

TRUSTCHAIN OC3: ECONOMICS AND DEMOCRACY

Second webinar for Applicants

TRUSTCHAIN Consortium

15/01/2024

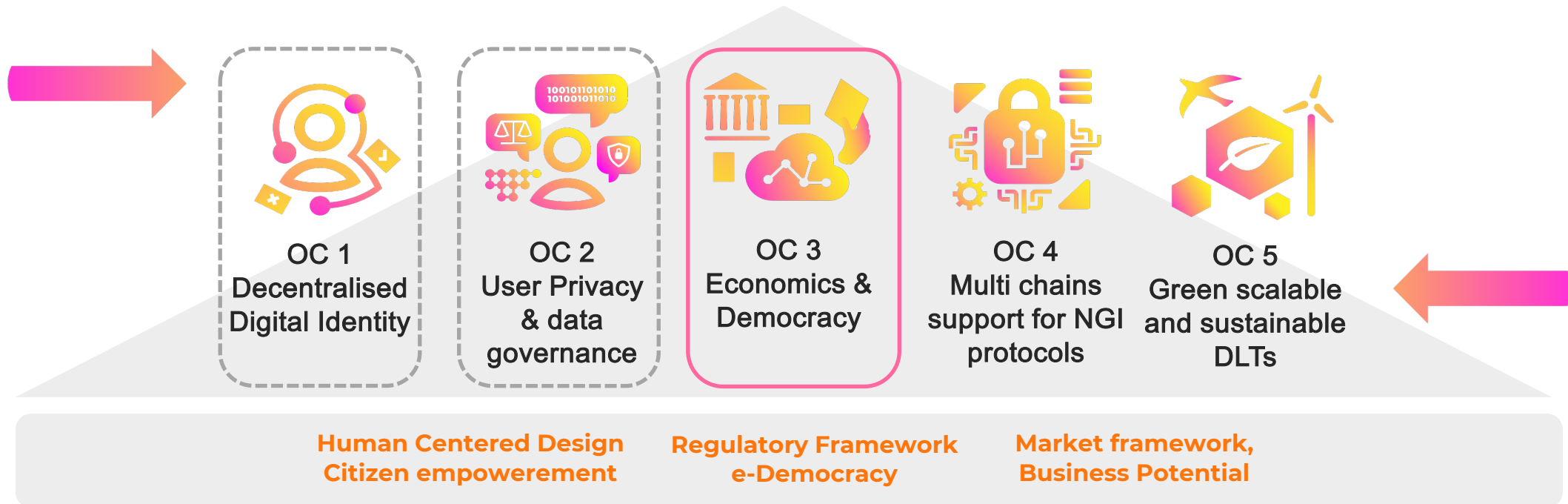
TRUSTCHAIN

TRUSTCHAIN 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 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

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AGENDA



- **OC3 – Economics and democracy**

(To be put in perspective with Trustworthy decentralized data sharing, decentralized data marketplaces, decentralized data economics, democratic decision making)

- **Focus on some specific aspects to be covered in your proposal**
- **Some 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 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.**

**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, define the baseline of your proposed work,
- 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.**

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 critical issues related to the pervasive fraud in online data transactions and the manipulation of public opinion through the dissemination of fake information which collectively undermine the quality of democracy

Indicative solutions :

- Enhance privacy and security of data exchange/trading in various context
 - Ascertain data quality and their adequate price/value determination
 - Provide fair compensation for data owners and content producers in the current data-sharing practices,
 - Enable accurate data discoverability in marketplaces that ensure trustworthy matchmaking between sellers and buyers,
 - Provide clear and equitable service level agreements for both sellers and buyers to establish trustworthy data exchange platform.
- 11** ○ Enable anonymity in online transactions while disclosing only properties related to trustworthiness to ensure the quality of the transactions.

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

- Enable verification of data source provenance such as open reputation management ones.
- Allow reliable service logging, transparent billing, equitable value distribution, and efficient resource allocation to enhance service coverage, availability, and efficiency in emerging Federated marketplaces
- Provide innovative incentive mechanisms for decentralized, coordinated outcomes, potentially involving tokenomics, in various application contexts
- Enable a trustworthy and sustainable circular economy with innovation in terms of material traceability and digital passports.
- Enable trustworthy and sustainable marketplaces for AI/ML models trading/exchange and related private and secure data exchange
- Enhance civic mobilisation and engagement with trustworthy and friendly platforms for crowdsourcing ideas, for facilitating participation and enhance democratic decision-making.
- Enable transparent and trustworthy decision-making and asset management in decentralized virtual or physical communities by means of referendums, in anonymized manner to further enhance the quality of democracy online and beyond.

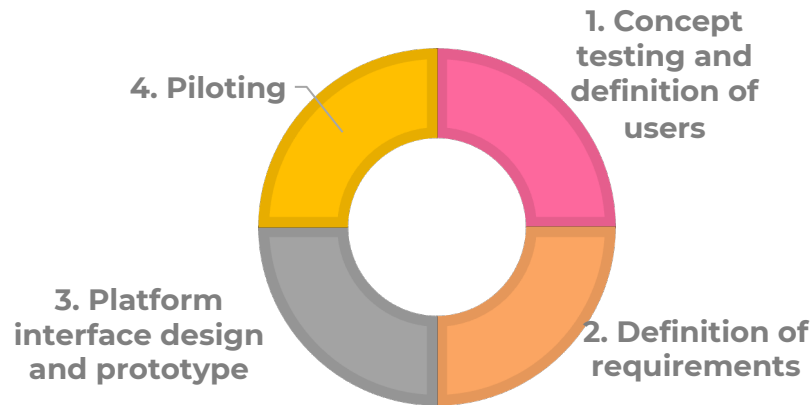
WHAT SHOULD BE IMPLEMENTED (INDICATIVE / NOT LIMITED TO)



- Fair decentralised data marketplaces with secure, privacy preserving, trustworthy and transparent features regarding publishing, searching, discovering, negotiation mechanisms for data prices
- Use of eIDAS2 on the EU marketplaces
- Federated business models that consider fair rewarding of its participants
- Effective data monetization strategies and business models to incentivize data providers to share their data on exchange platforms.
- Fair and regulated market competition
- Tokenization of assets and its fair trading, protection against scams such as rug pulls, initial coin offering (ICO) fraud in digital asset trading
- Coins value based on their quality contents; creating liquidity in the existing data marketplaces.
- Privacy preserving and secure data sharing on third-party platforms
- Decentralized governance models that are fair and trustworthy to all the parties in a data exchange 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

USER CENTRIC APPROACH FLOW AND 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.**

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)

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 persons:** 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.

Thank you!



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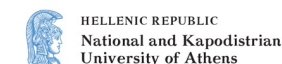
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