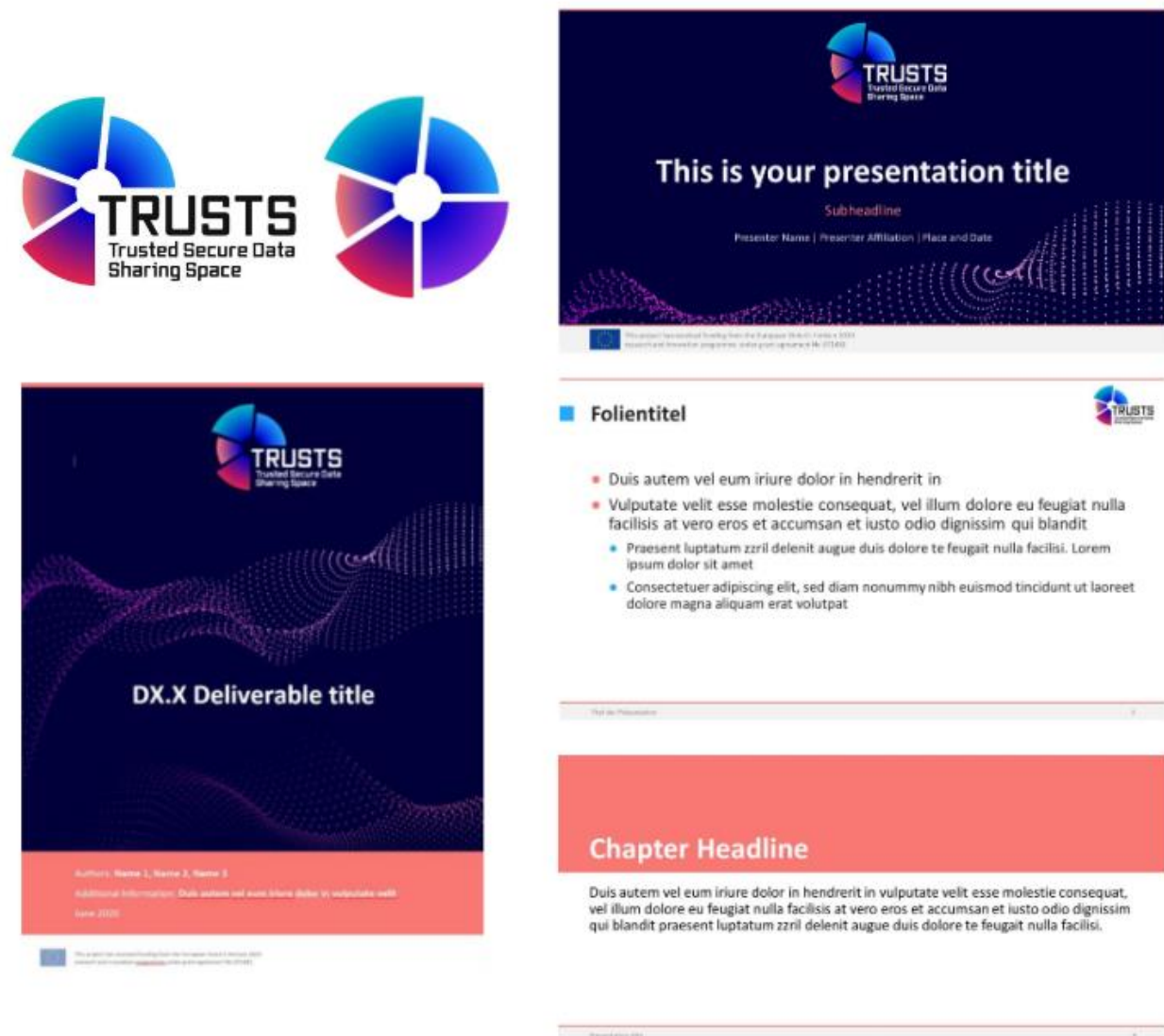


Figure 8: Visual identity of TRUSTS – the logo and icon, the cover of the TRUSTS deliverables and slides from the presentation template

The basic website draft was set up prior to the beginning of the project in September 2019. Until March 2020 it was redesigned for appropriate project representation (shown in D8.1). Up to May 2020, the website was evaluated by TRUSTS partners and optimized to better fit the communication goals and to correspond to a new style guide. The changes (e.g., structure, subpage for consortium, News & Events, link to Terms of Use, added Logos of Twitter, LinkedIn, and ResearchGate¹⁶ with links to the TRUSTS social media accounts) were based on the expertise of a digital agency, suggestions and requirements by the project partners, as well as inspirations from the websites of related EU projects.

The website represents the main communication channel of the project (now as well as beyond the end of the project). Throughout 2021 and 2022 it was regularly updated, extended and filled with new content – e.g., blog posts, whitepapers, podcasts and research papers. Also, the website sections were extended:

¹⁶ <https://www.researchgate.net/project/TRUSTS-Trusted-secure-data-sharing-space>

a podcast section was added, as well as a section for webinars and training (in preparation for T8.4) and a dedicated section for research papers to make every TRUSTS content easily findable and accessible. For a key workshop on interoperability (held live in Vienna in June 2022 mainly by WP3) an additional subpage was integrated (including call for papers, registration, and a follow-up report).

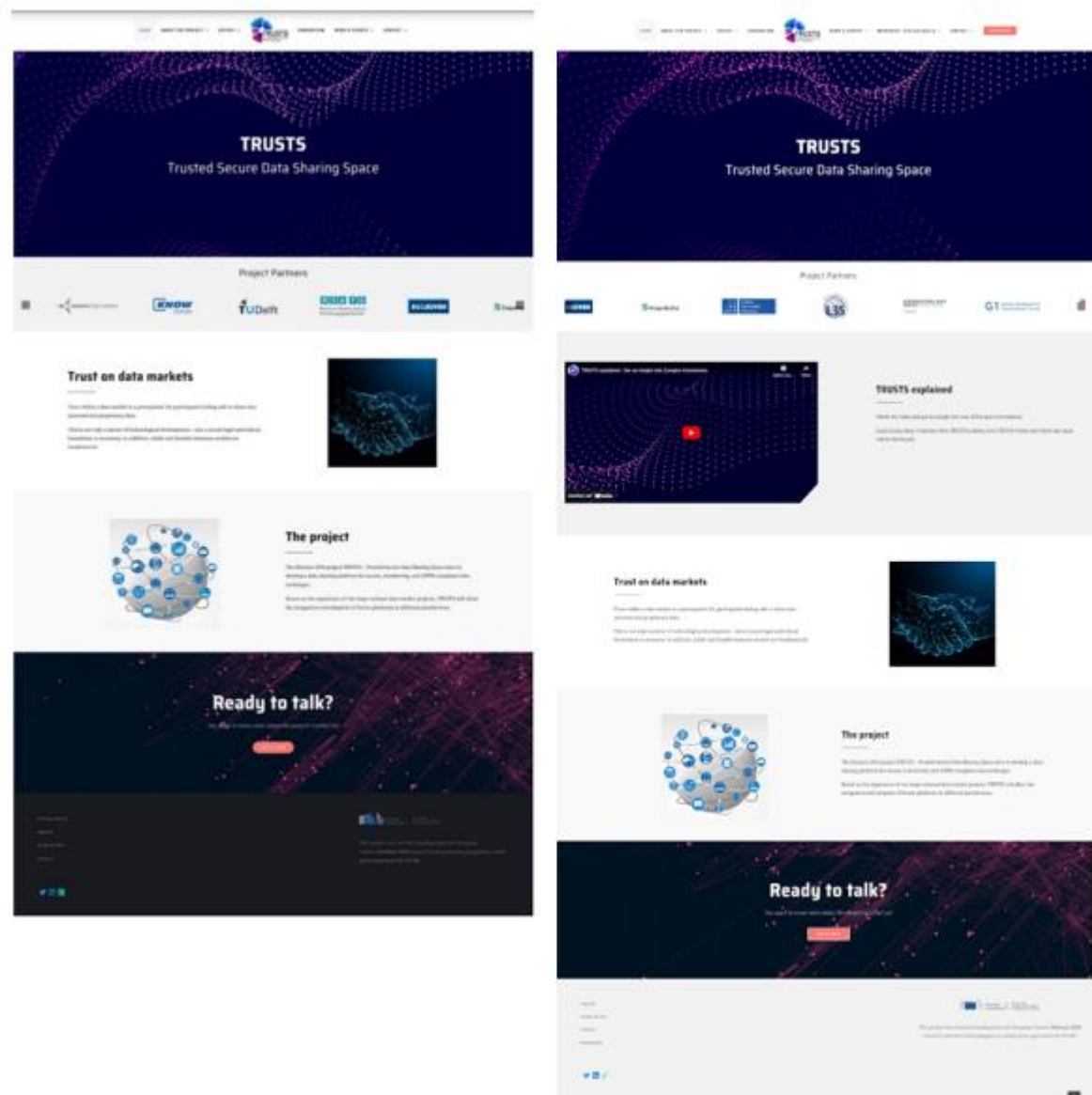


Figure 9: Screenshots of the TRUSTS website - left: 2019, right: 2022

The TRUSTS social media channels (LinkedIn, Twitter, YouTube) were used regularly (at least three postings per week, presenting new content, announcing milestones, providing dates and details about project related events, workshops, publications and conferences). TRUSTS collaborated with related projects such as [Safe-DEED](#) to maximise its visibility in the form of a virtual exchange and also in the form of supporting social media activities (likes, tags, re-postings, etc.). In order to generate recognition value for our Horizon 2020 innovation action, whenever possible the hashtags #TRUSTSdata, #datasharing, #datamarket,

#H2020 and #DigitalEurope were used. Also, whenever possible and reasonable, TRUSTS partners, collaboration partners or specific people (e.g. speakers at an event) were tagged to increase the reach of the respective postings.

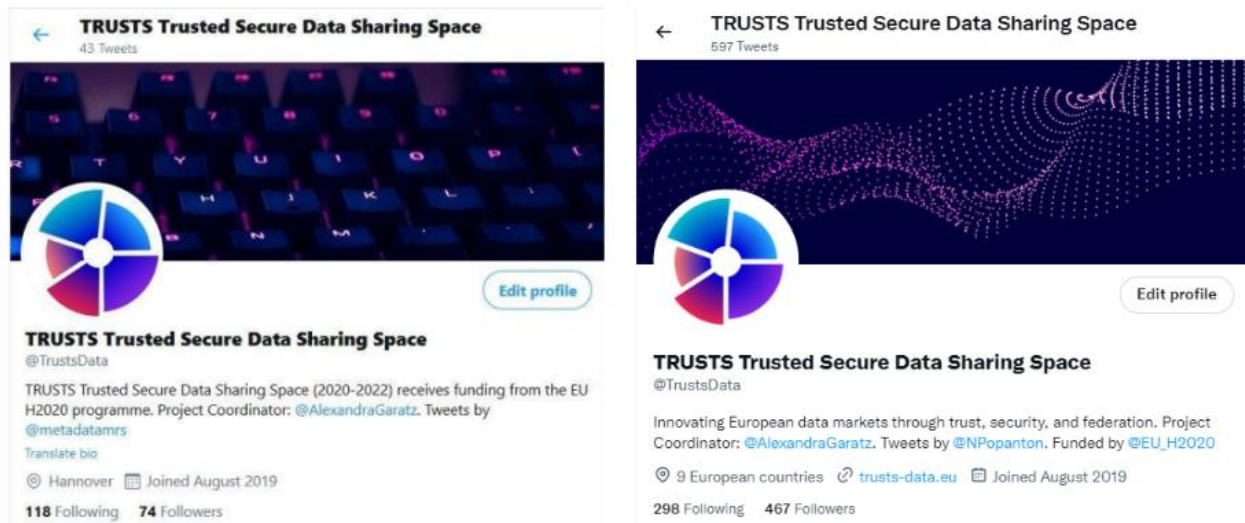


Figure 10: Twitter channel in 2020 (left) and 2022 (right)

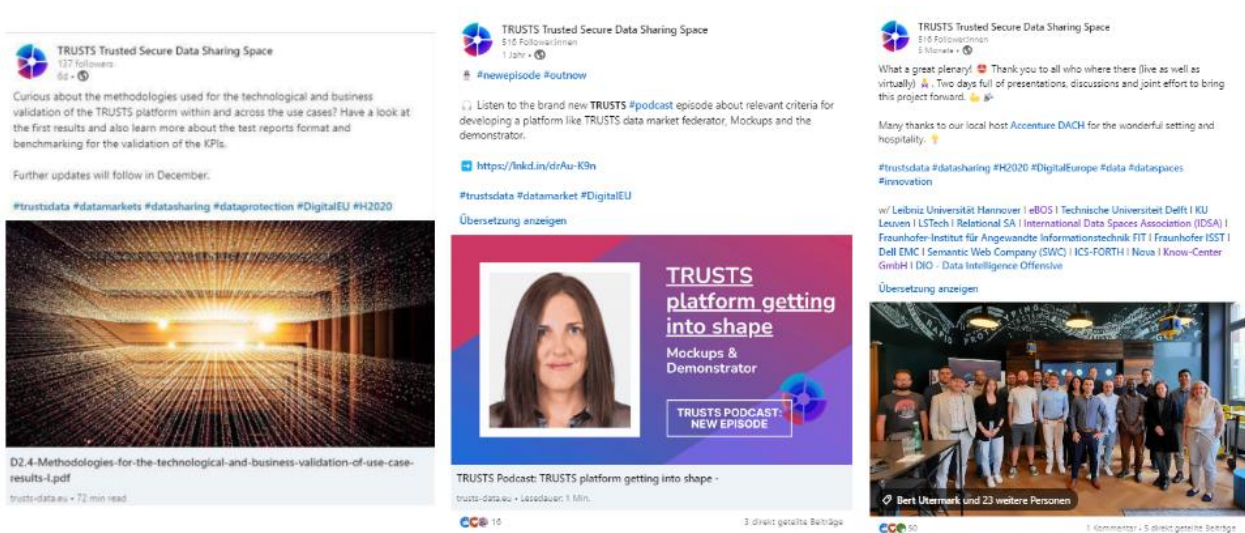


Figure 11: LinkedIn postings - 2020, 2021, 2022 (from left to right)

The TRUSTS social media channels developed as planned over the 36 months of the project. The number of followers increased (LinkedIn: 527, Twitter 472) and interaction with the community was achieved.

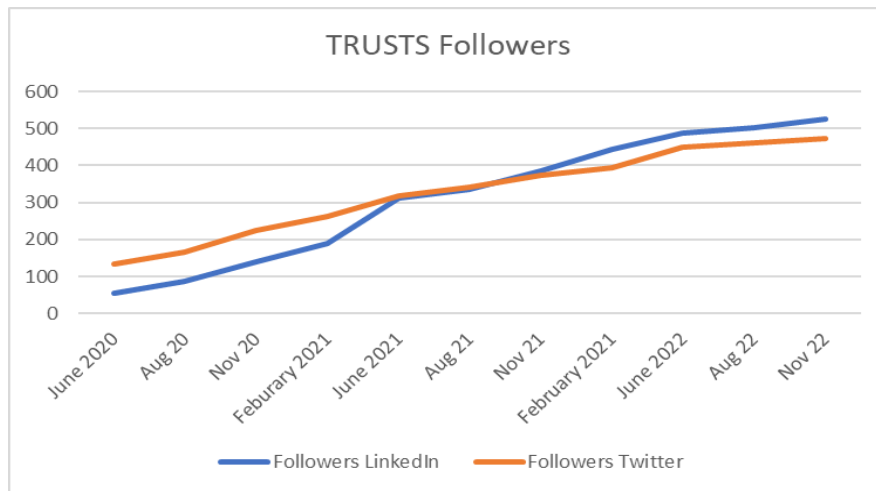


Figure 12: Development of the number of followers on LinkedIn and Twitter (2020-2022)

For the podcast, adequate dissemination channels (Podigee and Spotify) were established. The episodes were also published on the TRUSTS YouTube channel (initially as audio-only files, later as videos where possible, because this is adequate for the format and channel).



Figure 13: TRUSTS Podcast on Spotify and Webplayer within the TRUSTS Website (via podigee)

Initial promotional materials (in the form of different leaflets) were produced in 2020. An update of those followed in 2021 (different leaflets, roll-ups) - virtual versions as well as a printed ones to be distributed at live events.

Besides general information about the project, material for the final project year was developed to show the process and results of TRUSTS. The focus was on the TRUSTS Use Cases (UCs), interoperability and the legal side of data sharing. All materials were distributed within the community. They were used for external communications (social media, download possibility on the website) as well as in virtual and live events. In consideration of the environment and the fewer events taking place due to the Covid-19 pandemic, a smaller amount was printed, but the materials were made available to all partners (to enable in-house printing and virtual distribution).



Figure 14: TRUSTS Flyer and Postcard (2020)



Figure 15: TRUSTS Leporello Leaflet (2020)



Figure 16: TRUSTS Flyer (2021)



Figure 17: TRUSTS Rollup

Additionally, a [TRUSTS explainer video](#) was developed in 2020/2021 to bring TRUSTS to a wider public. The video communicates the project setup and outline in a simple and comprehensible way. The emphasis was on security and trustworthiness of the TRUSTS data market, its objectives, the three UCs, the technical, business, and legal aspects, and the added value of TRUSTS on society and businesses. It was published on the project's website and social media channels on 4 February, 2021. It proved as very efficient and useful during the whole project duration. It has achieved 807 views by the date of 1 December, 2022.

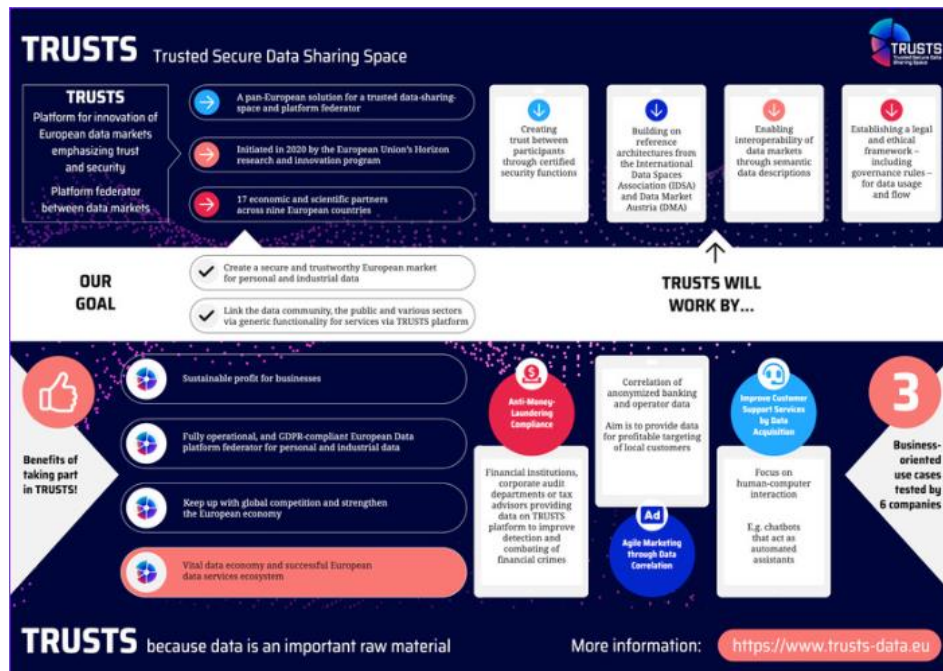


Figure 18: TRUSTS explained (Poster extracted from the explainer video)

4.3 Task 8.3 ‘Large scale dissemination of projects impacts and results’

This task was devoted on promoting TRUSTS towards the identified scientific communities, with the aim of engaging them and increasing users for the developed services through the presentation of the project UCs. It was carried out through:

- Media relations (media advisory, press releases, news, contents 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, Participation to data market related events and main conferences with exhibition booths featuring demonstrative sessions),
- the creation of a network of Ambassadors (formerly foreseen was the creation of an Ambassadors Programme (e.g., early adopters, committed researchers, etc.) as well as a Stakeholder Advisory Board - under the lead and in collaboration with WP1. Due to the low response, the SAB was merged with the Ambassadors) involving interested parties aiming at making this first group of users the first promoters of project results

4.3.1 Development of Task 8.3 2020-2022

A key component of performing communication and dissemination activities is continuity. It was a clear focus of the developed strategy to have content published on a regular basis. This is why the newsletter, and the podcast videos were published (with small deviations) on a quarterly basis. Blogposts had a higher frequency (in total 92 blogposts between 2020-2022) and Social Media postings were used three times a week to keep stakeholders’ attention.

TRUSTS followed a diverse cross-media communication, which gave a wide range of possible activities. Besides the already named formats, TRUSTS had some interviews ([interview with Sebastian Steinbuss](#), CTO at IDSA on the topic of 'Sovereign data exchange in business with IDS', [interview with Günther Tschabuschnig](#) (DIO president) about Austrian cloud, the Austrian digital economy, and the role of the consortium member DIO in the Austrian online portal *Trending Topics* (see figure 19). 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, (German only) and a podcast appearance in the Austrian podcast [Technik GEHÖRT](#) about data sharing.

TRUSTS was also asked for a [guest article about interoperability and Trust by Design](#), which was published on the website and within the newsletter of OVE Österreichischer Verband für Elektrotechnik on July 6, 2022. Besides, TRUSTS had the opportunity to contribute on a regular basis to the BDVA newsletter and was featured also on the BDVA social media channels with project news (see figure 20).

"How can sovereign data exchange take place in Europe and which are the business benefits?"

Interview with Sebastian Steinbuss, CTO at IDSA

November 21, 2020 – A publication of this interview or contents therein can only be published providing a reference to the TRUSTS project and informing TRUSTS communication lead, [Nina Popowatz](#).

Dear Mr. Steinbuss, thank you very much for taking your time, just to give our readers a short introduction: you are the CTO of the International Data Space Association (IDSA) and responsible for the organization of the IDSA working groups as well as the technical development of the IDS, which is a data sharing scheme including a reference architecture and a set of agreements to be used for creating and operating virtual data spaces. This makes you an experienced expert with regard to the possibilities of efficient data usage for businesses and all the challenges that come with it – which already leads to my first question:



Sebastian Steinbuss, CTO, IDSA

How can companies realize a secure and efficient data exchange?

Sebastian Steinbuss: For data to be turned into new products or smart services, companies must be able to capture, store, process, evaluate, and publish data efficiently and reasonably including a link to data from others. What prevents many companies from data sharing is a lack of infrastructure and agreements that ensure data sovereignty for both the data provider and data consumer. IDSA solved this problem: Together with partners, research and industry, IDSA designed a reference architecture for secure data spaces. The participants of such a data space decide how they use their data and with whom they exchange it. The IDS standard defines binding rules for data exchange.

How is IDS connected to TRUSTS?

Sebastian Steinbuss: TRUSTS aims at creating a European Data Market based on sovereign, secure and trustworthy data exchanges. The TRUSTS platform will act independently and as a platform federator, while investigating the legal and ethical aspects that apply on the entire data value chain, from data providers to data consumers. Still, it is no start from scratch since it will be based on the IDS reference architecture.

What makes the IDS reference architecture so valuable for the project?

Sebastian Steinbuss: The IDS Reference Architecture Model is considered the de facto standard for creating and operating data ecosystems. Its approach is to enable interoperability through semantic data descriptions, to create trust between participants through certified security capabilities, and to establish governance rules for data usage and data flows. The IDS ecosystem allows data flows between all kinds of endpoints (e.g. implementations of the International Data Space Connector). Semantic data descriptions provided by data endpoints are published at dedicated Meta-Data-Brokers, allowing potential data consumers to search for and identify data that is relevant (semantically) and applicable (quality) for their particular purpose, and to assess in advance data's affordability (price) and usability (restrictions and obligations).

What is an IDS ecosystem?

Sebastian Steinbuss: Our key word is data sovereignty – the IDS architecture ensures data sovereignty for those who make data available in data ecosystems. This means that data owners always keep control how it is used. They decide who uses their data for how long, for which application, for how many times and according to which terms & conditions. The IDS Connector acts as a secure gateway for IoT and other data sources. Every connector can team up with other connectors to form a peer-to-peer network. As a consequence, data exchange can but does not have to take place via a cloud, in which the data would be stored with a third-party provider, but directly between the companies involved. A data value chain consists of multiple peer-to-peer connections and all together turn up to a data-driven business ecosystem.

What makes IDS so special compared to similar technologies? Do any comparable technologies exist?

Sebastian Steinbuss: Participants and core components of IDS-based data ecosystems must provide a high degree of trust and security regarding the integrity, confidentiality and availability of information exchanged in the IDS. Therefore, using certified core components as well as employing certified technical and organizational security measures is mandatory for participating in the IDS. The IDS certification scheme defines security levels for components and the requirements to be implemented. IDS is not only a technological standard but also a universal legal framework to create data-driven business ecosystems. They require to make this a reality to have a set of rules and policies that govern it in a decentralized way. All these rules and policies are contained in the [IDS Rule Book](#). It describes the technical, operational, and legal agreements to enable the IDS ecosystem to be fully working in a peer-to-peer network. The first edition of the Rule Book will be published this year.

Many thanks for the informative explanations and the illustrations – and especially for taking your time.

INTERVIEW

Wie schafft Europa die Daten-Unabhängigkeit von den USA und China, Günther Tschabuschnig?

Oliver Jenko - 05. Mai 2021, 07:00



GÜNTER TSCHABUSCHNIG IST CHIEF INFORMATION OFFICER DER ZAMG (ZENTRALANSTALT FÜR METEOROLOGIE UND GEODYNAMIK) UND PRÄSIDENT DER DIO (DATA INTELLIGENCE OFFENSIVE). © PHOTO: JENKO

Günther Tschabuschnig ist Chief Information Officer der ZAMG (Zentralanstalt für Meteorologie und Geodynamik) und Präsident der DIO (Data Intelligence Offensive). „In einer globalen Welt ist Unabhängigkeit eine gefährliche Sache“, sagt er – und plädiert hinsichtlich der digitalen Infrastruktur und Industrie für mehr Zusammenarbeit zwischen den Ländern.

Im Gespräch mit Trending Topics erklärt Tschabuschnig außerdem, wo Europa in Sachen Cloud Vorteile haben könnte, warum es okay ist, dass Österreich mit der Ö-Cloud gewissermaßen ein eigenes Süppchen kocht und warum Daten nicht an der Grenze halt machen. Die Europäische Union fördert derzeit außerdem „TRUSTS“, den „Trusted Secure Data Sharing Space“. Das erklärte Ziel ist die „Schaffung eines sicheren und vertrauensvollen europäischen Datenmarktes für die persönliche und industrielle Nutzung durch die Vernetzung verschiedener Nutzergruppen und die Bereitstellung gemeinsamer Funktionalitäten für innovative Anwendungen und Dienste“. Was braucht es noch bis dahin?

Trending Topics: Die EU-Staaten haben sich darauf verständigt, 10 Milliarden Euro für eine europäische Industrie-Cloud zur Verfügung zu stellen. Einfach gefragt: Reicht das, um den Abstand auf die USA und China zu verringern?

Günther Tschabuschnig: Unsere Strategie muss eine andere sein und das ist gut so. Amerikanische Hypernasen geben am Tag für Infrastruktur so viel aus, wie wir im Zeitraum eines ganzen Jahres zur Verfügung haben. Daher ist ein föderierter Ansatz die einzig sinnvolle Möglichkeit, aufzuschließen. Nur wenn wir gemeinsam eine Initiative starten und umsetzen, haben wir die Möglichkeit aufzuschließen, denn wir haben einen strategischen Vorteil – Datensovereignität ist in Europa bereits sehr ausgeführt und in der Community angekommen. Dieser Reiz ist ein Gamechanger im Bereich der Transformation von Data Sharing zu Data Connecting.

Figure 19: Screenshots of interviews



Figure 20: Screenshot of TRUSTS news on the BDVA Channel Twitter and the BDVA website

TRUSTS also published **press releases**: Between 2020-2022, 7 press releases¹⁷ were published on different topics. 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 was followed by press releases on legal and ethical aspects of the project, on the innovation potentials for current business models and new business opportunities as well as on the TRUSTS mock-ups and demonstrator. They were published and distributed in the DACH region via the [APA OTS platform](#) (Austria) and via email, as well as in English and other languages via [CORDIS](#) (until CORDIS was discontinued) and partners' platforms and websites.

During the duration of the project 10 **newsletters** and 2 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 collaborated with). Additionally, a website article was posted shortly after the newsletter was sent out to give non-subscribers the chance to read it, too.

¹⁷ 1 additional press release will follow in December 2022

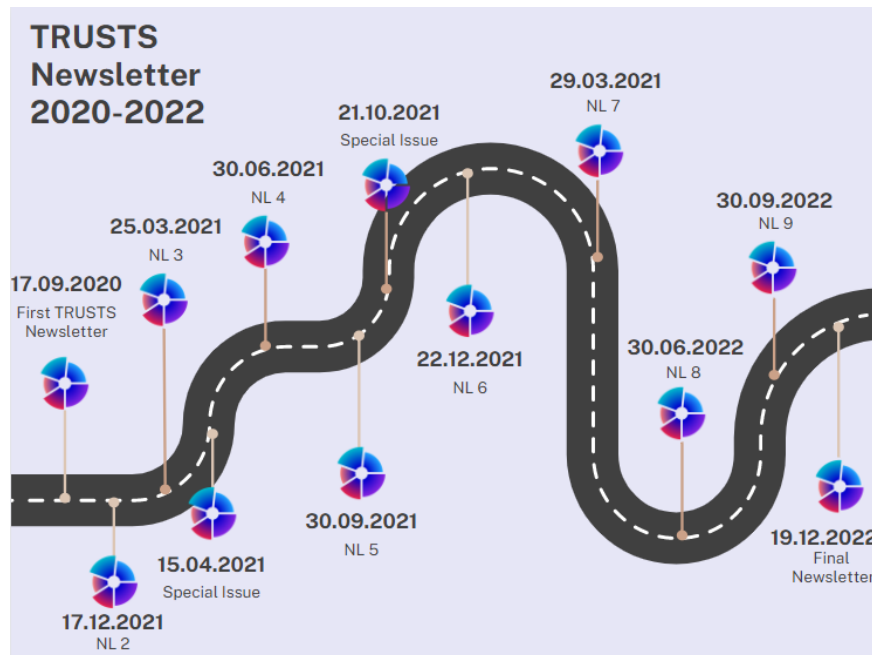


Figure 21: TRUSTS Newsletter 2020-2022

Between 2020-2022 the Consortium was successful in getting 22 **research papers** accepted (2 more will be published in 2023). All of these papers provided by the Consortium have been made available as Open Access in line with the Horizon 2020 Open Access mandate.

Table 3: Scientific publications by TRUSTS partners between 2020-2022

Type of scientific publication	Title of scientific publication	DOI, ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date, year	Publisher, Place of publication, Relevant pages	Peer-review	Open Access
Conference paper	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	2020	Springer, Research Challenges in Information Science, pp 515–521	Yes	green
Journal Article	The recent case law of the CJEU on (joint) controllership: have we lost the purpose of ‘purpose’?	0771-7784	Ducuing Charlotte, Schroers Jessica	Telecommunicatie en Recht	2020	Kluwer, Telecommunicatie en Recht, Vol. 2020; iss. 6, pp. 424 - 429	Yes	green
Conference proceeding	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	43rd European Conference on Information Retrieval (ECIR'2021)	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	Proceedings 34th Bled eConference – Digital Support from Crisis to Progressive Change	2021	University of Maribor Press, pp. 313-325	Yes	gold
Conference paper	Business Data Sharing through Data Marketplaces: A Systematic Literature Review	10.18690/978-961-286-385-9.6	Antragama Ewa Abbas, Wirawan Agahari, Montijn Van De Ven, Anneke Zuiderwijk & Mark De Reuver	Proceedings 34th Bled eConference – Digital Support from Crisis to Progressive Change	2021	University of Maribor Press, pp. 75-86	Yes	green
Journal Article	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	Process and Policy	2021	Emerald Publishing Limited, Vol 15, No. 4, pp. 377-395	Yes	green & gold
White Paper	CiTIP White Paper on Data Governance Act	https://dx.doi.org/10.2139/ssrn.3872703	Julie Baloup, Charlotte Ducuing, Emre Bayamlioğlu, Alik Benmayor, Lidia Dutkiewicz, Yuliya Miadvetskaya, Teodora Lalova, Bert Peeters		2021	KU Leuven Centre for IT & IP Law - imec	Yes	

Research Paper	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, Geert van de Kaa, Aaron YiDing, Mark de Reuver		2021	Delft University of Technology, Faculty Technology, Policy and Management	Yes	gold
Conference paper	Privacy in Open Search: A Review of Challenges and Solutions	https://doi.org/10.5281/zenodo.5887680	Samuel Sousa, Roman Kern & Christian Guetl		2021	Cornell University	Yes	green
Conference paper	Position Paper on Simulating Privacy Dynamics in Recommender Systems	https://doi.org/10.48550/arXiv.2109.06473	Peter Muellner, Elisabeth Lex, Dominik Kowald		2021	Cornell University	Yes	green
Abstract for talk	Impact of Meta Learning for Privacy-Preserving Recommender Systems	NA	Peter Muellner, Elisabeth Lex, Dominik Kowald	The Responsible AI Forum (TRAIF'2021)	2021		Yes	

Conference paper	What Drives Readership? An Online Study on User Interface Types and Popularity Bias Mitigation in News Article Recommendations	https://doi.org/10.48550/arXiv.2111.14467	Emanuel Lacic., Leon Fadljevic, Franz Weissenboeck, Stefanie Lindstaedt, Dominik Kowald	Proceedings of the 44th European Conference on Information Retrieval (ECIR'2022)	2022	Springer	Yes	green
Conference paper	Multi-Party Computation in the GDPR		Lukas Helminger, Christian Rechberger	Privacy Symposium	2022		Yes	
Conference paper	A systematic review of data management platforms		Michael Boch, Stefan Gindl, Alan Barnett, George Margetis, Victor Mireles, Emmanouil Adamakis, Petr Knoth	WorldCIST'22	2022		Yes	
Conference paper	Popularity Bias in Collaborative Filtering-Based Multimedia Recommender Systems	https://doi.org/10.48550/arXiv.2203.00376	Emanuel Lacic., Leon Fadljevic, Franz Weissenboeck, Stefanie Lindstaedt, Dominik Kowald	44th European Conference on Information Retrieval (ECIR'2022) - BIAS workshop	2022	Springer	Yes	green

Conference paper	Recommendations in a Multi-Domain Setting: Adapting for Customization, Scalability and Real-Time Performance	https://doi.org/10.48550/arXiv.2203.01256	Emanuel Lacic., Leon Fadljevic, Franz Weissenboeck, Stefanie Lindstaedt, Dominik Kowald	44th European Conference on Information Retrieval (ECIR'2022) - industry day	2022		Yes	green
Research Paper	How to keep text private? A systematic review of deep learning methods for privacy-preserving natural language processing	https://doi.org/10.1007/s10462-022-10204-6	Samuel Sousa and Roman Kern	Artificial Intelligence Review	2022	Springer	Yes	gold
Journal Article	Business Model Archetypes for Data Marketplaces in the Automotive Industry	https://doi.org/10.1007/s12525-022-00547-x	Romy Bergman, Antragama Ewa Abbas, Sven Jung, Claudia Werker, Mark de Reuver	Electron Markets	2022	Springer, Electron Markets, 32, pp. 747-765	Yes	gold
Conference paper	CryptoTL: Private, efficient and secure transfer learning	https://doi.org/10.48550/arXiv.2205.11935	Roman Walch, Samuel Sousa, Lukas Helminger, Stefanie Lindstaedt, Christian Rechberger, Andreas Trügler		2022		Yes	green

Book Chapter	Privacy preserving techniques for trustworthy data sharing: Opportunities and Challenges for future research	https://doi.org/10.1007/978-3-030-98636-0_15	Lidia Dutkiewicz, Yuliya Miadzvetskaya, Lukas Helminger, Andreas Trügler, Stefanie Lindstaedt, Hosea Ofe	Data Spaces: Design, Deployment and Future Directions	2022	Springer	Yes	Yes
Workshop Paper	The Openness of Data Platforms: A Research Agenda	https://doi.org/10.1145/356501.1.3569056	Mark de Reuver, Hosea Ofe, Wirawan Agahari, Antragama Ewa Abbas and Anneke Zuiderwijk-vanEijk	First ACM Data Economy Workshop (DE2022) ACM, New York, NY, USA	2022		Yes	
Conference Paper	Preparing Future Business Data Sharing via a Meta-Platform for Data Marketplaces: Exploring Antecedents and Consequences of Data Sovereignty	https://doi.org/10.18690/um.fo.v.4.2022	Antragama Ewa Abbas, Hosea Ayaba Ofe, Anneke Zuiderwijk, Mark de Reuver	35th Bled eConference - Digital Restructuring and Human	2022		Yes	gold
Conference Paper	Toward Business Models for a Meta-Platform: Exploring Value Creation in the Case of Data Marketplaces	TBD	Antragama Ewa Abbas, Hosea Ayaba Ofe, Anneke Zuiderwijk, Mark de Reuver	The 56th Hawaii International Conference on System Sciences (HICSS)	2023		Yes	

Conference Paper	Visualizing the risks of de-anonymization in high-dimensional data	TBD	Adamakis, E., Boch, M., Bampoulidis, A., Margetis, G., Gindl, S., Stephanidis, C.	6th International Conference on Information Technology & Systems (ICITS'23)	2023		Yes	
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In order to reach broader target audiences for the TRUSTS project, EBOS built an additional project's dissemination channel, the Knowledge Base portal. Even if this is required an extra effort, EBOS created it and aspires to handle the TRUSTS Knowledge Base with the existing effort under WP8. The [Knowledge Base portal](#) contains a large library of EU Projects' activities and outputs (public deliverables, publications), providing a large base and a one-stop info source for all players in TRUSTS' project ecosystem. Throughout the lifecycle of the TRUSTS project, the content was continuously enriched, providing a large base and a one-stop info source for all players in TRUSTS project's ecosystem. Partners from the Consortium could share related articles, informing EBOS, since only EBOS can update the portal and add content.

The Knowledge Base disseminated content to various target groups and will persist even beyond project duration. The major benefit of utilizing the Knowledge Base portal is that even after the project completion, the Knowledge Base portal stays "live" since it is implemented to host many projects and disseminate them even after their completion.

The access Link for the Knowledge Base portal is <http://www.knowledgeportalcenter.com/>, where currently six projects are hosted. A separate link, a sub-domain, for the TRUSTS knowledge¹⁸ base can also be accessed under the "Outputs" tab of the project's website as per the figure 22 below.

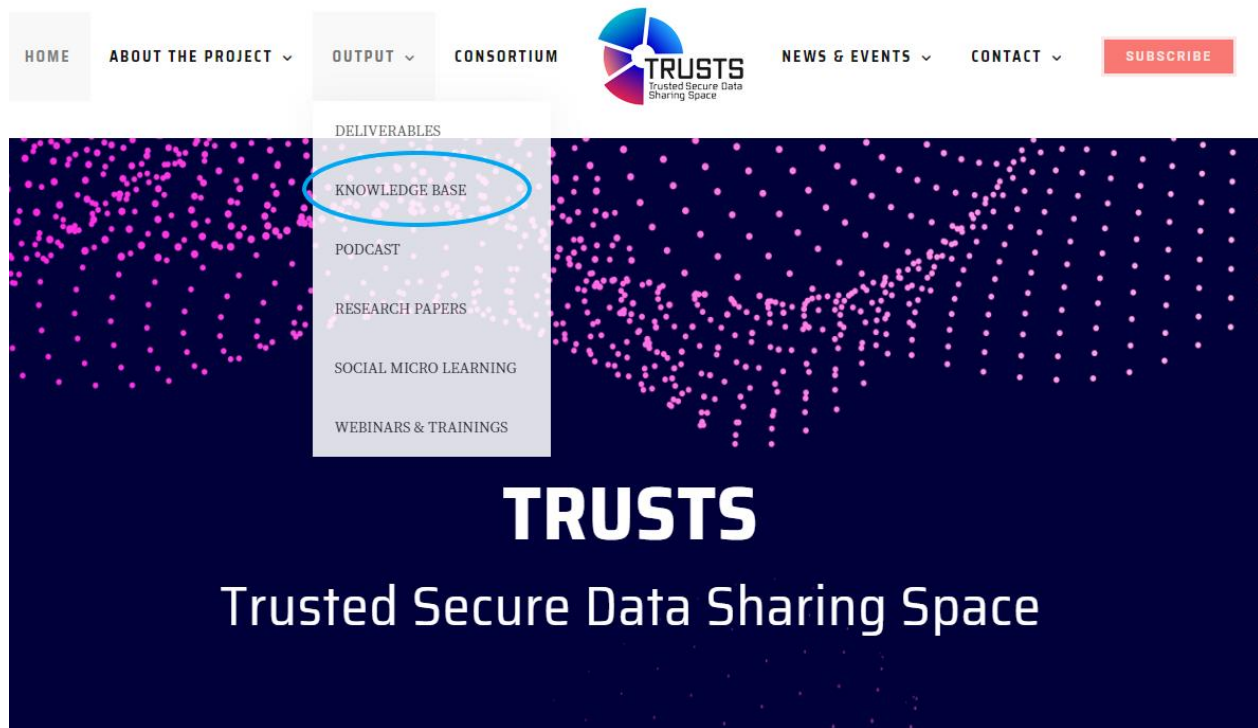


Figure 22: TRUSTS Knowledge base access

The Homepage of the Knowledge Base contains the several articles and publications as well as deliverables/outputs of the project, while a dedicated tab on the right top corner to "About" and "TRUSTS

¹⁸ <https://www.knowledgeportalcenter.com/default.aspx?articleID=12004>

project” is accessible. The “About” tab summarizes the project vision as well as its objectives, and the “TRUSTS project” tab directs the visitors to the project’s website.

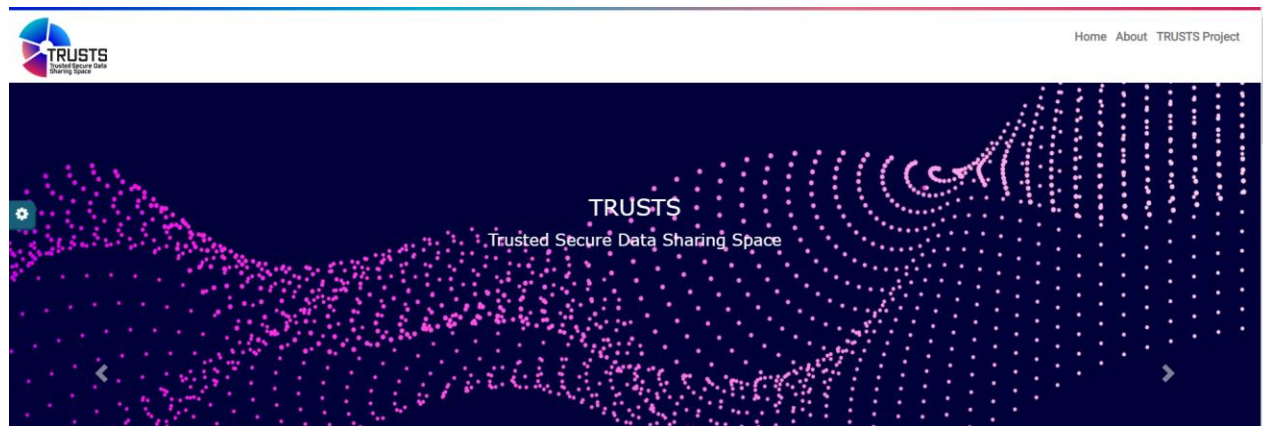


Figure 23: TRUSTS Knowledge base homepage (landing page)

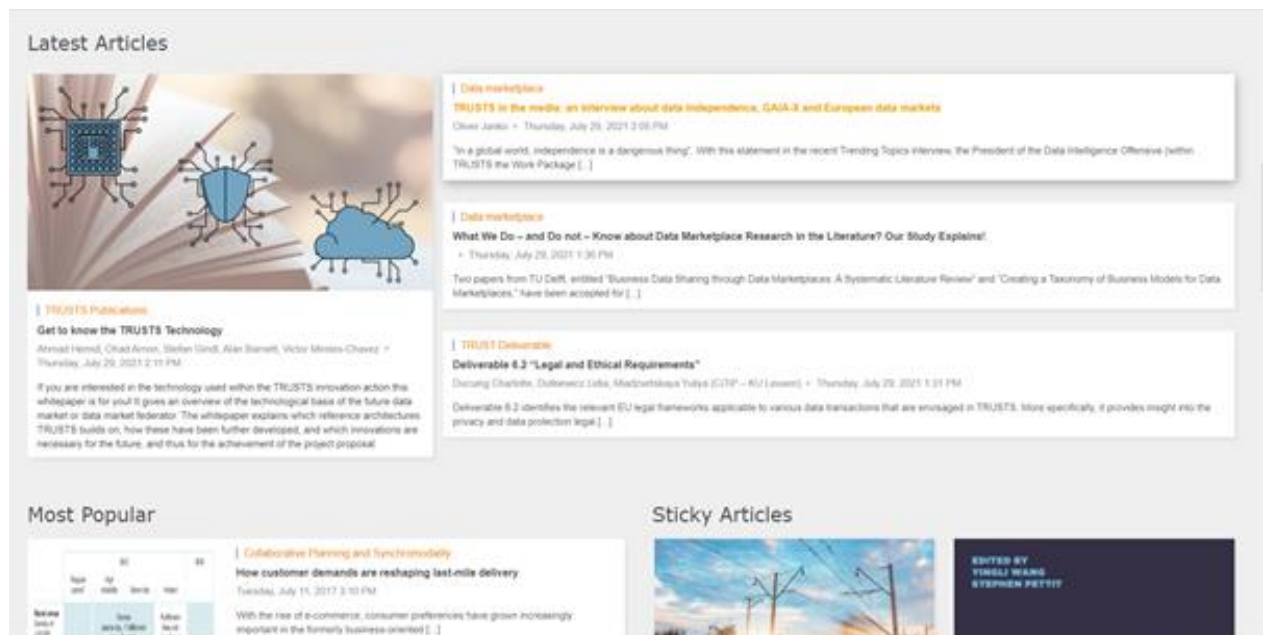


Figure 24: TRUSTS Knowledge base portal

Since the launch of the TRUSTS Knowledgebase portal in June 2020, the unique visitors were 430 while the overall page views were 664. Figure 25 illustrates the page views graph between June 2020 – 29 November 2022.



Figure 25: TRUSTS Knowledge base portal page views

TRUSTS organized two **public events** (aside from workshops and webinars), a mid-term (in March 2022, slightly delayed, it was waited until the first interesting results could be presented) to reach out to our community with tangible results and progress and a conclusive one (November 2022). In the first one, partners of the TRUSTS Consortium examined relevant aspects of business, legal and ethics perspectives as well as privacy issues when it comes to data markets and data sharing. Target group of this event were similar initiatives such as e.g. i3Market, DOME, possible follow-up project partners / initiatives as well as partners from academia, data-driven businesses, and public authorities.

The second and **final event** of TRUSTS took place at the European Big Data Value Forum 2022 to present the results of TRUSTS where the project sponsored a booth at EBDVF as well as a 60 minutes session. Under the title “Future of Europe’s Innovations: Federated Data Sharing Environments – TRUSTS” partners of the Consortium gave insights into federated data sharing environments and terms, as well as a technical shallow dive into interoperability and its importance, talked about legal frameworks for such federated environments and about how TRUSTS applied the legal and ethical rules and technical interoperability into the TRUSTS UCs.



Figure 26: The virtual mid-term event (left, also available on YouTube) and the promotion picture of the session at EBDVF22

Besides organising own events it was crucial for TRUSTS to participate in data market related events and main conferences (e.g., BDVA Dataweek, EDBVF¹⁹). **Attending events and meet-ups** enabled the Consortium to network for TRUSTS' means on an interpersonal level - live as well as online (e.g., GIS4SmartGrid 2020, Addressing normative, technical and legal challenges in the data market context, Trustworthy AI mee-tup, IDSA Winter Days, DSBA Data spaces and new regulations etc.). Events of high relevance in the European Data Community were for example the IDSA Summit 2021, which was held completely online. Two partners had the chance to talk about TRUSTS in that event. The European Big Data Value Forum 2021 (virtual) and also 2022 (live) was also a highlight. Besides, TRUSTS was part of a panel on “Using Big Data & Marketplaces to power Digital Transformation for European Ecosystems & SMEs”²⁰ within the BDVA Dataweek 2022.

¹⁹ <https://european-big-data-value-forum.eu/>

²⁰ <https://www.i3-market.eu/2022/05/11/data-week-2022/>



Figure 27: Social Media posts regarding the TRUSTS workshop at BDVA Dataweek and the participation in EBDVF 2021

Below, a detailed list of events and participation is provided.

Table 4: Excerpt of the events and meet-ups attended

Date	Event / meet-up
22-25.09.2020	The 14th International Conference on Research Challenges in Information Science
20.10.2020	data2day
23.10.2020	Three pillars for building a smart data ecosystem: TRUST, SECURITY AND PRIVACY
03-05.11.2020	EBDVF 2020
12.11.2020	Live Session: TRUSTS, in the financial industry - enabling data sovereignty beyond existing solutions
01.12.2020	AI in a new dimension
26.-27.01.2021	European Digital Innovation Hubs Conference

25-27.05.2021	Dataweek
09.06.2021	European Semantic Web Conference
22.-23.06.2021	IDSA Summit
11.-13.10.2021	OSSYM 2021- 3rd Open Search Symposium
17.02.2022	IDSA Winter Days 2022
10.-14.04.2022	ECIR2022
13.09.2022	Presentation at DBpedia Day @ Semantics 2022

In total TRUSTS organized 8 hands-on **workshops/webinars**, additionally to general events and event slots. It was important to the Consortium to depict a broad variety of topics to interested stakeholders and test out their interest in different aspects, e.g.

- introductory workshop in the first project year
- business models for data markets
- legal aspects of federated data sharing
- technical privacy preservation in federated data architectures
- learnings from the TRUSTS use cases

Average real-time viewers per webinar were 30, via additional promotion on various project channels, the consortium was able to raise that number to 98 in total (via e.g. YouTube). To the Consortium, this is a success because the personal exchange with interested parties anchors the achievements in perception and raises awareness for the possibility of further exchange with project partners.



Figure 28: Distribution of the participants per webinar/workshop

According to the ethics guidelines of an EU project, TRUSTS had a clear focus on cooperation. Therefore, TRUSTS consortium has made efforts in community building with other initiatives and exchanges with various (e.g. safe-DEED, i3-market, truzzt, Green Data Hub). Partnerships have been built and projects that started later than TRUSTS can build on existing project outputs.

4.4 Task 8.4 ‘Training and capacity building programme’ [M12-M36]

TRUSTS offered training programmes that allow SMEs and large enterprises to apply the TRUSTS Data Marketplace for their business models. Particular attention was given 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 was made available by REL to further support the training programme and increase its reach especially towards the general public.

4.4.1 Development of Task 8.4 (2020-2022)

This task started in M13, led by REL with support from DIO, SWC, G1, and NOVA (ex. FNET). It involved a training programme and e-learning materials for various stakeholders that could potentially adopt the TRUSTS data market platform within their organizations. First step was the development of 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 a popular e-learning platform - following the Human-Centered Design (HCD) approach. A variety of Training Courses are available, designed for each target group.

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. REL developed 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 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 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."

4.5 Deliverables

All deliverables of WP8 were submitted in time.

Table 5: Overview WP8 Deliverables according to the Grant Agreement

Deliverable no	Deliverable name	Lead beneficiary	Type	Dissemination 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	02/12/2021	/	Submitted
D8.5	Final Dissemination Report	DIO	R	PU	M36	16/12/2022	/	Submitted
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	31/12/2022	/	Submitted

5 Impact, KPIs

In the following table the KPIs and type of audience reached are reported. The numbers were retrieved on 1 December 2022. The KPIs defined in D8.1 were mostly overachieved. (Close) not achieved where the followers on Twitter and the participants and YouTube views per episode.

Twitter has proven to be a good channel for raising awareness of new projects and initiatives, promoting events and generally generating attention. Due to the limited number of characters, however, it was often not possible to go into the necessary depth, which is why the focus was placed on LinkedIn. Also because LinkedIn has proven to be a better social media channel in terms of exchange. Twitter is a very good supplement, but the main information exchange of the community takes place on LinkedIn.

Table 6: 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	27.882 visits/month 7.490 visitors/month	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.
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: 472 follower, 413 tweets LinkedIn: 527 follower, 349 posts YouTube: 36 subscribers, 21 posts ResearchGate: 8 follower, 12 updates	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.

Scientific publications	Number of journal and conference papers: ≥ 4 / year	20 publications	Scientific community (researchers, universities, etc.), policy makers, EU projects, media representatives.
Conference attendances		27 attendances	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.
Meet-up attendances		35 attendances	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.
Press releases	Number of press releases: 8 in total	7 press release ²¹ : 9,000 editors; 21,000 mail subscribers 477 visits on website	Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.

²¹ 1 more planned for December 2022

Newsletters	<p>Number of email newsletters: 1/ quarter</p> <p>Subscribers: ≥ 100/ year</p>	<p>10 newsletters²², 2 special issues</p> <p>975 subscribers</p> <p>Opening Rate</p> <p>1st NL: 11,82%</p> <p>2nd NL: 15,41%</p> <p>3rd NL: 13,51%</p> <p>4th NL: 14,56%</p> <p>5th NL: 17,48%</p> <p>SI 1: 14,68%</p> <p>SI 2: 17,20%</p> <p>6th NL: 15,04%</p> <p>7th NL: 15,35%</p> <p>8th NL: 14,14%</p> <p>9th NL: 13,38%</p>	<p>Scientific community, media representatives, general public, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.</p>
Podcasts	<p>Listeners: >100 listeners per episode</p>	<p>7 podcasts</p> <p>1st podcast, 28.09.2020: 247 views (YouTube, Website, Podigee)</p> <p>2nd podcast, 14.12.2020: 170 views (YouTube, Website, Podigee)</p> <p>3rd podcast, 31.03.2021: 338 views (YouTube, Website, Podigee)</p> <p>4th podcast, 27.07.2021: 240 views (YouTube, Website, Podigee)</p> <p>5th podcast, 25.10.2021: 53 views (YouTube, Website, Podigee)</p> <p>6th podcast, 02.12.2021: 79 views (YouTube, Website, Podigee)</p> <p>7th podcast, 31.08.2022: 55 views (YouTube,</p>	<p>Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.</p>

²² 10th and final newsletter will be sent out at the end of December

		Website, Podigee) average: 169 views per episode	
Webinars/ Workshops	Viewers: >100 participants and YouTube views per episode	8 webinars, 98 participants/viewers	Scientific community, media representatives, policy makers, data and service providers, data consumers, EU projects, competence centre/digital innovation hub, technology platform, data market standardisation body.

The TRUSTS Channels were developed in a satisfactory direction over the last 3 years. With increasing growth, the foundation was laid for a sustainable implementation of the topic in the community even beyond the project period.

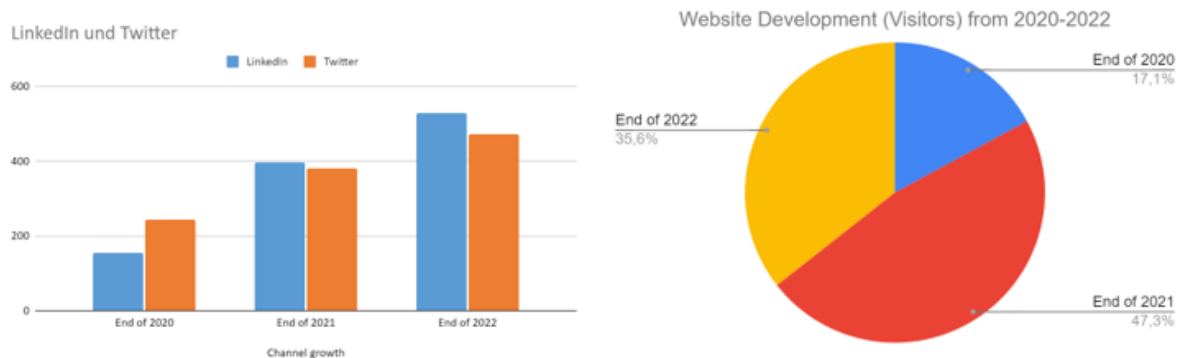


Figure 29: Development of the Social Media Channels and Podcast (left) and the Website (right)

6 Conclusions

The dissemination and communications efforts of TRUSTS bore fruits - in the sense of KPIs as well as in collaboration with other stakeholders and their interest in the project. Most of the KPIs set at the beginning of the project were exceeded, which shows that the communication strategy and approach *'Do good and talk about it'* was adequate. The Covid-19 pandemic required flexibility in the implementation of the strategy. This flexibility was ensured through a regular review and resulting adaptations. In this way, WP8 was able to ensure that processes and results, could find their way into the community in as many different formats as possible.

Do good and talk about it is the approach WP8 followed for communication and dissemination throughout the duration of the TRUSTS project. All project results were shared transparently, continuously, and proactively. The TRUSTS Consortium considered all results as relevant for different subgroups of the European Data Community.

Over the years, a network of stakeholders in the fields of data market, data sharing and data spaces was built and strengthened. Coalitions with other European research and innovation programmes (i.e., Safe-DEED, DOME4.0, i3-market, etc.) were established and expanded by the TRUSTS team.

Unfortunately, not all communication measures achieved the desired success as the social microlearning tool experienced lack of interest from the community. As a learning experience, one can take away that possible access restrictions (e.g. login) are an obstacle and that the playful access may not be suitable for all target groups.

After completion of the project, the project website will remain online with all public project results. This will ensure that the work done will continue to be available to the interested community and that the (publicly accessible) results and learnings can be used for follow-up projects and the like.

The DIO - Austria's national cooperation platform for the data community (with currently about 200 member organisations) - will continue to host the project's subpage on its own website. In addition, the contact address will remain active and maintained in case interested parties wish to have a more detailed exchange with the members of the TRUSTS Consortium. This will then also be initiated by DIO and the relevant contacts established.

Relevant results of the project that are relevant for the further development of data spaces, data markets and other federated infrastructures for data exchange will be further used by all partners in various initiatives (e.g., the Green Data Hub). The project's channels and the content on them (e.g., Twitter, YouTube) will also remain online for interested stakeholders. The TRUSTS Knowledge base portal by EBOS will also remain live after the project's conclusion.

All partners are expected to integrate the lessons learned from the project in future projects and in their communication and community efforts.

The Covid-19 pandemic has shown clearly that a project does not require as many printed materials as originally thought, as well as that online formats are in most cases very suitable for transmitting messages and project outcomes. It has shown where resources can be used efficiently and with respect to the environment (printed materials). The networking with other initiatives became very easy through the digital boost by the pandemic. This is for sure no guarantee for high quality collaborations but makes network effects faster accessible. Also, the added value from audio-visual contents became obvious (Explainer Video, podcasts, video discussions, etc.)

A critical impulse for future technology development projects on the part of the TRUSTS Consortium would be to require project collaborations with similar projects more strongly (or even mandatory) in the future in order to prevent parallel developments and to make the exchange of respective outputs (where specific efforts can be jointly developed) more impactful.