

# TRUSTCHAIN OC3: ECONOMICS AND DEMOCRACY

## First webinar for Applicants

TRUSTCHAIN Consortium

18/12/2023

# TRUSTCHAIN

# TRUSTCHAIN IN BRIEF

## TRUSTCHAIN - Fostering a Human-Centred, Trustworthy and Sustainable Internet

- European project - Horizon Europe Research and Innovation Programme (call topic CL4-2022-HUMAN-01-03).
- Member of the European Commission's Next Generation Internet initiative (NGI)
- Cascade funding project launched in January 2023

**Up to 8,775 M€ funding and mentoring program with best international experts in their field as well as access to divers' support services** (e.g., business development training, legal and regulatory training, communication support) **and infrastructure** (e.g., Alastria Blockchain)



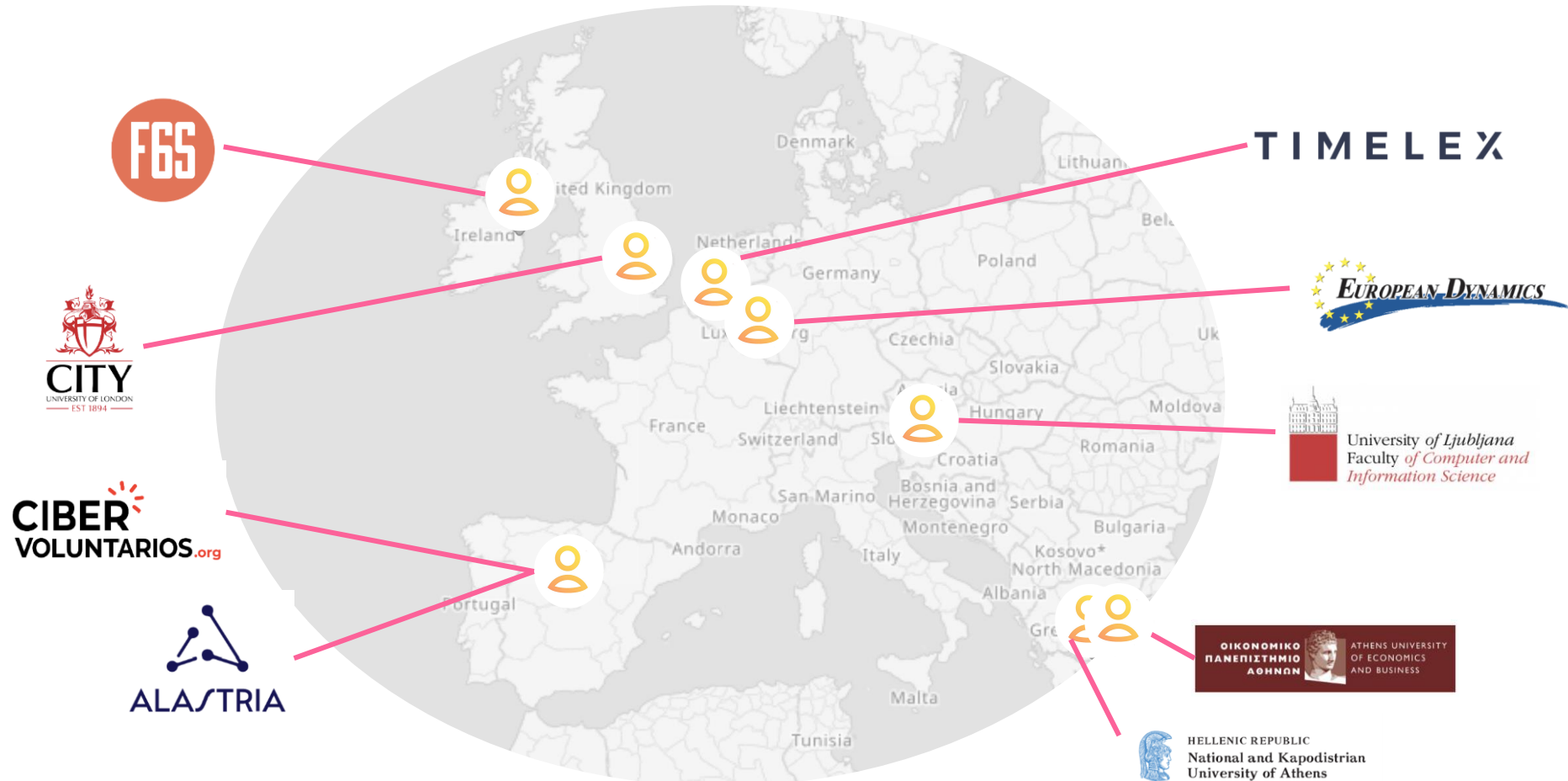
### Overall objective:

To achieve a human centered, trustworthy and sustainable decentralised internet

To empower innovators and end users **through 5 Open Calls** to create a portfolio of Next Generation Internet protocols and an ecosystem of decentralised identity management software solutions that are transparent to the user, interoperable, privacy aware, regulatory compliant and that can seamlessly integrate and interoperate with any of existing decentralised applications.

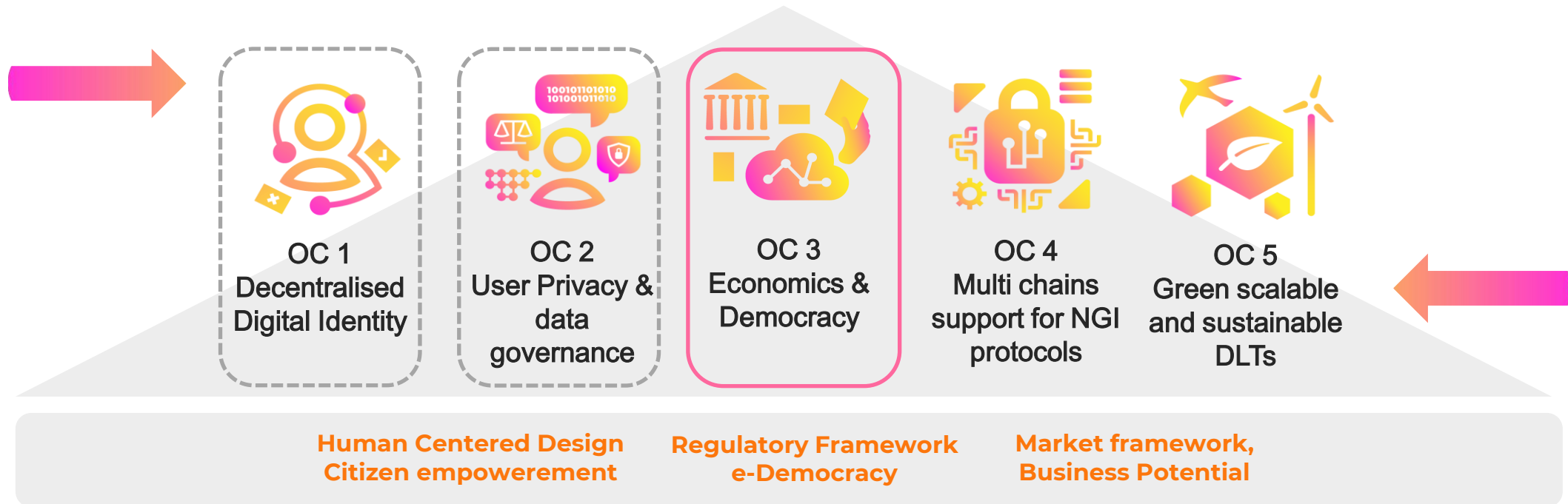
# TRUSTCHAIN CONSORTIUM

**Nine organisations from 7 different European countries (Luxembourg, Republic of Ireland, Slovakia, Greece, Spain, Belgium and United Kingdom), strategically selected for their expertise.**



# TRUSTCHAIN IMPLEMENTATION: 5 OPEN CALLS

**TRUSTCHAIN : Human centered, trustworthy & sustainable decentralised internet**



Each Open Call provides key technologies that can be used as basis for development in the subsequent calls, while also the opposite interaction can be employed by later calls.

# TRUSTCHAIN OVERALL APPROACH

## Whatever the call:

- Co-creation with engagement of end users since the requirement/specification phase till the validation of the proposed solution
- **Provide democratic, transparent, traceable, and regulatory compliant mechanisms** that can support any ecosystem of entities and actors participating with their **digital identities**.
- Use **decentralised digital identity architectures** together with **IoT, AI, Cloud-to-Edge, DLT and DT** and **embed in such solution's important societal goals** in accordance with objective **truth** and therefore, **trustworthiness**.



# TRUSTCHAIN OC3

**Economics and Democracy**

**7**

| [TRUSTCHAIN.NGI.EU](https://TRUSTCHAIN.NGI.EU)



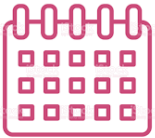
# AGENDA



- **OC3 – Economics and democracy**
- **Focus on some specific aspects to be covered in your proposal**
  - **What do you need to explain in your proposal ?**
  - **The human centered approach In TRUSTCHAIN**
  - **Taking care of ethics aspects in TRUSTCHAIN**
- **Eligibility criteria and selection process**
- **How to apply and why?**
- **FAQs**
- **Q&As**



# OC3 ECONOMICS AND DEMOCRACY



**6th December 2023 until 7th February 2024 (17:00 CET)**



- **€ 1 755 000** distributed among up to 15 selected projects for 9 months
- Up to **K€ 117** per project



**The focus is on trustworthy decentralized solutions in the areas of economics and democracy that define, build and implement market mechanisms for data exchange and data trading as well as innovative win-win federated business models open data in compliance with GDPR and other regulations**

You are invited to submit your proposals on any topic that serves the OC3 vision and objectives with as minimal requirement :

- **Adopt a co-creation process with end users from requirements elicitation till validation**
- **Use standard technology for full stack development,**
- **Be open source and desirably reach TRL 7,**
- **Extend the state-of-the-art in the domain of user privacy, and/or solve existing real-world problems with data governance and provide new highly usable software solutions.**

# WHAT ARE WE LOOKING FOR? (INDICATIVE/ NOT LIMITED TO)

 Solutions, protocols, services or applications that clearly define, upgrade/extend the state-of-the-art and address one or several of the following issues /aspects/topics

- Lack of fair compensation for data owners and content producers in the current data-sharing practices as platform owners unilaterally determine the terms and conditions of data sharing
- Accurate data discoverability in marketplaces that ensure trustworthy matchmaking between sellers and buyers
- Privacy and security of data exchange/trading, potential for mishandling sensitive information and consequent risks of privacy breaches, identity theft, and malicious activities
- Lack of enforceable data marketplace contracts, emphasizing the need for clear and equitable service level agreements for both sellers and buyers to establish a trustworthy data exchange platform.
- No standard pricing model for data, making it challenging to determine the fair market value of different data types. Mechanisms to ascertain the data quality and hence its price fairly is challenging since the value of data can be subjective and context-dependent.

# WHAT ARE WE LOOKING FOR? (INDICATIVE/ NOT LIMITED TO)

- Traditional price determination mechanisms, such as auctions, need a trusted-third party to operate, which may create certain biases and limitations. Moreover, participants in these mechanisms and in online transactions in general may need to maintain their anonymity, potentially, disclosing only properties related to their trustworthiness.
- Verification of data source provenance is challenging since techniques to inspect this aspect for specific product, service or data is missing. Open reputation management with careful design considerations can be a solution.
- The growing emergence of Federated marketplaces among self-interested parties in various contexts, such as cloud services, IoT data exchange and more, for increasing service coverage, availability, efficiency, etc requires solutions for reliable service logging, transparent billing, equitable value distribution, and efficient resource allocation to enhance service coverage, availability, and efficiency. Moreover, how such markets emerge, how they federate and how they become discoverable to customers could be interesting problems.
- Innovative incentive mechanisms for decentralized, coordinated outcomes, potentially involving tokenomics, in various application contexts should be provided

# WHAT ARE WE LOOKING FOR? (INDICATIVE/NOT LIMITED TO)

- Enabling a sustainable circular economy that involves sharing, leasing, reusing existing materials and products demand data provenance on the transformation of properties of materials and on processes applied on them. Means to achieve such an economy requires innovation in terms of material traceability and digital passports.
- Marketplaces for AI/ML models trading/exchange has witnessed a rise with advancement in AI training models and fear of data exchange due to privacy violations. A comprehensive comparison of such models on marketplace remains a challenge.
- Digital solutions to enhance civic mobilisation and engagement that can utilize real-time information, platforms for crowdsourcing ideas, and platforms for facilitating access to participatory channels, in order to transform and enhance democratic decision-making.
- Solutions for transparent decision-making and asset management could boost public support and trust for public bodies and institutions. Also, for members of public bodies, transparency would enable them to avoid any unfair accusations for any alleged misdeeds. Decentralized decision making in decentralized virtual or physical communities, e.g., by means of referendums, in anonymized manner could further enhance the quality of democracy online and beyond.

# WHAT TECHNIQS SHOULD BE IMPLEMENTED (INDICATIVE / NOT LIMITED TO)



- Federated business models that consider fair rewarding of its participants
- Establish new or enrich the existing marketplaces. Privacy preserving data sharing on third-party platforms
- Fair data marketplaces: publish, search, discovery, other mechanisms in decentralized environments; negotiation mechanisms for data prices
- Market competition that is fair and regulated.
- Tokenization of assets and its fair trading, protection against scams such as rug pulls, initial coin offering (ICO) fraud in digital asset trading
- Establishing the value of the coins based on their quality contents; creating liquidity in the existing data marketplaces.
- Decentralized governance models that are fair and trustworthy to all the parties in a data exchange ecosystem
- Use your eIDAS2 on the EU marketplaces
- Effective data monetization strategies and business models to incentivize data providers to share their data on exchange platforms.

**FOCUS ON SOME SPECIFIC ASPECTS  
TO BE COVERED IN YOUR PROPOSAL**

# WHAT DO YOU NEED TO EXPLAIN?

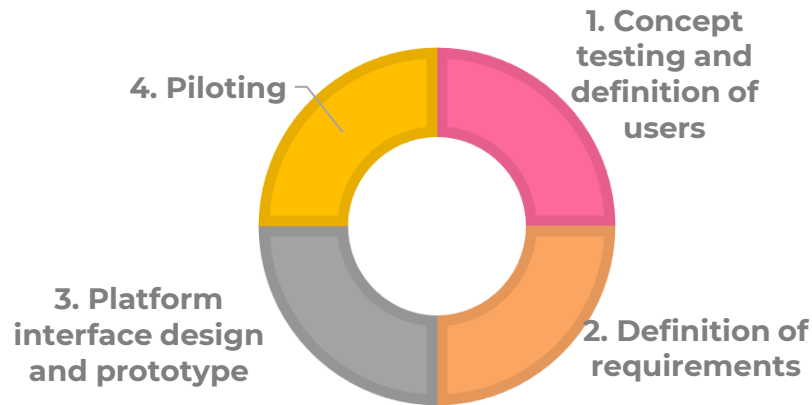


Use the mandatory  
TRUSTCHAIN proposal  
template

- The **specific Open Call #3 challenges** your solution will address,
- The **specific technological innovation** you propose to develop and how it is clearly different from alternative solutions that are already available in the market, or developed by previous EU research and innovation actions (i.e., the EU ONTOCHAIN Project and any other projects),
- The **specific User Centric Approach and co-creation process** you are going to implement,
- The specific **user privacy and data governance needs or challenge** you propose to address and **who would benefit from it** immediately and in the longer term,
- The specific **legal and regulatory framework** you are going to follow/contribute to,
- Whether the innovation will focus on the **development of new solutions** for existing areas, **or a totally disruptive approach or idea**,
- **Any work you have already done** to respond to this need, for example if the project focuses on developing an existing capability or building a new one,
- Any challenges or opportunities relating to **equality, diversity, ethics, and inclusion** arising from your project,
- Explain how your **proposed solution will align with the building blocks developed as part of the Open Call #1 & 2 on digital identity, user privacy and data governance** (more details are available on the [TrustChain webpage](#)) as well as **identify and justify how the proposed solution, or specific services and/or modules provided by it, can be used by other service and application developers of the TRUSTCHAIN ecosystem.**

# USER CENTRIC APPROACH FLOW AND REQUIREMENTS

## USER-CENTRED APPROACH



Requirements	Challenges	Expected Outcomes
sample needs to be representative	Identify the variables relevant for a representative sample	Adequent sample and user personas defined
The different methods should be qualitative	The sample size should fit qualitative methods (not too big)	Methodological roadmap
Onboarding of users during the co-creation phase	Access to the end-users	Realistic plan for reaching participants
All the tools are validated by the end- users	Conveying developing and testing	Description of the pilot execution process and analysis
Iteration (if possible)	Empathic design	Users' final report is satisfactory



# REQUIREMENTS

- **Show your solution responds to user real needs.** A good way is to show this is through preliminary concept testing.
- **Define your methodology.** Say what methods you will employ and why
  - Frame and **justify the sample selection** of participants
  - Prepare an **implementation roadmap describing all the phases**
  - Define and **describe all the recruitment process and plan.** How and when will you recruit your users? How will you ensure access and engagement with them?
- Show how you will analyse the data and **how the results from the pilots will have an impact in your tool.**
- **Show you have the expertise in the team to carry out these activities.** This adds a lot of credibility to your user centric approach. **UX Research profiles are highly recommended.**

# TAKING CARE OF ETHICS ASPECTS IN TRUSTCHAIN

- Assess the ethical aspects of your project using the **ethics questionnaire** in the guide for applicants (Administrative Form)! It is the applicant's responsibility!



**Any potential infringement of ethics principles and/or any potential harm, can result in the rejection of your proposal.**

- (Arguably) most relevant topic to be addressed → Data protection (GDPR):
  - Whenever you process **personal data** as part of your project
  - Main obligations are:
    - Inform data subjects
    - Ensure having a legal basis for processing (e.g. consent when required)
    - Consult your DPO if you have one
- Seek, when required, approval from an **external, independent advisor** on the measures you propose to mitigate any ethical risks (e.g. an independent, experienced data protection expert) or, if mandatory, from an external ethics/data protection body!

# ELIGIBILITY CRITERIA & SELECTION PROCESS

# SELECTION PROCESS

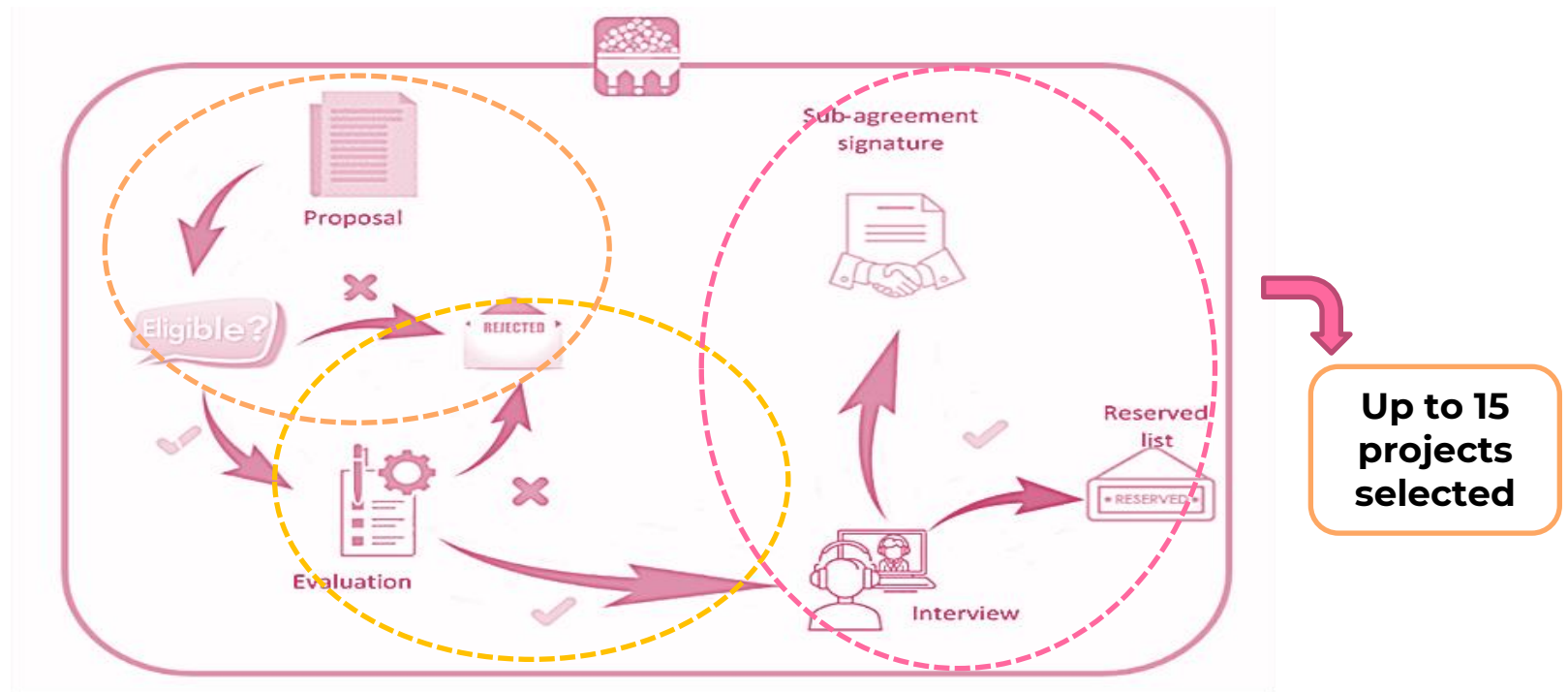
## Who ?

- Developers, innovators, researchers, academics, SMEs and entrepreneurs working on different NGI relevant topics and application domains at the intersection between the technical field , the Social sciences and Humanities as well as any others including economics, environment, art, design, which can contribute to NGI TRUSTCHAIN relevant vision

- Eligible countries
- Eligible type of applicants

## Selection process

1. Eligibility check
2. Proposal evaluation
3. Online interview



# HOW AND WHY TO APPLY?

## HOW TO APPLY ?

- **Entry point for all proposals**

<https://www.f6s.com/trustchain-open-call-3/apply>

Submission received by any other channel will be automatically discarded

- **Provide a comprehensive research proposal according to the TRUSTCHAIN template and instruction set in the guidelines for Applicant**

- **Fill in the administrative part including any obligatory supporting documents specified in the guide for Applicant**



### Tips and tricks for a good proposal

- 1 Read carefully the TRUSTCHAIN Open Call 3 document and Guide for Applicant
- 2 Check carefully the eligibility criteria
- 3 Take a look at the FAQs on our website
- 4 Use the official OC3 TRUSTCHAIN template for your proposal

LEARN  
MORE

<https://trustchain.ngi.eu>

<https://www.f6s.com/trustchain-open-call-3>

## WHY TO APPLY?

TRUSTCHAIN will offer you **equity free funding, coaching on technical and business aspects, access to top infrastructure** as well as **visibility, promotion support & networking.**



# SOME FAQs



### **What are OC3 TRUSTCHAIN timelines?**

- Call announcement: 6 December 2023
- Call closure and submission deadline: 7 February 2024 at 17:00 CET
- Evaluation period: Up to three months after call closure
- Signature of sub-grant agreement: Up to one month after the announcement of the final list of selected projects
- Projects: From June 2024 to February 2025 (9 months)

### **What is cascade funding?**

Also known as Financial Support to Third Parties (FSTP), it is a mechanism of the European Commission to distribute public funds in order to create new companies, increase their scalability, SMEs and / or mid-cap companies, in the adoption or development of digital innovation. The main objective of this financing method is to simplify administrative procedures with SMEs, thus allowing some projects financed by the EU to issue, in turn, open calls to obtain more funding.

### **Where does the funding come from?**

Funding is given by the TrustChain project under a Sub-Grant Agreement signed by selected applicants and the TrustChain consortium. Funds are from the European Commission (Horizon Europe Framework Programme), which uses TrustChain as intermediary.

### **How does the funding mechanism work?**

The funding mechanism relies on a cascade-funding scheme involving Horizon Europe funds. The scheme is based on a Grant Agreement signed by the European Commission and the TrustChain consortium partners. The Consortium partners receive the HE funds which are then transferred to the winners of the TrustChain Open Calls based on the rules and regulations explained in the Guide for Applicants (Open Call #2). It means that funds received by call winners are Horizon Europe funds.

## Who is eligible for TrustChain Open Calls?

Applicants can apply as individuals or linked to a legal entity. Hence, the participation is possible in several ways:

- **Team of natural person(s):** Team of individuals, all established in any eligible country. This does not consider the country of origin but the residence permit.
- **Legal entity(ies):** One or more entities (consortium) established in an eligible country. It can be universities, research centres, NGOs, foundations, micro, small and medium sized enterprises (see definition of SME according to the Commission Recommendation 2003/361/EC), large enterprises working on Internet or/and other related technologies are eligible.
- **Any combination of the above.**

## What are the countries eligible for funding under TrustChain Open Calls?

Only applicants legally established/resident in any of the following countries (hereafter collectively identified as the “Eligible Countries”) are eligible:

- The **Member States** (MS) of the European Union (EU), including their outermost regions.
- The **Overseas Countries and Territories** (OCT) linked to the Member States;
- **Horizon Europe associated countries**, as described in the Reference Documents and the List of Participating Countries in Horizon Europe according to the latest list published by the European Commission.

### **Can I submit several projects to one specific call?**

Open Calls are competitive and applicants should focus on one specific topic, so TrustChain consortium recommends you to submit one application per call, whether you are a legal entity and/ or a team of natural persons. In the event of multiple submissions, only the last one received (timestamp of the F6S system) will be considered for the evaluation process. Any other submitted proposals involving the same applicant will be declared non-eligible and will not be evaluated in any case.

### **Can I apply to TrustChain five Open Calls?**

Yes, you can. However, note that the maximum funding eligible per third party within the TrustChain project is limited to €200,000.

# STAY UPDATED AND GET INVOLVED!



[trustchain.ngi.eu](https://trustchain.ngi.eu)



[@NGI\\_TRUSTCHAIN](https://twitter.com/NGI_TRUSTCHAIN)



[https://www.youtube.com/@trustchain\\_ngi](https://www.youtube.com/@trustchain_ngi)

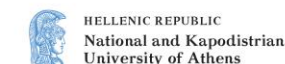


<https://www.linkedin.com/showcase/ngi-trustchain>



<https://www.f6s.com/ngi-trustchain/connect>

# Thank you!



Funded by  
the European Union

TrustChain Project. Funded by the European Union under GA No 101093274. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.



# JOIN OUR NEXT WEBINAR

January 15<sup>th</sup> – 1 PM CET

[SIGN UP NOW](#)



TrustChain Project. Funded by the European Union under GA No 101093274. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

