

## D2.6 Open call communication and campaigns report

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## D2.6 OPEN CALL COMMUNICATION AND CAMPAIGNS REPORT

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## EXECUTIVE SUMMARY

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The purpose of this Deliverable is to report on the communication campaign that was planned and implemented for the purpose of the TrustChain Open Call #1. The main goal of the campaign for Open Call #1 was to clearly present the topic of the call, including but not limited to: information about the application process, applicant profile and other eligibility criteria and diversity of expertise areas that this call is looking for. Moreover, the information on the funding and other means of support was communicated through the website, webinars and frequently asked questions page.

Open Call#1 took place from February 8 until April 10. During these 62 days of campaign which started closely after the launch of the project, initial setup and strategies for communication and dissemination was made as a base for the first call and the calls to follow. For this reason, although focusing on the Open Call and belonging to WP2, this Deliverable also provides a short overview of the Dissemination and Communication plan. This implies mapping out the relevant target audiences, the communication and dissemination strategy, a growth hacking method as well as the channels identified as appropriate to maximise impact and reach of this call.

Lastly, this Deliverable focuses on the results of the campaign conducted for the Open Call #1.

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## ABBREVIATIONS

<b>DC</b>	Dissemination and Communication
<b>DID</b>	Decentralised Identifiers
<b>DIH</b>	Digital Innovation Hub
<b>DLT</b>	Distributed Ledger Technology
<b>EDIH</b>	European Digital Innovation Hub
<b>EEN</b>	European Enterprise Network
<b>EIC</b>	European Innovation Council
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>NCP</b>	National Contact Point
<b>NGI</b>	Next Generation Internet
<b>NGO</b>	Non-Governmental Organisations
<b>OC</b>	Open Call
<b>SEO</b>	Search Engine Optimization
<b>SME</b>	Small and Medium-sized Enterprises
<b>SSI</b>	Self-Sovereign Identities
<b>WP</b>	Work Package

## 1 INTRODUCTION

This deliverable is part of the TrustChain Work Package 2 (WP2) dedicated to Ecosystem nurturing, open calls preparation and launch.

**D2.6 Open Call Communication Campaign Report** presents the TrustChain Open Call (OC) #1 topic, application process, profile, and eligibility of applicants – in light of the communication campaign that was conducted to maximise the reach of the OC and attract numerous applications of good quality. Since there is no previous documents or deliverable presenting the TrustChain Dissemination and Communication plan and D5.1 Project Dissemination and Communication report is due on M18, this deliverable also provides a short overview of the approach and strategy laid out to serve as a base for all OCs and how they will be tailored to each of the calls.

In addition, this deliverable relies on providing the information about the OC#1 that is contained in D2.1 Open call specifications and launch documents.

It is important to underline that the campaign developed and implemented for OC#1 leveraged best practices from all TrustChain partners, previous projects with OCs as well as their respective networks and ecosystems.

D2.6 is structured in a following way:

- **Chapter 1** is the introduction of the deliverable and its structure
- **Chapter 2** presents the overview of the OC #1, its scope, goals, eligibility, target audience, geographic criteria, application process and timeline
- **Chapter 3** serves as an overview of the approach to dissemination and communication activities, strategy, objectives and timeline for certain activities
- **Chapter 4** provides results and examples of the TrustChain OC #1 campaign, methods, channels and other tools used to conduct the successful campaign.
- **Chapter 5** presents the conclusion.
- **Appendix A** showcases the example of Communication kit sent out externally
- **Appendix B** lists external publications, website or other online mention of the project and call, as well as more prominent social media posts.

## 2 TRUSTCHAIN OPEN CALL #1

TrustChain OC#1 was the first call launched by the TrustChain consortium from a total of five. This first call topic was “Decentralised Digital Identity”. Reaching a total of 100 applications submitted was the main goal of this call, as indicated and agreed in Grant Agreement (GA).

### 2.1 SCOPE, GOALS AND SOLUTIONS

Nowadays, digital identity is an essential component of any application and computing system. However, many existing systems used by universities, governments, Internet service providers, banks and similar organisations have not kept with the time, and do not appropriately address a plethora of user and usability requirements.

Considering emerging requirements, the European legislator created a legal framework for digital identities and trust services in the European Union with Regulation (EU) 910/2014 on electronic identification and trust services for electronic transactions in the internal market (eIDAS Regulation). While the TrustChain project did not intend to limit innovation in any way, reference to the European regulatory framework concerning digital identities (i.e., eIDAS) should be clearly made by the applicants.

The digital identity is usually established by mechanisms of proving a secret that we have (e.g., password), what we possess (e.g., an identification card), or that we are (e.g., biometric data). However, in our complex world, much stronger and/or more fine-grained user-controlled Decentralised Identifiers (DIDs) may be used in order to achieve privacy on one hand and security on the other. The capability to autonomously manage different facets of one's identity brings light to Self-Sovereign Identities (SSIs). Existing SSI approaches need to be assessed in light of current requirements and should be lifted to an appropriate degree of usability in specific contexts. The trustworthiness and/or credentials made possible by SSI technology cannot be taken for granted but should be assessed by means of verifying their issuance from national and certification authorities, interconnections with a variety of digital identities used within social networks, public or private Internet services, or even by means of decentralised reputation mechanisms.

Since DIDs and Verifiable Credentials are already W3C standards playing an important role in the Semantic Web, any new proposals will have to establish the current state-of-the-art and clearly articulate how this will be brought to a new usability level (e.g., to be used by students, disabled persons, technologically illiterate, etc.). Many of these approaches may be complemented with the use of decentralised data management infrastructures, wherever the use of such decentralised computing infrastructures

makes sense from the viewpoint of benefits (e.g., privacy, security, utility) against drawbacks (e.g., energy inefficiency).

Trustworthy digital identities and data were the focus of this TrustChain OC#1 on “Decentralised Digital Identity”. It welcomed applications that would clearly define, upgrade/extend the state-of-the-art, and develop the following types of solutions:

- Decentralised user-centric identity management framework for supporting an automated privacy preserving, legal and regulatory compliant infrastructure (e.g., GDPR) potentially in alignment with emerging European regulations and standards (i.e. eIDAS).
- Protocols for trustworthiness assessment of entities by means of verifiable credentials and decentralised reputation systems.
- Smart oracles assessing the trustworthiness of data associated with digital identities.
- Inclusive digital identity platforms focusing on marginalised communities (e.g., refugees, elderly, vulnerable).
- Social identity for delegation and recovery that drives community-based trust establishment (i.e., social guardians).
- Systems considering both public and private administration roles in issuing and managing decentralised identifiers.
- Decentralised identity systems supporting Decentralised Authority Organizations (DAOs).
- Use-case driven identity management system deployment (e.g., banking, publishing, healthcare, education etc).

The above system examples were only indicative, and applicants could propose solutions that integrated one or more of them. Applicants could also submit a proposal under a different example scenario, as long as it served the overall TrustChain vision and objectives and fitted within the scope of human centric decentralised trustworthy digital identity. It should utilise existing concepts and technologies already developed for SSI and which fit within TrustChain’s vision and objectives.

The solutions should be provided as open-source software achieving TRL 7 (ideally), tested and evaluated by an adequate pool of potential users which should be identified and mentioned in the application, as well as supported by a self-sustaining business model for exploiting the developed system at the end of the project. The proposed solution will have to use standard technology for full-stack development that is compatible with the current standards.

TrustChain OC #1 has a budget of 1.755.000 € and will support up to 15 projects with equity-free funding up to 117.000 € during nine months. Moreover, other services

provided by the consortium range from mentoring and coaching services to access to top infrastructures.

## 2.2 TARGETED APPLICANTS

The target applicants of the call were developers, innovators, researchers, SMEs (Small and Medium-sized Enterprises) and entrepreneurs working on different NGI relevant topics and application domains at the intersection between the technical field (e.g Software Engineering, Network Security, Semantic Web, Cryptography, Blockchain, Digital Twin, Blockchain Security, Digital Identity, Blockchain Protocol), the Social sciences and Humanities (e.g Social Innovation, not-for-profit sector, Social Entrepreneurship, public goods) as well as any others including economics, environment, art and, design, which could contribute to TrustChain's relevant vision.

Possible application domains (not limited to) were, as follows:

- Healthcare,
- Education, University diplomas etc,
- Collaborative environments,
- Social networks (and the use of identities within such networks),
- Notarization,
- Banking,
- Creative industries,
- The ageing population and their needs, e.g. taxation relief,
- Any marginalised individual and their specific needs
- Creative industries (e.g. collaborative production of artistic and unique works)
- Entertainment, leisure, gaming industry
- Tourism and similar

## 2.3 TYPE OF TEAMS

The TrustChain OC#1 was opened to applicants who wanted to apply as a team, linked to a legal entity or via consortium. Hence, the participation was possible in several ways, as follows:

- **Team of natural person(s):** Team of individuals, all established in any eligible country. That did not consider the country of origin but the residence permit.
- **Legal entity(ies):** One or more entities (consortium) established in an eligible country. It could be universities, research centres, NGOs, foundations, micro,

small and medium sized enterprises<sup>1</sup>, or large enterprises working on the Internet or/and other related technologies are eligible.

- Any combination of the above.

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## 2.4 ELIGIBLE COUNTRIES

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

- The Member States of the EU, including their outermost regions;
- The Overseas Countries and Territories linked to the Member States;
- Horizon Europe associated countries, as described in the Reference Documents and the List of Participating Countries in Horizon Europe<sup>2</sup> according to the latest list published by the European Commission.

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## 2.5 APPLICATION FORM

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The application form for this call was available through the F6S portal (<https://www.f6s.com/>). A dedicated page was created to provide some pivotal information to all applicants (Figure 1).

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<sup>1</sup> Check definition of SME according to the Commission Recommendation 2003/361/EC.

<sup>2</sup> [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation\\_horizon-euratom\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf)



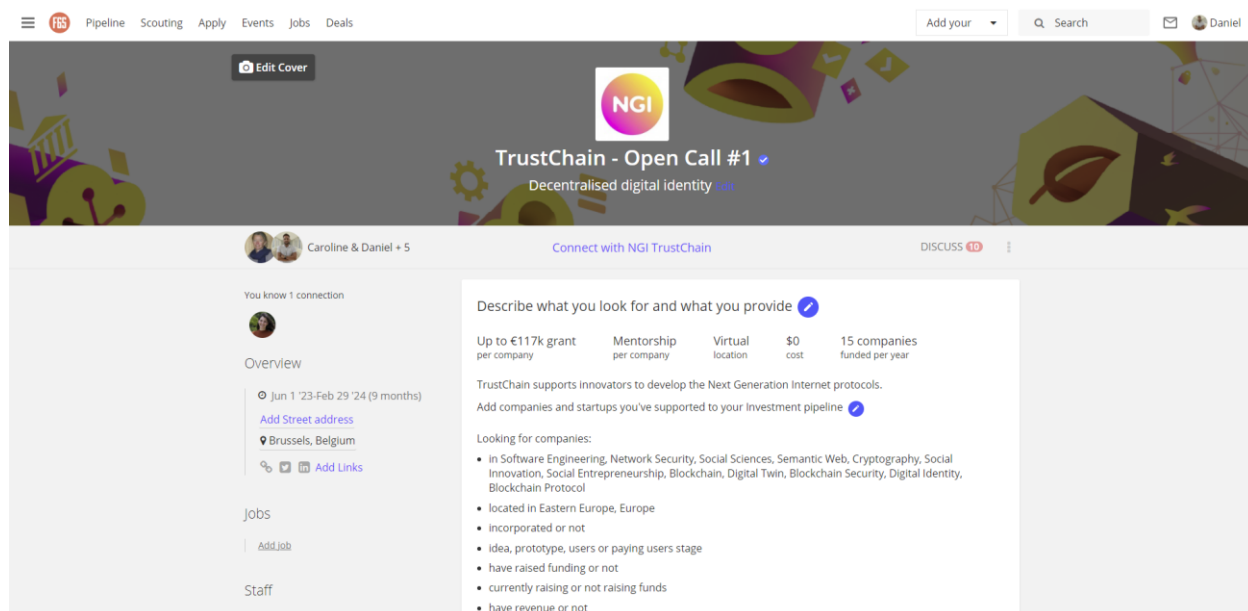


FIGURE 1: TRUSTCHAIN - OPEN CALL #1 PAGE AT F6S PORTAL

To submit their applications, applicants had to fill in an administrative form, available at <https://www.f6s.com/trustchain-open-call-1/apply>, and upload the proposal description using the proposal template provided by the TrustChain consortium.

Additional documents were mandatory for consortia or teams with more than 3 legal entities/ members.

## 2.6 TIMELINE

The TrustChain OC#1 was opened from February 8, 2023 until April 10, 2023, for a total of 62 days.

### 3 DISSEMINATION AND COMMUNICATION

In maximising the impact of the project, dissemination and communication take up a prominent spot. An initial plan for Dissemination and Communication (DC) activities was made in order to set the baseline for all 5 OCs. As the next step, this general approach was tailored to the specificity of the OC#1 taking into account the timeline and time constraints of an early launch as well as the different target groups that OC#1 was aimed at.

The DC activities are executed through close interaction among all consortium members in order to create a multiplier effect on identified and engaged relevant stakeholders.

It is of the great importance to perform these activities in accordance with principles of simplicity and consistency. This applies to the whole project outlook, materials as well as interactions tailored to the project's target audience – at the right time – in the right environment. For the DC strategy to be successful, it is essential to understand the profile and features of the targeted stakeholders in the first place. Moreover, the channels, language and messages used have to be adequate for the target audience and impact the project aims to create.

This chapter will focus on the overview of the general approach, strategy and the target groups and channels whereas Chapter 4 will tackle the specificities of actions taken to have successful OC#1 campaign. The complete DC Strategy and Plan as well as its updates will be showcased in D5.1 Project Dissemination and Communication report at M18.

#### 3.1 DISSEMINATION AND COMMUNICATION STRATEGY

The TrustChain strategy for DC is a set of activities classified on three different levels, depending on the type of action:

- **Dissemination for awareness** is aimed at the general public and to those stakeholders that should be aware of the work of TrustChain, but do not require a detailed knowledge of the project.
- **Dissemination for understanding** targets specific audiences and those stakeholders that may benefit from TrustChain results but are not directly involved in the project.
- **Dissemination for action** refers to a change of practice and innovation resulting from the adoption of the technologies, methods and most importantly, putting proposed solutions in the market. The specific audience here will be

stakeholders to be clearly identified among the target audience directly affected by the TrustChain project and its outcomes.

To achieve more meaningful and worthwhile interactions with different target audiences, a set of general principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building and raising confidence and trust.** TrustChain will build recognition and cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to reach and engage TrustChain target audiences through the entire length of the project and its 5 OCs.
- **Individualised and multi-channel communication.** TrustChain will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various topics important to identified ecosystem stakeholders.

There is also a particular focus on gender issues and language accessibility. This is reflected especially in the latter, having in mind the power of language to shape and influence social norms. For that reason, the language used in the dissemination and communication materials of TrustChain will avoid gender stereotypes by being proactive and gender inclusive in the selection of images to be used in project materials and the website (including women in active roles). In terms of accessibility, TrustChain language and terminology will, where possible due to complexity of the topics, avoid technical language and terminology in order to make TrustChain findings and overall work available and understandable to a wider audience.

### 3.1.1 Communication and Dissemination objectives

The TrustChain project aims to communicate and disseminate its value proposition globally, offering SMEs, startups, and regional innovation hubs access to DLT and blockchain technology, resources, and expert networks, funding for research projects, mentoring, coaching programs, and matchmaking services.

At the European level, the project seeks to spread its message within blockchain networks, research communities, and digital innovation hubs, including EDIHs, GAIA-X, European SMEs Clusters, and Associations, as well as startup ecosystems such as accelerators, incubators, Startup Europe initiative, and EIC (European Innovation Council).

To generate quality deal flow, the project aims to create awareness of DLTs & Blockchain and NGI ecosystem development, along with related initiatives and

projects, within the EU. Finally, TrustChain intends to disseminate its achieved results, application opportunities, and best practices.

DC both represent horizontal activities. Therefore, the timeline of both is usually overlapping and is applied to a range of existing and/or potential audiences at the time of the project. Nonetheless, these activities should have an effect even after the project lifetime as the practical experience and guidance that will emerge from the project work will be of relevance to a wider-than-project group of stakeholders, within the EC and beyond EU Member States. Clear channels of communications between the project partners themselves as well as with a broader community will play a crucial role in the success of the project.

The TrustChain DC strategy is relying on the use of a comprehensive communication strategy that integrates online and offline channels, content marketing strategies, online marketing tools, growth hacking techniques, analytics tools, media relations, advertising campaigns, PR 2.0, partnerships with top events and start-up institutions, and influencer collaborations, among other efforts. This 360-degree communication approach is illustrated in the Figure 2 below.



FIGURE 2: TRUSTCHAIN DISSEMINATION AND COMMUNICATION STRATEGY (MEDIA)

The above image illustrates how TrustChain communication and dissemination efforts will encompass 4 approaches to increasing its reach and visibility. What is considered under these 4 categories is in fact the following:

- **Email marketing:** SME/ startup CRM, Newsletter
- **Publicity:** Media, Blogger, Investor and Influencer relations
- **Influencers engagement:** Community creation, Expert advice by topic, success stories
- **Partnerships:** Top events, startup ecosystems, governments

- **Authority:** Shareable content, engaging content, SEO
- **Social media and growth hacking:** LinkedIn and relevant groups on the network, Twitter, NGI social media channels, YouTube
- **Content:** Best practice stories, Tech stories, User generated content, Community content
- **Incentive:** Sponsored content, Brand ambassadors, native advertising
- **Paid media:** Fan acquisition and lead generation, paid ads on LinkedIn and Twitter.

### 3.1.2 TrustChain Methodology

TrustChain employs the "growth hacking funnel" methodology, which involves rapid experimentation across promotion channels and product development to identify the most effective and efficient ways to grow a business. Growth hacking focuses on building and engaging the user base of a business or in our case - project, leveraging low-cost alternatives to traditional marketing such as social media, viral marketing, or targeted advertising. For that reason, in its communication and dissemination methodology, TrustChain adopts growth hacking to attract relevant applications to its open calls. This approach allows for quick adaptation and reaction to the number of applications received at any given time, while also promoting and disseminating the project and third-party achievements.

TrustChain strategically utilises the networks of its partners to continuously spread key messages. These ecosystems serve as potential communication tools, exponentially amplifying the impact of the communication efforts. These networks will also be used to communicate important milestones, such as OCs and Success Stories, in addition to the communication departments of each partner.

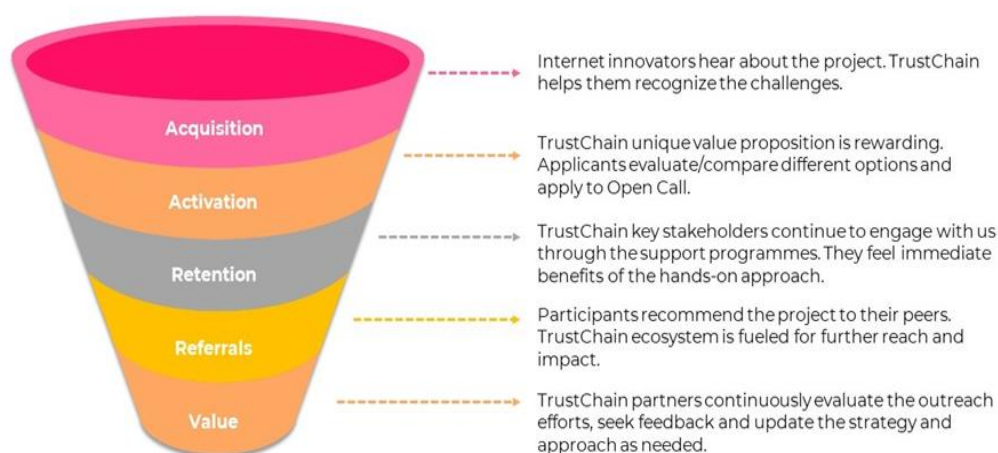


FIGURE 3: TRUSTCHAIN'S GROWTH HACKING FUNNEL

## 3.2 TRUSTCHAIN TARGET GROUPS

The list of the key TrustChain audience profiles can be clustered in groups as showcased at the beginning of this chapter. In the introduction of this Deliverable and more specifically Chapter 1, target groups of the OC#1 were listed by profiles and domains. The table below is following the multi-level approach and focussing on awareness, understanding and action.

Each OC has its own specific audience that is tailored to the topic of the call. Below is the target audience distinction, grouped by their role in the project Table 1.

TABLE 1: OC#1 TARGET AUDIENCE DISTINCTION, GROUPED BY THEIR ROLE IN THE PROJECT

General Public	Researchers, developers, startups, SMEs, corporates, policy-makers & public bodies	Adopters of developed technologies/ solutions, policy-makers and standardisation bodies
<p><b>Who:</b> Media: Online, paper, broadcasters with focus on DLTs, blockchain and NGI technologies.</p> <p><b>Why:</b> To address and reach out to DLTs and Blockchain networks, communities, blogs and events/conferences.</p> <p><b>How:</b> Partners networks and dedicated media experts, media channels, and other dissemination activities. Domain driven networks and initiatives.</p>	<p><b>Who:</b> Researchers, developers, startups, SMEs, corporates, policy-makers &amp; public bodies</p> <p><b>Why:</b> Attract and recruit applicants to TrustChain open calls - DLT &amp; blockchain researchers, developers, startups and SMEs. Using the existing DLTs &amp; Blockchain communities and networks (e.g.: EU Blockchain observatory &amp; forum, blockchain platforms), EDIHs and related EU initiatives/ projects. Start engaging potential users to test and validate third-party outcomes.</p> <p><b>How:</b> Identify policy makers in regional and national funding authorities, European and national associations, as well as regulators and standardisation bodies.</p> <p>Research networks; DLT &amp; Blockchain blogs, forums, communities and events; F6S community (+1.5mil tech startups/ SMEs); NGI community; recruiting</p>	<p><b>Who:</b> DLT/ blockchain platform providers aiming to benefit from the results; researchers eager to continue or adopt research to their domains/fields; SMEs understanding the application of these results in their business.</p> <p>National/ international standardisation bodies understand the impact of research outcomes in the current/ future standards. EDIH aiming to gather knowledge to better support their SMEs.</p> <p><b>Why:</b> to enable upscaling of the TrustChain solutions, entering the market or wider adoption and feedback; promotion of the OC winners and connecting wider ecosystem to TrustChain.</p> <p><b>How:</b> Identify policy makers in regional and national funding authorities, European and national associations, as well as regulators and standardisation bodies.</p>

	using research/ startup/ blockchain platforms; targeted dissemination (campaigns, news articles, lessons learnt publications).	Research networks; DLT & Blockchain blogs, forums, communities and events; F6S community (+1.5mil tech startups/ SMEs); NGI community; recruiting using research/ startup/ blockchain platforms; targeted dissemination (campaigns, news articles, lessons learnt publications).
--	--	--

In order to achieve efficient communication among the TrustChain consortium and further, TrustChain will focus on the creation of the channels and resources which will be used in day-to-day interaction with audiences of interest. This includes the creation of the visual identity, logo, branding materials, colour palette, document templates, and online presence. For the OCs this includes press releases, email templates, printed materials<sup>3</sup>. OC#1 also had a specific communication kit<sup>4</sup>, created and made available to all partners, also in editable versions for translation purposes.

Online presence includes website, social media channels, use of consortium members' channels and networks. Apart from the project website, TrustChain uses LinkedIn (and relevant groups on that platform), Twitter and YouTube.

In addition to the abovementioned communication channels, TrustChain will also use additional methods to reach its target audiences, including email, newsletter, meetings, project events, news releases, workshops, and presentations at relevant events and conferences. Partners will aim to contribute articles and interviews to relevant online news outlets and blogs. TrustChain will also target relevant European Commission channels, such as newsrooms and blogs and will engage with NGI and other NGI projects for cross-collaboration.

<sup>3</sup> TrustChain consortium will minimise the use of printed materials taking into consideration the environmental impact.

<sup>4</sup> Appendix A



## 4 COMMUNICATION & CAMPAIGN ACTIONS

The Communication & Campaign actions implemented during the campaign used different communication channels, allowing the TrustChain consortium to reach the target groups (developers, innovators, researchers, SMEs and entrepreneurs) through TrustChain Website, Social Media Channels, Email Outreach, F6S Community, and Complementary Actions.

### 4.1 TRUSTCHAIN WEBSITE

The TrustChain website served as the *one-stop-shop* for this call. Although the F6S platform was also a pivotal channel to reach out to an important number of potential applicants (see section 4.4), the website was the *place-to-go* whenever applicants needed to access the call kit documents, such as the call document, the guide for applicants, and proposal template, and find additional information through the Frequently Asked Questions (FAQ) section. Figure 4 depicts how applicants accessed the call information and documents through the dedicated pages created for it.

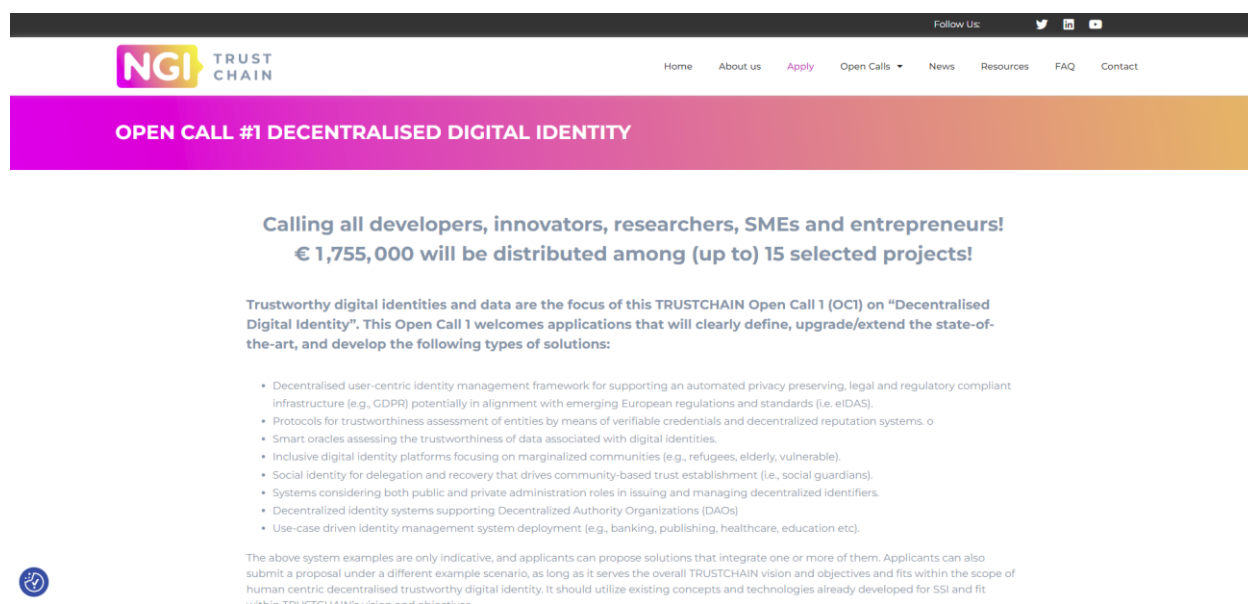


FIGURE 4: OPEN CALL #1 PAGE AT TRUSTCHAIN WEBSITE



Moreover, the landing page was constructed in a way to make the access to the Apply page easily accessible, as shown on the image below (Figure 5):

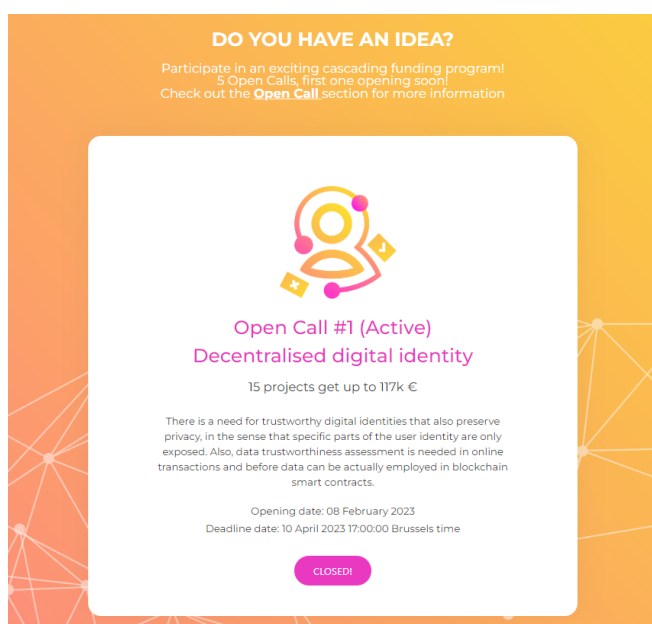


FIGURE 5: TRUSTCHAIN WEBSITE LANDING PAGE

The TrustChain website has focussed on providing a clear path for any applicant whether they want to quickly access the F6S page and apply or find out more. As shown above, the first entry point is the landing page. Apart from the short overview of the OC and “apply button”<sup>5</sup> in the top bar menu of the website, potential applicants could access the “Apply” page or “Open Calls”. The apply page is setup to always provide a shortcut by leading directly to a currently opened call whereas the “Open Call” page leads to an overview of all OCs along with the indicated application periods and status (open for submissions or closed) and an additional page detailing respective OC.

Upon the closing of the OC, each page (Apply and a dedicated OC#1) is providing a pop-up window clearly indicating now that the call is closed.

In addition to these pages, all the information on the website was coherent, written in the same manner and with the same display of relevant data such as the submission deadline leaving no space for misinterpretation.

<sup>5</sup> now changed to “closed”.

---

#### 4.1.1 Apply and Open Call #1 pages

---

Both “Apply”, and “Open Call #1” page were launched upon the call opening. As indicated above, both pages were of the same content, whereas the “Apply” page will take on the content of any OC that is active at that moment in order to ease the access of a potential applicant.

During the OC, these two pages contained all the necessary information for candidates to successfully submit applications. The page contained:

- TrustChain Background information and information about the targeted groups
- Supporting programme descriptions and phases of the OC
- Topics to be addressed in the OC and how to apply along with “APPLY” button linked to F6S platform
- Open and closing dates of the OC
- Eligibility criteria
- Open Call documents:
  - Open Call announcement document
  - Guide for applicants
  - Proposal template
  - Additional applicant(s) information template
  - Administrative forms preparation template

## OPEN CALL #1 DECENTRALISED DIGITAL IDENTITY

**Calling all developers, innovators, researchers, SMEs and entrepreneurs!**  
**€ 1,755,000 will be distributed among (up to) 15 selected projects!**

Trustworthy digital identities and data are the focus of this TRUSTCHAIN Open Call 1 (OC1) on "Decentralised Digital Identity". This Open Call 1 welcomes applications that will clearly define, upgrade/extend the state-of-the-art, and develop the following types of solutions:

- Decentralised user-centric identity management framework for supporting an automated privacy preserving, legal and regulatory compliant infrastructure (e.g., GDPR) potentially in alignment with emerging European regulations and standards (i.e. eIDAS).
- Protocols for trustworthiness assessment of entities by means of verifiable credentials and decentralized reputation systems.
- Smart oracles assessing the trustworthiness of data associated with digital identities.
- Inclusive digital identity platforms focusing on marginalized communities (e.g., refugees, elderly, vulnerable).
- Social identity for delegation and recovery that drives community-based trust establishment (i.e., social guardians).
- Systems considering both public and private administration roles in issuing and managing decentralized identifiers.
- Decentralized identity systems supporting Decentralized Authority Organizations (DAOs)
- Use-case driven identity management system deployment (e.g., banking, publishing, healthcare, education etc).

The above system examples are only indicative, and applicants can propose solutions that integrate one or more of them. Applicants can also submit a proposal under a different example scenario, as long as it serves the overall TRUSTCHAIN vision and objectives and fits within the scope of human centric decentralised trustworthy digital identity. It should utilize existing concepts and technologies already developed for SSI and fit within TRUSTCHAIN's vision and objectives.

Applicants are invited to submit their proposals on any topic that serves the overall TRUSTCHAIN OC1 vision and objectives. Their proposed solution should consider as minimal requirement to:

- Use standard technology for full stack development;
- Be open source;
- Extends the state-of-the-art in the domain of digital identities, and/or solves existing real-world problems with digital identities and provides new highly usable software solutions.

### Phases of the Open CALL #1

Proposals are submitted in a single stage and the evaluation process is composed of three phases as presented hereafter:

Phase 1: Administration & Evaluation

FIGURE 6: TRUSTCHAIN WEBSITE - APPLY PAGE

## 4.1.2 Frequently Asked Questions page

In order to provide various sources of information, besides the official page, the application guide and documents as well as webinar recordings, the TrustChain website has a dedicated page for the Frequently Asked Questions (Figure 7).

The FAQ page has encompassed the most important questions as well as those that were prominent during the webinar sessions, info email inquiries or in discussion board on F6S platform.

The answers cover the basic information about the project, eligibility of applicants and types of projects with supporting links for more information as well as more details on how the evaluation and granting processes work.

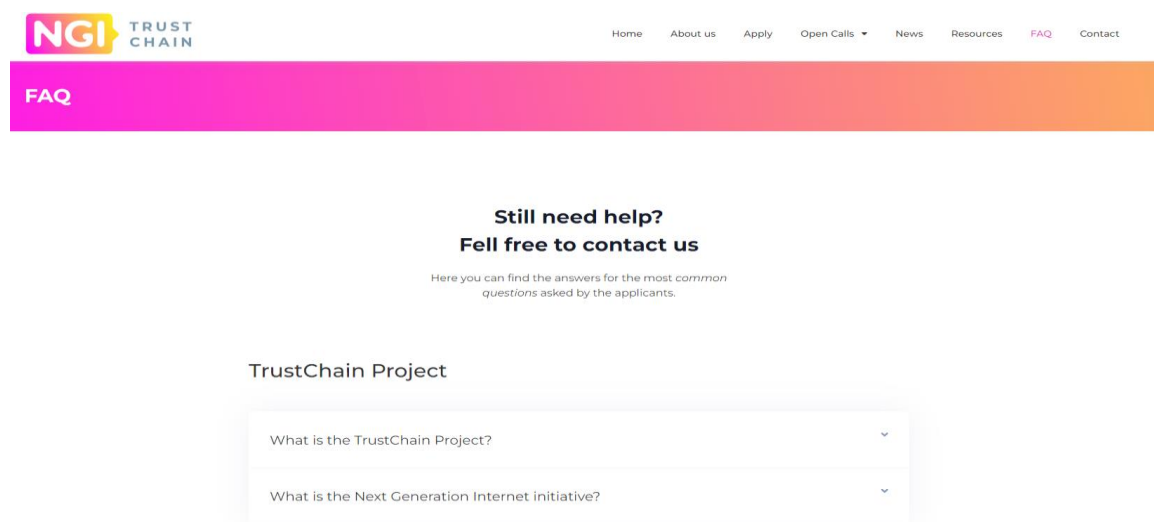


FIGURE 7: TRUSTCHAIN WEBSITE - FAQ PAGE

### 4.1.3 News page

A total of 11 articles and references to the call were stored and exhibited at the website, from press releases to blog articles (Figure 8).

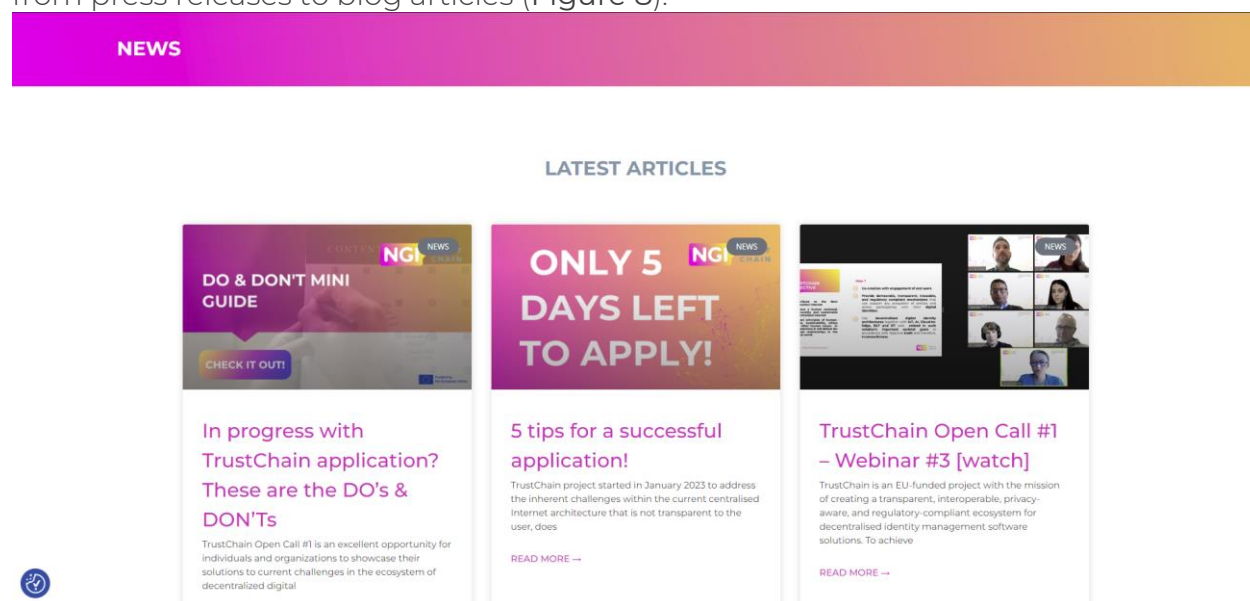


FIGURE 8: ARTICLES PUBLISHED RELATED TO THE OPEN CALL #1.

Content of the news section focussed on providing timely information, first the announcement of the OC, afterwards to introduce webinars for potential applicants, the call for expressions of interest by evaluators, cross-collaboration with another NGI project (NGI Enrichers) as well as additional guides and tips for more successful applications.

#### 4.1.4 Resources page

In addition, the website serves as a repository for both the consortium and the applicants as well as the info board to announce webinars and other relevant events. Through the course of the OC#1 a potential applicant had the chance to attend 3 webinars. The consortium provided an overview of the project and engaged in discussions regarding several key topics including user-centred approach and ethical considerations, ARF/digital wallet, valuable information on why and how to apply, the types of projects that the consortium is seeking, eligibility criteria and the selection process, indicative timelines, as well as details regarding the application process and the proposal template. The resources page is the dedicated space where any website visitor can easily access the recordings. On the other hand, consortium members as well as journalists or other third parties can download the logo, press release, and visual identity manual (Figure 9).

#### RESOURCES

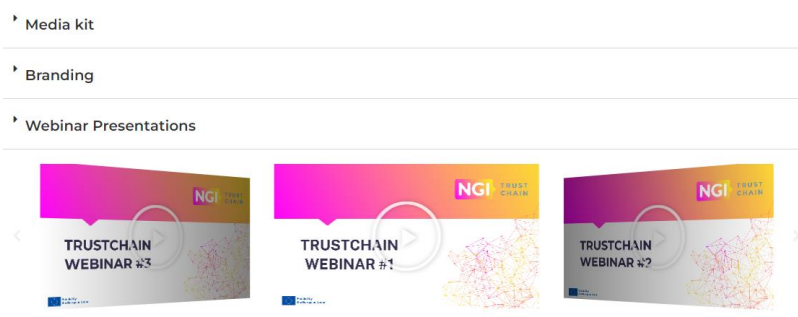


FIGURE 9: TRUSTCHAIN WEBSITE - RESOURCES PAGE

## 4.2 PUBLIC RELATIONS AND MEDIA

In order to promote the OC#1 with the most impact, TrustChain communication materials were produced and distributed among project partners to use and adapt to their local language where possible. This communication kit included: press release template (Figure 10), targeted email templates, visuals and social media text templates - all in editable versions so they could be translated.



FIGURE 10: TRUSTCHAIN PRESS RELEASE SENT TO GENERAL MEDIA

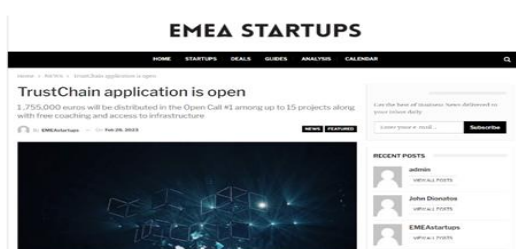
The communication materials for the TrustChain ecosystem, previously identified key contacts such as press and media organisations, academia, blockchain and decentralised identity organisations, incubators, science parks, accelerators, Digital Innovation Hubs, EU-funded projects, H2020 National Contact points, European Enterprise Network members, and OCL promoters, were sent by email.



Emails with communication material were sent to:

- Previous projects DAPSI, Block.IS, BlockStart, TruBlo, ONTOCHAIN: 4.166
- National Contact Points (NCP) and Europe Enterprise Network (EEN): 419
- Digital Innovation Hubs (DIH): 179
- Clusters: 112
- EU Delegations and Info Centres: 15
- Partner contact and networks: 5 (EU Blockchain Forum, European Blockchain Association, INATBA, Blockchain for Europe) and NGI
- Startup portals, magazines and platforms: 100 + (non-paid media)

As a result of this outreach, several intermediaries and media organisations promoted TrustChain OC#1. Additionally, the communication kit was also translated to Spanish, but the publications were apart from English and Spanish, also in Hungarian, Slovenian, Serbian, Slovakian, Bulgarian, Italian and Greek language (Figure 11).



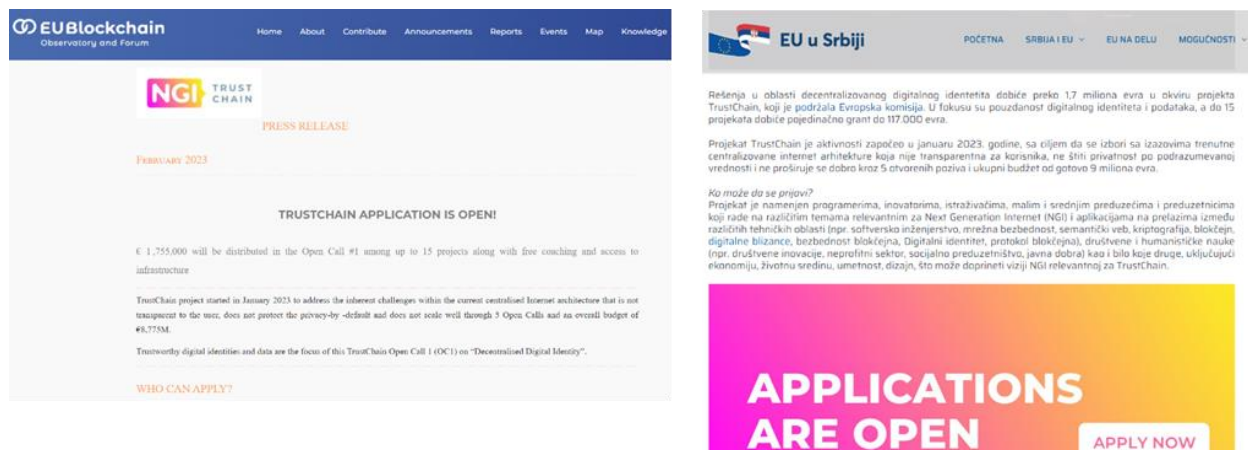


FIGURE 11: EXAMPLES OF PUBLISHED PRESS RELEASES AND OPEN CALL INFORMATION

More detail on the email outreach and how TrustChain leveraged the F6S platform is showcased in Sections 4.3 and 4.4.

### 4.3 SOCIAL MEDIA CHANNELS

Establishing effective two-way communication channels was crucial considering the broad scope of the TrustChain target audience. The project's partners were actively encouraged to leverage their social media channels to share information and updates about the project with their communities and networks. Additionally, a thorough assessment of the various stakeholder groups was conducted to ensure that project messages are directed towards them, extending beyond the initially identified target group.

To support the dissemination of news, information, outcomes, and planned activities related to TrustChain, the project's social media content is envisioned to serve as a complementary tool. While some partners may prioritise content related to their specific activities, all partners were tagged and participated in communication activities regularly. OC#1 was actively communicated on LinkedIn and Twitter as the two most prominent networks when it comes to reaching the right communities and ecosystems in the application period. Facebook was ruled out as a more personal network and with far less reach and impact so that partners could focus their efforts and improve the boost of the posts on the two networks we use. Nonetheless, as consortium partners have their own set of social media, the news and updates on the project and the OC were present not only on LinkedIn and Twitter but also Facebook, third parties' newsletters and websites. This also includes the NGI network.

For further recognizability, TrustChain has also used a certain set of hashtags which were recognized as the ones with most impact and reach: #horizoneu #ngi4eu



#trustchain (although a new tag, it helps searching for the project and its posts), #fundingopportunity.

Additionally, depending on the topic of the post, additional appropriate hashtags were included. There were several types of posts that were launched on social media:

- Publication of OC#1 and its details such as topic, eligibility, and profile of applicants (Figure 12)

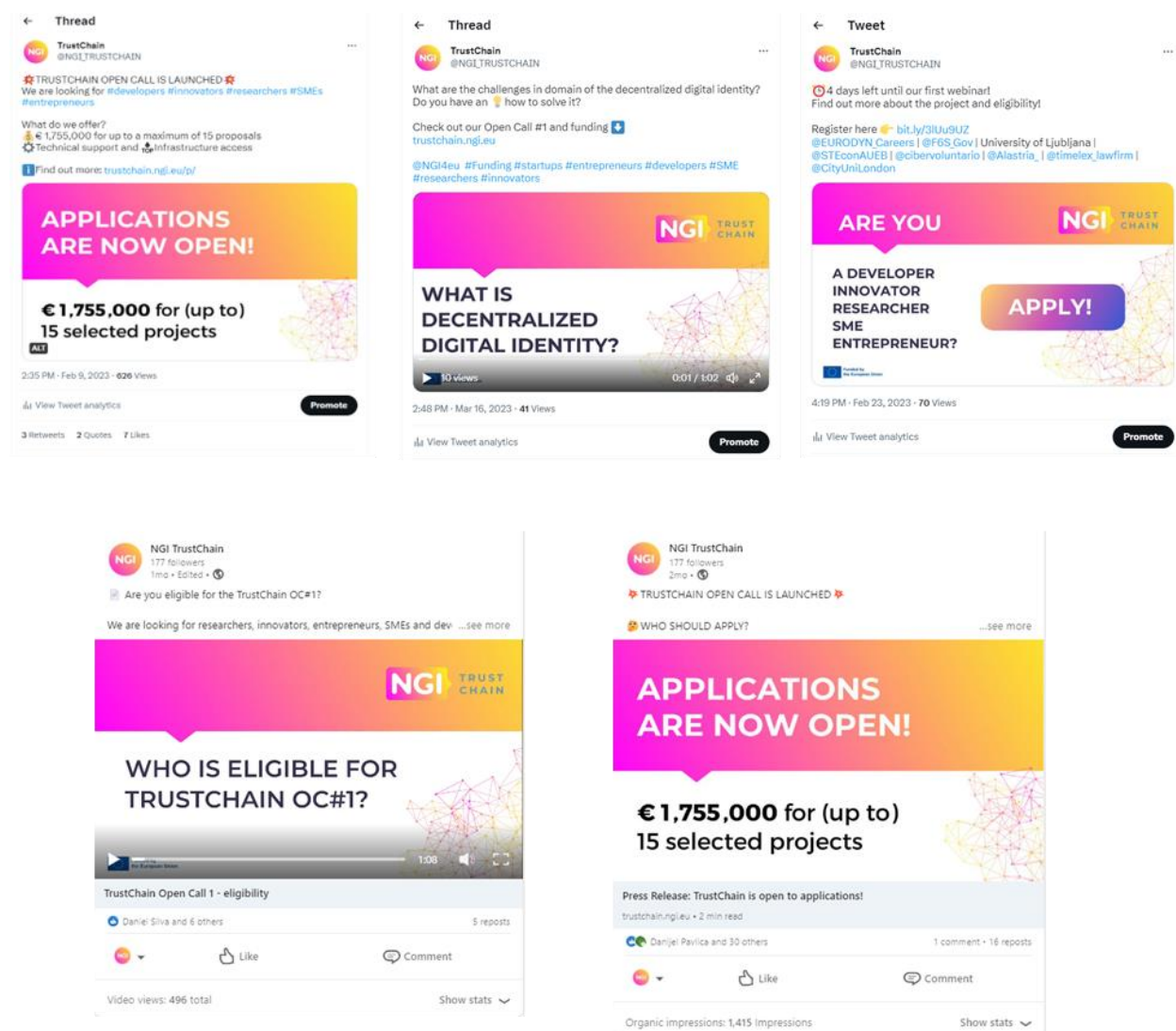


FIGURE 12: EXAMPLES OF SOCIAL MEDIA POSTS - ANNOUNCEMENT OF THE OPEN CALL #1, TOPIC AND APPLICANT PROFILE

- Announcement of OC events (Figure 13)

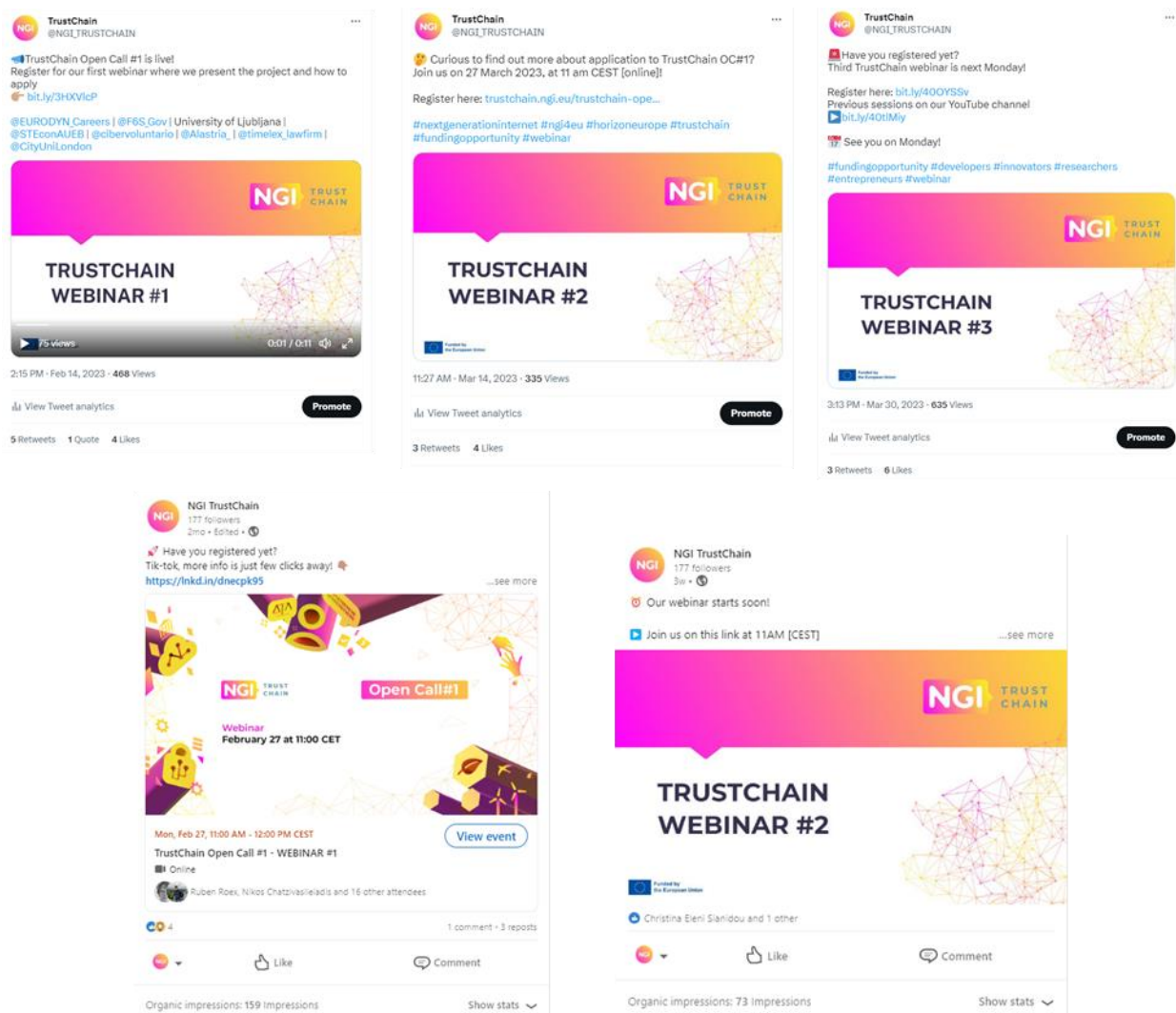


FIGURE 13: EXAMPLES OF SOCIAL MEDIA POSTS - WEBINAR ANNOUNCEMENTS

- Announcement of the call for Experts to evaluate OC#1 proposals (Figure 14)

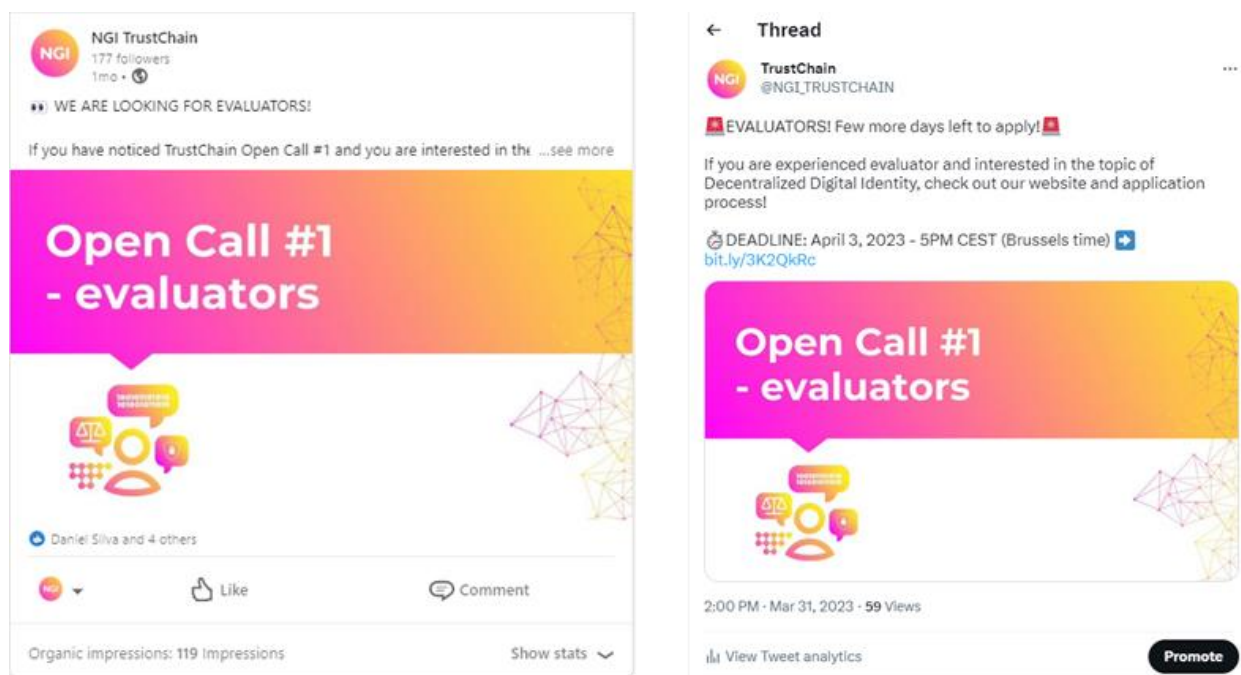


FIGURE 14: EXAMPLES OF SOCIAL MEDIA POSTS: CALL FOR EVALUATORS

- Posts for guidance and help on application process (Figure 15)

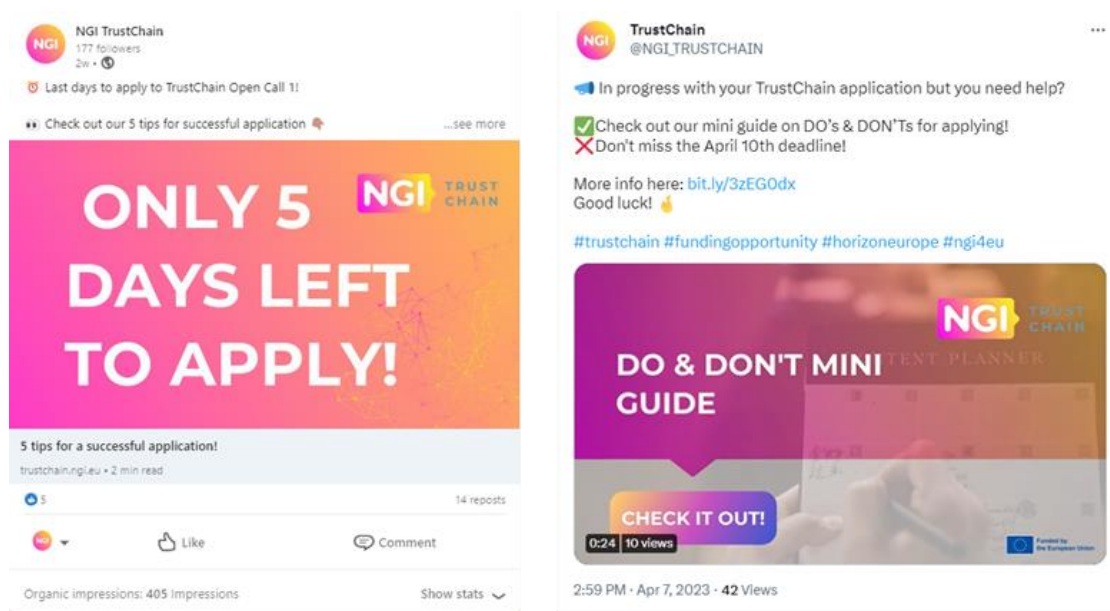


FIGURE 15: EXAMPLES OF POSTS - GUIDES AND TIPS FOR SUCCESSFUL APPLICATION

### 4.3.1 LinkedIn

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

TrustChain Linked page and LinkedIn groups served as one of the main channels to communicate with target audiences. Apart from posting from project channels, consortium members used the materials to re-share on their own channels and spread the word in their networks and ecosystems. Moreover, LinkedIn served as a place to showcase the events (webinars) and enter new ecosystems through LinkedIn groups.

The greatest reach was achieved during the webinars as well as in the last two weeks of the OC. It is important to highlight that the project OC was announced quickly after the project launch, therefore there was no previous presence and activities, those connected to the OC#1 made the first impression, engagement and impact. OC#1 lasted for 62 days.

The following results were obtained:

- 27 posts

- 35.454 impressions (Figure 16)
- 10.221 unique impressions
- 570 clicks
- 262 reactions
- 72 reposts
- 4.3% engagement rate

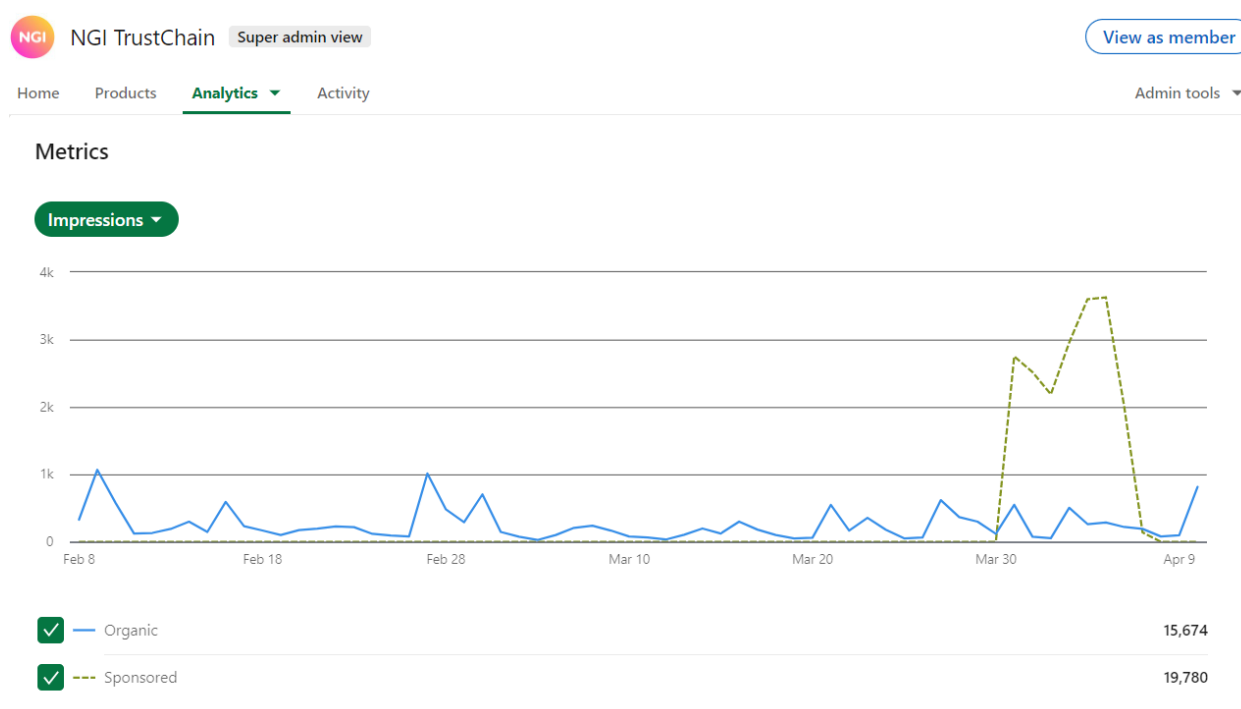


FIGURE 16: LINKEDIN STATISTICS DASHBOARD

In addition, TrustChain posts were also in LinkedIn groups in order to reach the identified target audience and engage with their ecosystems. In total, LinkedIn groups where TrustChain information was posted count over 325.000 members<sup>6</sup> (Figure 17 and Figure 18).

LinkedIn groups where the posts were made:

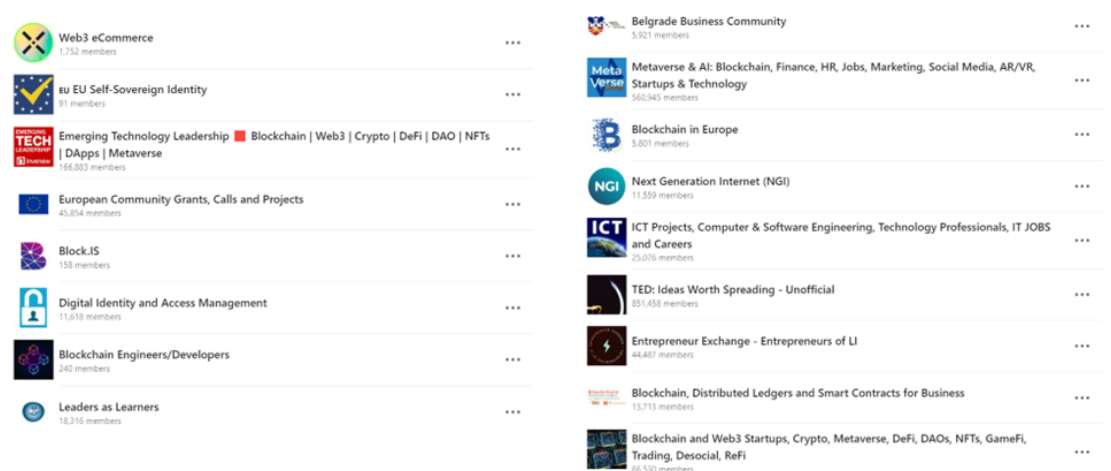


FIGURE 17: LINKEDIN GROUPS

<sup>6</sup> From the image above, some LinkedIn groups have to be excluded as non-relevant and where posts were not made. They are included in the screenshot due to the structure of the dashboard with LinkedIn groups. Those that were not counted in are: "TED- ideas worth spreading" and "Entrepreneur Exchange".



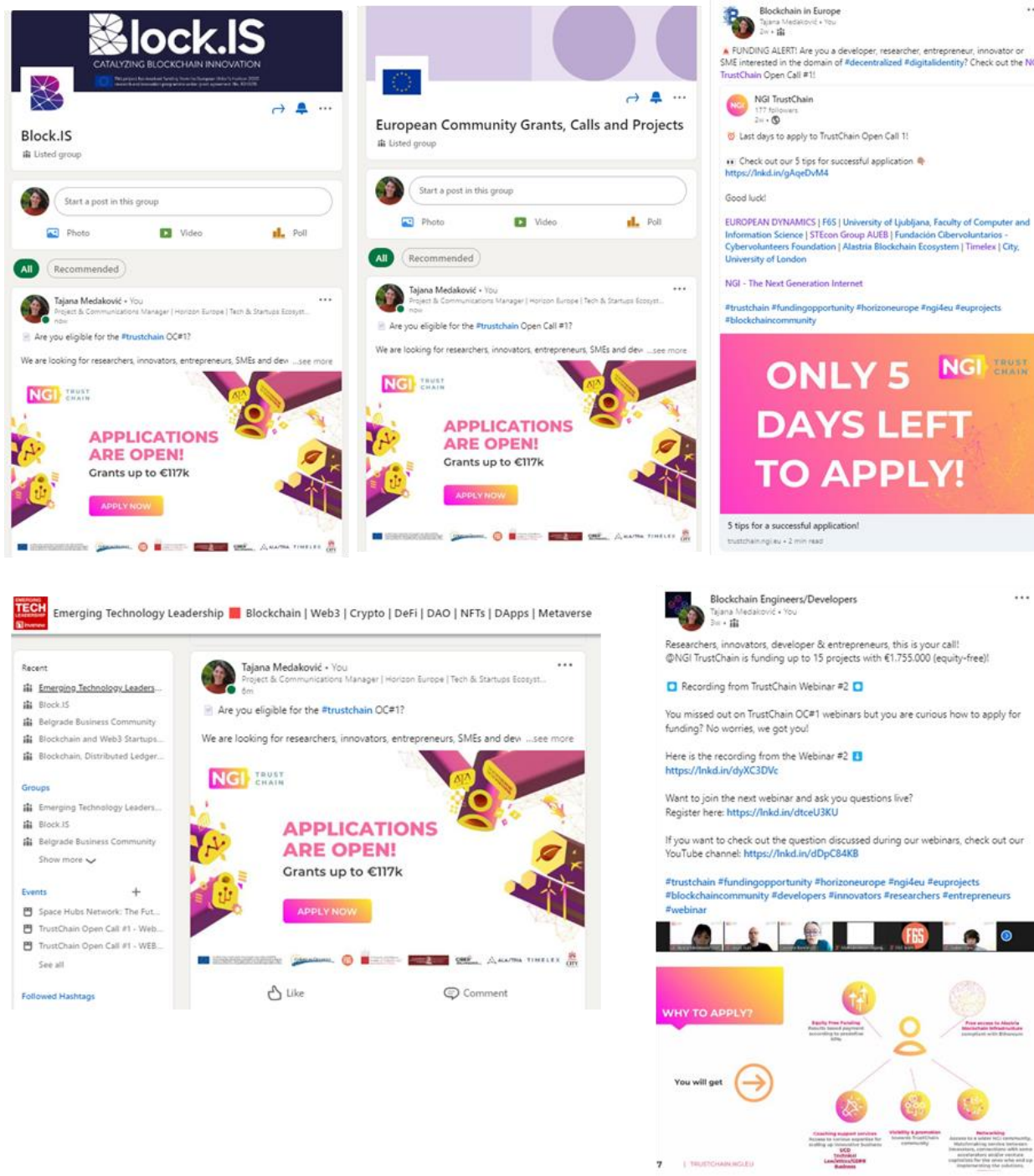


FIGURE 18: EXAMPLES OF POSTS IN LINKEDIN GROUPS

### 4.3.2 Twitter

TrustChain Twitter page: [https://analytics.twitter.com/user/NGI\\_TRUSTCHAIN/home](https://analytics.twitter.com/user/NGI_TRUSTCHAIN/home)

Twitter was chosen as the second channel for the TrustChain project. Based on the experiences from previous projects with OCs, it was decided to focus efforts on two networks with the most impact, rather than dispersing the efforts on more channels where the target audiences are less active or do not engage with this type of content. Not only through TrustChain project activity on this network but also thanks to the activity of the TrustChain consortium and other partners, Twitter has shown to be a great channel with true impact and reach despite its current nature and reputation.

For the OC#1, the following results were obtained:

- 28 tweets
- 66.1 K impressions (Figure 19)
- 121 likes
- 47 retweets
- 210 link clicks
- 6,3% engagement rate

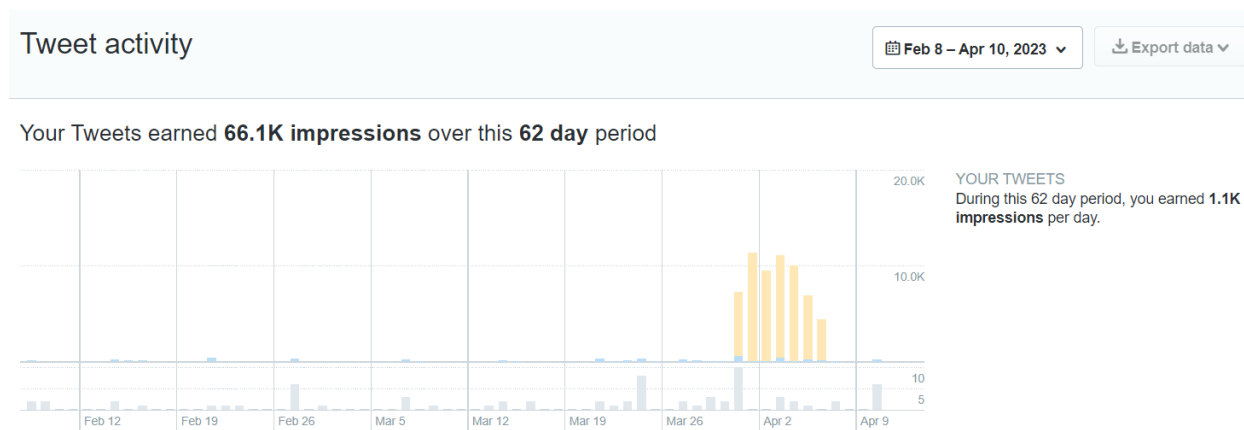


FIGURE 19: TWITTER STATISTICS DASHBOARD



### 4.3.3 YouTube

TrustChain YouTube channel:

<https://www.youtube.com/channel/UC3wzzQWxDDM3QVLziZuEMgw>

Another social platform used by the project is YouTube. It played an important role for applicants to be able to access the information shared during the webinars. Hosted on YouTube, the webinars were embedded and available also on TrustChain website.

Following results were obtained:

- 3 videos
- 262 views (Figure 20)
- Impressions click-through rate: 7,2% (Webinar 1), 8,2% (Webinar 2) and 8,4% (Webinar 3).

**In the selected period, your channel got 262 views**

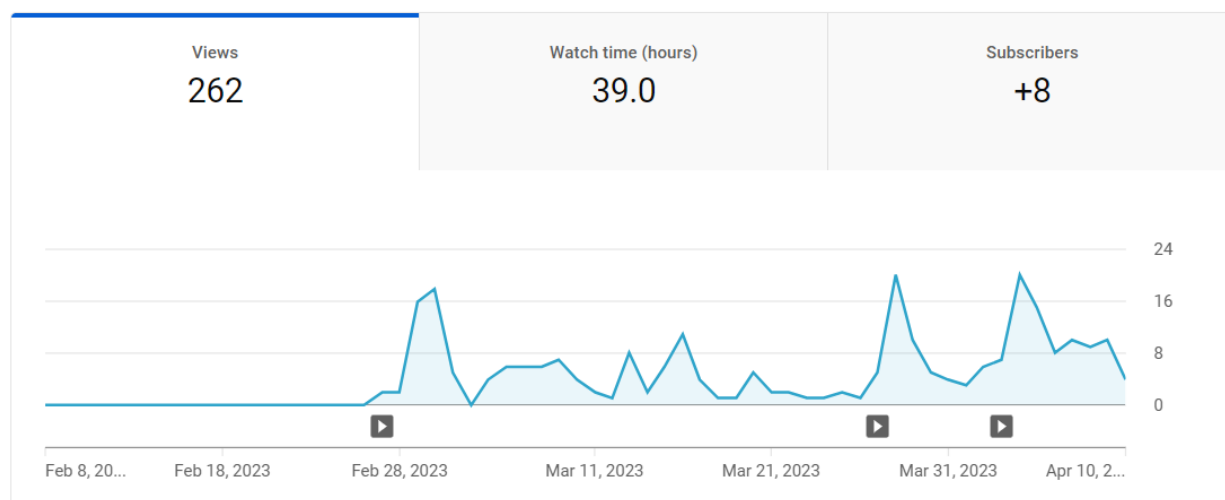


FIGURE 20: YOUTUBE STATISTICS DASHBOARD

## 4.4 EMAIL OUTREACH

Another important strategy followed during the campaign for OC#1 was the cold email action. Through the identification of important stakeholders, such as National Contact Points, European Networks, Digital Innovation Hubs, European clusters working on the call's topics/ challenges, companies, research centres, among others, it was possible to create a stakeholder dataset that assumed great importance for the call and which will serve as a baseline for the subsequent calls.

The email outreach strategy has been divided into two sub-actions: 1) contact stakeholders to let them know about the funding opportunity and ask them to spread the word within their networks. A communication kit with designs for different channels (Appendix A) has been created and shared with them as part of the strategy implemented; and, 2) directly contact potential applicants inviting them to participate and submit a proposal under OC#1. Thus, personalised emails have been created to each target group as showcased on Figure 21, Figure 22 and Figure 23.

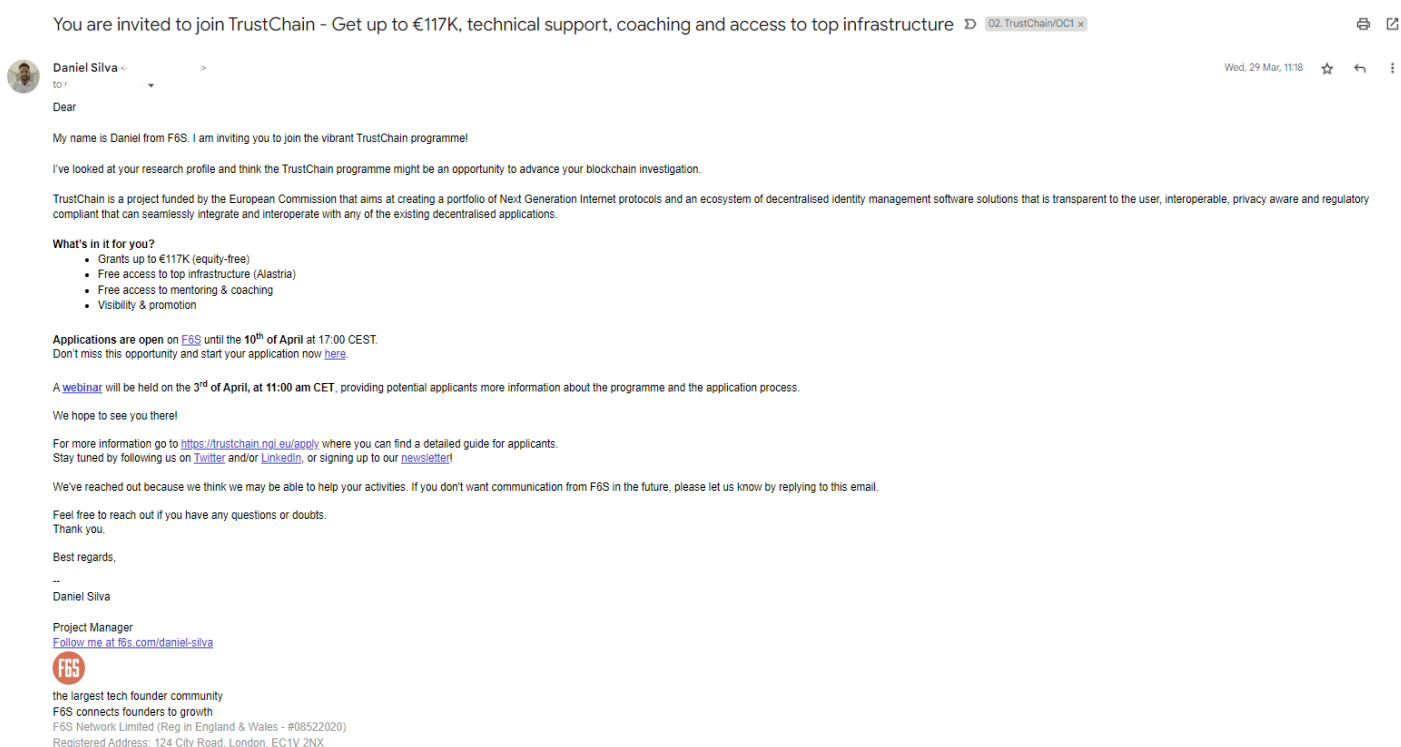


FIGURE 21: EXAMPLE OF ONE EMAIL SENT TO A POTENTIAL APPLICANT

## Blockchain Alliance Europe: TrustChain Open Call 1 - Grants up to €117K for innovators in your network 02: TrustChain/OCI x



Daniel Silva <  
to info >

Thu, 23 Mar, 11:14



Dear Mr. ,

My name is Daniel from F6S. I am contacting you because I think the TrustChain 1<sup>st</sup> open call can be an interesting opportunity for the innovators in your community.

TrustChain is a project funded by the European Commission that aims at creating a portfolio of Next Generation Internet protocols and an ecosystem of decentralised identity management software solutions that is transparent to the user, interoperable, privacy aware and regulatory compliant that can seamlessly integrate and interoperate with any of the existing decentralised applications.

### What's in it for participants?

- Grants up to €117K (equity-free)
- Free access to top infrastructure (Alastria)
- Free access to mentoring & coaching
- Visibility & promotion

Potential applicants can find more information on <https://trustchain.ngi.eu/apply/>

Applications are open on [F6S](#) until the 10<sup>th</sup> of April at 17:00 CEST.

A [webinar](#) will be held on the 27<sup>th</sup> of March, at 11:00 am CEST, providing potential applicants more information about the programme and the application process. [Here](#) is the recording from our first webinar.

Please spread this opportunity. [Here](#) you can find a kit with different communication materials. Feel free to use them:

- A text suggestion and visuals for social media
- Press Release
- Banner
- Postcard
- Project logos

Please don't hesitate to contact me if you have any questions or concerns.  
Thank you for your time,

All the best,  
--  
Daniel Silva

Project Manager

[Follow me at f6s.com/daniel-silva](https://f6s.com/daniel-silva)



the largest tech founder community

F6S connects founders to growth

F6S Network Limited (Reg in England & Wales - #08522020)

Registered Address: 124 City Road, London, EC1V 2NX

FIGURE 22: EXAMPLE OF EMAIL SENT TO A RELEVANT STAKEHOLDER

Hello << Test First Name >>

I'm Daniel from F6S. I just started the open call for TrustChain, which will fund €1.7m for developers, innovators, researchers, SMEs and entrepreneurs contributing for Decentralized Digital Identity solutions. I'd like to make sure that the opportunity is available to applicants in << Test Country >>.

Could you please forward the information below to applicants, as possible?

The EU-funded project TrustChain just launched its first open call with €1.7m for applications that clearly define, upgrade/extend the state-of-the-art, and develop innovative solutions within the Decentralized Digital Identity topic.

- [Apply on F6S by April 10 .at 5pm CEST](#)
- TrustChain grants up to €117K (equity-free)
- Free access to cutting-edge infrastructure
- Mentoring and coaching
- [Join the info webinar on February 27 .at 11am CET](#)
- Find out more on the [TrustChain site](#)

Feel free to use any communication material available [here](#).

I appreciate any possible help in advance and please let me know if I can help in any way.

Thanks,

Daniel Silva  
Project Manager  
[Follow me at f6s.com/daniel-silva](https://f6s.com/daniel-silva)



the largest tech founder community  
F6S connects founders to growth

F6S Network Ireland Limited. Registered Address: 39 Fitzwilliam Place, Dublin 2, Dublin, D02ND61, Ireland. We've reached out because we think we may be able to help your business. If you don't want communication from us in the future, please [unsubscribe](#) to let us know.

FIGURE 23: TEMPLATE OF THE EMAIL SENT VIA MAILCHIMP TO NCPS AND EUROPEAN NETWORKS

As a result of this activity, a total of 1117 emails have been sent.

## 4.5 F6S COMMUNITY

F6S is one of the biggest and most relevant communities for startups and founders worldwide. For that reason, some of the services offered by F6S have been requested and used as part of the campaign, giving us the necessary reach to spread the word to a considerable number of potential applicants, more specifically through targeted and scouting services. Those services positively contributed to the promoting and identification of potential applicants with high probability of interest in the funding opportunity (quality over quantity strategy).

Through this process a total of 3273 emails/ direct messages have been sent to potential applicants, mainly startups working in the main fields of the call.

## 4.6 COMPLEMENTARY ACTIONS

Besides the actions described above, other complementary actions were implemented to increase the awareness of TrustChain OC#1 or help potential applicants to clarify questions and doubts regarding the call requirements and eligibility criteria. The most prominent actions taken were: 1) organisation of webinars; 2) TrustChain contact form; 3) a special edition of our newsletter; and 4) Funding & Tenders Portal. In addition, as a result of the outreach, leveraging partners' networks and collaboration with online media and platforms, Appendix B showcases the external coverage of the project.

### 4.6.1 Webinars

Through the course of the campaign, three webinars were organised giving a vital opportunity to applicants to get to know in more detail the call and have the chance to put their questions and doubts directly to TrustChain partners during the event. All webinars recordings were made available through our YouTube channel and website, as explained in subsections 4.1 and 4.3. Table 2 presents the summary of this action, which reached a total of 139 registrations, from which 94 participants have attended the event live. A total of 67 questions were answered during the sessions.

TABLE 2: SUMMARY OF THE WEBINAR PARTICIPATION PROMOTED BY THE TRUSTCHAIN CONSORTIUM

Webinar	Registrations	Attendees	Question
#1	75	53	28
#2	51	27	31
#3	13	14	8
<b>Total</b>	<b>139</b>	<b>94</b>	<b>67</b>

The first webinar took place on February 27, 2023, at 12 pm (CET), with a total of 75 registrations. During the event, 28 questions were answered live to the 53 participants. The second webinar took place on March 27, 2023, at 12 pm (CEST), being answered by the panelists. 31 questions asked by the 27 attendees of a total of 51 registrations. Finally, the last webinar (webinar 3) took place one week later (April 3, 2023, at 12 pm (CEST)), where 14 participants (from a total of 13 registrations) had the opportunity to ask during the session 8 questions.

The registration process was managed in the F6S portal (Figure 24).

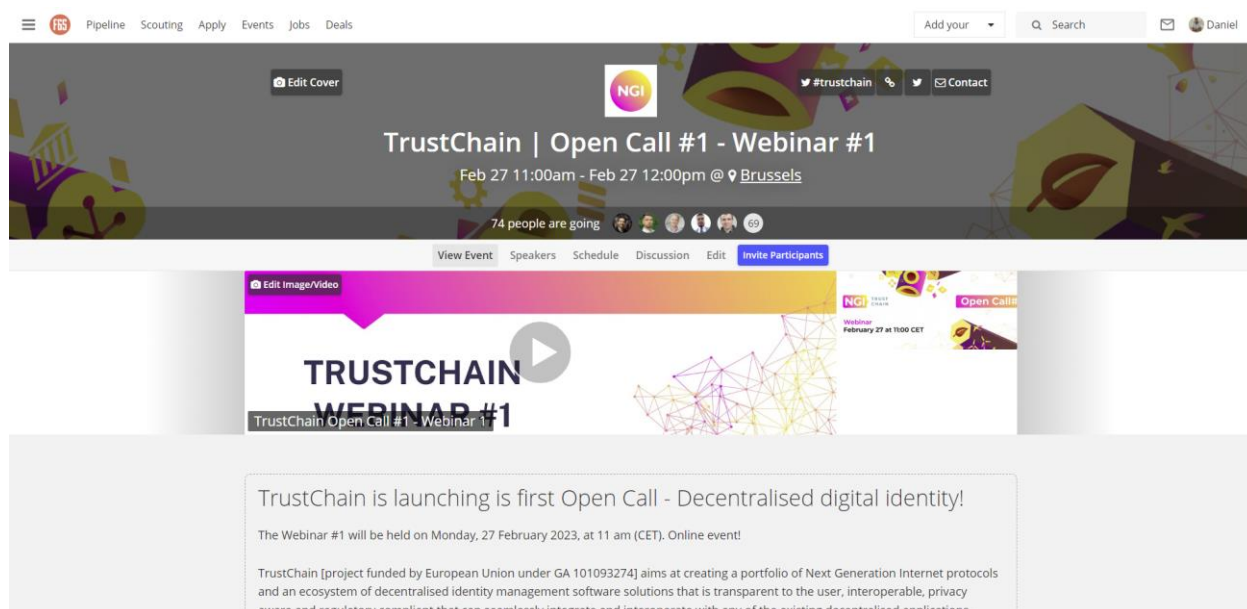


FIGURE 24: EXAMPLE OF ONE REGISTRATION PROCESS TAKEN UNDER F6S PORTAL (TRUSTCHAIN | OPEN CALL #1 - WEBINAR #1 PAGE)

#### 4.6.2 TrustChain contact form

Another channel made available to potential applicants during the call was the contact form. That was used mainly by applicants who did not find answers or clarifications to their doubts and concerns within the regular means provided by the consortium (e.g., FAQ, webinars recording, call documentation kit, among others).

A total of 41 enquiries were sent via this channel, being the most frequently asked questions related to call eligibility (~29%), followed by call objectives and financial (each one representing ~14% of the enquiries).

#### 4.6.3 Newsletter

A Newsletter special edition (Figure 25) was created and distributed during the call to provide some important insights to the subscribers about the call, useful links and shortcuts. This was the first TrustChain newsletter. At the time of the deliverable writing, TrustChain has 56 subscribers. The first newsletter issue was sent out to 49 (Figure 26).

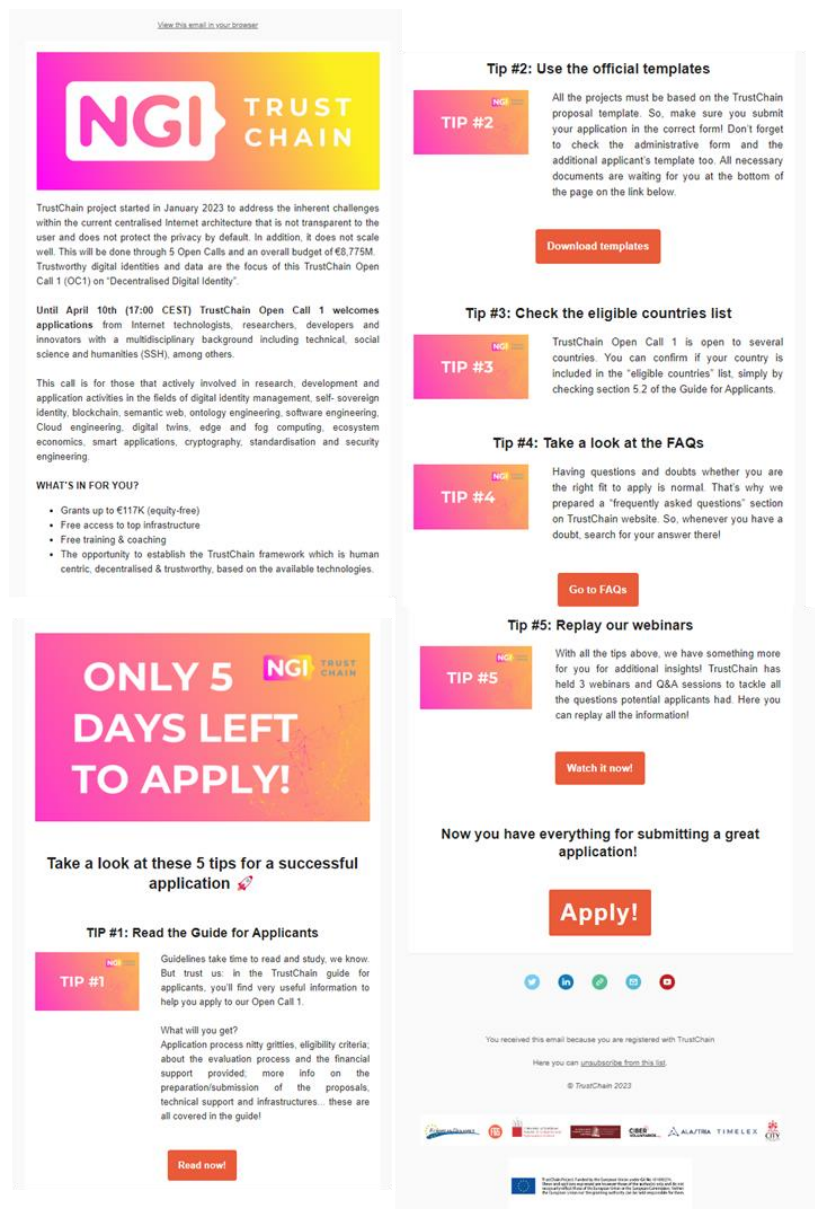
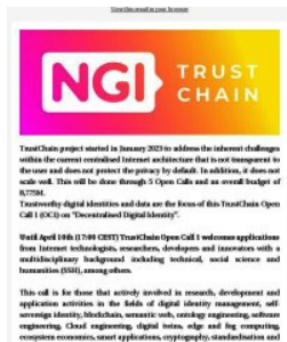


FIGURE 25: TRUSTCHAIN NEWSLETTER





Completed Campaign • Apr 5

## 49 Recipients

Open Rate	73.5%	Total Clicks	11
Clicks Per Unique Open	11.1%	Orders	0
Successful Deliveries	49	Average Order Revenue	\$0.00
Total Opens	100	Total Revenue	\$0.00

FIGURE 26: MAILCHIMP STATISTICS DASHBOARD

## 4.6.4 Funding & Tenders Portal

The official page for funding & tenders' opportunities from the European Commission was another channel where the call was highlighted (Figure 27).

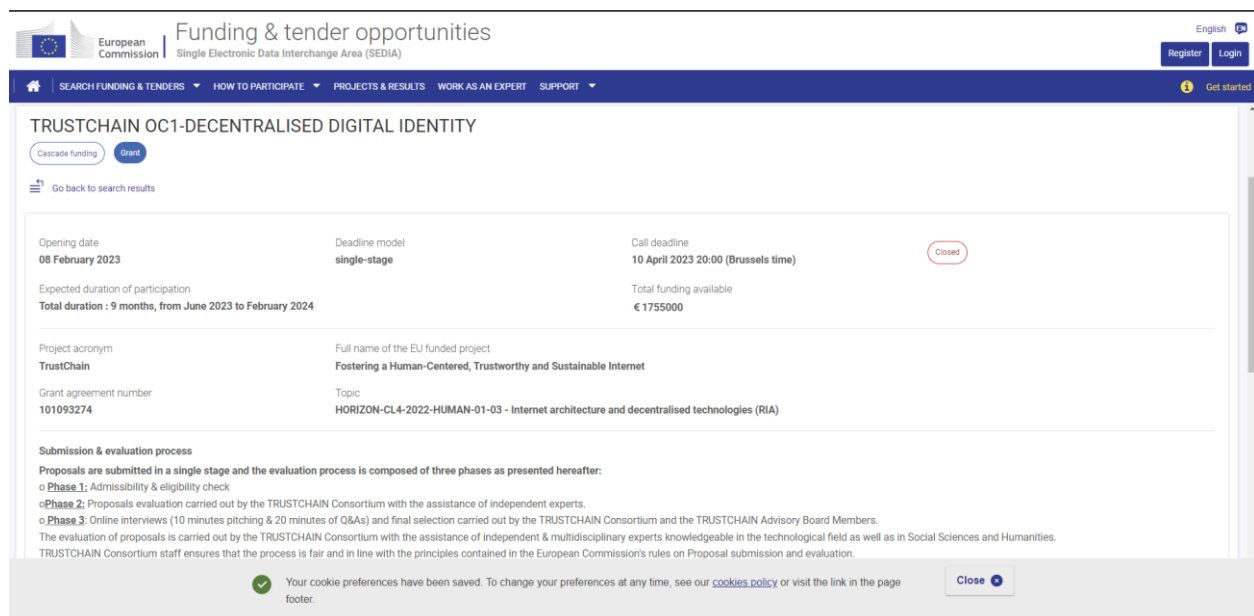


FIGURE 27: TRUSTCHAIN OPEN CALL #1 HIGHLIGHTED IN THE OFFICIAL FUNDING & TENDER PORTAL OF THE EUROPEAN COMMISSION



## 5 RESULTS

The results summary from the actions implemented and described in chapter 4 is highlighted in Table 3. As mentioned in chapter 2, it was defined in the GA that the optimal number of applications per call should be around 80-100 applications, having this call attracted 100 applications.

TABLE 3: TRUSTCHAIN OPEN CALL #1 PIPELINE

Pipeline - Open Call #1	Total	Conversion Rate
Potential applicants reached ( <i>estimated</i> )	136.342	
Website ( <i>users</i> )	4.614	3.38%
Apply or OC1 pages ( <i>users</i> )	3.455	74.88%
"Apply here" button ( <i>users</i> )	323	9.35%
Applications started ( <i>total</i> )	190	58.82%
<b>Applications submitted (<i>total</i>)</b>	<b>100</b>	<b>52.63%</b>

Source: Google Analytics; F6S portal; Other.

Through the actions implemented during the campaign (see chapter 4), the communication team has estimated that a total of 136.342 potential applicants have been reached as a result of this activity.

As expected, the awareness and interest in the call increased over time (Figure 28).

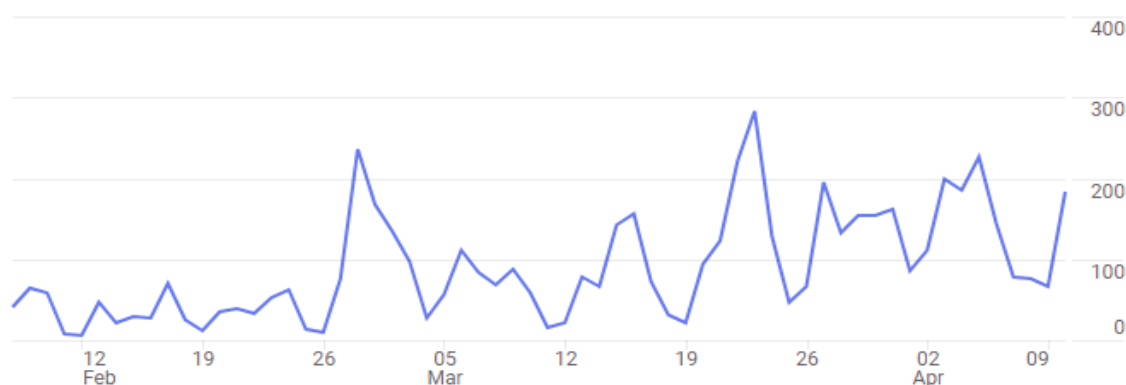


FIGURE 28: NUMBER OF USERS VISITING TRUSTCHAIN WEBSITE ON A DAILY BASIS BETWEEN THE CAMPAIGN PERIOD/ GOOGLE ANALYTICS

From the universe of potential applicants, more than 3% came to our website (+4.600 users) during the campaign, being around 90% of them unique users (+4.100).

3/4 of the website visitors (+3.400 users) have visited the pages created specific to the call, being one of the main reasons for visitors to come to the TrustChain website and check the funding opportunity open by the consortium.

Almost 10% of the visitors (+320) that either read or visited the dedicated pages of the call (apply and OC1 pages) have clicked on the “Apply here” buttons available across the page. This number does not reflect the total of clicks (i.e., the number of times the button has been clicked), but only the number of users that have clicked them.

During the campaign, 190 applications had been started in the F6S portal, which represented more than half (+58%) of the clicks by users. Unfortunately, and due to diverse reasons, 13 applications were deleted before the deadline. Thus, the final number of applications started and considered for the final account was 177.

From the total number of applications started, +50% of them have been submitted (100 applications) and are competing for the opportunity of being funded and supported by the TrustChain project.

Final remarks around the pipeline presented in **Table 3** are related to the number of downloads of the two most important call documents available (proposal template and guide for applicants) and the actual number of clicks on “Apply here” buttons. During the call submission phase, the TrustChain consortium had collected information about the number of clicks and downloads of two of the main documents from this call kit, proposal template and guide of applicants, not only to assess the interest in the call of potential applicants visiting our website and predict the number of submitted applications, but also to monitor the overall response to the campaign and implement mitigation actions in case the results were not trending according to expectations. Both documents were downloaded more than 200 times (proposal template 250 times, and guide of applicants 217 times) which was considered a good trajectory if we take into consideration that the project only started in January 2023. Moreover, the actual number of clicks on the “Apply here” buttons could be higher than the number indicated in **Table 3** since a considerable number of applicants have found information about this opportunity through the F6S portal (**Figure 29**) and did not click on the button to access the application form.

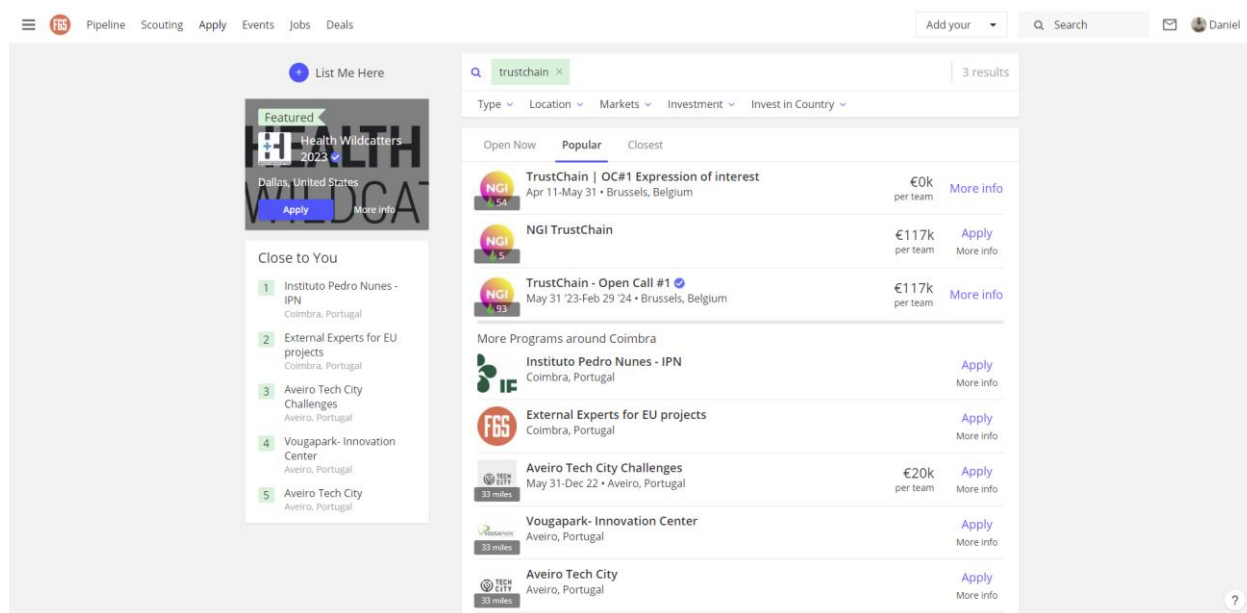


FIGURE 29: TRUSTCHAIN OPEN CALL #1 DISPLAYED IN “F6S APPLY” SEARCH

## 5.1.1 Channels

Figure 30 gives an overview of the channels from which applicants were informed about this opportunity. This information has been collected in the application form by both applications started and applications submitted.

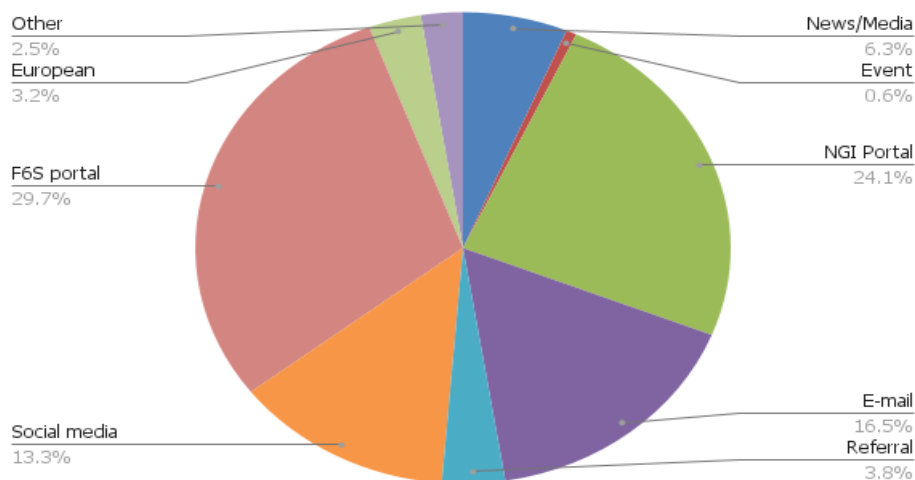


FIGURE 30: CHANNELS FROM WHERE OUR APPLICANTS HAVE HEARD ABOUT THE TRUSTCHAIN OPEN CALL #1 – EXTRACTED FROM THE APPLICATION FORM

F6S portal (29,7%), NGI portal (24,1%) and cold emails (16,5%) were the top three channels from where applicants have received information about this call. All of them represent more than  $\frac{2}{3}$  (70,3%) of the channels used during the campaign. If social media activities were also included in the equation (13,3%), then 4 out of 5 received information through one of these channels (83,6%).

Taking into account the main actions of the campaign and also the community of F6S and NGI portals, these numbers were aligned with expectations, and clearly indicate the importance of both communities to the overall success of the call.

## 5.1.2 Regions

The TrustChain website was visited by users from 99 countries over the campaign timeframe. Figure 31 highlights the top-25 countries from where users visited our website, representing almost 90% of the total users.

Spain was by far the region that brought more users, 587, to the website (+12% of the total users), which can be explained by the fact that two TrustChain members are Spanish and also due to their well-established networks.

The United States was the second region by number of users (413), being followed by Italy (361 users), France (303 users), The Netherlands (286 users), and the United Kingdom with 283 users. Together they represent almost 50% of the total users (2233). Although the campaign did not specifically target United States innovators, developers, researchers or companies, the interest from this region's users is easily explained by the relevancy of the market in the sector.

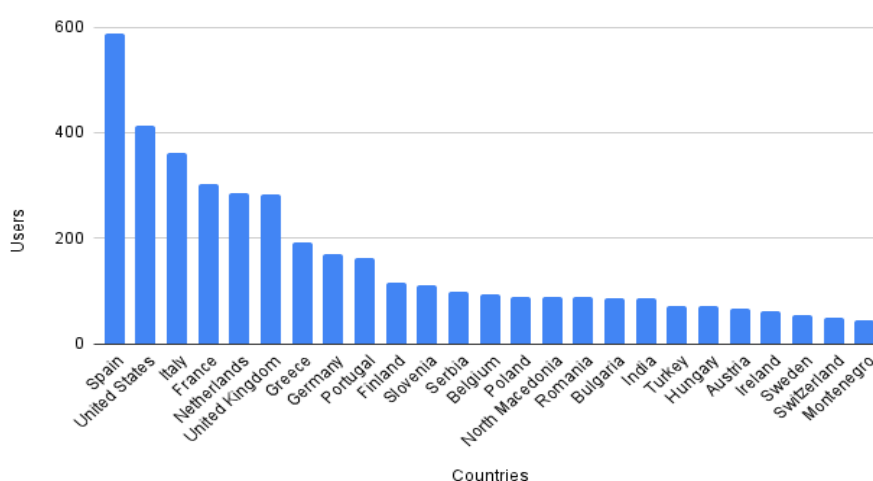


FIGURE 31: DEMOGRAPHIC DETAILS OF THE USERS VISITING THE TRUSTCHAIN WEBSITE DURING OPEN CALL #1. / GOOGLE ANALYTICS. PERIOD: FEBRUARY 8 - APRIL 10, 2023

### 5.1.3 User acquisition

In terms of user acquisition (Figure 32), direct channel represented the principal mean of users' acquisition (66%), which is considered normal due to the novelty of the project (started in January 2023) and because our actions led the users directly to the website. Although the project only started in January 2023, it was possible to notice that the awareness strategy implemented during this campaign has produced already interesting results since organic search was the second channel most used by potential applicants to reach our website (499 users). That means that +10% of the total visitors came to our website by unpaid listings that appear on browsers, which indicated that our SEO (Search Engine Optimization) strategy was effective and produced results. The third most effective was the Organic Social, which represented +7% of total users (353).

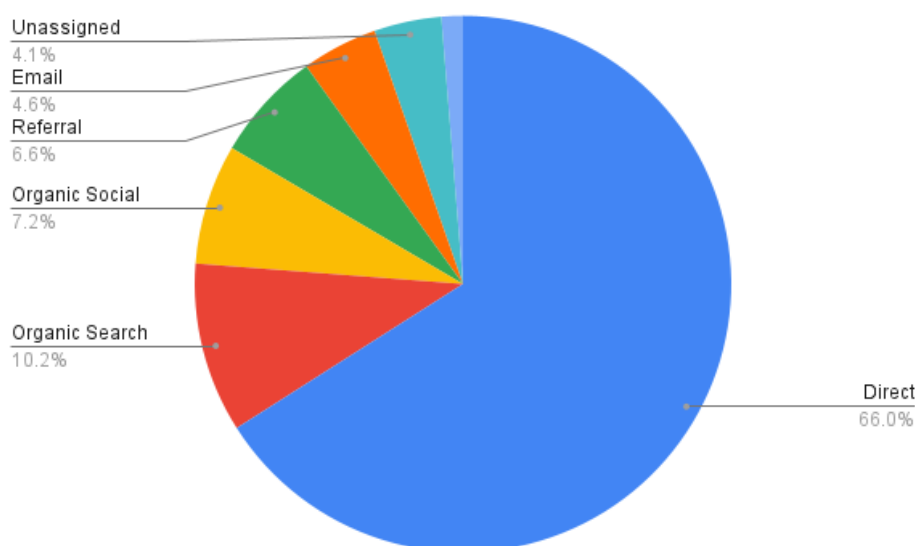


FIGURE 32: TRAFFIC ACQUISITION - USERS - BY DEFAULT GROUP CHANNEL / GOOGLE ANALYTICS.  
PERIOD: FEBRUARY 8 - APRIL 10, 2023

## 6 CONCLUSIONS

TrustChain OC#1 communication and campaign has served its major twofold objectives of creating awareness to the TrustChain project and attracting applications to the call.

A total of 100 applications were submitted under the call, meaning the campaign strategy was able to reach the goal defined in the Grant Agreement.

The campaign actions incorporated different communication channels, allowing to reach and spread the word not only about the call but also about the overall project. That will impact future calls and it will certainly be leveraged by the consortium from now on.

F6S portal and NGI platforms had a pivotal role in promoting and disseminating the call through their communities and networks. Both were indicated as a main source to obtain information of the call by applicants.

For the overall analysis of the call pipeline (mainly website channel), only data available through google analytics has been assessed. Unfortunately, it was not possible to access the number of users visiting the pages managed by F6S (both the about page of the call and application form) in due time.

To sum up, the communication and campaign defined and implemented has fulfilled its purpose, being considered a success in terms of the total of applications submitted, as well as in building a strong community around the TrustChain project.

## APPENDIX A. COMMUNICATION KIT



**NGI TRUST CHAIN**

Fostering a human-centred,  
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**Up to €117k** for developers, innovators,  
researchers, SMEs and entrepreneurs

+ MENTORING & COACHING    + ACCESS TO TOP INFRASTRUCTURE    + VISIBILITY & PROMOTION

**Apply by April 10 2023, at 17:00 CEST  
via F6S platform**

APPLICATIONS SHOULD CLEARLY DEFINE, UPGRADE/EXTENT  
THE STATE-OF-THE-ART, AND DEVELOP THE FOLLOWING TYPES OF SOLUTIONS

DECENTRALIZED USER-CENTRIC IDENTITY	PROTOCOLS FOR TRUSTWORTHINESS ASSESSMENT OF ENTITIES	SMART ORACLES	INCLUSIVE DIGITAL IDENTITY PLATFORMS
SOCIAL IDENTITY FOR DELEGATION AND RECOVERY	SYSTEMS ISSUING AND MANAGING DECENTRALIZED IDENTIFIERS	DECENTRALIZED IDENTITY SYSTEMS SUPPORTING DAOs	USE-CASE DRIVEN IDENTITY MANAGEMENT SYSTEM DEPLOYMENT

Other topics may be considered

MORE INFORMATION  
[www.trustchain.ngi.eu](http://www.trustchain.ngi.eu)

APPLY ON  
[www.f6s.com/trustchain-open-call-1/about](http://www.f6s.com/trustchain-open-call-1/about)

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PROGRAMME

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showcase/ngi-trustchain  
f6s.com/trustchain-open-call-1/about  
@trustchain\_ngi

FIGURE 33: TRUSTCHAIN OPEN CALL #1 - POSTCARD



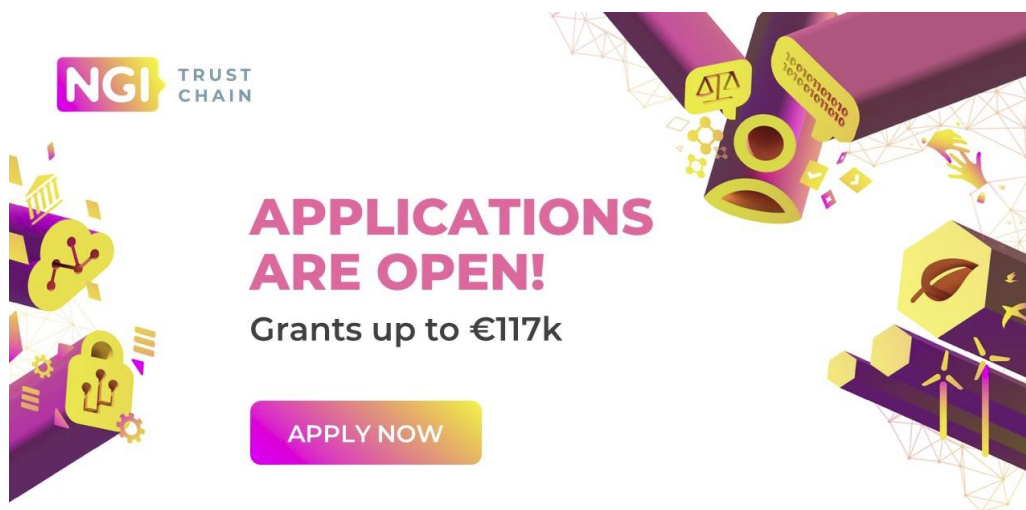
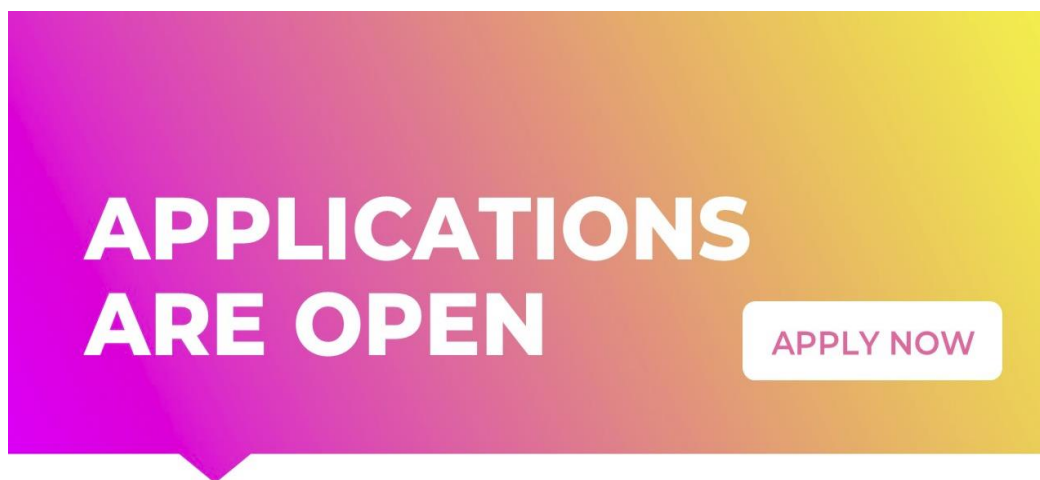


FIGURE 34: TRUSTCHAIN OPEN CALL #1 - SOCIAL MEDIA BANNER #1



**Grants up to €117K**



FIGURE 35: TRUSTCHAIN OPEN CALL #1 - SOCIAL MEDIA BANNER #2



# APPLICATIONS ARE OPEN

APPLY NOW

**€ 1,755,000 for (up to)  
15 selected projects**

FIGURE 36: TRUSTCHAIN OPEN CALL #1 - SOCIAL MEDIA BANNER #3



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[trustchain\\_ngi](https://trustchain_ngi)

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**EUROPEAN DYNAMICS** **F6S** **University of Ljubljana** **Faculty of Computer and Information Science** **CIBER VOLUNTARIOS** **ALA/TRIA** **TIMELEX** **CITY**

FIGURE 37: TRUSTCHAIN OPEN CALL #1 - BANNER



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 CITY

FIGURE 38: TRUSTCHAIN OPEN CALL #1 - BANNER (FRAMED)

## APPENDIX B. EXTERNAL COVERAGE

In the table below (Table 4), external coverage of the TrustChain project is showcased. Not only as the result of the press release outreach but also due to the activity of the partners, TrustChain had been mentioned in different media outlets. Therefore, the special part of this information is dedicated also to more prominent social media posts, third parties' newsletter, mentioned on funding opportunity portals or additional efforts made by partners (posting actively in their local language to include the ecosystem more easily and quickly).

TABLE 4: EXTERNAL COVERAGE OF THE TRUSTCHAIN PROJECT DURING OC#1.

NAME OF THE PUBLICATION	COMMUNICATION CHANNEL	WEBSITE/URL
NGI COORDINATORS MEETING	EVENT (CONFERENCE/MEETING/WORKSHOP/INTERNET DEBATE/ROUND TABLE/GROUP DISCUSSION)	<a href="https://spritehub.org/funding-calls/">HTTPS://SPRITEHUB.ORG/FUNDING-CALLS/</a>
SPRITE+ TWITTER	SOCIAL MEDIA	<a href="https://twitter.com/SPRITEPLUS/status/1625839096185737217">HTTPS://TWITTER.COM/SPRITEPLUS/STATUS/1625839096185737217</a>
EU INFO POINT SERBIA NEWS	MEDIA ARTICLE	<a href="https://europa.rs/podrska-pouzdanom-digitalnom-identitetu/">HTTPS://EUROPA.RS/PODRSKA-POUZDANOM-DIGITALNOM-IDENTITETU/</a>
TRUSTCHAIN OPEN CALL, PRESS RELEASE	PRESS RELEASE	<a href="https://www.eublockchainforum.eu/news/trustchain-open-calls">HTTPS://WWW.EUBLOCKCHAINFORUM.EU/NEWS/TRUSTCHAIN-OPEN-CALLS</a>
TRUSTCHAIN OPEN CALL	WEBSITE	<a href="https://www.ngi.eu/opencalls/#ngitrustchain">HTTPS://WWW.NGI.EU/OPENCALLS/#NGITRUSTCHAIN</a>

NEW MONEY ON THE TABLE FOR EUROPEAN INNOVATORS	MEDIA ARTICLE	<a href="https://www.innovatorsmag.com/new-opportunities-for-european-innovators/">HTTPS://WWW.INNOVATORSMAG.COM/NEW-OPPORTUNITIES-FOR-EUROPEAN-INNOVATORS/</a>
NGI TRUSTCHAIN 1ST OPEN CALL	WEBSITE	<a href="https://www.innovationplace.eu/fund/ngi-trustchain-1st-open-call/8563">HTTPS://WWW.INNOVATIONPLACE.EU/FUND/NGI-TRUSTCHAIN-1ST-OPEN-CALL/8563</a>
NGI TRUSTCHAIN 1ST OPEN CALL	WEBSITE	<a href="https://spaces.fundingbox.com/spaces/ngi-open-calls-funding-opportunities/63f87c1b3890916e220b2822">HTTPS://SPACES.FUNDINGBOX.COM/SPACES/NGI-OPEN-CALLS-FUNDING-OPPORTUNITIES/63F87C1B3890916E220B2822</a>
TRUSTCHAIN APPLICATION IS OPEN	PRESS RELEASE	<a href="https://emeastartups.com/trustchain-application-is-open/13025">HTTPS://EMEASTARTUPS.COM/TRUSTCHAIN-APPLICATION-IS-OPEN/13025</a>
News:TRUSTCHAIN APPLICATION IS OPEN! - UP TO €117K FOR DEVELOPERS, INNOVATORS, RESEARCHERS, SMES AND ENTREPRENEURS	PRESS RELEASE	<a href="https://wbc-rti.info/mobile/object_view/23900">HTTPS://WBC-RTI.INFO/MOBILE/OBJECT_VIEW/23900</a>
NGI TrustChain - INTERNET CENTRADO EN EL SER HUMANO, CONFIABLE Y SOSTENIBLE	WEBSITE	<a href="https://www.fundingprogrammesportal.gov.cy/en/call/ngi-trust-chain-1st-open-call-decentralised-digital-identity/">HTTPS://WWW.FUNDINGPROGRAMMESPORTAL.GOV.CY/EN/CALL/NGI-TRUST-CHAIN-1ST-OPEN-CALL-DECENTRALISED-DIGITAL-IDENTITY/</a>
NGI TRUST CHAIN – OPEN CALL#1 DECENTRALIZED DIGITAL IDENTITY	PRESS RELEASE	<a href="https://www.innexhub.it/ngi-trust-chain-open-call1-decentralized-digital-identity/">HTTPS://WWW.INNEXHUB.IT/NGI-TRUST-CHAIN-OPEN-CALL1-DECENTRALIZED-DIGITAL-IDENTITY/</a>
TRUSTCHAIN OC1- DECENTRALISED DIGITAL IDENTITY	WEBSITE	<a href="https://www.developmentaid.org/grants/view/1074958/trustchain-oc1-decentralised-digital-identity">HTTPS://WWW.DEVELOPMENTAID.ORG/GRANTS/VIEW/1074958/TRUSTCHAIN-OC1-DECENTRALISED-DIGITAL-IDENTITY</a>
TWITTER POST BY GERMAN EMBASSY IN NICOSIA	SOCIAL MEDIA	<a href="https://twitter.com/GEREMBNICOSIA/status/1629774544419401729">HTTPS://TWITTER.COM/GEREMBNICOSIA/STATUS/1629774544419401729</a>
TWITTER POST BY WARSAW UNIVERSITY OF TECHNOLOGY	SOCIAL MEDIA	<a href="https://twitter.com/ELKAPW/status/1634169760626737152">HTTPS://TWITTER.COM/ELKAPW/STATUS/1634169760626737152</a>

TWITTER POST BY EMPODERA ORGANISATION	SOCIAL MEDIA	<a href="https://twitter.com/EMPODERA_ORG/status/1628713482337107971">https://twitter.com/EMPODERA_ORG/status/1628713482337107971</a>
TWITTER POST B POLISH NATIONAL CONTACT POINT HORIZON EUROPE: EUROPEJSKIE GRANTY DLA INNOWATORÓW W ZAKRESIE TOŻSAMOŚCI CYFROWEJ	SOCIAL MEDIA AND WEBSITE	<a href="https://twitter.com/KPK_PL/status/1628400316180750336">https://twitter.com/KPK_PL/status/1628400316180750336</a> <a href="https://www.kpk.gov.pl/europejskie-granty-dla-innowatorow-w-zakresie-tozsamosci-cyfrowej">https://www.kpk.gov.pl/europejskie-granty-dla-innowatorow-w-zakresie-tozsamosci-cyfrowej</a>
TWITTER POST - HORIZON EUROPE - CLUSTER 4 - DIGITAL	SOCIAL MEDIA	<a href="https://twitter.com/EI_SOREILLY/status/1628039282416820224">https://twitter.com/EI_SOREILLY/status/1628039282416820224</a>
TRUSTCHAIN 1. NYÍLT FELHÍVÁS – “DECENTRALIZÁLT DIGITÁLIS IDENTITÁS”	PRESS RELEASE	<a href="https://pbkik.hu/2023/02/23/palyazatok/trustchain-1-nyilt-felhivas-decentralizalt-digitalis-identitas/">https://pbkik.hu/2023/02/23/palyazatok/trustchain-1-nyilt-felhivas-decentralizalt-digitalis-identitas/</a>
NEXT GENERATION INTERNET: PUBBLICATA LA PRIMA CALL APERTA PER IDENTITÀ DIGITALI SICURE E SOSTENIBILI	MEDIA ARTICLE	<a href="https://first.art-er.it/news/ngi-call-aperta-identita-digitali-sicure-e-sostenibili">https://first.art-er.it/news/ngi-call-aperta-identita-digitali-sicure-e-sostenibili</a>
NEXT GENERATION INTERNET: PUBBLICATA LA PRIMA CALL SU IDENTITÀ DIGITALI DECENTRALIZZATE	MEDIA ARTICLE	<a href="https://www.emiliaromagnastartup.it/it/innovative/bandi/next-generation-internet-pubblicata-la-prima-call-su-identita-digitali">https://www.emiliaromagnastartup.it/it/innovative/bandi/next-generation-internet-pubblicata-la-prima-call-su-identita-digitali</a>
PREHLAD GRANTOVÝCH VÝZIEV PRE STARTUPY A INOVATÍVNE MSP (MAREC/APRÍL 2023)	WEBSITE	<a href="https://www.slord.sk/aktuality/prehľad-grantovych-vyziev-pre-startupy-a-inovativne-msp-marec-april-2023/">https://www.slord.sk/aktuality/prehľad-grantovych-vyziev-pre-startupy-a-inovativne-msp-marec-april-2023/</a>
PREHLAD GRANTOVÝCH VÝZIEV PRE STARTUPY A INOVATÍVNE MSP (MAREC/APRÍL 2023)	WEBSITE	<a href="https://innonews.blog/2023/03/09/prehľad-grantovych-vyziev-pre-startupy-a-inovativne-msp-marec-april-2023/">https://innonews.blog/2023/03/09/prehľad-grantovych-vyziev-pre-startupy-a-inovativne-msp-marec-april-2023/</a>

НОВА ПОКАНА ЗА ДЕЦЕНТРАЛИЗИРАНА ЦИФРОВА ИДЕНТИЧНОСТ	MEDIA ARTICLE	<a href="https://DIGITALK.BG/SECURITY/2023/04/03/4468196_EVROPEISKI_KONKURS_SHTE_FINANSIRA_15_PROEKTA_ZA/">HTTPS://DIGITALK.BG/SECURITY/2023/04/03/4468196_EVROPEISKI_KONKURS_SHTE_FINANSIRA_15_PROEKTA_ZA/</a>
UE: AJUTS A PROJECTES MULTIDISCIPLINARIS SOBRE LA IDENTITAT DIGITAL DESCENTRALITZADA	PRESS RELEASE	<a href="https://WWW.UDG.EDU/ES/INVESTIGA/SUPORT-R-D-I/CONVOCATORIES-EXTERNES/DETALL-CONVOCATORIES/EVENTID/26324">HTTPS://WWW.UDG.EDU/ES/INVESTIGA/SUPORT-R-D-I/CONVOCATORIES-EXTERNES/DETALL-CONVOCATORIES/EVENTID/26324</a>
PROGRAMMI DI FINANZIAMENTO	WEBSITE	<a href="https://WWW.UNICT.IT/IT/BANDI/RICERCA-E-TRASFERIMENTO-TECNOLOGICO/PROGRAMMI-DI-FINANZIAMENTO?PAGE=2&amp;FIELD_TIPO_BANDO_RICERCA_ALTRI_VALUE=ALL">HTTPS://WWW.UNICT.IT/IT/BANDI/RICERCA-E-TRASFERIMENTO-TECNOLOGICO/PROGRAMMI-DI-FINANZIAMENTO?PAGE=2&amp;FIELD_TIPO_BANDO_RICERCA_ALTRI_VALUE=ALL</a>
THE OFFICIAL NEWSLETTER OF THE EUROPEAN UNION BLOCKCHAIN OBSERVATORY & FORUM (EUBOF)	NEWSLETTER	<a href="https://WWW.EUBLOCKCHAINFORUM.EU/NEWS/MARCH-2023-NEWSLETTER-0">HTTPS://WWW.EUBLOCKCHAINFORUM.EU/NEWS/MARCH-2023-NEWSLETTER-0</a>
LINKEDIN NEWSLETTER	NEWSLETTER	<a href="https://WWW.LINKEDIN.COM/PULSE/EUBOF-NEWSLETTER-MARCH-2023-EU-BLOCKCHAIN-OBSERVATORY-FORUM/?TRACKINGID=55VLZZI3RUSoYUCw8v6NgO%3D%3D">HTTPS://WWW.LINKEDIN.COM/PULSE/EUBOF-NEWSLETTER-MARCH-2023-EU-BLOCKCHAIN-OBSERVATORY-FORUM/?TRACKINGID=55VLZZI3RUSoYUCw8v6NgO%3D%3D</a>
4PDIH POSTS	SOCIAL MEDIA	<a href="https://WWW.LINKEDIN.COM/FEED/UPDATE/URN:LI:ACTIVITY:7041736213073960960/?ACTORCOMPANYID=92926386">HTTPS://WWW.LINKEDIN.COM/FEED/UPDATE/URN:LI:ACTIVITY:7041736213073960960/?ACTORCOMPANYID=92926386</a>  <a href="https://WWW.FACEBOOK.COM/4PDIH/POSTS/PFBID0zLgFAoQs52yA1BBBFAB2VQYdcTyWlJuKxjNcmoGmXQMkx291UHWUDNCEYBV91TOKL">HTTPS://WWW.FACEBOOK.COM/4PDIH/POSTS/PFBID0zLgFAoQs52yA1BBBFAB2VQYdcTyWlJuKxjNcmoGmXQMkx291UHWUDNCEYBV91TOKL</a>  <a href="https://TWITTER.COM/4PDIH/STATUS/1635971173409345538">HTTPS://TWITTER.COM/4PDIH/STATUS/1635971173409345538</a>
FINTECH AND INSURTECH ASSOCIATION OF SLOVAKIA - LINKEDIN POST	SOCIAL MEDIA	<a href="https://WWW.LINKEDIN.COM/POSTS/FINTECH-INSURTECH-ASOCIACIA-SLOVENSKA_DEVELOPERS-INNOVATORS-RESEARCHERS-ACTIVITY-7044243371460071424-">HTTPS://WWW.LINKEDIN.COM/POSTS/FINTECH-INSURTECH-ASOCIACIA-SLOVENSKA_DEVELOPERS-INNOVATORS-RESEARCHERS-ACTIVITY-7044243371460071424-</a>

		<a href="https://www.dihbu40.es/en/events/trustchain-open-call-1-on-decentralised-digital-identity/">W8QG?utm_source=share&amp;utm_medium=MEMBER_DESKTOP</a>
TRUSTCHAIN OPEN CALL 1 ON DECENTRALISED DIGITAL IDENTITY	PRESS RELEASE	<a href="https://www.dihbu40.es/en/events/trustchain-open-call-1-on-decentralised-digital-identity/">HTTPS://WWW.DIHBU40.ES/EN/EVENTS/TRUSTCHAIN-OPEN-CALL-1-ON-DECENTRALISED-DIGITAL-IDENTITY/</a>