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D6.1 CONTENT MARKETING AND GROWTH HACKING PLAYBOOK

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ABSTRACT	This document outlines key principles behind the project's communication, growth hacking, ecosystem building activities and liaisons with relevant networks/ initiatives.
KEYWORDS	communication, strategy

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R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

This deliverable, named “Content Marketing and Growth Hacking Playbook” (D6.1), aims to establish all the related communication and dissemination activities on a structured basis as well as setting up the main tools that will enable the consortium to address relevant audience with appropriate materials and events in order to promote project results and contribute to the exploitation activities.

This document is comprised of the following chapters:

- Chapter 1 provides the strategic context for planning and delivering our outreach activities at the regional, national and pan-European-scale. This chapter introduces the inbound marketing methodology and its ethos of attracting, converting, closing and delighting the audience. Finally, here we offer an in-depth overview of the project's target groups and their journey through NGI DAPSI over time.
- Chapter 2 offers an overview of tools, channels, and activities. NGI DAPSI channel mix is introduced, consisting of a dynamic newsroom section and social media content, influencer/ PR outreach, as well as in-person marketing.
- Chapter 3 covers timing and schedule. A collaborative activity calendar will be introduced, for both digital and in-person communication. This is to allow for flexibility to the schedule and provide opportunities for real-time engagement with our audience and key stakeholders.
- Chapter 4 addresses monitoring and ongoing evaluation of the DAPSI outreach plan's efficiency. The chapter introduces a governance/oversight model for the coordination of NGI DAPSI communication activities and offers an overview of partners' responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communications, engagement with European SMEs, policy makers, investors and other stakeholders from the data portability space, and the advocacy of NGI DAPSI brand.

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ABBREVIATIONS

EU	European Union
EC	European Commission
NGI	Next Generation Internet
DAPSI	Data Portability and Services Incubator
WP	Work Package
CMGHP	Content Marketing and Growth Hacking Playbook
GDPR	General Data Protection Regulation
DoA	Description of Action
GA	Grant Agreement
CA	Consortium Agreement
PDF	Portable document format
GIF	Graphic Interchange Format
EEN	Enterprise Europe Network
INSME	International Network for Small and Medium Enterprises
ICT	Information and communications technology
AARRR	Acquisition, Activation, Retention, Referral and Revenue
KPI	Key Performance Indicator
BDVA	Big Data Value Association
ECSEL	Electronic Components and Systems for European Leadership
AIOTI	Alliance for Internet of Things Innovation
EIT	European Institute of Innovation and Technology
aNG	a New Governance

INTRODUCTION

This document is developed as part of the Data Portability & Services Incubator project and it represents Deliverable 6.1: Content Marketing and Growth Hacking Playbook.

This Playbook introduce a lean content marketing methodology, the underlying approach as well as growth-hacking principles that relate to DAPSI brand and ecosystem building activities. Moreover, the Playbook contain a list of KPIs (clear and well-defined), that reflect strategic goals and objectives of DAPSI. It also includes a strategic stakeholder analysis. This is to help us understand their expectations and attitudes as they relate to DAPSI as well as craft the narrative and key messages to be delivered. A detailed activity plan is presented together with tools and channels to be used.

To spread its messages across, DAPSI explore the following opportunities: NGI projects and stakeholders, influencers and networks, industry events, content creation and search marketing, social media, video, and so forth. Close attention is paid to marketing and promotional activities during our open calls.

The Playbook heavily relies on seeking complementarities and mutual benefits with current initiatives, projects and programmes (both EU and industry driven) to maximize outreach and engagement.

It will be continually updated to prove the overall value of DAPSI growth-hacking efforts and set further guidance.

The DAPSI's dissemination and exploitation efforts are heavily rooted in the high-level objectives of the project, mainly those related to O7 and O8:

- O7: To create a community of stakeholders and coordinate the work with other NGI initiatives and projects to benefit each other from peers' achievements and align it with the EC strategy for NGI.
- O8: To communicate and disseminate DAPSI progress beyond the state of the art in Data Portability and related success uses cases.

1 STRATEGY

1.1 METHODOLOGY

DAPSI's public outreach activities will rely on the core principles of growth hacking. The main idea is to put our key stakeholders at the centre of a vibrant ecosystem they actually need – an immersive, engaging and focused data portability partnership program.

Basic definitions of adopted methodologies and how they are going to be applied to our communication, growth hacking and ecosystem building activities are given below:

Growth hacking¹ – Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods. Growth hacking, as it is applied to DAPSI, involves experimenting with different tools, channels, activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.

Content marketing² – “The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” In the same way, DAPSI content will be designed and customized to attract, engage, delight our key stakeholders.

AARRR funnel/ framework (Pirate metrics)³ – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable metric goals for the business. As the AARRR is a part of Growth Hacking, within DAPSI, it is used as a central metric system for the classification of DAPSI content marketing activities, appropriate channels for the distribution of it and successful acceptance of the DAPSI's value proposition. Moreover, all KPIs will be distributed in accordance to these stages of the funnel diagram.

¹ <https://growthhackers.com/about/sean-ellis>

² <https://contentmarketinginstitute.com/what-is-content-marketing/>

³ <http://theleanstartup.com/principles>

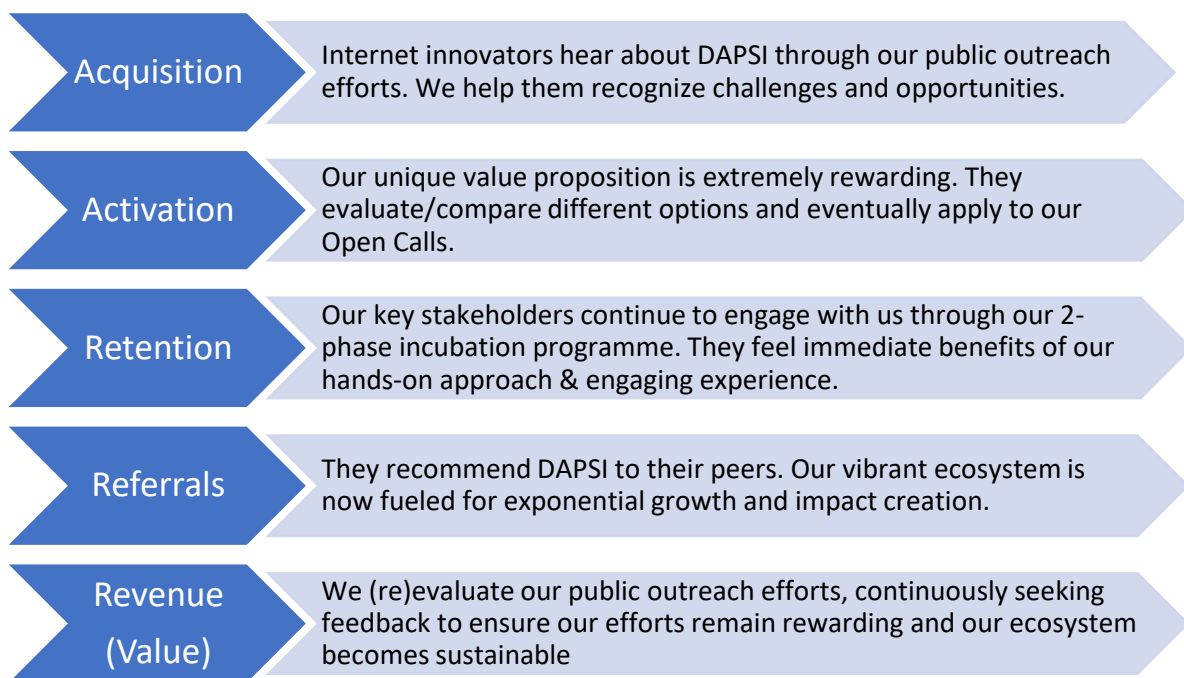


FIGURE 1: DAPSI AARRR FUNNEL

1.1.1 Approach

DAPSI approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be taken into consideration to grow the impact of our communication, growth hacking and ecosystem building activities.

The following table lists a set of activities and associated questions to be discussed in the following chapters.

TABLE 1: CRITICAL QUESTIONS LIST

Activity	Critical question	Chapter
Targeting	Who is our target audience? What is our message?	1
Methods	How are we going to reach that audience?	2
Content Development	What types of content does our audience find relevant?	2
Timing	When is the right time to reach our target audience?	3
Evaluation	How effective are our public outreach efforts?	4

To bring together data portability researchers, innovators, SMEs, investors, accelerators, corporates, communities and other ecosystem players (e.g. policy makers), to promote networking among them, but also raise deeper understanding on the benefits of the dynamics of our programme, best practices of inbound marketing will be adopted. The inbound methodology will put DAPSI in front of its stakeholders at the moment when they are actually looking for what DAPSI has to offer – a data portability vibrant innovation ecosystem.

Unlike the outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound is about them (i.e. our key stakeholders).

Inbound marketing, as it is applied to DAPSI, involves strategic planning, content development, distribution across the most meaningful channels available, including online, print, and in-person, as well as metrics for the various stages of the DAPSI growth funnel.

The overall purpose of our inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in DAPSI. Each type of activities will be aimed at reaching one or more of the above levels across the different audiences through the tools, channels and activities described in Chapter 2.

1.2 PRINCIPLES

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

- Long-term relationship building and earning trust. DAPSI will build stakeholders respect and recognition, as well as cultivate trust in its ecosystem by leveraging hands-on expertise and thought leadership to market our main offerings to key ecosystem players;
- Personalized, multi-channel communication. DAPSI will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders;
- Empowerment. DAPSI will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their DAPSI fuelled transformation journey.

1.3 OBJECTIVES

In order to ensure compliance to objectives proposed and the respective KPIs, our communication, growth hacking and ecosystem building activities aim to promote the DAPSI incubation programme and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

- Establish buzz, raise awareness and visibility for DAPSI;

- Engage the wider community of innovators linked with service and data portability topics;
- Capitalize upon DAPSI enablers to build and nurture favourable ecosystem and attract a critical mass for the research and development of innovative solutions based on service and data portability;
- Drive a high number of quality applications to DAPSI Open Calls;
- Work with other relevant initiatives (NGI, EU and industry driven) to cross-promote success stories and leverage communication resources;
- Establish a bidirectional communication path with policy making bodies across sectors.

1.4 TARGET AUDIANCES AND KEY MESSAGES

1.4.1 Focus

It is easily understandable that the main focus of DAPSI communication efforts must be in recruiting good applicants for the open calls which will therefore result in good success stories to be told and allow for the successful sustainability of the project.

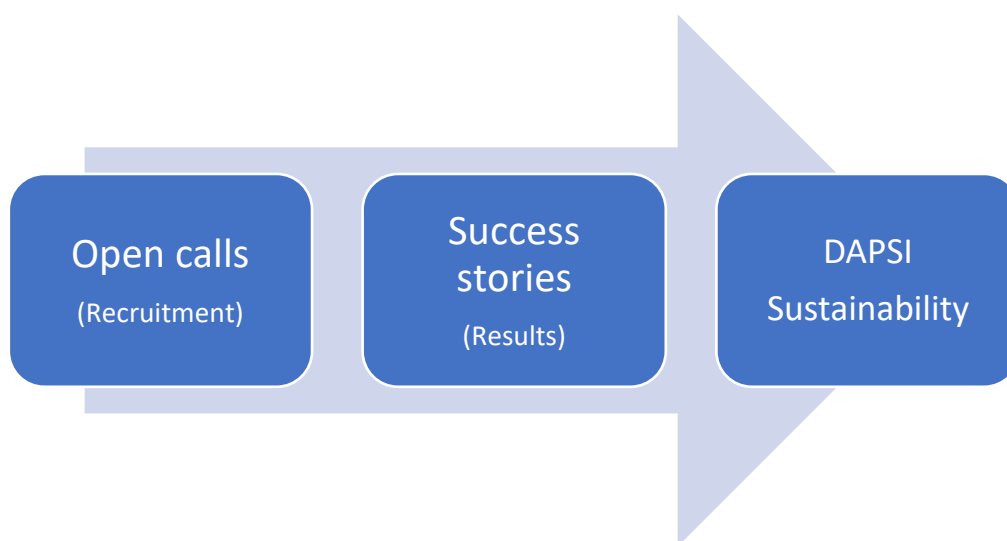


FIGURE 2: MAIN FOCUS OF DAPSI COMMUNICATION

It is also important to be aware that the communication cannot be limited to these elements.

1.4.2 Narrative evolution

The following is an indicative list of themes/ topics to be addressed to trigger the sense of urgency for DAPSI, raise awareness for the necessity to comply with the data portability obligation across industries and urge key stakeholders to apply to our Open Calls.

Attract

- What's NGI Data Portability & Services Incubator? How does it really work? Is this a smart path to take for you?
- Is DAPSI right for me? The ultimate guide to DAPSI Programme.
- Why do data portability innovators choose to work with DAPSI?

Convert

- 12 Reasons you should join DAPSI to take your data portability technology to the next level.
- 10 Reasons why you are ready to join Data Portability & Services Incubator programme.
- 5 signs you are perfect to apply for the Data Portability & Services Incubator programme

Close

- What does joining DAPSI mean?
- What should you know before joining DAPSI?
- DAPSI as a gateway to technology implementation

Delight

- 5 ways data portability technology can fuel new businesses
- Want to better connect with data portability experts? Consider DAPSI
- How developers and users can get more out of data portability technologies?
- DAPSI Spotlight: Lessons from the Demolition Pitch

1.4.3 Target groups and targeted messages

The DAPSI communication needs to be tailored to the specific needs of the different target audiences of the project. This section identifies the 6 target audiences of the project:

1. Tech/internet researchers;
2. Tech SMEs/Innovators;
3. Investors;
4. Accelerators and other innovation support entities;
5. Corporates and industry;
6. Authorities.

Furthermore, it presents an exercise of understanding the expectations of each target audience, which allows to address them through the appropriate communication channels.

TABLE 2: DAPSI TARGET AUDIENCES (TECH RESEARCHERS)

Tech researchers	
Needs and expectations	Very clear value proposition; professional incubation programme; user friendly application form; clear application guidelines and burden-free participation procedures; business coaching and technical support; contribute to set the path of the future internet in Europe.
Main narrative	DAPSI can offer you up to €150k in non-equity funding, mentorship and access to relevant networks, enabling your research/vision to see the light of day.
Communication channels	Website, social networks, F6S, newsletter, events, online media,

TABLE 3: DAPSI TARGET AUDIENCES (TECH SMES/INNOVATORS)

Tech SMEs/ Innovators	
Needs and expectations	Very clear value proposition; professional incubation programme; user friendly application form; clear application guidelines and burden-free participation procedures; business coaching and technical support to reach the market; access to corporates.
Main narrative	DAPSI can offer you up to €150k in non-equity funding, mentorship and access to relevant networks, to support the development of your technology/concept and finally introduce it to the market. Join the DAPSI ecosystem and exploit new market opportunities.
Communication channels	Website, social networks, F6S, newsletter, events, online media

TABLE 4: DAPSI TARGET AUDIENCES (ACCELERATORS AND OTHER INNOVATION SUPPORT ENTITIES)

Accelerators and other innovation support entities	
Needs and expectations	Funding opportunities for their startups; coaching supported targeting Data startups; facilitated access to top infrastructure, corporates and investors.
Main narrative	Looking for additional support mechanisms to offer to your startups? DAPSI is a Data Portability focused innovation ecosystem that supports the development of future human-centric internet.
Communication channels	Website, social networks, F6S, newsletter, events, online media

TABLE 5: DAPSI TARGET AUDIENCES (CORPORATES AND INDUSTRY)

Corporates and industry	
Needs and expectations	Curated high-quality disruptive and scalable technologies
Main narrative	Discover how DAPSI creates comparative advantage in the context of Data Portability. Join us on an EU-wide ecosystem.
Communication channels	Events, one to one meetings, direct communication, email, online media

TABLE 6: DAPSI TARGET AUDIENCES (AUTHORITIES)

Authorities	
Needs and expectations	Leverage the potential of Data Portability right and demonstrate how it is a key asset for the economy and society; foster Data Portability innovations and the development of new businesses.
Main narrative	Discover how DAPSI supports Data Portability under the new GDPR and the development of standards and recommendations.

Communication channels	Publications targeting policy makers, social networks, events, online media
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TABLE 7: DAPSI TARGET AUDIENCES (INVESTORS)

Investors	
Needs and expectations	Curated high-quality deal flow.
Main narrative	If you're looking for an opportunity to invest in an industry that can grow exponentially on a yearly basis, look no further! Access Data Portability investment opportunities pre-vetted by our network of industry experts.
Communication channels	Events, one to one meetings, direct communication, email, online media

1.4.4 Messages of each Work Package

This section identifies the outputs and activities of the DAPSI project as part of each WP that are relevant to be disseminated (for instance, public deliverables are important outcomes of the project which are important to be disclosed to the DAPSI audiences). It will allow for the communication activities to be carried out in a systematic way, transmitting correct messages to the adequate target audiences.

TABLE 8: WP1 - RELEVANT CONTENT FOR DISSEMINATION

WP1 - Project Management	
	<ul style="list-style-type: none"> • Visibility of EU funding information • The project consortium meetings • The publication of outputs (deliverables)
Key results to communicate	N/A (No public deliverables in WP 1)

TABLE 9: WP2 - RELEVANT CONTENT FOR DISSEMINATION

WP 2 - Assessment of service and Data Portability research sub-domains	
<ul style="list-style-type: none"> The definition of sub-domains in the field of Data Portability The coaching and tech-related service catalogue The in-site and online events DAPSI insights from the funded use cases 	
Key results to communicate	D2.1 Survey on research challenges D2.4 DAPSI insights

TABLE 10: WP3 - RELEVANT CONTENT FOR DISSEMINATION

WP 3 - Call Management	
<ul style="list-style-type: none"> The publication of three open calls for proposals The evaluation and application process The selected applicants (sub-grantees) 	
Key results to communicate	D3.1 Call documentation D3.5 Sub-grant agreement template D3.8 Analytics on the submitted proposals

TABLE 11: WP4 - RELEVANT CONTENT FOR DISSEMINATION

WP 4 - DAPSI Incubation and Acceleration Program	
<ul style="list-style-type: none"> The coaching and business-related service catalogue The in-site and online events 	
Key results to communicate	N/A (No public deliverables in WP4)

TABLE 12: WP5 - RELEVANT CONTENT FOR DISSEMINATION

WP 5 - Infrastructure Provision	
<ul style="list-style-type: none"> The support infrastructure The training sessions on how to use the infrastructure 	
Key results to communicate	D5.1 Infrastructure design D5.2 Infrastructure operation, support and update D5.3 Infrastructure and tools training material

TABLE 13: WP6 - RELEVANT CONTENT FOR DISSEMINATION

WP 6 - Dissemination, exploitation and Community Building	
<ul style="list-style-type: none"> The general communication materials and activities, The open call dissemination kit, The DAPSI project achievements (the teams' progress and impact), The DAPSI impact assessment. 	
Key results to communicate	D6.2 Call dissemination kit D6.3 Call dissemination report D6.4 DAPSI impact assessment

2 CHANNELS, TOOLS AND ACTIVITIES

2.1 VISUAL IDENTITY

The goal here is to conceptualize our overall values into visual and digital communication and deliver a strong and coherent visual identity through different touch points, from the DAPSI website to social media. Our visual identity is a complete language that, when expressed consistently over time, communicates our values and attitude, establishes our voice and builds an emotional connection with our audiences. It is a concise, digestible and coherent package.

In order to build a distinctive, stand out visual identity for DAPSI, the following needs were emphasized:

- Quality, reliability, efficiency and agility: bring the aesthetic appeal to our (digital) presence, communicate with diverse audience, tell compelling stories;
- Uniqueness and differentiation: bring a cutting-edge character to every aspect of the DAPSI ecosystem.

2.1.1 Name

The name of the project is 'Data Portability and Services Incubator'. The project acronym is 'DAPSI'.

As a project funded under the EC's Next Generation Initiative it is also possible to use the name "NGI Data Portability and Services Incubator" and the respective acronym "NGI DAPSI".

When referring to the project for the first time, please use "NGI Data Portability and Services Incubator" (NGI DAPSI) or the "NGI Data Portability and Services Incubator" (NGI DAPSI) project.

2.1.2 Project descriptions

The following is a list of projects descriptions of different sizes to be used on different places, from social media bios to DAPSI partner's websites.

One-line description

NGI Data Portability and Services Incubator, with €5.6M fund, empowers internet innovators to develop human-centric technologies in the Data Portability field.

One paragraph description

With a €5.6M fund, the NGI Data Portability and Services Incubator (DAPSI) empowers internet innovators to develop human-centric technologies to make it significantly easier for citizens to have any data which is stored with one service provider transmitted directly to another provider, addressing the challenge of personal data portability on the internet as foreseen under the GDPR.

Two paragraph description

The NGI Data Portability and Services Incubator (DAPSI) empowers internet innovators to develop human-centric technologies to make it significantly easier for citizens to have any data which is stored with one service provider transmitted directly to another provider, addressing the challenge of personal data portability on the internet as foreseen under the GDPR.

DAPSI will support up to 50 teams through a 10-month incubation programme where experts in diverse fields will provide a successful working methodology, access to top infrastructure, training in business and data related topics, coaching, mentoring, visibility and community building. On top of that, each DAPSI team will receive up to €150k equity-free funding, distributing a total amount of €5.6M through three open calls.

Three paragraph description

Under the European Commission's Next Generation Internet (NGI) initiative, the Data Portability and Services Incubator (DAPSI) empowers internet innovators to develop human-centric technologies to make it significantly easier for citizens to have any data which is stored with one service provider transmitted directly to another provider, addressing the challenge of personal data portability on the internet as foreseen under the GDPR.

DAPSI will support up to 50 teams through a 10-month incubation programme where experts in diverse fields will provide a successful working methodology, access to top infrastructure, training in business and data related topics, coaching, mentoring, visibility and community building. On top of that, each DAPSI team will receive up to €150k equity-free funding, distributing a total amount of €5.6M through three open calls.

The project is operated by 6 experienced partners that will involve the selected teams in a vibrant ecosystem: **Zabala Innovation Consulting** (Spain), **F6S** (Ireland), **Cap Digital** (France), **IMT Starter** (France), **Fraunhofer IAS** (Germany), and **Engineering** (Italy).

One-page description

Every day and nearly all the time, citizens transmit data to their various counterparts and business partners as customers, users, participants, applicants or even as patients. The European Commission's reports evidence massive data breaches and the mishandling of personal data by large online platforms.

The General Data Protection Regulation (GDPR) applies since 25 May 2018. Specifically, Article 20 has the purpose of making it significantly easier for citizens to have any data which is stored with one service provider transmitted directly to another provider. This means that providers of data processing services must adopt interoperable formats that enable data portability as soon as possible.

A standard operating procedure which is clear, feasible and predictable seems to provide good protection. However, it is still unclear how this theoretically plausible portability will be implemented. In this uncertain and underdeveloped path, advanced research is needed to set the principles to allow the implementation of Data Portability solutions and give the concerned persons better control over their personal data.

Under the European Commission's Next Generation Internet (NGI) initiative, the Data Portability and Services Incubator (DAPSI) was launched in November 2019, to empower top internet innovators to develop human-centric technology solutions addressing the challenge of personal data portability on the internet as foreseen under the GDPR.

DAPSI will support up to 50 teams that will research and apply advancement to relevant uses cases through a 10-month incubation programme. Experts in diverse fields will provide a successful working methodology, access to top infrastructure, training in business and data related topics, coaching, mentoring, visibility and community building. On top of that, each DAPSI team will receive up to €150k€ equity-free funding, distributing a total amount of €5.6M€ through three open calls.

In the first phase of the DAPSI incubation program, the teams will define and develop advanced research activities in a specific Data Portability sub domain, attend training sessions, pitch and access top infrastructures, with coaching support. The best teams will progress to the phase 2 where the use cases will be fostered to evolve into solid projects to gain enough traction for deployment and readiness for the market.

The project is operated by 6 experienced partners that will involve the selected teams in a vibrant open ecosystem: **Zabala Innovation Consulting** (Spain), **F6S** (Ireland), **Cap Digital** (France), **IMT Starter** (France), **Fraunhofer IAS** (Germany), and **Engineering** (Italy).

2.1.3 EU funding information

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:

TABLE 14: EU EMBLEM AND TEXT



This project has received funding from the European Union's H2020 research and innovation programme under Grant Agreement no 871498

In addition, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals⁴ provided by the EU.

2.1.4 Logo


The NGI DAPSI logo follows the NGI2.0 Brand Guidelines⁵ which proposes a similar identity for all the NGI projects. The result is a co-branding logo with an “arrow” DAPSI text on the right of NGI letters.

TABLE 15: NGI AND NGI DAPSI LOGO

NGI acronym logo	NGI DAPSI logo (Co-branding)
	

To ensure that the logo maximizes visibility and impact the following clear space is recommended.

TABLE 16: LOGO CLEAR SPACE


Logo recommended clear space


⁴ https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

⁵ https://drive.ngi.eu/remote.php/webdav/NGI%20Brand%20Guidelines/NGI2.0_Brand%20guidelines_20190605_V1.0.pdf



For the logo to be applicable to the various possible backgrounds, a positive and negative version of the logo were also created.

TABLE 17: NGI DAPSI POSITIVE AND NEGATIVE VERSION

NGI DAPSI positive logo	NGI DAPSI negative logo
	

Two icon version of the logo (circle and square) are also available to be applied on social networks and other pertinent locations.




TABLE 18: NGI DAPSI ICONS

NGI DAPSI circle icon logo	NGI DAPSI square icon logo
	

2.1.5 Colour palette

When we looked at the psychology of colour, we learned that blue represents intelligence and responsibility and grey represents professionalism. These were all important adjectives that reflected the type of ecosystem and community we wanted to create. As a result, the DAPSI consortium selected the following colour palette:

TABLE 19: NGI DAPSI COLOURS

Colour palette information			
			
PANTONE	2935C	5527C	5425C
CMYK	91/71/1/0	27/14/20/0	67/27/28/6
RGB	0/85/184	187/199/196	111/154/168
HEX	#0055b8	#bbc7c4	#6F9AA8

2.1.6 Typography

The project communication materials adopt the typography recommended by the NGI Outreach Office – the Monserrat font.

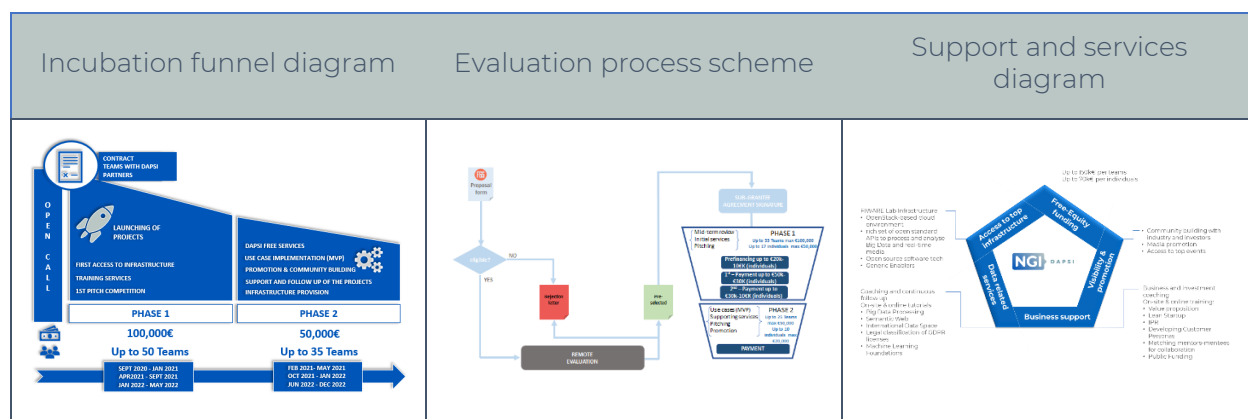
TABLE 20: NGI DAPSI TYPOGRAPHY

Typography information	
Montserrat Regular	Montserrat Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ & ! ? = () < > + / €	0 1 2 3 4 5 6 7 8 9 @ & ! ? = () < > + / €

2.1.7 Diagrams

The following diagrams were developed to better illustrate the project to its target users. The diagrams are used in the communication activities and materials, and all partners have access to them. These diagrams are:

TABLE 21: NGI DAPSI DIAGRAMS



Full diagrams are available in appendix A of this document.

2.1.8 Templates

DAPSI consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project's OneDrive. Partners should use the DAPSI PowerPoint template when presenting the project and/or its outcomes at internal and external events.

TABLE 22: NGI DAPSI DOC TEMPLATES

Deliverable word template	General document word template

TABLE 23: NGI DAPSI POWERPOINT TEMPLATE

PowerPoint template

2.2 DAPSI CHANNEL MIX

DAPSI will segment its communication, growth hacking and ecosystem building activities into three categories – online, offline and in-person.

2.2.1 Digital channel promotion

Our digital channels include: DAPSI website, newsroom (i.e. blog & events section), social media, newsletter, F6S. Tools to be used to find, monitor, and respond to mentions on digital channels include Hashtagify⁶, Hootsuite⁷, Twitter Search⁸, IfThisThenThat⁹, Buzzsumo¹⁰, TweetDeck¹¹, and more.

2.2.1.1 Website & Newsroom

Created under the ngi.eu domain, the DAPSI website (available at <https://dapsi.ngi.eu/>), is the main outreach tool of the project and will be updated on a regular basis. All communication materials and dissemination activities aim to redirect stakeholders to the project website, where all the relevant information about DAPSI can be found. The website provides easy access to the Open Call system provided by F6S, as well as access to relevant information for applicants. In addition, the website provides general information on the project, the consortium, news and events. A contact form and social media profiles are easily reached, and public deliverables and newsletters will be displayed in the website as well. In the future, it will contain a Hall of Fame section with information about the most successful teams/projects.

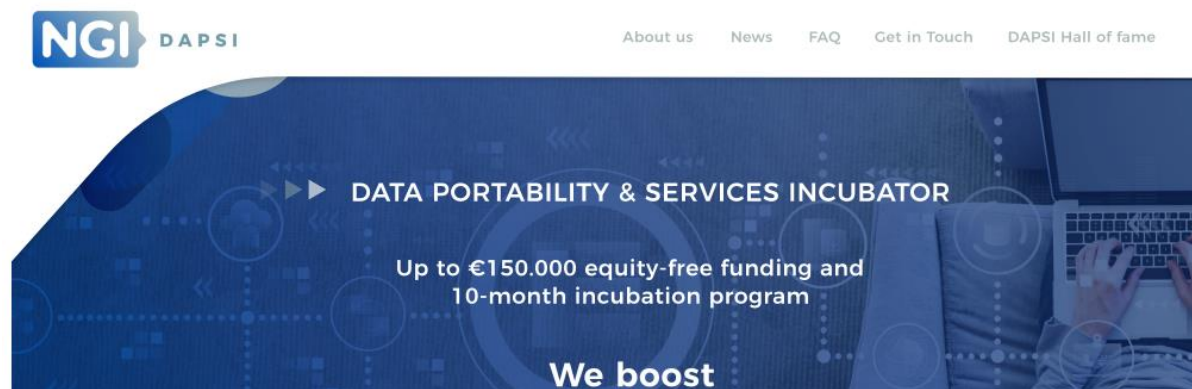


FIGURE 3: NGI DAPSI WEBSITE DRAFT SCREENSHOT

⁶ <https://hashtagify.me/>

⁷ <https://hootsuite.com/>

⁸ <https://twitter.com/search-advanced>

⁹ <https://ifttt.com/>

¹⁰ <https://buzzsumo.com/>

¹¹ <https://tweetdeck.twitter.com/>

F6S (WP6 – Dissemination, exploitation and Community Building) is responsible for managing the DAPSI website, while updates of specific thematic content arising from the project (e.g. public deliverables) will and should be carried out through direct contribution from the consortium partners.

In order to establish a solid base for safe and smooth website running, the consortium is set to follow the instructions that are detailed below:

- Update/ change requested by e-mail to miguel@f6s.com: a description of the required integration/ change should be given in an attached file in “.docx” format;
- If the integration/change refers to documents or files to be uploaded in the public website, these must be attached to the message;
- The description should contain a clear distinction of the type of the requested integration/ change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided, however, if included, abbreviations have to be made explicit, at least the first time they are quoted in the description of the required integration/ change;
- Events to be integrated in the public calendars have to be sent with all the necessary information (date, title, location, program and link), in order to provide a homogeneous level of details and information content.

The website (in particular, the Newsroom section) will be regularly updated with relevant information on the DAPSI ecosystem.

2.2.1.2 Types of Content

The overall purpose of our content marketing efforts will be to spur loyalty, build credibility and supports effective communication with our key stakeholders. In this regard, the following types of content will be developed:



FIGURE 4: INBOUND MARKETING PROCESS

2.2.1.3 Influencers and Public Relations

DAPSI will take our current PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influencing websites. To this end, DAPSI will conduct the following:

- Generate a list of influencers and key contacts DAPSI can reach out to; the list will always be available on DAPSI OneDrive;
- Get familiar with people involved in the content distribution of our target sites, and draft personalized emails and follow-ups to start relevant conversations and explore possibilities for cross-promotion and partnerships;
- Closely monitor traffic referrals and links to dapsi.ngi.eu.

Furthermore, a dedicated press kit will be developed for circulation to journalists and tech blogs for coverage. The kit will contain press releases, background information, article suggestions and contact points for interviews.

A number of specialized media channels will be targeted with press kits, based on the master list of communication contacts, available on the OneDrive project's shared folder.

2.2.1.4 Social Media & Digital Marketing

There are a variety of reasons why DAPSI will heavily rely on the use of social media marketing. The following is a list of the four most beneficial reasons we have considered:

- Boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience;
- Improve lead generation (e.g. by hosting live videos);
- Foster lasting relationships with key stakeholders;
- Learn from parallel initiatives/ projects, etc.

To ensure the biggest impact, our social media activities will be aligned with our broader communication objectives and values, effectively considering the needs of target audience, as well as the nuances between different social media platforms. Moreover, we will seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, DAPSI will emphasize stakeholder engagement and interaction with followers, placing premium on quality over quantity.

The following rule illustrates a roadmap to help maintain diversity of interactions and messages across DAPSI's social media channels:

- 1/3 of social content will serve to demystify the DAPSI offer, raise the sense of urgency, and trigger call-to-action (i.e. apply to DAPSI Open Calls);
- 1/3 of social content will be focused on sharing ideas and success stories from top influencers, innovators, and experts in data portability;

- 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc.).

Digital channels to be used are F6S, Twitter, LinkedIn, Facebook. DAPSI will present unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the DAPSI advantage).

2.2.1.4.1 F6S

The DAPSI F6S page is available on <https://www.f6s.com/ngidapsi>. It provides information about the project, including the project website and the team, and it will be used for channelling and managing the DAPSI Open Call applications and for the DAPSI community building. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the:

- DAPSI Application Form: <https://www.f6s.com/ngidapsi/apply>
- DAPSI Community: <https://www.f6s.com/ngidapsi/discuss>

Through F6S we will also announce DAPSI events (e.g. webinars).

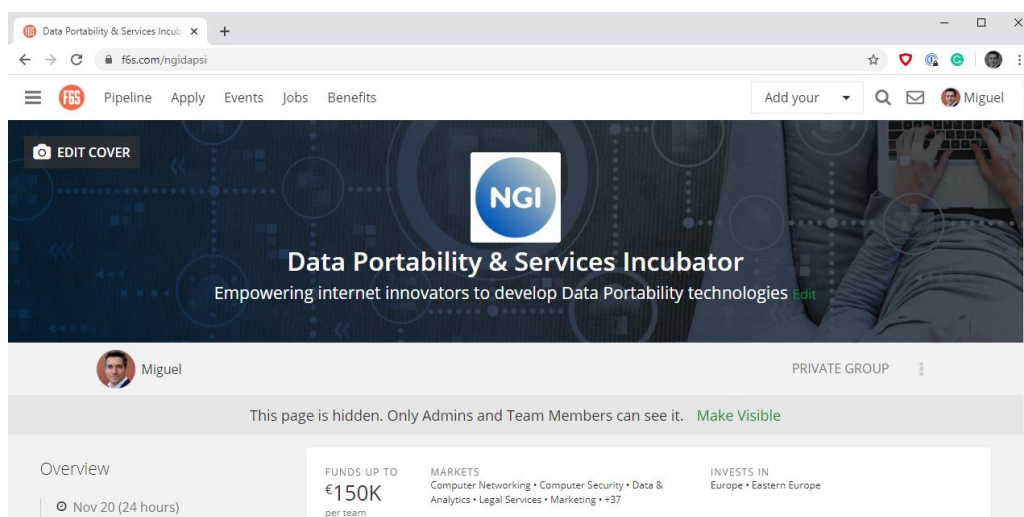


FIGURE 5: NGI DAPSI F6S PAGE

Recommended actions to all partners: Integrate the DAPSI community on F6S.

Please accept the invitation to join in and contact miguel@f6s.com if you have any trouble with it (if you don't have a profile yet, please create it via Facebook, LinkedIn or an email account).

2.2.1.4.2 Twitter

We have created a Twitter profile that will provide high-quality information and key trends on data portability subjects (@NGI_DAPSI). Through Twitter, DAPSI aims to generate thought leadership, grow influence and be informative. DAPSI will take advantage of this networking

platform to develop a community of leading innovators, most notably, open source and open standard developers and startups/ SMEs within the focus sectors, who can benefit from our comprehensive offerings.



FIGURE 6: NGI DAPSI TWITTER PROFILE

Recommended actions to all partners: Follow + Invite acquaintances to follow + like & share

2.2.1.4.3 LinkedIn

Under the global NGI LinkedIn page ¹²a showcase type of LinkedIn page was created for DAPSI.

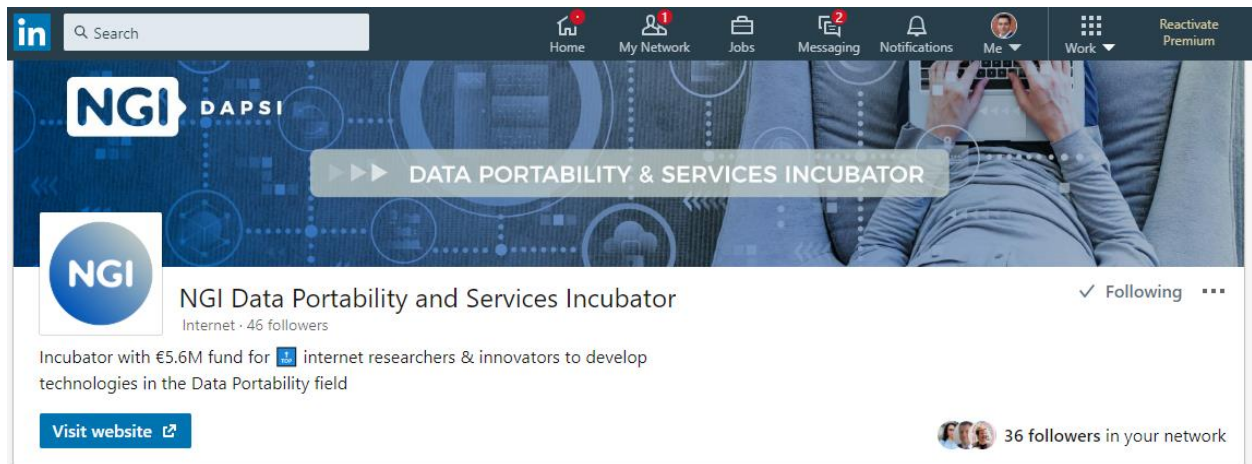


FIGURE 7: NGI DAPSI LINKEDIN PROFILE

They page is open to all who are interested in learning about DAPSI. Through LinkedIn, we will strategically engage our audience and encourage them to share their opinions.

¹² <https://www.linkedin.com/showcase/ngi-dapsi>

DAPSI will leverage the traction created by the NGI Office on LinkedIn through its group of over 11000 participants to re-post DAPSI content.

Recommended actions to all partners: Follow + repost DAPSI content in your LinkedIn accounts.

2.2.1.4.4 Facebook

A dedicated Facebook page¹³ has been created, to promote messages being professional, trustworthy, or funny, to engage the audience. With its sophisticated targeting measures, in the context of DAPSI, Facebook represents a massive opportunity for always-on lead generation.



FIGURE 8: NGI DAPSI FACEBOOK PROFILE

DAPSI Facebook page will offer different incentives (incl. videos, webinars, etc.), as well as a variety of topics which appeal to a wide range of needs of our identified target groups, to help build our ecosystem.

Recommended actions to all partners: Follow + Invite acquaintances to follow + like & share

2.2.1.4.5 YouTube

A YouTube channel¹⁴ was setup to host DAPSI videos such as promotional videos, interviews or webinars. YouTube is the number one video host platform in the world which helps in driving more visitors to our channel, contents and website. This platform also enable integration with most apps available, fostering its dissemination potential.

¹³ <https://www.facebook.com/NGI.DAPSI/>

¹⁴ <https://www.youtube.com/channel/UCvxdSyCHwrnPJT33ZT8UItA>

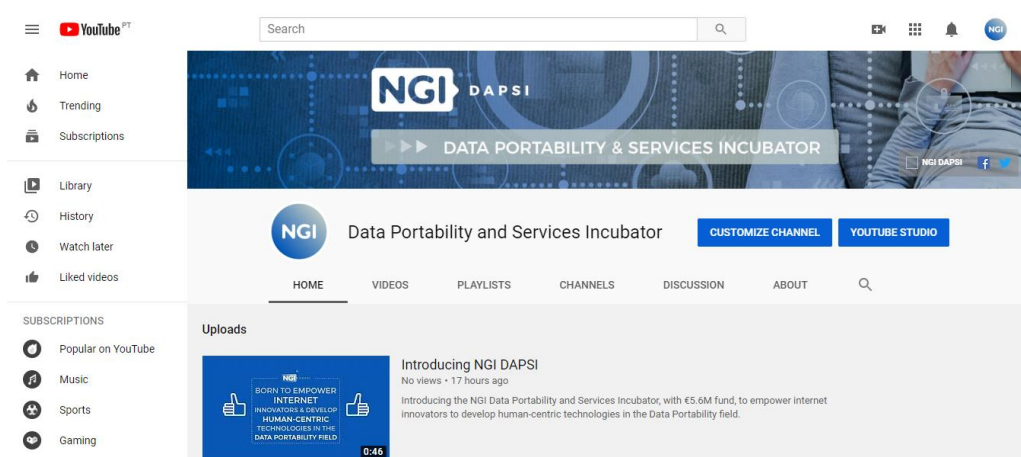


FIGURE 9: NGI DAPSI YOUTUBE PROFILE

2.2.1.4.6 SlideShare

A SlideShare account was setup to host and easily share. DAPSI presentations about the project himself, the open calls, the supported projects, etc. SlideShare allows DAPSI consortium to upload files (PowerPoint, PDF, Keynote, or OpenDocument presentations) either privately or publicly. The slide decks can then be viewed on the site itself or can be embedded on other sites. The website gets an estimated 80 million unique visitors a month, and has about 38 million registered users. It is perhaps the platform which can best accommodate more detailed and in-depth content – i.e., content that may not be appropriate for sharing on other social channels.

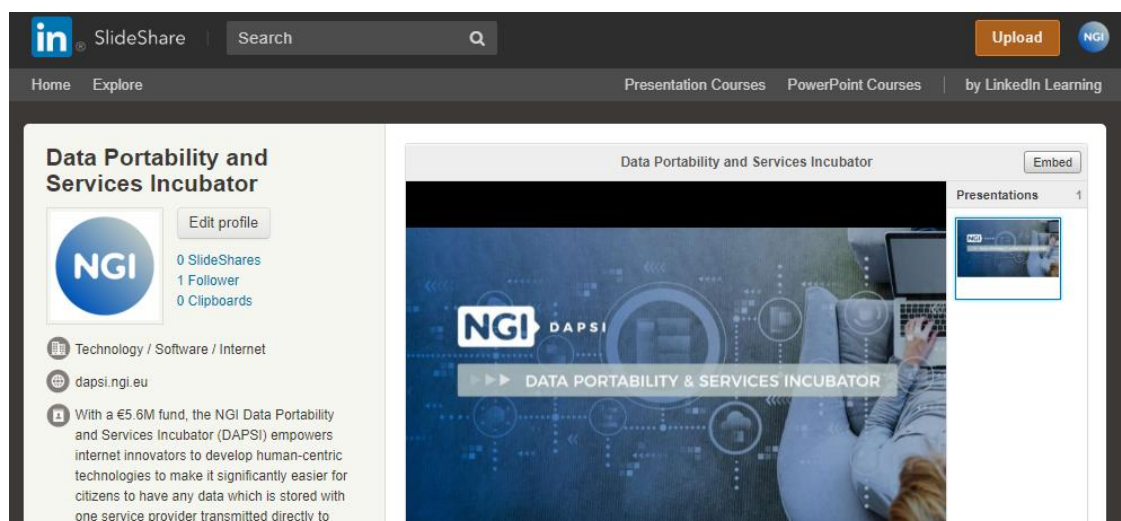


FIGURE 10: NGI DAPSI SLIDESHARE PROFILE

2.2.1.4.7 Hashtags

Hashtags make a post discoverable by other users who are browsing or searching for that hashtag. Hashtags can increase brand awareness, increase engagement, help to learn about our target groups and generate new leads. In order to accelerate DAPSI brand awareness and marketing effectiveness, the consortium use tools to help master hashtags to enhance social media performance such as hashtagify¹⁵. Based on DAPSI field of action it is easy to identify some hashtags: #dataportability, #gdpr, and #interoperability. Using the hashtagify tool we found some correlation with other useful hashtags such as #cybersecurity, #dataprotection, #dataprivacy, #datasharing, #openstandards, #opensource, #mydata, and #personaldata.

The mentioned hashtags have different levels of popularity. DAPSI consortium can use this information to choose the right hashtag for each situation depending on the intended promotion width. Use the ones with the lowest popularity to a more restricted audience, or the most popular to a wider reach.

TABLE 24: NGI DAPSI HASHTAG ANALYSIS

Hashtag	Popularity level	Hashtag	Popularity level	Hashtag	Popularity level
#cybersecurity	73.3	#opensource	63.7	#gdpr	60.1
#dataprotection	54.1	#dataprivacy	50.1	#personaldata	40.4
#datasharing	38.6	#openstandards	30.4	#dataportability	17.3

2.2.1.4.8 Email outreach

2.2.1.4.8.1 Newsletter

An online newsletter will be developed, providing regularly information on the DAPSI open call, and highlighting the latest project developments and activities, events, success stories, etc. News articles developed for the project website will be included in the newsletters if applicable.

The DAPSI partners will be asked to contribute to the newsletter with image and text content regarding their WP activities. Third parties are welcome to provide relevant content to the newsletters – a form will be circulating to collect information and news.

Website visitors may subscribe to the project newsletter. The newsletter will be sent by email to subscribers (an option for it will be made available in the project website) and shared on the DAPSI's social networks.

¹⁵ <https://hashtagify.me/>

2.2.1.4.8.2 DASPI email

An e-mail account under the ngi.eu domain was created by the NGI Outreach Office for DASPI (dapsi@ngi.eu) to serve as a principal contact point for stakeholders. All emails sent to dapsi@ngi.eu are forwarded to dapsi@zabala.eu. The email dapsi@ngi.eu cannot be used to send e-mails.

2.2.1.4.8.3 Email tagline

The addition of a **tagline** under each partner email's signature is another way to continuously promote DAPSI.

Example: Check out the NGI DAPSI project: www.dapsi.ngi.eu €5.6M fund for Data Portability innovators.

2.2.1.4.9 Partner's online channels

The DAPSI project has 6 partners from 5 European countries operating in a variety of industries. Partners will contribute to the DAPSI dissemination activities, making use of their well-established networks and communication channels: organisation's websites, social networks (Facebook, LinkedIn, Twitter, SlideShare, etc.), regular newsletters, networks.

2.2.1.4.10 Digital content templates

Digital content templates following the project's visual identity will be used on the different digital channels. The development of the following templates is planned, and further materials may be created throughout the project, as needed:

1. Images: profile and cover pictures, and post templates to use on social media;
2. Newsletter template: to use as the basis to the email campaigns;
3. Audio-visuals – animation video/GIF: to share in the various communication channels and demonstrate at events;
4. Call Leaflet and Poster in PDF: to share on the website, via e-mail or social media.

TABLE 25: NGI DAPSI BANNERS

Banner 1	Banner 2
	

TABLE 26: NGI DAPSI SOCIAL MEDIA POST TEMPLATES

Social media post 1	Social media post 2
 <p>Firstname Lastname / Organisation name</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</p>

2.2.2 Offline communication & marketing

For placement of tech/ social/ environmental achievements and results, DAPSI will also target magazines, periodicals, and newsletters of EU and national associations and networks. Examples include: NGI, CORDIS Research.EU Magazine, Horizon: the EU Research & Innovation Magazine, etc.

2.2.2.1 Promotional material

Promotional materials following the project's visual identity will be used during internal and external events, as well as in one-to-one meetings. The development of the following promotional materials is planned. However, further materials may be created throughout the project, as needed.

1. Roll-up: to promote DAPSI during events and raise awareness of the project
2. Flyer: to promote DAPSI during events and raise awareness of the project
3. Call Leaflet: to promote the open call
4. Poster: to be placed in the partners' organisations and in other relevant organisations, announcing the open call (A3 format)
5. Sticker: to handout to DAPSI teams during project activities and share during dissemination actions
6. T-shirt, hoodie, pen, notepad, badge ID, table ID badge: to use during project activities and share during dissemination actions

All promotional material can be found under the WP6 folder in OneDrive DAPSI shared folder.

2.2.2.2 In person Communication & Marketing

There are two types of events in the DAPSI project, as described below:

2.2.2.2.1 DAPSI Events

DAPSI events will be organised within the consortium in the different phases of the incubation process. They will be part of the services offered in technical and business training, mentoring, coaching and access to top infrastructure.

The following approximate phases for the events to take place have been scheduled. Each incubation iteration spans for 9-10 months:

TABLE 27: NGI DAPSI EVENTS LIST

Cohort	What	When	Where
First	Kick-off event	September 2020	Paris
	Demolition pitch	January 2021	Germany
	Final event	May 2021	Brussels
Second	Kick-off event	April 2021	Paris
	Demolition pitch	October 2021	Germany
	Final event	February 2022	Brussels
Third	Kick-off event	February 2022	Paris
	Demolition pitch	June 2022	Germany
	Final event	October 2022	Brussels

Webinars

In the frame of DAPSI Open Calls, a series of online events/webinars will be organized – all aimed at the demystifying DAPSI programme to potential applicants including a deep dive into eligibility requirements and the application/ evaluation process. We will also guide them through the program details. The team will dedicate a plenty of time for Q&A. For those who might miss the session, DAPSI will put up a recording on the website.

2.2.2.2.2 Non-DAPSI Events

Non-DAPSI events will be used to promote DAPSI open calls, its portfolio of services, offerings, DAPSI teams, developed technologies, as well as the results of the project. The type of pursued events is: 4YFN, FOSDEM, FED4FIRE, Open Source Summit, Data Science Festival, and so on.

List of events: partners may register the events in which they participate in the shared spreadsheet made available on the “DAPSI” OneDrive.

The following is the current list of potential events that partners consider attending in the near future. Further events will be added to the list of events.

TABLE 28: NON-DAPSI EVENTS LIST

Event name	Place	Date
FED4FIRE	Porto, Portugal	18 February 2020
4YFN	Barcelona, Spain	24-26 February 2020
TechChill	Riga, LV	20-21 February 2020
TNW conference	Amsterdam, NL	18-19 June 2020
Chemnitzer Linux Tage	Chemnitz, Germany	14-15 March 2020
Fiware summit	Málaga, Spain	23-24 June 2020
Oslo Innovation Week	Oslo, Norway	September 2020
SWITCH!	Vilnius, Lithuania	September 2020
LVEE	Grodno, Belarus	August 2020
IP Expo Europe	London, UK	October 2020
Open Source Summit	Dublin, Ireland	October 26 – 28, 2020
Web Summit	Lisbon, PT	November 2020
Slush	Helsinki, Finland	19-20 November 2020
DevConf.CZ	Brno, Czech Republic	January 2021

Event name	Place	Date
FOSDEM 2021	Brussels, Belgium	February 2021
ICSE	Madrid. Spain	20-30 May, 2021

At this particular moment, initial discussions have already been made with the NGI Outreach Office to jointly participate in 4YFN 2020 event.

DAPSI partners can share their participation on the events by sending a 2-paragraph description and 2-3 photos to miquel@f6s.com. And tweet right away so it can be retweeted by DAPSI social networks.

Tips for taking good photos during project activities/events (if you don't have a professional photographer)

- Prefer horizontal orientation
- Catch the participants interacting as well as the dynamics of the room
- Get the DAPSI branding materials in the background (e.g.: roll up)
- Always get a good group picture in the end which shows energy!

2.2.2.3 Networks and liaisons with other relevant initiatives and projects

The consortium will join forces and create synergies with projects and initiatives (notably established EU actions) related to the topic of the DAPSI project to ensure a scalable impact of its ecosystem, by developing the following activities:

- Cross promotion of open calls, activities and events;
- Participation in events and conferences;
- Knowledge sharing.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks.

These networks include: EEN – local network contact points, professional organizations e.g. My Data Global, Digital SME Alliance, European Startup Network, INSME, etc. cluster organizations and industry associations in data, internet, open source, open standards, and ICT.

To facilitate outreach and engagement, DAPSI setup an outreach list, a living document with contacts to these innovation intermediaries.

2.2.2.3.1 Complementarities with H2020 Projects Supporting DAPSI Ecosystem

There are currently 9 NGI projects (including DAPSI) where members of the consortium are either involved or have direct links with these projects' consortium members:

TABLE 29: NGI4ALL BRIEF


 NGI4ALL	
Brief info	NGI4ALL coordinates the NGI Outreach Office (NGIO). This will create a strong, fresh and persistent Next Generation Internet brand at the core of a new approach to run communication and marketing for the NGI programme
Shared interests	Generate greater resonance and impact of NGI DAPSI initiative in the scientific community, in the media, towards policy makers and the public.

TABLE 30: NGI THINK NEXUS BRIEF


 Think Nexus	
Brief info	Think NEXUS aims to reinforce EU-US collaboration, through its dedicated Think Tank, involving major stakeholders (researchers, entrepreneurs, policy makers) from both sides of the Atlantic on NGI-related topics in three Focus Areas: Science and Technology, Innovation and Entrepreneurship and Policy.
Shared interests	Boost the strategic research, industrial partnerships and policy compliances among the respective communities of the NGI areas.

TABLE 31: NGI EXPLORERS BRIEF

 NGI Explorers	
Brief info	Immersive missions to the United States for Top European Internet researchers and innovators, providing them with the skills, the network and the resources to accelerate their ambitious ideas. The program seeks to empower these change-makers to position Europe into the powerhouse of the Next Generation Internet.
Shared interests	Catalyse the success of DAPSI innovators

TABLE 32: NGI FORWARD BRIEF

 NGI Forward	
Brief info	Helping the European Commission set out a strategy, as well as a policy and research agenda for the years ahead to build an internet that is more democratic, inclusive and resilient.
Shared interests	Map early signals of emerging technologies and identifying associated policy needs.

TABLE 33: NGI TETRA BRIEF


 NGI Tetra	
Brief info	TETRA project provides business support to third parties awarding NGI open calls.
Shared interests	Business support for DAPSI successful third parties

TABLE 34: NGI LEDGER BRIEF


 NGI Ledger	
Brief info	LEDGER promotes and support the creation of minimum viable products (MVPs) where privacy by design, openness and data governance are at the core of their proposition.
Shared interests	Cross promotion of open calls, activities and events.

TABLE 35: NGI TRUST BRIEF

 NGI Trust	
Brief info	NGI TRUST supports the development of a human-centric Internet by developing a stronger European ecosystem of researchers, innovators and technology developers in the field of privacy and trust enhancing technologies.
Shared interests	Cross promotion of open calls, activities and events.

TABLE 36: NGI ZERO BRIEF


 NGI Zero	
Brief info	NGI0 provides grants to individual researchers and developers as well as small teams to work on important new ideas and technologies that contribute to the establishment of the Next Generation Internet.
Shared interests	Development of new ideas and technologies that contribute to the establishment of the Next Generation Internet, setting high standards in terms of security, privacy, accessibility, open source licensing, documentation, etc.

TABLE 37: NGI ATLANTIC BRIEF

NGI Atlantic	
Brief info	NGI Atlantic has a central goal to provide the organisational and financial framework that will drive the cascade funding of the EU-based research and innovators in carrying out Next Generation Internet (NGI) related experiments built on top of EU – US experimental platforms.
Shared interests	Catalyse the success of DAPSI innovators

Other RIAs projects recently funded under NGI will be monitored and incorporated to the list above. This is the case of eSSIF-Lab and NGI-POINTER that have recently started.

Beyond the NGI ecosystem, DAPSI will network and liaise with existing ongoing accelerator projects (e.g. DIATOMIC, TRINITY, European Data Incubator, Block.IS, Blockchers, Startup Europe Initiative), and relevant EU/global-scale initiatives (BDVA, ECSEL, AIOTI, FIWARE, EIT Digital, aNG, etc.).

2.2.3 General media

This communication activity refers to the development of newspaper articles, external blog posts, and online articles at selected publications.

The following media strategy will be adopted, which will allow for a regular publication of press releases:

- The articles and press releases will be developed by the consortium.
- All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient. Through the local efforts from all partners it will be possible to achieve a wide European outreach.
- Once results are available, the news will be success story oriented.

The developed press releases will be sent to a certain number of media channels and platforms, to amplify the impact and visibility of the project.

TABLE 38: MEDIA CHANNEL EXAMPLES LIST

Media channels/platforms	URL
The Next Web	thenextweb.com/
Genbeta	Genbeta.com
Webrazzi	Webrazzi.com
Gruenderszene	gruenderszene.de/
Todo Startups	TodoStartups.com
Deutsche-Startups	Deutsche-Startups.de

Media channels/platforms	URL
wwwwhatsnew	wwwwhatsnew.com
Register	theregister.co.uk
SiliconRepublic	SiliconRepublic.com
Antyweb	Antyweb.pl
Silicon Allee	SiliconAllee.com
EU-startups	eu-startups.com
Tech.eu	tech.eu
Rude Baguette	RudeBaguette.com
Techworld	techworld.com
TheStartupDonut	TheStartupDonut.co.uk
Theinquirer	theinquirer.net
ArcticStartup.com	ArcticStartup.com
Trendsonline	trendsonline.dk
Global data review	https://globaldatareview.com/

Writing tips for a good article/press release

To start:

- Create a good title to spark attention
- Start with the conclusions to catch the reader's interest and describe your story in a few paragraphs, each telling a different point – use facts and figures
- Answer the main questions: Who? Why? What? Where? When?
- Add information in the format of quotes (one or two)
- Make it under one page

To close:

- Add the project logo and a relevant photo/image
- Provide the EU funding information (see Visual Identity)
- Don't forget to add the project website and social media
- Add your contact information
- Add a nice subject line in the email

2.2.4 Scientific publications

DAPSI will foster substantial advance in the research field of Data Portability. Therefore, scientific publications, articles in business journals and industry papers by third parties will be encouraged and promoted. The Intellectual property generated in DAPSI will belong to the funded third parties who generate it, and they will be the ones able to publish scientific information.

The deliverable *D2.4 DAPSI insights* will be produced to disseminate the main project outputs. The publications will gather experience and best practices resulting from the DAPSI incubation programme, e.g. Technologies applied to Data Portability solutions and Criteria for the Success of technologies in the Data Portability field.

All peer reviewed publications, if any, arising from DAPSI will be made freely and openly available via online repository as stated in the Article 29.2 of the H2020 Grant Agreement.

3 SCHEDULE & TIMING

The table below represents indicative frequency and tentative dates for posting on DAPSI main communication channels. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project progress.

TABLE 39: NGI DAPSI COMMUNICATION SCHEDULE

	YEAR 1												YEAR 2												YEAR 3												
	nov-19	dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	nov-20	dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	nov-21	dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Website																																					
Social networks																																					
Newsletters																																					
Events	According to events calendar																																				
Press releases																																					

Main points of the communication plan:

- The communication activities are led by F6S, with a strong contribution from all partners
- The WP leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.
- All partners should prepare their communication activities according to this plan. All partners play a crucial role in communicating the project at a local, national and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the DAPSI consortium in reaching out to the target stakeholders with the maximum impact.

All communication materials are available on DAPSI's OneDrive "DAPSI/WP6 - Dissemination, exploitation and Community Building".

4 MONITORING & EVALUATION

All outreach activities will be subject of a regular follow-up. To monitor week-over-week and month-over-month performance on our key channels of growth, the following tools will be adopted:

- Email insights & reporting sheet
- Custom Google Analytics reporting dashboards
- Social media dashboards & reporting

These tools/ spreadsheets are stored on the project's OneDrive, in the file called WP6 – Management tool, and will be updated on a monthly basis. Moreover, each partner is required to provide brief reports on their outreach activities using the same file (WP6 – Management tool).

In order to track and benchmark KPIs the Monthly Outreach Reporting Dashboard will be used.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of DAPSI outreach activities, and set further guidance regarding communication, growth hacking and ecosystem building.

TABLE 40: NGI DAPSI COMMUNICATION KPIS

Online Communication	Offline Communication	In-person Communication
<ul style="list-style-type: none"> ● 40,000 Project website pageviews (Source: Google Analytics) ● 42,000 Social media post views/impressions - Twitter, LinkedIn, Facebook, SlideShare. (Source: Accounts' data) ● 10 Targeted events: physical or Online (Source: Partners' regular reporting) ● 100 Specialized blog posts (Source: DAPSI posts on website) or Podcast series (Source: Partners' regular reporting) 	<ul style="list-style-type: none"> ● 10 publications in scientific journals, business journals and industry papers. (Source: Partners' regular reporting) ● 5,000 Distributed printed material. (Source: Partners' regular reporting) 	<ul style="list-style-type: none"> ● 2 Dissemination Events (Source: Partners' regular reporting) ● 3 DAPSI Demolition pitch events (Source: Partners' regular reporting) ● 6 Business/ technical Bootcamps (Source: Partners' regular reporting)

AARRR funnel process indicators

The following table presents the indicators related to each phase of the growth hacking AARRR funnel.

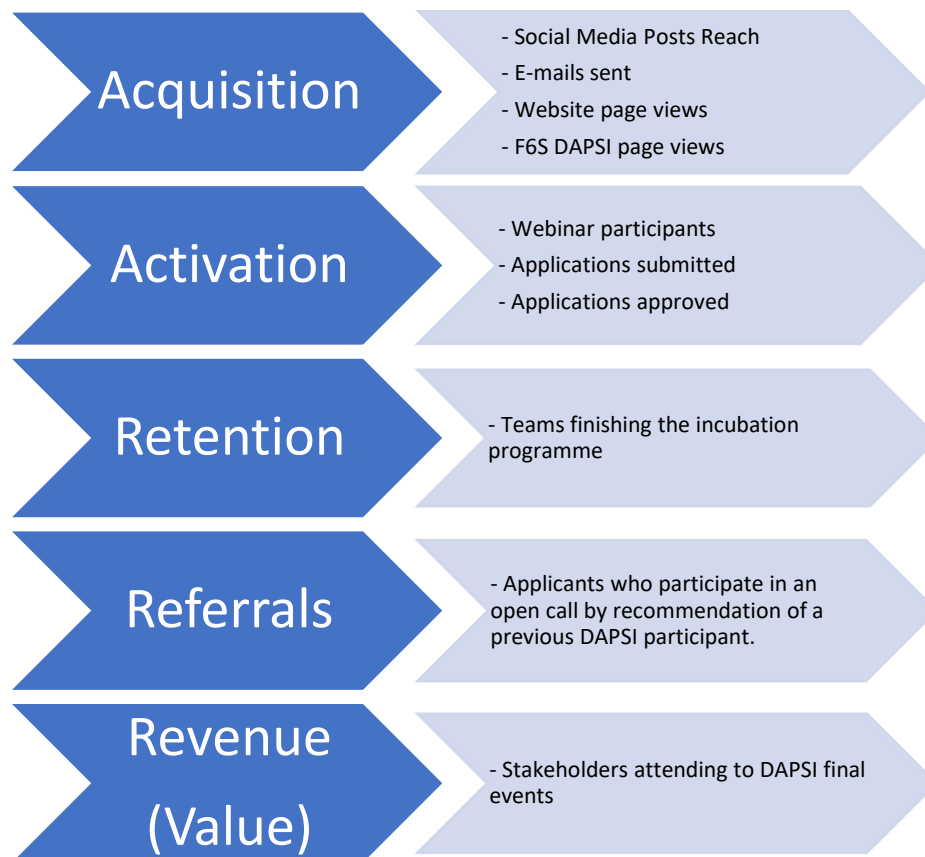


FIGURE 11: NGI DAPSI AARRR FUNNEL

5 CONCLUSIONS

This deliverable is crafted to be all-inclusive and dynamic – outlining tools, techniques and timelines, with the ultimate goal being to help DAPSI stay sharp and focused, relevant and connected. DAPSI is committed to a coherent approach, especially to issues concerning establishing an engaging and differentiated experience through meaningful channels and messages that resonate. As a result, this will help us reach our specific audience with personalized message and offer.

This deliverable has identified the project's key target audiences and the key messages to deliver. It has also defined the visual identity of the project, i.e. its logo, the colour palette to use in dissemination and communication materials, diagrams to explain DAPSI, templates made available for the consortium partners and so on. Besides, the communication tools and channels (website, social media, F6S platform, newsletters, promotional materials) to be used in the project promotion and dissemination, together with the suitable events where we should be present have been identified.

The deliverable has concluded with the definition of a detailed action plan for DAPSI's dissemination and communication activities, together with the process to be followed to monitor and evaluate the dissemination and communication activities.

Since the project is still in an early phase, the dissemination plan designed in this report will be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.

APPENDIX A - DIAGRAMS

FIGURE 12: DAPSI INCUBATION FUNNEL DIAGRAM

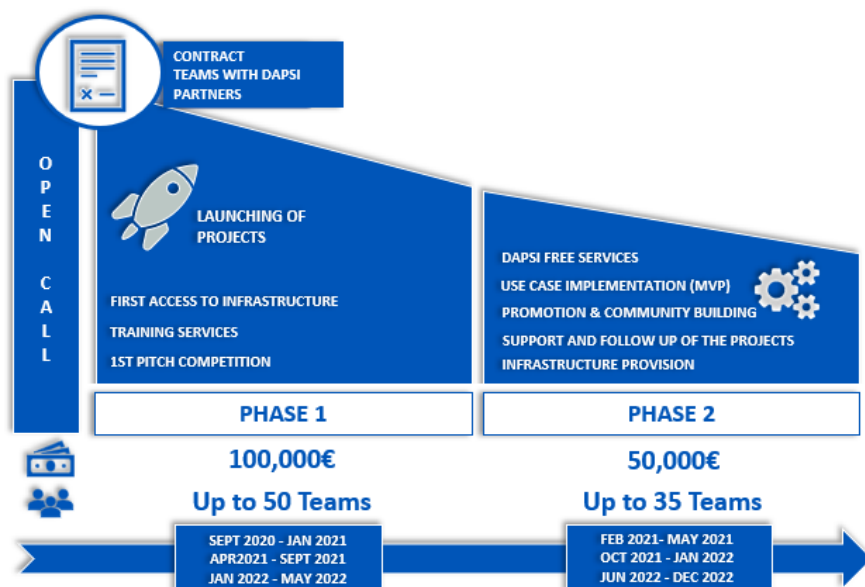


FIGURE 13: DAPSI EVALUATION PROCESS SCHEME

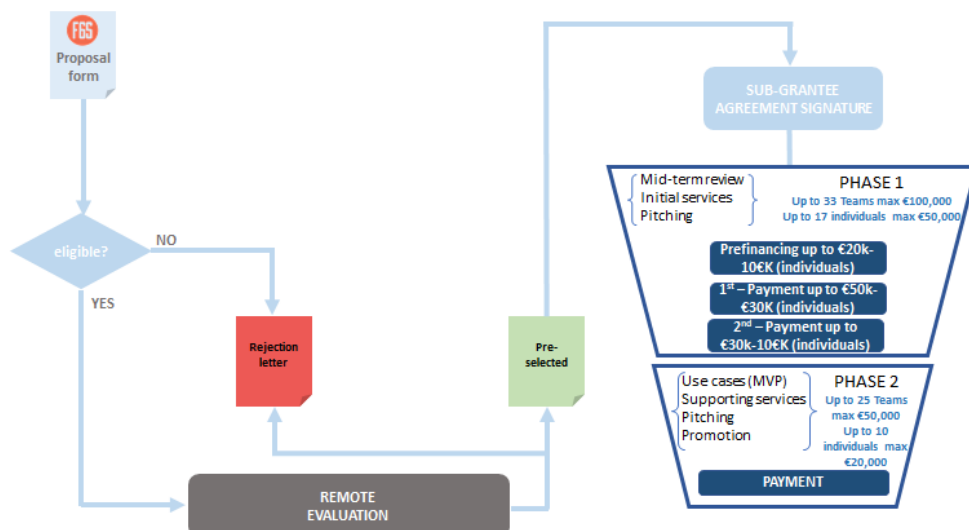


FIGURE 14: DAPSI SUPPORT AND SERVICES DIAGRAM



APPENDIX B – SOCIAL MEDIA CONTENT



FIGURE 15: NGI DAPSI BANNER 1

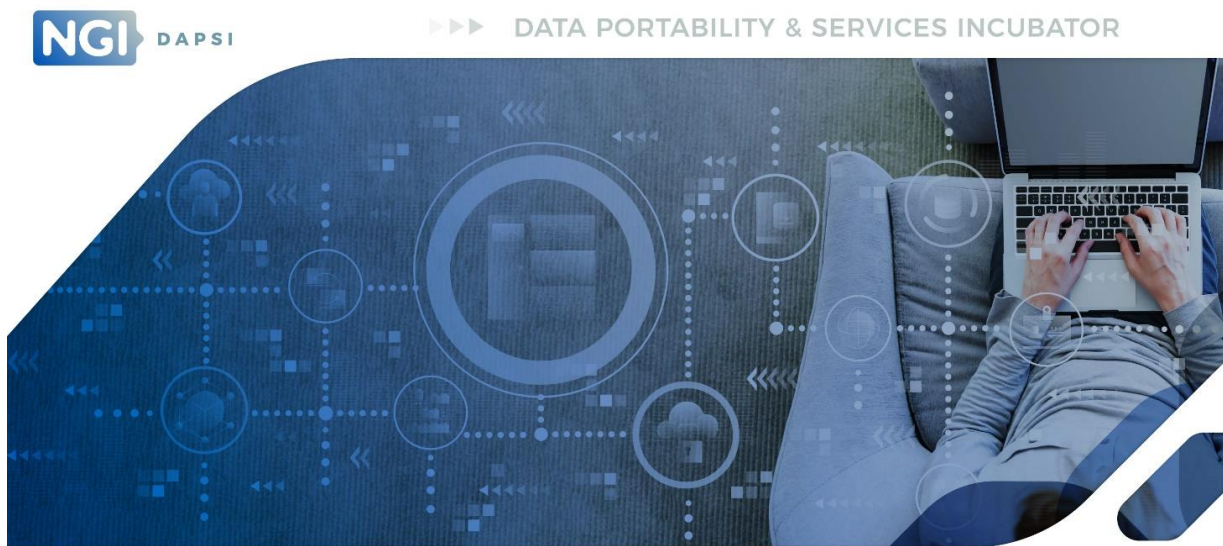


FIGURE 16: NGI DAPSI BANNER 2



▶▶▶ **Firstname Lastname** / Organisation name

FIGURE 17: NGI DAPSI SOCIAL MEDIA POST TEMPLATE 1

APPENDIX C – REPORT TEMPLATE OF DISSEMINATION ACTIVITIES

TABLE 41: REPORT TEMPLATE OF DISSEMINATION ACTIVITIES

Implementing Partner(s)	Nbr of dissemination activity	Type of dissemination/communication activity	Date	Website/URL (if applicable)	Description of activity /tool used	Type of Audience reached (top 3 max) Insert various lines (max 3) for same event if different audience types were reached	Estimation number of persons reached
ENG, ZABALA (Example)	1	Training	29/11/2019	This is an example	OC1 1st webinar	Scientific Community (higher education, Research)	50
		Training	29/11/2019	This is an example	OC1 1st webinar	Industry	20
CAPDI, IMT (Example)	2	Social media	30/11/2019	This is an example	Twitter post about OC1	General Public	150
F6S, FRAUN (Example)	3	Social media	01/12/2019	This is an example	LinkedIn post about OC1	General Public	25
...

APPENDIX D – REPORT TEMPLATE OF EVENTS COVERAGE

TABLE 42: REPORT TEMPLATE OF EVENTS COVERAGE

Nbr of event	DAPSI Partner(s) attending	Type of event Please select from ONE of the options below	Name of event	City, country	Date	Website of event	Comments What will happen at the event? What will your org. do?	Type of Audience reached (top 3 max) Insert various lines (max 3) for same event which have various types of audience	Estimation number of persons reached
0	F6S (Example)	Participation to a conference	4YFN	Barcelona, Spain	24-26 February 2020	https://www.4yfn.com/	F6S will present DAPSI OC1	General Public	1000
1									

APPENDIX E – REPORT TEMPLATE OF SCIENTIFIC PUBLICATIONS

TABLE 43: REPORT TEMPLATE OF SCIENTIFIC PUBLICATIONS

Type of scientific publication	Title of the scientific publication	DOI Reference	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date Number of the journal + month and year of the publication	Publisher	Place of publication	Year of publication	Relevant pages [insert first page of the publication] -[insert last page of the publication]	Public & private publication*	Peer review	Is/Will open access provided to this publication [Yes - Green OA [insert the length of embargo if any]] [Yes - Gold OA [insert the amount of processing charges in EUR if any]] [NO]
...

APPENDIX F – DAPSI DOC TEMPLATE

DATA PORTABILITY & SERVICES INCUBATOR

Grant Agreement No.: 871498
Call: H2020-ICT-2018-2020

Topic: ICT-24-2018-2019
Type of action: RIA

DX.X DELIVERABLE TITLE

SUBTITLE HERE

Revision: v1.0

WORK PACKAGE	WP Number
TASK	Task Number
DUE DATE	dd/mm/yyyy
SUBMISSION DATE	dd/mm/yyyy
DELIVERABLE LEAD	Name partner
VERSION	0.X
AUTHORS	Name Surname (Partner Y)
REVIEWERS	Name Surname (Partner Y)
ABSTRACT	One paragraph
KEYWORDS	

Document Revision History

Version	Date	Description of change	List of contributor(s)

FUNDING BY

This project has received funding from the European Union's H2020 research and innovation programme under Grant Agreement no 871498

FIGURE 18: DAPSI DOC TEMPLATE

APPENDIX G – DAPSI DOC TEMPLATE (GENERAL DOCUMENT)

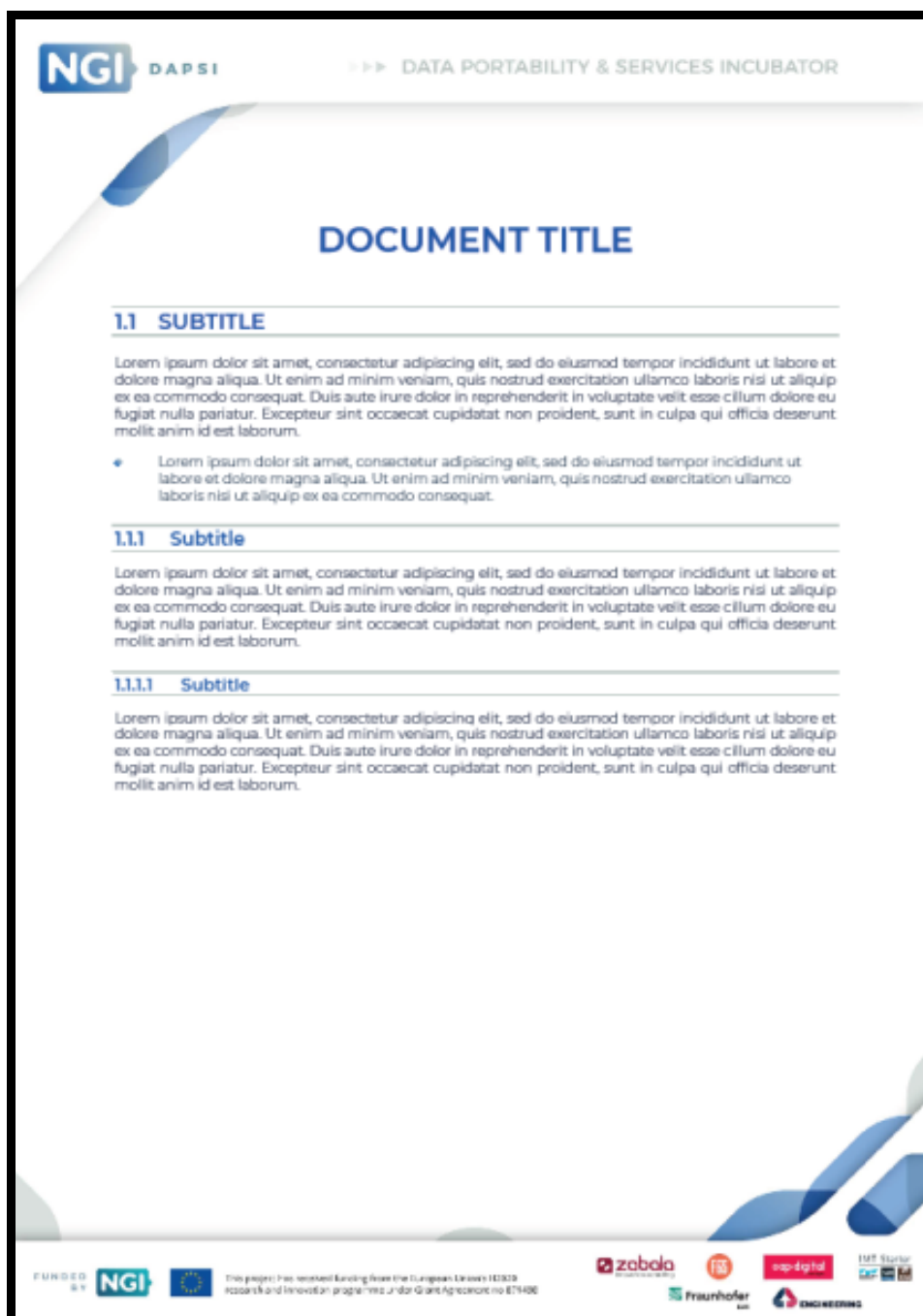


FIGURE 19: DAPSI DOC TEMPLATE

APPENDIX H – DAPSI POWERPOINT TEMPLATE



FIGURE 20: DAPSI SLIDE TEMPLATE 1

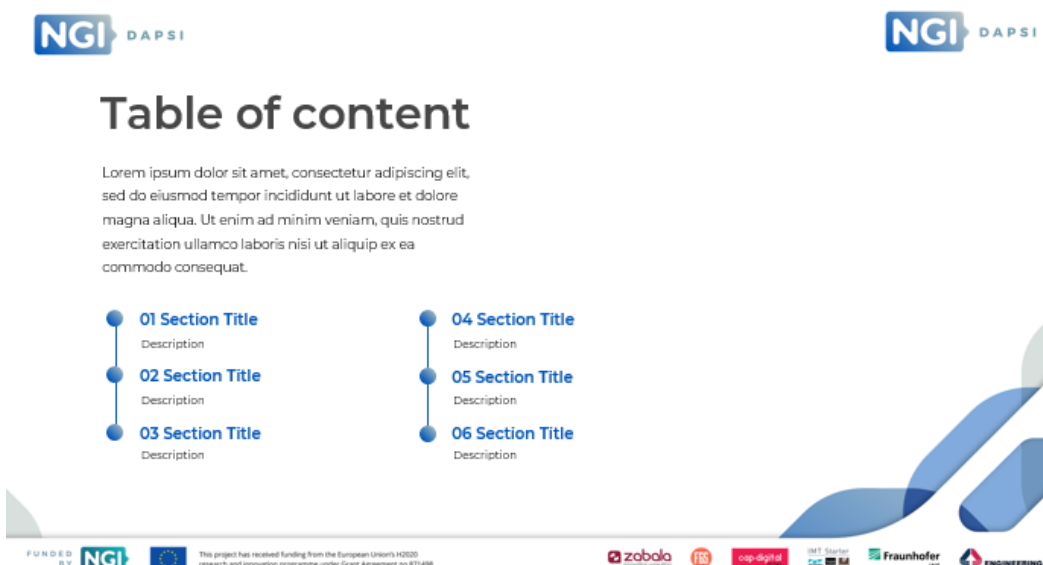


FIGURE 21: DAPSI SLIDE TEMPLATE 2

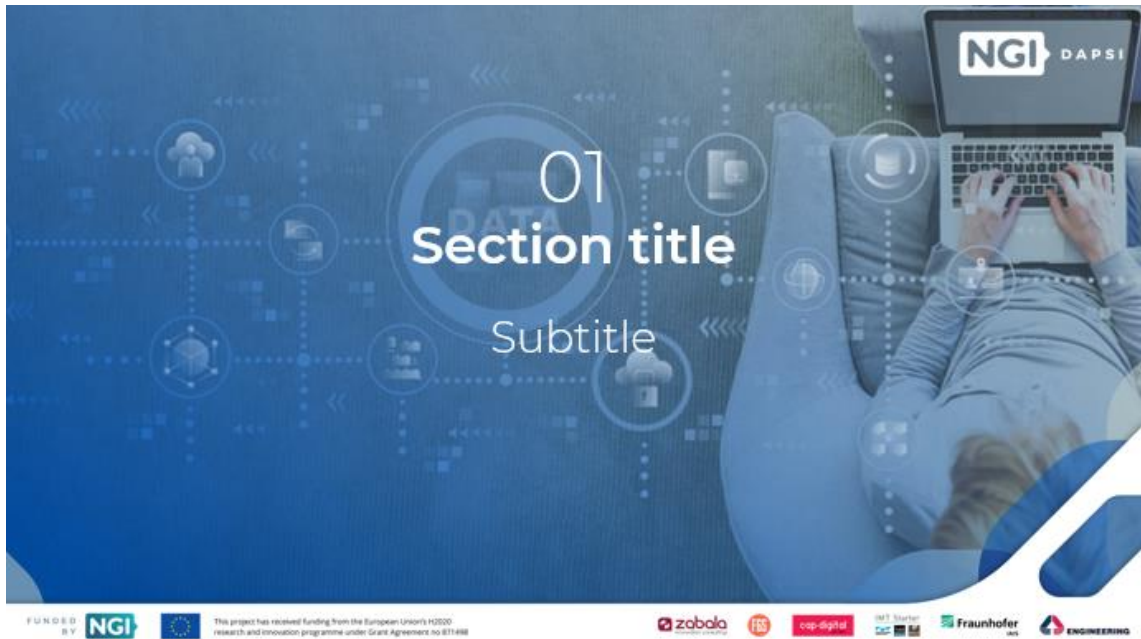


FIGURE 22: DAPSI SLIDE TEMPLATE 3



FIGURE 23: DAPSI SLIDE TEMPLATE 4

Slide title

Subtitle

	Title 01	Title 02	Title 03	Title 04
Title 01	description	description	description	description
Title 02	description	description	description	description
Title 03	description	description	description	description
Title 04	description	description	description	description
Title 05	description	description	description	description
Title 06	description	description	description	description
Title 07	description	description	description	description

FIGURE 24: DAPSI SLIDE TEMPLATE 5



FIGURE 25: DAPSI SLIDE TEMPLATE 6



FIGURE 26: DAPSI SLIDE TEMPLATE 7



FIGURE 27: DAPSI SLIDE TEMPLATE 8



FIGURE 28: DAPSI SLIDE TEMPLATE 9

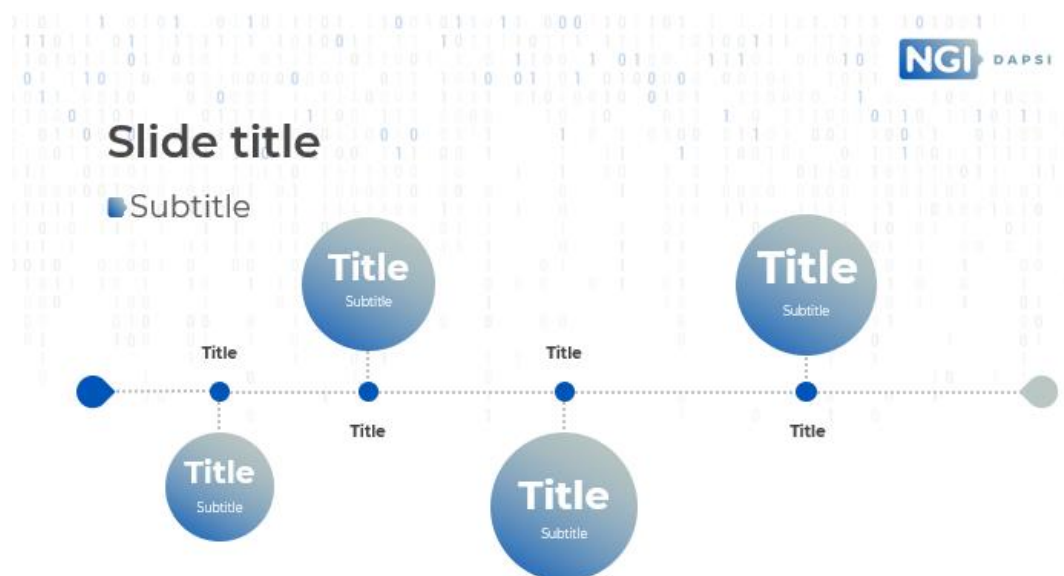


FIGURE 29: DAPSI SLIDE TEMPLATE 10



FIGURE 30: DAPSI SLIDE TEMPLATE 11

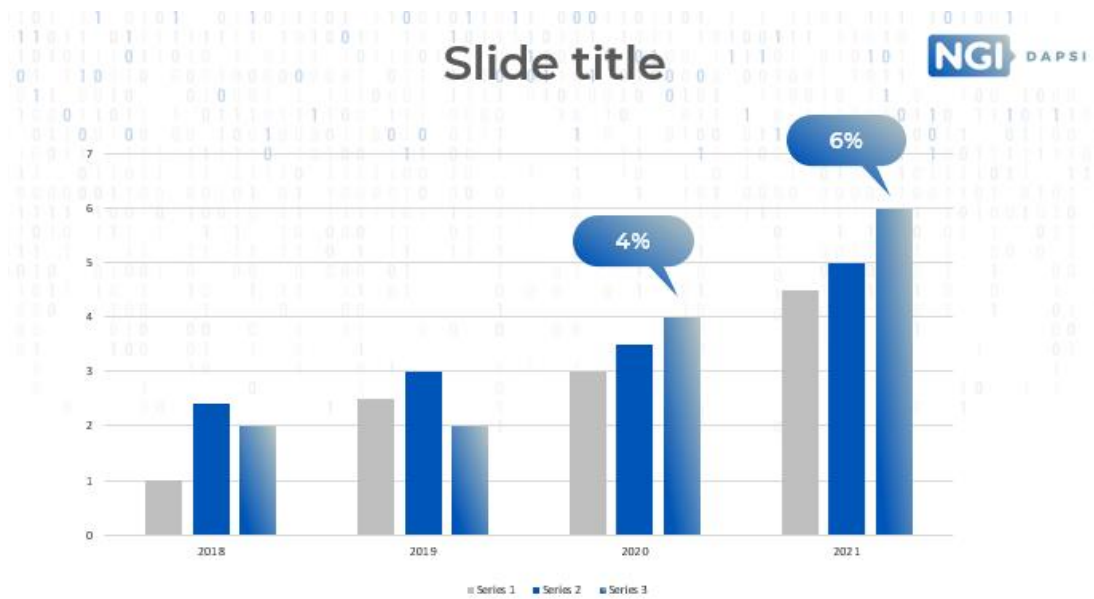


FIGURE 31: DAPSI SLIDE TEMPLATE 12



FIGURE 32: DAPSI SLIDE TEMPLATE 13

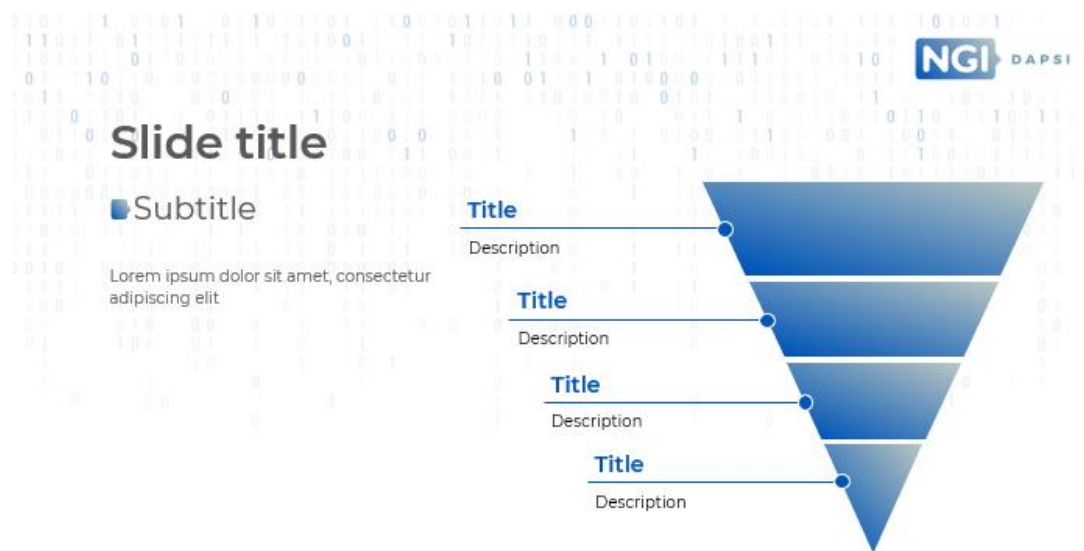


FIGURE 33: DAPSI SLIDE TEMPLATE 14

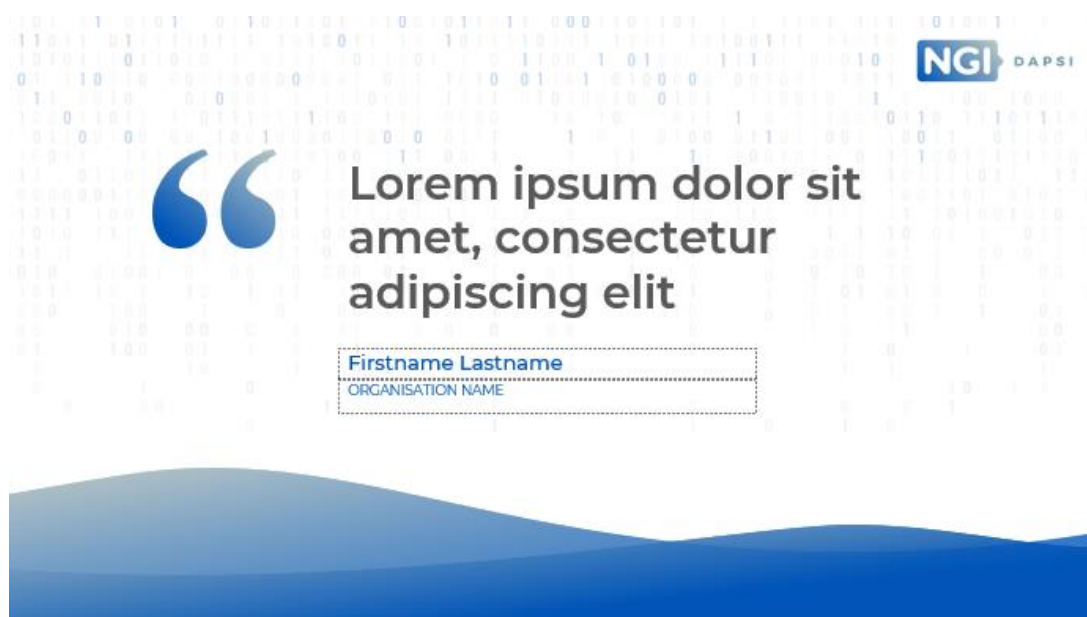


FIGURE 34: DAPSI SLIDE TEMPLATE 15



FIGURE 35: DAPSI SLIDE TEMPLATE 16

APPENDIX I – PARTNER’S COMMUNICATION CHANNELS

TABLE 44: ZABALA COMMUNICATION CHANNELS

ZABALA		Followers
Website	www.zabala.es / www.zabala.eu	
Twitter	https://twitter.com/Zabala_IC	2436
	https://twitter.com/zabala_eu	1421
LinkedIn	https://www.linkedin.com/company/zabala-innovation-consulting---europe/	1125
YouTube	https://www.youtube.com/user/ZabalaInnovation	41

TABLE 45: F6S COMMUNICATION CHANNELS

F6S		Followers
Website	www.f6s.com	1.3M
Twitter	https://twitter.com/F6S_Gov	677
LinkedIn	https://www.linkedin.com/company/f6s/	4351
Facebook	https://www.facebook.com/F6S-289957147688809/	6315

TABLE 46: CAP DIGITAL COMMUNICATION CHANNELS

CAPDI		Followers
Website	https://www.capdigital.com/	
Twitter	https://twitter.com/Cap_Digital	39.900
LinkedIn	https://www.linkedin.com/company/cap-digital/	6830

Facebook	https://www.facebook.com/capdigitalparisregion/	9436
YouTube	https://www.youtube.com/channel/UCQeGdEevVRgkQbvqxBIGr0w	407
Instagram	https://www.instagram.com/cap.digital/	1005

TABLE 47: IMT STARTER COMMUNICATION CHANNELS

IMT Starter		Followers
Website	http://www.imt-starter.fr/	
Twitter	https://twitter.com/IMTstarter	4751
LinkedIn	https://www.linkedin.com/company/imt-starter/	580
Facebook	https://www.facebook.com/IMTstarter/	1649
Instagram	https://www.instagram.com/imt.starter/	200

TABLE 48: FRAUNHOFER IAIS COMMUNICATION CHANNELS

FRAUN		Followers
Website	https://www.iais.fraunhofer.de/	
Twitter	https://twitter.com/FraunhoferIAIS	2900
LinkedIn	https://www.linkedin.com/company/fraunhofer-iais/	1478
Facebook	https://www.facebook.com/FraunhoferIAIS/	1058
YouTube	https://www.youtube.com/user/FraunhoferIAIS	225

TABLE 49: ENGINEERING COMMUNICATION CHANNELS

ENG		Followers
Website	http://eng.it	
Twitter	https://twitter.com/EngineeringSpa	4782
LinkedIn	http://www.linkedin.com/company/engineering-ingegneria-informatica-spa	65222
Facebook	https://www.facebook.com/engineeringds	1113

TABLE 50: DAPSI CONSORTIUM SOCIAL MEDIA ECOSYSTEM POTENTIAL

DAPSI Consortium (Sum of partners)		Followers
Twitter		56867
LinkedIn		79586
Facebook		19571
YouTube		673
Instagram		1205
Total		157902