D5.1 PROJECT DISSEMINATION AND COMMUNICATION REPORT

30/06/2024

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EXECUTIVE SUMMARY

This report is part of the TrustChain Work Package 5 (WP5) on *Impact: dissemination & communication, business model & exploitation, economic and environmental sustainability, societal impact.*

D5.1. Project Dissemination and Communication Report details the dissemination and communication activities undertaken during the first 18 months of the project.

The main goal of communication activities is to inform about project activities to the general public and media outlets, whereas dissemination activities aim to make results publicly available for those who can uplift them, such as scientists, industry, public authorities, policymakers, and civil society. Dissemination and Communication activities are one of the keys activities to maximise the impact of results, outputs and outcomes produced by the project over its lifespan and well beyond its conclusion.

All partners contribute and put effort in these activities in order to increase the outreach of results and activities organised by the consortium over the project execution. The Dissemination and Communication Plan sets out its main objectives, identifies target group and key message, scouts the ecosystem of stakeholders to leverage the outreach of the project activities, as well as selects channels which will be integrated in both traditional and digital media.

On one hand, dissemination strategy focuses on the participation in scientific conferences and events, publication in scientific journals, as well as project videos. On the other hand, communication strategy relies on activities as setting up channels and tools (such as visual identity, online presence, social media channels, newsletter and promotion material), networking and liaison with other initiatives, timeline of communication and dissemination activities, and monitoring of communication and dissemination activities.

During the first 18 months, the TrustChain consortium was able to achieve a considerable number of KPIs due to a well-defined plan supported by individual strategies for each activity, especially the Open Calls.

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ABBREVIATIONS

AI	Artificial Intelligence
CA	Consortium Agreement
DC	Dissemination and Communication
DCO	Dissemination and Communication Objectives
DCP	Dissemination and Communication Plan
DID	Decentralised Identifiers
DIH	Digital Innovation Hub
DLT	Distributed Ledger Technology
DT	Distributed Technology
EC	European Commission
EDIH	European Digital Innovation Hub
EEN	European Enterprise Network
EIC	European Innovation Council
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IoT	Internet of Things
KPI	Key Performance Indicator
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 report is part of the TrustChain Work Package 5 (WP5) on *Impact: dissemination & communication, business model & exploitation, economic and environmental sustainability, societal impact.*

D5.1. Project Dissemination and Communication Report details the dissemination and communication activities undertaken during the first 18 months of the project. Since the report is the first of its kind, it sets out the plan for the Communication and Dissemination. Since at the time of writing this deliverable, there have already been 3 Open Calls conducted successfully, specific strategies were also devised in the meantime, followed and implemented for each both dissemination and communication activities. More details on the strategy, as well as the outcomes of each Open Call campaign can be found in Deliverables 2.6 through 8: Open Call communication and campaigns reports.

The main goal of communication activities is to inform about project activities to the general public and media outlets, whereas dissemination activities aim to make results publicly available for those who can uplift them, such as scientists, industry, public authorities, policymakers, and civil society. Dissemination and Communication activities are one of the keys activities to maximise the impact of results, outputs and outcomes produced by the project over its lifespan and well beyond its conclusion.

Due to the specific characteristics of Dissemination and Communication activities and as established by the Grant Agreement, all partners are called to contribute and put effort in these activities in order to increase the outreach of results and activities organised by the consortium over the project execution. The Dissemination and Communication Plan sets out its main objectives, identifies target group and key message, scouts the ecosystem of stakeholders to leverage the outreach of the project activities, as well as selects channels which will be integrated in both traditional and digital media.

After the introduction of the report as part of **Chapter 1. Introduction**, **Chapter 2 TrustChain Project** introduces the project with focus on its scope, goal, and main objectives which will provide guidance to the Communication and Dissemination strategy. **Chapter 3 Communication & Dissemination Plan** highlights the plan for communication and dissemination activities. **Chapter 4. TrustChain Dissemination Strategy** specifies the dissemination strategy for the project timeline, whereas **Chapter 5. TrustChain Communication Strategy** sets out the overall strategy for

communication activities carried out by the TrustChain Project. **Chapter 6. Conclusions** highlights the report main conclusions, and **Appendixes.**

2   TRUSTCHAIN PROJECT

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 (OC) and an overall budget of €8,775M.

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 Union (EU) regulatory framework and taking into account European values will be developed that will ensure Trusted Data Ecosystems.

2.1   PROJECT OBJECTIVES

The key concept of TrustChain is to embed the key humanity principles in the co-creation of the Next Generation Internet (NGI) and to provide autopoietic, evolutionary, decentralised, and therefore democratic, transparent, traceable, and regulatory compliant mechanisms that can support any ecosystem of entities and actors participating with their digital identities. The basis for this to happen is the use of decentralised digital identity architectures together with IoT (Internet of Things), AI (Artificial Intelligence), Cloud-to-Edge, DLT (Distributed Ledger Technology) and DT (Distributed Technology). Our intention is to embed in such solution's important societal goals in accordance with objective truth and therefore, trustworthiness.

TrustChain - Fostering a Human-Centred, Trustworthy and Sustainable Internet is a European project funded by the European Commission (EC) under the European Union's Horizon Europe Research and Innovation Programme and the call topic CL4-2022-HUMAN-01-03. As such, it is part of the European Commission's NGI initiative. Its overall objective is to create a portfolio of NGI 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.

3   COMMUNICATION & DISSEMINATION PLAN

Dissemination and Communication (DC) of project results are one of the key activities to maximise their impact both during and beyond the project duration. The dissemination and communication plan (DCP) is an instrument for efficiently developing and implementing dissemination activities with the overall objective of contributing to achieve the project expected research and innovation impacts, including successfully conducting 5 OCs. The TrustChain DCP focuses on:

1. Identifying and organising the activities to be performed to communicate the benefits of the TrustChain innovators, their solutions and technologies as well as active Open Calls;
2. Communicating and disseminating results of the project and technological innovation achieved; and
3. Raising citizens awareness about impacts of EU-funded projects, influencing relevant policy areas and promoting novel TrustChain solutions on the market.

Dissemination and communication activities, while distinct, often overlap in audience and channels, complementing each other. This document addresses these strategies separately to enhance project awareness and disclose results in Europe and globally. The DCP plays a crucial role in engaging the target audience and promoting TrustChain solutions. Consortium members will leverage existing communication channels and their reputations to boost awareness, encouraging new and unexpected interactions with potential applicants as well as end-users.

3.1   OBJECTIVES OF DISSEMINATION AND COMMUNICATION ACTIVITIES

TrustChain dissemination and communication strategy and activities are deeply rooted in the project objectives, and the respective KPIs (key performance indicator). In order to ensure compliance to the project objectives and the KPIs, especially the ones relating to engagement of TrustChain stakeholders and exploitation activities, the DCP aims at promoting the project and its achievements. In addition, it also aims to engage a varied target audience. The specific dissemination and communication objectives (DCO) are presented in table below:

DCO1	Raise awareness among the key sectors tackled by the project
DC02	Ensure decision-makers are informed about the project, inciting policy related uptake and spill over
DCO3	Foster synergies with other initiatives (especially under the NGI) and projects, capitalising on existing dissemination channels and networks to ensure efficient communication and understanding of the TrustChain solutions and technologies
DCO4	Introduce new patterns of conduct in the target groups and end-users of the project results and build networks of early adopters to start generating market demand for the TrustChain innovations and technologies

These specific dissemination and communication objectives have been defined to influence behaviour, develop opinion and to raise awareness of specific target groups, following these steps: **Why** – purpose of the DC action; **What** – the message/content that will be disseminated and communicated; **To whom** – the target audience; **How** – the method of dissemination and communication; **When** – the timing of the DC activities.

Dissemination and communication focus on sharing the TrustChain project results with a broad audience. The insights and guidance from the project will benefit stakeholders within the EC and internationally, adding value across various sectors. Effective communication channels among project partners and the wider community are crucial for the project's success.

3.2 METHODOLOGY AND APPROACH

The DCP is developed through collaboration among all consortium members to amplify the impact on relevant stakeholders and effectively reach potential end-users of TrustChain outputs. Key principles are simplicity and consistency, ensuring interactions are tailored to the right person, time, and environment. Understanding user requirements and stakeholder characteristics is crucial to aligning dissemination and communication channels. Our strategy includes outlining key activities and dependencies to enhance the DCP's effectiveness, as detailed in the following table of activities and associated questions.

Table 2: Key Activities & Critical Questions

Key Activities & Critical Questions		
Activity	**Critical Questions**	**Chapter**
Targeting	Who is our target audience? What is our message?	3
Methods	How are we going to reach that audience?	4
Content Development	What types of content does our audience find engaging? What outputs, results and activities can TrustChain offer?	3, 4
Timing	When is the right time to reach our target audience?	4
Evaluation	How effective are our public outreach efforts?	5

The strategy for dissemination and communication will be a setup of activities classified on three different levels, depending on the type of action:

- **Dissemination for awareness** is aimed at the general public and at those stakeholders that should be aware of the work of TrustChain but do not require detailed knowledge of the project.
- **Dissemination for understanding** targets specific audiences and those stakeholders that may benefit from project results but are not directly involved in the project.
- **Dissemination for action** refers to a change of practice resulting from the adoption of the technologies, methods and most importantly, projects developed through 5 OCs. The specific audience here will be stakeholders to be clearly identified among the target audience directly affected by project and its outcomes.

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

- **Long-term relationship building** and raising confidence and trust. TrustChain builds recognition and cultivates trust in its ecosystem by leveraging sector-specific expertise, experience, partner networks and synergies created throughout the project with both external partners and innovators to reach and engage target audiences.
- **Individualised and multi-channel communication.** TrustChain will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various topics important to identified ecosystem stakeholders.

The DCP is gender sensitive and mindful of language accessibility, recognizing language's power to shape social norms. TrustChain's DC materials proactively avoid gender stereotypes and include gender-inclusive imagery, such as women in active roles. To enhance accessibility, TrustChain aims to minimize technical jargon, making findings and overall work understandable to a broader audience.

3.3   ECOSYSTEM OF STAKEHOLDERS

The project's success depends not only on deploying innovations but also on the impact on external stakeholders. Stakeholders include anyone with an interest or influence on TrustChain. Identifying and classifying most important stakeholders is crucial for tailoring messages and selecting communication tools. Analyzing the power dynamics among stakeholders helps prioritize actions, considering that these dynamics may shift.

For more details on the target groups specific to OCs, see D2.6 and consecutive OC reports. The table below provides a wider overview of all target audiences taken into consideration.

3.3.1   Target Groups and Key Messages

Understanding the needs and characteristics of target audiences is crucial for the TrustChain DCP to ensure appropriate communication channels for different messages. Table below defines key audience profiles, clustered into three target groups, along with the expected impact of the DC activities.

For more details on the target groups specific to OCs, see D2.6 and consecutive OC reports. The table below provides a wider overview of all target audiences taken into consideration.

Table 3: Stakeholder Groups and Expected Impacts of Dissemination and Communication Activities

Level	Target group	Target Audience Profiles (TO WHOM)	Expected Impacts (WHY)
Dissemination for Awareness	General audience	General Public: European citizens & stakeholders at large. Civil Society interested in the project. Regulation community, policy makers, EC and agencies, National governments, National decision-makers, Universities, Digital Innovation Hubs (DIH)	• Awareness about the project, objectives, results and impact. • Increased awareness about the topics 5 OCs innovators will tackle • Raised awareness about the need for more user centric-internet and necessity for a new trustworthy data governance and sharing model in line with the European regulatory framework
Dissemination for Understanding/Uptake	External audience directly related to the project results	Private and public business support organisations, investors, NGI ecosystem, sister projects EU associations and blockchain associations Universities, PhDs and students connected to TrustChain topics, business and startups hubs, media covering funding opportunities for startups and entrepreneurs	• Advancement in understanding innovators' challenges and niches in which they operate • Enhance and stimulate further research and innovation activities between project partners. • Create media interest to get their involvement and support in TrustChain activities and participating projects • Create opportunities for deploying solutions to market

	Audience in connection with the project	Developers, innovators, researchers, SMEs (Small and Medium-sized Enterprise), and entrepreneurs (from 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 Major blockchain associations and initiatives NGI ecosystem	• To participate directly in TrustChain activities and co-creation process • To validate project outcomes • A strong brand image.
Dissemination for Action			

The list of the target audiences will be reviewed during the project's progress under dissemination activities by all the partners and the next deliverables. The next iteration of this Deliverable will include the updated list, if applicable.

Table 4: Key Messages

Target Group	Key Messages (WHAT)	Tools and Channels (HOW)
General audience (GA)	OCs content, dates and outcomes Success stories of innovators involved in the project Profile of mentors and support given in addition to the funding to address the issues of insufficiently trustworthy internet.	Website, flyers, videos, newsletters, interviews and featured articles, success stories, social media, media pack (for journalists)
External audience directly related to the project results (EA)	What are 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 Discover how TrustChain creates comparative advantage in the context of region's smart specialisation strategy Embracing digitalization to protect business — survive and thrive in the digital age. Enter our framework for all the right expertise, technologies, and facilities.	Website, flyers, videos, newsletters, interviews and featured articles, success stories, social media, events, scientific publications Relevant professional networks (consortium members and advisory board), events and fora [such as the EU Blockchain Observatory & Forum], press releases and publications, white papers, success stories.

Audience in connection with the project (PA)	TrustChain framework is the gateway to high-potential, market - oriented business ideas. Access opportunities to invest in disruptive solutions pre-vetted by a network of experts before digitization takes root in these sectors Customise your technology for concrete market applications in high potential sectors. Join the TrustChain ecosystem and exploit new market opportunities. TrustChain supports you to materialise your view and interact with business organisations in Europe to discover the benefits of doing business.	Website, flyers, videos, newsletters, interviews and featured articles, success stories, social media, events, scientific publications Social media, relevant professional networks (consortium members and advisory board), events, F6S Network of accelerators-corporates- investors, workshops organised by TrustChain

3.4   DISSEMINATION AND COMMUNICATION PROCEDURES

Any partner's involvement in internal or external events or dissemination activities related to the TrustChain project must be reported and reviewed by WP5 Leader (F6S). The DC procedure aims to:

- Produce high-quality TrustChain publications and presentations.
- Prevent overlaps and disclosure of restricted information.
- Monitor and record dissemination activities.

Table below outlines the detailed steps for event dissemination that every partner must follow.

Table 5: Event Communication Guide

Planning
- Communicate with WP5 leader (F6S) to align with the event organiser at least one month in advance   - Determine event goals and objectives.   - Define date and location   - Create event name and theme   - Prepare registration forms if needed   - If needed, secure event suppliers (e.g., photographer/videographer, catering)   - If applicable, prepare printed materials to distribute   - Talk regularly with the consortium to discuss important matters   - If applicable, look for possible partnerships   - Prepare social media templates and content to use during the event (F6S responsibility)
Promotion
- Announce the event on the website (F6S)   - Produce social media and blog content (F6S alongside the partners involved in the event)   - Spread the message through all partners, channels and stakeholders (F6S)   - Make pre-event information available for attendees (F6S alongside the partners involved in the event)   If applicable, write and send an event Press Release (F6S alongside the partners involved in the event).
During the Event

Applicable to in-person project organised events

- Double-check that the necessary components are available
- Test Wi-Fi connection
- Keep a list of attendees and check upon their arrival
- Make sure there are indications for all locations
- Ensure that all attendees and/or speakers have an updated schedule
- Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams
- Go over the social media guidelines in the intro session and ask for participants' engagement

Applicable to online events

- Double-check that the necessary components are available
- Test Wi-Fi connection
- Ensure that all attendees and/or speakers have an updated schedule
- Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams.

Post-Event

- Report the activity via email to the F6S and in the Dissemination and & Communication master sheet.
- Analyse what worked and where improvements can be made.
- Create at least one blog post about the event.
- Share event photos and publicity.
- Share all material with F6S.
- If applicable, publicly thank all attendees for their participation.
- Post different contents and, if there will be another event, mention it.

4   TRUSTCHAIN DISSEMINATION STRATEGY

The main purpose of dissemination activities is to transfer knowledge and results generated within the project to enable others to use and take up results, thus maximising the impact of the EU-funded research. As set out in the Grant Agreement (GA), **partners are obliged to communicate and disseminate the project and its results** by disclosing them to the public, if not stated otherwise. Specific provisions for dissemination (dissemination restrictions) are set out in the GA and the Consortium Agreement (CA).

Also, while performing the dissemination activities, according to the same document, the partners are required to respect the following:

Open Access to Scientific Publication

Requirements for beneficiaries are to ensure open access to their peer-reviewed scientific publications. These include depositing a copy of the final peer-reviewed manuscript in a trusted repository for scientific publications, providing immediate open access to the deposited publication, and providing information about any research output or tools necessary to validate the publication's conclusions. The metadata of deposited publications must also be openly available, and only publication fees for fully open access venues are eligible for reimbursement. Beneficiaries must retain sufficient intellectual property rights to meet open access requirements.

Open access to research data

Beneficiaries of scientific funding must manage the digital research data they generate responsibly in accordance with the FAIR principles – Findable, Accessible, Interoperable and Reusable. They are required to establish a data management plan, deposit the data in a trusted repository within specified timeframes, and ensure open access to the deposited data through the repository, unless providing open access would be against the beneficiary's legitimate interests or other constraints. Information about research output or tools needed to reuse or validate the data must also be provided through the repository. The metadata of the deposited data must be open, and include information such as datasets, date of deposit, author(s), Horizon Europe or Euratom funding, grant project name and number, licensing terms, and persistent identifiers. The metadata must also include persistent identifiers for related publications and other research outputs, where applicable.

Additionally, the GA provisions make clear that beneficiaries of a grant must comply with any additional open science obligations outlined in the call conditions. This includes providing access to data or results needed for validation of scientific

publications and depositing any research output in a repository and providing open access to it under certain circumstances, such as a public emergency. However, the beneficiaries may grant non-exclusive licenses if open access would be against their legitimate interests, as long as fair and reasonable conditions are met. This obligation applies up to four years after the end of the action.

The TrustChain Dissemination strategy follows the EU Guidelines for the successful dissemination of the Horizon Europe project results as well as the obligation defined within the GA. By disclosing the project results, the focus of the TrustChain dissemination-related activities is threefold:

- To disseminate the respective project results to the audience that may take an interest in the potential use of the results;
- To openly demonstrate clear economic, social and environmental benefits of utilising/adopting TrustChain solutions and technology with the targeted users;
- To demonstrate the significance and business opportunities deriving from utilising TrustChain-derived data in new products and services within new sectors/markets as well as in engaging with OC projects.

As for the target audiences of the dissemination, the TrustChain Dissemination Strategy is focused on i) the external audience directly related to the project results and ii) the audience in connection to the project. On the other hand, considering the defined level of the dissemination, the strategy is focused on dissemination for understanding and dissemination for action. Finally, the focus of the dissemination activities in respect to the timeline of the project are presented in the table below.

Table 6: Dissemination Activities Phases

Dissemination Activities	
Phase	**Focus**
Phase I (M1–M18)	Approach-oriented content: Promotion of the project innovators and challenges, and dissemination of knowledge, innovators' experience in the project, solutions and challenges yet to be tackled by subsequent OCs

Phase II (M18–M36)	Result-oriented content: project intermediate and final results. Dissemination of the results and achievements.
Post-project period	Result-oriented content: project final results. Dissemination of the results and achievements, various analyses and assessments of the project results (mainly through scientific publications and conferences).

The dissemination activities will focus on the following outputs of the TrustChain project: (i) Interviews & featured articles; (ii) Success stories; (iii) Webinar series; (iv) Open access scientific publications; (v) Presentations at events and conferences; and (vi) Promotional videos.

4.1. DISSEMINATION ACTIVITIES

Dynamic interaction with project target audiences is crucial for long-term impact. The project leverages partners' strategic positions, active event participation, and prolific publications to reach diverse groups. Each partner targets specific audiences, based on their respective expertise and network. Partners are required to plan and report their dissemination activities bi-monthly. The main dissemination activities are detailed in the subsequent subchapters.

4.1.1. Scientific Conferences and Events

Virtual and physical to disseminate the project results and raise awareness around its activities and achievements. Each partner reports their involvement at conferences and events that they are attending or hosting. The type of activities and events where the partners are envisioned to participate are: (i) conferences, industry events, exhibitions and joint events with other H2020/Horizon EU projects (ii) workshops, courses, seminars and training.

As set out in the GA, when it comes to the events organisation and attendance, project partners should be present in at least 9 European and International conferences. At the time of the deliverable submission, TrustChain partners have attended **7 international events** presenting the project and the innovators that participated in

the project. More information on each event can be found on TrustChain website news[1] section and below is the overview of events in questions.

Table 7: Events and conferences attended.

Conference Name	Short Conference Description
Digital Enterprise fair, Malaga (2024)	The event brought together 17.157 international digital leaders and 450 international experts, sharing their expertise and innovations linked to disruptive technologies, with the aim of meeting the requirements of today's demand.
Empodera LIVE event 2024	Over 250 experts and global leaders gathered to discuss how to decentralize technological spaces and guarantee the Internet as a fundamental right and a public good for citizens.
Turing Agenda-Setting Workshop on UK Interdisciplinary Research in Digital Identity (2024)	Agenda setting workshop launching a partnership between the Trustworthy Digital Infrastructure for Identity Systems programme at the Alan Turing Institute and the Security, Privacy, Identity and Trust Engagement NetworkPlus (SPRITE+).
IDM June 2024 conference	IDM 2024 is an enterprise-level, technology-focused series of events that at its heart is driven by the motivation to provide a platform for some of the world's leading organisations, both solution providers and end-users, who

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[1] https://trustchain.ngi.eu/news/

	are rightly regarded as providing world-leading examples of IAM innovation.
The NGI Forum 2023	The NGI Forum 2023 delved into a wide range of topics that support the transition to the future Internet. These discussions encompass digital identity, quantum Internet, large language models and web search, decentralized social media, and the security of the open-source supply chain.
The European Blockchain Convention (EBC) (2023)	Major event for Europe's blockchain community aiming to accelerate the blockchain ecosystem, attracting thousands of attendees annually, including top speakers and innovative startups. The diverse audience of founders, investors, regulators, developers, and corporations gather to learn, get inspired, and network.
European Blockchain Week 2023	Two-day event that convened the Blockchain community from across Europe and beyond. This event was organized as a collaboration between the University of Ljubljana, the EU Blockchain Observatory & Forum, the Slovenian Ministry of Economic Development, and the Technology Park Ljubljana.
EmpoderaLIVE 2023	At EmpoderaLIVE 2023, more than 20 international leaders and researchers and around 250 experts gathered worldwide to define the new rules of the digital era, focused on the protection of citizens' rights against economic and interests of power and in improving people's lives.

Webinars, lectures, and seminars facilitate dialogue, knowledge sharing, and exchanging best practices. In the case of TrustChain, the webinars have been highly concentrated on the 4 OCs which this reporting period covers.

All the webinars are available to be re-watched both on the project YouTube channel, Resources page and dedicated news item. Each of the webinars, along with its outcomes and types of content is covered in detail in respective OC reports which cover communication and dissemination activities for each OC (see D.2 6 through 8).

So far, **10 webinars** have been organised. In addition, TrustChain partners have (co)organised **3 workshops** (NGI Forum 2023, European Blockchain week 2023, DISRUPTIVE platform).

In the upcoming period, TrustChain partners will attend and organise a workshop during the IEEE Blockchain 2024 Conference[2] in Copenhagen, Denmark.

For the time being, in the upcoming perios TrustChain partners will atend Merge Madrid, the European Blockchain Convention 2024, and include TrustChain in Alastria Blockchain Awards 2024 ceremony.

4.1.2 Publication in Scientific Journals

At the time of writing of this deliverable, there have not been yet publications in scientific journals that are published. In this process, the TrustChain consortium is actively collaborating with the participating innovators, hence the update on this number will be added in the next iteration of this deliverable.

4.1.3 Project videos

In addition to the consortium's dissemination and communication efforts, led by F6S, each partner in the project will leverage their own channels, such as their website, social media accounts, and newsletters, to disseminate information and the project results to the wider public. The partners aim to reach beyond the project's immediate community by promoting their achievements, results, and findings in a way that is accessible to non-experts, for example, by using visual aids such as illustrations, videos, and presentations.

For that purpose, a series of short videos addressing important info about the OCs have been part of the content posted on social media networks. In addition to that, once the innovator's demo videos become available, they will be further promoted.

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[2] *https://trustchain.ngi.eu/trustchain-at-ieee-blockchain-2024/*

This serves a twofold purpose: promotion for the teams involved and their solutions and more insight to the external community to gain knowledge on the work being done as well, the core of the project and topics it tackles as well as the overall NGI ecosystem.
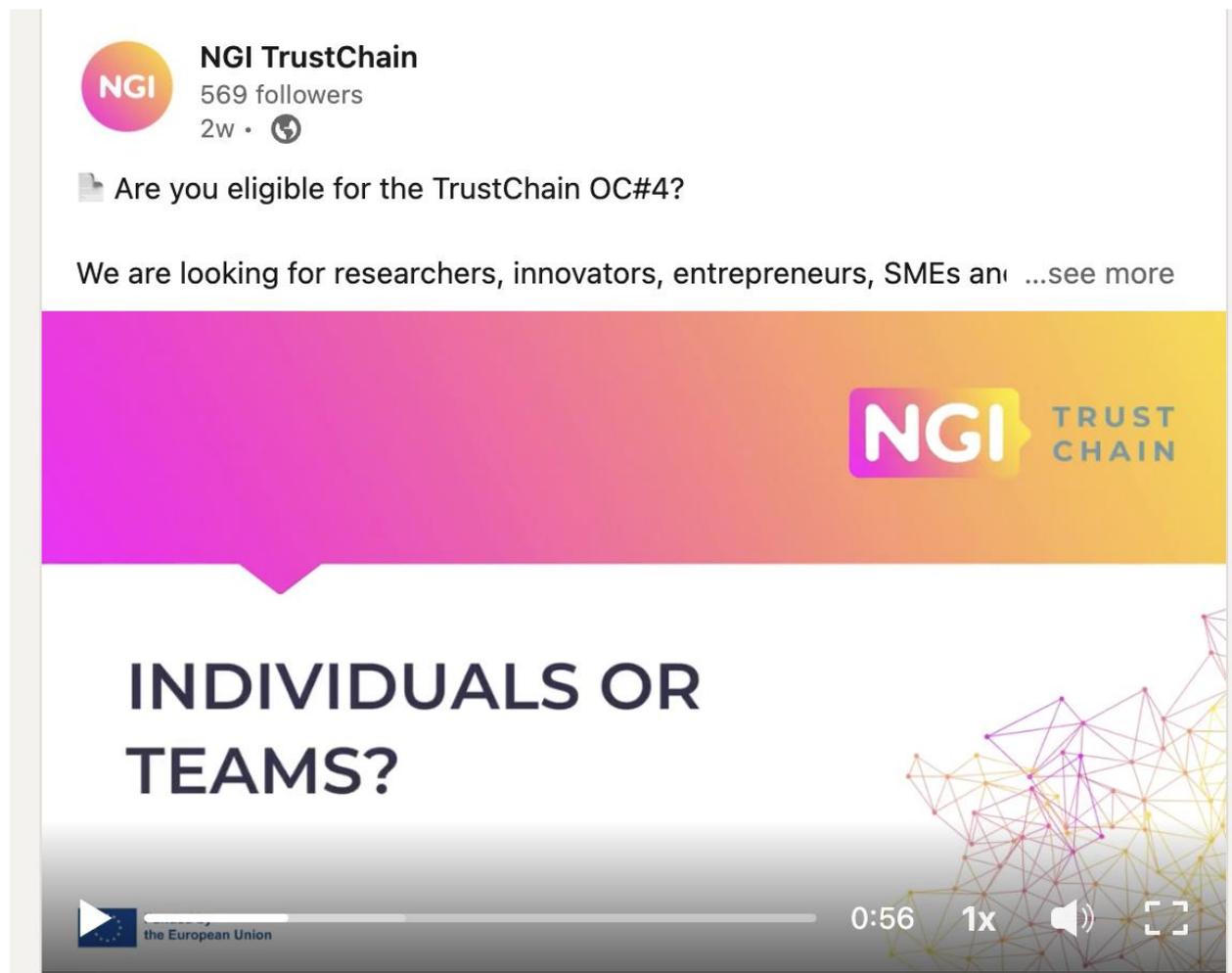
Figure 1: Example of a video post on LinkedIn, topic: eligibility

4.2 PARTNER ROLES AND RESPONSIBILITIES

All partners participate in general communication and dissemination activities at both consortium and partner levels, aligned with Work Package (WP) tasks and expertise. They collaborate to identify and organize relevant activities, engaging with target audiences and related projects. Partners should integrate dissemination into all NICKEFFECT activities, sharing success stories and creating synergies. Engaging local and national media through interviews, visits, and demonstrations is encouraged. Additionally, organizations like universities can leverage their press offices for media outreach.

As set out in the GA, partners are obliged to communicate and disseminate the project and its results by disclosing them to the public. Specific provisions for dissemination (dissemination restrictions) are set out in the GA and CA.

All deliverables marked as public will be made available as downloads on the project website after they have been approved by TrustChain Management Plan (D1.1) and the EC. DC of results from deliverables classified as either confidential or restricted need to be approved by the consortium or the involved partners before any release can take place. The partners' responsibilities in regard to communication activities have been defined as follows:

- All partners have efforts dedicated to communication and dissemination activities, through the channels and tools described in this document;
- The dissemination lead (F6S) will support partners in the implementation of the activities
- All partners are responsible for providing content related to their project activities to enable the creation of blog posts on the project website, as well as content to be used in different channels;
- The development of the project newsletters is a responsibility of F6S, provided that partners provide information and content related to their project activities;
- The management of the social media networks is a responsibility of F6S;
- All partners are responsible for actively interacting with the project social media networks, and;
- All partners are responsible for reporting their communication activities.

5   TRUSTCHAIN COMMUNICATION STRATEGY

The TrustChain communication strategy aims to demonstrate the project's impact and benefits through a funnelled approach, similar to a marketing funnel, ensuring broad yet targeted communication to engage project audiences effectively. This approach employs a mix of media and activities to reach various target groups, using a common visual identity to synchronise consortium efforts and maximise resource efficiency. The strategy emphasises easy-to-understand visual content to make ideas and benefits accessible, sparking curiosity among future end-users who are directed to comprehensive resources.

This approach focuses on building and engaging the user base through low-cost marketing alternatives like social media and targeted advertising. TrustChain uses this methodology to attract applications to its open calls, allowing for quick adaptation based on application numbers while promoting the project and third-party achievements.
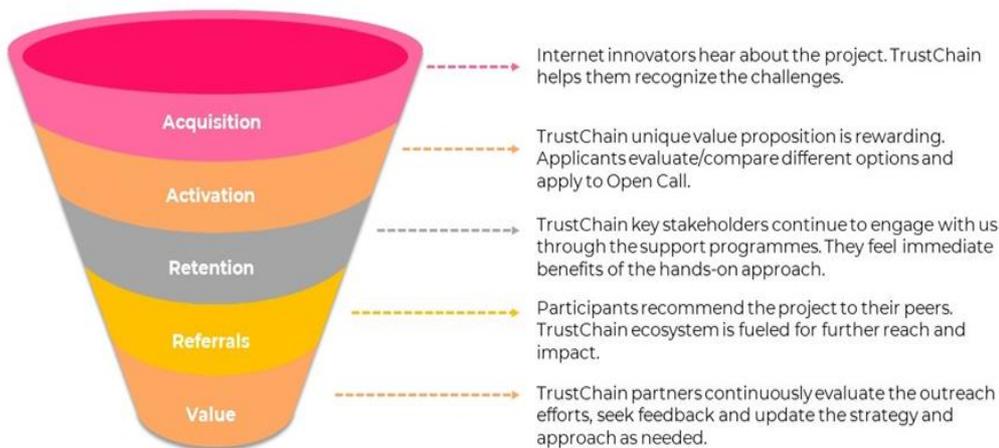
Figure 2: TrustChain Growth Hacking Funnel

Customised materials will target different audience groups, fostering an engaged stakeholder community. The strategy involves gathering useful knowledge from project deliverables, partner interactions, open call projects, among other. This information will be disseminated through TrustChain communication networks to highlight project achievements. By tailoring messages and media to specific

audiences, the strategy aims to optimise the impact of communication efforts throughout the project's duration.

5.1 CHANNELS AND TOOLS

TrustChain leverages a variety of communication tools and channels, including online, offline, and interactive (face-to-face) methods, to effectively engage with different stakeholders. Some resources are intended for general use, while others are tailored to specific target groups. By leveraging the expertise and engagement of partners with their respective audiences and networks, the project puts focus on unique communication channels that partners already use successfully in their daily interactions. This approach ensures efficient and effective stakeholder interaction throughout the project's lifecycle.

5.1.1 Visual Identity

A unified and consistent visual identity forms the foundation of TrustChain's communication materials and branding. The project's visual elements, including the logo and style, help external audiences easily recognize and understand the project, enhancing project awareness. All dissemination and communication tools, such as the project website, Twitter account, LinkedIn page, and various materials (presentations, posters, roll-ups, documents, letters), will adhere to this visual identity. This ensures a professional and cohesive appearance from the project's outset.

5.1.1.1 Logo

The development of a visual identity and a project logo is essential for the consistency and recognisability of the project outputs. F6S has developed the TrustChain logo, in accordance with NGI guidelines and visual identity as presented below.

Figure 3: TrustChain logo

5.1.1.2 Colour Palette

Apart from the logo, colour is the most effective visual clue to communicate and represent the TrustChain brand. Colours were selected inspired by the original logo and also in the elements around the TrustChain ecosystem. The colours found on the logo set the tone of vibrant, energetic, optimistic and experimental.

They represent the project at the highest level and should be present in all communications to ensure our materials reflect a cohesive image or visual story.

As base colours, the pink and yellow were selected for their complementary energy, pink as an empathetic and kind colour – in tune with human-centred and ethical development of digital and industrial technologies – and yellow for its brightness and guidance. Together the two core colours generate gradients rich in orange, stabilising and further symbolising a harmonious and trustful social connectivity.
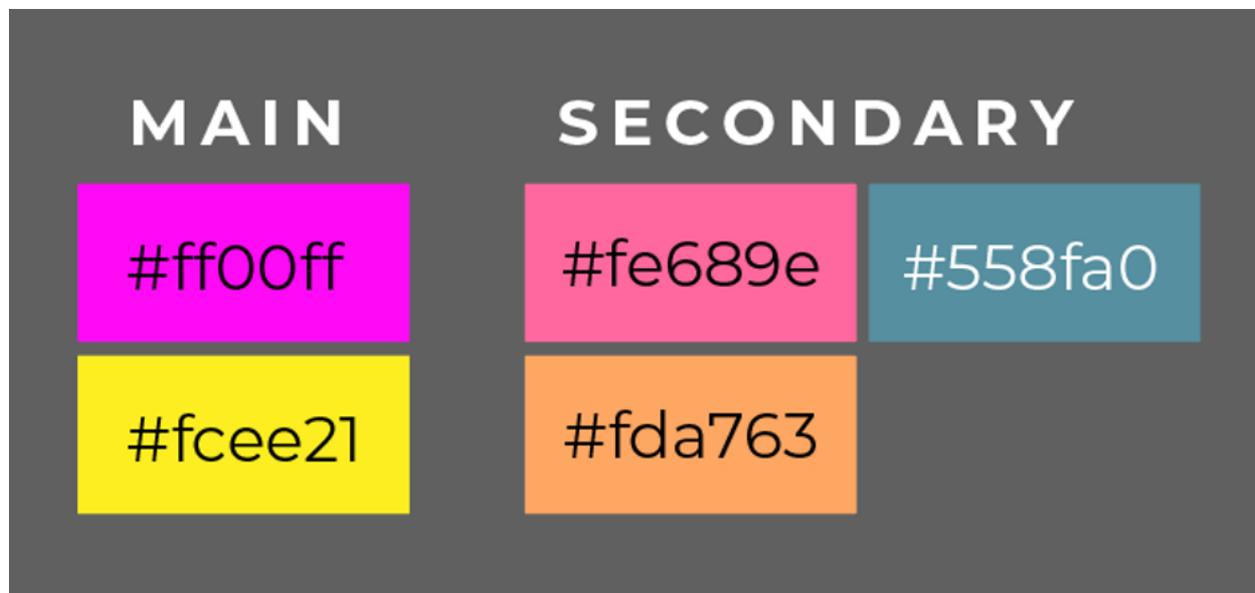
Figure 4: TrustChain colour Palette

Additionally, visual elements used across different TrustChain templates, documents and channels are connected to its main theme. TrustChain will stand by the shapes that best represent the keywords:

Portfolio / Ecosystem / Governance / Decentralised /

Human rights / Democracy / Community / Inclusivity /

Legal / Ethics / trustworthy / Privacy / Identity /

Self-sovereign / Sharing / Resilient / Building blocks /

Interoperable / Storage / Portability / Secure / Reliable /

Scalable / Multichain / Energy / Environment / Green /Sustainable

As set out in our visual identity manual[3], different elements are used for this purpose (showcased below).

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[3] https://trustchain.ngi.eu/resources/ (under "Branding")

Extrusion is the process of generating a 3D object from a flat shape i.e. a circle becomes a cilinder.
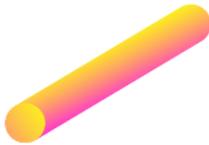
This process is in a way a representation of the concept of protocol, a seamless and perfect result of an expected outcome. It's truthfull to its format, it's mathematically mesmerizing, and brilliantly modular.

The interaction between 2D and 3D reflects the increased digitalization of society, the dialogue of physical with digital space.

Decentralised digital identity

Economics and democracy

User privacy and data governance

Multi chains support for NGI protocols

Green scalable and sustainable DLT

Figure 5: Excerpt from visual identity manual

5.1.1.3 EU Funding Acknowledgement

Across all outputs of the TrustChain project, and accompanying the logo, a text concerning the source of the project's funding will be provided along with the European flag, as shown in the figure below.

Funded by the European Union

Figure 6: EU Funding acknowledgment

Moreover, any communication or dissemination activity related to the action must indicate the following disclaimer, as stated in the Grant Agreement:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

In the case of TrustChain, the granting authority is the European Commission.

5.1.1.4 Document Templates

All TrustChain consortium partners have at their disposal, through shared directory, a Word Deliverable Template and PowerPoint Template, developed by F6S to ensure the coherence of the project documentation and representation in line with visual identity. Additional presentations and/or document templates are created on an as-needed basis and created by F6S or when appropriate another partner based on the original template. TrustChain partners use the PowerPoint and Word templates wherever applicable, in particular when presenting the project and/or its outcomes internally or externally.

Figure 7: TrustChain deliverable template
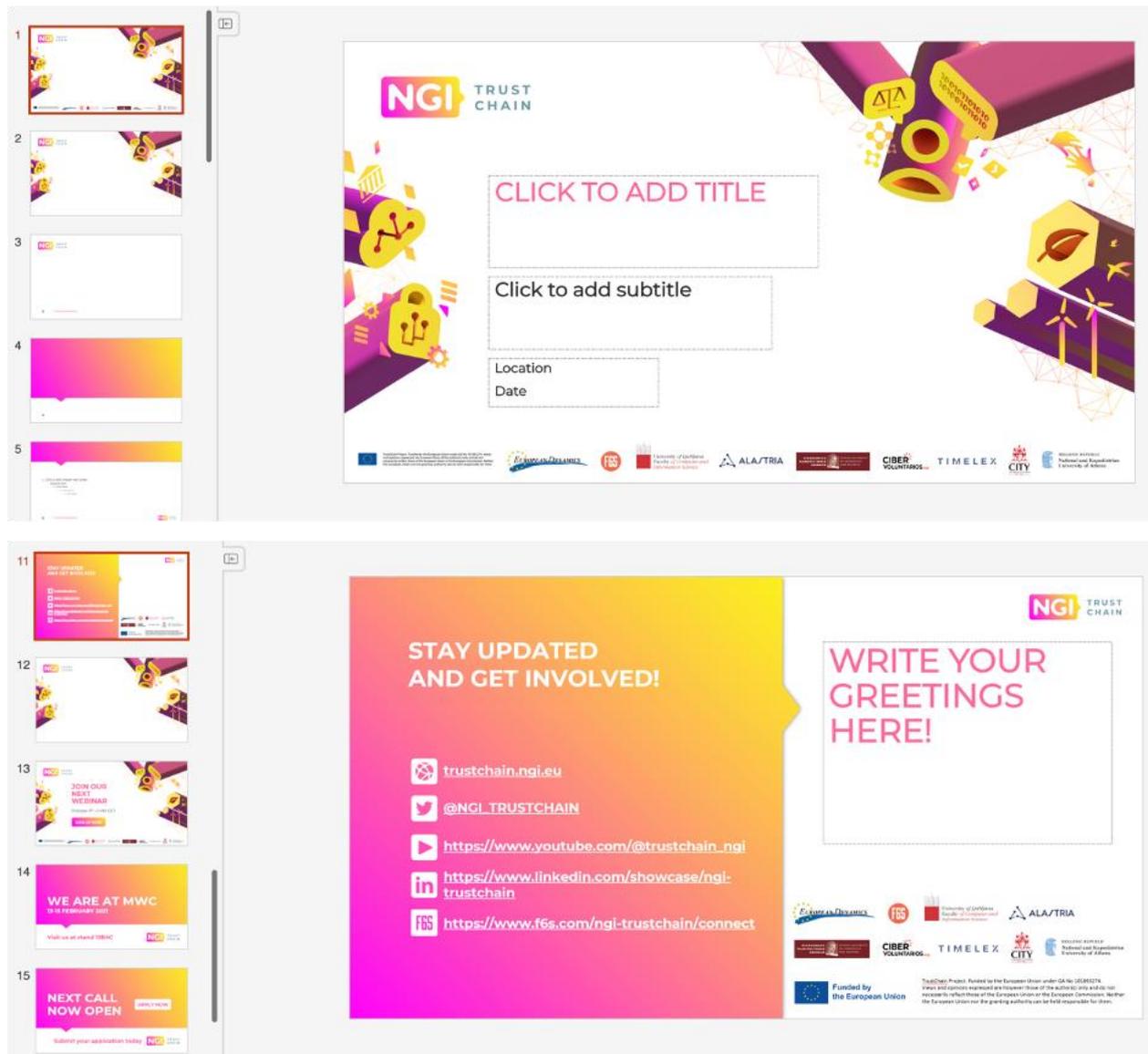
Figure 8: TrustChain PowerPoint Template

5.1.1.5 Visuals and Graphics

Various templates and visuals were prepared by F6S in order to present the project on its social media channels. The visuals are developed and suited to project's channels' needs, using the TrustChain visual identity as the base. The project logo is present in every template, to maintain coherence throughout all communication

efforts. More details on how these templates were used are also showcased in the D2.6-D2.8 Open call communication and campaigns reports.
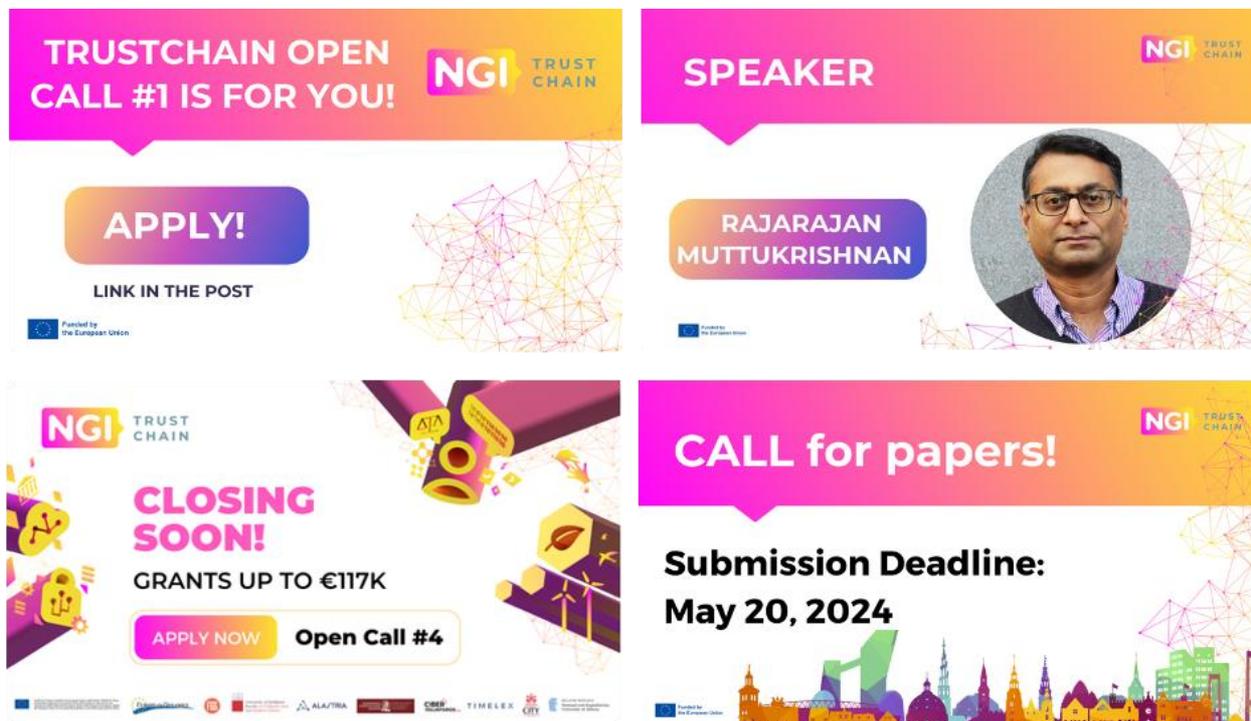
Figure 9: Examples of TrustChain posts

5.1.2 Online Presence

5.1.2.1 Website

Today, the internet is the primary channel for communication and interactions, particularly when reaching a broad or geographically dispersed audience. Launched already in M1, the TrustChain website is an evolving one that will continue to grow throughout the project. It serves as the main interface for public communication, addressing various target audiences with essential project information, events, and funding opportunities.

F6S updates the project website based on contributions from all partners. The website hosts information on the aims, objectives, solutions, Open Calls and Expressions of Interest for the evaluators, Resources, Innovators' pages and more. It contains also the partners' information, working material and activities, as well as downloadable

promotional material, PowerPoint presentations and videos. It is also a crucial tool to showcase key findings and success stories.
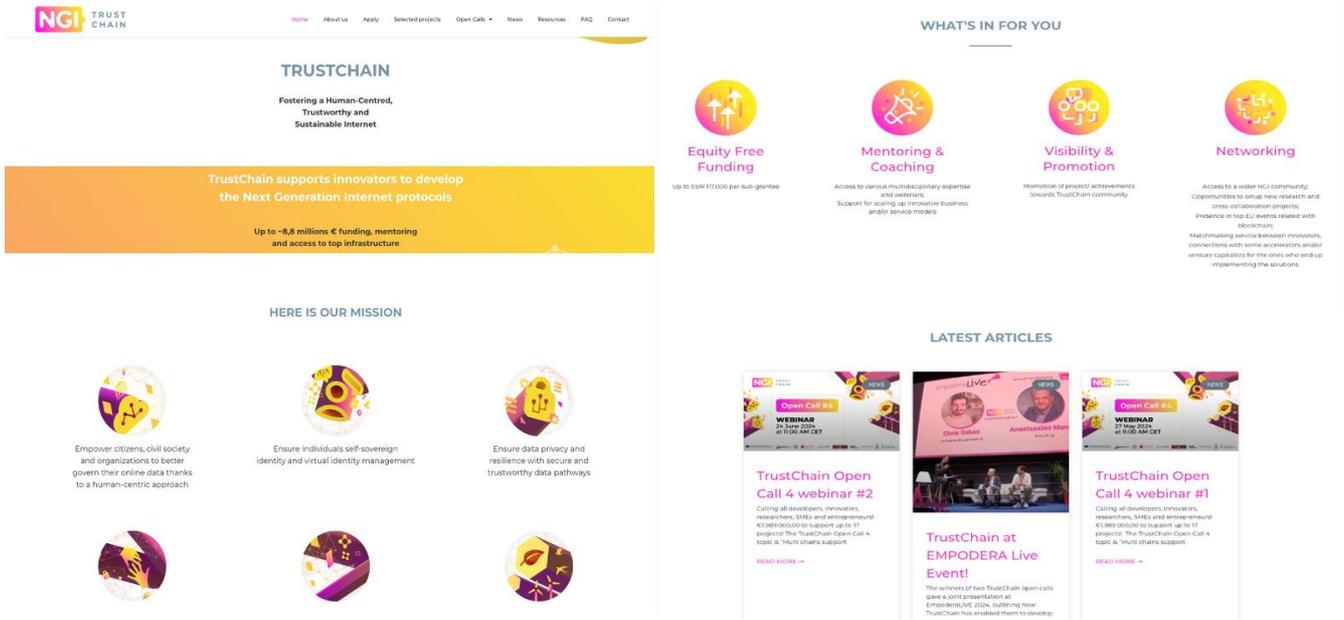
Figure 10: TrustChain website landing page

RESOURCES

▲ Media kit

TrustChain Poster: Download!

TrustChain Roll-up: Download!

Open Call #1:

Press Release: THE TRUSTCHAIN PROJECT SUCCESSFULLY LAUNCHED WITH KICK-OFF MEETING IN ATHENS

Press Release: Application for TrustChain OPEN CALL #1 is now LAUNCHED!

Open Call #2:

Press Release: TrustChain Open Call #2 is launched!

Open Call #3:

Press Release: TrustChain Open Call #3 is launched!

Media kit: Press release, visuals for OC3 promotion

Open Call #4:

Press Release: TrustChain Open Call #4 is launched!

Media kit: Press release, visuals for OC3 promotion

▲ Branding

Project Logo: download here

Visual Identity: download here

▲ Newsletters

- Newsletter #1
- Newsletter #2
- Newsletter #3
- Newsletter #4

▸ Webinar Presentations

Figure 11: TrustChain website - Resources page

5.1.3 Social Media Channels

To broaden its audience and establish interactive communication, TrustChain is very active in its social media presence. This also involves leveraging channels that partners regularly and successfully use for engaging with their networks and relevant stakeholders. Continuous content sharing maintains a steady news flow, while some partners will use social media for special occasions. Platforms like LinkedIn and Twitter are used to enhance visibility, share knowledge swiftly, promote project results, and engage with the public, especially innovators from each Open Call sharing their expertise, experience in the project and their solutions. The LinkedIn page and Twitter account are central to these efforts, allowing the project to disseminate information quickly and interact with a broad audience. By encouraging partners to integrate their social media efforts, TrustChain ensures a cohesive and comprehensive communication approach that maximises the project's visibility and engagement across different sectors. Lastly, TrustChain has collaborated (and will continue to do so) with sister projects such as Trublo, OntoChain, NGI Taller, SEEBLOCKS.

5.1.3.1 Content Types

In addition to general visibility of the project and raising awareness of our goals and plan, the aim of our content marketing efforts will be to support the target audience's journey towards decision-making (i.e., applying to an Open Call, sending an Expression if Interest as an evaluator, create synergies with our innovators, etc.). In this regard, the following types of content will be developed:

Table 8: TrustChain types of content

Attract	Engage	Maintain	Activate
Educational content about the project scope and objectives, partners' presentations, partners' testimonials	Blog posts, articles, success stories, interviews and showcase of results and key findings	Email marketing, social ads and retargeting initiatives	Events, demonstrations, workshops, conferences, etc.

5.1.3.2 LinkedIn Page

The LinkedIn project page[4] is utilised for targeting content to very specific industries, companies, researchers, SMEs and other stakeholders of interest as it is a channel for business networking with more than 433 million members. It is a place open to all who are interested in learning about TrustChain opportunities, infrastructure and services, sharing opinions, asking questions and getting more involved with the project. Additionally, it is a great platform to provide more visibility for both innovators participating in TrustChain as well as other opportunities from the NGI and sister projects. At the time of writing this deliverable, LinkedIn account is being followed by total of 579 followers.

Frequency of posts: once to twice per week throughout the project outside the periods of an active OC campaign, when post frequency is increased up to 6 weekly posts. Content on LinkedIn is sustained by content created by F6S and also the one provided by the partners, innovators and NGI.
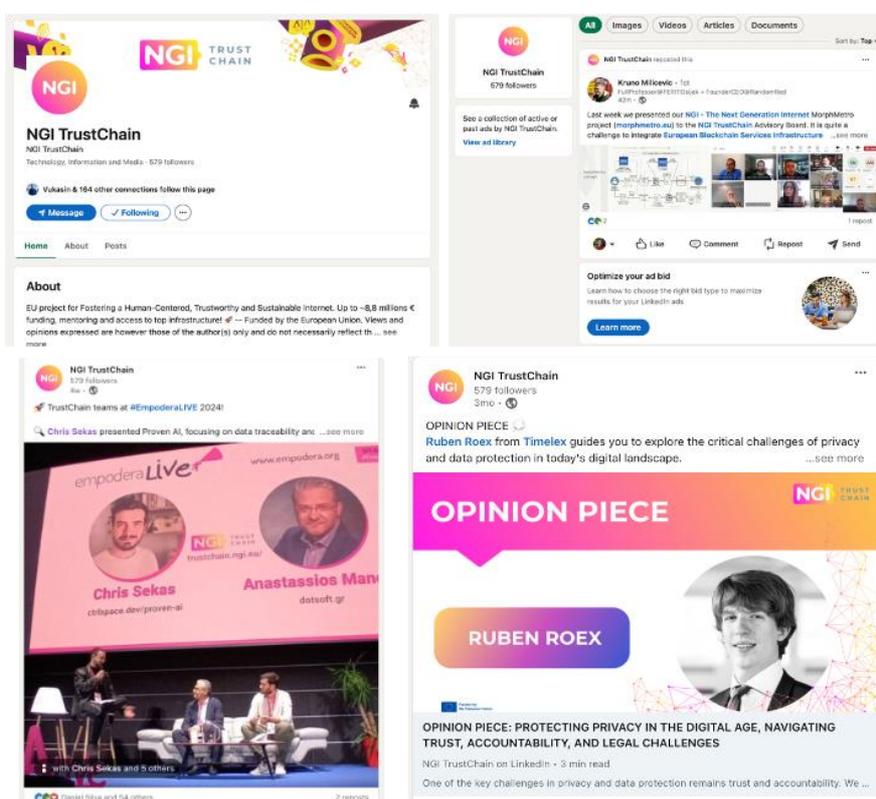
Figure 12: TrustChain LinkedIn profile: screenshot

5.1.3.3 Twitter Account

The TrustChain Twitter account[5] is used with the objective of providing accurate, new and well-curated information to all interested parties. The content assures the proximity with the followers and provides concise and informative content. At the time of writing this deliverable, Twitter account is being followed by 149 followers.

Frequency of posts: two to three times per week throughout the project, increasing in frequency during critical phases, such as OC, events and results sharing. Twitter will be sustained by content created by F6S and content provided by the partners.
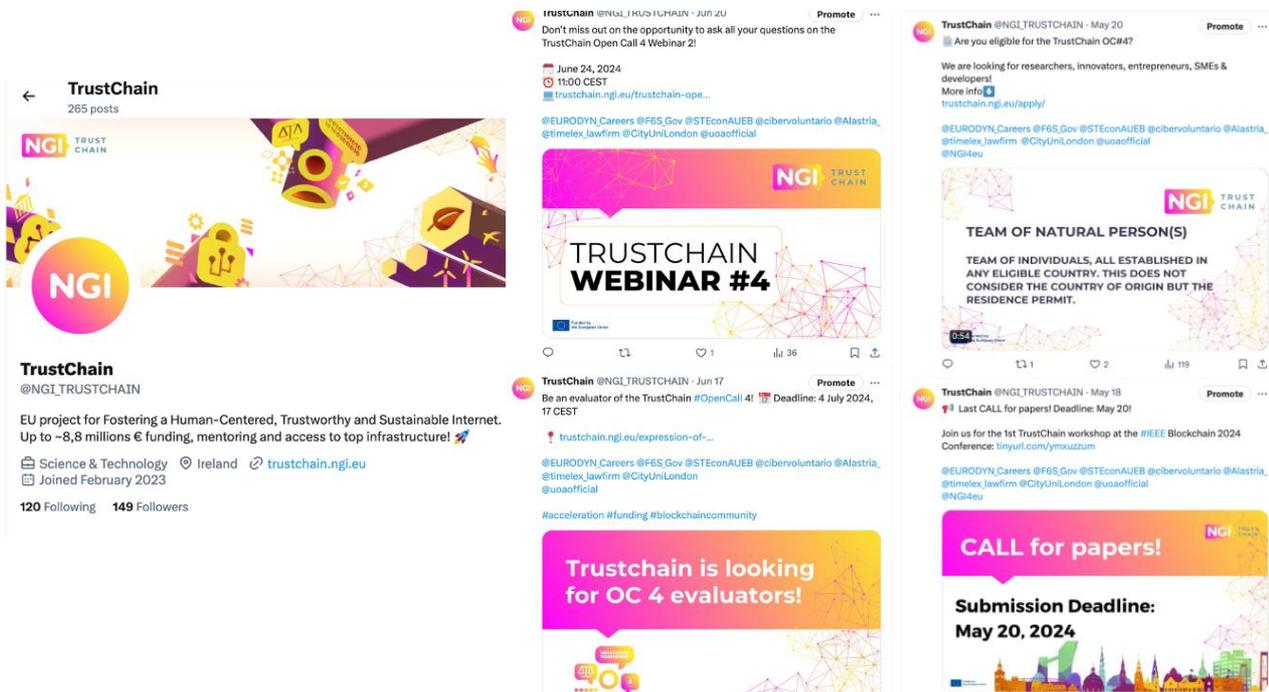
Figure 13: TrustChain Twitter profile: screenshot

5.1.3.4 Other Channels

Besides the listed channels, TrustChain will also communicates with audiences through email, meetings, demonstration events, distributing important news, sending press releases, inviting to engage as well as doing presentations. Partners target relevant online newsrooms and media contacts with articles and contributions.

Relevant EC channels such as newsrooms and blogs are targeted, and contributions made to the coordinated dissemination portal as part of the collaboration with support actions and other large-scale pilots.

TrustChain YouTube channel has been established since the very beginning of the project in order to display the activities in the OC campaigns. As an addition to the other resources, full webinar videos are available there (and on the website, in the Resources section).
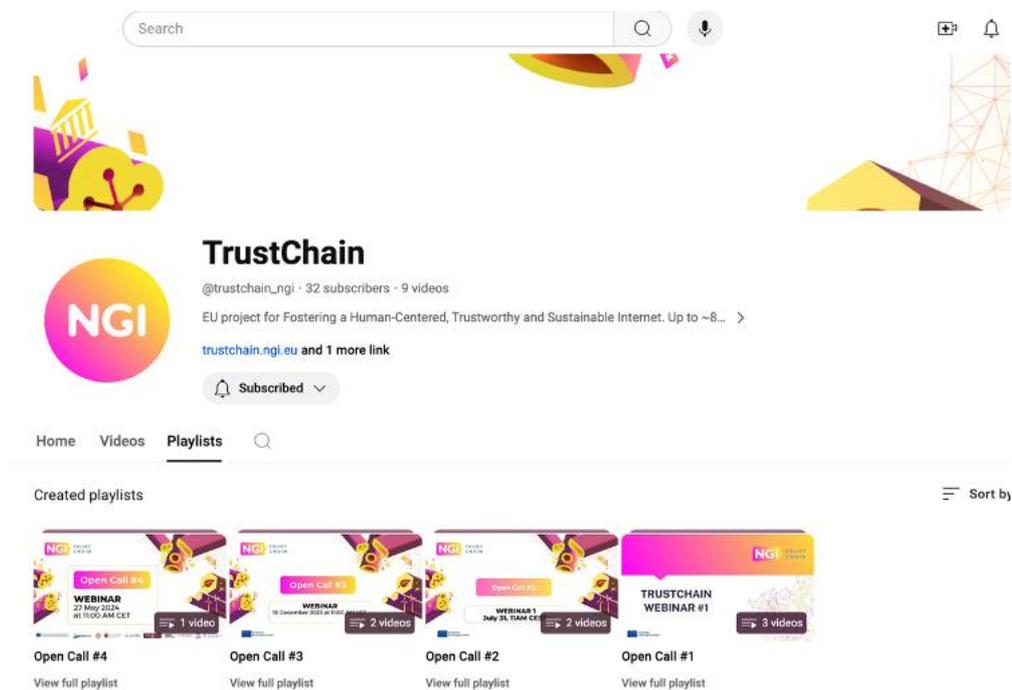
Figure 14: TrustChain YouTube channel: screenshot

5.1.4 Newsletter

An online newsletter was developed and delivered according to the most important moments of the project, such as the during the OC campaigns and other opportunity announcements. It also includes the latest news from the field or from other projects working on relevant topics.

All TrustChain partners are regularly asked to contribute to the newsletters with content and to give their feedback whenever necessary, in order to ensure the involvement of all partners and to encourage a discussion that will allow the growth of the content quality. A new newsletter is released twice per year (M4, M08, M14, M17 so far).

Website visitors may subscribe to the project's newsletter. There is a subscription button on the footer of the website, to make sure the visitors see it when they access the website. Anyone will also be able to unsubscribe at any given point from the TrustChain Newsletter (through a link provided in each issue of the newsletter) and all the collected data will be stored and saved in accordance with the GDPR compliance. This data will not be accessible to other third parties.

To stay engaged and competitive in interactions, TrustChain will take into account the following:

- Responsive email design for better engagement: Mailchimp, a real-time e-mail marketing automation platform will be used to design and distribute responsive, targeted e-mail campaigns, with the enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Dynamic customisation and personalisation: The e-mail double opt-in form on the TrustChain website will require only the name and an email address.

Figure 15: Newsletter Subscription Form

The newsletters will be sent by email to subscribers and shared on TrustChain social networks. There will also be an archive on the Resources part of the website for the newsletters, where they can be read by anyone at any time. In order to achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the TrustChain partners will are encouraged to distribute the newsletters to their network of contacts.

5.1.5 Promotional Material

5.1.5.1 Mass Media Communication and Press Releases

Press releases are created as relevant pieces of news, especially targeting regional, national and European electronic media. In addition to the direct outreach, partners are also be asked to distribute the press releases to relevant media within their own

regions/countries as well as to their professional networks and to publish it on their websites. So far, 5 Press Releases[6] have been created.

It is through partner networks and Open Calls outreach that cooperation with certain platforms and portals have been established. It is worth mentioning that due to the eligibility criteria for participants, the EU delegations in eligible countries also shared with their respective networks the news about the project and OCs. Moreover, there is a coverage when it comes to the events (co)organized by the project partners or where they were attending as participants/presenters where additional promo materials are created. Where network connections of the partners are also strong on a national or regional level, the press releases have been translated for a wider reach of potential applicants.

5.1.5.2 Printed Materials

Diverse types of promotional material are designed for print and when possible, this material is also available in digital form, especially concerning the environmental impact printed material has. Partners are invited to share this promotional material on suitable occasions, thus putting TrustChain directly in the hands of the right set of target audience.

At the time of writing this deliverable, there have been 3 OCs closed and 4th running. For each OC, certain types of materials that could be printed were developed as showcased below.[7]

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[6] https://trustchain.ngi.eu/resources/ under "Media Kit"

[7] For more details on all the materials prepared, see D2.6-D2.8 Open Call communication and campaigns reports.

Figure 16: TrustChain flyer

Figure 17: TrustChain poster

Figure 18: TrustChain Roll up

An A3 info poster has been designed early in the project to help explain the TrustChain Open calls Although the information is in English, it can be translated into other languages, but the content should be kept as close as possible to the message that is conveyed in the original text.

The production of communication material also includes other materials that the partners might find relevant to have present at events such as: postcards, stickers, folders, notebooks, totes, pens and t-shirts. These will be prepared by request and in advance and distributed at relevant events.

A roll-up banner stand was designed for display at events hosted by TrustChain partners and various external events of relevance to the project. The roll-ups and other material are to be printed by partners locally, following the recommended layout and design suggestions to ensure consistency.

A 2-pager flyer serves explaining the concepts of TrustChain. It will be updated by the end of the project to showcase the outcomes and results. Likewise, as the information is collected after each cohort of an OC, additional materials, including brochures will be created.

5.2 NETWORKING AND LIAISON WITH OTHER INITIATIVES

The project partners will disseminate project activities and outputs by participating in networking and informal personal meetings. Official TrustChain presentations will be used whenever possible to showcase the project results and activities at different stages of project development. Due to the topics of the OCs and theme of the overall project and NGI, Trustchain project has been exposed on several fronts.

Close ties with other relevant initiatives under EU-funded, international or national programmes will be established to help achieve higher awareness and impact on the target groups.

UL has been a participant and co-organiser of the EU Blockchain Week in Slovenia, a prominent blockchain event taking place yearly. CIB has a standalone event EmpoderaLIVE, also on the yearly basis and all the partners were involved and will continue to do so in the NGI yearly Forum and any other hybrid and physical events organised by the initiative. Furthermore,

Throughout the entire length of TrustChain, the consortium will maintain close contact with other projects under the NGI initiative, sharing knowledge and engaging stakeholders where applicable. So far, the collaboration has been established with SEEBLOCKS.eu, TruBlo, ONTOCHAIN, NGI Enrichers, NGI Taler as well as AIPlan4EU through joint participation in the events, and through amplifying the reach of open calls via project newsletters and other engagement on social media.

Figure 19: Examples of coverage by other projects

5.3 TIMELINE OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination

activities will take place as intermediate and final project results are available. The dissemination will follow the AIDA model:

- **A**wareness to attract the attention of the target audience;
- **I**nterest of the target audience;
- **D**esire of the target audience to know more about the project; and
- **A**ction to lead the target audience toward

According to this principle, three phases are considered:

- **Initial phase (Awareness):** focused on increasing the visibility of the project and mobilising stakeholders and innovators. At this phase, the main activities were related to the implementation of the communication/dissemination tools (website, social networks and visual identity), preparation of dissemination material, general presentations of the TrustChain project, the distribution of publishable abstracts and progress resumes.
- **Intermediate phase (Interest/Desire):** focused on disseminating available initial data and evidence on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and technical activities focused on informing and engaging the target stakeholders when preliminary results become available. Having in mind that each Open Call innovators are producing outputs throughout the project, and that the first Open Call was announced at the very beginning of the project, this phase is the longest and intertwines with both first and third phase as necessary.
- **Final phase (Action):** focused on encouraging further exploitation of the TrustChain outcomes (transfer to other industries, market of new products, replicability). At this phase, the results of the validation of the TrustChain approach and the transferability analysis will be presented in journals, conferences and relevant events.

Logically, the dissemination activities are more weighted towards the second half of the project as the OC1 innovators' last deliverables were just assessed by the mentors at the time of writing of this deliverable. On the other hand, communication activities follow the timeframe of the project – from the M1 to project completion.

5.4 MONITORING OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Monitoring is the continuous and systematic process carried out during the project, which will generate data and insights from the project implementation and help assess whether the DC activities were carried out properly and successfully.

The success and impact of the TrustChain dissemination and communication activities is monitored on an ongoing basis and reported in the relevant deliverables in addition to this one and its next iteration (D2.6 through D2.10 - Open call communication and campaigns reports; D5.3 through D5.7 - Value proposition and impact of OC1-5; D5.8 & D5.9 - TrustChain impact, exploitation and sustainability report).

The monitoring system is in place with the aim to provide evidence and keep track on whether the DCP is being implemented as initially planned and scheduled.

It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

Table 9: Dissemination and Communication KPIs

Action	Audience	KPI	Current status *(on 04 June 2024)*
Website	Academia, researchers, startups/SMEs, business, authorities, citizens	1500 unique visits/year	26 679 unique visits
Social media and YouTube channel	Academia, researchers, startups/SMEs, business, authorities, citizens	Accounts in Twitter and LinkedIn. > 50 posts/year	2 accounts, 162 project-created posts in total on each network
Promotional material (2 videos, posters, banner, brochures)	Academia, researchers, startups/SMEs,	2000 copies/downloads	24 Media kit downloaded

			25 Branding kit downloaded
Publications in academic & scientific journals	Scientists, academia, researchers	15 articles in journals and specialised magazines	0
Publication in business and general media	Startups/SMEs, business, authorities, citizens	12 articles in sectorial magazines, 5 articles in general media	10 articles in general media, 1 article in general business outlet 55 blogs post, website articles
Newsletter	Academia, researchers, startups/SMEs, business, authorities, citizens	2/year reaching 1000 people	4 newsletters published; 380 direct deliveries
Presentations in external conferences workshops, & seminars	Academia, researchers, authorities	Presence in at least 9 European and International conferences	7 European and International conferences attended
Number of workshops, trainings and final conference	Academia, researchers, startups/SMEs, business, authorities	Organisation of 5 workshops, 5 trainings and 1 final conference.	4 workshops organised + 1 ongoing

International and European cooperation	Academia, researchers, startups/SMEs, business, authorities	>4 common campaigns >3 co-organized events >5 trainings for EDIHs >4 partnership agreements	3 common campaigns delivered + 1 ongoing, 4 co-organized events

In addition, the project has adopted various methods to evaluate the effectiveness of communication and dissemination. These methods include:

1. **Monitoring press coverage:** Project partners will report on how the local press covers the project's messages to gauge the impact of communication and dissemination. This will help identify areas of interest that can be used to create similar stories or adjust the project's strategy.
2. **Collecting feedback**: Partners will register input from events and new contacts made, reporting any new opportunities that arise from project activities. Feedback will help assess the quality of the project's outcomes, identify stakeholder needs, measure the project's impact, and indicate whether the strategy needs to be revised.
3. **Analysing website statistics**: The project will use Google Analytics to gather data on the number of live and archived views, the viewers' countries of origin, and the duration of their visits. This data will be used to evaluate the website's success and presence on the internet.

The project will classify its communication and dissemination efforts according to their level of impact: building an understanding of the project's goals and benefits, deepening understanding of the benefits, and inspiring action.

When it comes to collecting feedback, TrustChain Dissemination & Communication master sheet has been made, which all partners are to fill in regularly. By reporting on the DC activities in a timely manner, the process of evaluating the DC efforts and strategy is more easy to follow and add more steering where needed.

6   CONCLUSION

D5.1. Project Dissemination and Communication Report focused on the activities performed during the first half of the project lifetime. To provide an overview of the strategy behind the activities chosen, the report first highlighted the plan for the dissemination and communication activities but also connections to the Open Calls.

The Dissemination and Communication Plan sets out its main objectives, identifies target group and key message, scouts the ecosystem of stakeholders to leverage the outreach of the project activities, as well as selects channels which will be integrated in both traditional and digital media.

During the first 18 months, the TrustChain consortium was able to achieve a considerable number of KPIs due, aligned with the main activities intended for this time period and along with OC campaigns. The next shift in communication strategy will only take place after the 5th Open Call is successfully closed were the main emphasis with be on the innovators, their solutions and overall project outputs.

In summary, the Communication and Dissemination activities were a pivotal part of the TrustChain activities contributing for the overall success of the promotion campaign of the open calls organised and promoted by the consortium, as well as to maximise the outreach of the first results produced within the period.