

## D2.8 Open call communication and campaigns report 3

12/03/2024



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## D2.8 OPEN CALL COMMUNICATION AND CAMPAIGNS REPORT 3

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## EXECUTIVE SUMMARY

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The purpose of this report is to provide an overview of the communication campaign carried out for TrustChain Open Call #3 - Economics and Democracy. The primary aim of the campaign for Open Call #3 was to effectively convey information about the call, including details on the application process, applicant requirements, desired expertise areas, and available funding and support options. This information was disseminated through our website, webinars, partner websites, posts, newsletters, sister project collaboration and a frequently asked questions page on the project website.

Open Call #3 ran from December 06, 2023, to February 14, 2024, spanning a 71-day application period. During this time, we built upon and refined the communication strategies initially established during Open Call #1 to better address the specific challenges and timeframe of the second call.

Therefore, this Deliverable focuses on the results of the campaign conducted for the Open Call #3.

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## ABBREVIATIONS

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

## 1 INTRODUCTION

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

**D2.8 Open Call Communication Campaign Report 3** presents the TrustChain Open Call #3 topic, application process, profile, and eligibility of applicants. This report relies on the *D2.6 Open Call Communication Campaign Report* that laid out the communication and dissemination strategy for the OCs as well as the insight in the overall approach and target groups.

In addition, this deliverable draws on information about the OC #3 contained in *D2.3 Open call specifications and launch documents 3*.

D2.8 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 #3, its scope, goals, eligibility, target audience, geographic criteria, application process and timeline.
- **Chapter 3** provides results and examples of the TrustChain OC #3 campaign, methods, channels, and other tools used to conduct the successful campaign.
- **Chapter 4** presents the conclusion.
- **Appendix A** showcases the example of the 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 #3

**TRUSTCHAIN Open Call #3 - Economics and Democracy** focused on trustworthy decentralized solutions in the areas of economics and democracy. Fraud in online transactions is still widespread. Fake news may manipulate the public opinion and the quality of democracy. Decentralised communities should be able to co-decide, even on potentially sensitive issues, while the anonymity and votes of individual members to be preserved. Data siloing still hinders huge economic potential. However, personal or proprietary data exchange could be subject to privacy violations, while data handling control and provenance should be provided to the data owners. Moreover, data valuation is a tricky problem, subject to data quality, but ultimately on the data overall usefulness, which is not easy to quantify. Also, consider how to value data contributed to a federated learning approach or any centralised AI model.

Open Call #3 welcomed protocols, services or applications that will clearly define, upgrade/extend the state-of-the-art, and develop solutions that address one or several of the aforementioned issues or related ones. Proposed solutions should utilise existing concepts and technologies already developed for data economics and democracy and fit within TrustChain's vision and objectives. The solutions should be provided as open-source software desirably at TRL 7, tested, evaluated, and validated by an adequate pool of potential end-users that 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. Each proposed solution will have to use the latest technologies for full-stack development that are compatible with the current standards.

### 2.1 SCOPE, GOALS AND SOLUTIONS

The objective of this Open Call was to define and build 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 that implements techniques such as:

- 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 decentralised environments; negotiation mechanisms for data prices,
- Market competition that is fair and regulated in favour of the innovators,
- 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,
- Decentralised 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.

Applications will cover real needs of the end-users in one specific sector such as for example banking, education, healthcare, or e-government.

## 2.2 TARGETED APPLICANTS

The target applicants of this call were developers, innovators, researchers, SMEs, 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, design, which can contribute to the NGI TrustChain relevant vision.

## 2.3 TYPE OF TEAMS

The TrustChain Open Call#3 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. Teams had to consist of more than one person, of course.
- **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.

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

## 2.4 ELIGIBLE COUNTRIES

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<sup>2</sup>.
- 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.

## 2.5 APPLICATION FORM

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).

<sup>2</sup> Entities from Overseas Countries and Territories (OCT) are eligible for funding under the same conditions as entities from the Member States to which the OCT in question is linked.

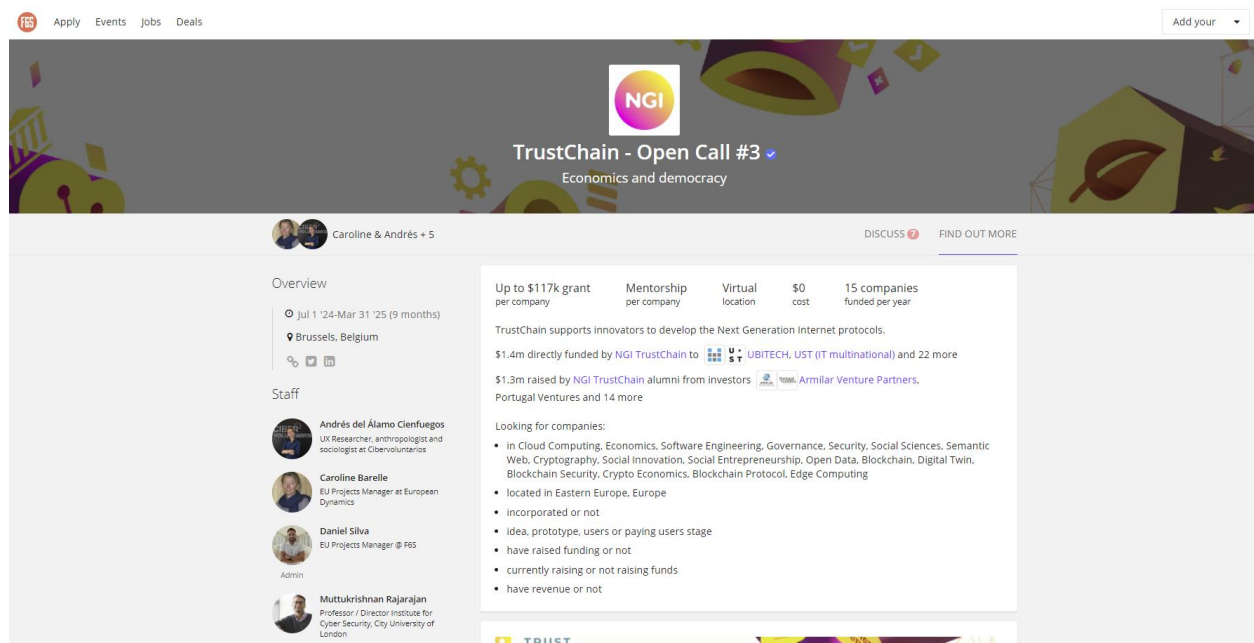


Figure 1. TrustChain Open Call #3 page at F6S portal. Source: F6S.

To submit their applications, applicants had to fill in an administrative form, available at <https://www.f6s.com/trustchain-open-call-3/apply>, and upload the application technical description using the [official proposal template](#).

Additional template was mandatory for consortia and/or teams with more than 3 legal entities/ individuals ([additional applicants template](#)).

## 2.6 TIMELINE

TrustChain Open Call #3 was opened from 06 December 2023 until 14 February 2024, for a total of 71 days.

The call deadline was extended for a week from 07 February 2024 to 14 February 2024. Due to this change, TrustChain consortium ensured that the new deadline was duly communicated through TrustChain's main channels to allow applicants, who had already applied before the communication of the new deadline, had the opportunity to reopen their applications if necessary.

### 3 COMMUNICATION & CAMPAIGN ACTIONS

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

It is important to underline that the overall communication and dissemination strategy has been followed since the start of the project; therefore its goals and methodology remain in place. Nonetheless, as each OC has a different topic as well as timing, tailoring of the strategy is necessary, especially in pinpointing target audience and creating communication messages and OC value proposition pitch.

As in the previous 2 OCs, dissemination and communication efforts to increase reach and visibility encompass the following:

- **Email outreach:** SME/ startup/research networks and organizations, Newsletters
- **Publicity:** Media/ Blog relations
- **Influencers engagement:** Community creation, Expert advice by topic, success stories/ interviews
- **Partnerships:** Top events, startup ecosystems, governments, sister or other relevant projects
- **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
- **Paid media:** Paid ads on LinkedIn.

The messaging in OC #3 did not focus solely on the OC topic but also extended to:

- The Project and NGI initiative
- The Project consortium

- Innovators from the previous 2 OCs
- Collaborations with external initiatives, events, and projects.

The posting frequency varied to accommodate the needs of the project but still maintained the necessary minimum (2x week) in the weeks where the volume of the news and updates was lower. Therefore, the timing of more frequent posting coupled with email and media outreach were fine-tuned strictly to capture the attention of the target audience.

### 3.1 TRUSTCHAIN WEBSITE

Already established before the OC #1, the TrustChain website served as the one-stop-shop for all relevant information and the application for OC #2. More specifically, it provided an overview of the call kit: call document, the guide for applicants, and proposal template. Additional information is also provided through the Frequently Asked Questions (FAQ) section and Resources page where webinars and additional materials could be downloaded from. Lastly, the website serves as a platform where other calls under NGI or other relevant initiatives and opportunities could be accessed. By including a wider range of content, the TrustChain consortium aims to maintain current collaborations and synergies, act as a news hub for events and other funding opportunities and provide visibility and support to its current ecosystem of innovators and partners. Furthermore, websites of partnering organisations supported the OC #3 campaign by publishing about the funding opportunity and any related events.<sup>3</sup>

The TrustChain website focuses on offering a clear and easily navigable path for all applicants, whether they want to swiftly access the F6S page and submit their application or gather more information on current or past calls and events. As showcased below (figure 2), the initial entry point is the landing page.

<sup>3</sup> Full list of published press releases and other mentions of TrustChain by 3<sup>rd</sup> parties in Appendix B.

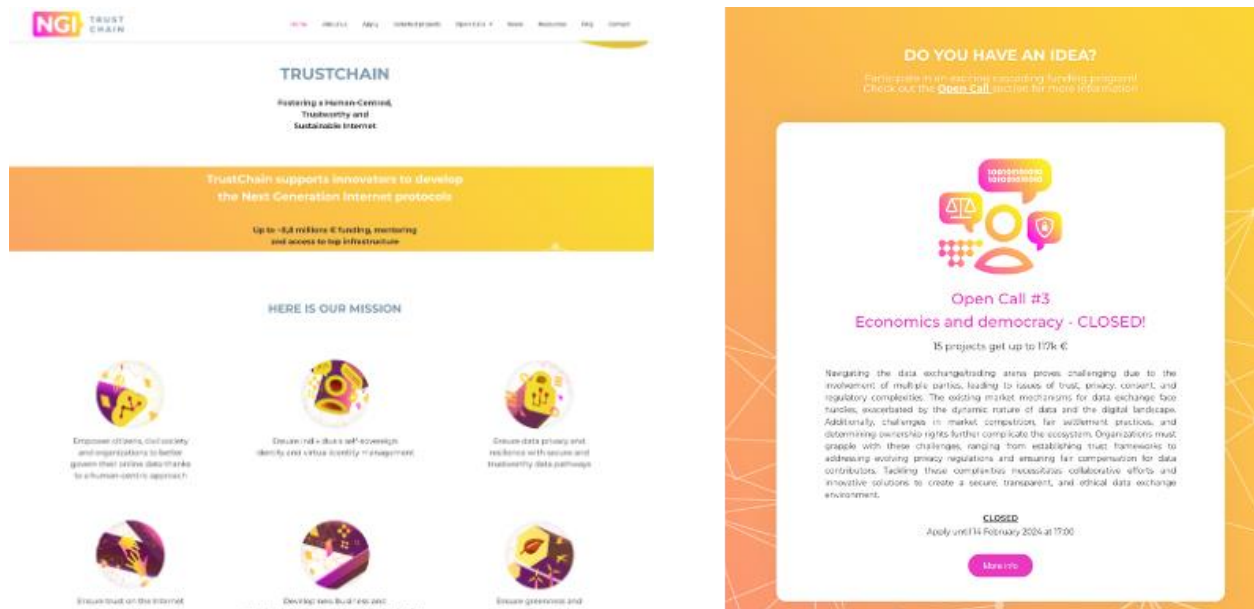


Figure 2. TrustChain landing page.

Furthermore, the entire website maintains consistency in its presentation of information. It employs a uniform writing style and a consistent display of relevant data, such as submission deadlines, which leaves no room for misinterpretation.

## HOW TO APPLY?

Open Calls will be handled using the F6S platform.

**CLOSED!**

The call is open for submission from December 6, 2023 until February 14, 2024 (17:00 Brussels time). Its indicative budget is € 1.755.000 with up to a maximum of 15 proposals funded.

Figure 3. Section from the TrustChain Apply page.

It is important to highlight that the application itself was possible only through the F6S platform. Figure 3 showcases how applicants accessed the call information and documents through the dedicated pages created for it. Accessing the OC information and application button was facilitated through the dedicated part on the landing page as well as two tabs in the main menu: "Apply" and "Open Calls":

The "Apply" page is designed to always provide a convenient shortcut by directly leading to any OC currently accepting applications. Conversely, the "Open Call" page directs users to an overview of all available OCs, complete with indicated application periods and their status (whether they are open for submissions or closed). Additionally, there is an extra page that offers detailed information about running and past OCs (figure 4).

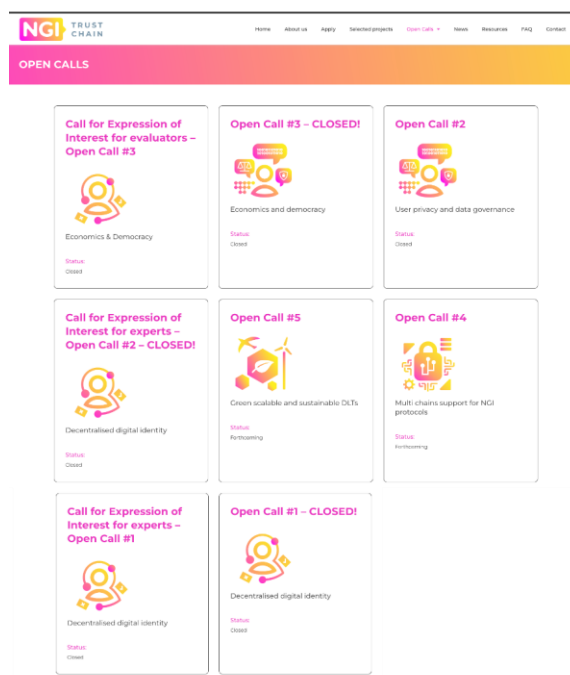


Figure 4. Open Calls page.

### 3.1.1 Apply and Open Call #3 pages

Both "Apply" and "Open Call #3" pages were launched upon the call opening. As indicated also in the D2.6 and D2.7, for each OC both pages contain the same content, whereas the "Apply" page displays the content of any OC that is active at that moment.

During the OC, these two pages contained all the necessary information for candidates to successfully submit applications. The page contained (figure 5):

- 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
- OC documents:
  - OC announcement document
  - Guide for applicants
  - Proposal template
  - Additional applicant(s) information template
  - Administrative forms preparation template.

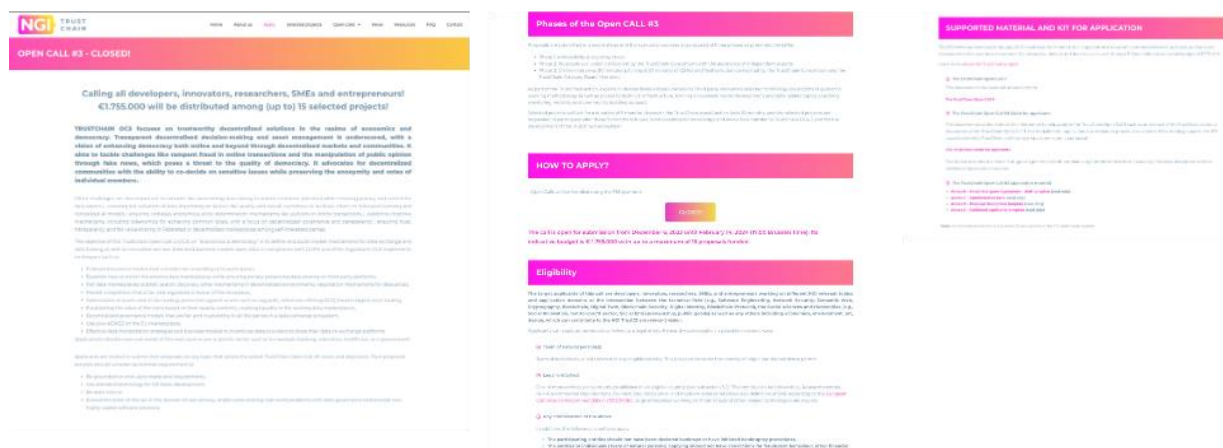


Figure 5. Overview of the Apply/ Open Call #3 pages.

### 3.1.2 Frequently Asked Questions page

To offer a range of information sources beyond the official page, the application guide and accompanying documents, as well as webinar recordings, the TrustChain website includes a dedicated Frequently Asked Questions (FAQ) page.

The FAQ page (figure 6), which was set out during the first call and will be updated with specific content from each call, consolidates not only the most critical inquiries but also those that were highlighted during webinar sessions, inquiries sent to the info email, or discussions on the F6S platform. The responses within the FAQ comprehensively address crucial project details, applicant eligibility, project types, and provide links for further information. Additionally, they provide more information on the evaluation process as well as the grant allocation processes.

## Still need help? Fell free to contact us

Here you can find the answers for the most common questions asked by the applicants.

### TrustChain Project

- What is the TrustChain Project?
- What is the Next Generation Internet initiative?

### Open Calls

- How do TrustChain Open Calls work?
- What is the value for third parties in participating in TrustChain Open Calls?
- What are TrustChain timelines?
- What kind of projects is TrustChain Open Call #3 looking for?
- What kind of projects was TrustChain Open Call #2 looking for?
- What kind of projects was TrustChain Open Call #1 looking for?

Figure 6.TrustChain FAQ page.

### 3.1.3 News page

A total of 10 news items were released on the website during the OC. Apart from the information and references to the OC, the news also included information on the other funding and learning opportunities, from external initiatives and sister projects alike. As mentioned, this is a part of a wider communication and dissemination strategy that is taking place at the same time as OCs. In addition, a special news

feature was dedicated to announcing the OC #2 statistics and insights as well as to introduce TrustChain technical coordinator and his view of the OCs, their goals and best applicants. This was of particular importance considering that OC #3 applicants had to get a grasp on the work that is already in progress, in order to best adapt their proposed solutions to the specificities of the OC #3.

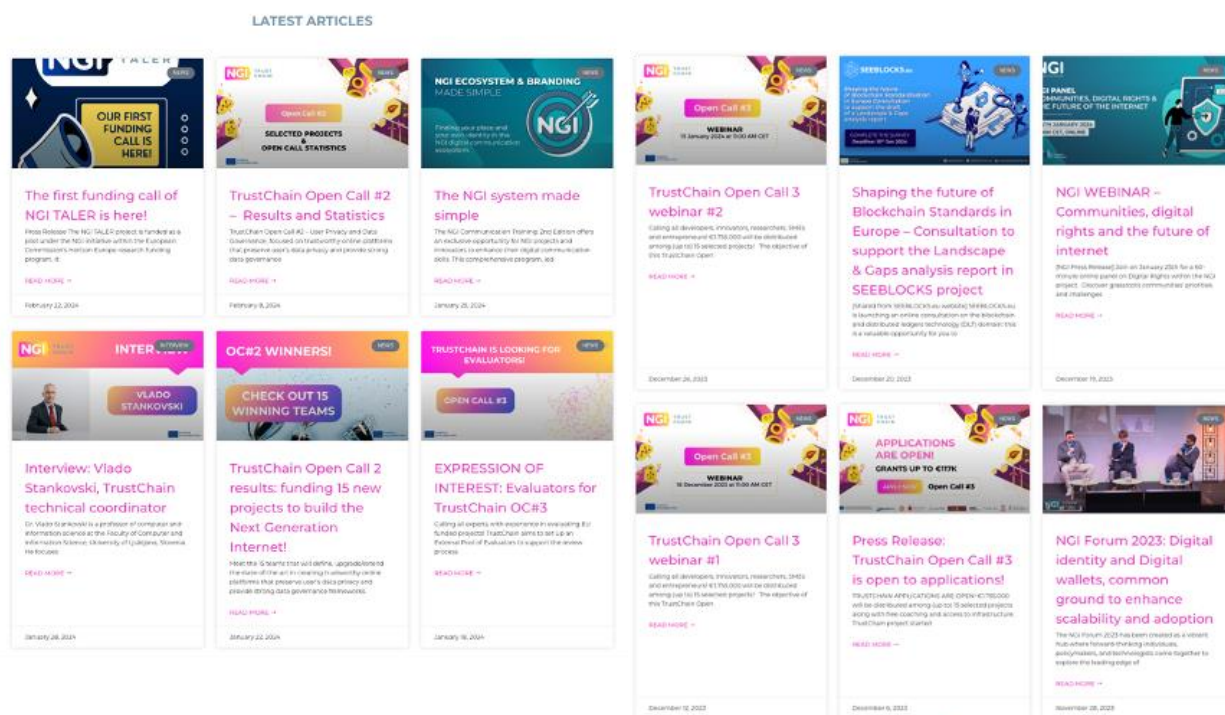


Figure 7. TrustChain News section.

Content of the news section focussed on providing timely information, starting off with the announcement of the OC, then introducing webinars for potential applicants, the call for expressions of interest by evaluators, cross-collaboration with another project (SEEBLOCKS) as well as NGI initiative (figure 7).

### 3.1.4 Resources page

The website also serves as a central repository for the consortium, media, and prospective applicants. Over the course of OC#3, potential applicants had the opportunity to participate in 2 webinars. During these sessions, the consortium offered an overview of the project and organised Q&A sessions to better address any questions and/or concerns by potential applicants.

The resources page (figure 8) serves as the dedicated area where any visitor to the website can easily access the webinar recordings and presentations. On the other hand, consortium members, journalists, or other third parties can conveniently download the project's logo, press releases, and the visual identity manual from the website.

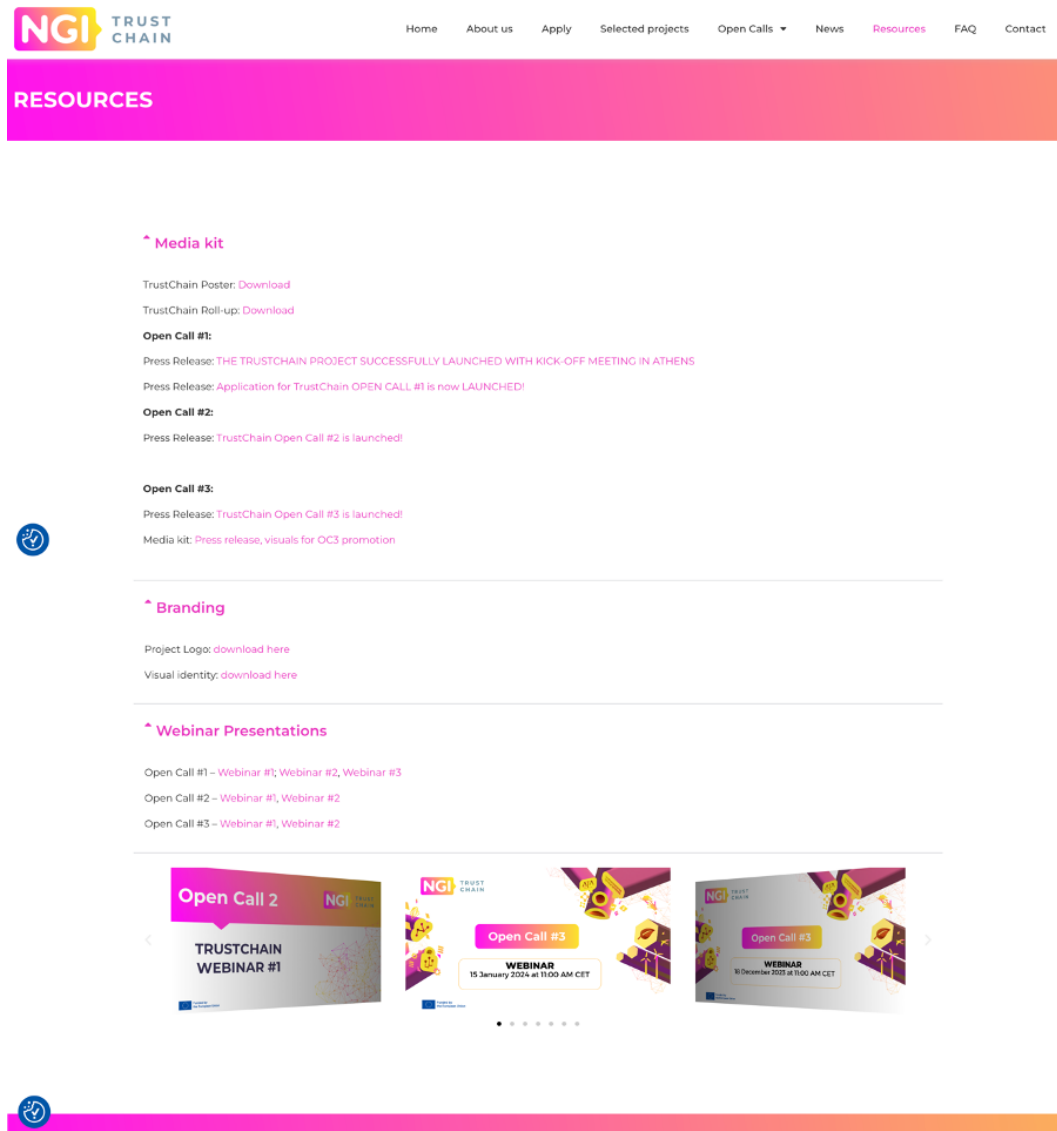


Figure 8. TrustChain website - Resources page.

## 3.2 PUBLIC RELATIONS AND MEDIA

Following the established practices from the previous 2 OCs, in order to best promote the OC #3, a media kit/communication kit was composed and distributed among the consortium partners to adapt (translate into local languages when necessary) and use for external promotion.

This communication kit included: press release template (figure 9), targeted email templates, visuals and social media text templates.



The image shows a press release template for TrustChain OC #3. It includes the NGI TRUST CHAIN logo at the top left. The main heading is "PRESS RELEASE" followed by "DECEMBER 2023". The sub-heading is "TRUSTCHAIN APPLICATIONS ARE OPEN!". The text states that €1,755,000 will be distributed among up to 15 selected projects, along with free coaching and access to infrastructure. It describes the TrustChain project's goal to address challenges in the current centralized Internet architecture and mentions the OC3 topic: "Economics & democracy". It also lists eligible applicants: developers, innovators, researchers, SMEs, and entrepreneurs working on different NCI relevant topics. The evaluation process is divided into three phases: Phase 1: Admissibility & eligibility check, Phase 2: Proposals evaluation, and Phase 3: Online interviews. It provides the application deadline: February 7, 2023, at 17:00 [Brussels time], and the application link: <https://www.f6s.com/trustchain-open-call-3>. It also provides the contact information for Tajana Medaković [tajana@f6s.com] and the project email: [trustchain@ngi.eu](mailto:trustchain@ngi.eu). The website is <https://trustchain.ngi.eu/apply/>. The footer includes logos of the European Union, European Dynamics, F6S, University of Ljubljana, ALA/TRIA, CIBER VOLUNTARIOS, TIMELEX, and the Hellenic Republic National and Kapodistrian University of Athens.

Figure 9. TrustChain OC #3 Press Release

To disseminate this media kit, an assessment of previous collaborations and contact points has been done and adjusted towards the needs of the OC #3 topic. Therefore, they were directed to press and media organisations, academia, blockchain and decentralised identity organisations, incubators, science parks, accelerators, Digital Innovation Hubs, EU-funded projects, National Contact points, European Enterprise

Network members, and OC promoters. Emails with communication material were sent to:

- Previous projects: 2.932 founders
- National Contact Points (NCP) and Europe Enterprise Network (EEN): 415
- Digital Innovation Hubs (DIH): 181
- Clusters: 112
- EU Delegations and Info Centres: 10
- Partner contacts and networks: 4 (EU Blockchain Forum, European Blockchain Association, Blockchain for Europe) and NGI
- Startup portals, magazines, and platforms: 324 (non-paid media).

As a result of this outreach, several intermediaries and media organisations promoted TrustChain OC #3 (figure 10). More detail on the email outreach and how TrustChain leveraged the F6S platform is showcased in Sections 3.3 and 3.4.



**Kaskádová výzva: TrustChain: Open Call 3**  
Výzvy

**Uzavierka** 07.02.2024, 17:00  
**Kontakt** Pavlik, Tomáš  
**Oblasť Horizontu** Klaster 4: Digitalizácia, priemysel a vesmír

Projekt TrustChain sa začal v januári 2023 s cieľom riešiť problémy, ktoré sú súčasťou súčasnej centralizovanej internetovej architektúry, ktorá nie je pre užívateľa transparentná, štandardne nechráni súkromie a nie je dobre škálovateľná.

Cieľom tejto otvorenej výzvy TrustChain Open Call 3 (OC3) na tému „Ekonomika a demokracia“ je definovať a vytvoriť tržové mechanizmy na výmenu údajov a obchodovanie s údajmi, ako aj inovatívne obojstranne výhodné federatívne obchodné modely otvorených údajov v súlade s GDPR a ďalšími predpismi.

Na výzvu je vyčlenených 1 755 000 eur, ktoré sa prerozdeli medzi 15 vybraných projektov. Súčasťou je aj koučing a prístup k infraštruktúre.

Žiadosť o financovanie je možné podať do 7. februára 2023 do 17:00 hod.

Viac informácií o výzve je možné nájsť na stránke [TrustChain](https://trustchain.eu/en/).

**Kontakt** na národný kontaktný bod v SR pre viac informácií.

Zdroj: <https://trustchain.eu/en/>, top



**TrustChain nyílt pályázati felhívás – Gazdaság és demokrácia témában**  
MEGLÉNY 2023.12.12. SZERDÉ - ANGY SZÖVEG

Felhívás minden felkutatásra, innovációra, kutatásra, kísérletre és vállalkozásra! A TrustChain harmadik nyílt pályázati felhívását 1.755.000 euró összegű nyílt ( ingyenes) 15 kiválasztott projekt között.

A TrustChain Open Call 3 (OC3) „Gazdaság és demokrácia” című felhívásának célja az adatok és az adatkezelés új piac-tervezési mechanizmusainak meghatározása és vizsgálata, valamint innovatív, mindkét fél számára előnyös, szétosztott adatok modellek vizsgálata a GDPR és más szabályozásokkal összhangban.

Az általános célkitűzés a vizsgálathoz szükséges igények feltérképezése, valamint konkrét ajánlatok, példák a tervek, az adatok az adatkezelési feladatok elvégzésére.

A pályázati kiírás célja olyan innovatív megoldások fejlesztése, amelyek a TrustChain Open Call 3 általános célkitűzését és célkitűzését szolgálják. A javaslat megfogalmazásánál kiemelt figyelmet kell fordítani a következőkre:

- A vizsgálathoz szükséges innovatív megoldások, kutatások, kísérletek és vállalkozások, amelyek célja az adatok és az adatkezelés új piac-tervezési mechanizmusainak meghatározása és vizsgálata, valamint innovatív, mindkét fél számára előnyös, szétosztott adatok modellek vizsgálata a GDPR és más szabályozásokkal összhangban.
- A felhívás célja a pályázati felhívás célkitűzésének, a felhívás és a vállalkozások, kísérletek, kutatások, amelyek célja az adatok és az adatkezelés új piac-tervezési mechanizmusainak meghatározása és vizsgálata, valamint innovatív, mindkét fél számára előnyös, szétosztott adatok modellek vizsgálata a GDPR és más szabályozásokkal összhangban.
- A felhívás célja a pályázati felhívás célkitűzésének, a felhívás és a vállalkozások, kísérletek, kutatások, amelyek célja az adatok és az adatkezelés új piac-tervezési mechanizmusainak meghatározása és vizsgálata, valamint innovatív, mindkét fél számára előnyös, szétosztott adatok modellek vizsgálata a GDPR és más szabályozásokkal összhangban.

**Támogatás feltételei**

A felhívás célja a pályázati felhívás célkitűzésének, a felhívás és a vállalkozások, kísérletek, kutatások, amelyek célja az adatok és az adatkezelés új piac-tervezési mechanizmusainak meghatározása és vizsgálata, valamint innovatív, mindkét fél számára előnyös, szétosztott adatok modellek vizsgálata a GDPR és más szabályozásokkal összhangban.



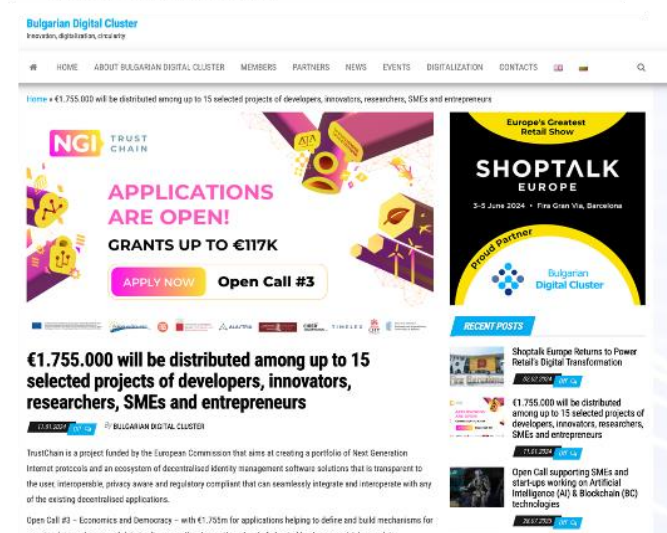
**Trustchain / 3ª convocatoria**

¡Llamamiento a todos los desarrolladores, innovadores, investigadores, PYME y emprendedores!  
 ¡Se repartirán 1.755.000 euros entre (hasta) 15 proyectos seleccionados!

TRUSTCHAIN OC3 se centra en soluciones descentralizadas fiables en los ámbitos de la economía y la democracia. Se hace hincapié en una toma de decisiones y una gestión de activos descentralizadas y transparentes, con la visión de mejorar la democracia tanto en línea como fuera de ella a través de mercados y comunidades descentralizadas. Pretende hacer frente a retos como el fraude rampante en las transacciones en línea y la manipulación de la opinión pública a través de noticias falsas, que suponen una amenaza para la calidad de la democracia. Aboga por comunidades descentralizadas con capacidad para ceder sobre cuestiones delicadas, preservando al mismo tiempo el anonimato y los votos de cada uno de sus miembros.

Las propuestas se presentan en una sola etapa y el proceso de evaluación consta de tres fases que se presentan a continuación:

- Fase 1: Comprobación de admisibilidad y elegibilidad
- Fase 2: Evaluación de las propuestas llevada a cabo por el Consorcio TrustChain con la ayuda de expertos independientes.
- Fase 3: Entrevistas online (10 minutos de pitching y 20 minutos de preguntas y respuestas) y selección final llevada a cabo por el Consorcio TrustChain y los miembros del Consejo Asesor de TrustChain.



**Bulgarian Digital Cluster**  
 innovators.digitalcluster.org

HOME ABOUT BULGARIAN DIGITAL CLUSTER MEMBERS PARTNERS NEWS EVENTS DIGITALIZATION CONTACTS

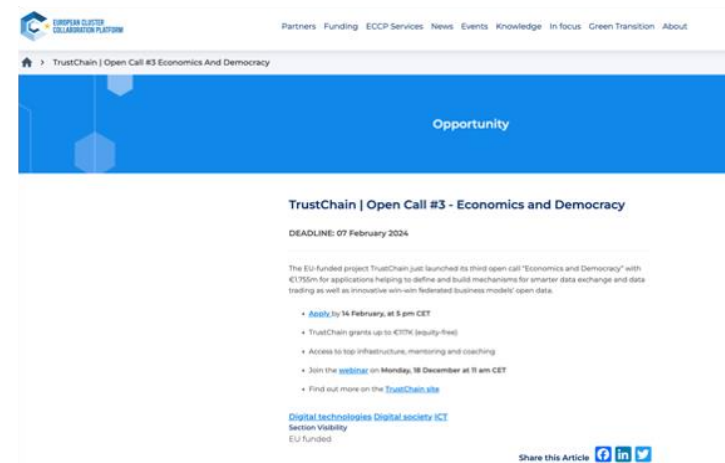
Home • €1.755.000 will be distributed among up to 15 selected projects of developers, innovators, researchers, SMEs and entrepreneurs

**APPLICATIONS ARE OPEN!**  
**GRANTS UP TO €117K**  
[APPLY NOW](#) **Open Call #3**

**€1.755.000 will be distributed among up to 15 selected projects of developers, innovators, researchers, SMEs and entrepreneurs**

TrustChain is a project funded by the European Commission that aims at creating a portfolio of Next Generation Internet protocols and an ecosystem of decentralized 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.

Open Call #3 – Economics and Democracy – with €1.755m for applications helping to define and build mechanisms for smarter data exchange and data trading as well as innovative win-win federated business models' open data.



**TrustChain | Open Call #3 - Economics and Democracy**

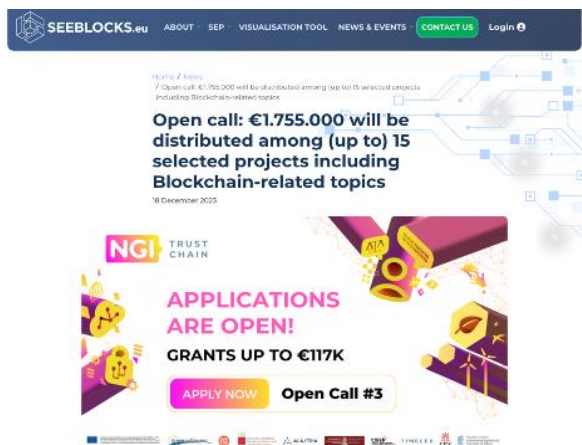
DEADLINE: 07 February 2024

The EU-funded project TrustChain just launched its third open call "Economics and Democracy" with €1.755m for applications helping to define and build mechanisms for smarter data exchange and data trading as well as innovative win-win federated business models' open data.

- Apply by 14 February, at 5 pm CET
- TrustChain grants up to €117K (equity-free)
- Access to top infrastructure, mentoring and coaching
- Join the [webinar](#) on Monday, 18 December at 11 am CET
- Find out more on the [TrustChain site](#)

Digital technologies Digital society ICT  
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Open call: €1.755.000 will be distributed among (up to) 15 selected projects including Blockchain-related topics

**Open call: €1.755.000 will be distributed among (up to) 15 selected projects including Blockchain-related topics**

18 December 2023

**APPLICATIONS ARE OPEN!**  
**GRANTS UP TO €117K**  
[APPLY NOW](#) **Open Call #3**

Trust Chain is an EU funded project that started in 2017 to address the challenges stemming from a decentralised financial architecture by distributing funding through open calls. The overall budget to support the initiative is around €8.8M. The first two calls are now closed but the third one just opened!



**Grantovi do €117.000 za odabrane učenike NGI TrustChain vebinara**

ANASTASIA USPENSKI 11.1.2024.

Bavite se podstacajem decentralizovanog, održivog interneta po meri čovečanstva? Prijavite sebe i svoju ideju na treći 'open call' događaj u okviru NGI TrustChain projekta i ostvarite pravo na grantove bez početnog ulaganja.

U okviru online inicijative Evropske komisije The Next Generation, projekat TrustChain pokrenut je u januaru 2023. godine, s ciljem da stvori "portfolio internet protokola sledeće generacije" i "ekosistem decentralizovanih softverskih rešenja" koja deluju u skladu sa protokolima Ujedinjenih nacija – poštovanje ljudskih prava, etike, održivosti, energetske efikasnosti, brige o životnoj sredini i poštovanja svetske kulturne istorije. Sve to, podstaknuto je željom za promenom trenutne, centralizovane, internet arhitekture, koja nije transparentna za korisnika, nedovoljno štiti privatnost.

Plan je da "novi model upravljanja i deljenja podataka od poverenja" bude razvijen u skladu sa evropskim regulatornim okvirom, oslanjajući se na evropske vrednosti uz obezbeđivanje pouzdanih ekosistema podataka. Od ukupno pet open call događaja u organizaciji TrustChain projekta, do sada je uspešno realizovano dva. Prvi, sa fokusom na temu decentralizovanog interneta, a drugi o privatnosti korisnika i upravljanju podacima.

Tema TrustChain Open Call 3 (OC3) je "Ekonomija i demokratija", što

Figure 10. TrustChain OC #3 Media Articles.

### 3.3 SOCIAL MEDIA CHANNELS

To effectively reach the diverse TrustChain audience, partners were urged to utilise their social media platforms for project updates. A comprehensive evaluation of stakeholder groups ensured that messages reached beyond the initial target.

As in the case of the previous 2 OCs, OC #3 was actively promoted on LinkedIn and Twitter/X. Facebook, as explained in D2.6 was excluded as a more personal network and with limited reach. Nonetheless, where consortium partners had an already established presence on this or some other networks, they leveraged them to introduce their audience to the project. This is also valid for third-party newsletters, websites, and the NGI network (figure 11).

There were several types of posts that were launched on social media:

- Publication of OC #3 and its details such as topic, eligibility, and profile of applicants
- Announcement of OC events such as webinars
- Announcement of the call for Experts to evaluate OC #3 proposals.

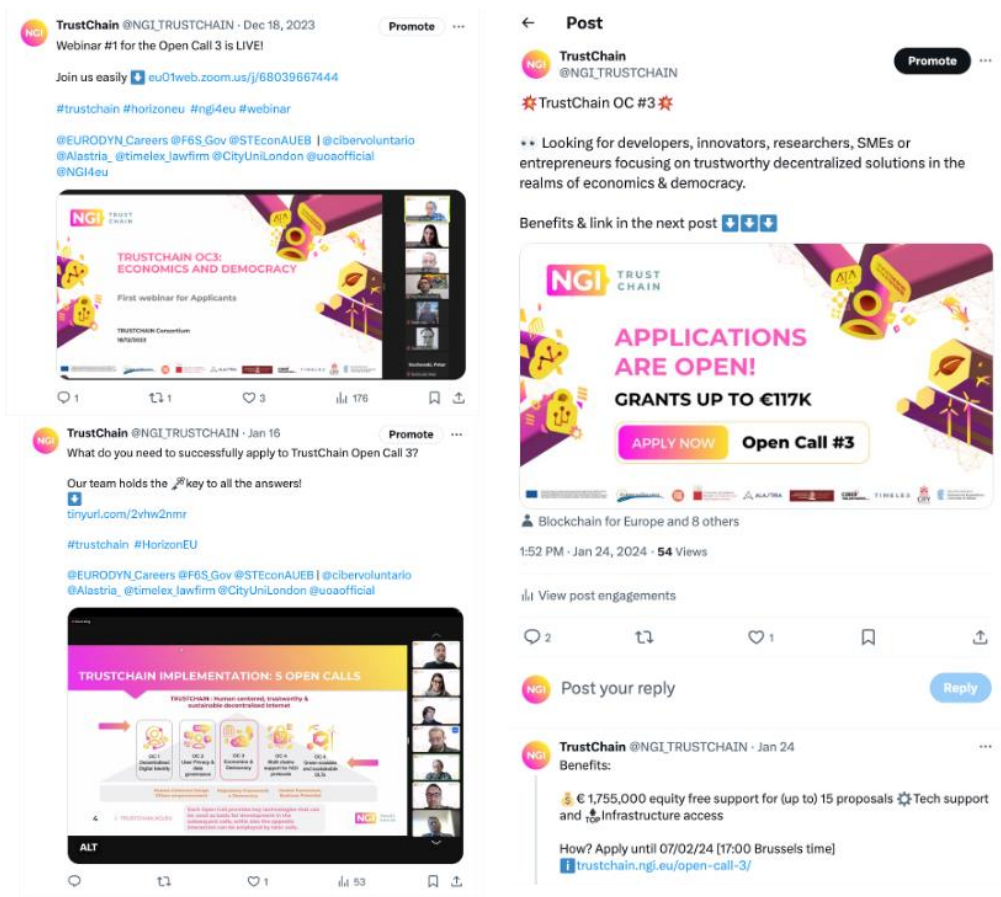
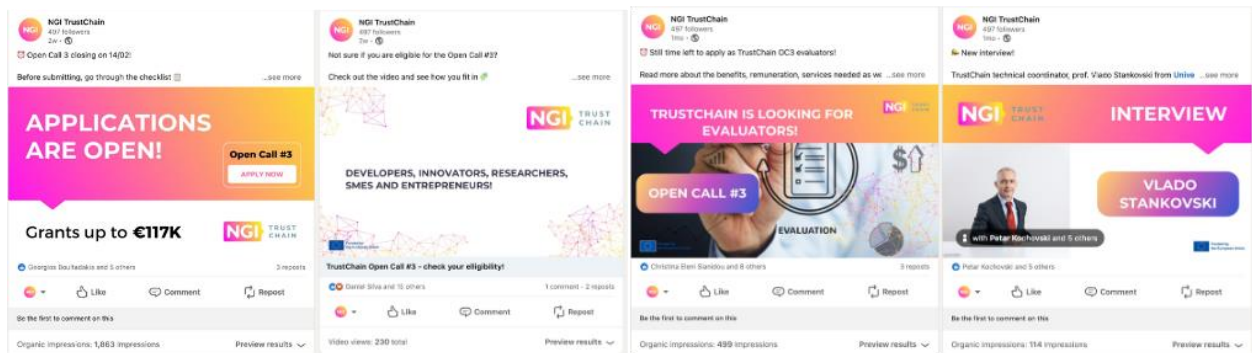


Figure 11. Open Call 3 post examples.

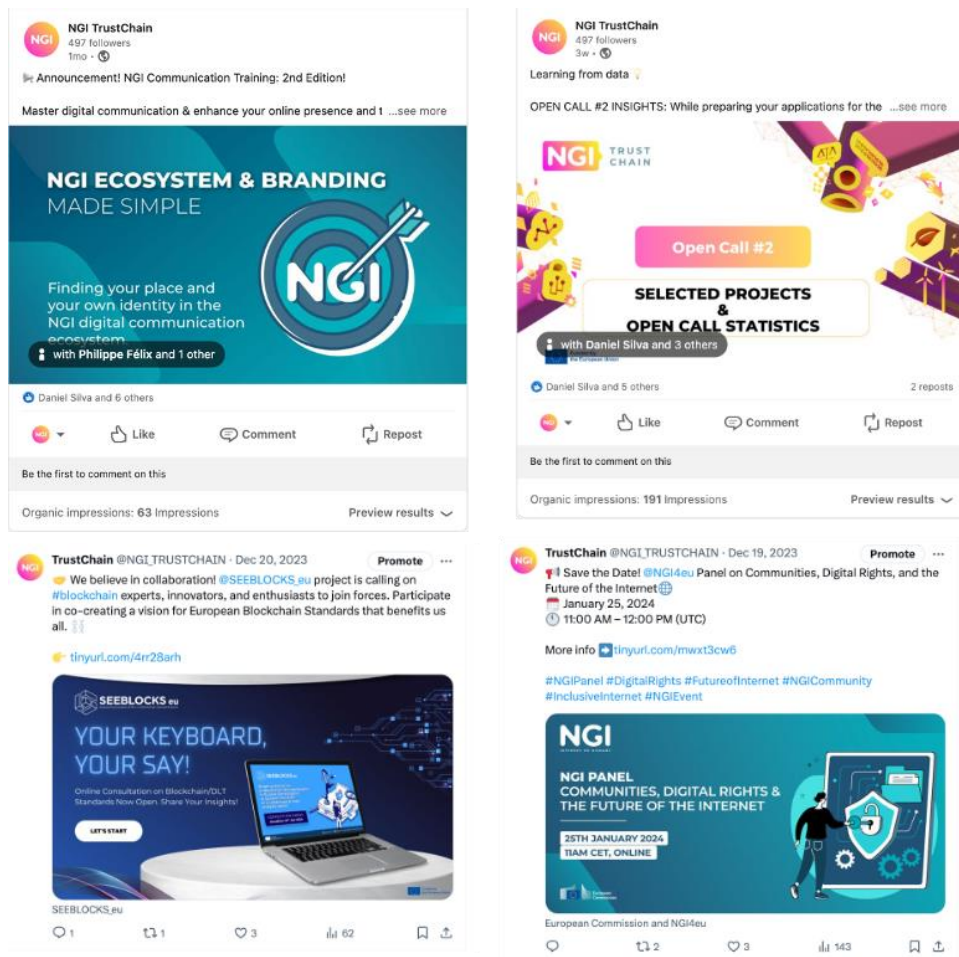


Figure 12. Other types of posts during the OC #3 campaign time period.

In addition, to provide more context, information about the consortium as well as other collaborations and opportunities as shown above (figure 12).

### 3.3.1 LinkedIn<sup>4</sup>

TrustChain LinkedIn page and groups remain one of the main channels to communicate with target audiences and potential applicants. Activities on this network include regular posts on behalf of the project informing about different aspects of the call, the consortium, relevant topics and connected calls, initiatives and

<sup>4</sup> TrustChain LinkedIn channel: <https://www.linkedin.com/showcase/ngi-trustchain>

events. In comparison to Twitter/X, LinkedIn has remained a stable and trustworthy channel for engaging with target audiences.

As in the case of OC #1 and #2, each consortium partner has leveraged their own profiles, both professional (of the organisation) and private ones when appropriate.

Additionally, LinkedIn served as a place to showcase the events (webinars), maintain the existing connections and collaborations and enter new ecosystems through LinkedIn groups (appropriate to the topic of the OC #3).

The following results were obtained:

- 43 total<sup>5</sup> posts
- 40.054 impressions (Figure 13)
- 10.752 unique impressions
- 682 clicks
- 411 reactions
- 24 reposts
- 6.07 % engagement rate
- 497 total followers

---

<sup>5</sup> All posts are here accounted for, not limited to strictly OC #3 campaign as the overall content, number of posts and their jointly contribute to the visibility and engagement. Moreover, providing additional information on the past OC #2 was relevant in terms of connecting the application of OC #3 to previous topics as well.

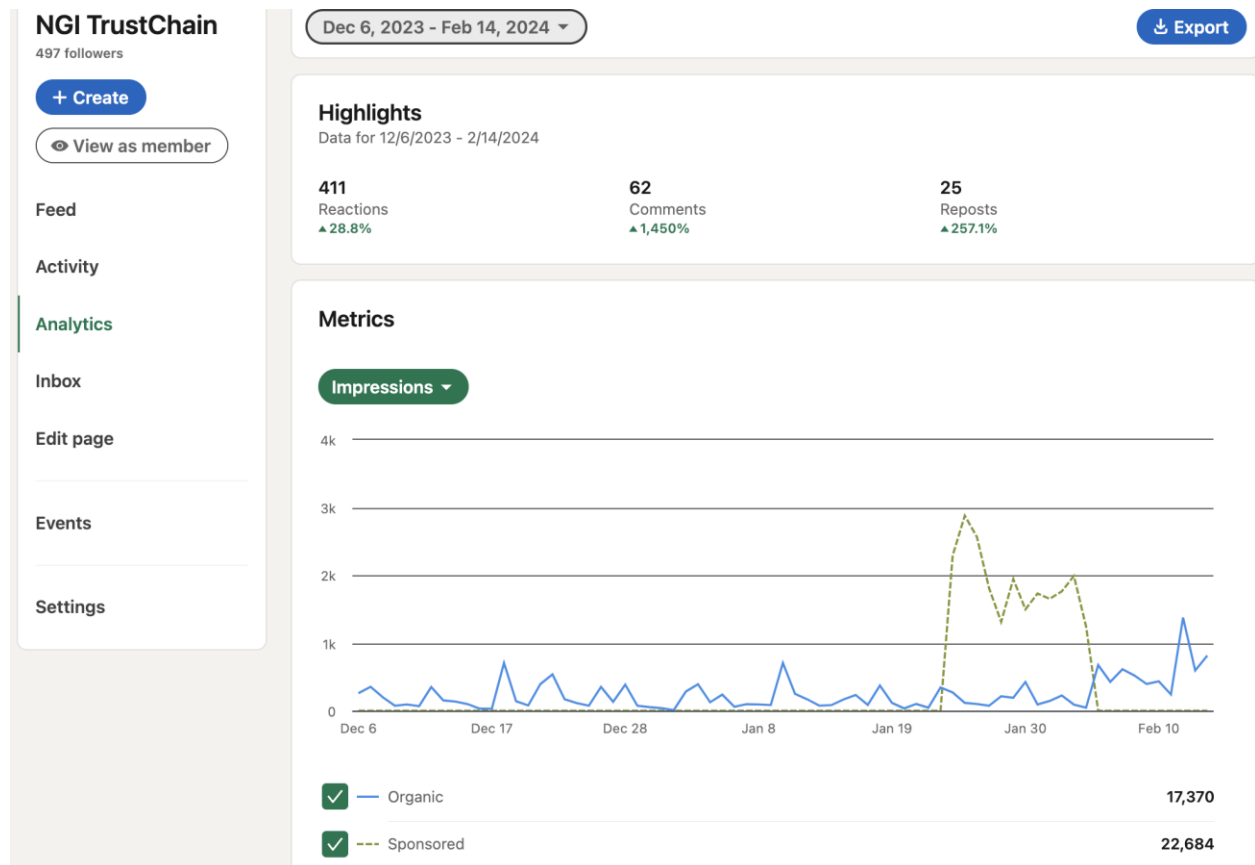


Figure 13. LinkedIn statistics dashboard. Source: LinkedIn. Period: 06 December 2023 to 14 February 2024.

In addition, TrustChain posts were also posted in LinkedIn groups in order to reach the identified target audience and engage with their ecosystems. The overall impressions stemming from the groups count up to . It should be noted that the strategy applied here is to post occasionally to keep members up to date but not overwhelmed. The posting is done from a personal profile as it is not possible to post from a company page (only reshare) and each post should be in line with the rules of conduct in each specific group.

LinkedIn groups where the posts were made:

1. [Blockchain, Distributed Ledgers and Smart Contracts for Business](#) (14,269 members)

2. [Horizon Europe / EU Grants & Equity / Research and Innovation](#) (7,398 members)
3. [EU Funds](#) (29,782 members)
4. [Enterprise Europe Network: helping ambitious SMEs innovate and grow internationally](#) (11,978 members)
5. [Cluster Group of the Enterprise Europe Network](#) (690 members)
6. [Metaverse & AI: Blockchain, Finance, HR, Jobs, Marketing, Social Media, AR/VR, Startups & Technology](#) (587,585 members)
7. [Blockchain Startups & Co-founders Network](#) 3,572 members
8. [Technology Leadership ■ IT, Artificial Intelligence AI, Big Data, Cybersecurity, Web3, Metaverse 5g](#) (176,202 members)
9. [Blockchain, Web3 and AI Startups, Metaverse, Crypto, DAO, NFT, DeFi, DeSocial, ReFi, ZK, RWA, GameFi](#) (93,128 members)
10. [Belgrade Business Community](#) (6,056 members)
11. [Smart Identity - Making next gen Digital ID a reality](#) (367 members)
12. [eu EU Self-Sovereign Identity](#) (127 members)
13. [Entrepreneur Exchange - Entrepreneurs of LI](#) (112,680 members)
14. [Next Generation Internet \(NGI\)](#) (11,466 members)
15. [Blockchain Engineers/Developers](#) (257 members)
16. [Digital Identity and Trust](#) (82 members)
17. [Trustworthy data-driven innovation - Compliance is basics, Everything else is ethics!](#) (27 members)
18. [Digital Identity and Access Management](#) (11,894 members)
19. [Digital Identity Security & Strong Authentication](#) (4,164 members)
20. [IT Professionals ■ Agile Lean Scrum | DevOps | Cloud | SaaS | Security | Big Data | GenAI | ChatGPT](#) (909,022 members)

In total, 20 LinkedIn groups were engaged with a total membership of almost 2M members<sup>6</sup>. As visible above, the groups vary in their size. In alignment with the dissemination and communication strategy the approach to the promotion of the OC#2 was to engage a wider, but relevant audience that could spread the word as well as more niche-based and topical groups and stakeholders.

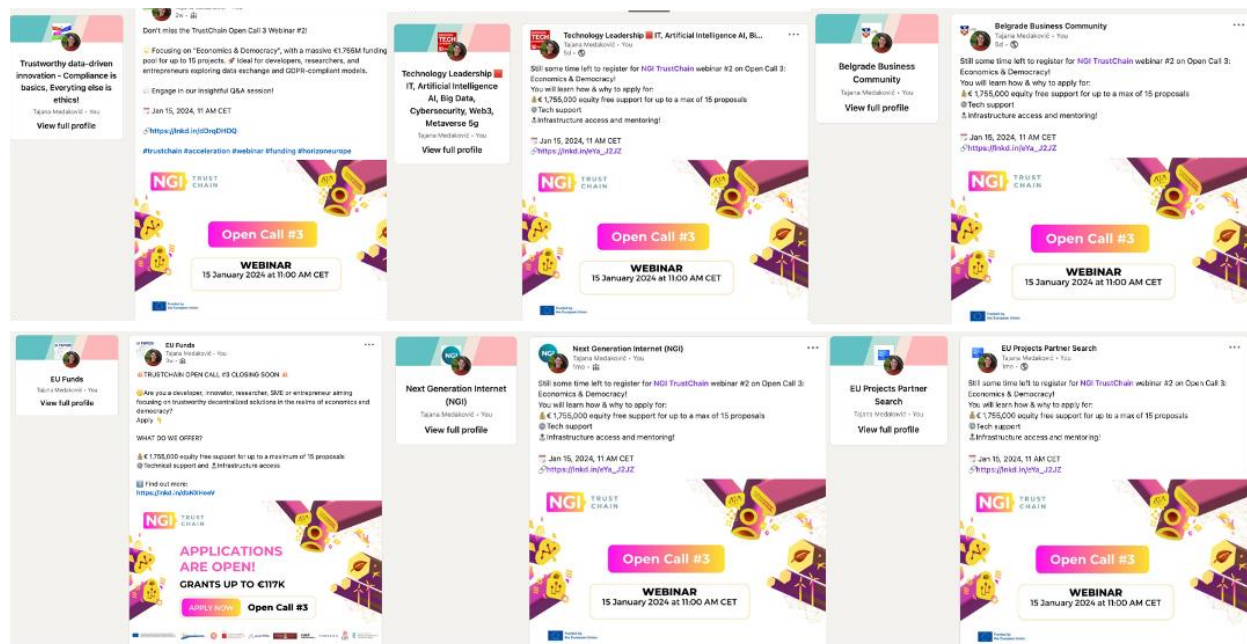
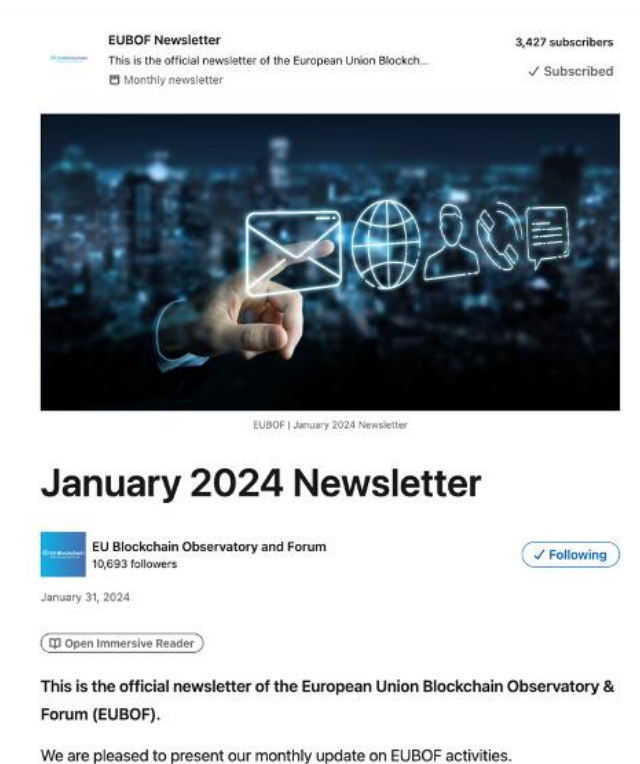


Figure 14. Examples of posts in LinkedIn groups.

Lastly, as a result of synergies with other projects, initiatives and events, additional LinkedIn engagement stemmed from third party posts and reshares (figure 14, 15 and 16).

<sup>6</sup> 1.980.746 members at the time of writing of the deliverable, membership prone to changing and including same people across different groups



For details, read the SEP regulations [https://lnkd.in/dk6PN\\_T8](https://lnkd.in/dk6PN_T8)

Don't miss this incredible opportunity! Apply now and contribute to shaping the future of Blockchain/DLT standardisation.

Best of luck to all applicants!

#### TRUSTCHAIN looking for evaluators

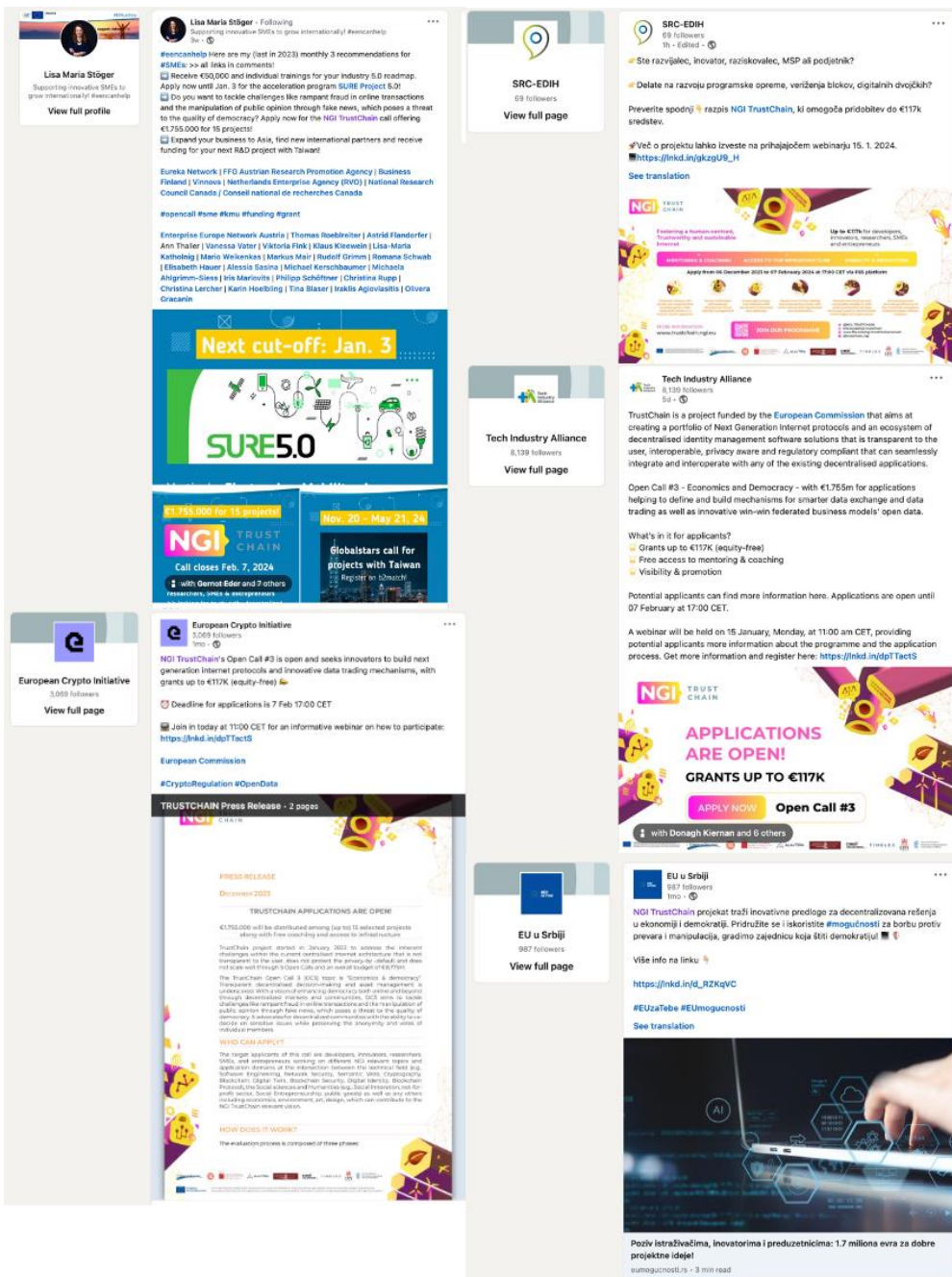


- Interested in our Open Call #3 from the evaluator's perspective?
- TrustChain is open for Expression of Interest submissions!

Read more about the benefits, remuneration, services needed as well as the application process and much more on our website: <https://lnkd.in/d2kUXfUP>

#### A BLOCKCHAIN MANIFESTO: EMBRACING ITS POTENTIAL IN THE EUROPEAN UNION

Figure 15. Partner newsletter on LinkedIn with 3.427 subscribers.



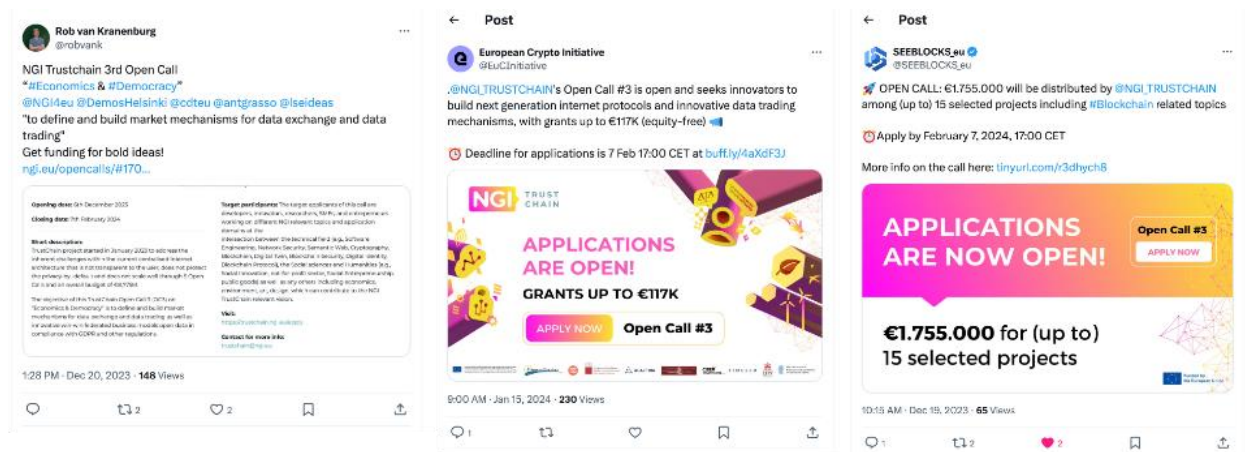


Figure 16. Other relevant posts and mentions by 3rd parties, organisations and institutions on LinkedIn.

### 3.3.2 Twitter<sup>7</sup>/ X

Twitter was chosen as the second channel for the TrustChain project. As explained in the D2.6 and D2.7, 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. In terms of paid promotion, it should be noted however that advertising rules on Twitter have been significantly changed. For any account to be eligible for X Ads, it must be verified first as one of the two programmes: For businesses & government entities. The cost of the verification mounts up to USD 1000 monthly, in addition to the cost of the ad itself. For those reasons, the campaign was entirely organic and funds directed towards LinkedIn and participation at the events. Having in mind the mutable nature of rules on advertising on social media and that campaign strategy is reassessed before each OC, it is not excluded that for the next OC paid ads on Twitter might be included again. During the course of the OC #3, all the presented results below are achieved organically.

In comparison to the OC #1's 66K impressions, the number in OC #2 goes to 5K, whereas in OC #3 it reaches 4.5K. Nonetheless, it is the engagement that matters more (e.g. opening the post/link/website), the likes and retweets. The numbers have stayed in the same range as OC #2, however they are lower and indicate that periods with lower engagement were in late December and early January. This was particularly noticeable in the overall outreach towards potential applicants as the majority was out of office.

<sup>7</sup> TrustChain Twitter channel: [https://twitter.com/NGI\\_TRUSTCHAIN](https://twitter.com/NGI_TRUSTCHAIN)

For the OC#3, the following results were obtained:

- 46 tweets<sup>8</sup>
- 4.5 K impressions (Figure 13)
- 52 likes
- 19 retweets
- 35 link clicks
- 5,1% engagement rate
- 127 total followers

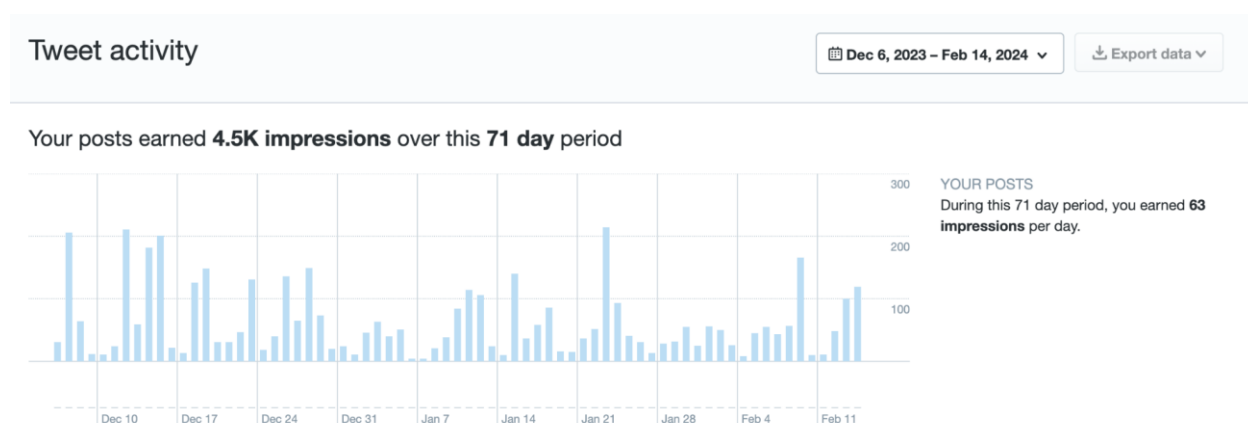


Figure 17. Twitter impressions during the OC #3 campaign. Source: Twitter. Period: 06 December 2023 to 14 February 2024.

It is important to emphasize that an OC campaign does not last only during the time period in which the applications are received. Upon the closing of the OC #2, TrustChain partners have been active in attending relevant events where they could disseminate results and best practices gathered up to that point and make an announcement for the upcoming OC. Therefore, it is noticeable that engagement of the users was close to the range of engagement during OC #3 campaign (figure 18).

<sup>8</sup> This is the total number of tweets including each post in the thread (e.g. one message that would be on LinkedIn could fit into 3 on Twitter due to word limit). The total number of posts excludes reshares, which also contribute to the overall visibility.



Figure 18. Twitter impressions: events promoting the project and announcing the OC #3 campaign.  
Source: Twitter. Period: 06 December 2023 to 14 February 2024.

In the given period, TrustChain partners attended/participated in the organisation of EU Blockchain Week (Slovenia), EmpoderaLIVE2023 (Spain), European Blockchain Convention (Spain), NGI Forum 2023.

### 3.3.3 YouTube<sup>9</sup>

As an already well-established social platform used by the project, YouTube channel was the main platform to showcase videos created by the project. Since there were 2 OCs prior to this one, there is already a resources library covering most important questions and answers for the potential applicant. Hosted on YouTube, the webinars were embedded and available also on the TrustChain website under the “Resources” section.

<sup>9</sup> TrustChain YouTube channel: <https://www.youtube.com/channel/UC3wzzQWxDDM3QVLziZuEMgw>

Media kit

Branding

Webinar Presentations

Open Call #1 – Webinar #1; Webinar #2, Webinar #3

Open Call #2 – Webinar #1, Webinar #2

Open Call #3 – Webinar #1, Webinar #2



Figure 19. TrustChain website: Resources page containing, among other items, videos from all Open Call webinars and presentations.

The following results were obtained:

- 2 videos
- 31 total subscribers
- 226 views in the period 06/12/23 - 14/02/24 (Figure 19)
- Impressions click-through rate: 7,0% (Webinar 1), 1.4% (Webinar 2).

## In the selected period, your channel got 226 views



Figure 20. YouTube statistics dashboard. Source: YouTube. Period: 06 December 2023 to 14 February 2024.

The traffic on the YouTube channel coincides with heavier promotion OC #2 and the first webinar as well as the release of the third newsletter and appearance in sister projects' announcements and newsletters (figure 20).

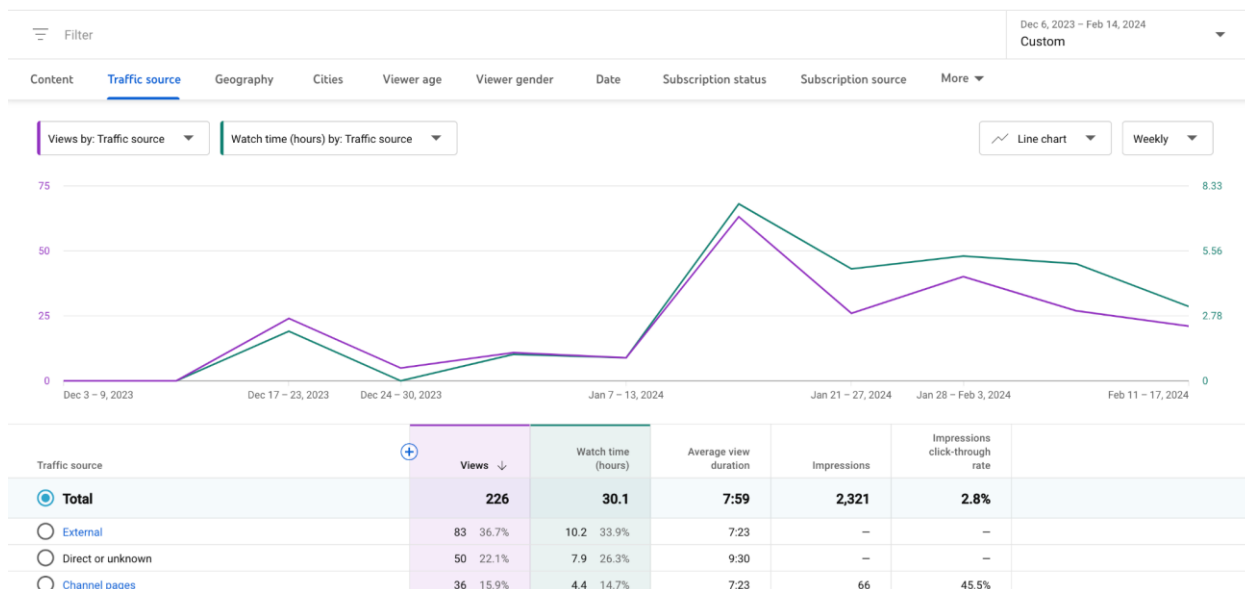


Figure 21. YouTube statistics dashboard: Traffic source. Source: YouTube. Period: 06 December 2023 to 14 February 2024.

Unlike on LinkedIn, most of the viewers were on a computer (figure 21). This is important information confirming the trend from the first two OCs and indicating that this content and video format are attractive and useful to the viewers. Nonetheless, this is not to indicate that more videos of shorter format will not be uploaded, especially when it comes to innovators' demos and their promotion,

however forming a part of different communication activity rather than OC promotion (figure 22 and 23).

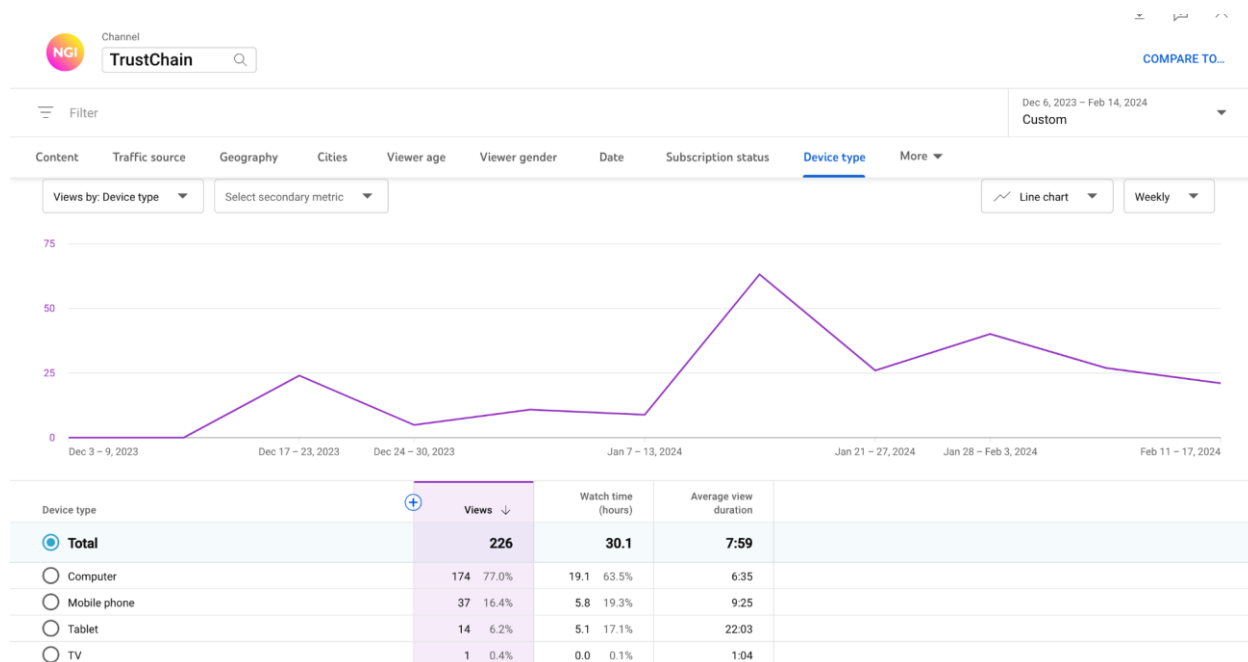


Figure 22. YouTube statistics dashboard: Device type.

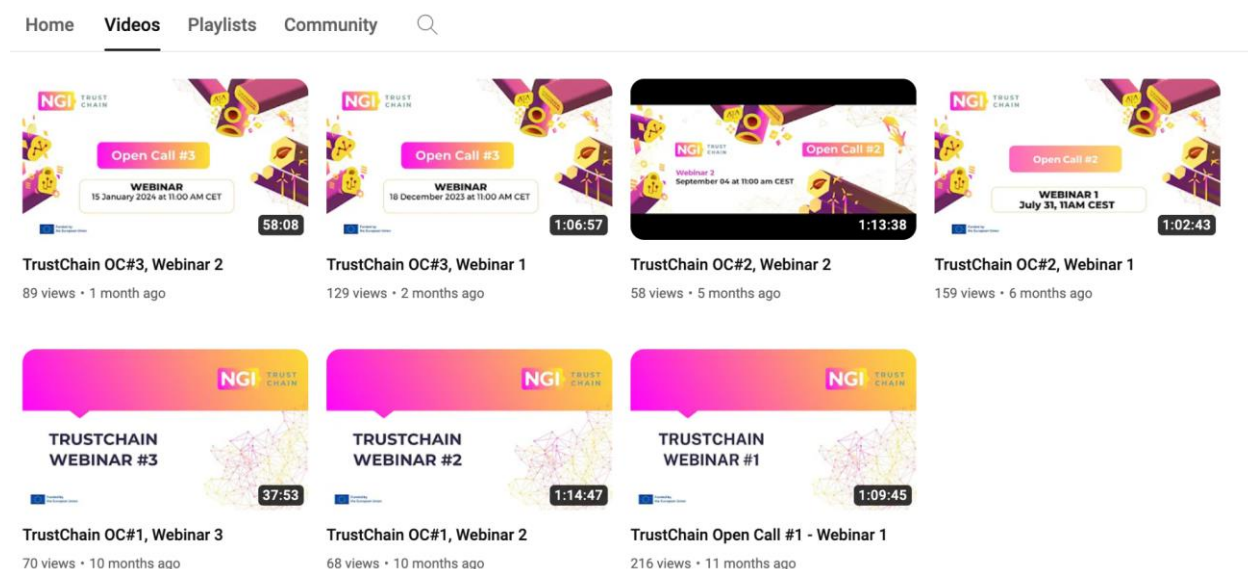


Figure 23. General overview of the TrustChain videos.

Lastly, for an easier overview and access to the video a potential applicant might be looking for, the videos are divided into playlists corresponding to each OC (figure 24).

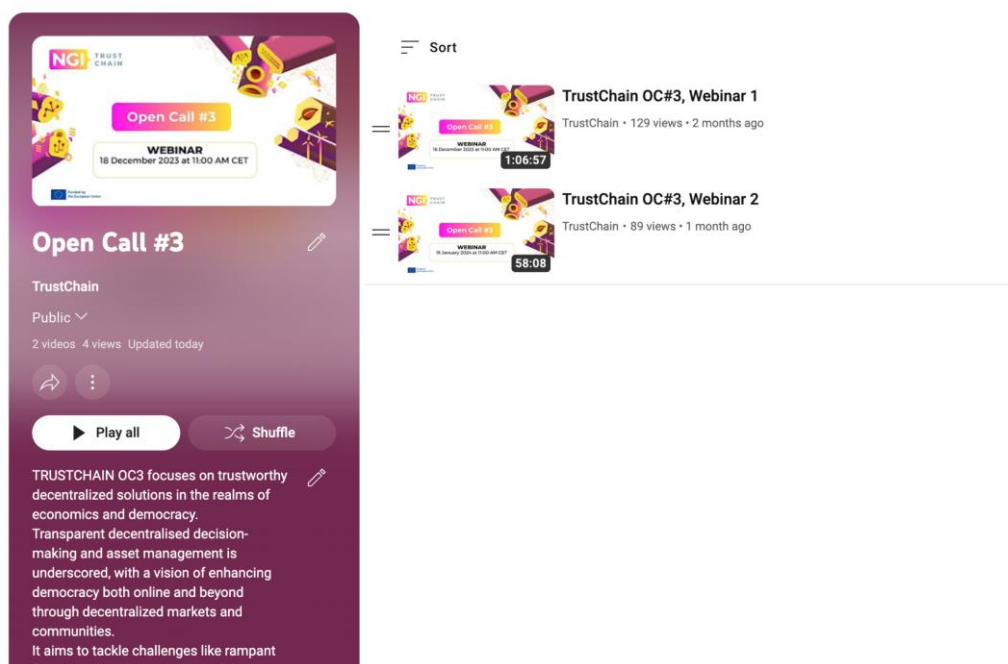


Figure 24. TrustChain Open Call #3 playlist.

### 3.4 EMAIL OUTREACH

The email outreach strategy played a crucial role in the OC #3 promotion campaign. 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 database that assumed great importance for the communication activities.

The email outreach strategy was divided into two sub-actions: 1) contacting stakeholders to inform them about the funding opportunity and requesting them to disseminate it across their networks. A communication kit with promo designs for different channels (Appendix A) was created and shared with them as part of this strategy; and, 2) directly reaching out to potential applicants, inviting them to participate and submit a proposal. Thus, personalised emails were created to each target group as showcased on figures 25, 26, and 27.

As a result of this activity, over 2670 emails have been sent.

## : TrustChain Open Call #3 - Grants up to €117K for innovators in your network

**Daniel Silva**  
to

Dear Mr

Daniel here, from the TrustChain Project. I am contacting you because I think TrustChain Open Call #3 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.

Open Call #3 - Economics and Democracy - with €1.755m for applications helping to define and build mechanisms for smarter data exchange and data trading as well as innovative win-win federated business models' open data.

**What's in it for applicants?**

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

Potential applicants can find more information [here](#). Applications are open until 07 February at 17:00 CET.

A [webinar](#) will be held on **15 January, Monday, at 11:00 am CET**, providing potential applicants more information about the programme and the application process.

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

Thank you in advance for your time.

All the best,  
--  
Daniel Silva  
Project Manager  
[Follow me at fbs.com/daniel-silva](#)


 **FBS**  
the largest tech founder community  
FBS connects founders to growth  
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Registered Address: 77 Lower Camden Street, Dublin 2 D02 XE80

Figure 25. Example of an outreach email promoting Open Call #3 to clusters and digital innovation hubs.

## You are invited to join TrustChain Open Call #3 - Get up to €117K, technical support, and mentoring and coaching

**Daniel Silva**  
to

Dear Dr.

My name is Daniel from FBS. I am inviting you to join the vibrant TrustChain programme!

We found out about your profile on the web and thought you'd be a perfect fit.

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.

Open Call #3 - Economics and Democracy - with €1.755m for applications helping to define and build mechanisms for smarter data exchange and data trading as well as innovative win-win federated business models' open data.

**What's in it for applicants?**

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

Applications are open until 07 February at 17:00 CET. Don't miss this opportunity and start your application now [here](#).

A [webinar](#) will be held on **15 January 2024, Monday, at 11:00 am CET**, providing potential applicants more information about the programme and the application process.

We hope to see you there!

For more information go to <https://trustchain.ngi.eu/apply> where you can find a detailed guide for applicants.

Stay tuned by following us on [Twitter](#) and [LinkedIn](#), or signing up for our [newsletter](#)!

Best regards,  
--  
Daniel Silva  
Project Manager  
[Follow me at fbs.com/daniel-silva](#)


 **FBS**  
the largest tech founder community  
FBS connects founders to growth  
FBS Network Ireland Limited (Company 643630)  
Registered Address: 77 Lower Camden Street, Dublin 2 D02 XE80

Figure 26. Example of an outreach email promoting Open Call #3 to potential applicants.

Hello

I'm Daniel from F6S. I just started the third open call for TrustChain, which will fund €1.755m for developers, innovators, researchers, SMEs and entrepreneurs contributing for Economics and Democracy topics. I'd like to make sure that the opportunity is available to applicants in Lithuania.

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

The EU-funded project TrustChain just launched its third open call "Economics and Democracy" with €1.755m for applications helping to define and build mechanisms for smarter data exchange and data trading as well as innovative win-win federated business models' open data.

- Apply by **07 February, at 5 pm CET**
- TrustChain grants up to €117K (equity-free)
- Access to top infrastructure, mentoring and coaching
- Join the [webinar](#) on **Monday, 18 December at 11 am 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](#)  
@F6S  
the leading global startup network  
F6S connects founders to growth

F6S Network Ireland Limited. Registered Address: 77 Lower Camden Street, Dublin 2 D02 XE80, 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 27. Example of an outreach email promoting Open Call #3 to National Contact Points and European Enterprises Network.

## 3.5 F6S COMMUNITY

F6S is the biggest and most relevant community 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 a considerable number of potential applicants, more specifically through targeted and scouting services. Those services positively contributed to promotion and identification of potential applicants with high probability of interest in the funding opportunity (quality over quantity strategy).

Through this process a total of +2,900 emails/ direct messages were sent to potential applicants, mainly startups working in the call topics.

## 3.6 COMPLEMENTARY ACTIONS

Besides the actions described previously, complementary actions were carried out to increase OC #3 awareness and provide also a platform to help potential applicants to clarify questions and doubts regarding the call requirements and eligibility criteria. The most prominent actions taken were: 1) organisation of info webinars; 2) a 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 details the external coverage of the project with a focus on the OC3-related publications.

### 3.6.1 Info webinars

Throughout the promotion campaign, two webinars were organised giving a fundamental opportunity for potential applicants to gain a deeper understanding of the call terms and conditions and have the chance to ask their questions and doubts directly to TrustChain partners during the sessions. Both webinars recordings were made available through the project's YouTube channel and website, as explained in subsections 3.1 and 3.3. Table 1 depicts the summary of this action, which reached a total of 73 registrations, from which 58 have attended the event live. +20 questions were answered during the sessions.

Table 1. Summary of the participation on the info webinars promoted by TrustChain consortium.

Info webinar	Number of registrations	Number of participants	Number of questions asked by participants
#1	37	26	12
#2	36	32	9
<b>Total</b>	<b>73</b>	<b>58</b>	<b>21</b>

The first webinar took place on 18 December 2023 at 12 pm (CET), with a total of 37 registrations. During the event, +10 questions were answered live to 26 participants. The second webinar took place on 04 September 2023 at 12 pm (CEST), with 26 questions asked by the 33 attendees of a total of 31 registrations.

The registration process was managed via F6S portal (figure 28).

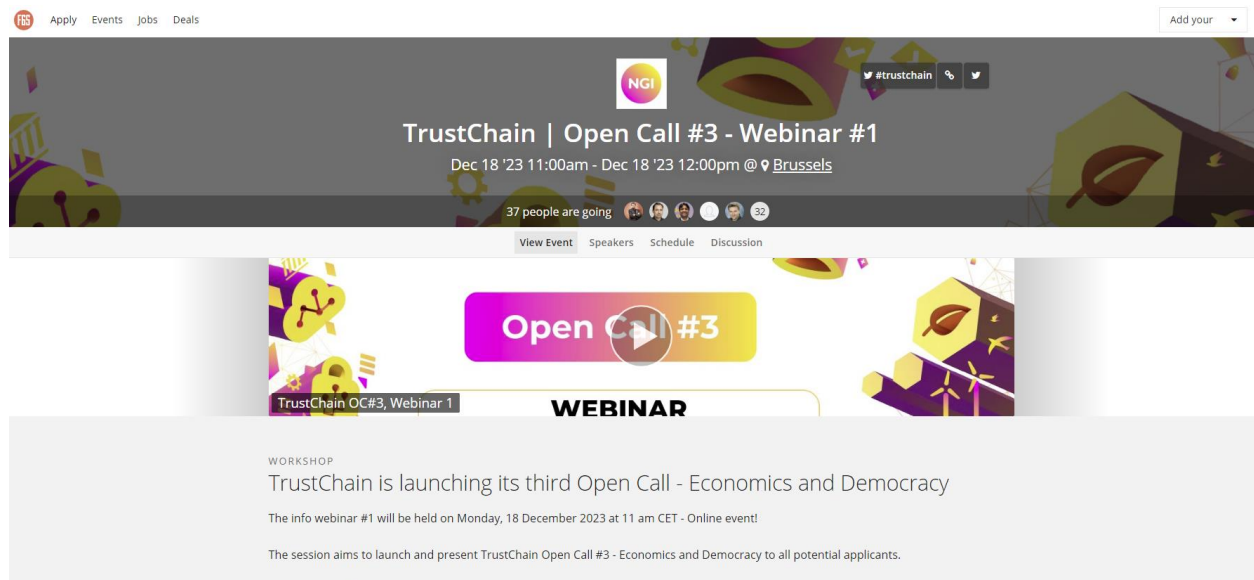


Figure 28. Registration page on F6S platform - TrustChain | Open Call #3 - Webinar #1. Source: <https://www.f6s.com/trustchain-open-call-3-webinar-1>.

### 3.6.2 TrustChain contact form

The TrustChain consortium was also available to provide clarifications through contact form to help applicants who did not find answers or need specific information to their doubts within the regular actions promoted by the project (e.g., FAQ, webinars recording, call documentation kit, among others).

+60 enquiries were sent via this channel, being the most frequently asked questions related to call eligibility (~20%), followed by application form and deadlines (each one representing ~15% of the enquiries).

### 3.6.3 Newsletter

A third TrustChain newsletter edition<sup>10</sup> was created and distributed during the call to provide some important info about the project, OC, NGI activities, important events and news as well as other synergies that the project has created in the meantime. In order to provide a wider context to the project, an interview with prof. Vlado Stankovski, TrustChain technical coordinator, was published and added to the newsletter alongside with resources to obtain more information about the OC specifications (OC #3 webinars).

<sup>10</sup> [https://mailchi.mp/11e29e760387/trustchain-newsletter-12676831?e=\[UNIQID\]](https://mailchi.mp/11e29e760387/trustchain-newsletter-12676831?e=[UNIQID])

At the time of the deliverable writing, TrustChain has 120 recipients (figure 29 and 30).

### TrustChain Newsletter #3

[Switch report](#) ▾

[Overview](#)   [Activity](#) ▾   [Click Performance](#)   [Content Optimizer](#)   [Social](#)   [E-commerce](#)   [Inbox](#)   [Analytics360](#)

#### 120 Recipients

**Audience:** TrustChain NGI

**Delivered:** Fri, Feb 2, 2024 8:33 AM

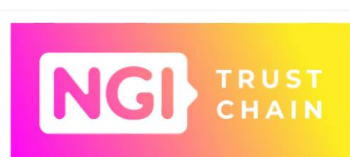
**Subject:** TrustChain Newsletter #3

[View email](#) · [Download](#) · [Print](#) · [Share](#)

66 Opened	5 Clicked	2 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	118	98.3%	Clicks per unique opens	7.6%
Total opens	99		Total clicks	8
Last opened	2/16/24 5:05PM		Last clicked	2/3/24 8:41AM
Forwarded	0		Abuse reports	0

Figure 29. Mailchimp statistics dashboard. Source: Mailchimp.



The TrustChain project started in January 2023 to address the inherent challenges within the current centralised Internet architecture that is not transparent to the user, does not protect the privacy-by-default and does not scale well. These challenges will be tackled through the 5 Open Calls and an overall budget of €8.775M.

The objective of the TrustChain Open Call 3 (OC3) on "Economics & democracy" is to define and build 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.

Deadline: February 7, 2024 - 5PM [Brussels time]

**APPLICATIONS ARE OPEN!**

Open Call #3  
APPLY NOW

Grants up to €117K



Apply here!

Not sure how you fit into our call?

Check our last webinars and FAQs!



Gathering the questions from potential applicants and providing necessary information on the application process, eligibility and more, TrustChain webinars are your guide to successful application!

Watch here

Meet our Open Call #2 winners!

**OC#2 WINNERS!**

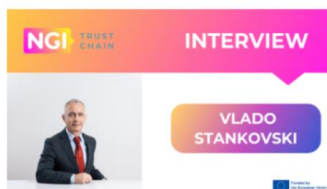
**CHECK OUT 15 WINNING TEAMS**

As the result of the Open Call #2 with focus on "User Privacy and Data Governance", 15 teams were selected based on their ideas, knowledge, skills and growth vision and plan among the 91 teams that have successfully finalized their applications!

Meet the 15 projects that will define, upgrade/extend the state-of-the-art in creating trustworthy online platforms that preserve user's data privacy and provide strong data governance frameworks.

Read more

Meet Vlado Stankovski, TrustChain technical coordinator



"Humanity needs a radically new way of interacting with the Internet that respect our needs for trust, security, privacy, democracy, sustainability and alike. All this is in the heart of the TrustChain project. The digital & decentralized identities hold the keys to an ever more Human-Centred Internet. Our project is designed to address the needs of not so IT savvy people that have great needs and may benefit for mechanisms that respect their human-rights."

Read more about prof. Stankovski, University of Ljubljana's role in the project and get the insights for successful understanding and application to the TrustChain Open Call 3!

Full interview

More opportunities on the horizon

NGI Communication Training: 2nd Edition!



Master digital communication & enhance your online presence and take your NGI project or innovation to the next level!

Who can join?

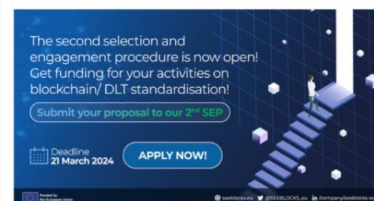
Exclusively for NGI projects (CSAs & RIAs) and innovators receiving NGI funding. When registering, mention your project's identity to secure your spot!

Date: 7th February 2024

Time: 11:00am to 12:30pm CET

More info

SEEBLOCKS.eu 2nd Selection & Engagement Procedure (SEP) is now open! Apply now and be selected for funding!



On January 25th, SEEBLOCKS.eu - the EU-funded project supporting the European Blockchain/DLT Standardisation specialists, opened its 2nd Selection and Engagement Procedure (SEP).

The call will remain open until March 21, 2024, following which an External Pool of Evaluators (EPE) will review and select the applications considered successful for funding. Eligible applicants must showcase a proven history of expertise and involvement in standardisation activities. Specifically, SEEBLOCKS.eu seeks individuals or natural persons residing in European Member States and Associated Countries, possessing in-depth knowledge of one of the proposed call topics, and experience in standards development.

Encouragement is extended for applications from members of European SMEs, Research & Innovation centers/organizations, as well as experts affiliated with EBSI and EUBO. Proposal types include Long Term (6 months), Short Term (3 months), and One-Shot (2 months) contributions. For details regarding timing and regulations please visit the SEEBLOCKS.eu website.

Good Luck to all applicants!

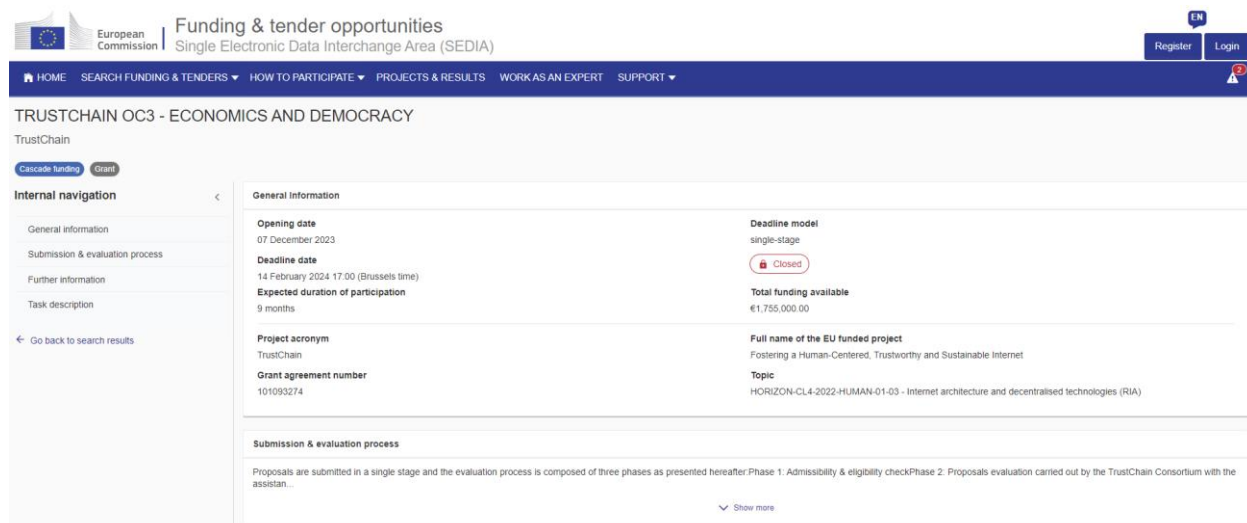
More info



Figure 30. TrustChain Newsletter #3.

### 3.6.4 Funding & Tenders Portal

The official page for funding and tenders' opportunities from the European Commission was another channel where the call was promoted (figure 31).



The screenshot shows the 'Funding & tender opportunities' page on the European Commission's Single Electronic Data Interchange Area (SEDIA). The page title is 'TRUSTCHAIN OC3 - ECONOMICS AND DEMOCRACY' under the 'TrustChain' project. The 'Internal navigation' sidebar includes links for 'General information', 'Submission & evaluation process', 'Further information', and 'Task description'. The main content area displays the following details:

<b>Opening date</b> 07 December 2023	<b>Deadline model</b> single-stage
<b>Deadline date</b> 14 February 2024 17:00 (Brussels time)	<b>Deadline status</b> Closed
<b>Expected duration of participation</b> 9 months	<b>Total funding available</b> €1,755,000.00
<b>Project acronym</b> TrustChain	<b>Full name of the EU funded project</b> Fostering a Human-Centered, Trustworthy and Sustainable Internet
<b>Grant agreement number</b> 101093274	<b>Topic</b> HORIZON-CL4-2022-HUMAN-01-03 - Internet architecture and decentralised technologies (RIA)

The 'Submission & evaluation process' section states: 'Proposals are submitted in a single stage and the evaluation process is composed of three phases as presented hereafter: Phase 1: Admissibility & eligibility check; Phase 2: Proposals evaluation carried out by the TrustChain Consortium with the assistance of external experts; Phase 3: Final evaluation and selection.' A 'Show more' link is available at the bottom of this section.

Figure 31. TrustChain Open Call #3 highlighted in the Funding & Tenders Portal of the European Commission. Source: Funding & Tenders Portal.

## 4 RESULTS

A summary of the main results from actions implemented and described in chapter 3 is depicted in table 2. As mentioned in chapter 2, it was defined in the GA that the number of applications to each call should range between 80-100 applications. This call topic attracted 109 applications.

Table 2. TrustChain Open Call #3 pipeline.

Open Call #2 - Pipeline	Total	Conversion Rate
Potential applicants reached (approx.)	106,304	
TrustChain website (users)	8,287	7.80%
Apply & Open Call #3 pages (users)	3,428	41.37%
Clicks on the apply button (users)	384	11.2%
Started applications	172	44.72%
Finalised applications	109	63.37%

Sources: Google Analytics; F6S portal; Other.

Through the actions carried out during the campaign (see Chapter 3), it was estimated that a total of 106,304 potential applicants were reached as a result of the promotion campaign. Figure 32 shows the number of daily users of the website over this period.

From the estimated universe of potential applicants, almost 8% visited the project website (+8,200 users) during the campaign, being +90% of them new users (+7,700). More than 40% of the website users (+3,400) visited the pages dedicated to the call, being this the main reason for users to visit TrustChain website, i.e. to check the funding opportunities promoted by the project.

Around 11% of users (+380) who either read or visited the dedicated pages of the call (apply and OC #3 pages) clicked on the “Open” button available in each page. This number does not reflect the total number of clicks (i.e. the number of times the button has been clicked), but only the number of users who did it. During the campaign, 172 applications started on the F6S portal, which represented around +44% of the clicks per started application. Unfortunately, and due to several reasons, 10 applications were deleted before the deadline. Thus, the final number of applications started and considered for the final count was 162.

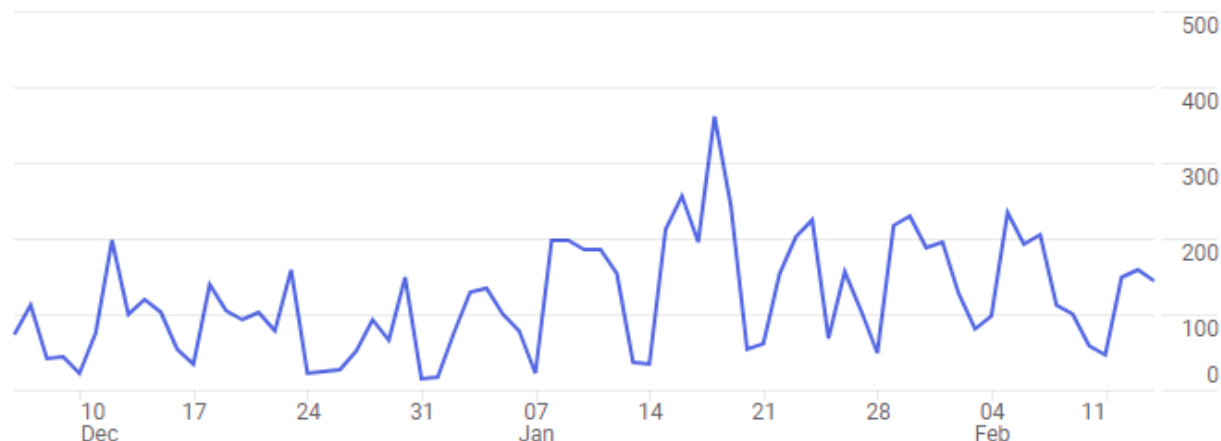


Figure 32. Daily users on TrustChain website during the Open Call #3 campaign. Source: Google Analytics. Period: 06 December 2023 to 14 February 2024.

From the total number of applications started, +63% of them were submitted (109 applications) and are currently competing for the opportunity of being funded and supported by the TrustChain project.

Final remarks around the above pipeline (table 2) 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 “Open” buttons. During the call submission phase, the TrustChain consortium had collected information about the number of downloads of the two most relevant documents from the call kit - proposal template and guide of applicants - not only to assess the overall interest in the call by potential applicants visiting our website and try to 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 300 times (proposal template 153 times, and guide of applicants 162 times) which was considered a good trajectory if we take into consideration that both can be accessed and consulted directly in the browser.

Moreover, the actual number of clicks on the “Open” buttons is underestimated (table 2) since a considerable number of applicants have found information about this opportunity through the F6S portal (figure 33, more information in sub-chapter 4.1. Channels) without having the necessity of clicking the buttons to access the application form available in the official submission system.

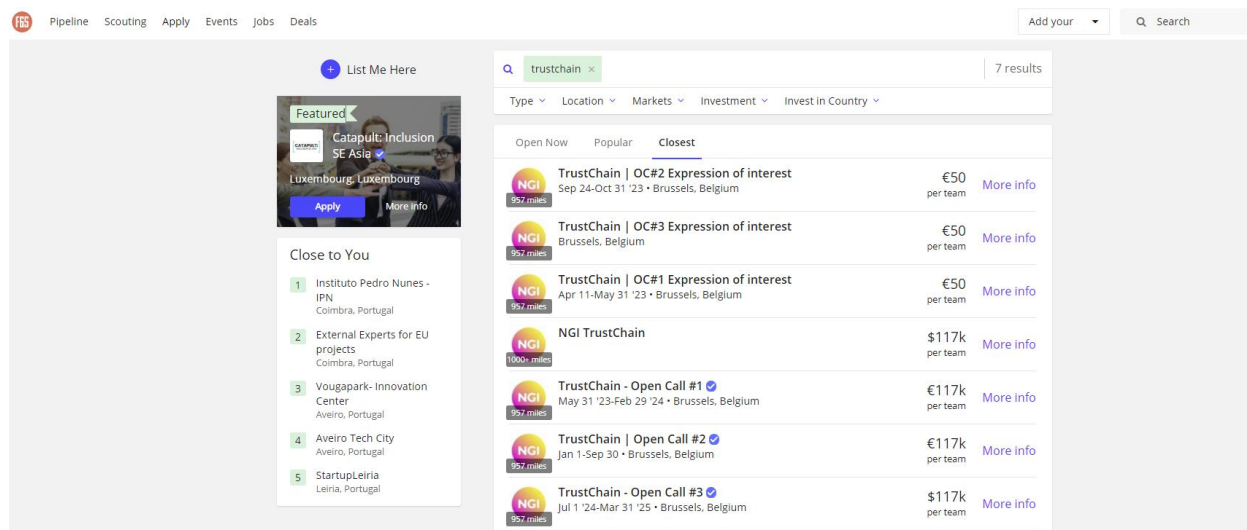


Figure 33. TrustChain Open Call #3 displayed on the F6S “Apply” search. Source: <https://www.f6s.com/programs>.

## 4.1. CHANNELS

Figure 34 provides an overview of inbound and outbound channels from which applicants received information about this opportunity. This data was collected through the application form by both started and finalised applications. A total of 121 responses were collected (out of 162 started applications).

F6S portal (34,81%), NGI portal (23,42%) and social media (8,86%) were the top three channels cited by applicants. Together they represent around +67% of the responses collected.

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 promotion campaign.

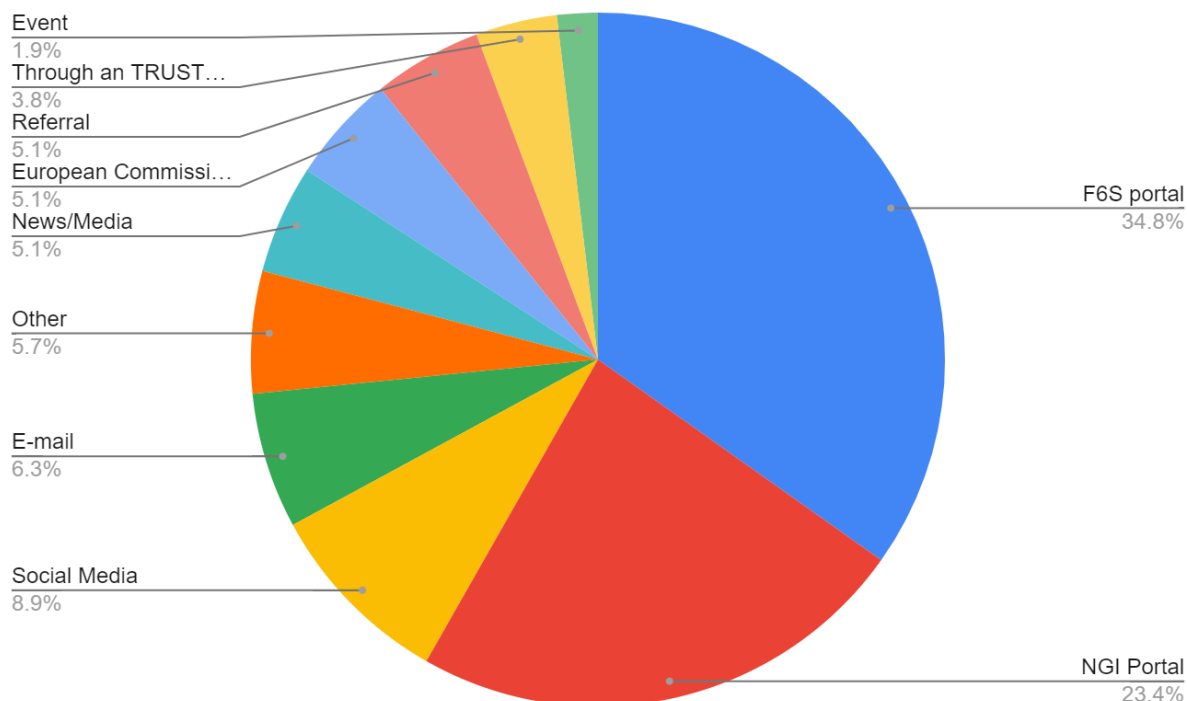


Figure 34. Inbound and outbound channels from which potential applicants received information about TrustChain Open Call #3's funding opportunity. Source: Open Call #3 application form.

## 4.2. COUNTRIES

User demographic indicated that users from 107 countries visited TrustChain website during the campaign period. Figure 35 highlights the top-30 countries from users, representing almost 90% of the total users.

Italy and Spain were the most significant markets for this call with 1851 users coming from these countries, 926 and 925 users respectively (+23% of the total users), which can be explained by the fact that two TrustChain partners are Spanish (Alastria and Cibervoluntarios) with already well-established networks (as example what it was verified during the two previous campaigns), as well as an increasing interest in TrustChain calls by Italian stakeholders. The United Kingdom was the third country with most users (793), followed by Greece (498 users), Germany (404 users), The United States (393 users), and The Netherlands with 362 users. Together they represent more than a half of total users during the campaign period (+4300). Although the campaign did not specifically target United States innovators,

developers, researchers or companies, the interest from this country was again very high which is easily explained by the relevancy of the market in the sector.

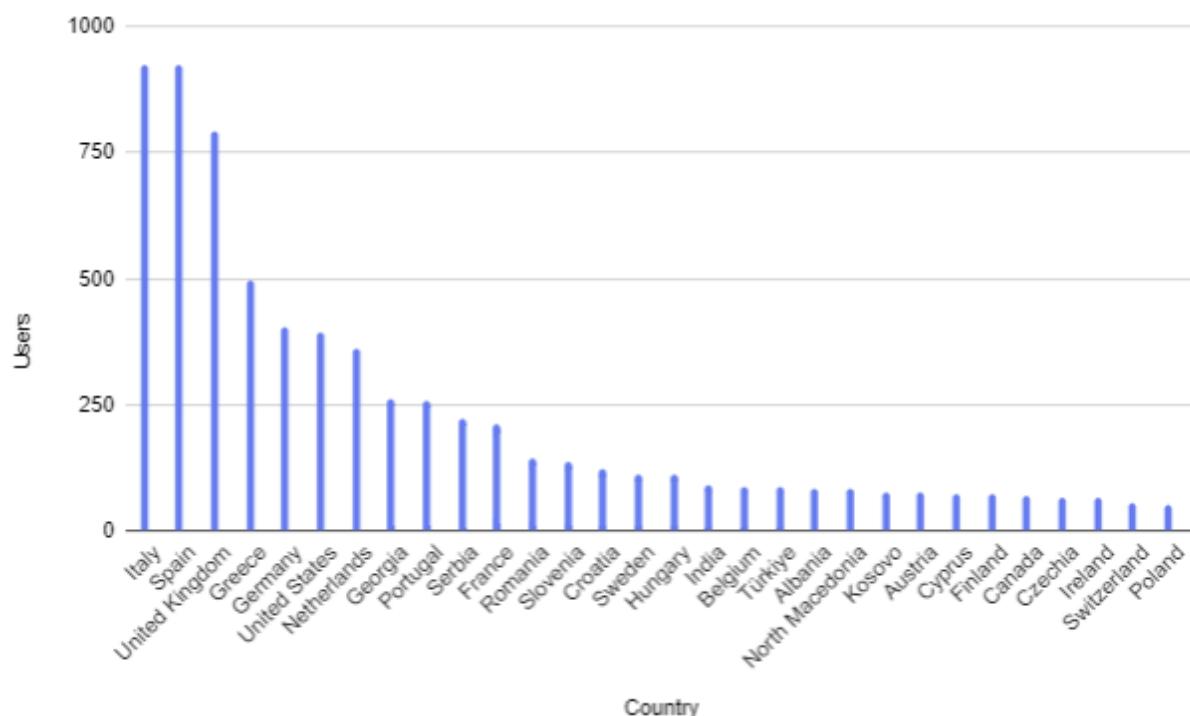


Figure 35. User demographic visiting TrustChain website during Open Call #3 campaign. Source: Google Analytics. Period: 06 December 2023 to 14 February 2024.

### 4.3. TRAFFIC ACQUISITION

Traffic acquisition (figure 36) during OC#3 was mainly secured through direct channels which represented +64% of the total users coming to TrustChain website via this way (+5300 users).

Another important channel was the organic search (+1100 users), indicating the awareness strategy implemented during campaigns produced great results since organic search was the second channel most used by potential applicants to access TrustChain website. That means that +14% of total users 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 Referral (via blogs and news/media mostly), which represented +6% of total users (+560).

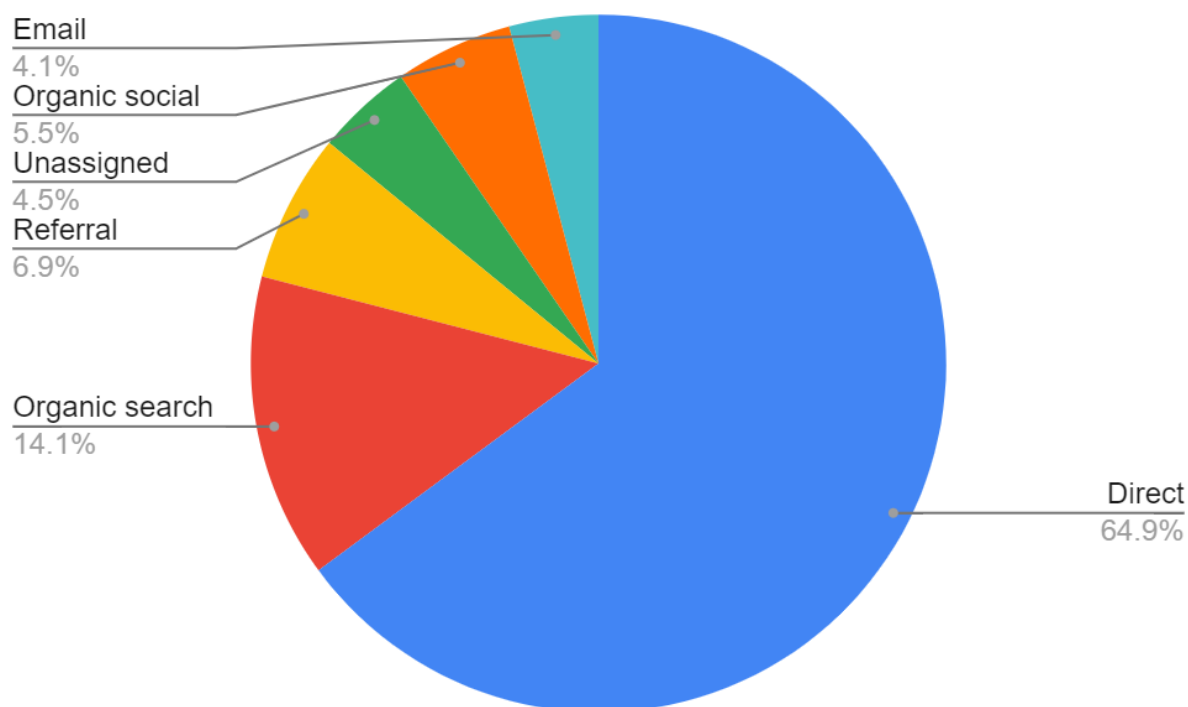


Figure 36. Traffic acquisition (users) by default group channel. Source: Google Analytics. Period: 06 December 2023 to 14 February 2024.

## 5 CONCLUSIONS

TrustChain Open Call #3 communication and campaign accomplished its major twofold objectives of creating awareness around the TrustChain project and engaging with potential applicants in order to submit their innovative applications to this call topic.

A total of 109 applications were submitted, meaning the campaign strategy was able to exceed the goal defined in the GA (between 80 and 100 applications).

The campaign actions incorporated different communication channels, allowing to reach and spread the word not only on the call but also about the overall project. Work already developed under OC#1 and OC#2 was leveraged during this campaign and will continue to have a positive impact in future calls.

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 was 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 reached its main 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

Below are the materials that formed part of the OC #3 communication kit. It should be kept in mind that the initial set deadline for the OC #3 was 7th, rather than 14th of February. As the most of the promotion and outreach was done with the materials containing the initial deadline, those materials are presented below. Upon the notification on the extension of the deadline of the OC #3, materials used contained Call to Action and appropriate copy to make clear the new date. The materials itself were without the new deadline (observe social media visuals/banners below), but most importantly - leading to the website and F6S platform where the deadline was clearly indicated.



Figure 37. TrustChain Open Call #3 - Postcard #1.

**NGI** TRUST CHAIN

**Fostering a human-centred, Trustworthy and sustainable Internet**

**Up to €117k for developers, innovators, researchers, SMEs and entrepreneurs**

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

**Apply from 06 December 2023 to 07 February 2024 at 17:00 CET via F6S platform**

- Empower citizens, civil society and organizations to better govern their onlinedata thanks to a human-centric approach
- Ensure individuals self-sovereign identity and virtual identity management
- Ensure data privacy and resilience with secure and trustworthy data pathways
- Ensure trust on the Internet and empowering citizen with online democratic organisation and mechanisms
- Develop new business and sustainable models for data sharing and online services exchange based on decentralised technologies and open source
- Ensure greenness and energy efficiency of the TrustChain ecosystem of decentralised software solutions

**MORE INFORMATION**  
www.trustchain.ngi.eu

**JOIN OUR PROGRAMME**

@NGL\_TRUSTCHAIN  
showcase/ngi-trustchain  
www.f6s.com/ngi-trustchain/connect  
@trustchain\_ngi

Logos: European Union, European Dynamics, F6S, University of Ioannina, ALA/TRIA, CIBER VOLUNTARIOS, TIMELEX, CITY, HELLENIC REPUBLIC National and Kapodistrian University of Athens.

Figure 38. TrustChain Open Call #3 - Postcard #2.

**NGI** TRUST CHAIN

**APPLICATIONS ARE OPEN!**

**GRANTS UP TO €117K**

**APPLY NOW** **Open Call #3**

Logos: European Union, European Dynamics, F6S, University of Ioannina, ALA/TRIA, CIBER VOLUNTARIOS, TIMELEX, CITY, HELLENIC REPUBLIC National and Kapodistrian University of Athens.

Figure 39. TrustChain Open Call #3 - Social Media Banner #1

**APPLICATIONS  
ARE NOW OPEN!**

**Open Call #3**

**APPLY NOW**

**€1.755.000 for (up to)  
15 selected projects**

 **Funded by  
the European Union**

Figure 40. TrustChain Open Call #3 - Social Media Banner #2.

**APPLICATIONS  
ARE OPEN!**

**Open Call #3**

**APPLY NOW**

**Grants up to €117K**

**NGI** TRUST  
CHAIN

Figure 41. TrustChain Open Call #3 - Social Media Banner #3.




**PRESS RELEASE**

**DECEMBER 2023**

---

**TRUSTCHAIN APPLICATIONS ARE OPEN!**

€1.755.000 will be distributed among (up to) 15 selected projects along with free coaching and access to infrastructure

TrustChain project started in January 2023 to address the inherent challenges within the current centralised Internet architecture that is not transparent to the user, does not protect the privacy-by -default and does not scale well through 5 Open Calls and an overall budget of €8,775M.

The TrustChain Open Call 3 (OC3) topic is "Economics & democracy". Transparent decentralised decision-making and asset management is underscored. With a vision of enhancing democracy both online and beyond through decentralized markets and communities, OC3 aims to tackle challenges like rampant fraud in online transactions and the manipulation of public opinion through fake news, which poses a threat to the quality of democracy. It advocates for decentralized communities with the ability to co-decide on sensitive issues while preserving the anonymity and votes of individual members.

**WHO CAN APPLY?**

The target applicants of this call are developers, innovators, researchers, SMEs, 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, design, which can contribute to the NGI TrustChain relevant vision.

**HOW DOES IT WORK?**

The evaluation process is composed of three phases:

- o Phase 1: Admissibility & eligibility check
- o Phase 2: Proposals evaluation
- o Phase 3: Online interviews

As part of the TrustChain action, experts in diverse fields will also provide to Third party innovators selected technology development guidance, working methodology as well as access to technical infrastructure, training in business model development and data related topics, coaching, mentoring, visibility and community building support.

**Applications are open until February 7, 2023, at 17:00 [Brussels time]**  
 Apply here: <https://www.f6s.com/trustchain-open-call-3>

For more information on the TrustChain Open Call go here:  
<https://trustchain.ngi.eu/apply/>

**About TrustChain**

TrustChain will tackle several challenges pertaining to trustworthy and reliable digital identity, to resilient, secure and reliable data pathways, to economics and trading of data, to energy efficiency for data storage, transport and sharing, to seamless services and data flows. A new trustworthy data governance and sharing model in line with the European regulatory framework and taking into account European values will be developed that will ensure Trusted Data Ecosystems.

**GET INVOLVED**

Make sure to check out how to apply on our TrustChain [website](#) or directly on [F6S platform](#).

**PRESS CONTACT**

Press contact: Tajana Medaković [tajana@f6s.com]  
 Project Email: [trustchain@ngi.eu](mailto:trustchain@ngi.eu)  
 Website: [trustchain.ngi.eu](https://trustchain.ngi.eu)



Figure 42. TrustChain Open Call #3 - Press Release.

## APPENDIX B. EXTERNAL COVERAGE

In the table below (Table X), 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). It should be noted that when reporting on the previous 2 OCs, "press release" and "website" categories are now changed to "media article" to better reflect the nature of the publication.

Table 3. External coverage of the TrustChain project during Open Call #3.

NAME OF THE PUBLICATION/ ACTIVITY	COMMUNICATION CHANNEL	WEBSITE/URL
TRUSTCHAIN   OPEN CALL #3 - ECONOMICS AND DEMOCRACY	MEDIA ARTICLE	<a href="https://www.developmentaid.org/grants/view/1222418/trustchain-open-call-3-economics-and-democracy">https://www.developmentaid.org/grants/view/1222418/trustchain-open-call-3-economics-and-democracy</a>
NGI TRUSTCHAIN 3RD OPEN CALL "ECONOMICS & DEMOCRACY"	MEDIA ARTICLE	<a href="https://www.innovationplace.eu/fund/ngi-trustchain-3rd-open-call-economics-democracy/9539">https://www.innovationplace.eu/fund/ngi-trustchain-3rd-open-call-economics-democracy/9539</a>
TRUSTCHAIN 3° OPEN CALL: ECONOMIA E DEMOCRAZIA	MEDIA ARTICLE	<a href="https://www.ansa.it/pressrelease/europa/bandi_europei/2023/12/16/trustchain-3-open-call-economia-e-democrazia_91f86090-a19c-431f-a7e8-539db656871b.html">https://www.ansa.it/pressrelease/europa/bandi_europei/2023/12/16/trustchain-3-open-call-economia-e-democrazia_91f86090-a19c-431f-a7e8-539db656871b.html</a>
TRUSTCHAIN NYÍLT PÁLYÁZATI FELHÍVÁS – GAZDASÁG ÉS DEMOKRÁCIA TÉMÁBAN	MEDIA ARTICLE	<a href="https://pbkik.hu/2023/12/12/palyazatok/trustchain-nyilt-palyazati-felhivas-gazdasag-es-demokracia-temaban/">https://pbkik.hu/2023/12/12/palyazatok/trustchain-nyilt-palyazati-felhivas-gazdasag-es-demokracia-temaban/</a>
OPEN CALL: €1.755.000 WILL BE DISTRIBUTED AMONG (UP TO) 15 SELECTED PROJECTS INCLUDING BLOCKCHAIN-RELATED TOPICS	MEDIA ARTICLE	<a href="https://seeblocks.eu/news/open-call-eu1755000-will-be-distributed-among-15-selected-projects-including-blockchain">https://seeblocks.eu/news/open-call-eu1755000-will-be-distributed-among-15-selected-projects-including-blockchain</a>

ONLINE NETWORKING EVENTS, WORKSHOPS AND GRANT OPPORTUNITIES	WEBSITE MENTION	<a href="https://www.peeref.com/hubs/227">https://www.peeref.com/hubs/227</a>
ECCP: TRUSTCHAIN   OPEN CALL #3 - ECONOMICS AND DEMOCRACY	MEDIA ARTICLE	<a href="https://clustercollaboration.eu/content/trustchain-open-call-3-economics-and-democracy">https://clustercollaboration.eu/content/trustchain-open-call-3-economics-and-democracy</a>
TRUSTCHAIN OPEN CALL 3 "ECONOMICS AND DEMOCRACY"	MEDIA ARTICLE	<a href="https://www2.fundsforngos.org/research/trustchain-open-call-3-economics-and-democracy/">https://www2.fundsforngos.org/research/trustchain-open-call-3-economics-and-democracy/</a>
SEEBLOCKS NEWSLETTER	NEWSLETTER	<a href="https://085k2.mjt.lu/nl3/3gRTYBSYYxZOYAeu8HRL-Q?M=AXIAADI-HOKAAcg6A1IAAOJ_Gg8AAYCs3TgAnK8cACQEkWBlHDuPYpAxtWzJQxS5MyES-SWBWgAHu20&amp;B=18501624&amp;E=12FE550D&amp;x=w3ZCN4kB YKNAPdO6WJpoxA">https://085k2.mjt.lu/nl3/3gRTYBSYYxZOYAeu8HRL-Q?M=AXIAADI-HOKAAcg6A1IAAOJ_Gg8AAYCs3TgAnK8cACQEkWBlHDuPYpAxtWzJQxS5MyES-SWBWgAHu20&amp;B=18501624&amp;E=12FE550D&amp;x=w3ZCN4kB YKNAPdO6WJpoxA</a>
AIPLAN4EU NEWSLETTER	NEWSLETTER	<a href="https://mailchi.mp/7e2839079b8a/news-december-2023">https://mailchi.mp/7e2839079b8a/news-december-2023</a>
LINKEDIN POST, EXTERNAL	SOCIAL MEDIA	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7143542639072653312/?actorCompanyId=92926386">https://www.linkedin.com/feed/update/urn:li:activity:7143542639072653312/?actorCompanyId=92926386</a>
LINKEDIN POST, PRESS RELEASE	SOCIAL MEDIA	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7152570166734733312/?actorCompanyId=92926386">https://www.linkedin.com/feed/update/urn:li:activity:7152570166734733312/?actorCompanyId=92926386</a>
€1.755.000 WILL BE DISTRIBUTED AMONG UP TO 15 SELECTED PROJECTS OF DEVELOPERS, INNOVATORS, RESEARCHERS, SMES AND ENTREPRENEURS	MEDIA ARTICLE	<a href="https://www.digitalcluster.eu/e1-755-000-will-be-distributed-among-up-to-15-selected-projects-of-developers-innovators-researchers-smes-and-entrepreneurs/">https://www.digitalcluster.eu/e1-755-000-will-be-distributed-among-up-to-15-selected-projects-of-developers-innovators-researchers-smes-and-entrepreneurs/</a>

TRUSTCHAIN   OPEN CALL #3 - ECONOMICS AND DEMOCRACY	MEDIA ARTICLE	<a href="https://clustercollaboration.eu/content/trustchain-open-call-3-economics-and-democracy">HTTPS://CLUSTERCOLLABORATION.EU/CONTENT/TRUSTCHAIN-OPEN-CALL-3-ECONOMICS-AND-DEMOCRACY</a>
TRUSTCHAIN OPEN CALL ON 'ECONOMICS & DEMOCRACY' IS OPEN TO APPLICATIONS	MEDIA ARTICLE	<a href="https://alastria.io/en/trustchain-open-call-on-economics-democracy-is-open-to-applications/">HTTPS://ALASTRIA.IO/EN/TRUSTCHAIN-OPEN-CALL-ON-ECONOMICS-DEMOCRACY-IS-OPEN-TO-APPLICATIONS/</a>
EU FONDOVI	MEDIA ARTICLE	<a href="https://www.eufondovikonkursi.com/trustchain-open-call-3.t19545.html">HTTPS://WWW.EUFONDOVIKONKURSI.COM/TRUSTCHAIN-OPEN-CALL-3.T19545.HTML</a>
TRUSTCHAIN   OPEN CALL #3 - ECONOMICS AND DEMOCRACY	MEDIA ARTICLE	<a href="https://www.developmentaid.org/grants/view/1222418/TRUSTCHAIN-OPEN-CALL-3-ECONOMICS-AND-DEMOCRACY">HTTPS://WWW.DEVELOPMENTAID.ORG/GRANTS/VIEW/1222418/TRUSTCHAIN-OPEN-CALL-3-ECONOMICS-AND-DEMOCRACY</a>
TRUSTCHAIN OPEN CALL 3	MEDIA ARTICLE	<a href="https://www.dihbu40.es/en/events/trustchain-open-call-3/">HTTPS://WWW.DIHBU40.ES/EN/EVENTS/TRUSTCHAIN-OPEN-CALL-3/</a>
GRANTOVI DO €117.000 ZA ODABRANE UČESNIKE NGI TRUSTCHAIN	MEDIA ARTICLE	<a href="https://www.netokracija.rs/ngi-trustchain-oc3-214612">HTTPS://WWW.NETOKRACIJA.RS/NGI-TRUSTCHAIN-OC3-214612</a>
TRUSTCHAIN 3° OPEN CALL: ECONOMIA E DEMOCRAZIA	MEDIA ARTICLE	<a href="https://www.obiettivoeuropa.com/bandi/trustchain-3-open-call-economia-e-democrazia">HTTPS://WWW.OBIETTIVOEUROPA.COM/BANDI/TRUSTCHAIN-3-OPEN-CALL-ECONOMIA-E-DEMOCRAZIA</a>
TRUSTCHAIN 3° OPEN CALL: ECONOMIA E DEMOCRAZIA	MEDIA ARTICLE	<a href="https://www.ansa.it/pressrelease/europa/bandi_europei/2023/12/16/trustchain-3-open-call-economia-e-democrazia_91f86090-a19c-431f-a7e8-539db656871b.html">HTTPS://WWW.ANSA.IT/PRESSRELEASE/EUROPA/BANDI_EUPEI/2023/12/16/TRUSTCHAIN-3-OPEN-CALL-ECONOMIA-E-DEMOCRAZIA_91F86090-A19C-431F-A7E8-539DB656871B.HTML</a>
TRUSTCHAIN / 3ª CONVOCATORIA	MEDIA ARTICLE	<a href="https://www.eenasque.net/open_calls/trustchain-3a-convocatoria/">HTTPS://WWW.EENASQUE.NET/OPEN_CALLS/TRUSTCHAIN-3A-CONVOCATORIA/</a>

APLICAȚIILE TRUSTCHAIN SUNT DESCHISE!	MEDIA ARTICLE	<a href="https://digital-innovation.zone/aplicatii-trustchain/">HTTPS://DIGITAL-INNOVATION.ZONE/APLICATII-TRUSTCHAIN/</a>
POZIV ISTRAŽIVAČIMA, INOVATORIMA I PREDUZETNICIMA: 1.7 MILIONA EVRA ZA DOBRE PROJEKTNE IDEJE!	MEDIA ARTICLE	<a href="https://eumogucnosti.rs/poziv-istrazivacima-inovatorima-i-preduzetnicima-1-7-miliona-evra-za-dobre-projektne-ideje/">HTTPS://EUMOGUCNOSTI.RS/POZIV-ISTRAZIVACIMA-INOVIATORIMA-I-PREDUZETNICIMA-1-7-MILIONA-EVRA-ZA-DOBRE-PROJEKTNE-IDEJE/</a>
EUBOF JANUARY 2024 NEWSLETTER	NEWSLETTER	<a href="https://www.linkedin.com/pulse/january-2024-newsletter-eu-blockchain-observatory-forum-nojwf/">HTTPS://WWW.LINKEDIN.COM/PULSE/JANUARY-2024-NEWSLETTER-EU-BLOCKCHAIN-OBSERVATORY-FORUM-NOJWF/</a>
TRUSTCHAIN OPEN CALL 3 "ECONOMICS AND DEMOCRACY"	MEDIA ARTICLE	<a href="https://fundsforcompanies.fundsforngos.org/events/trustchain-open-call-3-economics-and-democracy/">HTTPS://FUNDSFORCOMPANIES.FUNDSFORNGOS.ORG/EVENTS/TRUSTCHAIN-OPEN-CALL-3-ECONOMICS-AND-DEMOCRACY/</a>
KASKÁDOVÁ VÝZVA: TRUSTCHAIN: OPEN CALL 3	MEDIA ARTICLE	<a href="https://eraportal.sk/vyzvy/kaskadova-vyzva-trustchain-open-call-3/">HTTPS://ERAPORTAL.SK/VYZVY/KASKADOVA-VYZVA-TRUSTCHAIN-OPEN-CALL-3/</a>
ŽENSKI INKLUZIVNI CENTAR/ ŽEC- QPG - WIC	SOCIAL MEDIA	<a href="https://www.facebook.com/permalink.php?story_fbid=PFBI0WMBEV2LHPatUF7DRdFM6G7GQ3LFtwoDp4PHX7pWBxQgETwRg5SVAUsuWC8dG8GeWl&amp;id=100071320793776">HTTPS://WWW.FACEBOOK.COM/PERMALINK.PHP?STORY_FBID=PFBI0WMBEV2LHPatUF7DRdFM6G7GQ3LFtwoDp4PHX7pWBxQgETwRg5SVAUsuWC8dG8GeWl&amp;id=100071320793776</a>
EUROPEAN UNION IN KOSOVO*	SOCIAL MEDIA	<a href="https://www.facebook.com/EUROPEANUNIONINKOSOVO/posts/PFBID0RGW33HKA TG4uAoYwCZqRT5DgwkVDBpzzOZSspZW8s8ETMYVGJkDU5YxTtPTJAdQSL?LOCALE=RO-RO">HTTPS://WWW.FACEBOOK.COM/EUROPEANUNIONINKOSOVO/POSTS/PFBID0RGW33HKA TG4uAoYwCZqRT5DgwkVDBpzzOZSspZW8s8ETMYVGJkDU5YxTtPTJAdQSL?LOCALE=RO-RO</a>
EUROPEAN UNION IN KOSOVO*	SOCIAL MEDIA	<a href="https://www.instagram.com/p/C2KXMMzKlao/">HTTPS://WWW.INSTAGRAM.COM/P/C2KXMMzKlao/</a>
ROB VAN KRANENBURG	SOCIAL MEDIA	<a href="https://twitter.com/ROBVANK/status/1737449932443840914">HTTPS://TWITTER.COM/ROBVANK/STATUS/1737449932443840914</a>

EUROPEAN CRYPTO INITIATIVE	SOCIAL MEDIA	<a href="https://twitter.com/EuCInitiative/status/1746804438654742772">https://twitter.com/EuCInitiative/status/1746804438654742772</a>
SEEBLOCKS PROJECT	SOCIAL MEDIA	<a href="https://twitter.com/SEEBLOCKS_EU/status/1737039000840319164">https://twitter.com/SEEBLOCKS_EU/status/1737039000840319164</a>