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D4.1

COMMUNICATION AND DISSEMINATION PLAN

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D4.1: Communication and Dissemination Plan

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Executive Summary

Funded by the European Union through the Digital Europe Programme, the EBSI-NE consortium comprises 24 organisations committed to amplifying the European Blockchain Services Infrastructure (EBSI) network's reach across Europe through the establishment of 18 validator nodes and the delivery of support services to stakeholders spanning 14 European countries. This initiative aligns with the European Union's long-term digital policies and blockchain strategy and furthers the development of blockchain skills and interactions among the public sector, businesses and academia.

To ensure the sustainability of this endeavour and the widespread adoption of blockchain, effective communication and dissemination is imperative. This document delineates the Communication and Dissemination Plan of the EBSI-NE project, a strategic roadmap designed to authentically convey the essence, advantages, impacts, and applications of the EBSI-NE project, both during its execution and beyond, to a broad spectrum of entities, ranging from the general public to technical experts and public institutions.

The Communication and Dissemination Plan for EBSI-NE serves several key objectives:

- Raise awareness among potential users, businesses, and governments about the ways EBSI can enhance their operations and services.
- Encourage adoption among key stakeholders, crafting tailored messages that articulate the value of EBSI to each group.
- Support innovation through the exchange of ideas among developers and businesses to collaborate on novel EBSI-based projects.
- Support the development of new products and services within the EBSI ecosystem, promoting entrepreneurship.

This Communication and Dissemination Plan is integral to the EBSI-NE project's implementation. It encompasses key messages to be conveyed, the target audiences for these messages, the communication channels to be utilised, methods and materials for message dissemination, and metrics for evaluating the efficacy of outreach activities. By adhering to this Plan, the EBSI-NE project can maximise its influence, resonating with the blockchain community and the broader public.

The communication and dissemination plan of the EBSI-NE project revolves around the 5W approach, as follows:

- Why: Purpose and intended impact of the communication and dissemination activities.

- What: Main messages to be delivered to each target audience, encompassing project updates, information, dissemination activities, benefits of EBSI and the project tangible results.
- Who: Different target audiences to ensure that communication messages are relevant and engaging.
- How: Tools and cooperation mechanisms with partner organisations, their expected roles and activities.
- Where: Messages are disseminated through different online and offline channels, including face-to-face events, social media, scientific journals and others.
- When: While communication activities last for the entire duration of the project, dissemination actions will last even after project finalisation.

Based on the elements outlined above, the Communication and Dissemination Plan (D4.1) presents the methodology as well as the objectives and scope. Then, it details how progress will be monitored through the different channels, target audiences, and messages, with corresponding KPIs. Project identity messages to convey and internal reporting rules have been also defined. Finally, an implementation plan will help to address communication objectives defining the right combination of channels, tools and mechanisms to effectively reach the target audiences and maximise impact and outreach in each phase of the project.

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ABBREVIATIONS

DEP	Digital Europe Programme
EBP	European Blockchain Partnership
EBSI	European Blockchain Services Infrastructure
EDIH	European Digital Innovation Hubs
FAQ	Frequently Asked Question
ICT	Information and communication technology
KPI	Key Performance Indicator
NGO	Non-governmental organisation
WP	Work Package

1. Introduction

This document introduces the Communication and Dissemination Plan (Plan) for the EBSI-NE project, an initiative funded by the European Union through the Digital Europe Programme. The project represents a collaborative effort by the EBSI-NE consortium, which includes 24 organisations dedicated to extending the European Blockchain Services Infrastructure (EBSI) across Europe. This expansion is marked by the establishment of 18 validator nodes and the delivery of support services to stakeholders in 14 European countries, aligning with the European Union's strategic digital policies and blockchain initiatives..

The primary purpose of this Communication and Dissemination Plan is to serve as a comprehensive guide for effectively raising awareness and enhancing the visibility of EBSI. It is designed to facilitate knowledge sharing, strengthen the network, and contribute to the formation of collaborations and partnerships within the EBSI ecosystem. The Plan is an essential tool to inform, influence, and engage multiple stakeholders, thereby amplifying the project's reach and impact.

In line with Article 17 of the Grant Agreement, the Plan underscores the obligation to promote the action and disseminate the project's results. It emphasises the importance of targeting a diverse audience and acknowledges the support of the European Union. This includes the display of the European flag and a funding statement, translated into the local languages of the participating countries, to ensure clear communication and recognition of EU support.

The Plan is meticulously crafted to outline the methods, channels, tools, and targets needed to raise awareness, promote the project's objectives, and spread its results across a broad audience. It is integral to the project's implementation, detailing key messages, identifying target audiences, and selecting the most effective communication channels. The Plan also includes methods for message dissemination and metrics for evaluating the efficacy of outreach activities.

The Plan is part of Work Package 4 (Communication and Dissemination), specifically deliverable 4.1, and complements the efforts of other Work Packages. WP1 focuses on providing communication materials based on regular meetings and reports, while WP2 and WP3 contribute messages related to the deployment of EBSI nodes and technical support.

Hence, this Communication and Dissemination Plan is not only a strategic roadmap to raise awareness about the EBSI-NE project's contributions to the Blockchain Distributed Ledger Technology market but also a tool for enhancing stakeholder engagement and encouraging the sustained use of results beyond the project's lifecycle.

2. Objectives

The Communication and Dissemination Plan aims to maximise the impact and benefits of the EBSI-NE project by reaching a broad audience, ranging from the general public to technical experts and public institutions, in a consistent way through the project's entire lifetime and beyond. In order to achieve this, concrete and measurable objectives for communication and dissemination have been defined to deliver effective information and promotion of the project's mission and results.

2.1. Communication Objectives

- CO1: to provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.
- CO2: to generate awareness in public administrations, digital companies, and governments about the potential of blockchain solutions and the set of tools offered by EBSI's services to improve public administrations and business efficiency and trust.
- CO3: to attract stakeholders in partners' ecosystems to expand EBSI's network and promote discussion and knowledge exchange among target audiences supporting the engagement with policy makers and regulators participating in multi-stakeholder initiatives to foster the uptake of blockchain in the public and private sector.
- CO4: to position / frame the project into its ecosystem by widely promoting the benefits of EBSI among providers of technology-based public services, IoT solutions for businesses all around Europe, leveraging on the partners' networks where possible.
- CO5: To support the creation of an active community of potential users and early adopters aimed to boost the uptake of blockchains by public and private sectors through the adoption of the EBSI-NE's services.
- CO6: To support targeted dissemination of the project results to prepare the ground for the exploitation of project results. Spread the output obtained during the project among civil servants, European citizens, companies and institutions, to boost its impact and project it into the future.

To ensure that the different communication objectives are effectively addressed, particular attention will be paid to adapt the communication means, the measures and the content to the needs and knowledge levels of the targeted groups as well as to the status and needs of the project. To this direction, EBSI-NE will put into action an iterative communication and learning process in which the consortium will strive to better understand its target audiences in order to focus on the channels that actually create traction for the project.

2.2. Dissemination Objectives

The overall objective of the dissemination activities in EBSI-NE is to ensure that the project creates both mid- and long- term impact by informing and making results available for the target audience.

- DO1: To ensure maximum visibility of the project solutions to attract entities in the ecosystem and foster its interaction with existing value chains.
- DO2: To timely diffuse the scientific and technological knowledge and materials produced during EBSI-NE execution and communicate about the benefits of applying them, leveraging in use cases experiences, and to build on EBSI-NE's outcomes.
- DO3: To establish liaisons with other projects and initiatives for knowledge and innovation transfer.
- DO4: To engage the targeted audiences to get feedback and validate the project's results.
- DO5: To attract European public and private organisations to the usage of decentralised technologies and to empower them to use the service developed by EBSI.
- DO6: To encourage the development of further outcomes in new initiatives.

Dissemination will be reinforced by the activities and outcomes of the Ecosystem & Sustainability Strategy (Task 4.3), which will exploit the EBSI-NE's results and will define how EBSI-NE results will impact on the market, on future developments and policy making. There will be three major strands to this activity: dissemination via EDIHs, EBSI, EBP and other vital initiatives, scientific dissemination, and policy makers' promotion. In addition, websites will be used to support both external dissemination and interaction between the project partners.

3. Methodology and Approach

In order to achieve its objectives, EBSI-NE will deploy a 360 degree communication strategy providing a consistent message through a combination of marketing mix elements and online tools to create a comprehensive view of the service offered by EBSI. We will use analytics tools, media relations, advertising campaigns, agreements with top events and intermediary institutions and work with stakeholders and influencers among other efforts. Specific actions on the Communication Strategy will follow a viral loop or process through which our audience discovers EBSI-NE and then is being incentivized to recommend it to others (inviting other users to join).

The communication and dissemination plan of the EBSI-NE project revolves around the 5W 1H approach, as follows:

- **Why:** The objectives of the communication and dissemination activities in order to measure its impact and effectiveness
- **What:** The EBSI-NE project main messages to be delivered to each target audience. These include project information, dissemination activities, expected benefits of the European Blockchain Services Infrastructure and the results of the project.
- **Who:** The Plan defines a different target audience to tailor communication messages.
- **How:** To implement the communication plan, partner organisations define tools, as well as cooperation mechanisms with expected roles and activities.
- **Where:** Messages are disseminated through different online and offline channels, including face-to-face events, social media, scientific journals and others.
- **When:** While communication activities last for the entire duration of the project, dissemination actions will last even after project finalisation. The action plan included in this section covers the whole project duration (24 months).

4. Target audience

The EBSI-NE project encompasses a broad spectrum of activities that necessitate engagement with a diverse and multifaceted target audience. The identification of these specific audiences is paramount, as it forms the bedrock for the development of effective messaging and the selection of suitable dissemination channels. Here, we delineate the primary and secondary target audiences.

4.1. Primary Target Audience

- **Representatives from EU Member States:** Representatives from Member States not participating in the consortium play a pivotal role in ensuring the accessibility of EBSI to all European countries.
- **Government Agencies (Local, Regional, National):** These governmental organisations that deliver online public services are instrumental in driving the adoption of EBSI-based solutions, making them accessible to citizens and businesses.
- **Policy Makers from Public Institutions:** Individuals responsible for developing and implementing policies that support EBSI adoption fall into this category.
- **Academia:** Researchers and educators with an interest in distributed ledger technologies form a crucial segment of the primary audience.
- **ICT Industry:** Including prominent ICT companies and developers specialising in blockchain, machine learning, and emerging technologies, these entities are essential contributors to the development of novel EBSI-based applications and services.
- **Business and Consumer Organizations:** Organisations representing both businesses and consumers play an essential role in raising awareness of EBSI and advocating for its potential benefits.
- **European Mobility Initiatives:** Specific European initiatives aimed at facilitating the mobility of citizens and workers are vital members of the primary target audience.
- **European Blockchain Partnership (EBP):** Serving as the primary body supporting interoperability and the deployment of blockchain-based services across EU nations, the EBP is integral in ensuring that the results of EBSI-NE align with national requisites. Every consortium member has received backing from their respective national representatives within the EBP.

4.2. Secondary Target Audience

- **Non-Governmental Organisations (NGOs):** NGOs wield significant influence in raising

awareness of EBSI and its potential societal benefits.

- **International Bodies:** International organisations constitute an important segment within the secondary audience.
- **Legal and Ethical Entities:** Entities dealing with legal and ethical matters are part of this audience.
- **Investment and Entrepreneurial Community:** Members of the investment and entrepreneurial community are key stakeholders in the secondary target audience.
- **General Public:** It is essential to cultivate awareness of EBSI among the general public, ensuring that people comprehend its potential advantages and can utilise it to access services and products.

Understanding the intricacies of these diverse target audiences is foundational to the success of our Communication and Dissemination Plan. This understanding shapes the type of key messages to be conveyed and guides the selection of the most suitable channels for maximum impact. The following sections will elaborate on how we intend to reach and engage with these distinct audience segments, differentiating between the objectives of communication activities and dissemination efforts.

Table 1: Target audience matrix

Audience Segment	Comm.	Diss.	Relevance	Strategy
Government Agencies		X	They provide online public services, so they are key to the uptake of EBSI technology.	Organise periodic briefings and workshops to inform and engage representatives on EBSI-NE's benefits.
Policymakers from public institutions	X		They create an enabling environment for EBSI's growth through supportive legislation and regulation.	Engage in policy dialogues, share research findings, and highlight the alignment of EBSI-NE with digital policy objectives.
EU institutions	X	X	They shape the regulatory environment, policy frameworks, and funding mechanisms related to blockchain technology and digital services in Europe.	Establish regular communication channels, participating in policy dialogues, showcasing alignment with EU programs, presenting project results, and seeking endorsements.

EU Member States representatives		X	They need to be informed about EBSI's accessibility for their countries. These representatives can advocate for the project's importance within their respective nations.	Organise periodic briefings and workshops to inform and engage representatives on EBSI-NE's benefits.
Academia and researchers	X	X	They can contribute to the blockchain knowledge ecosystem through research and human capital.	Organise conferences, publish research papers, and establish academic partnerships to foster collaboration.
ICT industry representatives and developers of blockchain		X	They can uptake the technology to scale it up and develop innovative solutions with the EBSI network.	Provide developer resources, and promote EBSI as a platform for blockchain innovation.
Business and consumer organisations		X	They can advocate for EBSI adoption among their members, especially based on the benefits to cross-border services.	Collaborate on awareness campaigns, share success stories, and engage in advocacy efforts.
Thematic networks and initiatives	X	X	Shaping and implementing the project, ensuring alignment with EU blockchain initiatives.	Maintain close collaboration, and engage in technical discussions to ensure seamless integration.
General public	X		They need to understand the benefits of EBSI, its use cases and how they can utilise it.	Conduct public awareness campaigns, and engage with the media to explain EBSI's benefits to the average citizen.
NGOs	X		To raise awareness and advocate for EBSI's societal benefits.	Engage in public discussions, and share case studies of how EBSI benefits communities.
International organisations		X	They can promote EBSI as a model for blockchain-based services beyond Europe.	Participate in international forums, seek endorsements, and share EBSI's success stories with a global audience.

5. Narrative

5.1. Core Messages (5W)

The main communication messages revolved around the 5W approach to present what the EBSI-NE project entails, when and where it is implemented and has an impact, to whom it should matter and why it is relevant for stakeholders. Below there are the key messages to be spread to all target audiences. These messages respond to the main objective of giving visibility to the EBSI-NE project.

- **What:** The EBSI-NE consortium is an EU-funded initiative of 24 organisations from 14 European countries that strengthens the European Blockchain Services Infrastructure (EBSI) through the creation of new validator nodes and the provision of technical service.
- **Who:** The EBSI-NE consortium is made of 24 organisations from 14 European countries, including government agencies, public institutions and academia, with extensive experience in Distributed Ledger Technologies.
- **When:** The EBSI-NE project implementation stage spans during 24 months, starting from May 2023.
- **Where:** The EBSI-NE project is implemented in 14 countries that adhere to the European Blockchain Partnership (EBP).
- **Why:** The EBSI-NE project contributes to developing a European public system that stores information in a trusted, decentralised way, allowing for new forms of verification, traceability and transparency for citizens in different areas including education, social security, financing, among others.

5.2. Benefits of EBSI-NE project

The second group of key messages relate to the benefits of the EBSI-NE project based on its characteristics.

- The EBSI-NE project enhances the performance, robustness, resilience, security and sustainability of the EBSI network by leveraging industry best practices and technical knowledge.
- The EBSI-NE project will establish, deploy and operate 18 new validator nodes in the EBSI production network.
- The hardware and software purchased for the pilot infrastructure will serve for new initiatives in EBSI developments.
- The EBSI-NE project will provide through its 24 partner organisations technical services to all

relevant stakeholders across regions.

- The EBSI-NE consortium goes the extra mile by putting in place voluntary actions to increase the performance, adoption and development of the EBSI network through the integration of SIEM tools, the development of tailored tests to improve robustness, the creation of tools to facilitate adoption, the development of a framework to qualify EBSI nodes as trusted e-ledgers for eIDAS.
- The consortium partners that operate an EBSI production node are supported by the European Blockchain representative of their respective country which ensures accountability and technical soundness.

5.3. Benefits of EBSI services and network

A third group of key messages will promote EBSI and its multiple benefits for different target audiences, as presented in Table 2. These messages will be created in partnership with the EBSI network while adapting existing communication material.

Table 2: Benefits of EBSI according to each target audience

Benefits	Target audience
<ul style="list-style-type: none"> • Facilitate citizens' mobility in Europe to study, work and grow through the exchange of verifiable credentials in the blockchain. 	<ul style="list-style-type: none"> • General public
<ul style="list-style-type: none"> • Ensure sharing information that is verified and trustworthy with strict standards of security and availability. 	<ul style="list-style-type: none"> • Public administrations
<ul style="list-style-type: none"> • Anyone in Europe can become an EBSI Node, provided that it abides by EBSI's Governance rules, respects its General Conditions for Node Operators, and it is approved by the European Blockchain Partnership. 	<ul style="list-style-type: none"> • ICT providers • Universities/ educational establishments
<ul style="list-style-type: none"> • Decentralised network of nodes all across Europe, which ensures a robust infrastructure with no single point of failure as opposed to centralised systems. 	<ul style="list-style-type: none"> • Public administrations • End users
<ul style="list-style-type: none"> • Create business opportunities for cross-border services, e.g. Education, Social Security, SMEs, Anti-counterfeiting, Financing 	<ul style="list-style-type: none"> • Businesses • ICT companies
<ul style="list-style-type: none"> • Open to any EU organisation to pilot new credentials, implement existing ones or propose new use cases. 	

<ul style="list-style-type: none"> As verifiers, organisations can improve their recruitment process by significantly reduce verification costs 	<ul style="list-style-type: none"> Employers
<ul style="list-style-type: none"> As an issuer, an organisation can provide educational credentials to enrich their services. 	<ul style="list-style-type: none"> University and educational establishments Professional associations
<ul style="list-style-type: none"> As wallet providers, an organisation can build a pan-European wallet ecosystem and transform your wallet into an EBSI conformant one. 	<ul style="list-style-type: none"> IT service provider
<ul style="list-style-type: none"> Your organisation can be a Trusted Accreditation Organisation (TAO) or issuer of verifiable IDs. 	<ul style="list-style-type: none"> National authorities
<ul style="list-style-type: none"> As holder of digital credentials, e.g. your transcript of records and degrees 	<ul style="list-style-type: none"> Students Workers

5.4. EBSI-NE Results

For dissemination purposes, the EBSI-NE project will spread its results and best practices to a wide audience of relevant stakeholders with tailor-made key messages that focus on the different outcomes of the project based on pre-agreed milestones and deliverables. In particular, these messages will portray the progress made and highlight the key features of EBSI-NE including reliability, safety and sustainability of the EBSI nodes for visibility and uptake from stakeholders.

Key elements to communicate are:

- The EBSI-NE node operators received formal approval from the national EBP representative to be eligible to implement EBSI nodes (Milestone 7).
- The EBSI-NE partners have the ISO 27001 certification stating that the node operator has proper security policy implemented in the organisation (Milestone 10).
- The EBSI-NE project developed a network that is reliable and resistant to attacks thanks to the creation of a context-aware security layer inside EBSI, including defence against DDoS attacks (Milestone 9).
- The nodes and its infrastructure proved their strength and reliability through extensive testing that includes 24 hours “burn-in-test” to detect failures and misconfigurations (Milestone 12).
- Consortium recommendations to further develop the EBSI ecosystem. These messages present the EBSI-NE project suggestions for ICT developers, the European Commission and

EBSI network on how to further strengthen its robustness, sustainability and results. WP3 will provide the content and ideas on these key messages based on deliverable 3.1 (Milestone 13).

- Synergies between national initiatives and EBSI. The EBSI-NE project will identify potential synergies between EBSI and national initiatives. This information should reach public administrations, the European Commission, the EBSI network and ICT developers to allow further development of these opportunities. WP3 will contribute with input on this topic as part of deliverable 3.3.
- Trust service providers self assessment and training materials for trust service providers (Milestone 14).

5.5. Potential Use Case

These messages will convey the different current uses of EBSI, as well as call stakeholders for the development of new cross-border use cases and services for public and private entities across business, administration, audit, diploma, identity, customs, financing and social security. The use-cases are:

- **Verifiable credentials:** EBSI can be used to create and issue verifiable credentials, which are tamper-proof digital certificates that can be used to prove a person's identity, qualifications, or other attributes. Verifiable credentials can be used in a wide range of applications, such as education, employment, healthcare, and travel.
- **Track and trace:** EBSI can be used to track the movement of goods and services through supply chains, from raw materials to finished products. This can help to improve transparency and accountability, and to reduce fraud and counterfeiting.
- **Trusted data sharing:** EBSI can be used to share data securely and confidentially between different parties. This can help to improve collaboration and efficiency, and to reduce the risk of data breaches.
- **Self-sovereign identity:** EBSI can be used to create and manage self-sovereign identities, which are digital identities that are owned and controlled by the individual. Self-sovereign identities can help to give people more control over their personal data and to reduce the need for third-party identity providers.

In addition to these key use cases, EBSI can also be used to support a wide range of other applications, such as:

- **Public services:** EBSI can be used to improve the delivery of public services, such as social security, healthcare, and education.



- **Financial services:** EBSI can be used to improve the efficiency and security of financial services, such as cross-border payments and trade finance.
- **Supply chain management:** EBSI can be used to improve the transparency and efficiency of supply chains.
- **Intellectual property management:** EBSI can be used to protect intellectual property and to prevent counterfeiting.

6. Activities

In order to achieve the communication and dissemination, the following section provides a complete overview of the specific activities, the partner organisations' roles as well as a timeline for implementation. This structure is designed to offer a comprehensive roadmap for the project's communication and dissemination efforts. The activities will be monitored based on the KPIs and indicators defined in Section 8 Monitoring and Evaluation.

6.1 Visual Identity and Logo

We will create a distinct logo and visual identity that encapsulates the core mission of EBSI-NE. The visual identity will be presented in a branding guide to maintain consistency across all communication channels and partners.

6.2 Project Website

We will design and execute a comprehensive website featuring project aims, partner information, engagement avenues, and resource materials. The website domain is ebsi-ne.com. The website will include the following sections:

- **About us:** it will outline the main objectives and outcomes of the EBSI-NE project, including a brief overview of each partner organisation and EBSI. The section includes the outline of the work packages and the governance structure.
- **Resources:** it will display the communication strategy, as well as factsheets and material about EBSI and its benefits. This section will also spread publications of the European Commission on blockchain.
- **News:** the EBSI-NE consortium will publish periodic updates regarding its main activities and results. News will also be sent in the form of newsletters which will be sent to subscribers. Stakeholders will have the opportunity to sign up to the newsletter through a specific form. News will be translated into each partner organisation's language.
- **Events:** All relevant invitations to events and demystifying seminars will be published in this section. Each description will have a registration form for stakeholders to express their interest and have access to the seminars.
- **Get involved:** This page presents the different opportunities for interested stakeholders to engage with the project - FAQs, Seminars, Stakeholder database, and Newsletter. The sections are linked to registration forms and to the contact us tab.

- **FAQs:** The tab gathers all the most relevant questions regarding the project and EBSI, as well as technical requirements and details on how to become a node operator and how APIs work. The section will be updated during the project implementation
- **Contact form:** In this section, users will be able to get in touch with the EBSI-NE consortium to raise questions, make recommendations or complaints.

6.3 Support Subdomain

In addition to the project website, the EBSI-NE consortium will launch a support-focused subdomain to provide stakeholders with technical assistance, managed by consortium technical partners. The subdomain is support.ebsi-ne.com

6.4 Brochure and Flyers

As part of the communication activities, the EBSI-NE consortium will produce informative brochures and flyers to promote EBSI-NE, encourage engagement, and facilitate collaborations. Access Advisors will lead the drafting and production of the first one-pager about the EBSI-NE project which will be the first document to be used for dissemination purposes. The document will adapt to the visual identity and templates available.

6.5 Social Media Campaigns

The EBSI-NE project will establish a social media presence on LinkedIn to reach the technical and specialised audience that could take part or benefit from EBSI. The EBSI-NE project will use as main hashtags - #EBSI-NE and #EBSI. The creation of content will follow a common calendar to allow all partners to replicate the content in their own channels and in their national languages.

6.6 Press Releases

When relevant for the communication objectives, the consortium will decide to issue press releases to herald significant project developments, distributed via social media and the project's website. The press releases will be available in the News section of the project website, as well as shared on LinkedIn. All partner organisations will be asked to spread this information throughout their online channels.

6.7 Scientific Publication

Beyond the general public, the EBSI-NE project aims to support the development of scientific knowledge on the blockchain and its applications. Hence, academic partners will spearhead the dissemination through scholarly articles, ensuring alignment with the project's collaborative ethos.

6.8 Event Calendar

The EBSI-NE consortium will compile and circulate a calendar of relevant events for consortium members to organise or attend. The calendar will be published in a shared repository on SharePoint to allow partners to add any relevant initiative. In addition, monthly meetings will be organised to discuss upcoming events and define a common strategy to present EBSI-NE to different target audiences.

6.9 Demystifying Seminars

Partner organisations will conduct 15 Engagement and Awareness Seminars to educate on EBSI benefits, with each Member State hosting a session in their language. This task is coordinated by UPT which will define the overall structure and content of the webinars. Each partner will then adapt it to their national circumstances and specific training needs.

6.10 Translation of Content

Partner organisations will ensure all communication materials are accessible in consortium partners' languages, starting with an English master copy. The communication materials that will be provided in all partner languages will be:

- Press releases
- News
- Fact Sheet about EBSI-NE
- Social media posts

6.11 Stakeholder Engagement

The EBSI-NE consortium will engage with relevant stakeholders to enhance visibility and synergize with broader EBSI-related activities. As a starting point, the EBSI-NE team will reach out to the EBSI communication team to align the project activities with the general strategy to make use of available channels and materials.



Table 3 illustrates the tentative allocation of activities and content creation among partner organisations. The action plan included in this section covers the whole project duration (24 months).

Table 3: Communication and Dissemination Activities Planning

Activity	Type	Date	Responsible partner (s)	Setup phase			Development phase			Expansion phase		Consolidation phase		Finalisation phase	
				M1 - M2	M3 - M4	M5 - M6	M7 - M8	M9 - M10	M11 - M12	M13 - M14	M15 - M16	M17 - M18	M19 - M20	M21 - M22	M23 - M24
Kick-off meeting	Event	June 2023	SGAD												
Create project visual identity and branding guide	Other	September 2023	Access Advisors												
Create LinkedIn profile	Platform	September 2023	Access Advisors												
Create project website and support subdomain	Platform	October 2023	Access Advisors												
Update project website	Platform	November 2023 - September 2025	Access Advisors												
Update FAQs	Platform	November 2023 - June 2025	Technical body												
Social media content calendar	Communication material	From November 2023	Access Advisors												
Create social media posts (LinkedIn, X-Twitter)	Communication material	October 2023 - September 2025	Access Advisors HATZ RBI												
Translation of communication material	Communication material	January 2024 - September 2025	All EBSI-NE Partners												

Publish press releases	Communication material	October 2023 - September 2025	Access Advisors															
Create project brochure	Communication material	November 2023 - January 2024	Access Advisors															
Meeting with EBSI communication team	Communication material	October 2023	Access Advisors															
Create events calendar	Communication material	From December 2023	Access Advisors															
Organise demystifying public seminars	Event	November 2023- June 2025	UPT, all partners															
Publish newsletters	Communication material	October 2023 - June 2025	Access Advisors															
Publish papers in academic	Communication material	March 2024 - June 2025	Access Advisors															
Attend relevant industrial fairs, scientific events	Event	October 2023 - September 2025	All EBSI-NE Partners															
Report communication progress and results	Report	September 2024 and 2025	Access Advisors															
Organise final conference	Event	September 2025	Access Advisors															

7. Channels and Tools

Communication channels will inform, influence and facilitate collaborations. Project foresees the establishment of online channels (social media presence, including LinkedIn, Twitter and YouTube) and offline channels (organisation of events, participation to events, exhibitions, flyers distribution) to disseminate the messages of the project. Offline channels will ensure deeper connection, more advanced collaboration and partnership building, whilst online channels will create the buzz, raise awareness of EBSI-NE in a larger crowd and pave the initial ways to form a collaboration. The online communication channels will be taken care of in Task 4.3 by Access Advisors with the support of SGAD, HATZ and RBI.

7.1. Online

- **EBSI-NE Website:** The project's central online hub for disseminating information, hosting events, and providing stakeholders with news, best practices, documentation, and support tools related to EBSI and its network. It will also offer resources for EBSI usage and node setup, including FAQs from the technical help-desk in WP3.
- **Social Media platforms:** LinkedIn, X-Twitter, YouTube engages with professionals and the general public through tailored posts, utilising specific platforms and hashtags. It shares project updates, news, and engages with diverse audiences based on platform demographics.
- **Online Webinars and Workshops:** Virtual sessions for knowledge dissemination, collaborative discussions, and skill development. It provides interactive learning and information sharing opportunities.
- **Emails, Newsletters and Bulletins:** Digital communication channels for disseminating project updates, news, and key information. It regularly informs stakeholders and partners about project developments.
- **Promotional material:** All promotional material will be made available to partners through the internal repository set up by SGAD and SKS in WP1. Partners will exchange and community their press releases, publications, interesting funding schemes, EU policy updates and similar material.
- **Open libraries and platforms:** Relevant training courses, code, software, research data (that is non- commercially sensitive), and knowledge will be published into existing open

libraries/platforms such as the European Open Science Cloud, GitHub, the Horizon Results Platform and Digital Skills and Jobs Platform.

7.2. Offline

- **Flyers / Brochure / Posters:** Promotional printed material to present the initiative. There will be an introductory brochure describing the project.
- **Press release and articles**
- **Business journals:** Partners will publish research articles that highlight the key findings, impacts, and successes of the EBSI-NE project. These publications will highlight how EBSI-NE results can benefit businesses, improve efficiency, reduce costs, or enhance security.
- **Engagement and Awareness Seminars:** The EBSI-NE project will organise 15 half-day open events with expert speakers, focusing on the topic of EBSI (network, purpose, use cases, following the 5W1H approach) to demystify use, benefits and opportunities EBSI network and service bring to society.
- **Final conference:** The event will showcase all projects results to ensure visibility and uptaking even after project completion.

7.3. Attendance & participation in events

Members of the consortium will attend various international and national professional conferences, industrial fairs, scientific events, among others (Task 4.6) to present the EBSI-NE project to specific audiences, tailoring messages based on their specific needs and interests.¹ We present in Table 4 a non-exhaustive list of events that are important for the dissemination of EBSI-NE activities and results throughout the project.

Table 4: List of upcoming relevant international and national events

Event	Date	Place
European Blockchain Convention ¹	25-26 October 2023	Barcelona, Spain
World Blockchain Summit ²	1-2 November 2023	Dubai, United Arab Emirates

¹ The costs of participation to conferences outside Europe or associated countries are not eligible, unless after prior approval and in very exceptional and well justified cases.

AIBC Summit Europe ³	13-17 November 2023	Attard, Malta
Block World Tour 2023 ⁴	20-21 November 2023	Madrid, Spain
Web3 & Blockchain Conference ⁵	28-29 November 2023	Zaragoza, Spain
World Blockchain Summit ⁶	23-24 November 2023	New Delhi, India
World Blockchain Summit ⁶	13-14 December 2023	Bangkok, Thailand
Blockchain Life 2024 ⁷	15-16 April 2024	Dubai, UAE
6th International Congress on Blockchain and Applications ⁸	26-28 June 2024	Salamanca, Spain
Blockchain Expo Europe 2024 ⁹	1-2 October 2024	Amsterdam, Netherlands
ICSCB 2024: International Conference on Smart Contracts and Blockchain ¹⁰	8-9 November, 2024	Dubai, UAE
ICBHC 2024: International Conference on Blockchain for Healthcare Computing ¹¹	11-12 November 2024	Rome, Italy

Information about internal and external events related to the project topics will be set up in WP1 by SGAD and SKS, so that partners will be able to exchange information about events and support each other in dissemination action to ensure a far-reaching effect.

8. Monitoring and Evaluation

The Communication and Dissemination Plan will be monitored to determine the reach and engagement with the target audience of the communication activities thus allowing calibrating key messages and strategies based on results. Table 5 shows the key performance indicators associated with each activity as well as the target to be reached by the end of project implementation.

Table 5: Key performance indicators and targets for each activity

Activities	KPIs	Tool	Target	Tasks
Social media engagement	<ul style="list-style-type: none"> Number of followers Number of posts Engagement rate 	<ul style="list-style-type: none"> Social media metric dashboard 	<ul style="list-style-type: none"> 500 social media followers 40 social media posts 	T4.3 T4.4 T4.6 T4.7
Website traffic	<ul style="list-style-type: none"> Number of visits (web analytics) Average stay time 	<ul style="list-style-type: none"> Google analytics 	<ul style="list-style-type: none"> 1000 unique website users 120s average stay time. 20 news published on website 	
Events participation	<ul style="list-style-type: none"> Number of event participants 	<ul style="list-style-type: none"> Event calendar Event attendance reporting Satisfaction surveys 	<ul style="list-style-type: none"> 15 public demystifying seminars organised 50 participants per demystifying seminar 400 active participations 	
Brochures	<ul style="list-style-type: none"> Number of brochures 	<ul style="list-style-type: none"> EBSI-NE project repository 	<ul style="list-style-type: none"> 1 introductory brochure 	
Media relations	<ul style="list-style-type: none"> Number of press releases published 	<ul style="list-style-type: none"> Newspapers and online news outlets 	<ul style="list-style-type: none"> 4 media press releases 	
Publications	<ul style="list-style-type: none"> Number of professional publications Number of academic citations 	<ul style="list-style-type: none"> Journals website Academic databases 	<ul style="list-style-type: none"> 2 professional publications published (conferences/ journals) 5 citations per year 	
Networks	<ul style="list-style-type: none"> Number of new projects and initiatives 	<ul style="list-style-type: none"> Written agreements 	<ul style="list-style-type: none"> 5 new projects/ initiatives/networks liaised with 	T4.5

8.1. Reporting and approval processes

To maintain the quality and relevance of our outreach materials, a review committee will be established. This committee will consist of representatives from key project tasks and will review and approve all materials prior to public dissemination. This will ensure that our communication is consistent and aligns with our project goals. The materials and publications will then undergo an internal review process which consists in approval from all WP4 members during periodic meetings. This process will ensure that the outputs have the expected quality and comply with the initiative general objectives and results. In addition, WP4 leader (Access Advisors) will submit technical reports to the Coordinator (COO), as well as inform about any delays in planned deliveries following a specific procedure established in the Quality Assurance and Risk Management Plan (deliverable 1.2).

9. Risks & Risks Management

Risk	Probability	Severity	Mitigation Measures
Low Monthly Visits to Project Website	Medium	Moderate	Increase content updates, and invest in SEO
Low Engagement on LinkedIn Posts	Low	Moderate	Reevaluate content strategy and post at optimal times
Low Reads and Citations in Academic Networks	Low	High	Cross-promote in other academic platforms and social media
Poor Booth Traffic at Industry Conferences	Medium	High	Better pre-event marketing and on-site promotions
Low Attendance at Academic Seminars	Low	Moderate	Send personalised invites and provide incentives for attendance
Poor Policymaker Turnout at Roundtables	High	High	Leverage networks and directly engage with offices prior to event
Negative Community Feedback	Low	High	Conduct regular community surveys and adapt strategies accordingly
Lack of Media Coverage for Press Releases	Medium	Moderate	Engage in direct pitching to journalists
Low Engagement on Opinion Articles	Medium	Low	Promote through multiple channels and adapt content style
Low Newsletter Open Rate	Low	Moderate	A/B testing for subject lines, content optimization
Poor Annual Report Downloads	Low	Moderate	Promote via multiple channels and offer executive summaries

10. Collaboration Mechanisms and Synergies

The Communication and Dissemination Plan integrates multiple Work Packages and Tasks across the project for a comprehensive and coherent approach, as shown in Figure 1. Table 6 outlines the shared activities as well as the collaboration mechanisms in place.

Figure 1: Collaboration among Work Packages and Tasks

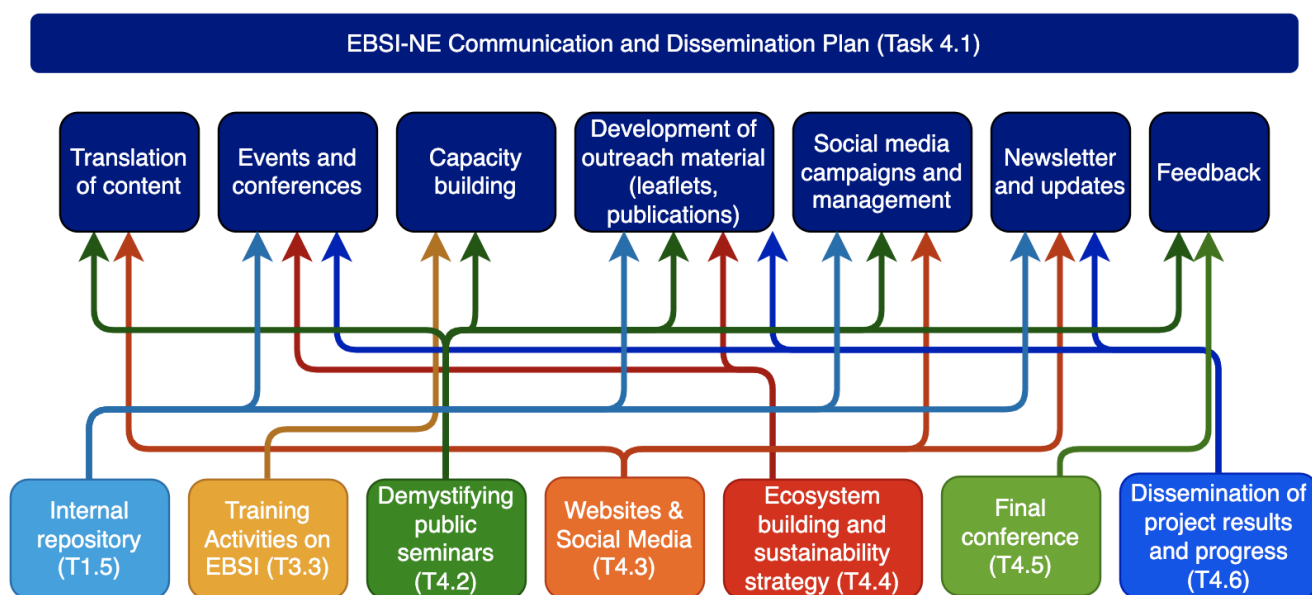


Table 6: Synergies, partners and collaboration mechanism

Activity	Collaborating task	Partners	Collaboration mechanism
Internal repository	1.5	SGAD SKS	Regular communication to ensure that the information is uploaded to the repository and shared within the consortium.
Project website	4.3	Access Advisors SGAD HATZ RBI	Monthly regular meetings with WP4 partners to align activities and tasks.
Social media	4.3	Access Advisors	Monthly regular meetings with WP4

		SGAD HATZ RBI	partners to align activities and tasks.
Training activities	3.3	UPT; SIS; SKS; UPT; UEFISCDI; DIGDIR; SIN; NASK; CERTH; Veloxoft LTD; TU Delft ; Access Advisors ; MIRRI; HOWEST; HATZ	Common strategy to promote and present the training activities to relevant stakeholders.
Publications	4.6	Academic parties	Monthly regular meetings with WP4 partners to align activities and tasks. Academic parties will be asked to contribute to the strategy.
Press releases	4.6	Access Advisors	Monthly regular meetings with WP4 partners to align activities and tasks.

In order to ensure an effective collaboration among Work Packages and partner organisations as outlined in Table 5, we streamline internal communication channels for the creation and dissemination of various communication materials. The communication and dissemination materials will be developed by the WP4 leader (Access Advisors) with the support and participation of all consortium members, with a special participation of SGAD, UPT, HATZ, RBI. Each partner will support specific duties for content generation or information provision thereby enhancing accountability and efficiency in our outreach and engagement activities.

11. Conclusion

In conclusion, this document outlines the Communication and Dissemination Plan, which will ensure that the progress achieved within the EBSI-NE project is disseminated, shared, and understood by a diverse range of entities, from the general public to technical experts and public institutions. The Plan serves as a vital strategic roadmap for authentically conveying the essence, advantages, impacts, and applications of the EBSI-NE project. This plan is an integral component of WP4 Communication and Dissemination, specifically deliverable 4.1.

Key objectives of the Communication and Dissemination Plan include raising awareness about EBSI, encouraging adoption among key stakeholders, supporting innovation, and promoting entrepreneurship within the EBSI ecosystem. The scope of this plan encompasses key messages, target audiences, communication channels, dissemination methods and materials, and metrics for evaluating outreach effectiveness. By adhering to this plan, the EBSI-NE project can maximise its impact, resonating with both the technical blockchain community and the broader public.

Effective communication and dissemination, facilitated through appropriate channels and materials, will not only raise awareness about the EBSI-NE project's contribution to the Blockchain Distributed Ledger Technology market but also enhance stakeholder engagement and stimulate the use of EBSI-NE results well beyond the project's lifecycle. Success in dissemination relies on comprehensive knowledge and engagement of potential and relevant stakeholders, along with optimal channel selection and effective interactions.

In summary, this Communication and Dissemination Plan outlines the methodology, objectives, and scope, details progress monitoring, target audiences, and messages, and concludes with implementation details and references. It is a crucial document for ensuring the success and lasting impact of the EBSI-NE project.

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