

D2.9 Open call communication and campaigns report 4

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D2.9 OPEN CALL COMMUNICATION AND CAMPAIGNS REPORT 4

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EXECUTIVE SUMMARY

The purpose of this report is to provide an overview of the communication campaign carried out for TrustChain Open Call #4 - Multi chain support for NGI protocols. The primary aim of the campaign for Open Call #4 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 #4 ran from May 15, 2024, to July 17, 2024, spanning a 64-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 #4.

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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.

D2.9 Open Call Communication Campaign Report 4 presents the TrustChain Open Call #4 topic, application process, profile, and eligibility of applicants. This report relies on the first iteration - *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 #4 contained in *D2.4 Open call specifications and launch documents 4*.

D2.9 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 #4, its scope, goals, eligibility, target audience, geographic criteria, application process and timeline.
- **Chapter 3** provides results and examples of the TrustChain OC #4 campaign, methods, channels, and other tools used to conduct a 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 mentions of the project and call, as well as more prominent social media posts.

2 TRUSTCHAIN OPEN CALL #4

TrustChain Open Call #4 - Multi chains support for NGI protocols focused on designing gateways for secure and trustworthy data transfer across multiple blockchains. Navigating the data exchange/trading arena proves challenging due to the involvement of multiple parties, leading to issues of trust, privacy, consent, and regulatory complexities. In addition, the existing market mechanisms for data exchange face hurdles, exacerbated by the dynamic nature of data and the digital landscape. Organisations must grapple with these challenges, ranging from establishing trustworthy frameworks to addressing evolving privacy regulations and ensuring fair compensation for data contributors. Tackling these complexities requires collaborative efforts and innovative solutions to create a secure, transparent, and ethical data exchange environment.

Proposed solutions should build on top of existing concepts and technologies already developed for achieving conformance of data, schemas, state transfer and other aspects of interoperability across multiple, heterogeneous wallets, applications, databases and knowledge bases, tokenization methods, blockchains, and fit within TrustChain's vision and objectives. For example, they should cover aspects of the digital identity, either based on the DID standard, the eIDAS2 or any other approaches available, privacy and security, ability to generate various proofs that can be generated and provided for verification in various circumstances and similar.

Eligible applicants include developers, researchers, SMEs, and innovators from fields such as Software Engineering, Cryptography, Blockchain, Social Sciences, and Humanities. The types of solutions sought include those that enhance interoperability, privacy, trustworthiness, scalability, and legal compliance within blockchain ecosystems

Therefore, the Open Call #4 was open to solutions that utilise existing concepts and technologies already developed for previous Open Calls and fit within TrustChain's vision and objectives. The solutions are sought to 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 OC is to design and build the gateways that will make it possible to transfer knowledge/metadata/data/process/requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered. Innovative projects should implement techniques such as:

- Transfer of Non-Fungible Tokens (NFTs) across different chains. This might include the ability to execute contracts that depend on the state or ownership of an NFT, irrespective of which chain the NFT currently resides on.
- Semantic standards and open ontology schemas that enable the effective transfer of information and knowledge across chains and allow data interoperability.
- Mechanisms and procedures that enable the trustworthy use of digital identities across wallets, applications and blockchains or the secure binding of digital identities on multiple chains.
- Models and procedures to support simple and seamless user experience of cross-chain functionality.
- Develop techniques to carry out DID rotation and translation so that we can minimise the DID management.
- Create platforms that can build on top of the existing work that has been undertaken in Open Calls 1, 2 and 3. (Details can be found from the TRUSTCHAIN portal).
- Develop infrastructures that are inclusive, energy efficient, and usable.
- Develop platforms and infrastructures that follow European standards.

Applications should desirably 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#4 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, or large enterprises working on the Internet or/and other related technologies are eligible.
- Any combination of the above.

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 States¹.
- 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).

¹ 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.

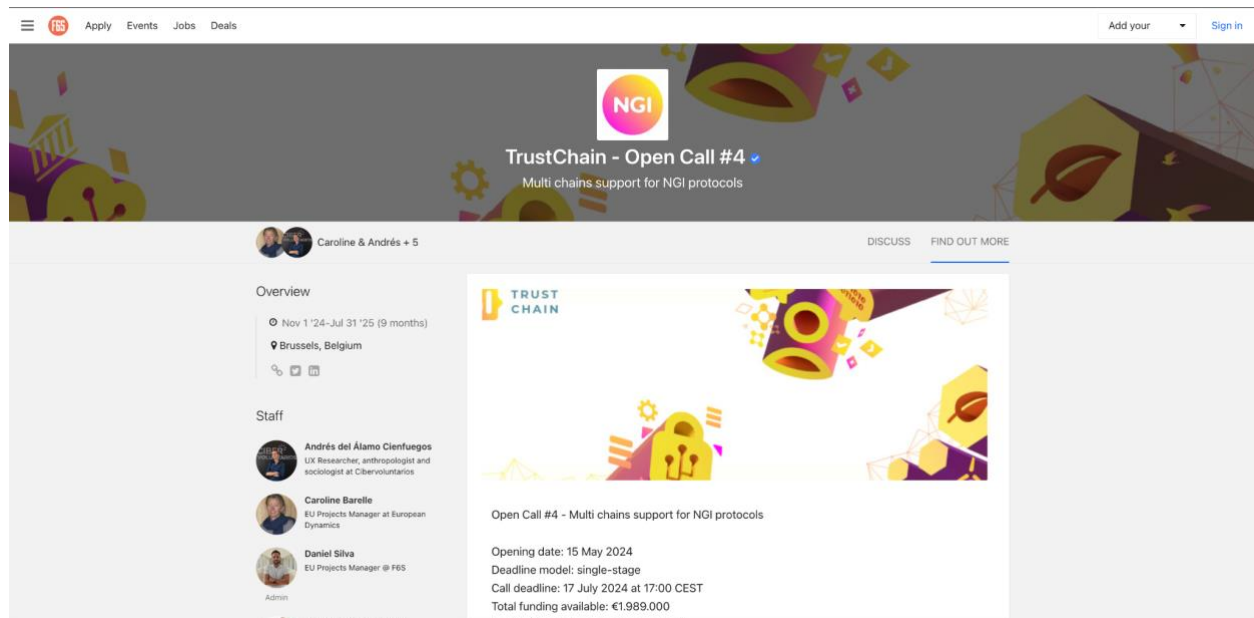


Figure 1: TrustChain Open Call #4 page at F6S portal.

To submit their applications, applicants had to fill in an administrative form, available at <https://www.f6s.com/trustchain-open-call-4/apply>, and upload the application technical description using the [official proposal template](#).

An 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 #4 was opened from 15 May 2024 until 17 July 2024, for a total of 64 days.

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 three 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.

During the campaign, various communication channels, established in the first three Open Calls, were effectively utilised to reach key target groups such as developers, innovators, researchers, SMEs, and entrepreneurs. These channels included the TrustChain website, social media, email outreach, the F6S Community platform, and other complementary actions, especially leveraging partner networks and collaborations.

The overarching communication and dissemination strategy, consistent since the project's start was followed through with adaptations where necessary - each Open Call required tailored strategies, especially in identifying the target audience and crafting specific communication messages and value propositions shaped according to the topic of the Open Call. Lastly, applicants had additional information through the promotion of work in the project, previous innovators and key insights from various project partners.

As in the previous 3 OCs, dissemination and communication efforts to increase reach and visibility encompassed the following: email outreach, media outreach, blog relations, community creation, events participation, collaboration with related projects and initiatives, social media and relevant groups and communities' engagement, creation of engaging content and SEO and paid ads on LinkedIn.

The messaging in OC #4 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 (as the OC3 innovators have been in the still in the initial phase of participation when the call was launched)
- Collaborations with external initiatives, events, and projects.

As in the case of the previous OCs, the posting frequency varied to accommodate the needs of the project keeping the necessary minimum (2x week) showcasing different aspects of the current OC, application procedure, eligibility and resources potential

applicants can use. These posts also encompassed additional information (NGI news, sister project news, news about event attendance by mentors and previous innovators and consequent findings).

3.1 TRUSTCHAIN WEBSITE


Established before the launch of the Open Call #1, the TrustChain website functioned through all Open Calls as a central hub for all relevant information. It offered a comprehensive overview of the OC kit, including the call document, guide for applicants, and proposal template. Additional details were available through the FAQ section and Resources page, where webinars and extra materials could be downloaded. The website also provided access to other NGI calls and related opportunities, supporting ongoing collaborations and promoting events and funding opportunities. Additionally, partner organization websites bolstered the Open Call #4 campaign by sharing information about the funding opportunity and associated events.²

The TrustChain website is designed to provide a clear and user-friendly service for all applicants, whether they need to quickly access the F6S page to submit their applications or gather detailed information on current and past calls and events. The landing page serves as the initial entry point, guiding users to the necessary resources efficiently.

² Full list of published press releases and other mentions of TrustChain by 3rd parties in Appendix B.

DO YOU HAVE AN IDEA?

Participate in an exciting cascading funding program!
Check out the [Open Call](#) section for more information



Open Call #4
Multi chains support for NGI protocols

17 projects get up to 117k €

Navigating the intricacies of data transfer between blockchains poses a multifaceted challenge rooted in the complex landscape of knowledge, encompassing rules, policies, and regulations. Interoperability is a key aspect, as different blockchains often operate on distinct protocols and consensus mechanisms, requiring a harmonized framework for effective state transfer. Scalability is equally crucial, especially in the context of a rapidly expanding blockchain landscape, necessitating solutions that can accommodate the increasing volume of transactions without compromising efficiency.

The challenge extends to ensuring the security and privacy of transferred states, as sensitive data may traverse multiple blockchains. Striking a balance between privacy and transparency becomes imperative, necessitating robust encryption mechanisms and adherence to regulatory standards. This is why a specific set of challenges needs to be addressed in Open Call #4.

CLOSED

Figure 2: TrustChain landing page, OC #4 announcement.

Moreover, the website ensures consistency in how information is presented. It uses a uniform writing style and consistently displays crucial data, such as submission deadlines, minimising the risk of misinterpretation. It is important to note that the application process was exclusively available through the F6S platform. The landing page, along with two main menu tabs labelled "Apply" and "Open Calls," provided easy access to the Open Call information and application button.

The "Apply" page is structured to offer a quick shortcut to any currently active Open Calls, while the "Open Call" page gives an overview of all available calls, including their application periods and status (open or closed). Additionally, there is a separate page that provides in-depth information about both ongoing and past Open Calls, including the ones for the evaluators.

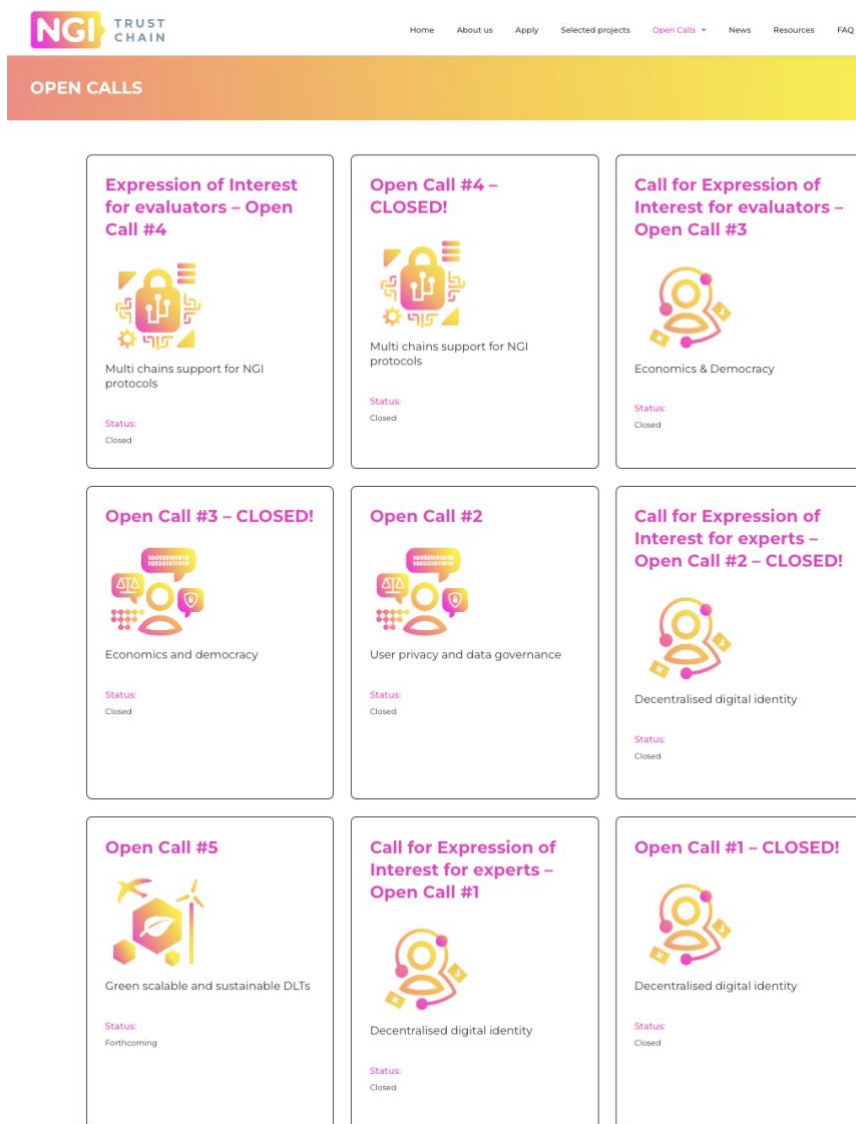


Figure 3: TrustChain website, Open Calls page

3.1.1 Apply and Open Call #4 pages

Both “Apply” and “Open Call #4” pages were launched upon the call opening on May 15, 2024. As indicated also in the D2.6, D2.7 and D2.8, 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. These pages contained (Figure 4 and 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.

OPEN CALL #4 - CLOSED!

Calling all developers, innovators, researchers, SMEs and entrepreneurs! €1.989.000,00 to support up to 17 projects!

The TrustChain Open Call 4 topic is "Multi chains support for NGI protocols". The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered.

Innovative projects should implement techniques such as:

- Transfer of Non-Fungible Tokens (NFTs) across different chains. This might include the ability to execute contracts that depend on the state or ownership of an NFT, irrespective of which chain the NFT currently resides on.
- Semantic standards and open ontology schemas that enable the effective transfer of information and knowledge across chains and allow data interoperability.
- Mechanisms and procedures that enable the trustworthy use of digital identities across wallets, applications and blockchains or the secure binding of digital identities on multiple chains.
- Models and procedures to support simple and seamless user experience of cross-chain functionality.
- Develop techniques to carry out DID rotation and translation so that we can minimize the DID management.
- Create platforms that can build on top of the existing work that has been undertaken in Open Calls 1, 2 and 3. (Details can be found from the TRUSTCHAIN portal).
- Develop infrastructures that are inclusive, energy efficient, and usable.
- Develop platforms and infrastructures that follow European standards.

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

Link with other Open Calls: Understanding what digital identity (Open Call #1) is, data owners privacy policies requirements and data governance (Open Call #2), market mechanisms for data exchange and trading, and federated business models (Open Call #3) is prerequisite for designing and implementing innovative and fit for purpose gateway solutions for cross-chain data exchange. Solutions to be developed in this Open Call #4 should consider some of the approaches and outcomes identified in Open Call #1, #2, and #3. Joint activities between Open Call #1, #2, #3, and Open Call #4 innovators will be facilitated by the TrustChain consortium.

Phases of the Open CALL #4

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 independent experts.
- Phase 3: Online interviews (10 minutes pitching & 20 minutes of Q&As) and final selection carried out by the TrustChain Consortium and the TrustChain Advisory Board Members.

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.

Selected projects will last for a duration of 9 months. However, the TrustChain overall action lasts 36 months, and the selected projects are requested to participate after these 9 months in future Joint Meetings for knowledge and know-how transfer to TrustChain OCS and for the development of the TrustChain ecosystem.

HOW TO APPLY?

Open Calls will be handled using the F6S platform.

CLOSED!

Figure 4: Overview of the Apply/ Open Call #4 pages, part 1

Eligibility

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.

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

Team of natural person(s):

Team of individuals, all established in any eligible country. This does not consider the country of origin but the residence permit.

Legal entity(ies):

One or more entities (consortium) established in an eligible country (see subsection 3.2 of Guidelines for Applicants). The entities can be Universities, Research centres, Non-Governmental Organisations, Foundations, micro, small and medium-sized enterprises (see definition of SME according to the [European Commission Recommendation 2003/361/EC](#)), large enterprises working on Internet or/and other related technologies are eligible.

Any combination of the above.

In addition, the following conditions apply:

- The participating entities should not have been declared bankrupt or have initiated bankruptcy procedures.
- The entities or individuals (Team of natural persons) applying should not have convictions for fraudulent behaviour, other financial irregularities, and unethical or illegal business practices.

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

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^[1].
- 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.

^[1] 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.

SUPPORTED MATERIAL AND KIT FOR APPLICATION

TRUSTCHAIN was launched 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 8,775 M €.

Learn more [about the TrustChain project](#).

The TrustChain Open Call 4

This document is the open call announcement.

The TrustChain Open Call 4

The TrustChain Open Call #4 Guide for applicant

This document provides in detail the information to help apply to the TrustChain Open Call 4 such as an abstract of the TrustChain action, a description of the TrustChain Open Call 4, the modalities for application, the evaluation process, the scheme of the funding support, the IPR aspects related to TrustChain and how to prepare and submit a proposal:

The TrustChain Guide for applicants

The kit also includes the Model Sub-grant Agreement (draft template only), Administrative form (read only), Proposal description and the Additional Applicants templates.

The TrustChain Open Call #4 Application material

- [Annex B – Model Sub-grant Agreement – draft template](#) (read only)
- [Annex C – Administrative form](#) (read only)
- [Annex D – Proposal description template](#) (read only)
- [Annex E – Additional applicants template](#) (read only)

Note: Word templates (Annex D and Annex E) are available at the F6S Submission System.

Figure 5: Overview of the Apply/ Open Call #4 pages, part 2

3.1.2 Frequently Asked Questions page

To provide additional information beyond the official page, the TrustChain website includes a dedicated Frequently Asked Questions (FAQ) section, which houses the application guide, supporting documents, and webinar recordings. Initially created during the first call and updated for each subsequent call, the FAQ page compiles key inquiries, including those raised during webinars, via email, or on the F6S platform. The responses cover critical project details, applicant eligibility, project types, and provide links to further information, including details on the evaluation and grant allocation processes.

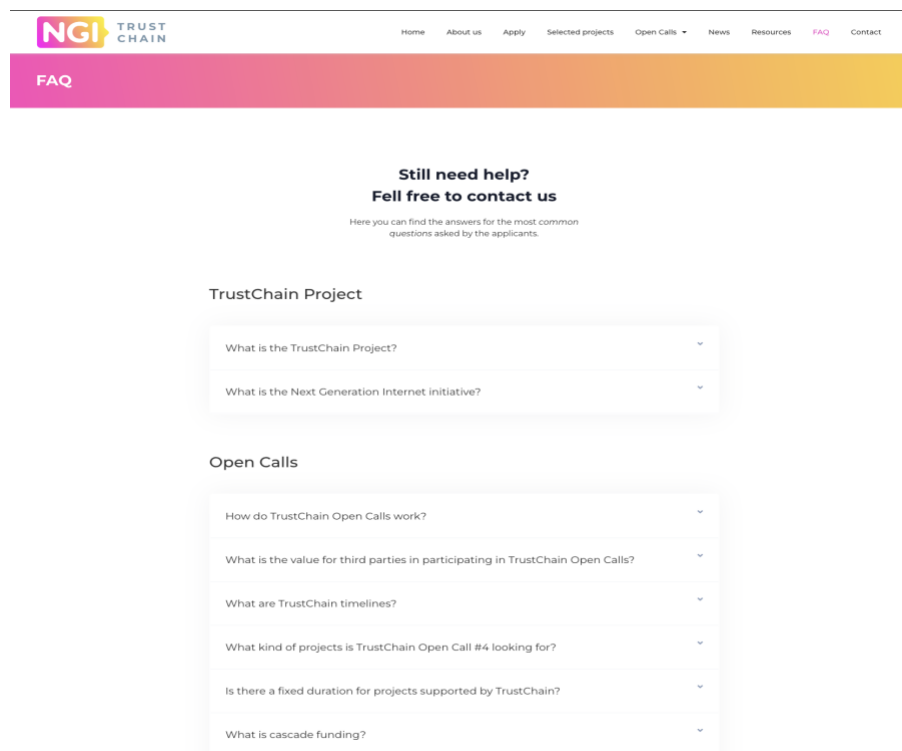


Figure 6: TrustChain FAQ page

3.1.3 News page

A total of 6 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 projects' opportunities. This is an already established form of collaboration with other projects, NGI and sister projects/initiatives to act as a hub of information. In

addition, announcements about project info webinars and other events were showcased.

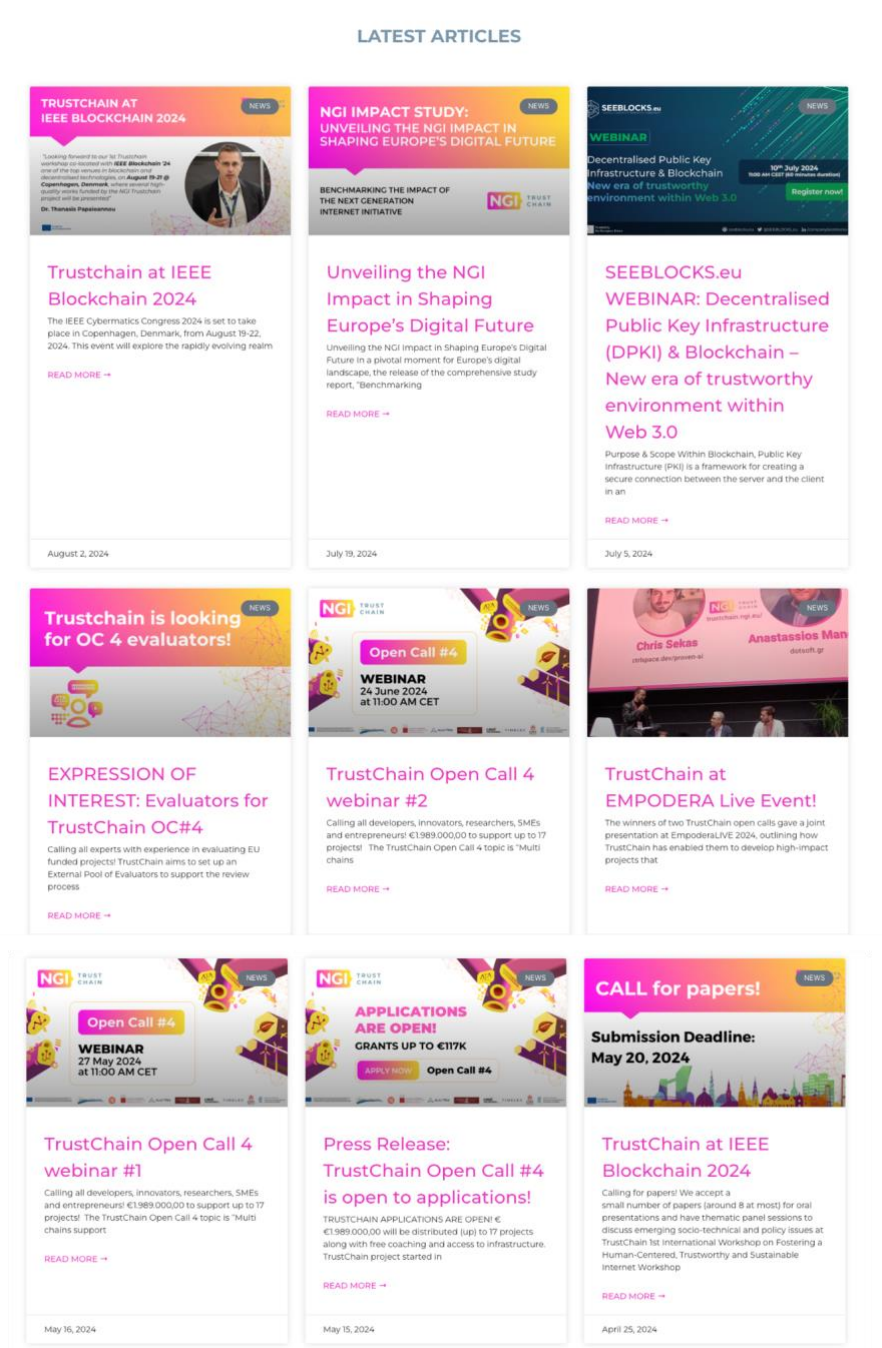


Figure 7: TrustChain News section

3.1.4 Resources page

The website serves as a central hub for the consortium, media, and prospective applicants. During Open Call #4, potential applicants were invited to participate in two webinars, where the consortium provided an overview of the project and held Q&A sessions to address any concerns. The Resources page is the dedicated section where visitors can easily access webinar recordings and presentations, among other materials. Additionally, consortium members, journalists, and other third parties can conveniently download the project's logo, press releases, and visual identity manual from the website.

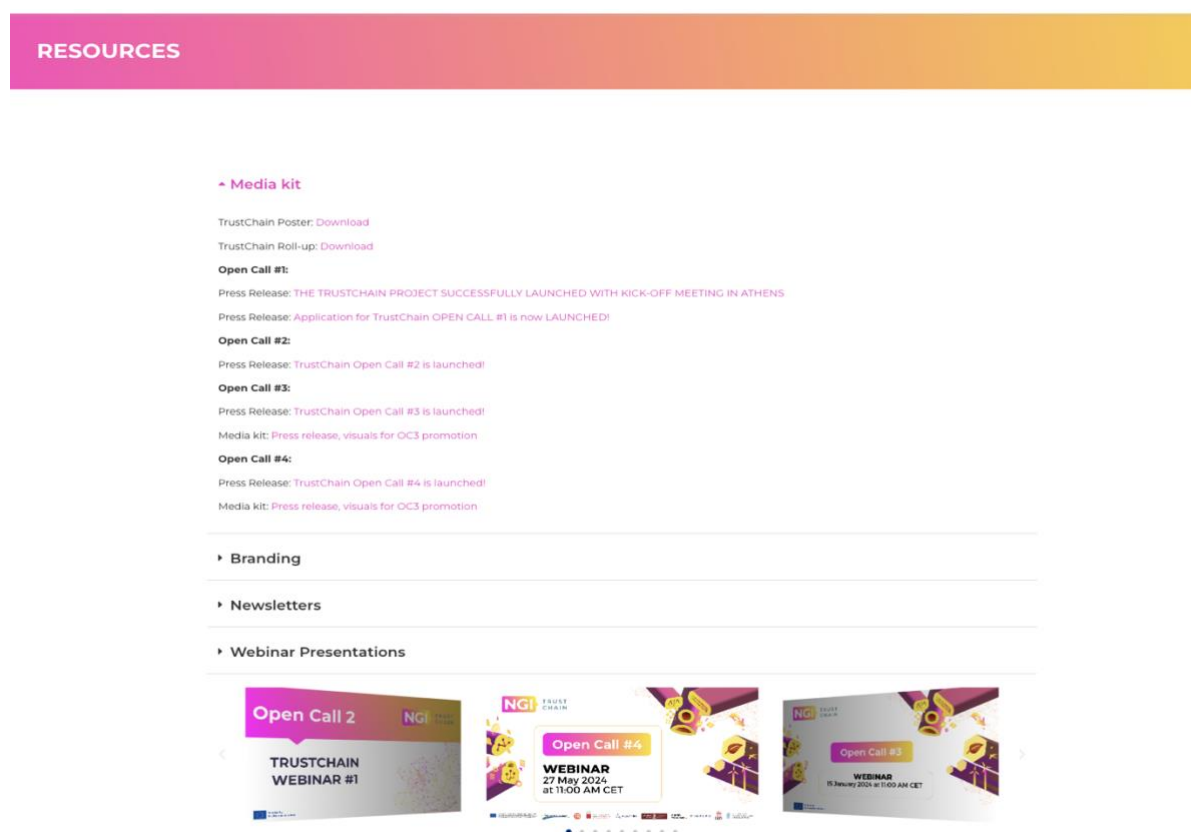


Figure 8: TrustChain website - Resources page

3.2 PUBLIC RELATIONS AND MEDIA

Building on the practices established in the previous three Open Calls, a media kit/communication kit was developed and distributed among consortium partners for Open Call #4. This kit was designed for adaptation, including translation into local languages when necessary, and was used to promote the call externally.

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



NGI TRUST CHAIN

PRESS RELEASE

MAY 2024

TRUSTCHAIN APPLICATIONS ARE OPEN!

€1.989.000,00 to support up to 17 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 4 (OC4) topic is "Multi chains support for NGI protocols". The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered.

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 July 17, 2024, at 17:00 [Brussels time]

Apply here: <https://www.f6s.com/trustchain-open-call-4>

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

To see latest updates and post any questions, join our discussion page: <https://www.f6s.com/trustchain-open-call-4/discuss>

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](https://trustchain.ngi.eu/) or directly on [F6S platform](https://www.f6s.com/).

PRESS CONTACT

Press contact: Tajana Medaković [tajana@f6s.com]

Project Email: trustchain@ngi.eu

Website: trustchain.ngi.eu

TrustChain Project is funded by the European Union under Grant Agreement 101019221. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

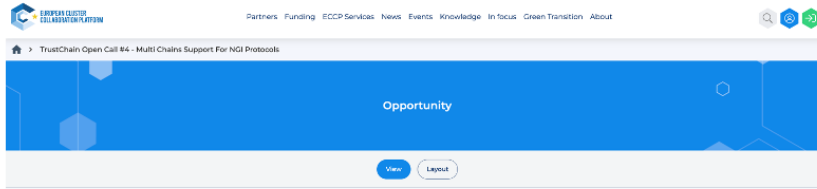
Figure 9: TrustChain OC #4 Press Release

To distribute the media kit, an assessment of previous collaborations and contact points was conducted and tailored to the needs of Open Call #4. As a result, the kit was sent to various groups, including 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 Open Call promoters. It should be noted that these numbers vary, especially when it comes to startup portals, magazines and platforms as different contacts are being used across OCs to attract the right audience and applicants. Emails with communication material were sent to:

- National Contact Points (NCP) and Europe Enterprise Network (EEN): 415
- Digital Innovation Hubs (DIH): 181
- Clusters: 112
- EU Delegations and Info Centres: 16
- Partner contacts and networks: 6 (EU Blockchain Forum, European Blockchain Association, Blockchain for Europe, INATBA, Praxi Network) and NGI
- Startup portals, magazines, and platforms: 183 (non-paid media).

As a result of this outreach, several intermediaries and media organisations promoted TrustChain OC #4. More detail on the email outreach and how TrustChain leveraged the F6S platform is showcased in Sections 3.3 and 3.4.



TrustChain Open Call #4 - Multi chains support for NGI protocols

DEADLINE: 17 July 2024

The EU funded project TrustChain just launched its third open call "Multi chains support for NGI protocols" with €1.989m for applications helping to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner.

- [Apply by 17 July at 5 am CET](#)
- TrustChain grants up to €117K (equity-free)
- Access to top infrastructure, mentoring and coaching
- Join the Info [webinar](#) on Monday, 27 May at 11 am CET
- Join the Q&A [webinar](#) on Monday, 24 June at 11 am CET
- Find out more on the [TrustChain site](#)

TrustChain Open Call #4 - Multi chains support for NGI protocols

Last update: May 31, 2024

Details

Location: EU 27, Albania, Armenia, Bosnia ... [See more](#)

Funding agency: European Commission Directorate-General for International Partnerships (EuropeAid NGI)

Contracting Authority: TrustChain Ltd

Contracting Authority Type: Private Sector

[See all details](#)

Attachments - 8

[@](#)

Description

TrustChain Open Call #4 - Multi chains support for NGI protocols DEADLINE: 17 July 2024 The EU-funded project TrustChain just launched its third open call "Multi chains support for NGI protocols" with €1.989m for applications helping to design and build the

Business Start

Recharge your business

Home Funding & Programmes Events Business Tools & Innovation Trade Fairs Lifestyle About

TrustChain Open Call #4 to support up to 17 projects with €1.989.000,00 along with free coaching and access to infrastructure

TrustChain Open Call #4 to support up to 17 projects with €1.989.000,00 along with free coaching and access to infrastructure

[Business Start](#)

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, doesn't allow data to move and doesn't allow for the development of the next generation Internet. The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, openness, and legal compliance should be carefully considered.

Who can apply?

HOME ABOUT BELGIAN DIGITAL CLUSTER MEMBERS PARTNERS NEWS EVENTS DIGITALIZATION CONTACTS

TrustChain Open Call #4 - €1.989.000,00 to support up to 17 projects along with free coaching and access to infrastructure

TrustChain Open Call #4 - €1.989.000,00 to support up to 17 projects along with free coaching and access to infrastructure

[Business Start](#)

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, doesn't allow data to move and doesn't allow for the development of the next generation Internet. The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, openness, and legal compliance should be carefully considered.

Call Title:	Up to €1M available to support Developers, Innovators, Researchers, SMEs and Entrepreneurs
Programme:	TrustChain
Objective:	The TrustChain Open Call 4 topic is "Multi chains support for NGI protocols". The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, openness, and legal compliance should be carefully considered.
Eligible Activities:	What types of projects will be eligible? Furthermore, applicants should demonstrate their long-term commitment to the TrustChain Research and Innovation agenda. Selected proposals will work to demonstrate that the proposed solution progresses from the beginning of the project, reaching a higher maturity level and take-up by the end of the action. Thus, all the projects must provide evidence of substantial progress with a particular focus on the interoperability and sustainability of the outcomes according to the TrustChain Framework. Following the spirit of the calls for the Next Generation Internet, the TrustChain Research and Innovation Action encourages open-source software and open hardware design, open access to data, standardisation activities, access to testing and operational infrastructure as well as an IPK regime ensuring interoperability, reusability of results, lasting and sustainable impact. If the expected results of the proposed project cannot be released as open source, it should be duly justified in the application document.
Eligible Applicants:	Eligibility Criteria 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



Figure 10: TrustChain OC #4 Media Articles

3.3 SOCIAL MEDIA CHANNELS

Similar to the previous three Open Calls, OC #4 was actively promoted on LinkedIn and Twitter/X. To effectively engage the diverse TrustChain audience, partners were encouraged to use their social media platforms for sharing project updates. A thorough assessment of stakeholder groups ensured that communications extended beyond the primary target audience.

Several types of posts were shared on social media (Figure 11), including:

- The publication of OC #4, highlighting details such as its topic, eligibility criteria, and applicant profiles.
- Announcements of OC-related events like webinars.
- The call for experts to evaluate OC #4 proposals.

Additionally, during this period, individual partners made efforts to promote OC #4 beyond the regular campaign. Alastria Blockchain Ecosystem participated in organising and attending The Digital Enterprise Show 2024 in Spain, contributing to the visibility of the Open Call. Additionally, Fundación Cibervoluntarios - Cybervolunteers Foundation conducted a paid ad campaign for the project on Facebook and Instagram from May 29, 2024, to June 30, 2024. This campaign generated 9,819 impressions, reached 5,213 unique users, and resulted in 375 link clicks. These initiatives by individual partners played a crucial role in maintaining momentum and increasing awareness of the Open Call.

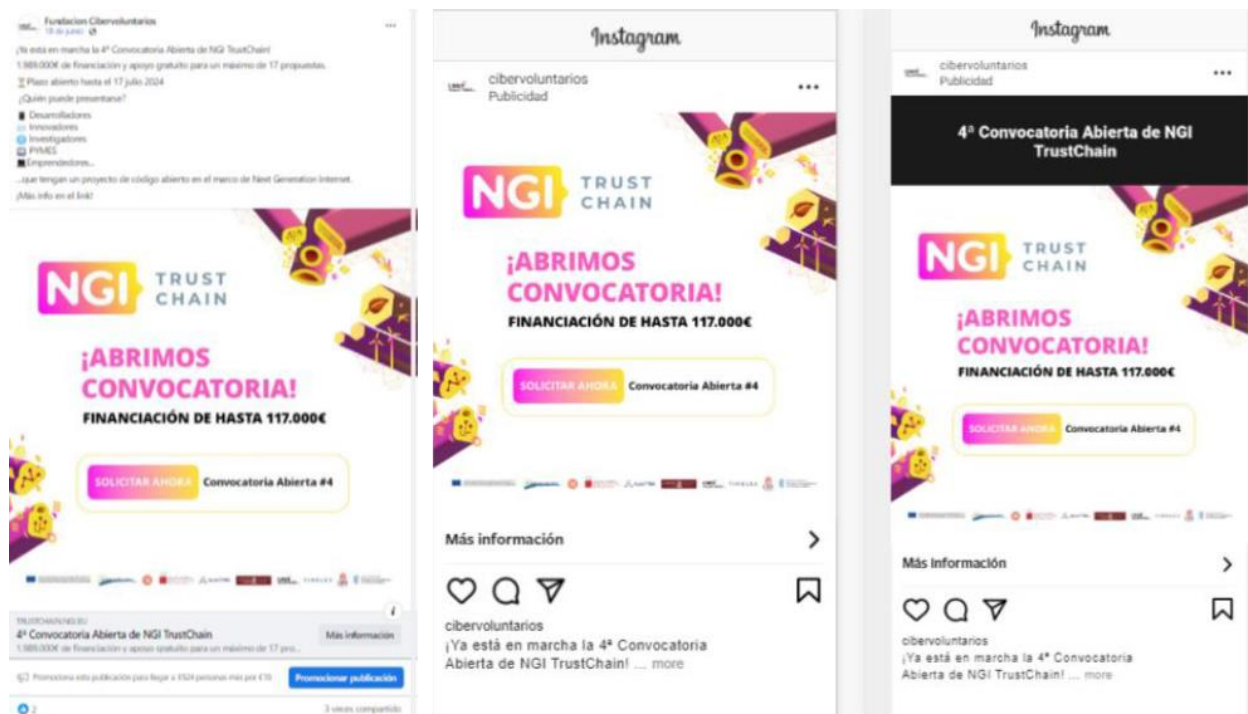


Figure 11: Open Call 4 Facebook and Instagram Campaign post examples.

Conjunto de anuncios	Resultados	Alcance	Impresiones
TrustChain 2024 convocatoria Open Call	375 Clics en el enlace	5.213	9.819
Resultados de 1 conjunto de anuncios	375 Clics en el enlace	5.213 Cuentas del centro de ...	9.819 Total

Figure 12: Open Call #4 CIB Facebook and Instagram Campaign Analytics

3.3.1 LinkedIn³

To effectively reach target audiences and potential applicants, the project utilised LinkedIn for regular updates, including details about the call, consortium activities, relevant topics, and related events. LinkedIn was selected as a key platform due to its robust professional network, which is ideal for engaging individuals and organisations interested in cutting-edge technology and industry developments.

The project employed both organic and sponsored campaigns on LinkedIn to maximise its reach. LinkedIn's capacity to connect with professionals across various sectors made it an excellent choice for sharing the Open Call, facilitating targeted outreach, and fostering valuable interactions. This strategy was instrumental in maintaining engagement, promoting collaboration, and enhancing the project's visibility within relevant communities.

The following results reflect the aggregated data from both the organic and sponsored campaigns:

- 31 total⁴ posts
- 107.187 impressions (12,096 organic and 93,406 paid)
- 7.313 unique impressions
- 859 clicks
- 353 reactions
- 7 reposts
- 5,43% engagement rate
- 620 total followers

³ TrustChain LinkedIn channel: <https://www.linkedin.com/showcase/ngi-trustchain>

⁴ All posts are here accounted for, not limited to strictly OC #4 campaign as the overall content, number of posts and their jointly contribute to visibility and engagement.

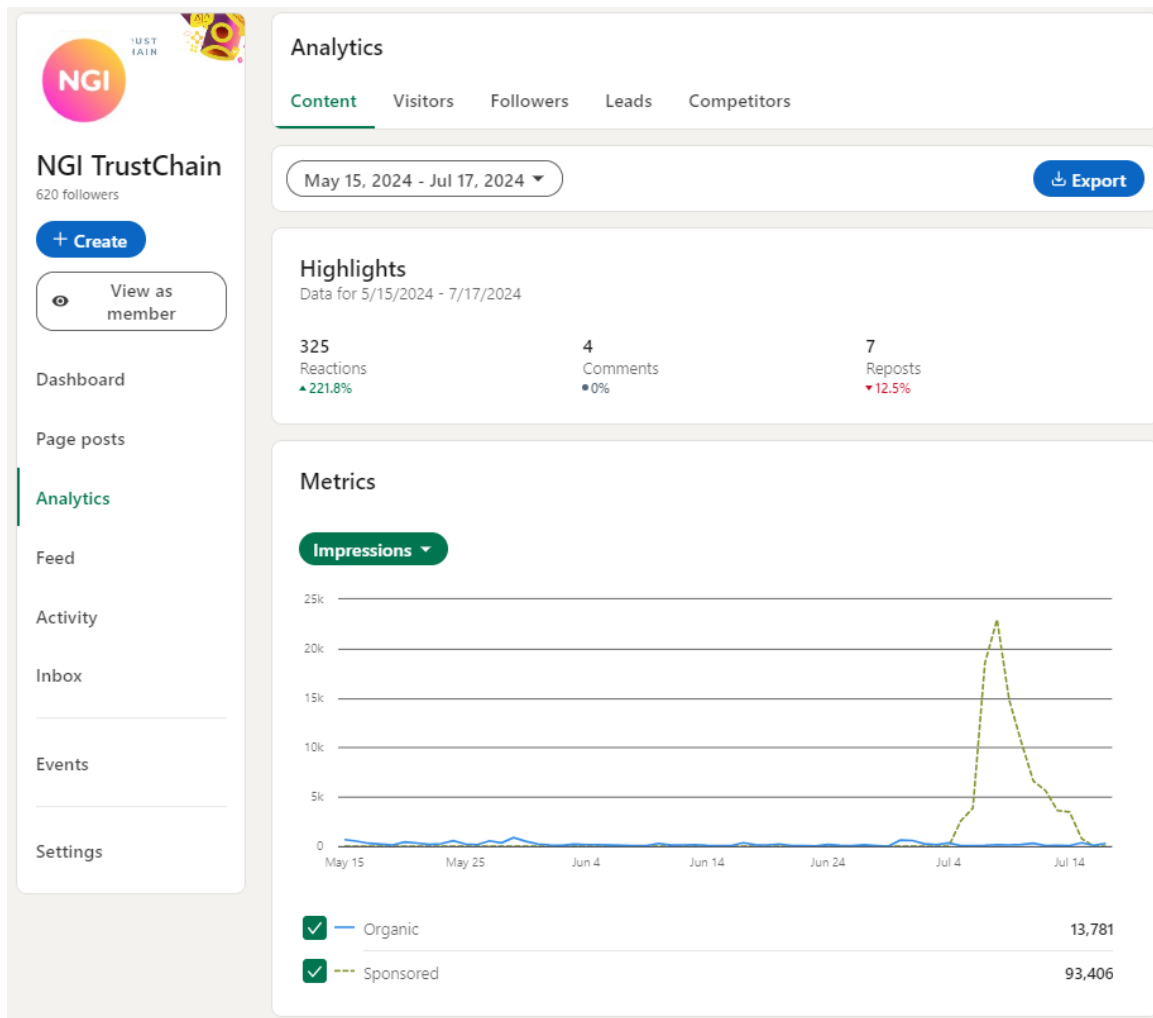


Figure 13: LinkedIn statistics dashboard. Source: LinkedIn. Period: 15 May 2024 to 17 July 2024

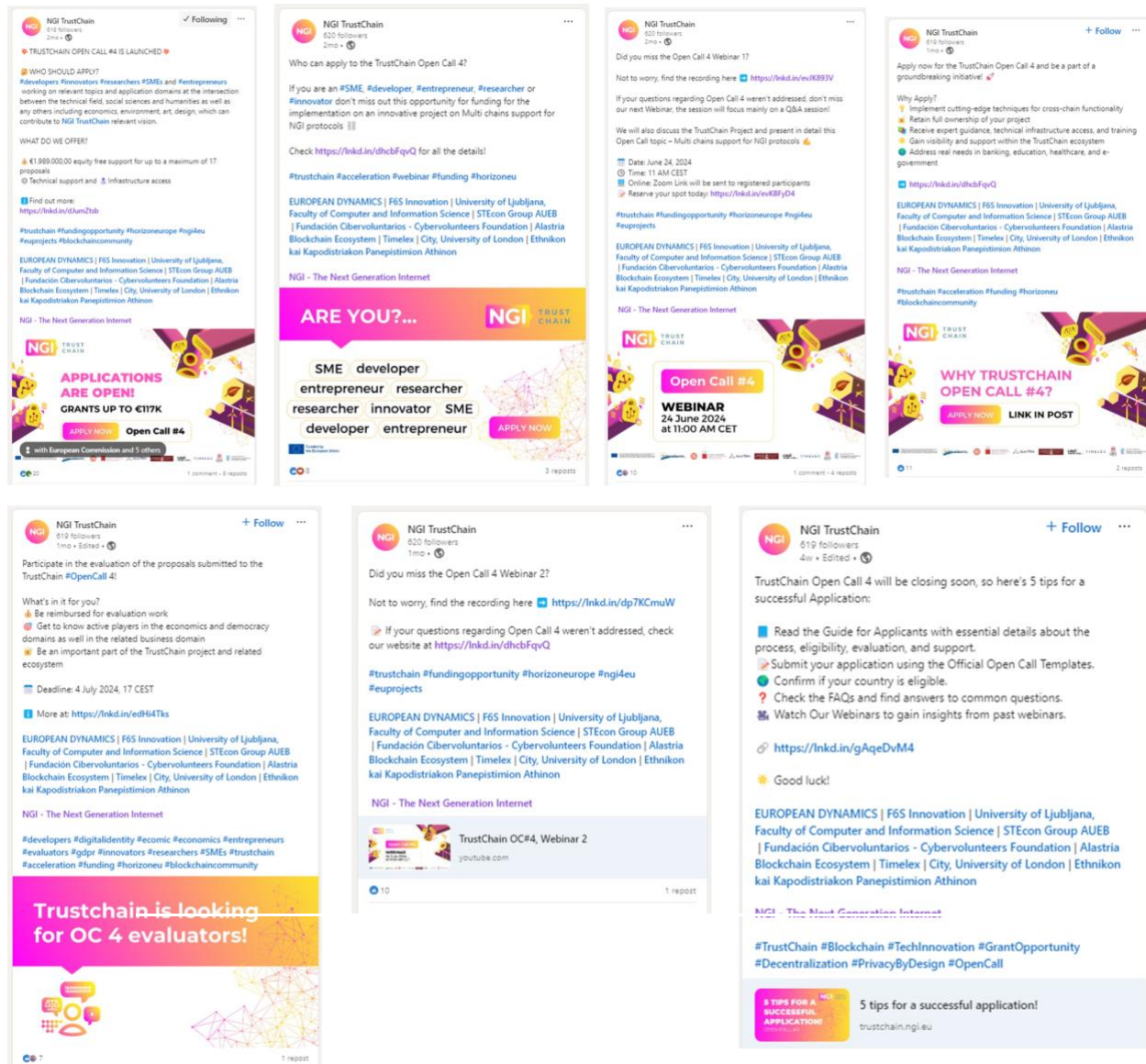


Figure 14: Open Call 4 LinkedIn post examples

To further ensure diversity and sustain public engagement, OC posts were supplemented with information about TrustChain events and newsletters, along with details on other collaborations and opportunities, as illustrated below.

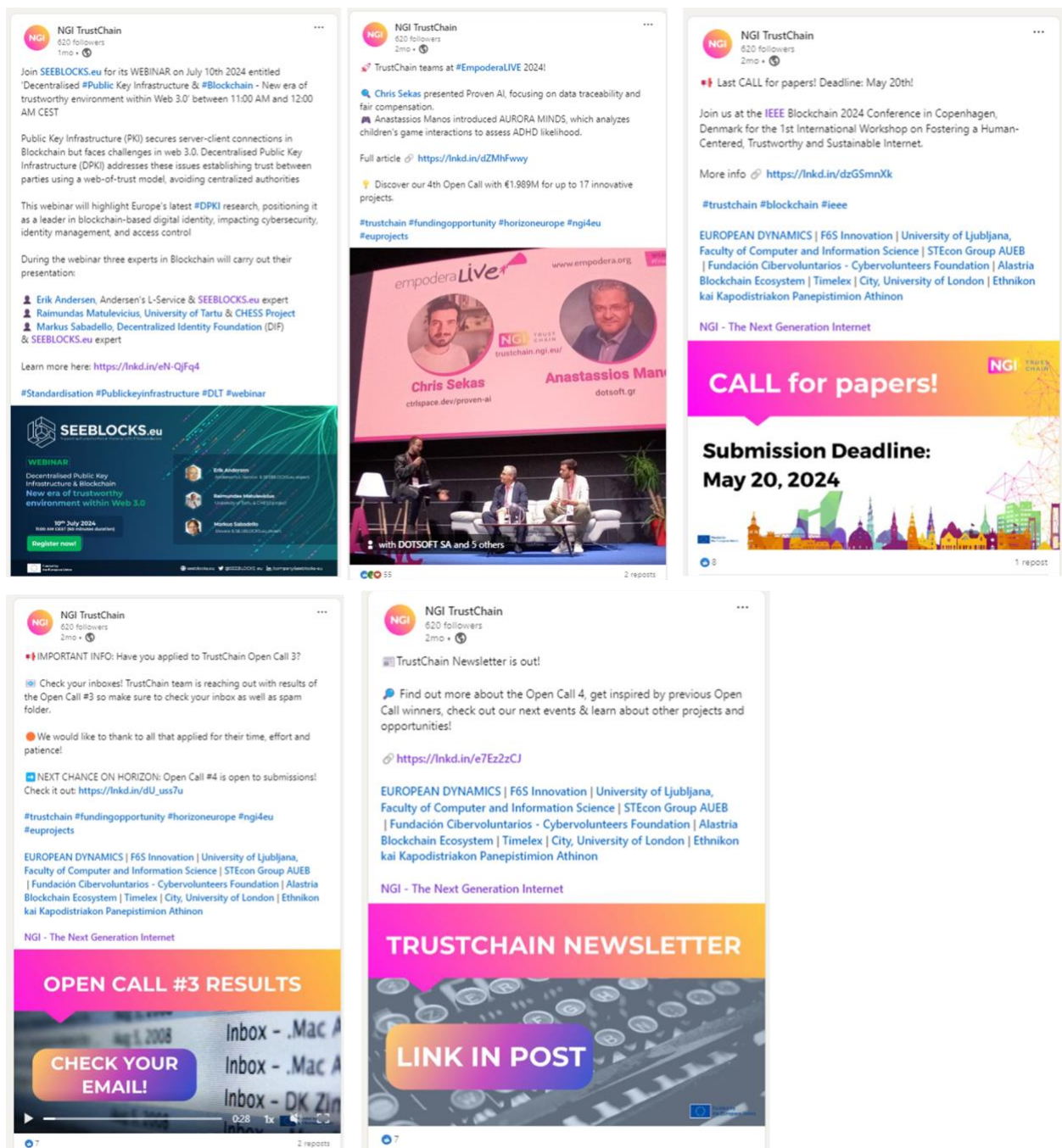


Figure 15: Complementary LinkedIn post examples

Towards the closing of the OC#4 campaign, a LinkedIn paid campaign has been executed, as seen from the aggregated engagement metrics for both organic and sponsored posts. The data shows that sponsored posts have significantly increased visibility. The engagement rate for organic posts has varied, generally higher when compared to sponsored posts, indicating a more engaged audience organically, although the sponsored posts garnered a substantial number of impressions and clicks. Overall, the campaign demonstrates the effectiveness of paid promotions in boosting visibility, though organic posts maintain a strong engagement rate.

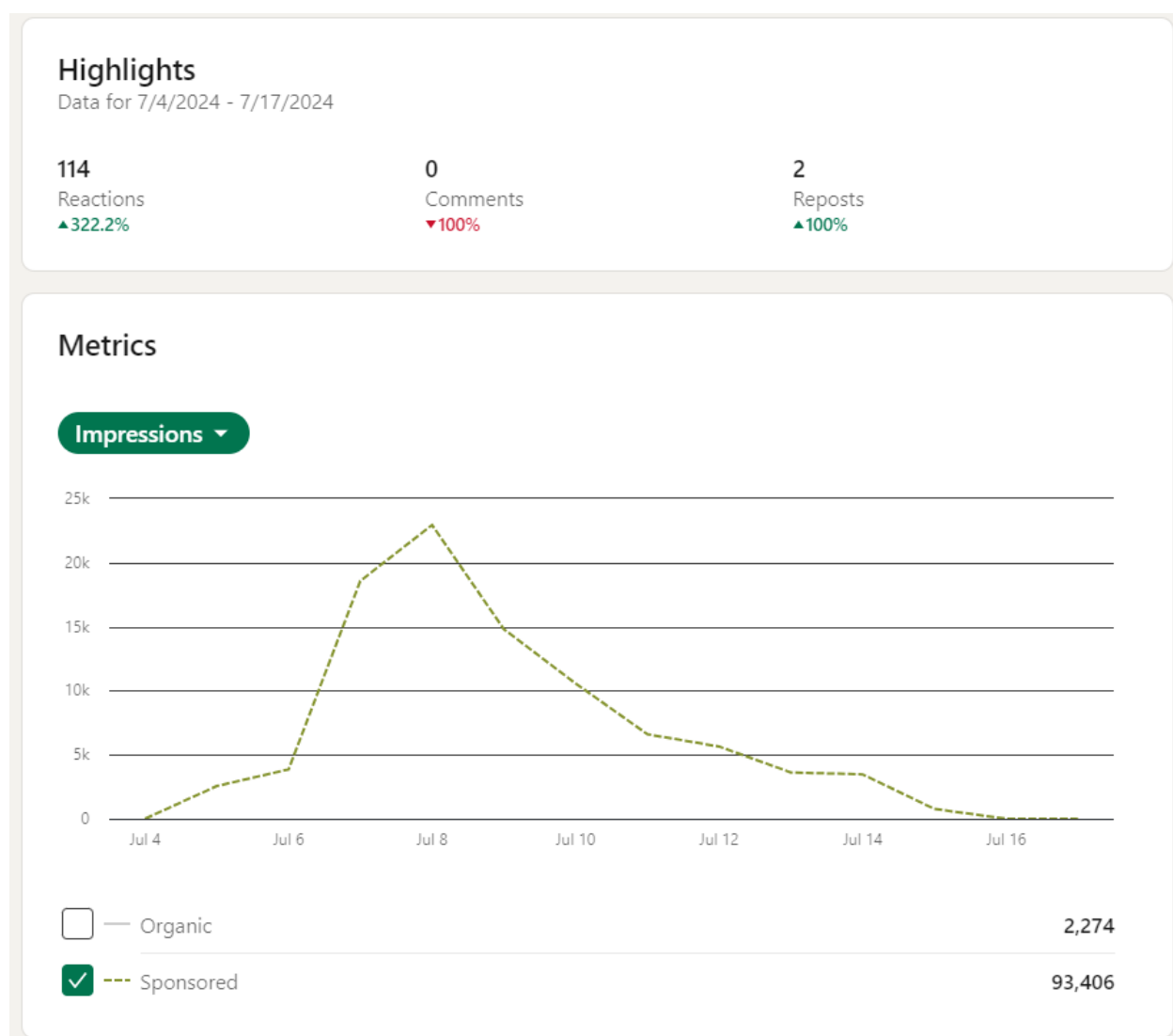


Figure 16: LinkedIn statistics for paid campaign. Source: LinkedIn. Period: 15 May 2024 to 17 July 2024

Additionally, TrustChain content was shared in LinkedIn groups to effectively reach the targeted audience and engage with their respective ecosystems.

These group posts generated a total of 725 impressions. The strategy involved posting selectively to keep members informed without overwhelming them. For each group, only one post was made per significant communication moment of the Open Call: one generic post about the Open Call, one post about the webinars, and one post inviting expressions of interest from evaluators for OC #4. Since direct posting from a company page isn't possible (only resharing), posts were made from a personal profile and carefully aligned with the conduct rules of each group.

LinkedIn groups where posts were made include

1. [Trustworthy data-driven innovation - Compliance is basics, Everything else is ethics](#) (30 members)
2. [Blockchain Startups & Co-founders Network](#) (3,736 members)
3. [Metaverse & AI: Blockchain, Finance, HR, Jobs, Marketing, Social Media, AR/VR, Startups & Technology](#) (598,048 members)
4. [Blockchain, Distributed Ledgers and Smart Contracts for Business](#) (14,651 members)
5. [Digital Identity Security & Strong Authentication](#) (4,205 members)
6. [Digital Identity and Access Management](#) (12,064 members)
7. [Digital Identity and Trust](#) (86 members)
8. [Horizon Europe / EU Grants & Equity / Research and Innovation](#) (7,662 members)
9. [WOMEN STARTUP SPECIALISTS Entrepreneurs Startups Founders Tech Woman Female Small Business Leaders](#) (72,986 members)
10. [EU Funds](#) (29,752 members)
11. [Belgrade Business Community](#) (6,056 members)

In total, 11 LinkedIn groups were engaged with a total membership of almost 800k members⁵. As shown above, the groups vary in size. Consistent with the dissemination and communication strategy, the approach to promoting OC #4 was to engage a broad yet relevant audience that could help spread the word, while also targeting more niche, topic-focused groups and stakeholders.

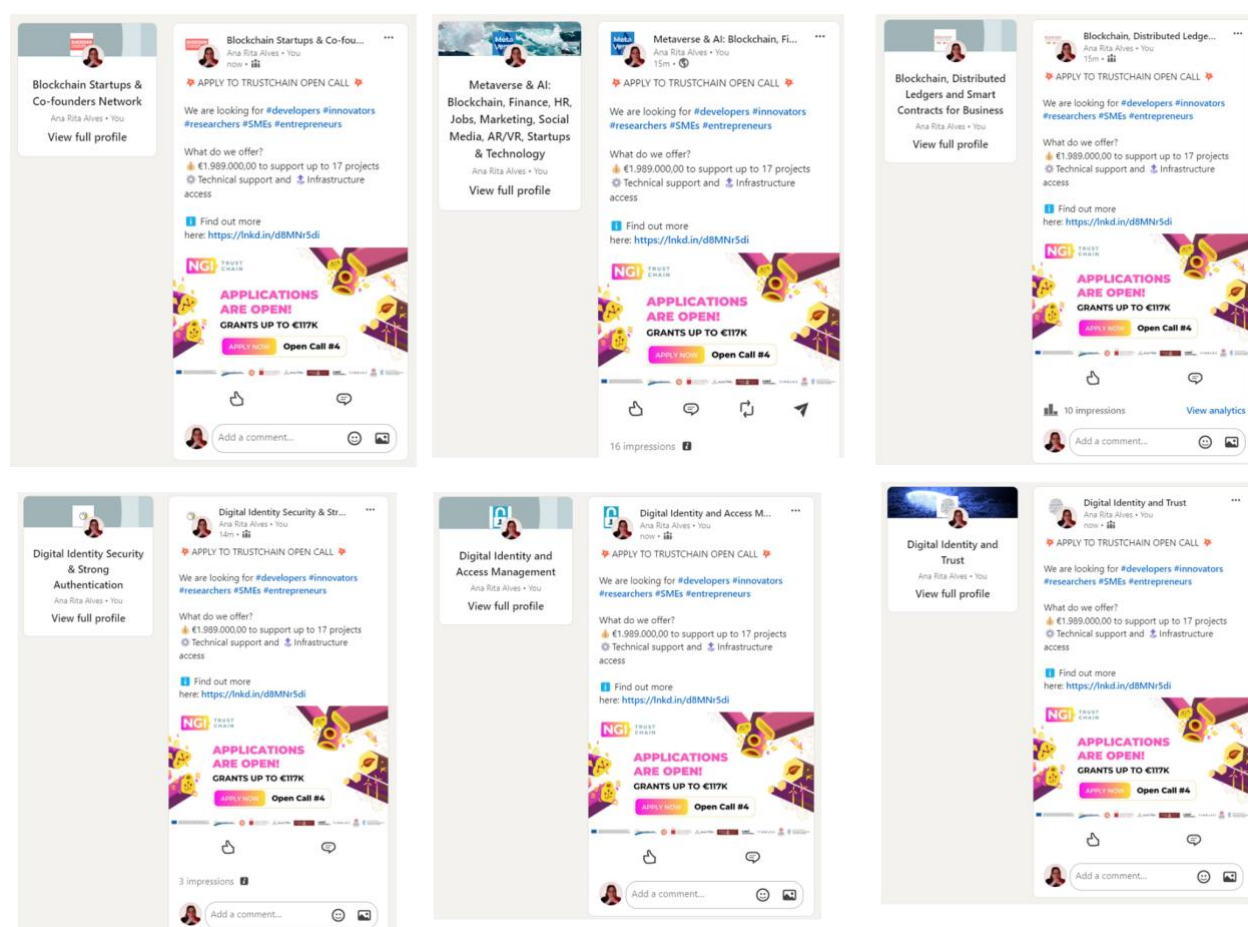


Figure 17: Examples of posts in LinkedIn groups

⁵ 749,276 members at the time of writing of the deliverable, membership prone to changing and including same people across different groups

Finally, synergies with other projects, initiatives, and events led to increased LinkedIn engagement through third-party posts and reshares.

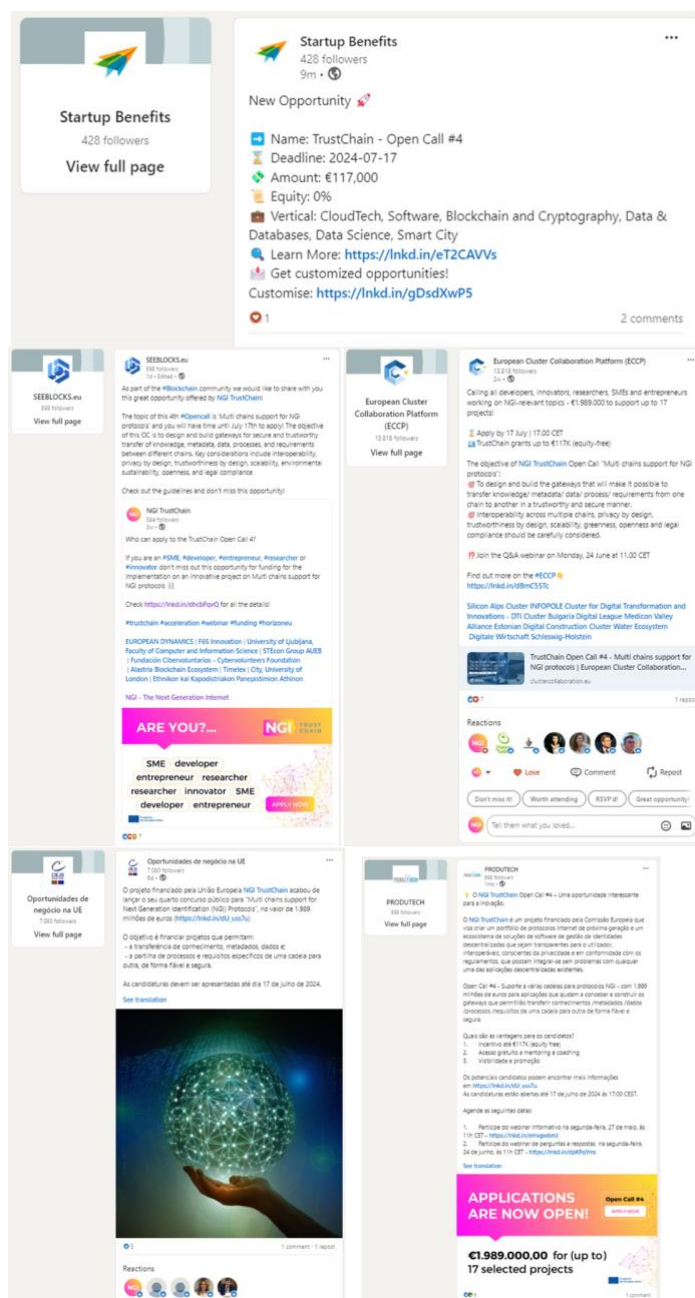


Figure 18: Examples of posts by 3rd parties, part 1

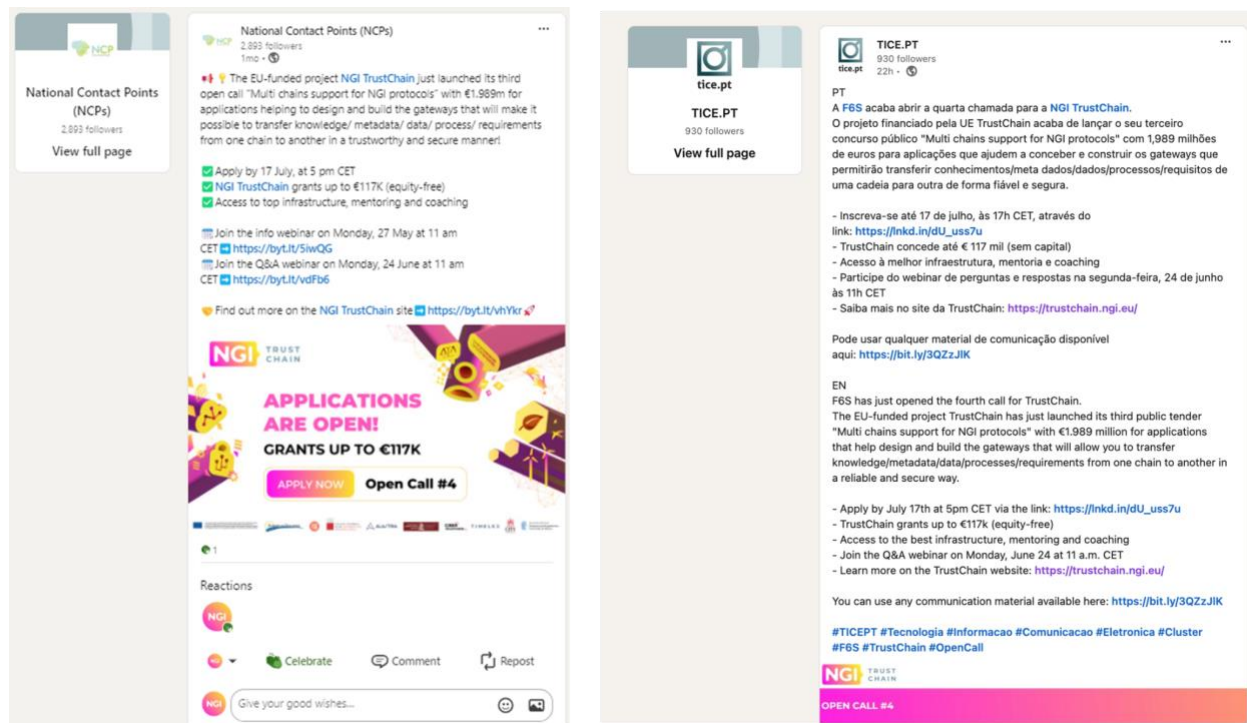


Figure 19: Examples of posts by 3rd parties, part 2

3.3.2 Twitter⁶/ X

Twitter was selected as the second channel for the TrustChain project due to its existing community, active participation from partners, and relevance to the Open Call's focus. As outlined in D2.6, D2.7 and D2.8, the decision was made to concentrate efforts on two primary networks with the highest impact, rather than spreading resources thinly across multiple channels with less engaged target audiences.

However, it is important to note that Twitter's advertising policies have undergone significant changes. For an account to qualify for X Ads, it must first be verified through one of two programs: For businesses or government entities, with a verification cost of USD 1,000 per month in addition to ad expenses. Consequently, the campaign was conducted organically, with funds allocated to LinkedIn and event participation instead. Additionally, Twitter's analytics capabilities have been restricted, as tracking analytics has become a paid feature, limiting measurement to post impressions, likes, and retweets only.

⁶ TrustChain Twitter channel: https://twitter.com/NGI_TRUSTCHAIN

For OC #4, all results presented were achieved organically. Compared to OC #1's 66K impressions (including paid ads, which were still possible without verification costs at the time), OC #2 had 5K, OC #3 reached 4.5K, and OC #4 totalled 3.3K. Despite the lower impression numbers, engagement metrics such as post interactions, likes, and retweets remained consistent with the results from OC #3.

For the OC#4, the following results were obtained:

- 33 tweets⁷
- 3.3K impressions
- 55 likes
- 17 retweets
- 149 total followers

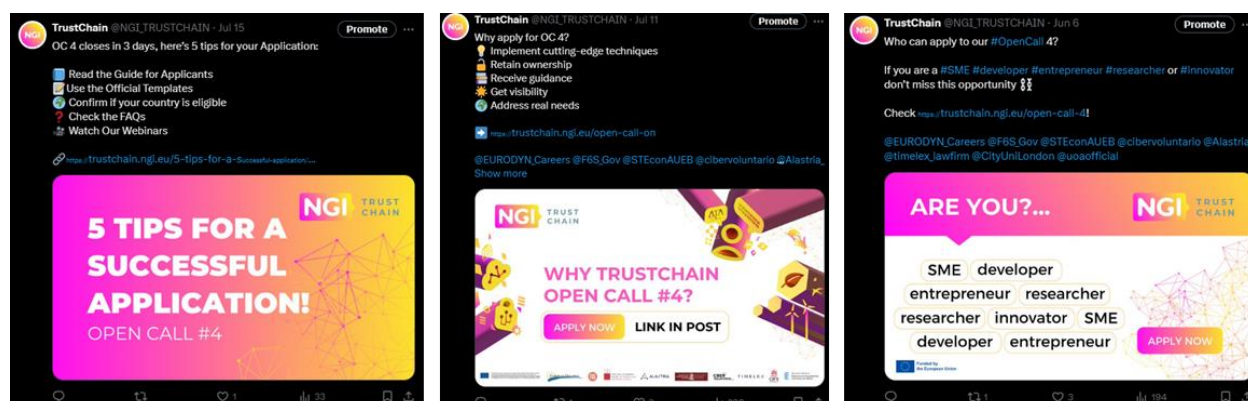


Figure 20: Open Call 4 Twitter/X post examples

3.3.3 YouTube⁸

As a well-established platform for the project, the YouTube channel was the main channel for showcasing TrustChain's videos. The webinars are always available on YouTube, offering a reliable and familiar video repository where users can easily access and revisit information. With three prior Open Calls, a resource library with essential questions and answers for potential applicants is already available. Additionally, webinars for OC #4 were embedded and made accessible on the TrustChain website

⁷ 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.

⁸ TrustChain YouTube channel: <https://www.youtube.com/channel/UC3wzzQWxDDM3QVLziZuEMgw>

under the “Resources” section, ensuring that Open Call applicants can easily find and access valuable information.

► Media kit

► Branding

► Newsletters

▲ 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

Open Call #4 – Webinar #1, Webinar #2



Figure 21: TrustChain website: Resources page containing, among other items, videos from all Open Call webinars and presentations

The following results were obtained:

- 2 videos
- 34 total subscribers
- 111 views in the period 06/12/23 - 14/02/24
- Impressions click-through rate: 2.1% (Webinar 1), 3.2% (Webinar 2).

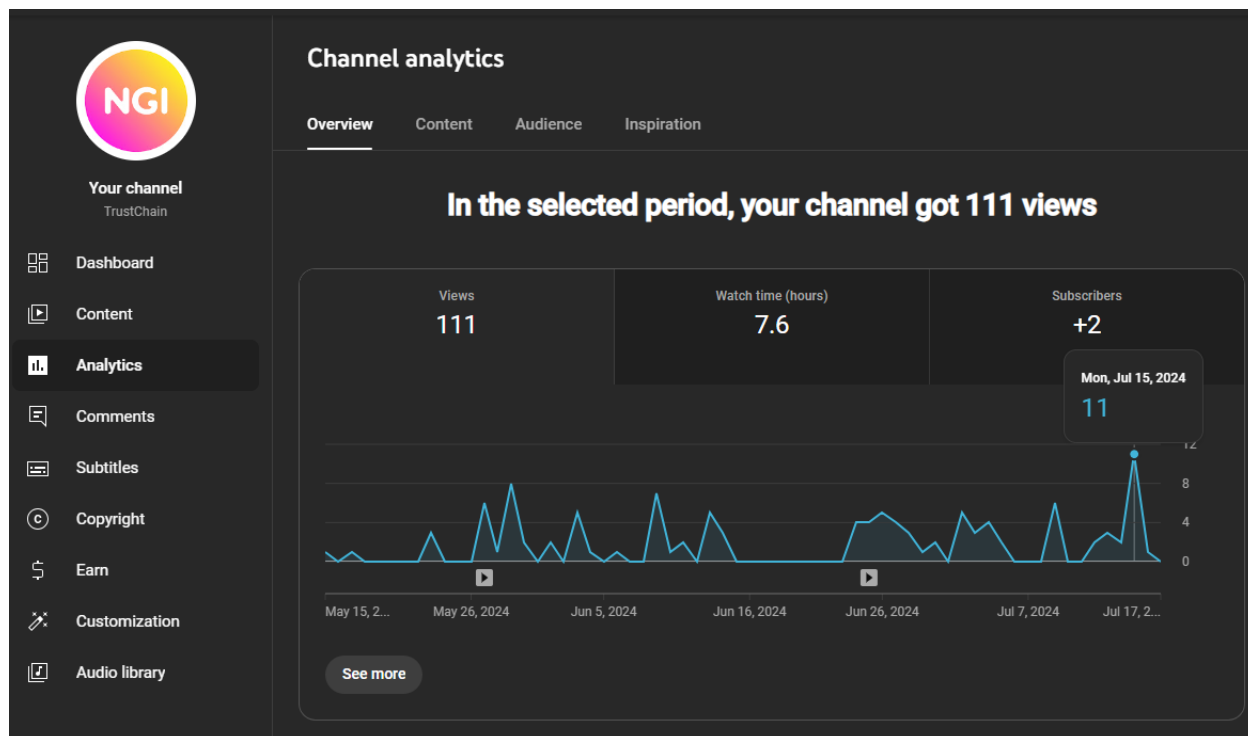


Figure 22: YouTube statistics dashboard. Source: YouTube. Period: 15 May 2024 to 17 July 2024

The traffic on the YouTube channel coincides with heavier promotion OC #4 and the first webinar as well as the appearance in third party announcements and social media posts.

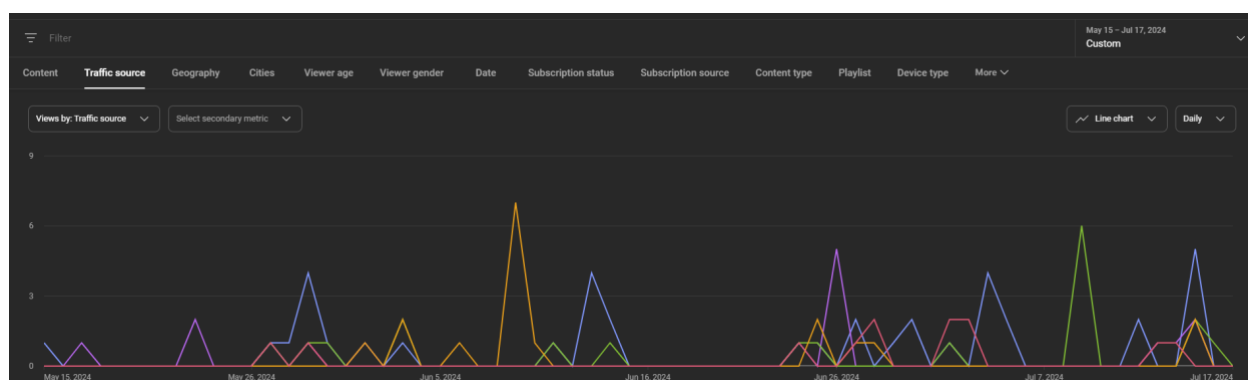


Figure 23: YouTube Traffic Source statistics. Period: 15 May 2024 to 17 July 2024

Most viewers accessed the content on a computer. This reinforces the trend observed in previous Open Calls and suggests that this content and video format are both engaging and valuable to the audience.

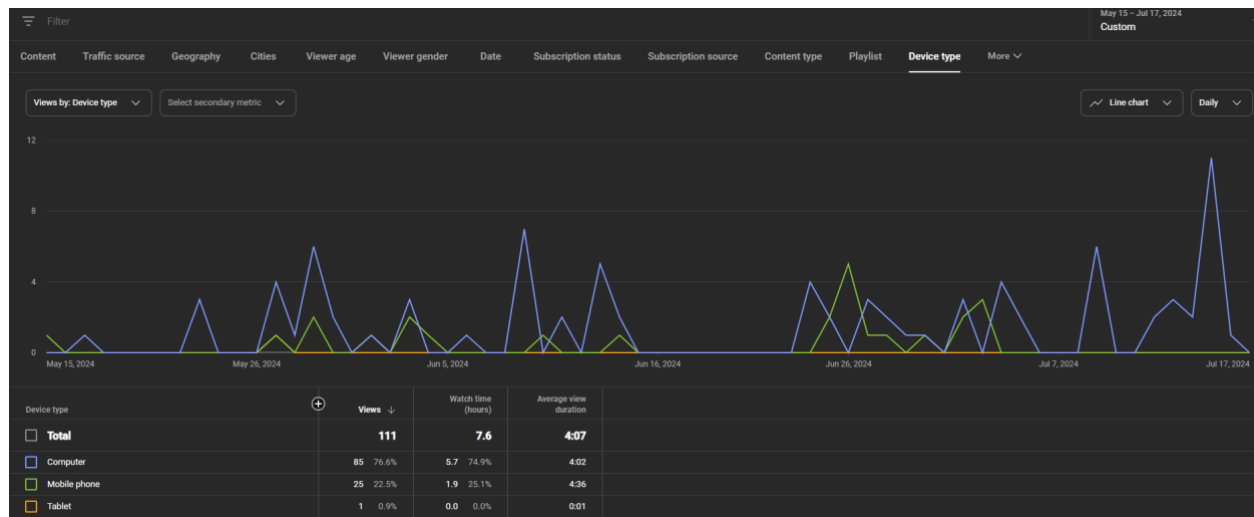


Figure 24: YouTube statistics dashboard: Device type

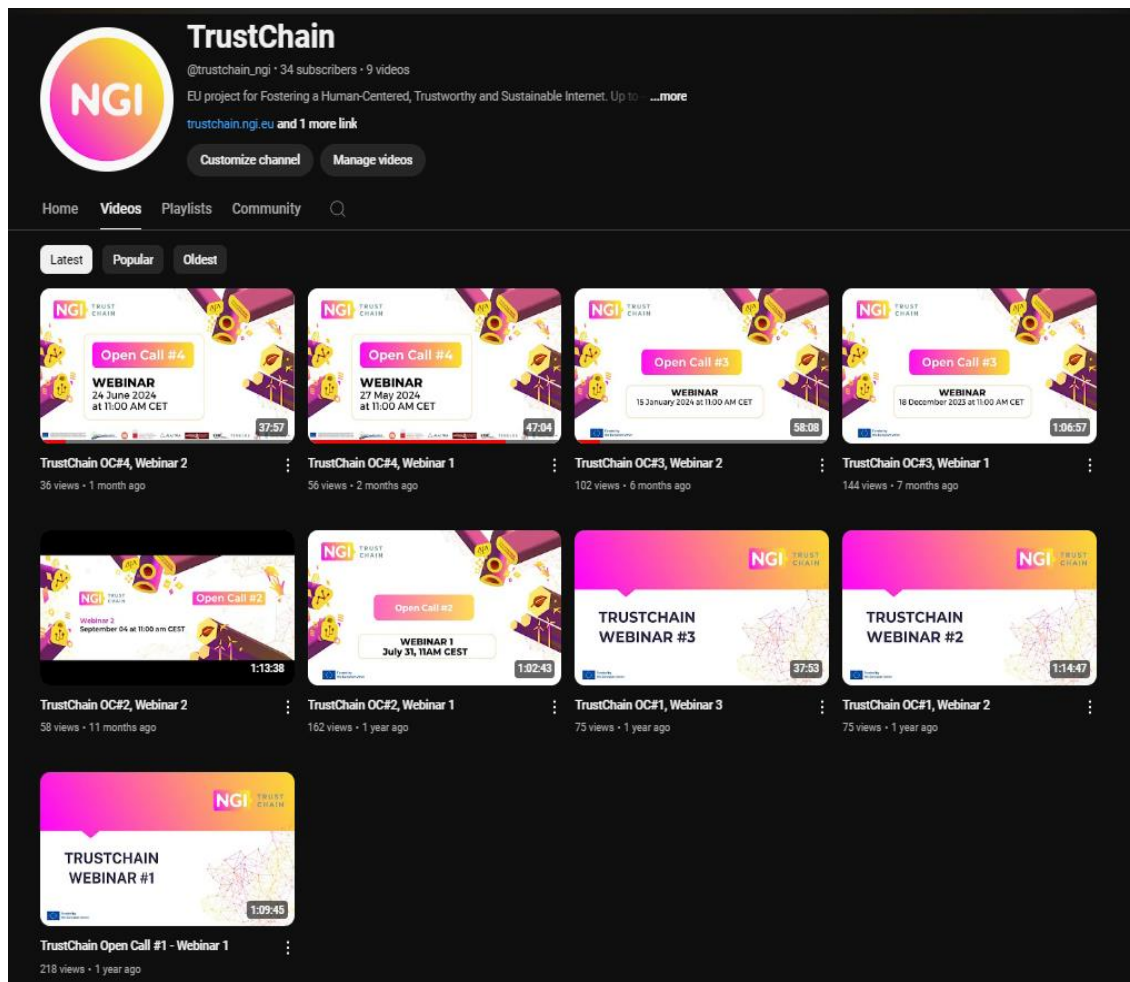


Figure 25: General overview of the TrustChain videos

3.4 EMAIL OUTREACH

The email outreach strategy played a crucial role in the OC #4 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 played a crucial role in conducting 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 below.

As a result of this activity, over 2680 emails have been sent.

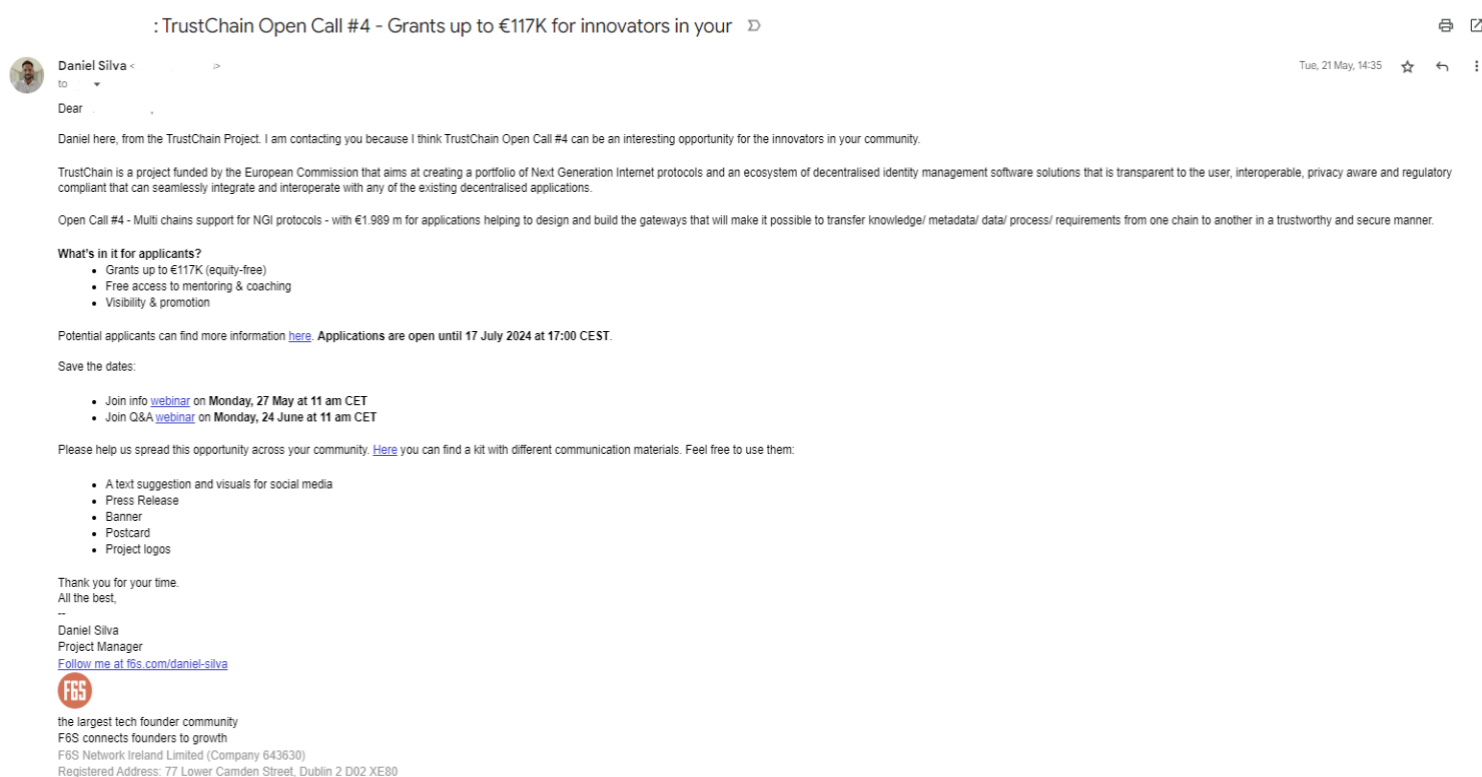


Figure 26: Example of an outreach email promoting Open Call #4 to clusters and digital innovation hubs

You are invited to join TrustChain Open Call #4 - Get up to €117K, technical support, and mentoring and coaching External



Daniel Silva

tc

Thu, 13 Jun, 11:24

Hello,

My name is Daniel from F6S. I am inviting you to join the vibrant TrustChain programme!

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 #4 - Multi chains support for NGI protocols - with €1.989 m for applications helping to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner.

What's in it for applicants?

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

Applications are open until 17 July 2024 at 17:00 CEST.

Don't miss this opportunity and start your application now [here](#).

Do not miss our [webinar](#) "Q&A session" next Monday, 24 June 2024 at 11 am CEST, where applicants will learn more about Open Call #4 and ask questions to TrustChain members.

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](#)!

All the best,

--

Daniel Silva

Project Manager

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



the largest tech founder community

F6S connects founders to growth

F6S Network Ireland Limited (Company 643630)

Registered Address: 77 Lower Camden Street, Dublin 2 D02 XE80

Figure 27: Example of an outreach email promoting Open Call #4 to potential applicants

Hello

I'm Daniel from F6S. I just started the fourth open call for TrustChain, which will fund €1.989m for developers, innovators, researchers, SMEs and entrepreneurs contributing to multi-chains support for NGI protocols. 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 soon as possible?

The EU-funded project TrustChain just launched its third open call "Multi chains support for NGI protocols" with €1.989m for applications helping to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner.

[Apply](#) by 17 July, at 5 pm CET
TrustChain grants up to €117K (equity-free)
Access to top infrastructure, mentoring and coaching
Join the info [webinar](#) on Monday, 27 May at 11 am CET
Join the Q&A [webinar](#) on Monday, 24 June 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



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 28: Example of an outreach email promoting Open Call #4 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 +9,263 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 #4 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.

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 OC4-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 66 registrations, from which 58 have attended the event live. +19 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	46	32	3
#2	20	10	16
Total	66	42	19

The first webinar took place on 27 May 2024 at 12 pm (CET), with a total of 46 registrations. During the event, 3 questions were answered live to 32 participants. The second webinar took place on 24 June 2024 at 12 pm (CEST), with 16 questions asked by the 10 attendees of a total of 20 registrations.

The registration process was managed via F6S portal.

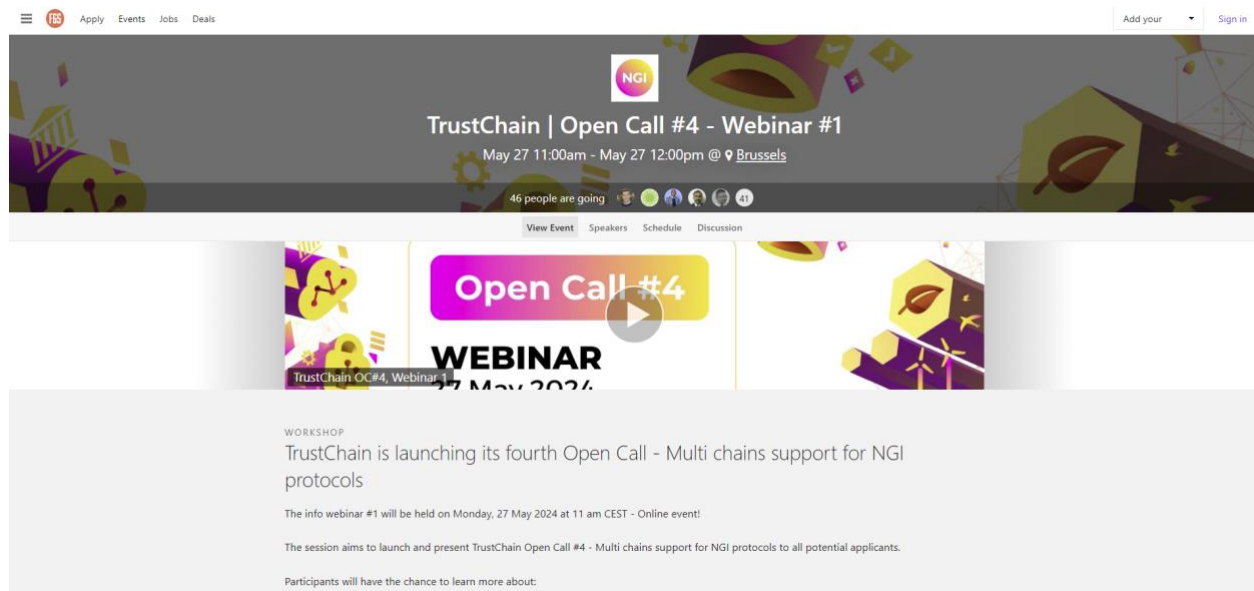


Figure 29: Registration page on F6S platform - TrustChain | Open Call #4 - Webinar #1. Source: <https://www.f6s.com/trustchain-open-call-4-webinar-1>

3.6.2 TrustChain contact form

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

+30 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

The fourth TrustChain newsletter edition⁹ was created and sent during the call to provide some important info about the project, OC, other events and news as well as other synergies that the project has created in the meantime. Additionally, an opinion piece by a consortium member with strong legal expertise (by Ruben Roex from TIMELEX) was published and few “Meet our partners” opportunities/events

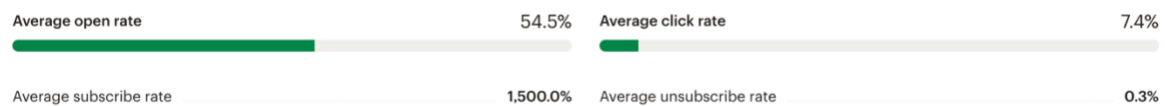
⁹ [https://mailchi.mp/beb2701c87b1/trustchain-newsletter-12694564?e=\[UNIQID\]](https://mailchi.mp/beb2701c87b1/trustchain-newsletter-12694564?e=[UNIQID])

announced. At the time of the deliverable writing, TrustChain has 155 email subscribers whereas at the time of Newsletter #4 this number was 132.

Overview

155 Subscribed Contacts	0 Non-subscribed Contacts	1 Unsubscribed Contacts	4 Cleaned Contacts
----------------------------	------------------------------	----------------------------	-----------------------

Audience performance



Audience growth

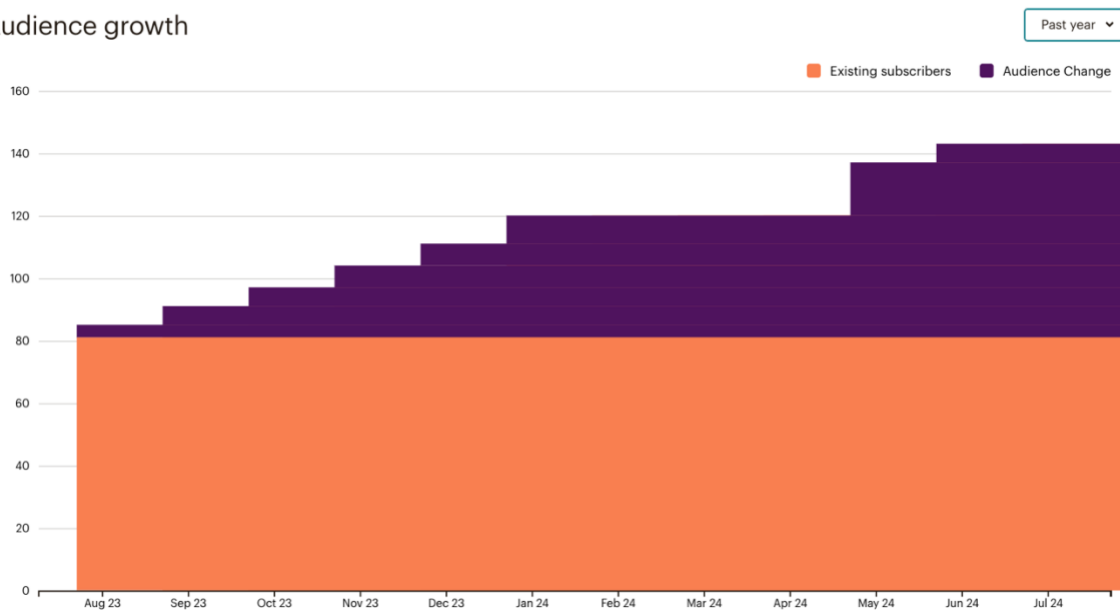


Figure 30: Mailchimp dashboard: audience growth overview

TrustChain Newsletter #4

[Switch report](#) ▾

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

📌 **New sender requirements for your domain**
Google and Yahoo have announced [new requirements for email senders](#). To ensure delivery of emails you send in the future, we recommend you authenticate your domain, f6s.com.
[Start authentication](#)

132 Recipients

Audience: TrustChain NGI

Delivered: Wed, May 22 2024 4:41 AM

Subject: TrustChain Newsletter #4

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

76 Opened	10 Clicked	2 Bounced	0 Unsubscribed
--------------	---------------	--------------	-------------------

Successful deliveries	130	98.5%	Clicks per unique opens	13.2%
Total opens	122		Total clicks	12
Last opened	7/23/24 3:02AM		Last clicked	6/7/24 3:06AM
Forwarded	0		Abuse reports	0

Figure 31: 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 are tackled through the 5 Open Calls and an overall budget of €6,775M.

The TrustChain Open Call 4 topic is "Multi chains support for NGI protocols". The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered.

Deadline: July 17, 2024 - 5PM [Brussels time]

[Apply here!](#)

Not sure how you fit into our call? 

Join our next LIVE webinar!



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!

[Register here!](#)

Meet our Open Call #2 winners!



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!

As they journey through TrustChain project, check out their projects and how they 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](#)

Opinion piece: Ruben Roex

OPINION PIECE

NGI TRUST CHAIN

RUBEN ROEX



Trust and accountability remain significant challenges in privacy and data protection. Despite the surge in new laws safeguarding personal data, internet users still rely heavily on online service providers to respect their privacy. Recent events, such as the FTC's \$16.7 million fine against Avast for privacy violations, highlight the slow and costly process of enforcement. This underscores the importance of individuals taking control of their data. More about this topic by our expert Ruben Roex from TIMELEX!

[Full article](#)

Where to meet us next?

SPEAKER

NGI TRUST CHAIN

RAJARAJAN
MUTUKRISHNAN



Don't miss the IDM June 2024 conference on June 18, where Prof. Rajarajan will present "Zero Trust Continuous Authentication using Device Identity." This talk will address critical IoT security challenges, providing valuable insights into the latest advancements in digital trust. Prof. Rajarajan's expertise in cybersecurity makes this a must-attend event.

[More info](#)

More opportunities on the horizon 

Third SEP for Blockchain Experts



SEEBLOCKS.eu will provide € 300,000 of funding (through a series of four SEPs – Selecting and Engaging Procedures) to support the participation of European Blockchain/DLT Standardisation specialists in European, international and global SDOs to represent Europe's interests as well as to contribute to the implementation of content in the Blockchain Chapter within the Rolling Plan for ICT Standardisation.

[More info](#)



Figure 32: TrustChain Newsletter #4

4 RESULTS

A summary of the main results from actions implemented and described in chapter 4 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 59 applications.

Table 2: TrustChain Open Call #4 pipeline

Open Call #2 - Pipeline	Total	Conversion Rate
Potential applicants reached (approx.)	127,089	
TrustChain website (users)	1,431	1.13%
Apply & Open Call #3 pages (users)	729	50.94%
Clicks on the apply button (users)	101	13.85%
Started applications	108	106.93%
Finalised applications	59	54.63%

Sources: Google Analytics; F6S portal; Other.

Through the actions carried out during the campaign (see Chapter 3), it was estimated that a total of 127,089 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, only +1% visited the project website (+1,400 users) during the campaign, being +80% of them new users (+1,160). More than 50% of the website users (+720) 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 13% of users (+101) who either read or visited the dedicated pages of the call (apply and OC #4 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, 108 applications started on the F6S portal, which represented around +106% of the clicks per started application. 2 applications were deleted before the deadline. Thus, the final number of applications started and considered for the final count was 106.



Figure 33: Daily users on TrustChain website during the Open Call #4 campaign. Source: Google Analytics. Period: 12 May 2024 to 17 July 2024.

From the total number of applications started, +54% of them were submitted (59 applications) and are currently competing for the opportunity of being funded and supported by the TrustChain project.

Final remarks around the above pipeline 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 over 70 times (proposal template 30 times, and guide of applicants 44 times) which is a number to be improved in the next OC.

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 (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.

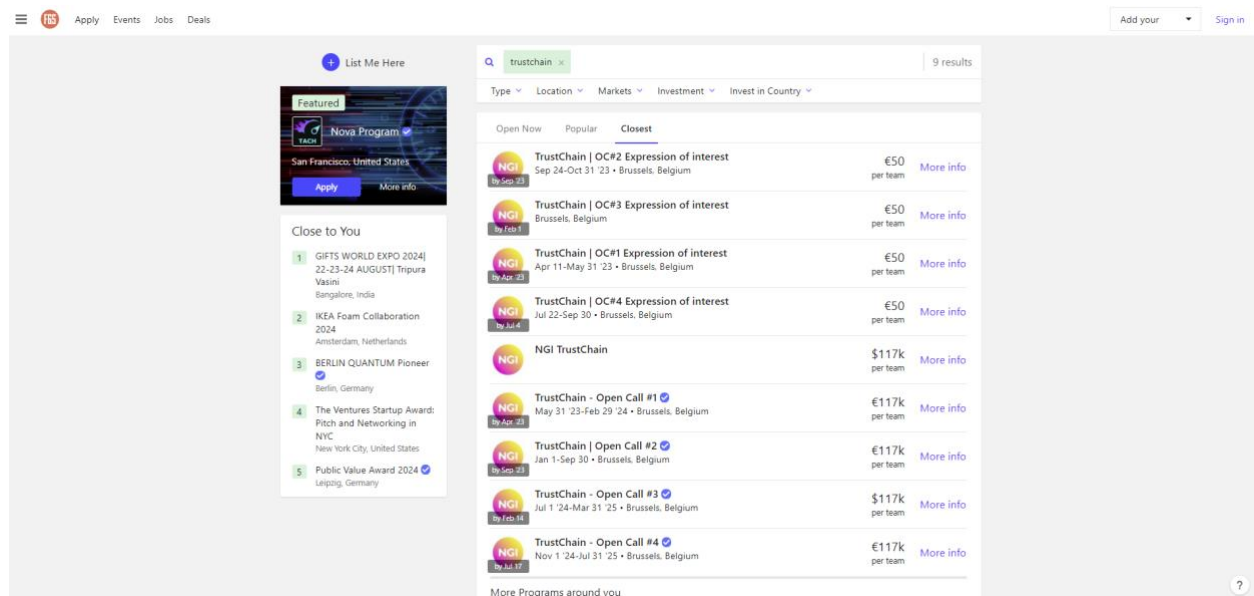


Figure 34: TrustChain Open Call #4 displayed on the F6S “Apply” search. Source: <https://www.f6s.com/programs>

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 101 responses were collected (out of 108 started applications).

F6S portal (+40%), NGI portal (+22%) and social media (12%) were the top three channels cited by applicants. Together they represent around +74% 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.

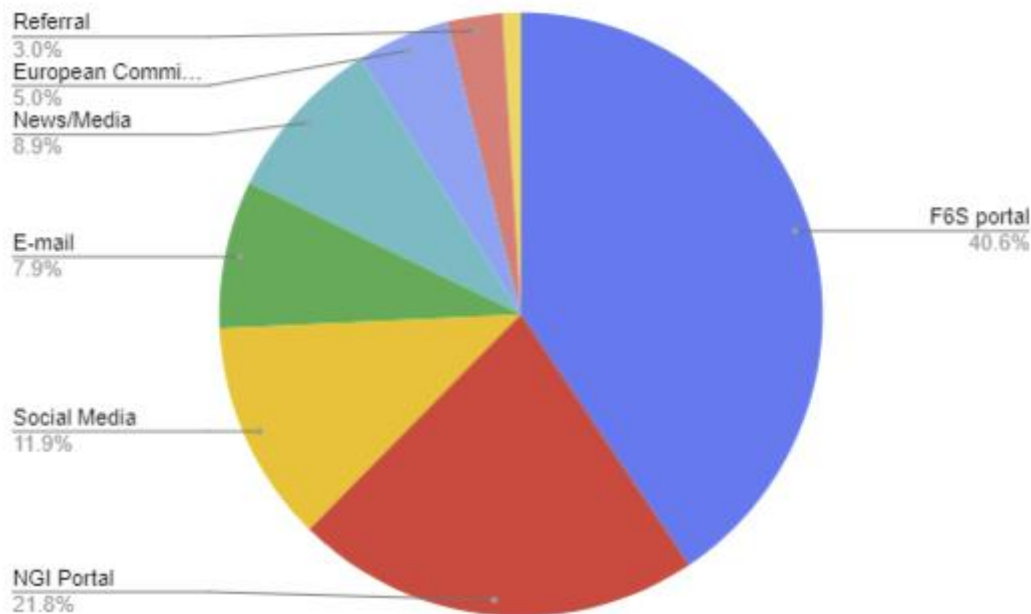


Figure 35: Inbound and outbound channels from which potential applicants received information about TrustChain Open Call #4's funding opportunity. Source: Open Call #4 application form

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 89% of the total users.

Spain and United Kingdom were the most significant markets for this call with 399 users coming from these countries, 267 and 132 users respectively (+32% 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 British stakeholders. Italy was the third country with the most users (105), followed by Portugal (74 users), Greece (61 users), France (50 users), and The United States with 41 users. Together they represent more than a half of total users during the campaign period (730). 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 and the activity of the innovators and mentors in the project.

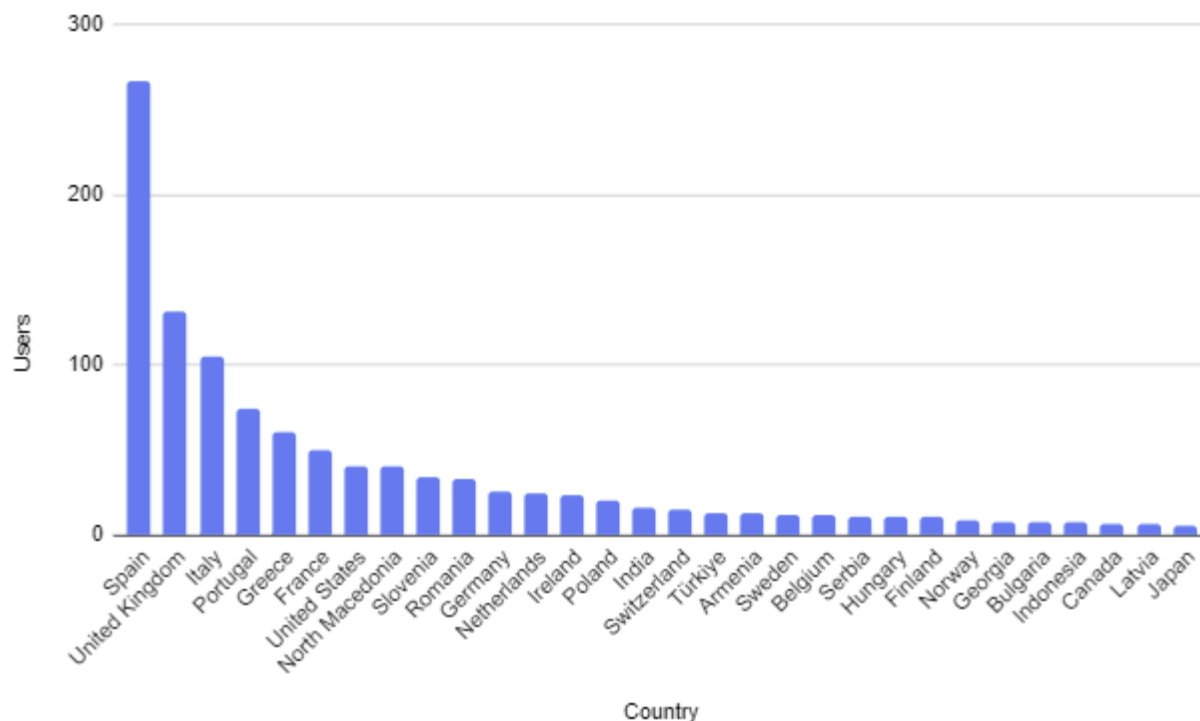


Figure 36: User demographic visiting TrustChain website during Open Call #4 campaign. Source: Google Analytics. Period: May 2024 to July 2024

4.3. TRAFFIC ACQUISITION

Traffic acquisition during OC#4 was mainly secured through direct channels which represented +48% of the total users coming to TrustChain website via this way (+641 users).

Another important channel was the organic search (+210 users), indicating the awareness strategy implemented during campaigns produced some results since this action was the second channel most used by potential applicants to access TrustChain website. That means that +16% 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 Paid Social (via LinkedIn campaign), which represented +11% of total users (+154) and represented a significant boost to the last-minute visits.

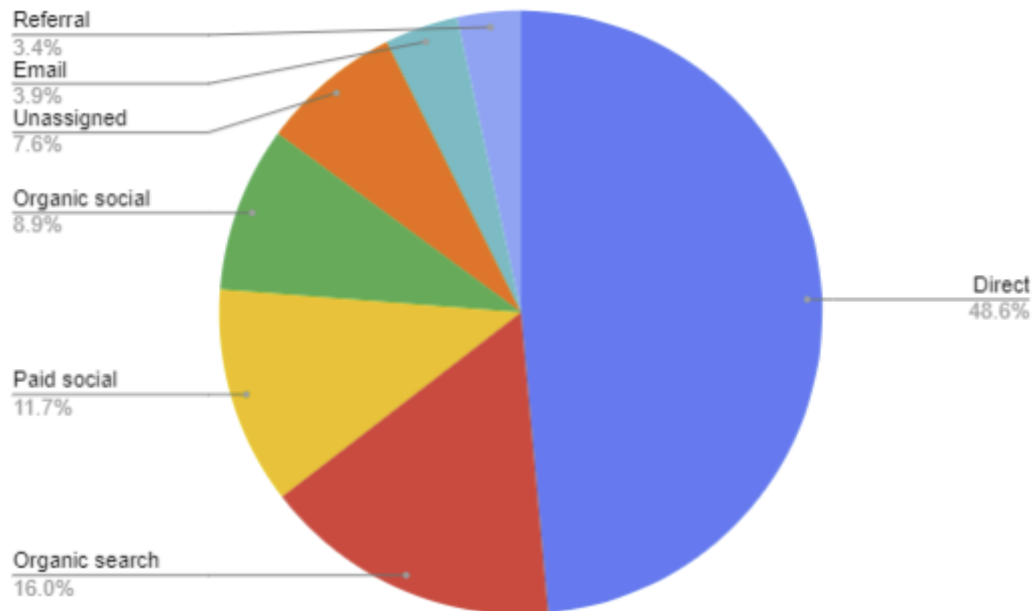


Figure 37: Traffic acquisition (users) by default group channel. Source: Google Analytics. Period: May 2024- July 2024

5 CONCLUSIONS

TrustChain Open Call #4 communication and campaign was aimed to create awareness around the TrustChain project and engage with potential applicants to submit their innovative applications to this call topic. In order to do so, it has also used knowledge and stakeholders from previous Open Calls as an important building block.

A total of 59 applications were submitted, meaning that the goal defined in the GA (between 80 and 100 applications) has not been achieved. It should be noted however that the OC #4 was more specific in terms of challenges and target audiences, particularly when it comes to the technical expertise. Therefore the quality over quantity must prevail when observing the OC#4 results and overall impact.

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 previous OCs was leveraged during this campaign and will continue to have a positive impact in future calls.

F6S portal and NGI platform play a crucial 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.

The information, community, other networks and collaborations established in the 4 OCs will be heavily leveraged in the upcoming - 5th Open Calls and by using comparative analysis of different communication techniques used, the strategy will be further tweaked and adapted to the target applicants of the OC#5.

APPENDIX A. COMMUNICATION KIT

Below are the materials that formed part of the OC #4 communication kit.



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 15 May to 17 July 2024
at 17:00 CET via F6S platform

MORE INFORMATION
www.trustchain.ngi.eu

The objective of OC 4 "Multi chains support for NGI protocols" is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered.

- Transfer of Non-Fungible Tokens (NFTs) across different chains. This might include the ability to execute contracts that depend on the state or ownership of an NFT, irrespective of which chain the NFT currently resides on.
- Mechanisms and procedures that enable the trustworthy use of digital identities across wallets, applications and blockchains or the secure binding of digital identities on multiple chains.
- Develop techniques to carry out DID rotation and translation so that we can minimize the DID management.
- Develop infrastructures that are inclusive, energy efficient, and usable.
- Semantic standards and open ontology schemas that enable the effective transfer of information and knowledge across chains and allow data interoperability.
- Models and procedures to support simple and seamless user experience of cross-chain functionality.
- Create platforms that can build on top of the existing work that has been undertaken in Open Calls 1, 2 and 3. (Details can be found from the TRUSTCHAIN portal).
- Develop platforms and infrastructures that follow European standards.
- Applications should cover real needs of the end-users in one a specific sector such as for example banking, education, healthcare, or e-government.

Partners: European Dynamics, F6S, University of Ljubljana Faculty of Computer and Information Science, ALA/TRIA, CIBER VOLUNTARIOS, TIMELEX, CITY, HELLENIC REPUBLIC National and Kapodistrian University of Athens

Funded by the European Union

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

Figure 38: TrustChain Open Call #4 - 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 May 15 to July 17 2024 CEST 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

SOCIAL MEDIA:
 @INGI_TRUSTCHAIN
 showcase/ngi-trustchain
 www.f6s.com/ngi-trustchain/connect
 @trustchain_ngi

TrustChain Project funded by the European Union under the Horizon Europe programme. The content of this document is the sole responsibility of the project consortium and does not necessarily reflect the views of the European Union.

Partners: European Dynamics, F6S, University of Lodz, Faculty of Computer and Information Science, ALA/TRIA, CIBER VOLUNTARIOS, TIMELEX, CITY, HELLENIC REPUBLIC National and Kapodistrian University of Athens

Figure 39: TrustChain Open Call #4 - Postcard #2



Figure 40: TrustChain Open Call #4 - Social Media Banner #1

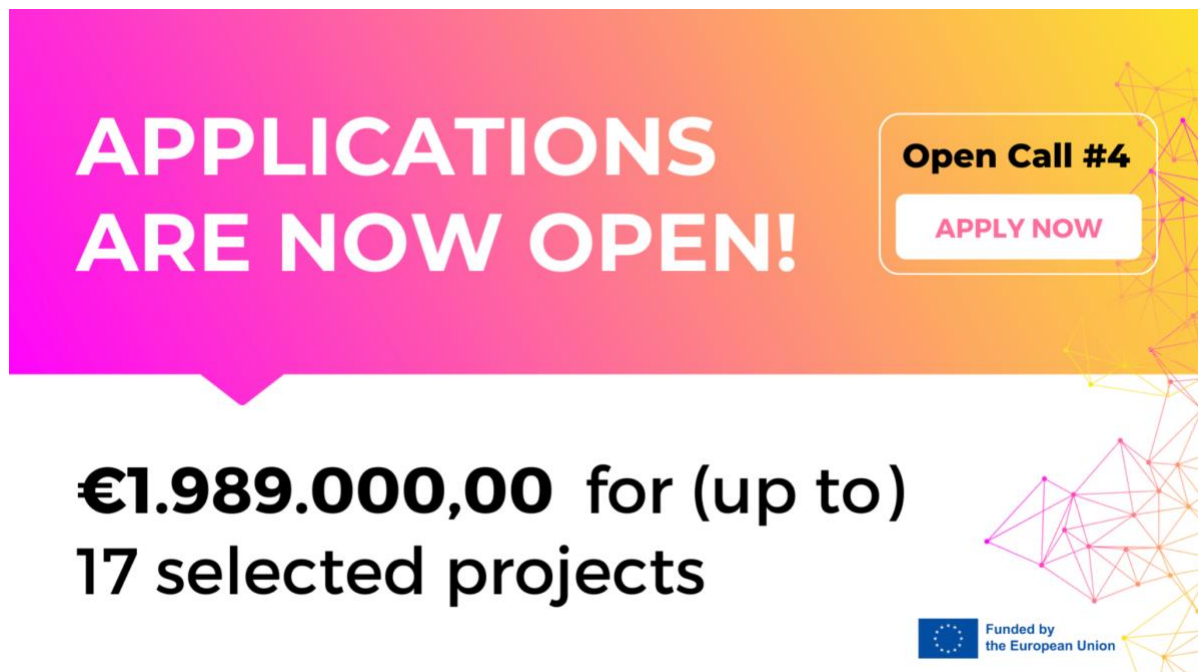


Figure 41: TrustChain Open Call #4 - Social Media Banner #2

APPLICATIONS ARE OPEN!

Open Call #4

APPLY NOW

Grants up to €117K

Figure 42: TrustChain Open Call #4 - Social Media Banner #3



NGI TRUST CHAIN

PRESS RELEASE

MAY 2024

TRUSTCHAIN APPLICATIONS ARE OPEN!

€1.989.000,00 to support up to 17 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 4 (OC4) topic is "Multi chains support for NGI protocols". The objective of this OC is to design and build the gateways that will make it possible to transfer knowledge/ metadata/ data/ process/ requirements from one chain to another in a trustworthy and secure manner. Interoperability across multiple chains, privacy by design, trustworthiness by design, scalability, greenness, openness, and legal compliance should be carefully considered.

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 July 17, 2024, at 17:00 [Brussels time]

Apply here: <https://www.f6s.com/trustchain-open-call-4>

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

To see latest updates and post any questions, join our discussion page: <https://www.f6s.com/trustchain-open-call-4/discuss>

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

Website: trustchain.ngi.eu

TrustChain project funded by the European Union under the Horizon Europe programme. The European Union is not responsible for the content of this press release. The European Union is not responsible for the content of this press release.

Figure 43: TrustChain Open Call #4 - Press Release

APPENDIX B. EXTERNAL COVERAGE

In the table below, external coverage of the TrustChain project is showcased. In addition to the external coverage, some partner social media posts are also listed due to the great reach these networks and posts have.

Table 3: External coverage of the TrustChain project during Open Call #4

NAME OF THE PUBLICATION/ ACTIVITY	COMMUNICATION CHANNEL	WEBSITE/URL
SEEBLOCKS POST	SOCIAL MEDIA	HTTPS://WWW.LINKEDIN.COM/POSTS/SEEBLOCKS-EU_BLOCKCHAIN-OPENCALL-ACTIVITY-7213458737091530752-T7wy/
SEEBLOCKS POST	SOCIAL MEDIA	HTTPS://WWW.LINKEDIN.COM/POSTS/SEEBLOCKS-EU_BLOCKCHAIN-OPENCALL-ACTIVITY-7213458737091530752-T7wy/
NGI TALER POST	SOCIAL MEDIA	HTTPS://WWW.LINKEDIN.COM/POSTS/NGI-TALER_INTEROPERABILITY-CHAINS-PRIVACYBYDESIGN-ACTIVITY-7213451721413464064-27ws/
CCG INSIGHT NEWSLETTER	NEWSLETTER	HTTPS://WWW.HOPE.AC.UK/MEDIA/RESEARCH/DOCUMENTS/CCG NEWSLETTERS/CCG%20FUNDING%20INSIGHT%20NEWSLETTER%20200524.PDF
NGI TRUSTCHAIN 4TH OPEN CALL	BLOG POST	HTTPS://WWW.RICERCAEINNOVAZIONE.IT/FUND/NGI-TRUSTCHAIN-4TH-OPEN-CALL/10335
BULGARIAN DIGITAL CLUSTER: TRUSTCHAIN OPEN CALL #4 – €1.989.000,00 TO SUPPORT UP TO 17 PROJECTS ALONG WITH FREE COACHING AND ACCESS TO INFRASTRUCTURE	MEDIA ARTICLE	HTTPS://WWW.DIGITALCLUSTER.EU/TRUSTCHAIN-OPEN-CALL-4-E1-989-00000-TO-SUPPORT-UP-TO-17-PROJECTS-ALONG-WITH-FREE-COACHING-AND-ACCESS-TO-INFRASTRUCTURE/

BUSINESS START MAGAZINE: TRUSTCHAIN OPEN CALL #4 TO SUPPORT UP TO 17 PROJECTS WITH €1.989.000,00 ALONG WITH FREE COACHING AND ACCESS TO INFRASTRUCTURE	MEDIA ARTICLE	https://businessstart.org/trustchain-open-call-4-to-support-up-to-17-projects-with-e1-989-00000-along-with-free-coaching-and-access-to-infrastructure/
ALASTRIA BLOCKCHAIN ECOSYSTEM: LINKEDIN	SOCIAL MEDIA	https://www.linkedin.com/feed/update/urn:li:activity:7218993679452053504 https://www.linkedin.com/feed/update/urn:li:activity:7196512618742706177/
ALASTRIA BLOCKCHAIN ECOSYSTEM: X	SOCIAL MEDIA	https://x.com/ALASTRIA_/status/1804174218747162945 https://x.com/ALASTRIA_/status/1811814465819594838 https://x.com/ALASTRIA_/status/1813225474702594162 https://x.com/ALASTRIA_/status/1790809118909022476 https://x.com/ALASTRIA_/status/1792988227504157157 https://x.com/ALASTRIA_/status/1793661917204033912 https://x.com/ALASTRIA_/status/1798746478439198915
EMPODERA ORG: CHRIS SEKAS Y ANASTASSIOS MANOS: SOLUCIONES POR UN INTERNET CENTRADO EN LAS PERSONAS Y SOSTENIBLE	SOCIAL MEDIA/ YouTube	https://www.youtube.com/watch?v=k9GN2xQ6EkC
EMPODERA ORG: CHRIS SEKAS Y ANASTASSIOS MANOS: SOLUCIONES POR UN INTERNET CENTRADO EN LAS PERSONAS Y SOSTENIBLE	SOCIAL MEDIA/ YouTube	https://www.youtube.com/watch?v=UDM0OzXLW1G
EMPODERA ORG: X	SOCIAL MEDIA	https://x.com/EMPODERA_ORG/status/1792934919586414689 https://x.com/EMPODERA_ORG/status/1792934922878877991
CIBERVOLUNTARIOS: CIBERVOLUNTARIOS REALIZA MÁS DE 90 TALLERES GRATUITOS EN TODA ESPAÑA SOBRE EL USO SEGURO Y RESPONSABLE DE INTERNET	MEDIA ARTICLE	https://www.cibervoluntarios.org/es/actualidad/post/cibervoluntarios-realiza-mas-de-90-talleres-gratuitos-en-toda-espana-sobre-el-uso-seguro-y-responsable-de-internet

CIBERVOLUNTARIOS: X	SOCIAL MEDIA	https://x.com/CIBERVOLUNTARIO/STATUS/1746815983111557565
CIBERVOLUNTARIOS: LINKEDIN	SOCIAL MEDIA	https://www.linkedin.com/feed/update/urn:li:activity:7152585212453953536
DEVELOPMENT AID: TRUSTCHAIN OPEN CALL #4 - MULTI CHAINS SUPPORT FOR NGI PROTOCOLS	BLOG POST	https://www.developmentaid.org/grants/view/1312957/trust-chain-open-call-4-multi-chains-support-for-ngi-protocols
ECCP: TRUSTCHAIN OPEN CALL #4 - MULTI CHAINS SUPPORT FOR NGI PROTOCOLS	BLOG POST	https://www.clustercollaboration.eu/content/trustchain-open-call-4-multi-chains-support-ngi-protocols