

D6.3 CALL DISSEMINATION REPORT

19/05/2020



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D6.3 CALL DISSEMINATION REPORT

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ABSTRACT	This deliverable is an outline of the activities undertaken to promote the DAPSI open call and its results.
KEYWORDS	Dissemination, communication, call, results

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Nature of the deliverable:		R
Dissemination Level		
PU	Public, fully open, e.g. web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to DAPSI project and Commission Services	

** 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 document was developed to report the dissemination activities undertaken to promote the first open call of the DAPSI project.

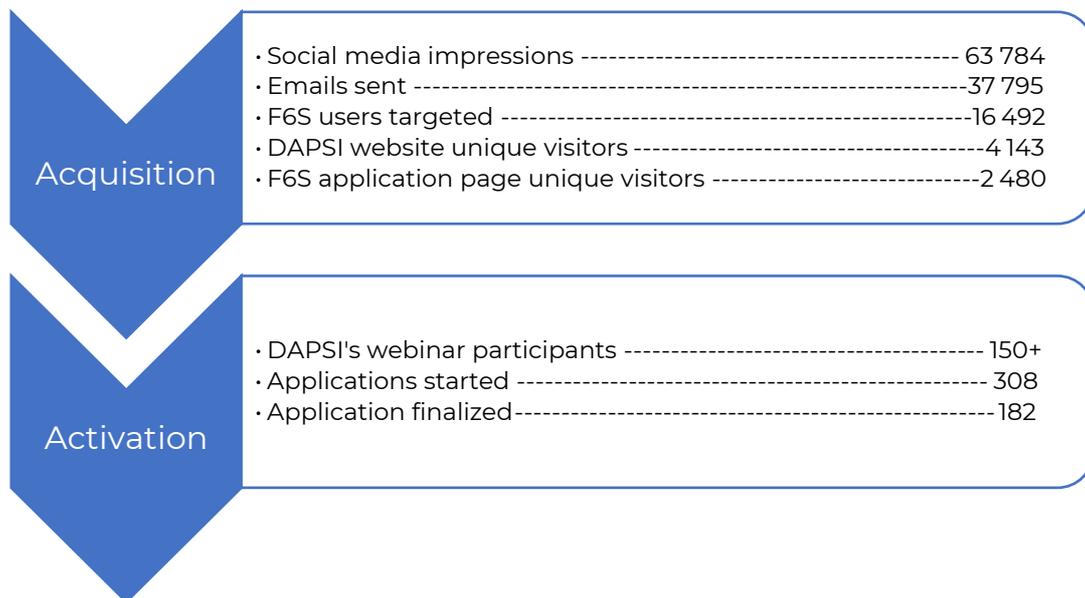
The main **goals** of the dissemination activities were to **attract more than 150 high-quality applications**, representing innovative ideas and solutions in the service and data portability field, from eligible candidates, between the 20th of February and the 22nd of May 2020. Secondary goals were to attract candidates that had not been previously funded by the EC, and from a wide range of eligible countries.

To reach these goals, a mix of dissemination activities comprising a **limited number of in-person activities due to the COVID-19 pandemic**, and a **large set of digital activities** were implemented.

Based on the communication strategy previously defined and detailed in the DAPSI Content Marketing and Growth Hacking Playbook, the DAPSI consortium implemented a broad spectrum of dissemination activities specially designed for each phase of the AARRR¹ funnel to attract and engage the targeted groups.

The following figure illustrates the magnitude of the undertaken dissemination activities and its results.

FIGURE 1: DAPSI OPEN CALL | AARRR FUNNEL



As a result, and despite the context of the COVID-19 pandemic, the first DAPSI Open Call attracted a total number of **182** finalized applications, **exceeding** the initial target by **21%**, and collecting a **recognition** from the NGI Outreach Office as one of the **most efficient projects in terms of online communication** and presented as a **best practice**.

¹ Acquisition, Activation, Retention, Referral and Revenue

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ABBREVIATIONS

AARRR	Acquisition, Activation, Retention, Referral and Revenue
CA	Consortium Agreement
CMGHP	Content Marketing and Growth Hacking Playbook
DAPSI	Data Portability and Services Incubator
DoA	Description of Action
EC	European Commission
EEN	Enterprise Europe Network
EU	European Union
FAQ	Frequently asked questions
GA	Grant Agreement
GDPR	General Data Protection Regulation
ICT	Information and communications technology
MS	Member States
NGI	Next Generation Internet
OCT	Overseas Countries and Territories
PDF	Portable document format
WP	Work Package

1 INTRODUCTION

This document was developed as part of the Data Portability and Services Incubator project. It corresponds to the deliverable *D6.3 Call dissemination report*, as referred in the Description of Action – Annex 1 of the Grant Agreement. D6.3 is included in Work Package 6 (WP6) - Dissemination, exploitation and Community Building. One of WP6’s objectives directly relates to the open calls promotion:

Drive a high number of quality applications to DAPSI Open Calls

This report focuses on the activities implemented to disseminate the first of the three DAPSI’s open call.

The activities described on this report were based on three essential inputs:

1. The deliverable 6.1 Content Marketing and Growth Hacking Playbook that includes all dissemination, communication and networking activities [plan and guidelines](#),
2. The deliverable 6.2 Call Dissemination Kit, that contain the [dissemination materials](#), developed in accordance with the plan described in the Content Marketing and Growth Hacking Playbook (D6.1), produced to communicate and promote greater awareness of the DAPSI’s open calls,
3. The deliverable 3.1 [Call Documentation](#), comprised by the (1) guidelines for applicants including the text of the call and evaluation criteria, (2) template for the sub-grantee agreement, (3) application form for applicants, (4) Q&A section and (5) online microsite at the project website and F6S platform.

Due to the COVID-19 pandemic, that strongly affected European countries during the open call period (20th of February to the 22nd of April 2020) almost all planned in-person dissemination activities were cancelled. To mitigate the potential impact on the attraction of high-quality applications to DAPSI Open Call, the digital dissemination activities were reinforced.

This deliverable was due in month 6 of the project but due to the delay of the open call launch, associated with the fine tuning of the open call documents developed in a iterative process between the consortium and the Advisory Board, this deliverable was, with the understanding and authorization of the project officer, submitted in month 7 of the project.

2 OPEN CALL DISSEMINATION GOALS

The open call dissemination activities objectives were to attract a defined set of target groups, that met a list of eligibility criteria, to submit **more than 150 proposals** for the development of new data portability and services solutions, within the timeframe of the open call, meaning **between the 20th of February to the 22nd of April 2020**.

2.1 TARGET GROUPS

The definition of the target audiences was extremely important for an effective communication and efficient use of resources. It identified the desired professional profiles, the type of legal personality, and the areas of expertise corresponding to the challenges of the open call.

2.1.1 Expert profiles

As stipulated in section 2 of the Guidelines for Applicants of the first DAPSI open call, the target groups were:

- Internet technologists, researchers and innovators.
- Researchers and developers employed in third-level education institutes, research infrastructures, non-profit organisations and charitable (scientific) foundations and research centres or enterprises among others.

2.1.2 Legal personality

These expert profiles described above could apply as individuals or linked to a legal entity. Hence, the participation was possible in several ways:

- Natural person(s):
 - One or more individuals (team).
- Legal entity:
 - One or more entities (consortium), such as universities, research centres, NGOs, foundations, micro, small and medium sized enterprises working on internet or/and other related technologies. Large enterprises cannot participate.
- Any combination of the above.

2.1.3 Areas of expertise

In the first edition of the DAPSI open call the consortium was looking for innovators with good ideas and new solutions to contribute to the following sub-domains within the data and services portability area.

- **Data Transparency** for a more transparent personal data storage and a more fine-grained data transfer when exercising personal data access rights;
- **Data Compatibility & Interoperability** to facilitate switches between service providers;
- **Security & Privacy** of consumers when their personal data are transferred from one provider to another.
- Other Data and Service portability projects

2.1.4 Other target groups characteristics

It was also the aim of the open call to promote the participation of applicants that never had any funding from the European Commission through Horizon 2020.

2.2 ELIGIBILITY

2.2.1 Eligible countries

To increase the respect of the eligibility criteria, the dissemination activities were mainly oriented to applicants legally established/resident in any of the following countries:

- The Member States (MS) of the European Union (EU), including their outermost regions.
- The Overseas Countries and Territories (OCT) linked to the Member States.
- H2020 associated countries (those which signed an agreement with the Union as identified in Article 7 of the Horizon 2020 Regulation), according to the updated list published by the EC.
- The UK applicants are eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

2.2.2 Submission system

Only proposals using the official templates and submitted through the Open Call submission tool (F6S platform) were accepted.

2.3 DEADLINES

Only proposals submitted within the open call period were accepted. After the call closure no additions or changes to received proposals were considered. The call was open from the 20th of February to the 22nd of April 2020, at 12.00 noon (midday).

3 COMMUNICATION ACTIVITIES

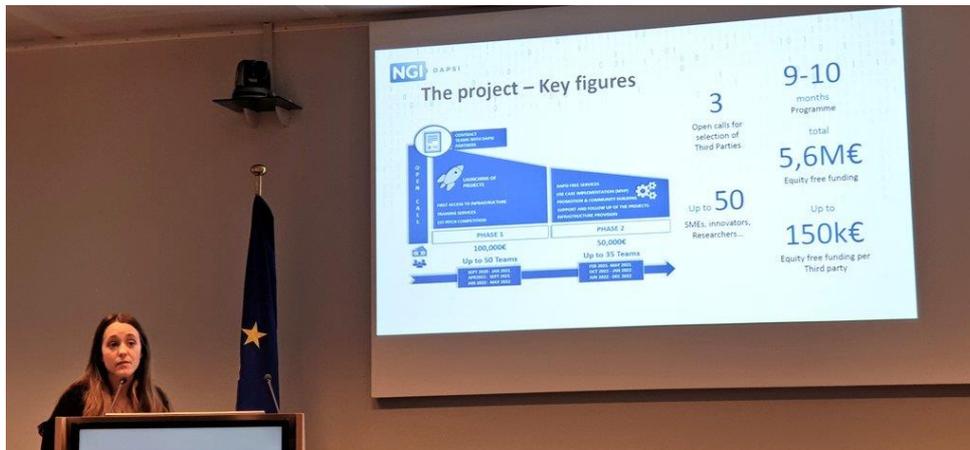
The promotion of the first DAPSI open call was carried out in a way to maximise the number of high-quality applications and increase the efficiency of the process. To reach the target audiences of DAPSI, **in-person** and **digital** activities were planned and will be described in this section, but due to the COVID-19 pandemic almost only the digital activities were implemented and even reinforced to compensate for the cancelation of the in-person activities, showing the consortium’s ability to adapt and react to the situation.

3.1 IN PERSON

In the first quarter of 2020, before the lock-down implemented in several European countries due to the COVID-19 pandemic, several in-person dissemination activities were being actively and fully prepared. Some of them were cancelled only the day before they were held.

NGI Project Coordinator’s meeting: 3-4 February 2020, Brussels

DAPSI consortium was invited to present the project to the [Future Internet Forum \(FIF\)](#) and other NGI projects coordinators as a cross promotion activity between the several consortiums that work and engage with similar target groups for the different open calls. Sara Mateo (Zabala) and Anna Badurska (CAP Digital) were present, and Sara Mateo presented the DAPSI project.



4YFN: 24-26 February 2020, Barcelona

The 4 Years From Now event aimed to bring together the movers and shakers of the startup ecosystem from around the world for 3 days in Barcelona. Connecting investors, corporations, leading experts, visionaries, press, accelerators, governments, innovators, students, entrepreneurs and startups.

The DAPSI consortium was supposed to be represented at the event by Sara Mateo (Zabala), Miguel Gonçalves (F6S) and Augustin Radu (IMT Starter), to share a booth with all the NGI projects. Flyers and postcards were prepared, event tickets, flights and accommodation reservation were purchased.

On the 12nd of February 2020 the consortium received the 4YFN cancelation notice from the organizers because the global concern regarding the coronavirus outbreak.

MyData Global community meeting: 18-20 March 2020, Amsterdam

In the beginning of January 2020 several contacts were initiated to connect the DAPSI consortium to relevant institutions within the data portability field. One of the most important ones were MyData Global, an award-winning international non-profit organization that aim to empower individuals by improving their right to self-determination regarding their personal data, with nearly 90 organisation members and over 600 individual members from over 40 countries, on six continents. MyData Global was recognize in the European Data Strategy on the 19th of February 2020. From those initial contacts with MyData Global the opportunity arose for Sara Mateo (Zabala) to present the DAPSI open call to the MyData Global community on the 19th of March 2020 in Amsterdam. But again, due to the COVID-19 pandemic, the event was cancelled. However, the DAPSI consortium and MyData Global worked to find an alternative for presenting DAPSI to the MyData Global community and a special webinar, described in the digital section of this document, was arranged to be held on the 2nd of April 2020.

Big Data Paris: 9 March 2020, Paris

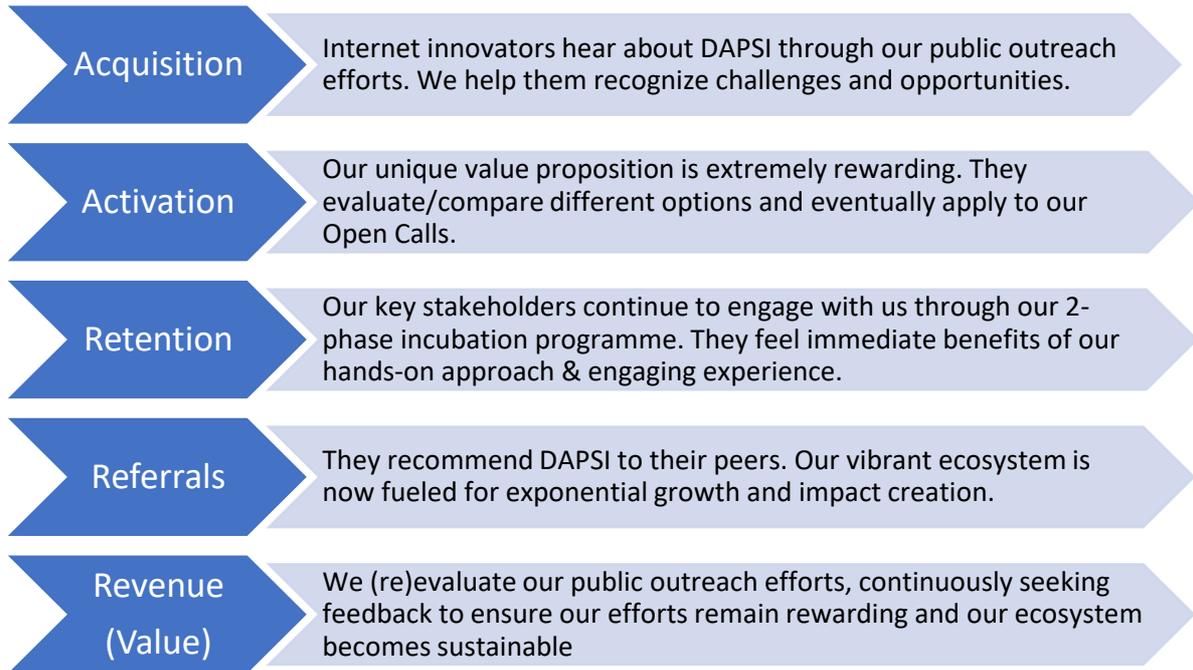
The DAPSI consortium was prepared, and had a slot reserved, to present the open call at the reference event of Big Data in France, which offers two full days of workshops and business meeting and gathers more than 300 exhibitors. But due to the COVID-19 pandemic the event was postponed to September 2020.

Data sharing for growth, trust and efficiency workshop: 11 March 2020, London

In a partnership with the Open Data Institute, Miguel Gonçalves (F6S) representing the DAPSI consortium was ready to participate and distribute DAPSI printed materials at the workshop named *Data sharing for growth, trust and efficiency*, but the event was cancelled on the 10th of March 2020 in light of concerns over COVID-19.

3.2 DIGITAL

The digital dissemination actions to promote the open call described in this section are presented according to the AARRR funnel/framework, defined on the deliverable 6.1 *Content Marketing and Growth Hacking Playbook*. As illustrated below, the user journey until the submission of a proposal to the DAPSI open call comprises two steps, Acquisition and Activation.



3.2.1 Acquisition

3.2.1.1 Social Media

3.2.1.1.1 Twitter

The twitter account created and managed for DAPSI to engage with the general public, were the social media channel with the greatest reach during the first DAPSI open call period (20 February to 22 April 2020 - 63 days). With a total of **15 posts** published during this period, the dissemination on Twitter resulted in a total of **37k impressions**, 146 likes, 72 retweets, 114 link clicks, and a 1,4% engagement rate. Reaching a wider audience, the DAPSI posts were frequently shared by other NGI projects, DAPSI Advisory Board members EENs, and DAPSI consortium partners.

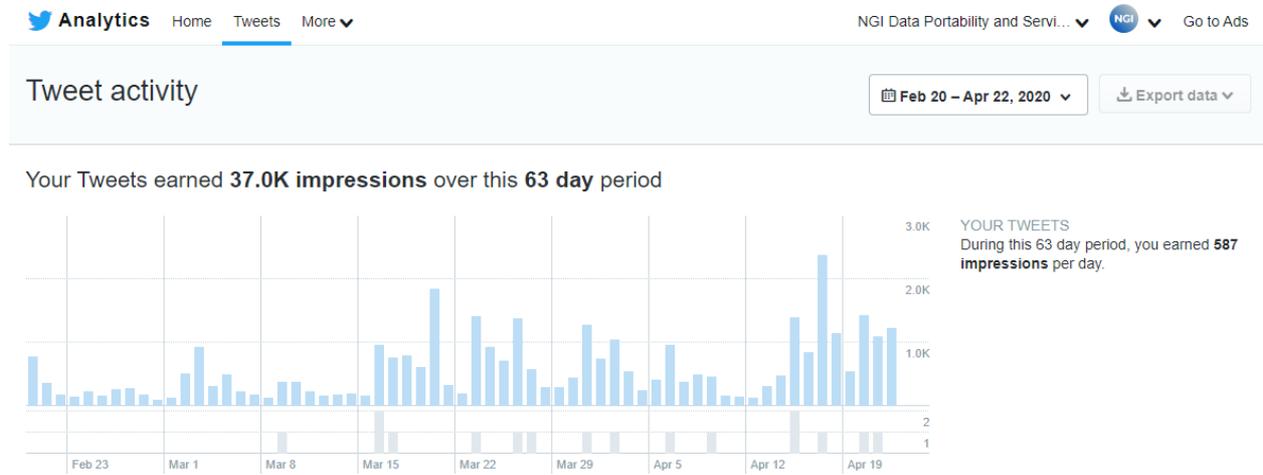
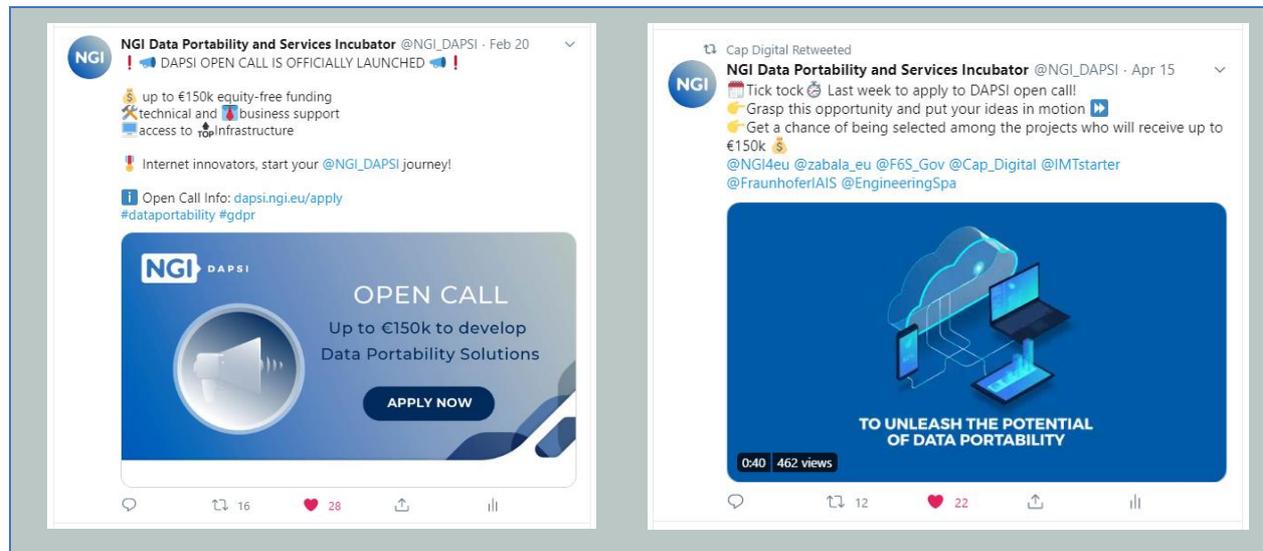


FIGURE 2: TWITTER STATISTICS DASHBOARD

TABLE 1: EXAMPLES OF DAPSI POSTS ON TWITTER



Twitter: https://twitter.com/NGI_DAPSI

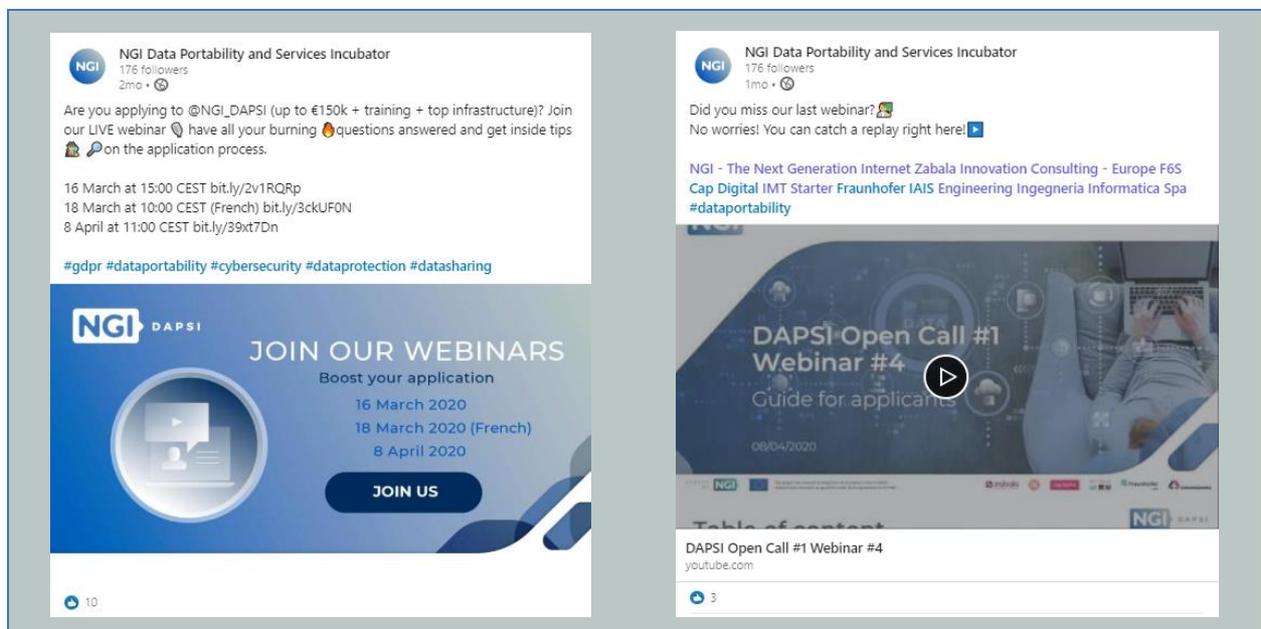
3.2.1.1.2 LinkedIn

The DAPSI account on LinkedIn was used to engage with professionals in the areas of internet, data portability, cybersecurity, software, open source, open standards, interoperability, GDPR, UX design, among others, related to the topics of the open call.

The dissemination of DAPSI open call in LinkedIn was done in several ways:

- Through the publication of 13 posts, during the open call period, on the DAPSI LinkedIn page itself, that resulted in **2958 impressions**, 1366 unique impressions, 146 clicks, 78 reactions, 73 likes, 48 shares, and an average **engagement rate of 6%**.

TABLE 2: EXAMPLES OF DAPSI POSTS ON LINKEDIN



- Through the publication of post on personal and institutional DAPSI's partners accounts.

TABLE 3: EXAMPLES OF POSTS PUBLISHED BY DAPSI PARTNERS ON LINKEDIN



- Sharing information in relevant LinkedIn groups related to the DAPSI topics.

TABLE 4: LIST OF LINKEDIN GROUPS WERE THE DAPSI OPEN CALL WAS PROMOTED

Group name	Number of members
GDPR General Data Protection Regulation Technology	19 132
Data Protection and the EU GDPR	14 270
Next Generation Internet (NGI)	11 443
Journal of Data Protection & Privacy	3 060
GDPR / Privacy - La Protezione Dati Personali	2 880
Data Protection Community	2 295

Group name	Number of members
Data Protection Forum	2 025
IT Security Insights: Cyber Threats Breaches Ransomware Data Protection	1 389
GDPR Pro	445
GDPR Professionals	411
GDPR-Portugal	287
Total	57 637

TABLE 5:EXAMPLES OF MESSAGES POSTED ON LINKEDIN GROUPS

Miguel Gonçalves posted in **GDPR General Data Protection Regulation Technology**

Miguel Gonçalves
EU Projects Manager at F6S
1mo • 👤

Hello,
I would like to introduce you to the Data Portability and Services Incubator and let you know that our call to support data portability innovators is now open until 22 April at 12:00 (noon) CEST!

Selected participants get:

- Up to €150K equity-free funding
- 9-month supporting programme

Let me know if I can help you to apply or if you know someone who could be interested.
Thank you, 😊

For more information go to <https://dapsi.ngi.eu/apply>
LinkedIn page: <https://lnkd.in/e7U4YHq>




WWW.DAPSI.NGI.EU

Apply now
dapsi.ngi.eu

👍 2

Miguel Gonçalves posted in **GDPR Pro**

Miguel Gonçalves
EU Projects Manager at F6S
1mo • 👤

Hello,
I would like to introduce you to the Data Portability and Services Incubator and let you know that our call to support data portability innovators is open until 22 April at 12:00 (noon) CEST!

Selected participants get:

- Up to €150K equity-free funding
- 9-month supporting programme

Let me know if I can help you to apply or if you know someone who could be interested.
Thank you, 😊

 **NGI Data Portability and Services Incubator**
176 followers
2mo • Edited • 🌐

📣 DAPSI OPEN CALL IS OFFICIALLY LAUNCHED 📣

💰 up to €150k equity-free funding ...see more

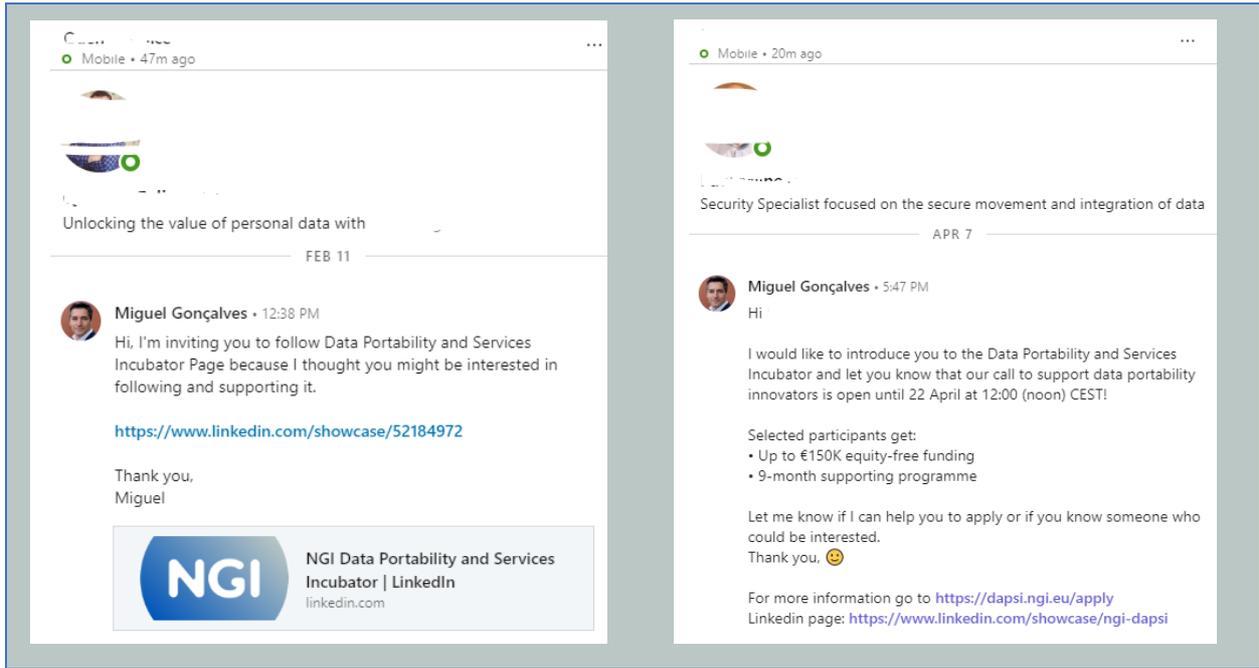


APPLY NOW

👍 1

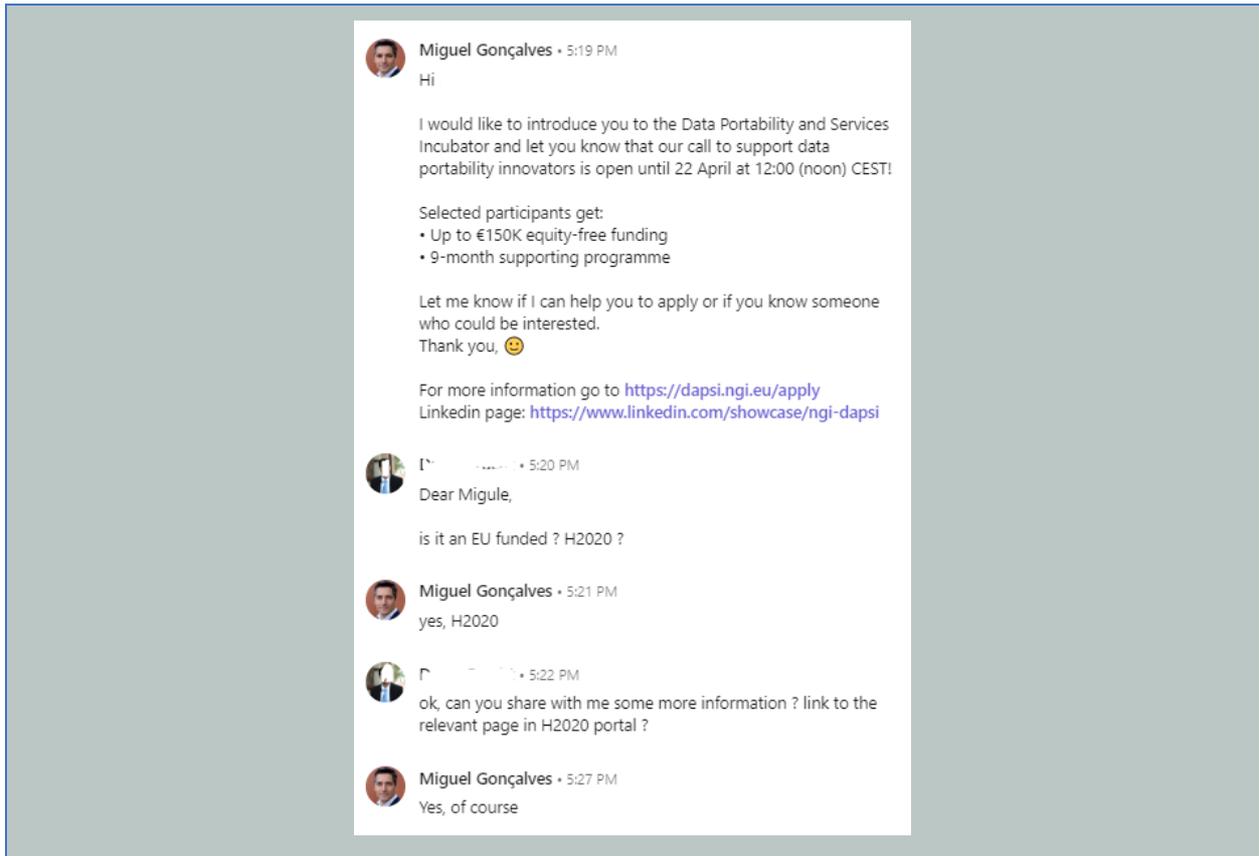
- Sending direct messages to potential candidates. More than **360 direct messages** were sent to professionals related to the DAPSI topics.

TABLE 6: EXAMPLES OF DIRECT MESSAGES SENT ON LINKEDIN



- Responding to clarification requests made by LinkedIn user about the open call.

TABLE 7: EXAMPLE OF CLARIFICATION PROVIDED TO A LINKEDIN USER



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

3.2.1.1.3 Facebook

Like twitter, the Facebook account was also an option to promote DAPSI to the general public.

Within the open call time frame 12 posts were shared on the DAPSI Facebook page, reaching a total of 1146 users, 76 engagements, 43 likes and 17 shares.

Post reach

The number of people who saw any of your posts at least once. This metric is estimated.

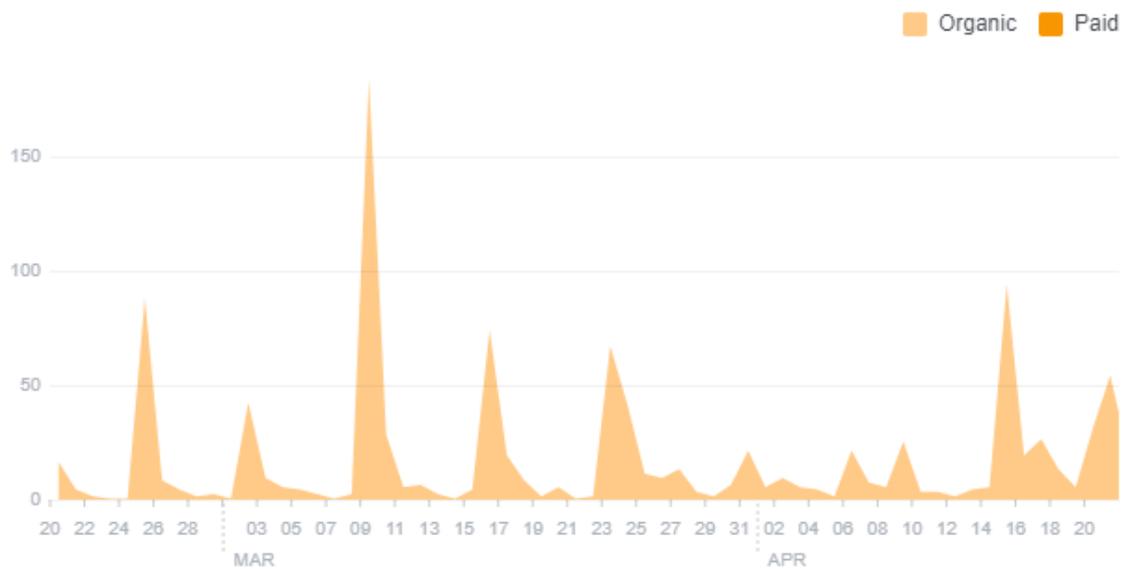
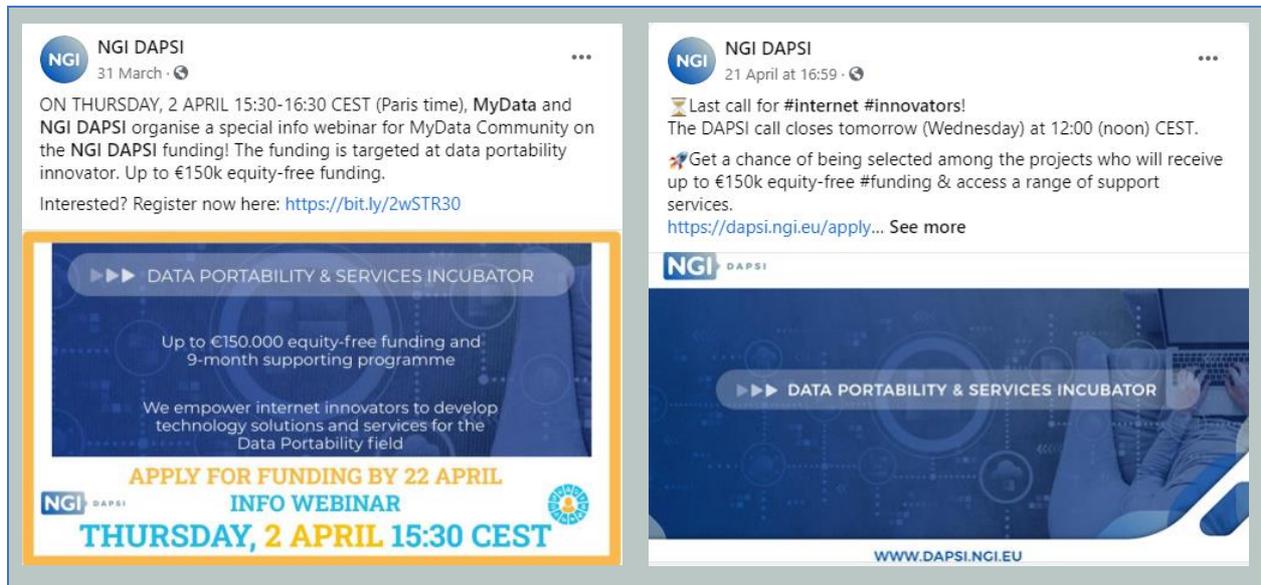


FIGURE 3: EVOLUTION OF DAPSI'S POSTS REACH ON FACEBOOK

TABLE 8: EXAMPLES OF POSTS PUBLISHED ON THE DAPSI'S FACEBOOK PAGE



Facebook page: <https://www.facebook.com/NGI.DAPSI/>

3.2.1.1.4 YouTube

The DAPSI's YouTube channel was created as a repository of all the videos created within the project to make them continuously available to the public. In the context of the open call dissemination the DAPSI consortium stored on YouTube one open call promotional video and three recordings of webinars about guidelines for applicants. During the open call time frame the **videos were watched 358 times**, by 154 unique viewers, totalizing 67,3 hours of watch time.

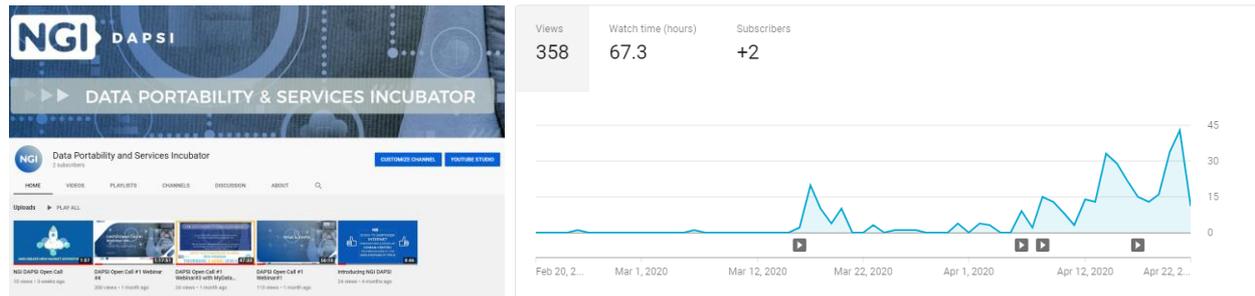


FIGURE 4: YOUTUBE DASHBOARD AND STATISTICS

YouTube channel: <https://www.youtube.com/channel/UCvxdSyCHwrnPjT33ZT8UItA>

3.2.1.1.5 SlideShare

SlideShare was the chosen platform to save and share the presentations developed within the DAPSI project. In the context of the open call many webinars' participants requested to access the slides presented. To respond to that need two presentation were uploaded to the SlideShare platform, the DAPSI - Open Call #1 - Webinar #1 which collected 51 views and the DAPSI - Open Call #1 - Webinar #4 with 60 views.

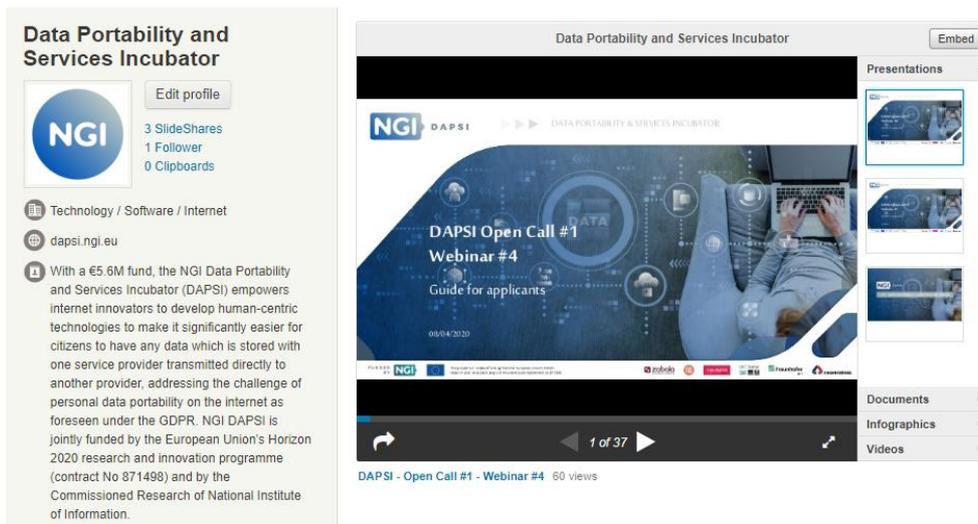


FIGURE 5: DAPSI PAGE ON SLIDESHARE

SlideShare page: https://www.slideshare.net/ngi_dapsi

3.2.2 F6S Scouting

More than 1.3 million start-ups and SMEs are registered on F6S. In order to find the best potential applicants for the DAPSI open call a hyper targeted approach was implemented based on keywords related to the DAPSI topics. This resulted in a selection of 2 754 startups and SMEs to which a direct message was sent. On top of that the DAPSI Open call was also promoted on the F6S targeted newsletter to more than 13 000 users.

TABLE 9: TARGETED MESSAGE SENT TO F6S USERS

Hi, Sara and Miguel here - We manage the Data Portability and Services Incubator, a €5.6M fund and supporting programme, that is empowering top internet innovators from Europe to develop solutions in the Data Portability field!

Your challenge is to make it significantly easier for citizens to have any data which is stored with one service provider transmitted directly to another provider as foreseen under the GDPR.

CONNECT WITH DAPSI



Data Portability & Services Incubator

API, Cyber Security, Data & Analytics, Legal Compliance, Open Data, Privacy, Data Management



Team
Sara & Miguel

DAPSI will support up to 50 teams through a 9-month supporting 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 a vibrant ecosystem.

On top of that, each DAPSI project can receive up to €150k equity-free funding!

Selected projects to receive:

- Up to €150K equity-free funding
- Free access to top infrastructure
- Free training in business and data related topics
- Free coaching
- The opportunity to participate in a vibrant ecosystem and shape the internet of the future.

3.2.3 Email

The dissemination of the first DAPSI open call by email was important to attract talented applicants from all the eligible countries and to reach all the defined target groups, directly or indirectly.

- 312 H2020 National Contact Points, 137 EEN National Contact Points, and 220 Digital Innovation Hubs related to ICT were contacted by email and provided with information and digital dissemination materials about the open call in order to spread the opportunity among their communities.

TABLE 10: EXAMPLE OF EMAIL COMMUNICATION

Email template	Attached dissemination material
<p>DAPSI - OPEN CALL - Funding opportunity for internet innovators</p> <p>Hello,</p> <p>My name is Miguel from F6S. I am contacting you because I think this opportunity may be very interesting for the {{Organization}} community.</p> <p>The Data Portability and Services Incubator (DAPSI) is looking for internet innovators in Europe, with ideas to solve Data Portability challenges, for a vibrant 9-month programme (September 2020 to May 2021), supported by the European Commission's Next Generation Internet initiative.</p> <p>Program participants receive:</p> <ul style="list-style-type: none"> • Up to €150K equity-free funding • Free access to top infrastructure • Free training in business and data related topics • Free coaching • The opportunity to participate in a vibrant ecosystem and shape the internet of the future. <p>Applications are open on F6S until 22 April at 12:00 (noon) CEST. For more information go to https://dapsi.ngi.eu/apply.</p> <p>Let me know if you need further information. Thank you for your time,</p> <p>-- Miguel Gonçalves</p> <p>EU Projects Manager Follow me at fb.com/miguel.goncalves</p> <p>NGI DAPSI Up to €150k (equity-free) for #dataportability innovators First Call Open - Apply now! Visit our website</p>	

The result of this action was visible through the different content about DAPSI that started to appear online, such as articles and social media posts, written in many different languages.

TABLE 11: EXAMPLES OF PUBLICATIONS RESULTING FROM THE INTERACTION WITH NATIONAL CONTACT POINTS

Website publication	Post on Twitter
 <p>შოთა რუსთაველის საერთაშორისო მეცნიერებათა ფონდი SHOTA RUSTAVELI NATIONAL SCIENCE FOUNDATION OF GEORGIA მეცნიერებათა, მოხალისეთა, საერთაშორისო</p> <p>სიახლეები</p> <p>NGI DAPSI ▶▶▶ DATA PORTABILITY & SERVICES INCUBATOR</p> <p>შოთა რუსთაველის საერთაშორისო მეცნიერებათა ფონდი აგრძელებს ინფორმაციის მონაცემთა პორტაბილულობისა და სერვისების ინკუბატორი (DAPSI) – ს 2020 წლის საგრანტო პროგრამის შესახებ</p> <p>Data Portability & Services Incubator (DAPSI) – ინტერნეტ ტექნოლოგიების სფეროში მოღვაწე ინოვაციორებს, ევროპის სივრცესა და საერთაშორისო, საშუალებს აძლევს მონაწილეობა მიიღონ ევროპული კომისიის მიერ დაფინანსებულ მომავლის თაობის ინტერნეტივიტივების 9 თვიან პროგრამაში (2020 წლის სექტემბერი- 2022 წლის მაისი).</p> <p>პროგრამა თავაზობს:</p>	 <p>EEN_Slovenia @EENSlovenia · Mar 3 Priložnost podpornega programa @NGI_DAPSI za inovatorje rešitev prenosa osebnih podatkov, usklajenih z #GDPR:</p> <ul style="list-style-type: none"> -do 150 tisoč € finančnih sredstev -tehnična in poslovna podpora -dostop do infrastrukture <p>Informacije in prijava do 22. 4. 2020: dapsi.ngi.eu</p> <p>Up to €150,000 equity-free funding and 9-month supporting programme We empower internet innovators to develop technology solutions and services for the Data Portability Field</p>

- A database of researchers and research organizations contacts was developed in order to disseminate the DAPSI open call which enabled to directly contact more than 1200 potential candidates from the academic sector.

TABLE 12: EXAMPLES OF INTERACTIONS WITH RESEARCH ORGANIZATIONS

<p>DAPSI * OPEN CALL * Funding opportunity for data portability researchers</p> <p>Hello,</p> <p>My name is Miguel from F6S. I am contacting you because I think this opportunity may be particularly interesting to you.</p> <p>The Data Portability and Services Incubator (DAPSI) is looking for researchers in Europe, with ideas to solve Data Portability challenges, for a vibrant 9-month programme (September 2020 to May 2021), supported by the European Commission's Next Generation Internet initiative.</p> <p>Program participants receive:</p> <ul style="list-style-type: none"> • Up to €150K equity-free funding • Free access to top infrastructure • Free training in business and data related topics • Free coaching • The opportunity to participate in a vibrant ecosystem and shape the internet of the future. <p>Applications are open on F6S until 22 April at 12:00 (noon) CEST. For more information go to https://dapsi.ngi.eu/apply</p> <p>Let me know if you need further information. Thank you for your time, -- Miguel Gonçalves</p> <p>EU Projects Manager Follow me at f6s.com/miguel.goncalves</p> <p> where founders grow together F6S connects founders to opportunity</p>	 <p>ULIO Univerza v Ljubljani Naravoslovnotehniška fakulteta</p> <p>O FAKULTETI ŠTUDIJ</p> <p>Naravoslovnotehniška fakulteta</p> <p>Razpis: OBZORJE2020; DAPSI * OPEN CALL * Funding opportunity for internet innovators – 22.4.</p> <p>9. 4. 2020, ob 17.05, v obvestila objavila Miguel Gonçalves</p> <p>UL služba za EU projekte obvešča, da je odprt evropski H2020 razpis DAPSI s področja interneta naslednje generacije. Prijave je kratek, prijave so odprte do 22. 4. 2020.</p> <p>Razpis bo podpril projekte, ki temeljijo na inovacijah in raziskavah pomembnih za <i>Prenosljivost podatkov in storitev</i> (Data service portability) vključno s podpodročji:</p> <ul style="list-style-type: none"> • preglednost podatkov za bolj pregledno hranjenje osebnih podatkov in tekoč prenos podatkov pri uveljavljanju pravic dostopa do osebnih podatkov; • združljivost podatkov in interoperabilnost za lažje preklapljanje med ponudniki storitev; • varnost in zasebnost potrošnikov pri prenašanju osebnih podatkov med ponudniki; • drugi projekti za Prenosljivost podatkov in storitev. <p>Več o razpisu si prosim preberite na spletni strani razpisa.</p>
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- A database of 62 data portability related organization was created to disseminate the DAPSI open call enabling to spread the opportunity among experts in the field. Entities or initiatives such as MyData Global, the Data Portability Cooperation, the Privacy Tech Europe or the European Cyber Security Organisation were contacted this way. As a result, some of those entities shared the information internally or through their newsletters and social media channels.

TABLE 13: EXAMPLE OF DAPSI PROMOTION IN A NEWSLETTER OF A DATA PORTABILITY RELATED ORGANIZATION



MyData Global Newsletter
March 2020

Community announcements

- **Funding opportunity: NGI DAPSI** (Data Portability and Services Incubator) Programme with €5.6M fund for top internet innovators to develop solutions in the Data Portability field. [Apply here.](#)
- **#coronadata-channel:** MyData Community is answering to the need for fair & sustainable solutions in Slack - Join the fight!
- **Mastercard, cxLoyalty & digi.me** published a paper on "Me2B Commerce" as a result of a significant piece of work over the last six months - available to download [at this link.](#)
- **OwnYourData** won the 2nd NGI_TRUST Open Call and will implement an end-to-end workflow for deaf and hard of hearing persons and is rolling out the existing Austrian solution at European level.
 - Last weekend the **OwnYourData Data Vault**, a Personal Data Store based on the MyData principles, passed the mark of 1000 users.
 - Some 40 people attend the PDS Workshop hosted by [Freezr](#), **OwnYourData** and [Personium](#). One small step closer to PDS interoperability.
- **Tuukka Lehtiniemi**, from University of Turku wrote a PHD dissertation "[Imagining the data economy](#)" including mentions of MyData.
- **Save the date: Spring General Meeting 16 June!**

Remember to check out the [MyData Weekly Digest](#) for weekly highlights from the lively Slack. Available now also [in Japanese!](#)

- A list of 144 intermediaries, meaning innovation ecosystems managers, accelerators, incubators, supporting organizations were contacted and provided with information about the first DAPSI open call. As a result, some of those intermediaries shared the information internally on their websites, newsletters or social media channels.

TABLE 14: EXAMPLE OF A DAPSI PROMOTION IN A NEWSLETTER OF AN INTERMEDIARY ORGANIZATION

Beta i Newsletter

BUILDING THE INNOVATION ECOSYSTEM

This Might Interest You

What can We Do?

COVID-19

What can We Do?

The answer is: always something. During these times of crisis, we'll be sharing projects or initiatives that may help society. We can start by reinforcing that you should check [tech4covid19](#) several projects ongoing in Portugal. Also, 3DWAYS is taking part in the [#sosscovid](#) project: they are 3D printing face shields for professionals who need them. You can either print them too, get materials for production, or make a monetary contribution. **If you know any projects, ideas, initiatives that you think we should share, please send them our way.**

ALLIED FOR STARTUPS

ECOSYSTEM

Allied for Startups: COVID19 Startup Toolbox

[Allied for Startups](#) is calling on governments and international organisations to take immediate measures in the face of the economic impact covid-19 is having worldwide. They have crowdsourced some [measures that can be applied](#) both nationally and internationally and encourage startups to share them with their networks and policy makers.

OPEN CALLS

For data portability & internet innovators

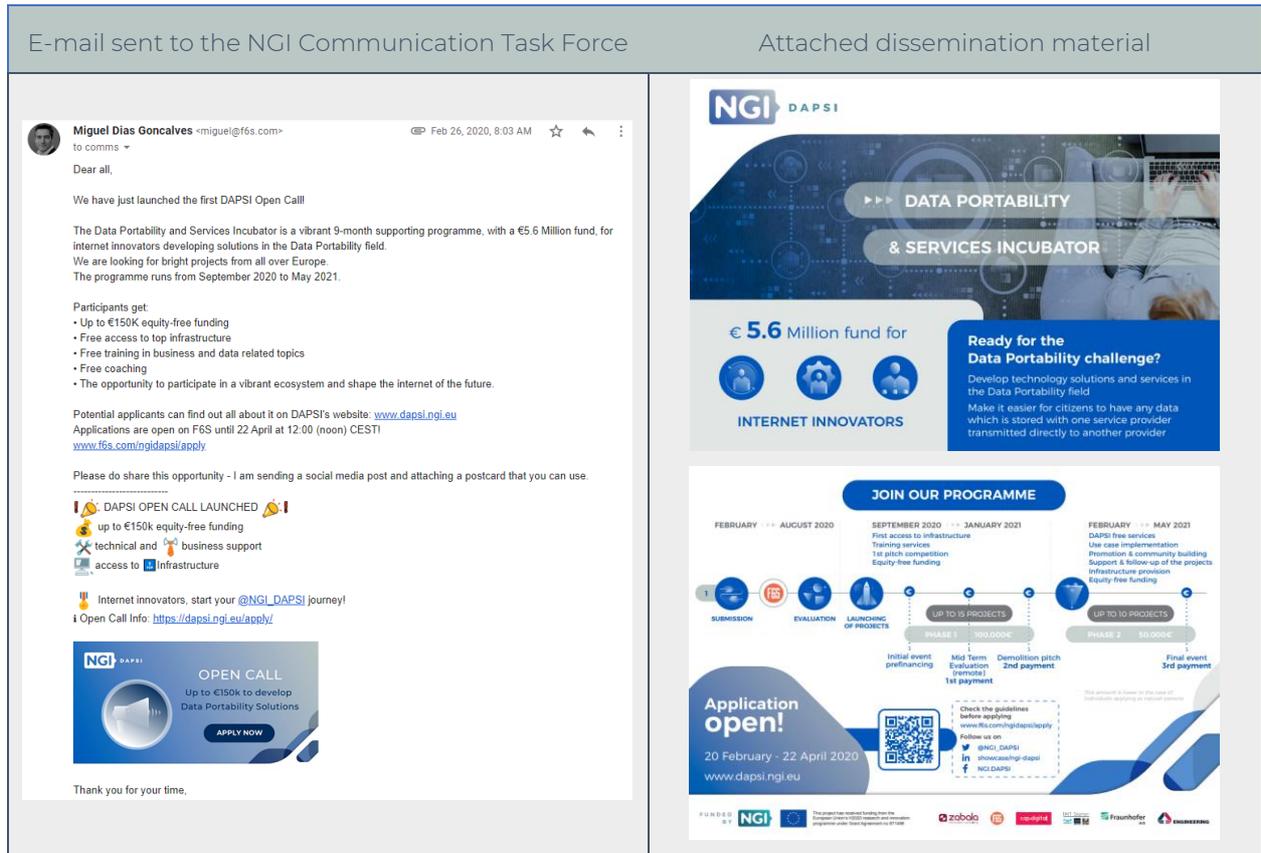
DAPSI, The Data Portability and Services Incubator is looking for internet innovators in Europe, with ideas to solve Data Portability challenges. [Applications are open](#) until April 22 for the 9-month programme (September 2020 - May 2021), supported by the European Commission's Next Generation Internet initiative. You can find more information about the perks of the program at [DAPSI website](#).

- Some consortium partners added a tagline under their email's signature to continuously promote DAPSI, in every email sent, during the open call time frame.

TABLE 15: EXAMPLES OF EMAIL'S SIGNATURES USED TO PROMOTE DAPSI



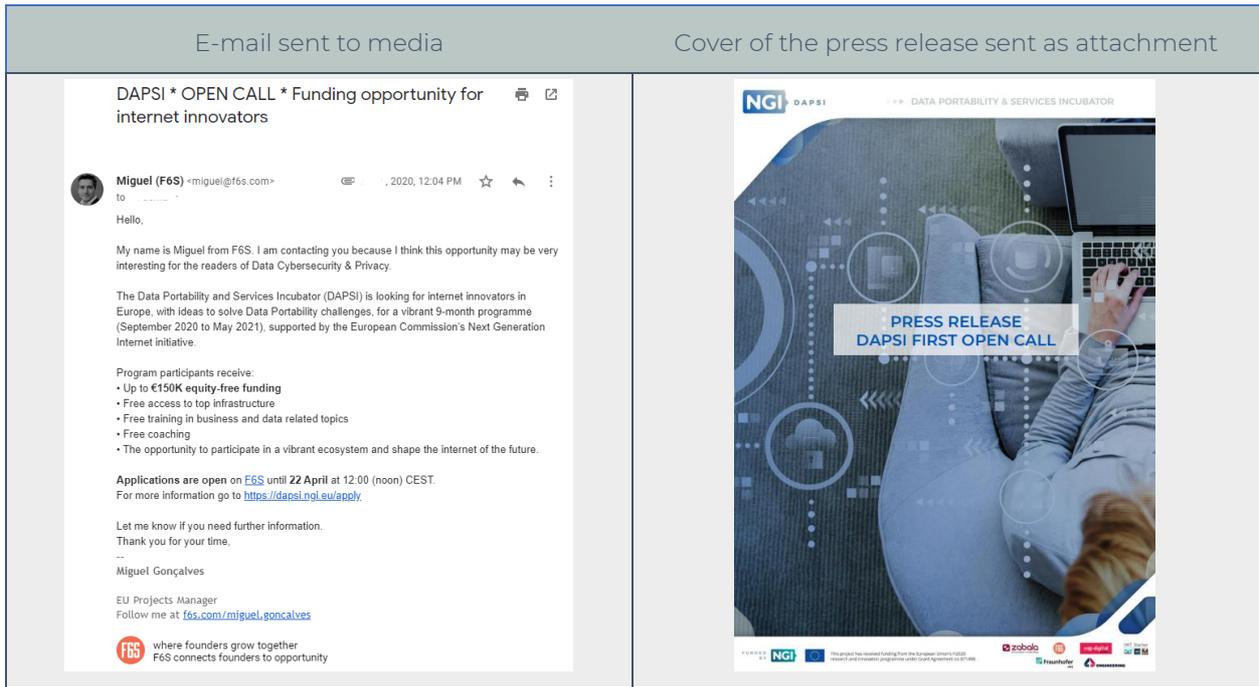
- The details about the DAPSI open call and digital dissemination materials were shared by email with the NGI Communication Task Force, where all the NGI projects are represented and involved to cross promote the NGI open calls.



3.2.4 Media

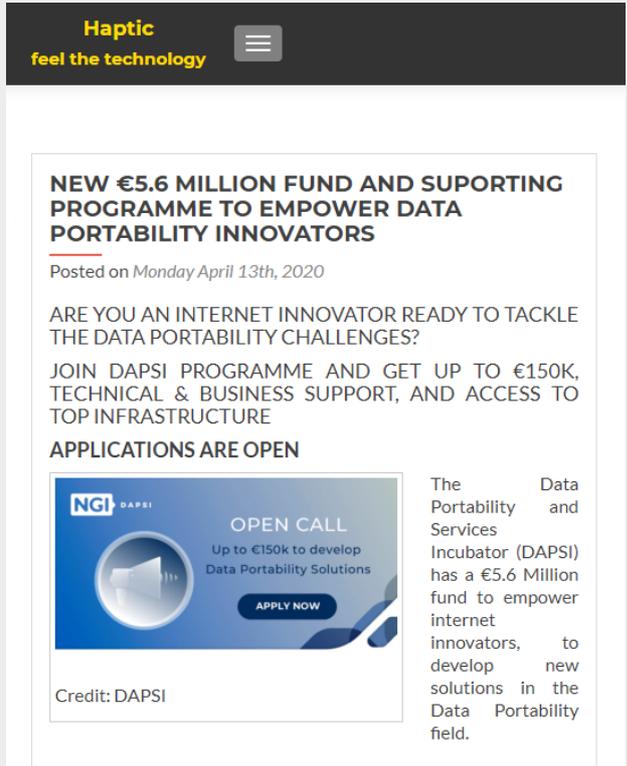
To notify the media about DAPSI's open call a press release was sent by email to more than 3500 journalists, bloggers and other similar agents covering a diverse set of areas such as internet technologies, software engineering, data economy, law/gdpr, open source software, startups, new technologies, among others.

TABLE 16:EXAMPLE OF CONTENT SENT TO MEDIA ORGANIZATIONS



As a result of this action the information about the DAPSI open call was promoted in a large number of online journals, magazines and blogs.

TABLE 17: EXAMPLE OF DAPSI NEWS PUBLISHED BY THE MEDIA

Publication on Haptic	Publication on Il Denaro
 <p>Haptic feel the technology</p> <p>NEW €5.6 MILLION FUND AND SUPPORTING PROGRAMME TO EMPOWER DATA PORTABILITY INNOVATORS</p> <p>Posted on Monday April 13th, 2020</p> <p>ARE YOU AN INTERNET INNOVATOR READY TO TACKLE THE DATA PORTABILITY CHALLENGES?</p> <p>JOIN DAPSI PROGRAMME AND GET UP TO €150K, TECHNICAL & BUSINESS SUPPORT, AND ACCESS TO TOP INFRASTRUCTURE</p> <p>APPLICATIONS ARE OPEN</p> <p>The Data Portability and Services Incubator (DAPSI) has a €5.6 Million fund to empower internet innovators, to develop new solutions in the Data Portability field.</p> <p>Credit: DAPSI</p>	 <p>il denaro.it</p> <p>Home > Incentivi</p> <p>Data Portability, primo avviso Dapsi: finanziamenti fino a 150mila euro</p> <p>da il denaro.it - 9 Aprile 2020</p> <p>Il progetto Dapsi - Data Portability and Services Incubator ha annunciato l'apertura del primo bando per l'incubazione di soluzioni innovative sul tema della portabilità dei dati.</p> <p>Il bando sostiene lo sviluppo di soluzioni tecnologiche human-centric che avranno l'obiettivo di contribuire agli standard di trasparenza, compatibilità e interoperabilità dei dati personali in adempimento alla normativa GDPR.</p>

An extensive list of online publications is available in appendix A.

3.2.5 Other platforms

3.2.5.1 DAPSI Partners' websites

Provided with dissemination content (text, images and videos) the DAPSI consortium partners were able to promote the open call on their portals/websites spreading the opportunity within their communities.

TABLE 18: EXAMPLES OF DAPSI CONTENT IN PARTNERS WEBSITES

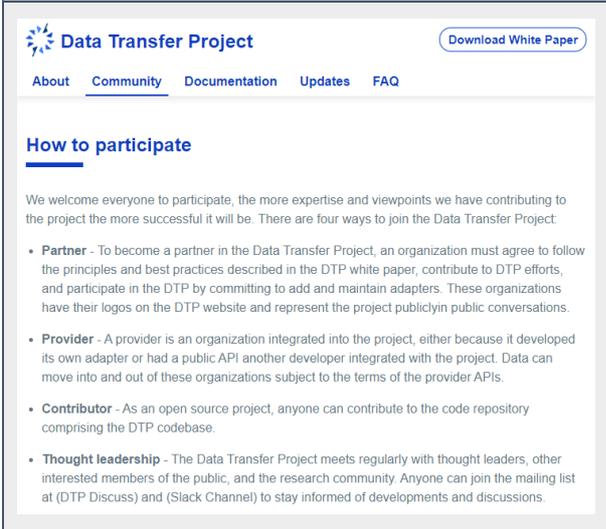
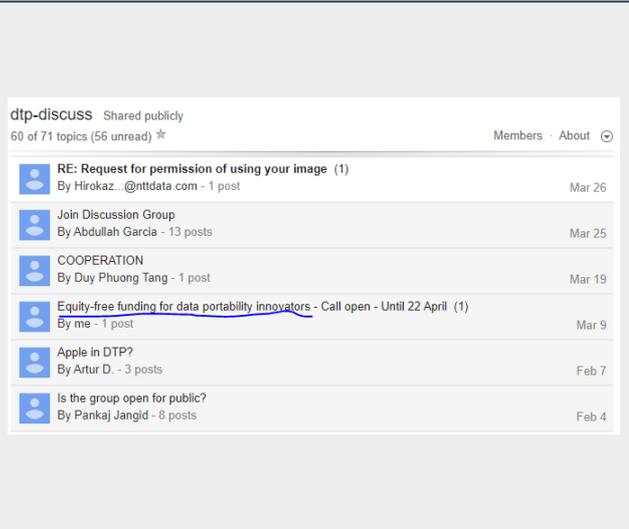
Zabala Website	CAP Digital website
 <p>The screenshot shows the Zabala website with a navigation menu (About us, Services, What's new, Case Studies, People). The main content features the title 'DAPSI Data portability and services incubator' and a paragraph explaining the project's goal: 'DAPSI goal is to make 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.' Below the text is the European Union flag and a note: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 871498'.</p>	 <p>The screenshot shows the CAP Digital website with a navigation menu (cap-digital). The main content features the title 'DAPSI calls are finally opened!' and a paragraph explaining the call: 'This call is part of Next Generation Internet, a European Initiative. What is DAPSI ? DAPSI means Data Portability & Service Incubators (DAPSI). In this project, Zabala is the coordinator and Cap Digital is also involved as a partner. It is addressed to all internet innovators (Start-up, SME, researchers, universities, physical people...). It aims to encourage the development of technologies facilitating the transmission and data portability between suppliers. Citizens will have their data stored with one service provider. The General Data Protection Regulation guarantees the right data portability to European citizens, but it remains difficult to meet the technological challenge.'</p>

3.2.5.2 Data Transfer Google group

The Data Transfer Project was launched in 2018 to create an open-source, service-to-service data portability platform so that all individuals across the web could easily move their data between online service providers whenever they want. The contributors to the Data Transfer Project believe portability and interoperability are central to innovation. Making it easier for individuals to choose among services facilitates competition, empowers individuals to try new services and enables them to choose the offering that best suits their needs. Current contributors include: Apple, Facebook, Google, Microsoft and Twitter.

The project involved a wide community of developer, and part of them are from eligible countries within the scope of DAPSI. Therefore the DAPSI open call was promoted on the discussion group of this project.

TABLE 19: SCREENSHOTS OF THE DATA TRANSFER PROJECT COMMUNITY

Data Transfer Project Website	Data Transfer Project Discussion Group
 <p>Data Transfer Project Download White Paper</p> <p>About <u>Community</u> Documentation Updates FAQ</p> <h3>How to participate</h3> <p>We welcome everyone to participate, the more expertise and viewpoints we have contributing to the project the more successful it will be. There are four ways to join the Data Transfer Project:</p> <ul style="list-style-type: none"> Partner - To become a partner in the Data Transfer Project, an organization must agree to follow the principles and best practices described in the DTP white paper, contribute to DTP efforts, and participate in the DTP by committing to add and maintain adapters. These organizations have their logos on the DTP website and represent the project publicly in public conversations. Provider - A provider is an organization integrated into the project, either because it developed its own adapter or had a public API another developer integrated with the project. Data can move into and out of these organizations subject to the terms of the provider APIs. Contributor - As an open source project, anyone can contribute to the code repository comprising the DTP codebase. Thought leadership - The Data Transfer Project meets regularly with thought leaders, other interested members of the public, and the research community. Anyone can join the mailing list at (DTP Discuss) and (Slack Channel) to stay informed of developments and discussions. 	 <p>ntp-discuss Shared publicly 60 of 71 topics (56 unread) * Members · About</p> <ul style="list-style-type: none"> RE: Request for permission of using your image (1) By Hirokaz...@ntdata.com - 1 post Mar 26 Join Discussion Group By Abdullah Garcia - 13 posts Mar 25 COOPERATION By Duy Phuong Tang - 1 post Mar 19 Equity-free funding for data portability innovators - Call open - Until 22 April (1) By me - 1 post Mar 9 Apple in DTP? By Artur D. - 3 posts Feb 7 Is the group open for public? By Pankaj Jangid - 8 posts Feb 4

3.2.5.3 Telegram

The DAPSI consortium didn't create a page or group in the [Telegram](#) platform, but disseminated posts about the DAPSI open call in several groups dedicated to topics related to DAPSI, such as interoperability, data protection and internet security.

TABLE 20: EXAMPLES OF DAPSI MESSAGES POSTED ON TELEGRAM GROUPS



The screenshots show three identical Telegram messages posted in different groups:

- DATA PROTECTION & IT** (1 016 members, 51 online): "Up to €150k equity-free funding for *Data Portability* innovators... Apply until April 22: www.dapsi.ngi.eu/apply"
- Journal du hacker** (25 members): "Up to €150k equity-free funding for *Data Portability* innovators... Apply until April 22: www.dapsi.ngi.eu/apply"
- Interoperability Alliance** (553 members, 44 online): "Up to €150k equity-free funding for *Data Portability* innovators... Apply until April 22: www.dapsi.ngi.eu/apply"

The message content in all three is:

Up to €150k equity-free funding for *Data Portability* innovators 💰
 🛠️ technical, 🧑‍💼 business support and 🏠 access to 🌐 Infrastructure

Apply until April 22: www.dapsi.ngi.eu/apply

DAPSI
Apply now - DAPSI
 Calling all internet innovators
 Develop technology solutions
 and services in the Data Portability fi

3.2.5.4 NGI portal and NGI community portal

The NGI portal, home of all the NGI projects, is an essential platform to promote all NGI open calls. Therefore, detailed information about the open call itself and the webinars held to support the potential applicants were shared with the NGI portal managers.

As a result, this information was properly published and promoted within the NGI portal and NGI Community portal.

TABLE 21: EXAMPLE OF DAPSI CONTENT SHARED ON THE NGI PORTAL

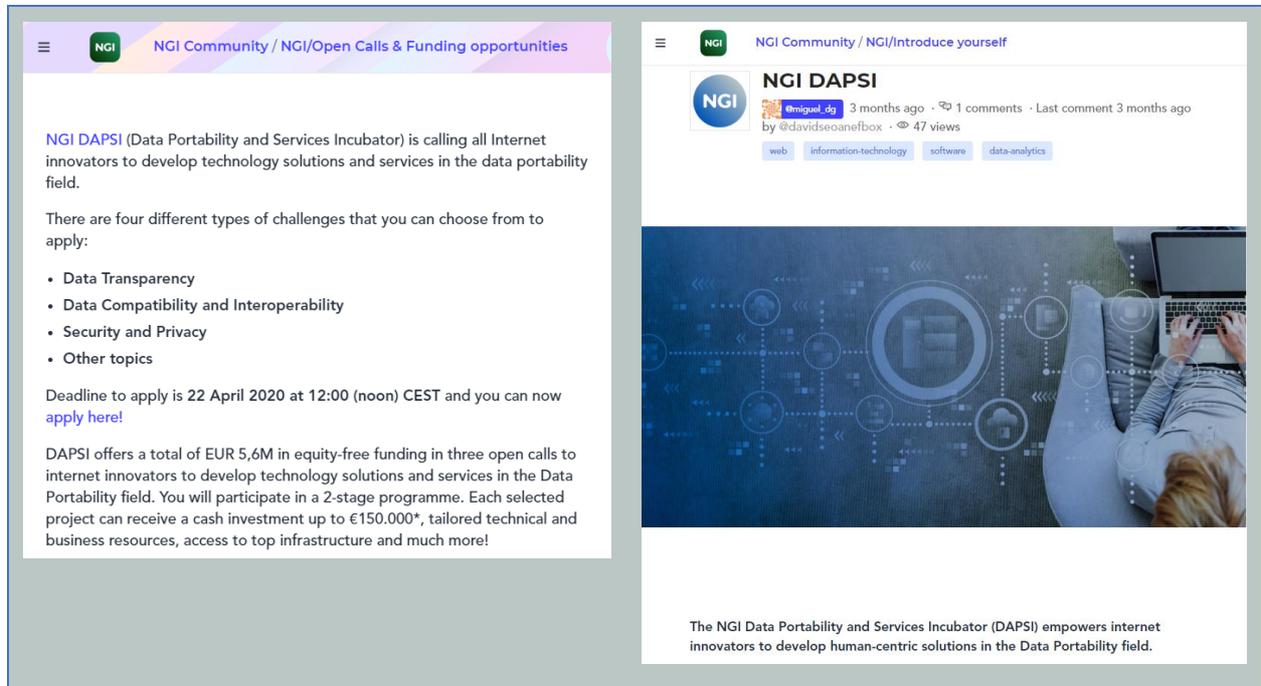
The screenshot displays two pages from the NGI portal. The left page is titled 'NGI DAPSI' and features the following content:

- NGI DAPSI**
- DATA PORTABILITY AND SERVICES INCUBATOR**
- The NGI Data Portability and Services Incubator (DAPSI) empowers internet innovators to develop human-centric solutions in the Data Portability field.**
- DAPSI goal is to make 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.
- NGI DAPSI** logo
- DAPSI will support around 50 projects through a 9-month supporting 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 a vibrant ecosystem. On top of that, each DAPSI team can receive up to 150k€ equity-free funding, distributing a total amount of 5.6M€ through three open calls.

The right page is titled 'FUTURE EVENTS' and lists several upcoming events:

- POLITICO AI Summit 2020** (MARCH 16-17, Mon-Tue, BRUSSELS)
- DAPSI WEBINAR #1** (MARCH 16, Mon, WEB-STREAMED | TIME CET)
- DAPSI WEBINAIRE** (MARCH 18, Wed, WEB-STREAMED | TIME CET)
- IAM Weekend** (MARCH 19-21, Thu-Sat, WEB-STREAMED | TIME CET)
- NGIatlantic.eu's 1st Open Call webinar** (MARCH 26, Thu, WEB-STREAMED | TIME CET)
- eSSIF-Lab webinar** (MARCH 31, Tue, WEB-STREAMED | TIME CET)
- IGF 2020 OUTREACH WEBINAR** (APRIL 6, Mon, WEB-STREAMED | TIME UTC)
- DAPSI WEBINAR #3** (APRIL 8, Wed, WEB-STREAMED | TIME CET)
- NGI EXPLORERS WEBINAR #2** (APRIL 8, Wed, WEB-STREAMED | TIME CET)

TABLE 22: EXAMPLE OF CONTENT SHARED ON THE NGI COMMUNITY PORTAL



3.2.6 Webinars

3.2.6.1 DAPSI webinars

In the context of the first DAPSI open call, a set of 3 webinars was totally organized by the DAPSI consortium and an extra one, also fully dedicated to the DAPSI open call, were held in partnership with MyData Global organization.

Event	Date	Outputs	Number of viewers
DAPSI Open Call #1 Webinar #1 Guide for applicants	16 March 2020	Video: https://youtu.be/cP0nTq8gMpY Slides: https://www.slideshare.net/ngi_dapsi/dapsi-open-call-1-webinar-1	Live: Around 30 On YouTube: 113
Webinar d'information AAP DAPSI – NGI (French)	18 March 2020	Video: https://app.livestorm.co/cap-digital-1/webinar-dinformation-aap-dapsi-ngi/live?s=e880c3d8-3554-47e4-ac02-15303bd80d7d#/chat	Live: Around 40 On livestorm: 73
DAPSI Webinar Open Call 1 (With MyData Global)	2 April 2020	Video: https://youtu.be/u_Xo2ITCNTQ	Live: Around 40 On YouTube: 24

Event	Date	Outputs	Number of viewers
DAPSI Open Call #1 Webinar #4 Guide for applicants	8 April 2020	Video: https://youtu.be/0HCBonOlr6Y Slides: https://www.slideshare.net/ngi_dapsi/dapsi-open-call-1-webinar-4	Live: Around 50 On YouTube: 201

TABLE 23: EXAMPLES OF WEBINAR OUTPUTS

Presentation available on SlideShare	Video record screenshot
	

The video records of the webinars were shared on DAPSI's social media channels and also one the apply page of the DAPSI website.

TABLE 24: EXAMPLES OF WEBINARS RELATED CONTENT PUBLISHED

Webinar video available on the DAPSI website	Webinar video record shared on Twitter
	

3.2.6.2 Joint webinars

DAPSI consortium were invited to promote the open call in several online events.

Horizon 2020 Cascade Funding Opportunities

A [webinar](#) held, on the 27th of March 2020, by the UK Knowledge Transfer Network, attended by more than 230 people, where Sara Mateo (Zabala) promoted in a 3-minute pitch the DAPSI open call opportunity.

<p>Screenshot of the DAPSI presentation at the webinar</p>	<p>Twitter post about the webinar</p>
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#Startups Kill the Virus

Held by Zabala on the 28th of April 2020, the Startups Kill The Virus webinar promoted several NGI projects, including DAPSI that was presented by Sara Mateo (Zabala) to around 60 attendees.

<p>List of NGI projects presented at the webinar</p>	<p>Twitter post about the webinar</p>
--	---------------------------------------

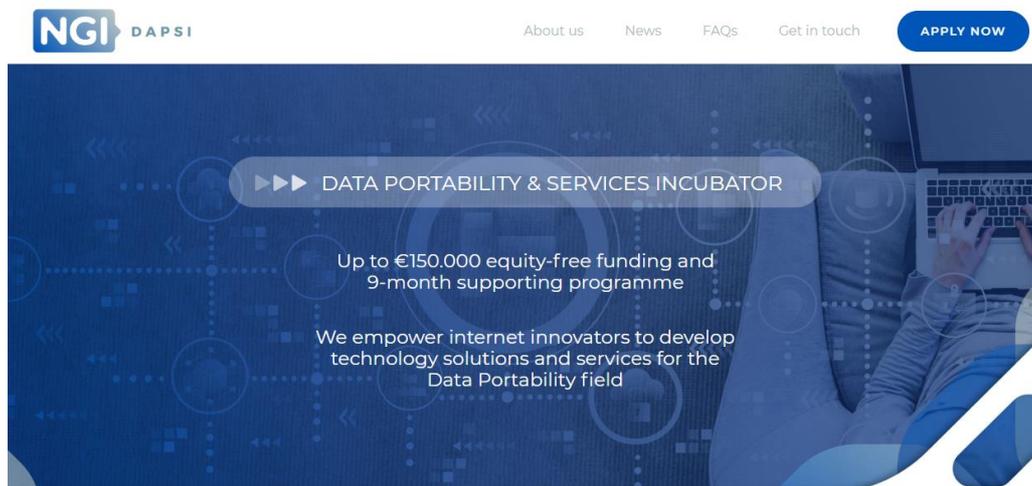
3.2.7 DAPSI website

3.2.7.1 Website updates

Several updates were implemented on the [DAPSI website](#) to promote the open call.

- Homepage
 - “Apply now” button added to the header section, leading to the webpage dedicated to the open call;
 - “Apply now” button added in the middle section of the page after the call to action message “Join our programme”.
 - The selected subdomains of the open call were added with their respective short descriptions
 - 3 quotes from Olivier BRINGER and Eric POL, related to the Next Generation Internet Initiative and the data portability right were added,
 - A short description of the supporting programme phases was added,
 - Due to the activation of the news section of the website, a new section on the homepage was added in order to always feature 3 news.
 - In addition to the existing social media buttons of Facebook, LinkedIn, and Twitter, already available in the footer section, the YouTube button was added.

FIGURE 6:SCREENSHOT OF THE DAPSI WEBSITE HOMEPAGE



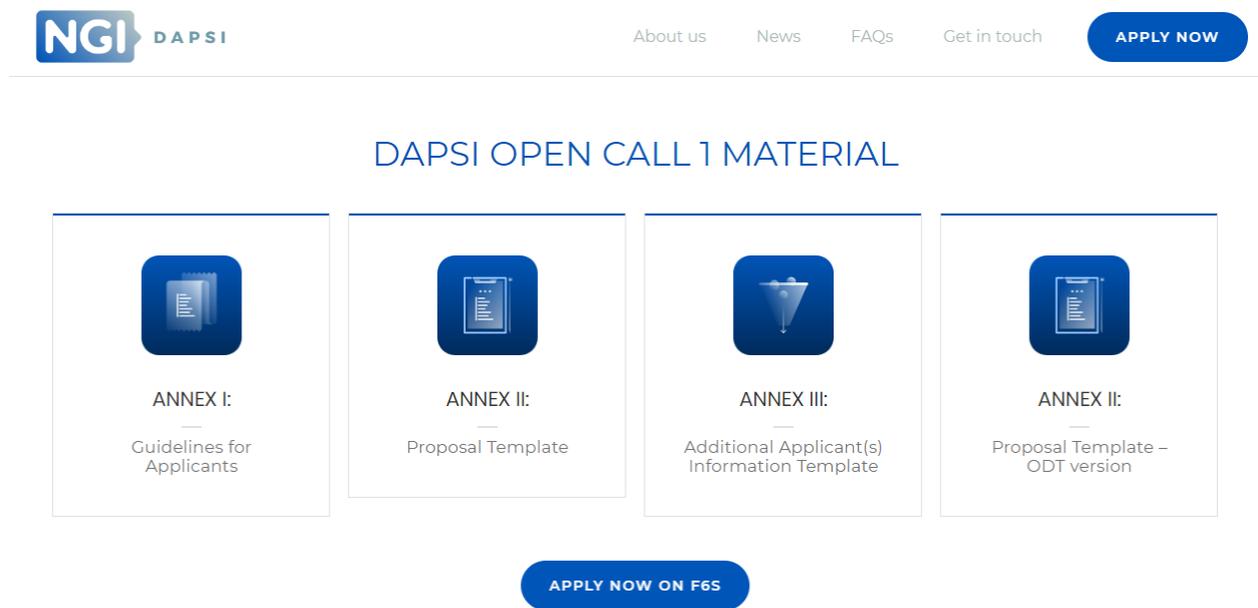
- Apply page

Launch the day of the call opening, this page comprises all the necessary information for candidates to successfully submit applications to the open call. The page contained:

- Open and closing dates of the open call,

- o Information about the targeted groups,
- o Topics to be addressed in the open call
- o Supporting programme descriptions,
- o Open call documents:
 - Guidelines for applicants
 - Proposal template
 - Additional applicant(s) information template
 - Proposal template (ODT version)
- o Two “Apply now on F6S” buttons linked to the application form
- o Eligibility criteria
- o Webinar video “Guide for applicants”
- o Section inviting visitors to check the FAQs page
- o A contact box linked to DAPSI’s official email

FIGURE 7: SCREENSHOT OF THE OPEN CALL DOCUMENTS SECTION OF THE APPLY PAGE



● Frequently asked questions page

In this page visitors could have access to a list of common questions and respective answers, divided in the following section:

- 13 questions and answers about DAPSI project
- 14 questions and answers about “How to participate”
- 6 questions and answers about what to expect if selected

FIGURE 8: SCREENSHOT OF THE FAQs PAGE

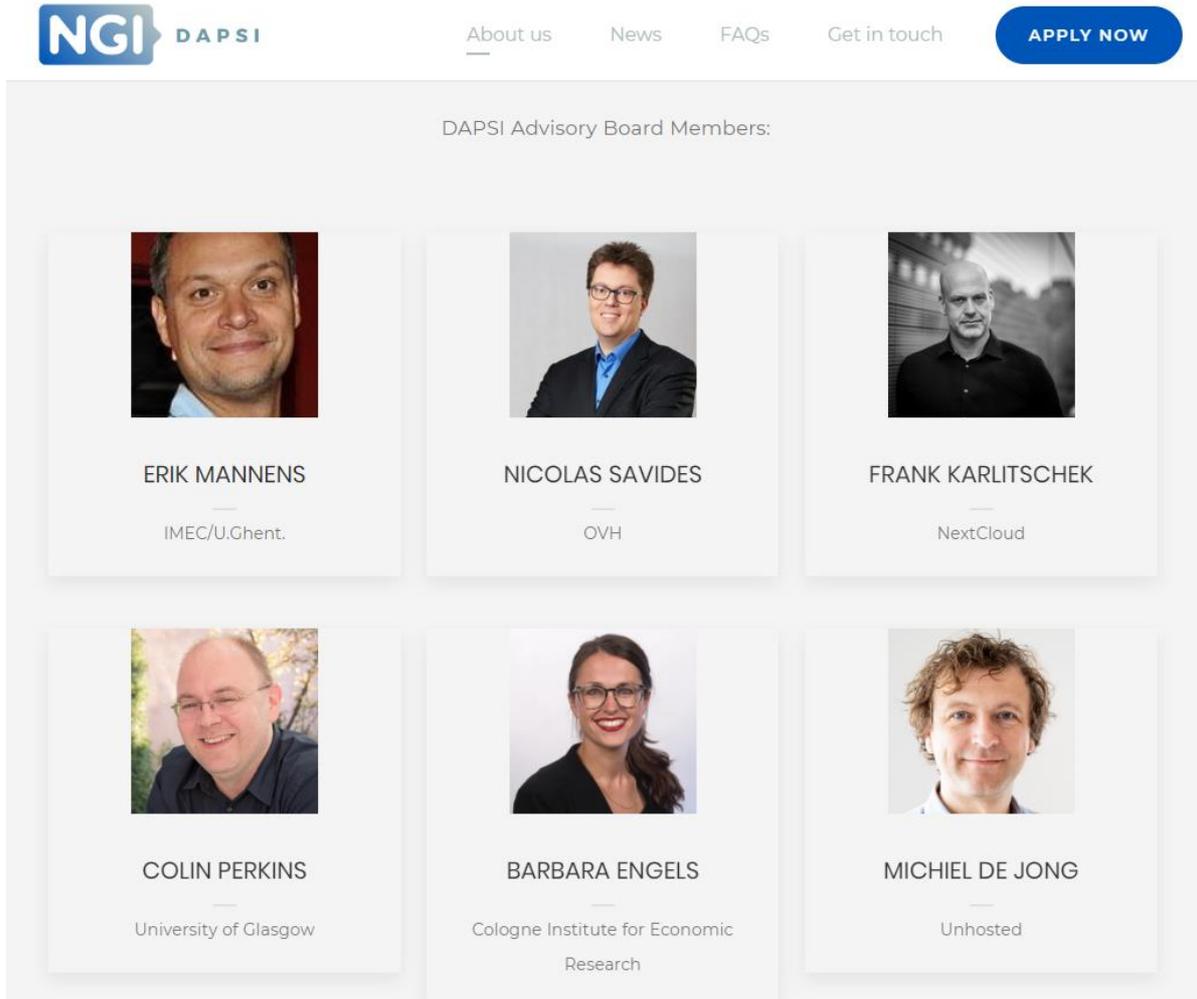
NGI DAPSI About us News FAQs Get in touch [APPLY NOW](#)

HOW TO PARTICIPATE

Q : Who is eligible in the calls?	+
Q : How do I apply?	+
Q : Can I submit several projects?	+
Q : What's the deadline for the First Call?	+
Q : Are you sharing any information about my proposal?	+
Q : Can I apply to the 2nd and 3rd call if I was not selected in the 1st Call?	+
Q : Can I apply to the 2nd and 3rd if I was selected to the first	+
Q : What are your funding criteria?	+
Q : Will DAPSI mandate that we have to build on a certain protocol?	+
Q : What information is required for the application?	+
Q : When is the deadline to apply?	+
Q : Can I have access to my application answers?	+

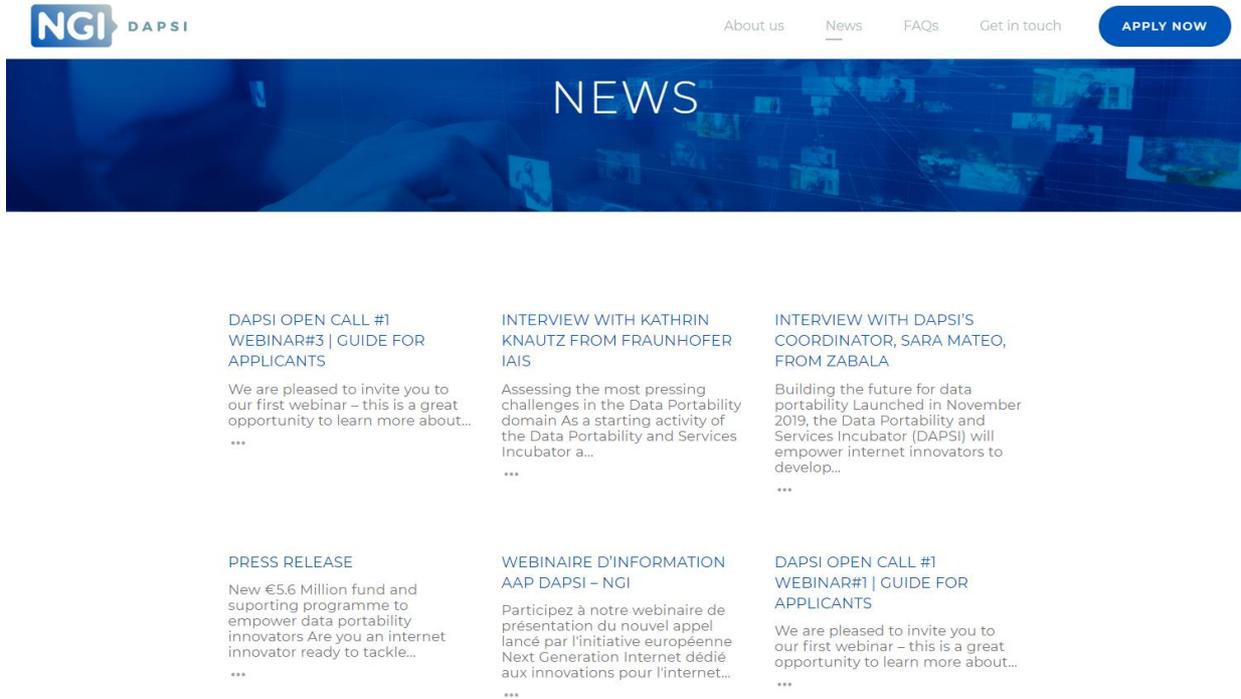
- About page
 - Information about the Advisory Board members added (pictures, names, and links to profiles)

FIGURE 9: SCREENSHOT OF THE ABOUT PAGE



- News page
 - 1 article about the opening of the call published
 - 3 news about DAPSI webinars published
 - 2 interviews with DAPSI's partners published
 - Interview with Sara Mateo (DAPSI's Coordinator)
 - Interview with Kathrin Knautz (Fraunhofer IAIS)

FIGURE 10: SCREENSHOT OF THE NEWS PAGE



3.2.7.2 Website analytics

Within the DAPSI open call time frame the website attracted **4,143 unique visitors**, representing 6.822 sessions, 11,934 pageviews and an average session duration of two and a half minutes.

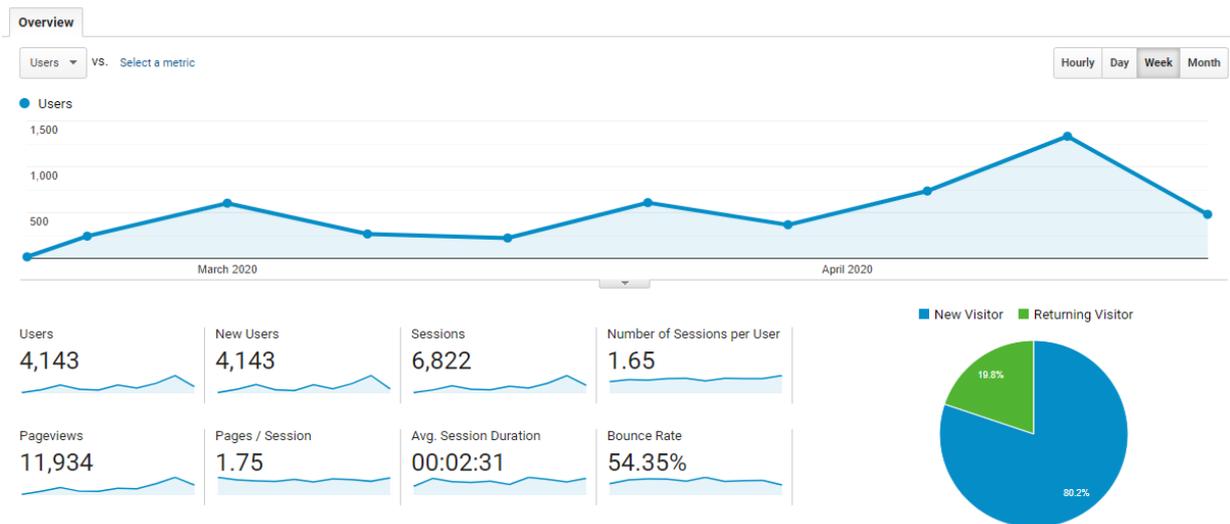


FIGURE 11: WEBSITE STATISTICS FROM GOOGLE ANALYTICS

3.2.8 F6S platform

The F6S platform is the official tool used to receive and manage proposals, ensuring a hassle-free submission process of applications.

3.2.8.1 F6S pages updates

Within F6S platform a DAPSI's ecosystem was created and updated with information about the open call:

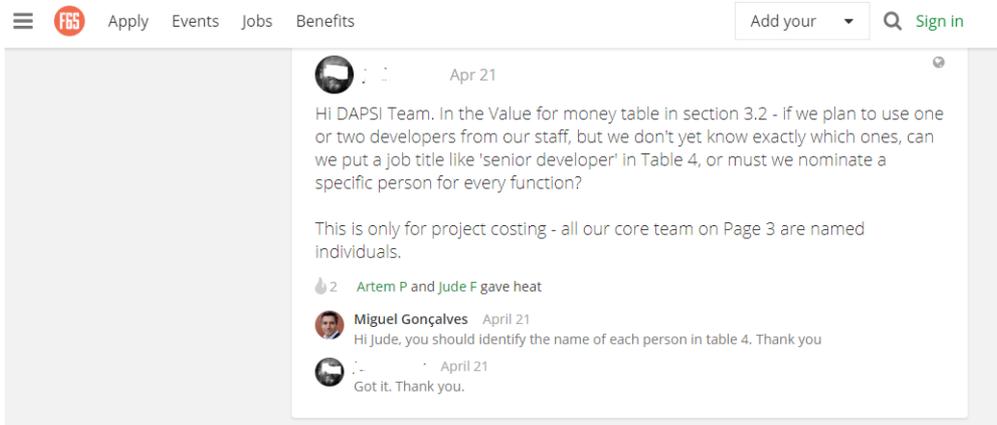
- DAPSI about page
 - Updated with information about the open call value proposition and link to the application form

FIGURE 12: SCREENSHOT OF THE DAPSI F6S ABOUT PAGE



- DAPSI discuss page
 - A page dedicated to the interaction between potential applicants and the DAPSI team, where questions about the project and the open call were answered, tips were shared, and the webinars about the open call promoted.

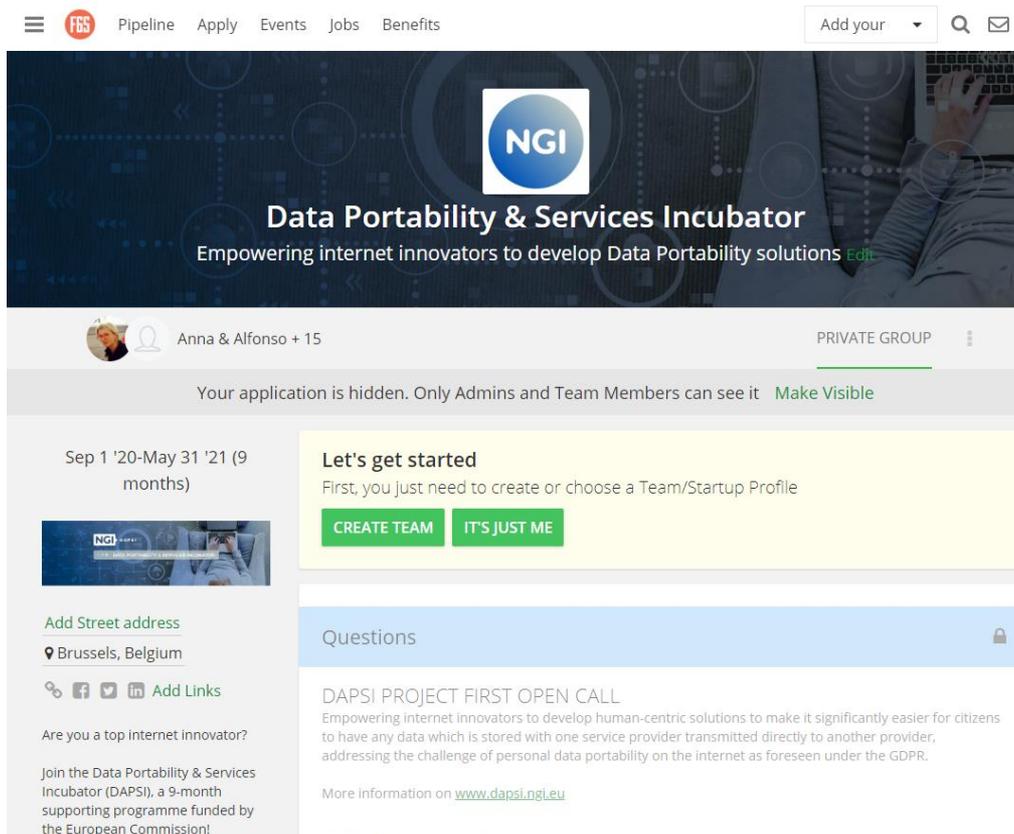
FIGURE 13: SCREENSHOT OF THE DAPSI F6S DISCUSS PAGE



DAPSI apply page

- This page comprised general information about the DAPSI project, links to all the open call documents necessary to successfully submit proposals and the application form.

FIGURE 14: SCREENSHOT OF THE APPLICATION FORM PAGE



- Webinar registration pages
 - The F6S event registration tool was used to promote and register the attendees to the DAPSI's webinar #1 and #4.

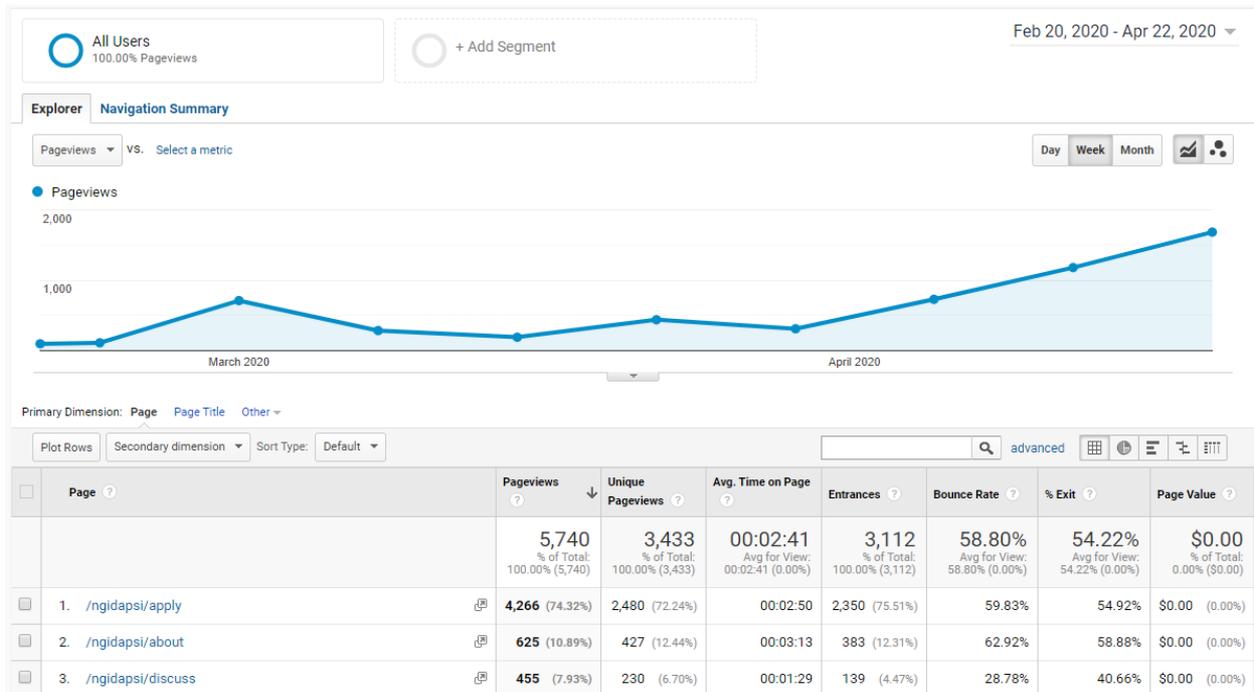
FIGURE 15: SCREENSHOT OF A DAPSI WEBINAR REGISTRATION PAGE



3.2.8.2 Analytics of DAPSI ecosystem within F6S

Within the DAPSI open call time frame, **2,480 unique visitors** accessed the application form page on F6S, representing a total of 4.266 application page views with an average time on page of two minutes and 50 seconds.

FIGURE 16: SCREENSHOT OF GOOGLE ANALYTICS DASHBOARD FOR DAPSI PAGES WITHIN F6S

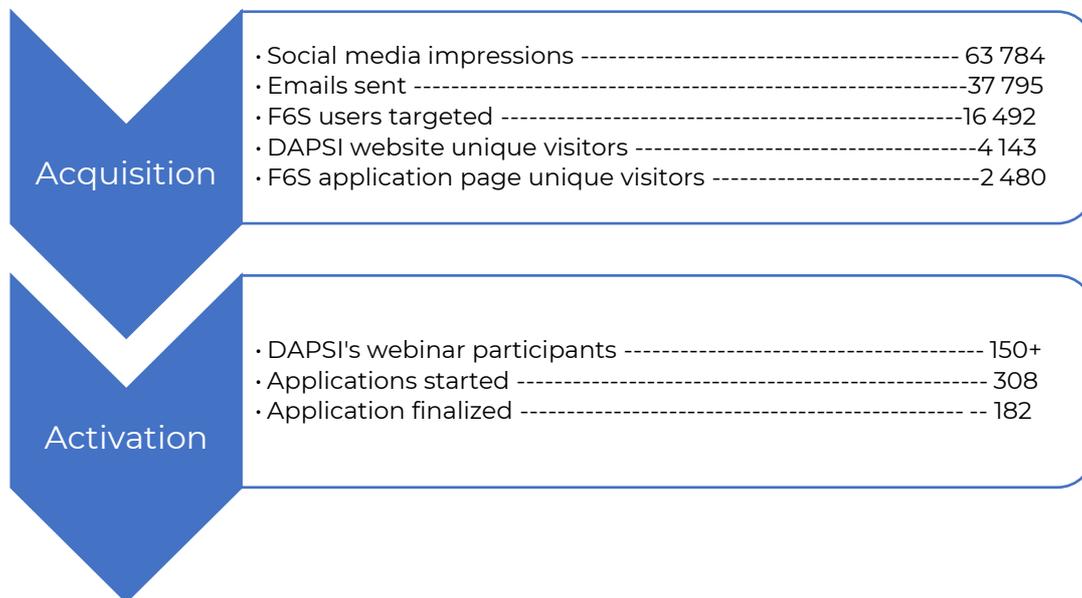


4 RESULTS

Despite the context of the COVID-19 pandemic, the mix of dissemination activities, implemented at the different levels of the AARRR funnel, and based on an simple but effective information architecture, enable to attract and guide the different target groups into their journey through the DAPSI ecosystem culminating in the submission of **182 applications**, exceeding by 21% the initial target for the open call (150).

Looking at the dissemination activity numbers through the lens of the AARRR funnel it is possible to have a sense of the magnitude of the actions carried out at the different levels, that allowed the consortium to reach this result.

FIGURE 17:AARRR FUNNEL METRICS FOR THE FIRST DAPSI OPEN CALL



4.1 SUMMARY OF DISSEMINATION ACTIVITIES

This section provides a measurable summary of each type of digital communication activity undertaken by the consortium partners to promote the open call, implemented between the 20th of February and the 22nd of May.

Dissemination activity	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
Press release	5	13356	887	48
Training (Webinar)	5	1125	0	78
Partner's Web-site/blog/news page	31	6043	12907	0

Dissemination activity	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
Video/film	1	0	482	0
Other	4	401	0	0
TOTAL	46	20925	14276	126

The dissemination activities listed above reached at least total number of 14 276 persons, highlighting the role of the partners' website, blogs and news pages to promote the open call within their established communities. The actions included in the "Other" row are in-person meetings or phone calls with potential applicants and online sessions to present DAPSI to targeted groups.

Social media	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
DAPSI and partner's Twitter	28	9916	57254	176
DAPSI and partner's Facebook	19	1146	1306	1
DAPSI and partner's LinkedIn	21	1749	4745	166
Other social media efforts	8	174	479	0
TOTAL	76	12985	63784	343

The social media were an essential piece of the marketing strategy. Social platforms helped the consortium to connect with the general public and potential applicants, increasing awareness about DAPSI, boosting leads and engaging people. Although the DAPSI project and respective social media channels have been created recently, their impact, reinforced by the already existing partners' social media accounts, was quite significant, reaching for example more than 63.000 impressions.

Emails	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
To press/blogs	1	3593	680	48
To intermediaries/partners/networks	323	852	337	91
To potential applicants	225	1858	837	195
DAPSI mentions in partner's newsletter	8	31492	19350	393
TOTAL	557	37795	21204	727

The email marketing activities enable the consortium to reach the different targeted groups in a tailored manner. A total number of 37.795 emails were sent to media organizations, potential applicants, intermediaries, SMEs, H2020 and EEN national contact points, organizations related to the topics covered by the DAPSI project, among others.

4.2 APPLICATIONS STATISTICS

4.2.1 Total applications and applicants

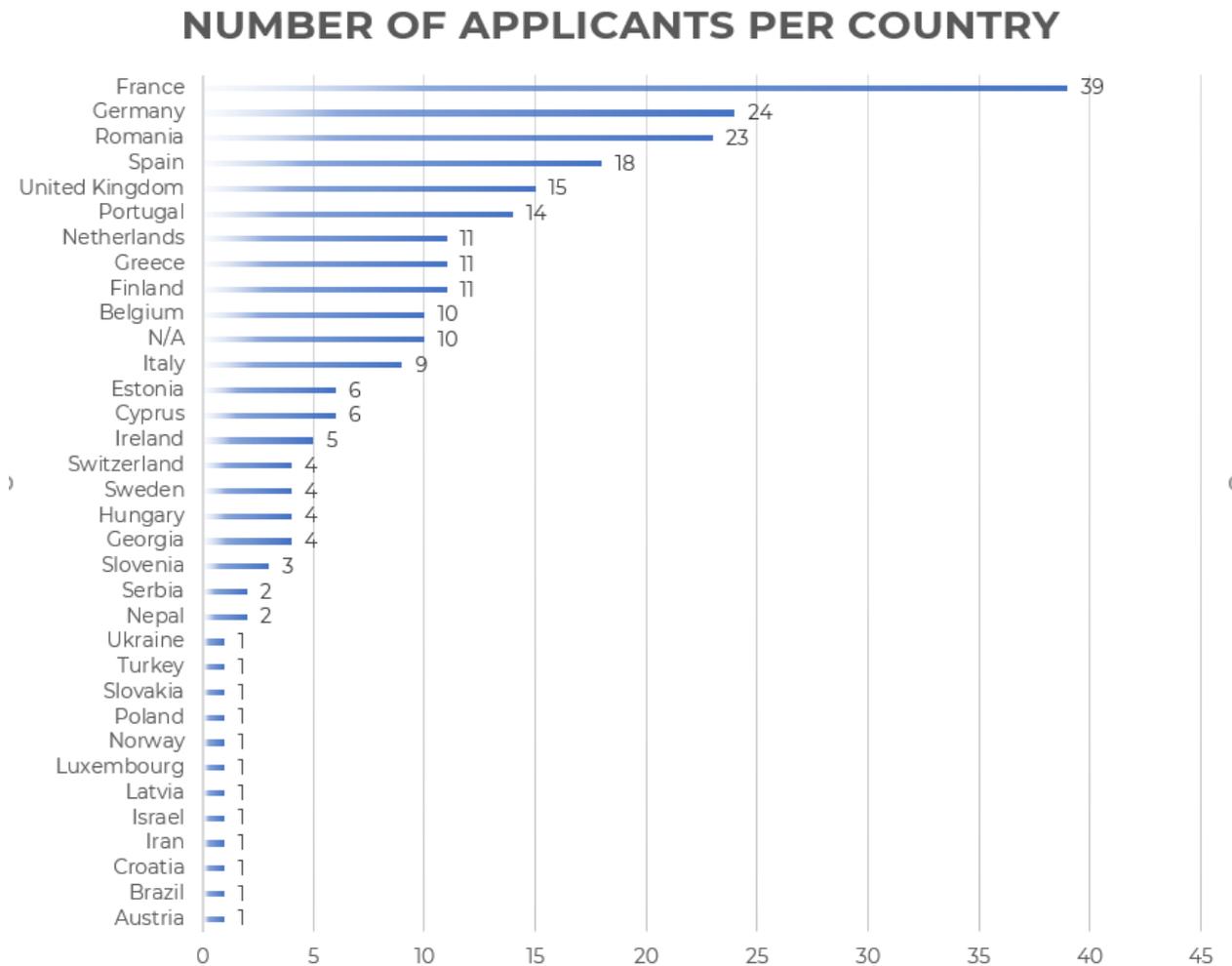
At the end of the open call there were a total of 308 applications started and 182 applications submitted representing a finalization rate of 59%. Exceeding by 21% the initial target of 150 submitted applications.

The 182 finalized applications were submitted by 247 applicants, composed of 63 individuals and 184 entities.

4.2.2 Applicants per country

The 247 participants came from 33 different countries, demonstrating the wide reach of the dissemination activities.

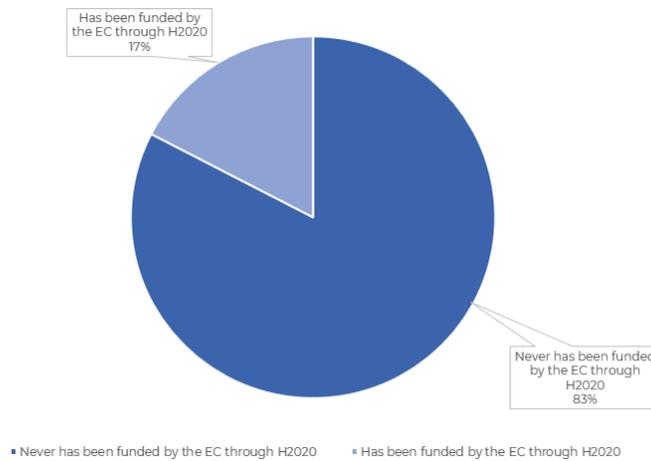
FIGURE 18: NUMBER OF APPLICANTS PER COUNTRY



4.2.3 Information about previous EC funded applicants

The application form comprised a field for each applicant to declare if they had been funded by the European Commission through H2020 before. As reflected in the chart below the dissemination activities were able to attract a **large majority of applicants (83%)** that never had been funded by the EC before, reaching one of the main goals of the open call.

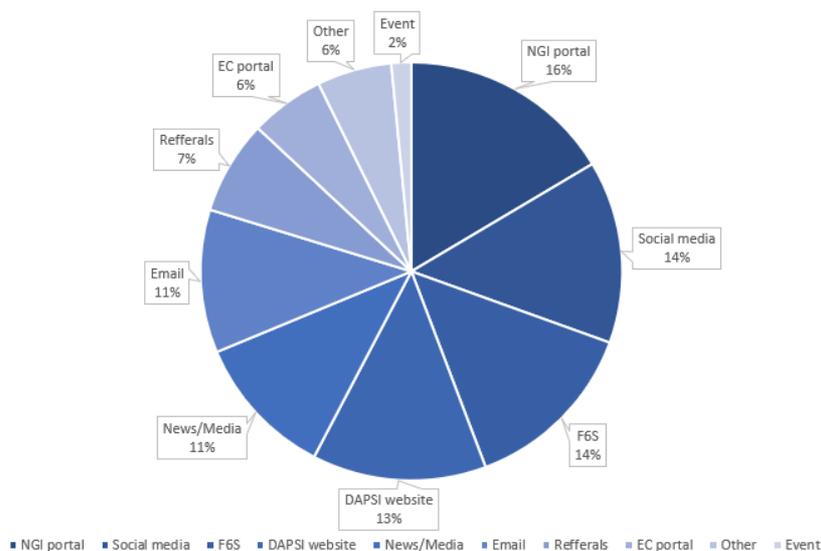
FIGURE 19: PERCENTAGE OF APPLICANTS THAT WERE PREVIOUSLY FUNDED OR NOT BY THE EC THROUGH H2020



4.2.4 How applicants heard about DAPSI

The final question of the application form was related to the topic of the open call dissemination to understand which were the channels that acquired the greatest number of candidates, in order to improve future dissemination activities.

FIGURE 20: HOW APPLICANTS HEARD ABOUT DAPSI



As presented above, there is a very diverse mix of initial touchpoints with applicants. A result that also reflects the impact of the various communication channels used to attract candidates.

5 SPECIAL NOTE

On the 7th of May 2020 - 15 days after the open call closure - the DAPSI consortium received a communication from the NGI Outreach Office with the following statement:

DAPSI is, according to our understanding and feeling, one of the most efficient projects in terms of online communication. And this is the reason why we would like to present your case as a best practice.

APPENDIX A – DAPSI ONLINE NEWS LIST

DAPSI Online News
1. https://www.ngi.eu/ngi-projects/dapsi/
2. https://www.bnn.at/news/calls/1101-dapsi-open-call-funding-opportunity-for-data-portability-and-internet-innovators
3. https://www.up2europe.eu/calls/dapsi-1st-open-call_4574.html
4. https://m.facebook.com/IMTstarter/posts/2891690280920224
5. https://forum.streamr.dev/d/83-dapsi-open-call-for-data-portability-solutions
6. https://www.clustercollaboration.eu/profile-articles/dapsi-calls-are-finally-opened
7. https://www.f6s.com/dapsiopencall1-webinar2-guideforapplicants
8. https://www.youtube.com/watch?v=0HCBonOlr6Y
9. https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls
10. https://oi2lab.com/
11. http://portal.openaxel.com/spaces/ngi-open-calls-funding-opportunities/5e4e8d55181e772ad8f94164
12. https://www.capdigital.com/appels-a-projets/aap-dapsi-ngi/
13. https://startupeuropeclub.eu/
14. https://www.ideal-ist.eu/event/h2020-cascade-funding-opportunities-webinar
15. https://www.ngi-initiative.eu/tag/dapsi/
16. https://ktn-uk.co.uk/news/horizon-2020-cascade-funding-opportunities-round-up
17. https://www.images-et-reseaux.com/projet/european-call-ngi-data-portability-and-services-incubator-dapsi/
18. https://een.si/razpisi/dapsi-open-call-i/
19. https://www.ntf.uni-lj.si/ntf/notification/razpis-obzorse2020-dapsi-open-call-funding-opportunity-for-internet-innovators-rok-22-4/
20. https://www.ncpflanders.be/index.php/news/horizon-2020-cascade-funding-opportunities
21. https://www.datamarketservices.eu/cascade-funding-new-opportunities-for-entrepreneurship-and-startups-across-europe/
22. https://rustaveli.org.ge/eng/siakhleebi/shota-rustavelis-saqartvelos-erovnuli-sametsniero-fondi-avrtselebs-informatsias-monatsemta-portatulobisa-da-servisebis-inkubatori-DAPSI--s-2020-tslis-sagranto-programis-shesakheb-shesakheb
23. https://ufuk2020.org.tr/tr/haberler/innosup-01-kapsaminda-startuplara-ve-kobilere-acilan-cagrilar
24. https://www.ffg.at/ausschreibungen/horizon2020_ict_opencalls
25. https://www.startupdivision.eu/public-funding-opportunities-for-startups-and-smes/

26. https://www.reddit.com/r/streamr/comments/fxa8wk/devs_entrepreneurs_the_dapsi_is_issuing_an_open/
27. https://messari.io/asset/streamr/news
28. https://blogrecherche.wp.imt.fr/en/2020/04/23/data-portability-europe-supports-research-players-in-this-field/
29. https://civitta.com/financing/cascade-funding
30. https://www.haptic.ro/new-e5-6-million-fund-and-suporting-programme-to-empower-data-portability-innovators/
31. https://www.ildenaro.it/data-portability-primo-avviso-dapsi-finanziamenti-fino-a-150mila-euro/
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34. https://5g.nrw/gesucht-innovative-technologie-und-dienstleistungskonzepte-im-bereich-dateneubertragbarkeit/
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36. https://www.capdigital.com/en/dapsi-calls-are-finally-opened/
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38. https://blogrecherche.wp.imt.fr/2020/03/04/portabilite-des-donnees-leurope-soutient-les-acteurs-de-la-recherche-dans-ce-domaine/
40. https://rustaveli.org.ge/geo/siakhleebi/shota-rustavelis-saqartvelos-erovnuli-sametsniro-fondi-avrtselebs-informatsias-monatsemta-portatulobisa-da-servisebis-inkubatori-DAPSI--s-2020-tslis-sagranto-programis-shesakheb-shesakheb
41. https://mailchi.mp/714ed7c0539b/latest-news-from-ngi-n8?e=5cb4d7ec88
42. https://www.unipi.it/index.php/bandi-ricerca/item/17809-ngi-data-portability-and-services-incubator-dapsi
43. http://www.dihbu40.es/open-call-dapsi-para-desarrollar-soluciones-de-portabilidad-de-datos/
44. https://www.iais.fraunhofer.de/de/presse/news/news-191202.html
45. https://forum.personaldata.io/t/funding-call-dapsi-ngi/296

D6.3 CALL DISSEMINATION REPORT (2ND OPEN CALL)

30/04/2021



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

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

D6.3 CALL DISSEMINATION REPORT

Revision: v.2.4

WORK PACKAGE	WP 6 - Dissemination, exploitation and Community Building
TASK	T6.2 – Calls & programme dissemination & promotion
DUE DATE	30/04/2021
SUBMISSION DATE	30/04/2021
DELIVERABLE LEAD	F6S
VERSION	2.4
AUTHORS	Miguel Gonçalves (F6S)
REVIEWERS	Anna Badurska (CAP Digital),
ABSTRACT	This deliverable is an outline of the activities undertaken to promote the DAPSI's second open call and its results.
KEYWORDS	Dissemination, communication, open call, results

Document Revision History

Version	Date	Description of change	List of contributor(s)
2.0	12/04/2021	First version prepared by F6S	F6S
2.1	16/04/2021	First version reviewed by CAP Digital	CAP Digital
2.2	16/04/2021	Review of CAP Digital version by F6S	F6S
2.3	19/04/2021	Correction of the number of applications started	F6S
2.4	26/04/2021	Correction of the open call deadline date	F6S

DISCLAIMER

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Project co-funded by the European Commission in the H2020 Programme

Nature of the deliverable:		R
Dissemination Level		
PU	Public, fully open, e.g. web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to DAPSI project and Commission Services	

* 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 **second version** of the *Deliverable 6.3 Call Dissemination Report* was made to report the dissemination activities undertaken to promote the **second open call** of the DAPSI project.

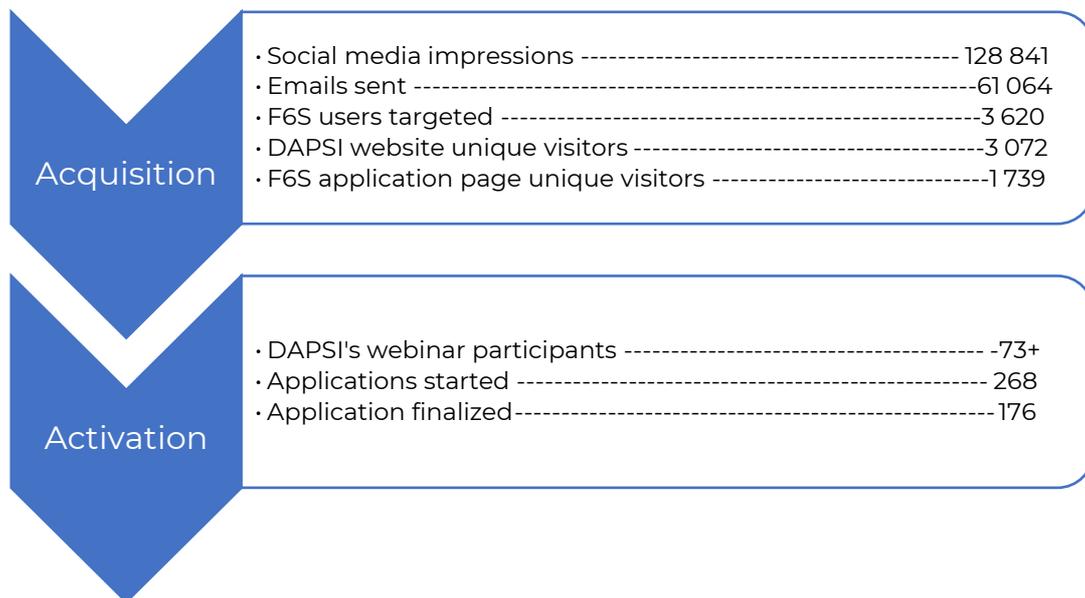
The main **goal** of the dissemination activities was to **attract more than 150 high-quality applications**, representing innovative ideas and solutions in the service and data portability field, from eligible candidates, between the 20th of November 2020 and the 20th of January 2021. Secondary goals were to attract candidates that had not been previously funded by the EC, and from a wide range of eligible countries.

To reach these goals, and due to the **COVID-19 pandemic**, a large set of **digital** activities were implemented.

Based on the communication strategy previously defined and detailed in the DAPSI Content Marketing and Growth Hacking Playbook, the DAPSI consortium implemented a broad spectrum of dissemination activities specially designed for each phase of the AARRR¹ funnel to attract and engage the targeted groups.

The following figure illustrates the magnitude of the undertaken dissemination activities and its results.

FIGURE 1: DAPSI OPEN CALL II AARRR FUNNEL



As a result, and despite the context of the **COVID-19 pandemic**, the second DAPSI Open Call attracted a total number of **176** finalized applications, **exceeding** the initial target by **17%**.

¹ Acquisition, Activation, Retention, Referral and Revenue

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ABBREVIATIONS

AARRR	Acquisition, Activation, Retention, Referral and Revenue
CA	Consortium Agreement
CMGHP	Content Marketing and Growth Hacking Playbook
DAPSI	Data Portability and Services Incubator
DoA	Description of Action
EC	European Commission
EEN	Enterprise Europe Network
EU	European Union
FAQ	Frequently asked questions
GA	Grant Agreement
GDPR	General Data Protection Regulation
ICT	Information and communications technology
MS	Member States
NGI	Next Generation Internet
OCT	Overseas Countries and Territories
PDF	Portable document format
WP	Work Package

1 INTRODUCTION

This document was created as part of the Data Portability and Services Incubator project. It corresponds to the deliverable *D6.3 Call dissemination report*, as referred in the Description of Action – Annex 1 of the Grant Agreement. D6.3 is included in Work Package 6 (WP6) - Dissemination, exploitation and Community Building. One of WP6’s objectives directly relates to the open calls promotion:

Drive a high number of quality applications to DAPSI Open Calls

This report focuses on the activities implemented to disseminate the second of the three DAPSI’s open calls.

The activities described on this report were based on three essential inputs:

1. The deliverable 6.1 Content Marketing and Growth Hacking Playbook that includes all dissemination, communication and networking activities [plan and guidelines](#)
2. The deliverable 6.2 Call Dissemination Kit, that contain the [dissemination materials](#), developed in accordance with the plan described in the Content Marketing and Growth Hacking Playbook (D6.1), produced to communicate and promote greater awareness of the DAPSI’s open calls
3. The deliverable 3.1 [Call Documentation](#), comprised by the (1) guidelines for applicants including the text of the call and evaluation criteria, (2) template for the sub-grantee agreement, (3) application form for applicants, (4) Q&A section and (5) online microsite at the project website and F6S platform.

Due to the COVID-19 pandemic, that still strongly affected European countries during the open call period (20th of November 2020 to the 20th of January 2021) no in-person dissemination activities were implemented. To mitigate the potential impact on the attraction of high-quality applications to DAPSI’s Open Call, the digital dissemination activities were the focus and were implemented with especially strong due diligence. They are detailed in the following chapters.

2 OPEN CALL DISSEMINATION GOALS

The open call dissemination activities objectives were to attract a defined set of target groups, that met a list of eligibility criteria, to submit **more than 150 proposals** for the development of new data portability and services solutions, within the timeframe of the open call, meaning **between the 20th of November 2020 to the 20th of January 2021**.

2.1 TARGET GROUPS

The definition of the target audiences was extremely important for an effective communication and efficient use of resources. It identified the desired professional profiles, the type of legal personality, and the areas of expertise corresponding to the challenges of the open call.

2.1.1 Expert profiles

As stipulated in section 2 of the Guidelines for Applicants of the second DAPSI open call, the target groups were:

- Internet technologists, researchers and innovators.
- Researchers and developers employed in third-level education institutes, research infrastructures, non-profit organisations and charitable (scientific) foundations and research centres or enterprises among others.

2.1.2 Legal personality

These expert profiles described above could apply as individuals or linked to a legal entity. Hence, the participation was possible in several ways:

- Natural person(s):
 - One or more individuals (team).
- Legal entity:
 - One or more entities (consortium), such as universities, research centres, NGOs, foundations, micro, small and medium sized enterprises working on internet or/and other related technologies. Large enterprises cannot participate.
- Any combination of the above.

2.1.3 Areas of expertise

In the second edition of the DAPSI open call the consortium was looking for innovators with good ideas and new solutions to contribute to the following sub-domains within the data and services portability area.

- **Service Portability:** to empower users to share their data with any service provider and host that they trust.
- **Data Compatibility & Interoperability** to facilitate switches between service providers.

- **Security & Privacy** of consumers when their personal data are transferred from one provider to another.
- **Other** relevant Data and Service portability projects

To ensure that the proposals received were aligned with NGI programme expectations it was also required that the applicant's projects included two important aspects:

- **Research component:** apps and services that innovate without a research component are not covered by the NGI model, as stated in the NGI Work Programme. Proposed project must include a relevant research component.
- **Technology Development:** NGI is looking for technology development and not for just paperwork and reports. The project should include a software/hardware development component.

2.1.4 Other target groups characteristics

It was also the aim of the open call to promote the participation of applicants that never had received funding from the European Commission through Horizon 2020.

2.2 ELIGIBILITY

2.2.1 Eligible countries

To increase the respect of the eligibility criteria, the dissemination activities were mainly oriented to applicants legally established/resident in any of the following countries:

- The Member States (MS) of the European Union (EU), including their outermost regions.
- The Overseas Countries and Territories (OCT) linked to the Member States.
- H2020 associated countries (those which signed an agreement with the Union as identified in Article 7 of the Horizon 2020 Regulation), according to the updated list published by the EC.
- The UK applicants were eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

2.2.2 Submission system

Only proposals using the official templates and submitted through the Open Call submission tool (F6S platform) were accepted.

2.3 DEADLINES

Only proposals submitted within the open call period were accepted. After the call closure no additions or changes to received proposals were considered. The call was open from the 20th of November 2020 to the 20th of January 2021, at 12.00 noon CET (midday).

3 COMMUNICATION ACTIVITIES

The promotion of the second DAPSI open call was carried out in a way to maximise the number of high-quality applications and increase the efficiency of the process. To reach the target audiences of DAPSI, a set of dissemination activities were planned and are described in this section. Due to the COVID-19 pandemic only digital activities were planned and implemented and even reinforced to compensate for the cancelation of the in-person activities, showing the consortium’s ability to adapt to the situation and ecosystem’s readiness to respond to the offer.

3.1 DIGITAL

The digital dissemination actions to promote the open call described in this section are presented according to the AARRR funnel/framework, defined on the deliverable 6.1 *Content Marketing and Growth Hacking Playbook*.

As illustrated below, the user journey until the submission of a proposal to the DAPSI open call comprises two steps, Acquisition and Activation.

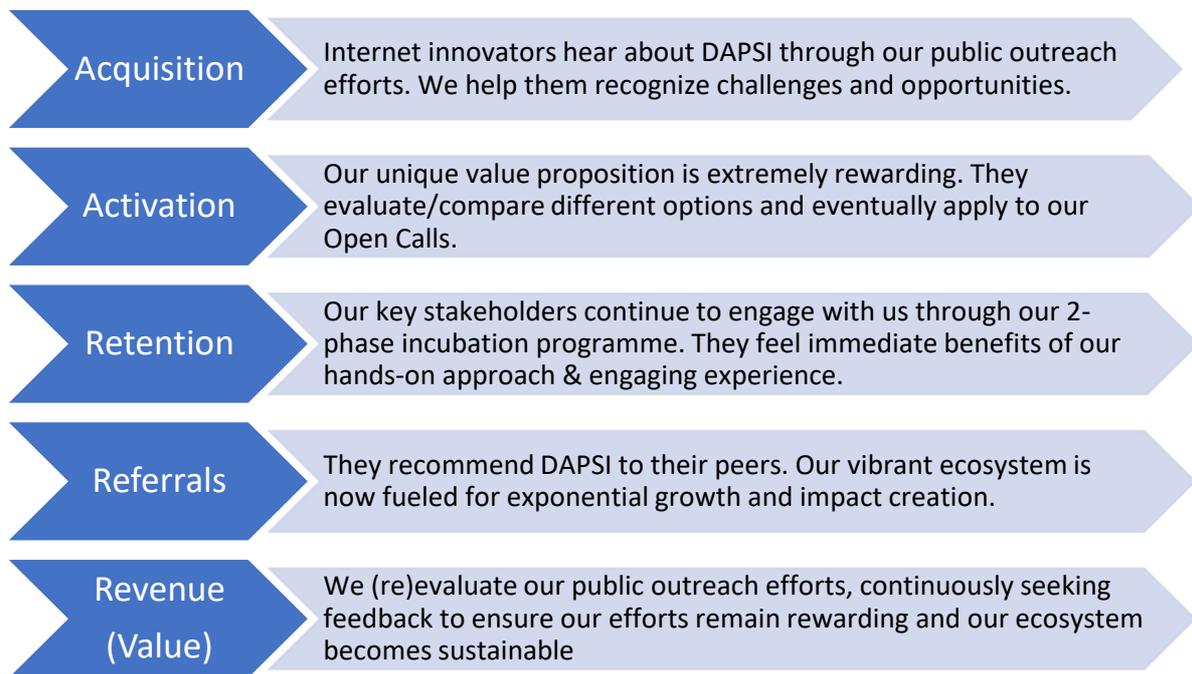


FIGURE 2: AARRR FUNNEL/Framework

3.1.1 Social Media

3.1.1.1 Twitter

The twitter account created and managed for DAPSI to engage with the general public, were the social media channel with the greatest reach during the second DAPSI open call period (20th of November 2020 to the 20th of January 2021 - 62 days). With a total of **20 posts** published during this period, the dissemination on Twitter resulted in a total of **83 300 impressions**, 313 likes, 112 retweets, 120 link clicks, and a 1,1% engagement rate. Reaching a wider audience, DAPSI's posts were frequently shared by other NGI projects, DAPSI Advisory Board members EENs, and DAPSI consortium partners.

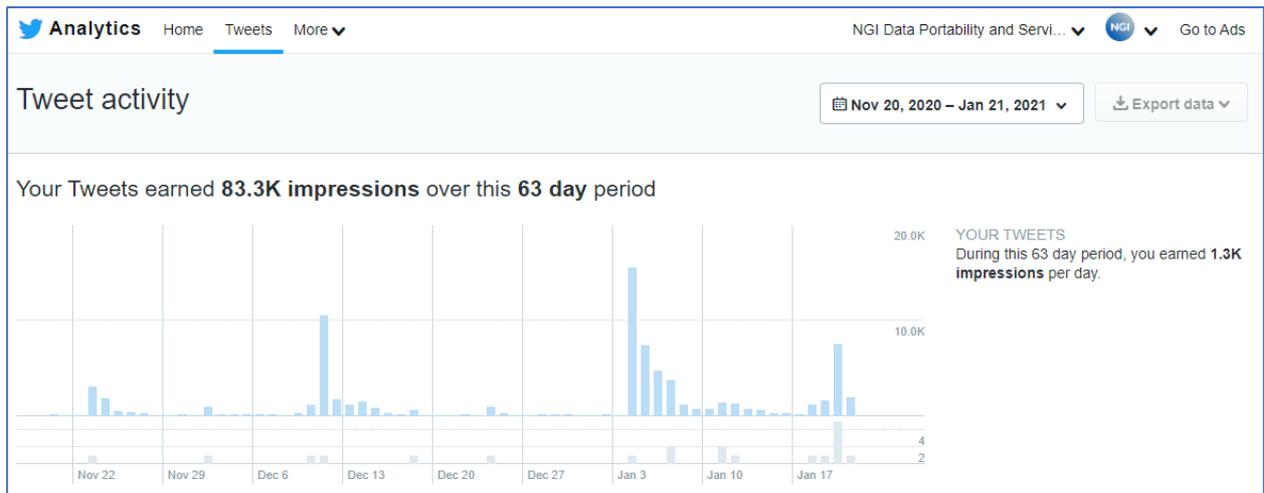
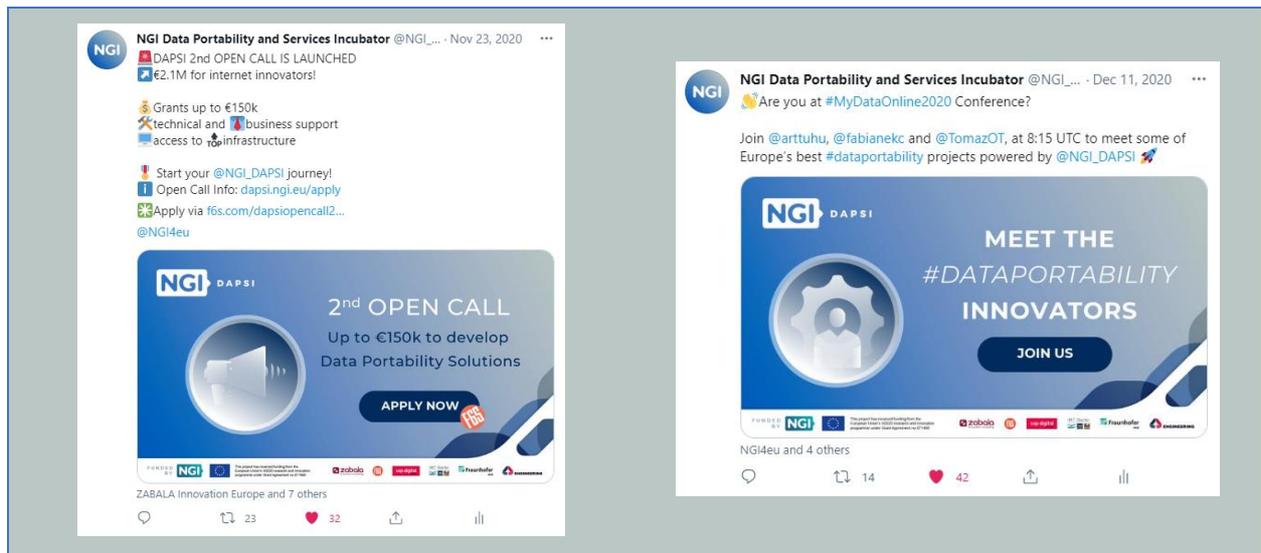


FIGURE 3: TWITTER STATISTICS DASHBOARD

TABLE 1: EXAMPLES OF POSTS ON DAPSI'S TWITTER ACCOUNT



Twitter: https://twitter.com/NGI_DAPSI

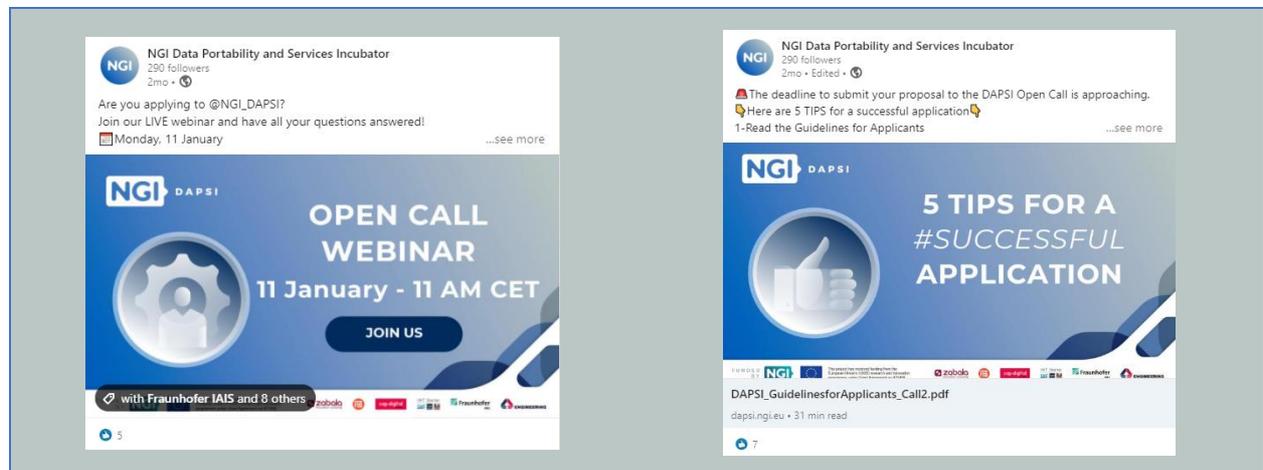
3.1.1.2 LinkedIn

DAPSI's account on LinkedIn was used to engage with professionals in the areas of internet, data portability, cybersecurity, software, open source, open standards, interoperability, GDPR, UX design, among others, related to the topics of the open call.

The dissemination of DAPSI open call in LinkedIn was done in several ways:

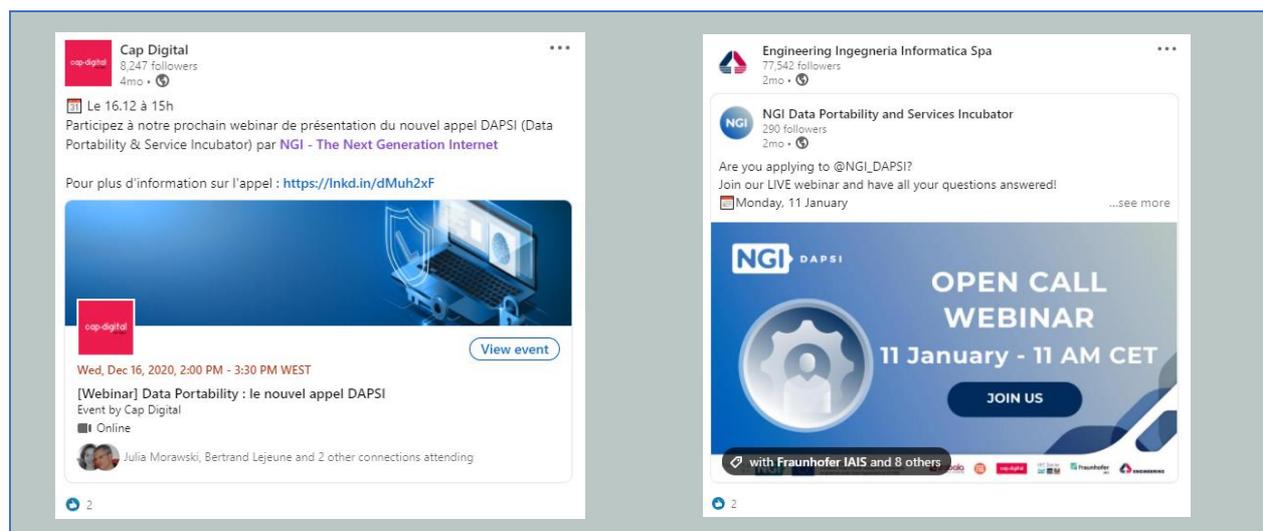
- Through the publication of 13 posts, during the open call period, on the DAPSI LinkedIn page itself, that resulted in **3439 impressions**, 1956 unique impressions, 136 clicks, 89 reactions, 73 likes, 27 shares, and an average **engagement rate of 7%**.

TABLE 2: EXAMPLES OF POSTS ON DAPSI'S LINKEDIN



- Through the publication of post on institutional DAPSI's partners accounts.

TABLE 3: EXAMPLES OF POSTS PUBLISHED BY DAPSI PARTNERS ON LINKEDIN



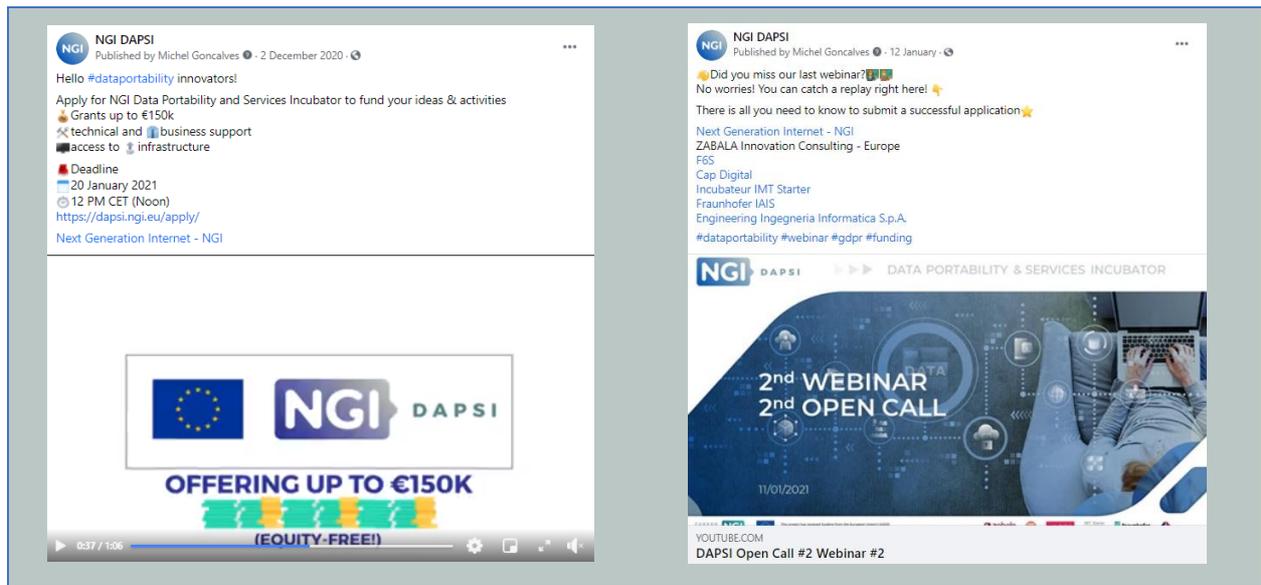
LinkedIn page: <https://www.linkedin.com/showcase/ngi-dapsi>

3.1.1.3 Facebook

Like twitter, the Facebook account was also an option to promote DAPSI to the general public.

Within the open call time frame 11 posts were shared on DAPSI's Facebook page, reaching a total of 690 users, 36 engagements, 39 likes.

TABLE 4: EXAMPLES OF POSTS PUBLISHED ON THE DAPSI'S FACEBOOK PAGE



Facebook page: <https://www.facebook.com/NGI.DAPSI/>

3.1.1.4 YouTube

The DAPSI's YouTube channel was created as a repository of all the videos created within the project to make them continuously available to the public. In the context of the open call dissemination the DAPSI consortium stored on YouTube the recordings of one of the webinars dedicated to the second open call. During the open call time frame the YouTube videos were watched 244 times, by 133 unique viewers, totaling 39,7 hours of watch time.

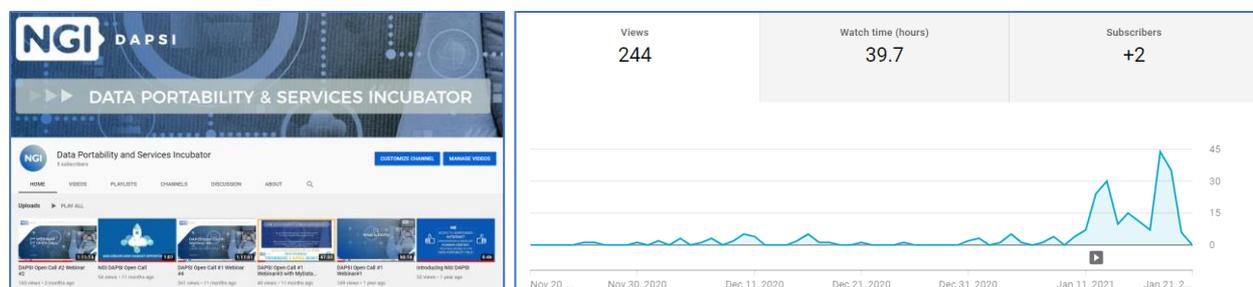


FIGURE 4: YOUTUBE DASHBOARD AND STATISTICS

YouTube channel: <https://www.youtube.com/channel/UCvxdSyCHwrnPjT3ZT8UItA>

3.1.1.5 SlideShare

SlideShare was the chosen platform to save and share the presentations developed within the DAPSI project. In the context of the open call many webinars' participants requested to access the slides presented. To respond to that need two presentation were uploaded to DAPSI's SlideShare account, the DAPSI - Open Call #2 - Webinar #1 which collected 23 views and the DAPSI - Open Call #2 - Webinar #2 with 16 views.

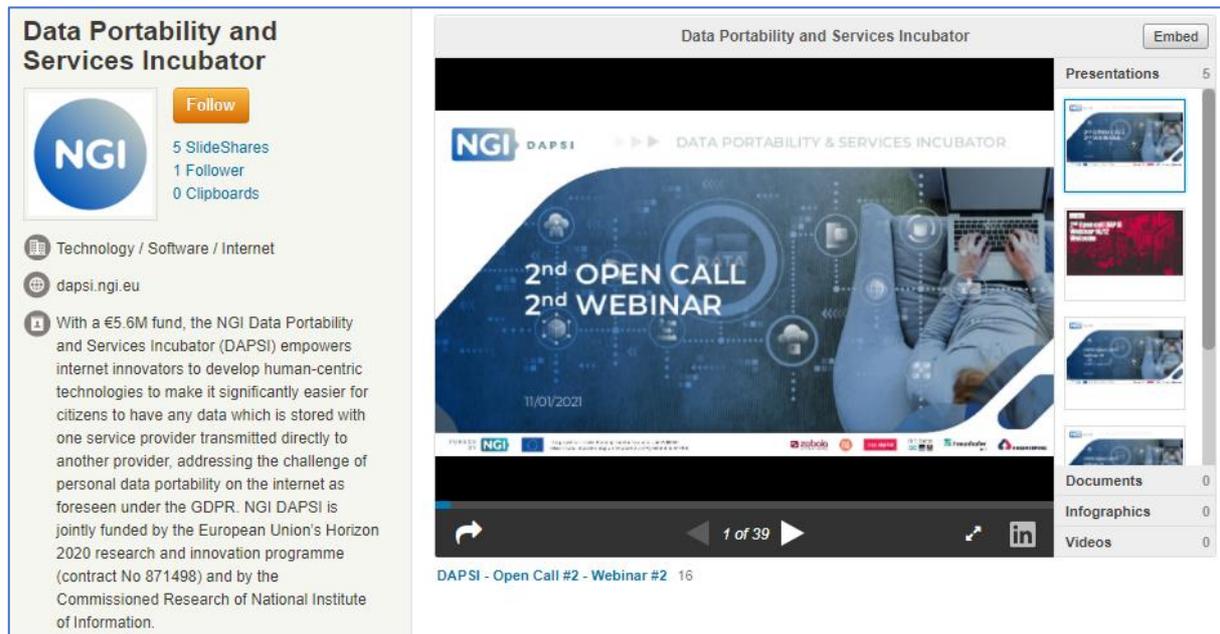


FIGURE 5: DAPSI PAGE ON SLIDESHARE

SlideShare page: https://www.slideshare.net/ngi_dapsi

3.1.2 F6S Scouting

More than 1.5 million start-ups and SMEs are registered on F6S. In order to find the best potential applicants for DAPSI's second open call a hyper targeted approach was implemented based on keywords related to DAPSI's topics. This resulted in a selection of 1 129 start-ups and SMEs to which a direct message was sent.

TABLE 5: TARGETED MESSAGE SENT TO F6S USERS

Subject: Hi..., you've been scouted [€150k grant from Data Portability & Privacy EU program]

Hi l...,

I'm Alex from F6S Scouting and I've identified DAPSI as a possible fit to L...,

You can [connect with Miguel](#) from DAPSI if it's a match:

- €5.6m EU program gives grants to innovators in data portability and privacy
- Gives you up to €150K in a grant and takes no equity
- Already awarded 11+ projects and will support 50 total from €5.6m fund
- Nine month long virtual programme with three physical events depending on pandemic

F6S was also the platform that allowed to contact all the participants involved in the DAPSI's first open call which represents a community of 478 people, with presumably a high interest in the DAPSI's second open call.

TABLE 6: EXAMPLE OF TARGETED MESSAGE SENT TO THE FIRST OPEN CALL PARTICIPANTS

Hi there,

If you applied for the first DAPSI open call you should definitely apply for the second one and here is why:

- 1 - More funding available (€2.1m) = more chances to be selected
- 2 - Only one of the topics to be addressed changed and you always have the "other" topic where any idea to advance the data portability field can be submitted
- 3 - You have a lot of work already done from the first open call. Use it. Fine-tune it with the suggestions received in your evaluation report and resubmit it.
- 4 - You still have one day to apply, before tomorrow, 20 January at 12:00 CET (midday).

If you have any specific question please don't hesitate to contact us via email (dapsi@ngi.eu) we are being as responsive as possible.

Looking forward to your application.
Best regards,

Link to apply: <https://www.f6s.com/dapsiopencall2/apply>

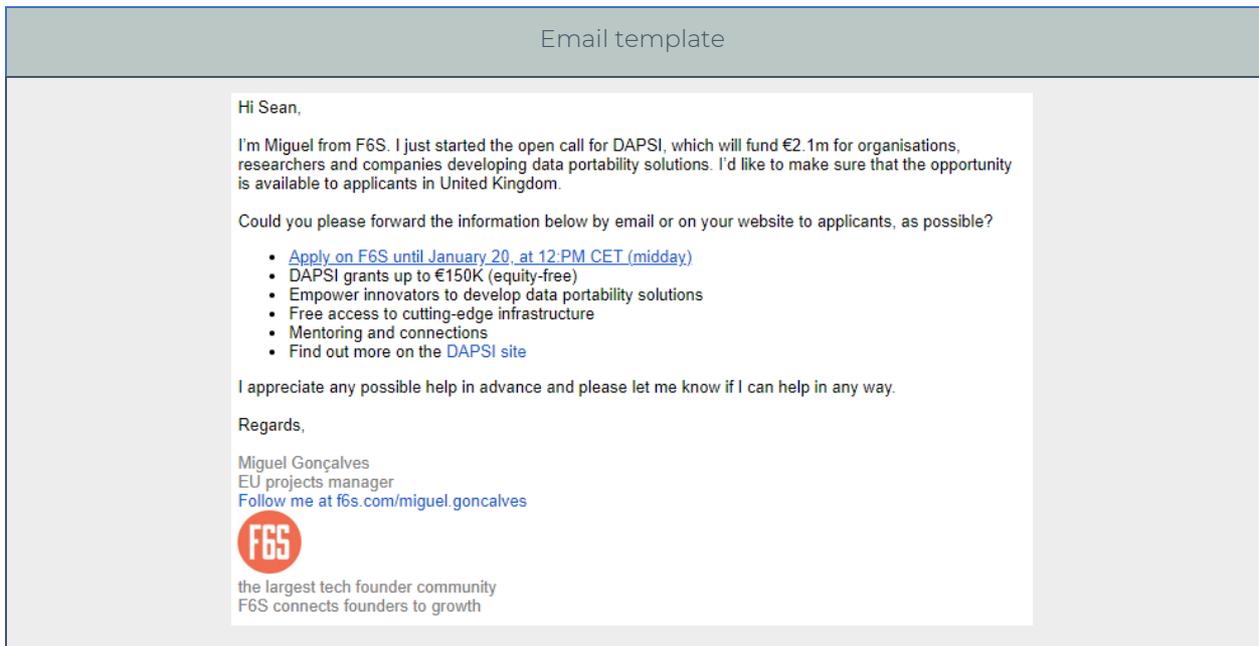
The total number of people involved in the first or second open call is now 809.

3.1.3 Email

The dissemination of the second DAPSI open call by email was important to attract talented applicants from all the eligible countries and to reach all the defined target groups, directly or indirectly.

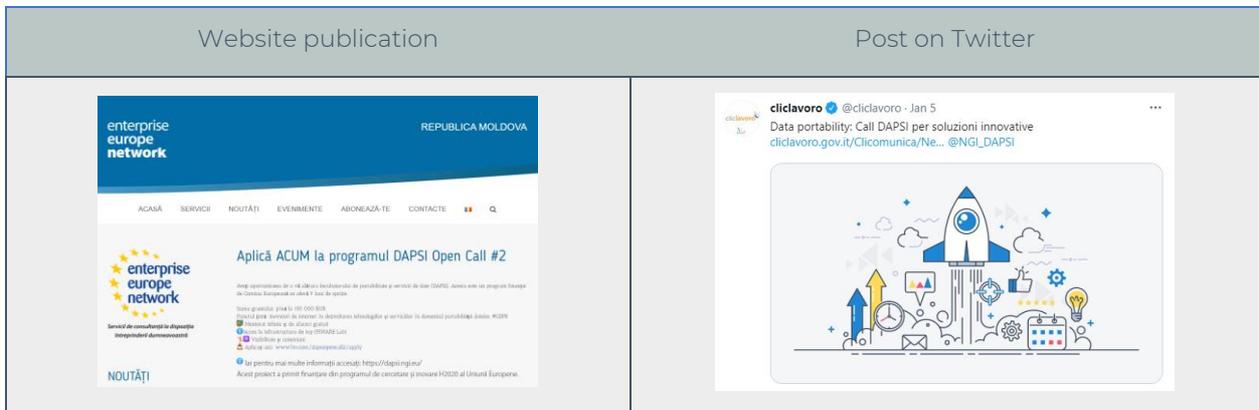
- 312 H2020 National Contact Points, 137 EEN National Contact Points, and 220 Digital Innovation Hubs related to ICT were contacted by email and provided with information and digital dissemination materials about the open call, in order to spread the opportunity among their communities.

TABLE 7: EXAMPLE OF EMAIL COMMUNICATION



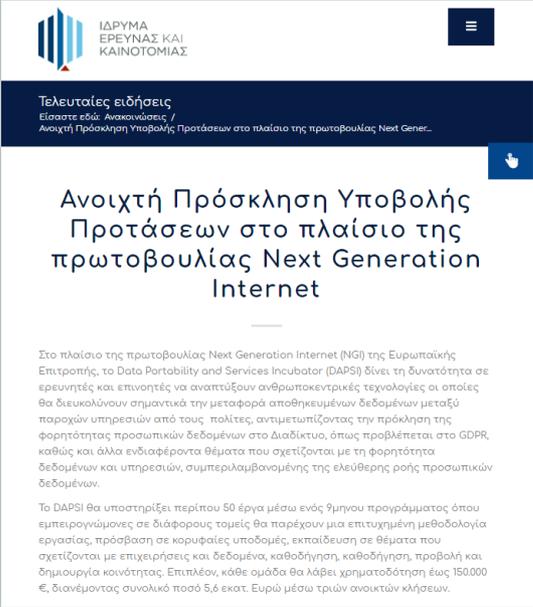
The result of this action was visible through the different content about DAPSI that started to appear online, such as articles and social media posts, written in many different languages.

TABLE 8: EXAMPLES OF PUBLICATIONS RESULTING FROM THE INTERACTION WITH NATIONAL CONTACT POINTS



- A database of researchers and research organizations contacts was developed in order to disseminate DAPSI's open call which enabled to directly contact more than 1200 potential candidates from the academic sector.

TABLE 9: EXAMPLES OF PUBLICATIONS RESULTING FROM THE INTERACTION WITH RESEARCH ORGANIZATIONS

 <p>ΙΔΡΥΜΑ ΕΡΕΥΝΑΣ ΚΑΙ ΚΑΙΝΟΤΟΜΙΑΣ</p> <p>Τελευταίες ειδήσεις Είσατε εδώ: Ανακοινώσεις / Ανοικτή Πρόσκληση Υποβολής Προτάσεων στο πλαίσιο της πρωτοβουλίας Next Gener...</p> <h3>Ανοικτή Πρόσκληση Υποβολής Προτάσεων στο πλαίσιο της πρωτοβουλίας Next Generation Internet</h3> <p>Στο πλαίσιο της πρωτοβουλίας Next Generation Internet (NGI) της Ευρωπαϊκής Επιτροπής, το Data Portability and Services Incubator (DAPSI) δίνει τη δυνατότητα σε ερευνητές και επιχειρητές να αναπτύξουν ανθρωποκεντρικές τεχνολογίες οι οποίες θα διευκολύνουν σημαντικά την μεταφορά αποθηκευμένων δεδομένων μεταξύ παραχών υπηρεσιών από τους πολίτες, αντιμετωπίζοντας την πρόκληση της φορητότητας προσωπικών δεδομένων στο Διαδίκτυο, όπως προβλέπεται στο GDPR, καθώς και άλλα ενδιαφέροντα θέματα που σχετίζονται με τη φορητότητα δεδομένων και υπηρεσιών, συμπεριλαμβανομένης της ελεύθερης ροής προσωπικών δεδομένων.</p> <p>Το DAPSI θα υποστηρίξει περίπου 50 έργα μέσω ενός 9μηνου προγράμματος όπου εμπειρογνώμονες σε διάφορους τομείς θα παρέχουν μια επιτυχημένη μεθοδολογία εργασίας, πρόσβαση σε κορυφαίες υποδομές, εκπαίδευση σε θέματα που σχετίζονται με επιχειρήσεις και δεδομένα, καθοδήγηση, προβολή και δημιουργία κοινότητας. Επιπλέον, κάθε ομάδα θα λάβει χρηματοδότηση έως 150.000 €, διανεμόμενος συνολικό ποσό 5,6 εκατ. Ευρώ μέσω τριών ανοικτών κλήσεων.</p>	 <p>UNIVERSITÀ DEGLI STUDI DI BRESCIA</p> <h3>NGI-DAPSI: seconda open call per soluzioni innovative</h3> <p>POSTED ON 2 DECEMBER 2020 BY VALENTINA CHIRICO</p>  <p>Il progetto DAPSI - Data Portability and Services Incubator ha annunciato l'apertura del secondo bando per l'incubazione di soluzioni innovative sul tema della portabilità dei dati.</p> <p>Il bando sostiene lo sviluppo di soluzioni tecnologiche human-centric che avranno l'obiettivo di contribuire agli standard di trasparenza, compatibilità e interoperabilità dei dati personali in adempimento alla normativa GDPR.</p>
<p>The Foundation for Research and Innovation (IDEK) is the national body responsible for supporting and promoting research, technological development and innovation in Cyprus.</p>	<p>University of Brescia</p>

- A database of 62 data portability related organization was created to disseminate DAPSI's open call allowing to spread the opportunity among experts in the field. Entities or initiatives such as MyData Global, the Data Portability Cooperation, the Privacy Tech Europe or the European Cyber Security Organisation were contacted this way. As a result, some of those entities shared the information internally or through their newsletters and social media channels.

TABLE 10: EXAMPLE OF DAPSI PROMOTION IN A NEWSLETTER OF A DATA PORTABILITY RELATED ORGANIZATION



MyData Global
Monthly newsletter



Get your ticket NOW

TWO WEEKS to the MyData Online 2020!

Funding opportunities

MyData Online 2020 partner NGI DAPSI is looking for internet innovators developing new **data** portability solutions. Get up to €150K, free technical & business support, access to top infrastructure, the opportunity to participate in a vibrant ecosystem and shape the future of the internet. [Applications are open](#) until 20 Jan 2021 at 12 pm CET.

[Meet and connect with NGI DAPSI](#) at the **MyData Online 2020** Conference.

GATEKEEPER Ecosystem Open Call has main objective is to create a platform that connects healthcare providers, businesses, elderly citizens and the communities they live to ensure healthier independent lives for the ageing populations. The project has an open call of 600.000€ funding for AI and Big **Data** applications, tools or components.

[Apply before January 29th 2021 at 5 pm CET.](#)

- A list of 144 intermediaries, meaning innovation ecosystems managers, accelerators, incubators, supporting organizations were contacted and provided with information about the second DAPSI open call. As a result, some of those intermediaries shared the information internally on their websites, newsletters or social media channels.

TABLE 11: EXAMPLE OF A DAPSI PROMOTION IN A NEWSLETTER OF AN INTERMEDIARY ORGANIZATIONS

The screenshot shows a newsletter from Beta-i. At the top, it says "Beta-i Newsletter" and features the Beta-i logo with the tagline "collaborative innovation" and the slogan "Wish it, list it." Below this is a section titled "This Might Interest You".

There are three promotional cards:

- Beta-i 2020:** A card with a photo of a man speaking. The text below reads: "Starting the new year with a review of the previous one, the year where 'adapting to change' was more true than ever. In this piece by [Jornal Económico](#), you can check Beta-i's results for 2020, including our company's turnover, the number of innovation projects achieved and the role that our international partners and programs have been having in the company's growth. If you want to read it in Portuguese, you can find it [here](#), [here](#) or [here](#)."
- ONTOCHAIN:** A card with a red-to-green gradient background, the NGI ONTOCHAIN logo, and a "Apply now" button. The text below reads: "OPEN CALLS **ONTOCHAIN**
Launched in September 2020 under the European Commission Next Generation Internet initiative, [ONTOCHAIN](#) provides funding to internet innovators for developing Blockchain-based knowledge management solutions that address the challenge of secure and transparent knowledge management as well as service interoperability on the Internet. More information on the [program's website](#) and [applications](#) page."
- DAPSI - second open call:** A card with a blue background, the NGI DAPSI logo, and a "DAPSI OPEN CALL II" button. The text below reads: "OPEN CALLS **DAPSI - second open call**
Calling all internet innovators to [apply](#) by January 20. [DAPSI](#) will support up to 50 teams that will research and apply advancement to relevant uses cases through a 9-month program. On top of all the opportunities of the [program](#), each team will receive up to €150k€ equity-free funding, distributing a total amount of €5.6M€ through three open calls."

3.1.4 Media

To notify the media about DAPSI's open call a press release and a poster was sent by email to more than 3500 journalists, bloggers and other similar agents covering a diverse set of areas such as internet technologies, software engineering, data economy, law/GDPR, open source software, start-ups, new technologies, among others.

TABLE 12:EXAMPLE OF CONTENT SENT TO MEDIA ORGANIZATIONS



As a result of this action the information about DAPSI's second open call was promoted in a large number of online journals, magazines, blogs and posts.

TABLE 13: EXAMPLE OF DAPSI NEWS PUBLISHED BY THE MEDIA

Publication on ANSA	Publication on adalidda
<p>Bando "NGI Dapsi" per progetti sulla portabilità dei dati personali su Internet</p> <p>Ente promotore: Progetto Next Generation Internet (finanziato nell'ambito di Horizon 2020) Scadenza: 20 gennaio 2021</p> <p>DAPSI, Data Portability and Services Incubator, è un progetto europeo lanciato nel novembre 2019, per contribuire alle sfide della portabilità dei dati personali su Internet, nonché di qualsiasi altro argomento relativo alla portabilità dei dati e dei servizi, inclusa la libera circolazione dei dati personali.</p> <p>DAPSI sosterrà circa 50 progetti attraverso un totale di tre bandi aperti nei prossimi tre anni, distribuendo un importo totale di 5 600 000 Euro.</p> <p>Dotazione finanziaria complessiva: € 2.100.000</p> <p>Consulta la scheda completa del bando su Obiettivo Europa</p>	<p>DAPSI - Développement de solutions et services technologiques dans le domaine de la Portabilité des données</p> <p>Vous participerez à un programme en 2 étapes. Chaque projet sélectionné peut recevoir un investissement en espèces allant jusqu'à 150 000 €, des ressources techniques et commerciales adaptées, un accès à des infrastructures de pointe et bien plus encore!</p> <ul style="list-style-type: none"> Analytique des données Appel à Candidatures Cybersécurité Entreprises commerciales Entreprises sociales et Organisations à but non lucratif Fondateurs, Fondatrices & Entrepreneurs & Entrepreneures Technologies de l'information

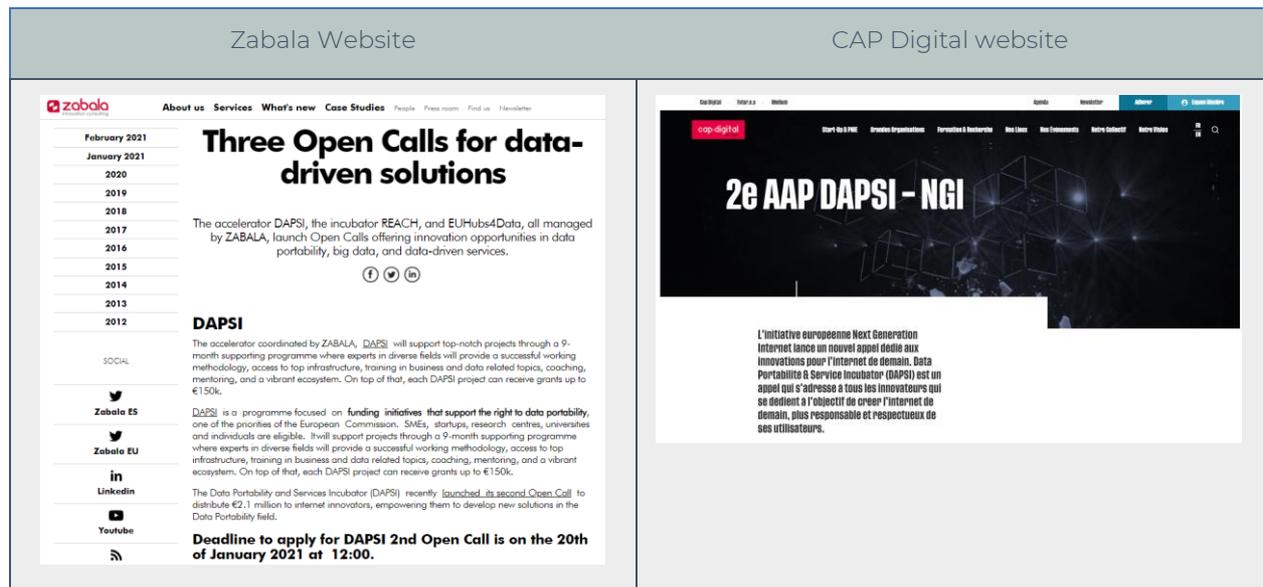
An extensive list of online publications is available in appendix A.

3.1.5 Other platforms

3.1.5.1 DAPSI Partners' websites

Provided with dissemination content (text, images and videos) DAPSI's consortium partners were able to promote the open call on their portals/websites spreading the opportunity within their communities.

TABLE 14: EXAMPLES OF DAPSI CONTENT IN PARTNERS' WEBSITES



3.1.5.2 Data Transfer Google group

The Data Transfer Project was launched in 2018 to create an open-source, service-to-service data portability platform so that all individuals across the web could easily move their data between online service providers whenever they want.

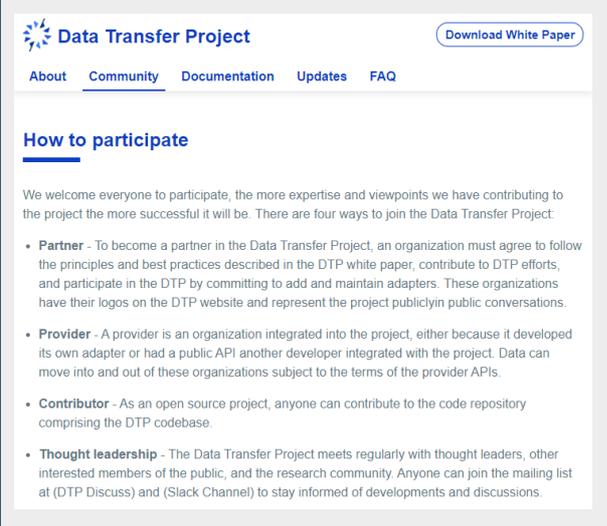
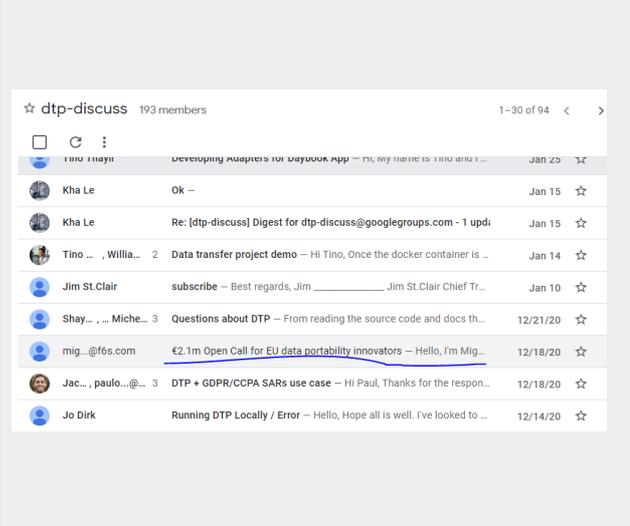
The contributors to the Data Transfer Project believe portability and interoperability are central to innovation. Making it easier for individuals to choose among services facilitates competition, empowers individuals to try new services and enables them to choose the offering that best suits their needs.

Current contributors include: Apple, Facebook, Google, Microsoft and Twitter.

The project involved a wide community of developer, and part of them are from eligible countries within the scope of DAPSI.

Therefore, the DAPSI open call was promoted on the discussion group of this project.

TABLE 15: SCREENSHOTS OF THE DATA TRANSFER PROJECT COMMUNITY

Data Transfer Project Website	Data Transfer Project Discussion Group																																				
 <p>Data Transfer Project Download White Paper</p> <p>About <u>Community</u> Documentation Updates FAQ</p> <h3>How to participate</h3> <p>We welcome everyone to participate, the more expertise and viewpoints we have contributing to the project the more successful it will be. There are four ways to join the Data Transfer Project:</p> <ul style="list-style-type: none"> Partner - To become a partner in the Data Transfer Project, an organization must agree to follow the principles and best practices described in the DTP white paper, contribute to DTP efforts, and participate in the DTP by committing to add and maintain adapters. These organizations have their logos on the DTP website and represent the project publicly in public conversations. Provider - A provider is an organization integrated into the project, either because it developed its own adapter or had a public API another developer integrated with the project. Data can move into and out of these organizations subject to the terms of the provider APIs. Contributor - As an open source project, anyone can contribute to the code repository comprising the DTP codebase. Thought leadership - The Data Transfer Project meets regularly with thought leaders, other interested members of the public, and the research community. Anyone can join the mailing list at (DTP Discuss) and (Slack Channel) to stay informed of developments and discussions. 	 <p>☆ dtp-discuss 193 members 1-30 of 94 < ></p> <table border="1"> <tr> <td>Tino Tino</td> <td>Developing adapters for Daybook App - Hi, my name is Tino and I...</td> <td>Jan 25</td> <td>☆</td> </tr> <tr> <td>Kha Le</td> <td>Ok -</td> <td>Jan 15</td> <td>☆</td> </tr> <tr> <td>Kha Le</td> <td>Re: [dtp-discuss] Digest for dtp-discuss@googlegroups.com - 1 updi</td> <td>Jan 15</td> <td>☆</td> </tr> <tr> <td>Tino ... , Willia...</td> <td>2 Data transfer project demo - Hi Tino, Once the docker container is ...</td> <td>Jan 14</td> <td>☆</td> </tr> <tr> <td>Jim St.Clair</td> <td>subscribe - Best regards, Jim _____ Jim St.Clair Chief Tr...</td> <td>Jan 10</td> <td>☆</td> </tr> <tr> <td>Shay... , Miche...</td> <td>3 Questions about DTP - From reading the source code and docs th...</td> <td>12/21/20</td> <td>☆</td> </tr> <tr> <td>mig...@f6s.com</td> <td>€2.1m Open Call for EU data portability innovators - Hello, I'm Mig...</td> <td>12/18/20</td> <td>☆</td> </tr> <tr> <td>Jac..., paulo...@...</td> <td>3 DTP + GDPR/CCPA SARs use case - Hi Paul, Thanks for the respon...</td> <td>12/18/20</td> <td>☆</td> </tr> <tr> <td>Jo Dirk</td> <td>Running DTP Locally / Error - Hello, Hope all is well. I've looked to ...</td> <td>12/14/20</td> <td>☆</td> </tr> </table>	Tino Tino	Developing adapters for Daybook App - Hi, my name is Tino and I...	Jan 25	☆	Kha Le	Ok -	Jan 15	☆	Kha Le	Re: [dtp-discuss] Digest for dtp-discuss@googlegroups.com - 1 updi	Jan 15	☆	Tino ... , Willia...	2 Data transfer project demo - Hi Tino, Once the docker container is ...	Jan 14	☆	Jim St.Clair	subscribe - Best regards, Jim _____ Jim St.Clair Chief Tr...	Jan 10	☆	Shay... , Miche...	3 Questions about DTP - From reading the source code and docs th...	12/21/20	☆	mig...@f6s.com	€2.1m Open Call for EU data portability innovators - Hello, I'm Mig...	12/18/20	☆	Jac..., paulo...@...	3 DTP + GDPR/CCPA SARs use case - Hi Paul, Thanks for the respon...	12/18/20	☆	Jo Dirk	Running DTP Locally / Error - Hello, Hope all is well. I've looked to ...	12/14/20	☆
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Jo Dirk	Running DTP Locally / Error - Hello, Hope all is well. I've looked to ...	12/14/20	☆																																		

3.1.5.3 NGI portal, NGI community portal, and NGI newsletter

The NGI portal, home of all the NGI projects, is an essential platform to promote all NGI open calls. Therefore, detailed information about the open call itself and the webinars held to support the potential applicants were shared with the NGI Outreach Office.

As a result, this information was properly published and promoted within the NGI portal, NGI Community portal and via NGI newsletter.

TABLE 16: EXAMPLE OF DAPSI CONTENT SHARED ON THE NGI PORTAL

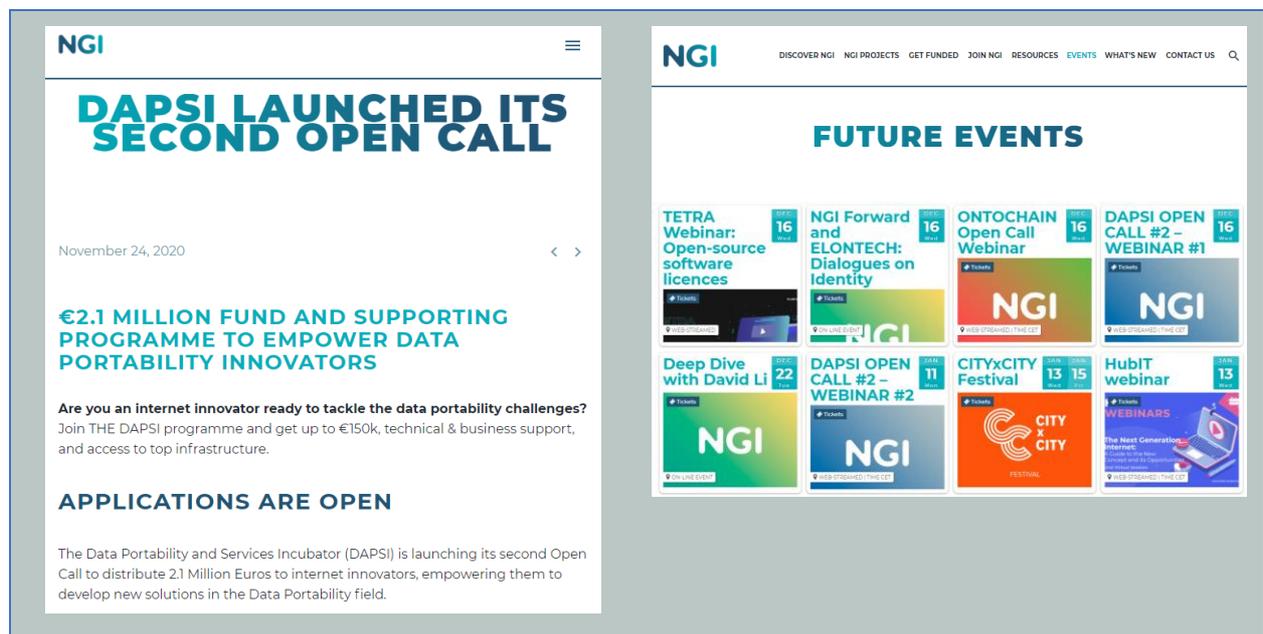
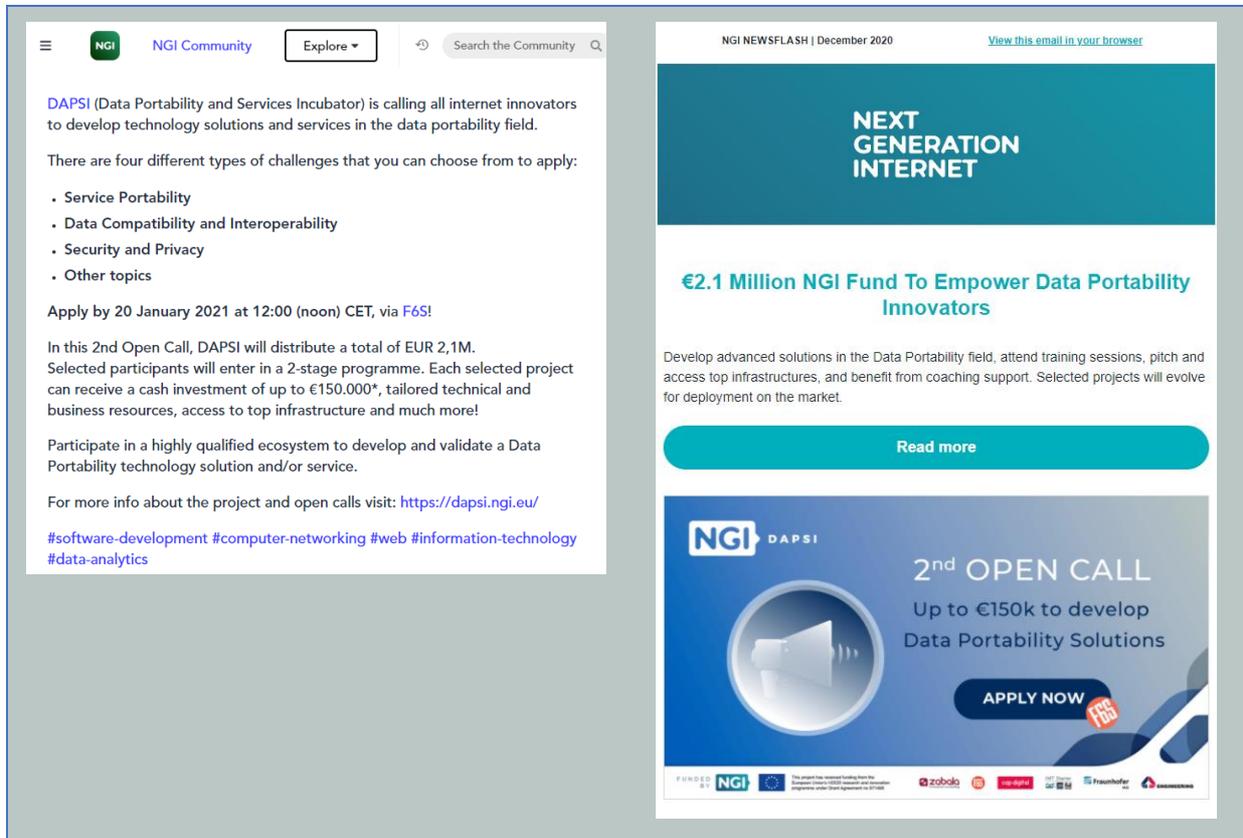


TABLE 17: EXAMPLE OF CONTENT SHARED ON THE NGI COMMUNITY PORTAL AND NGI NEWSLETTER



3.1.6 Webinars

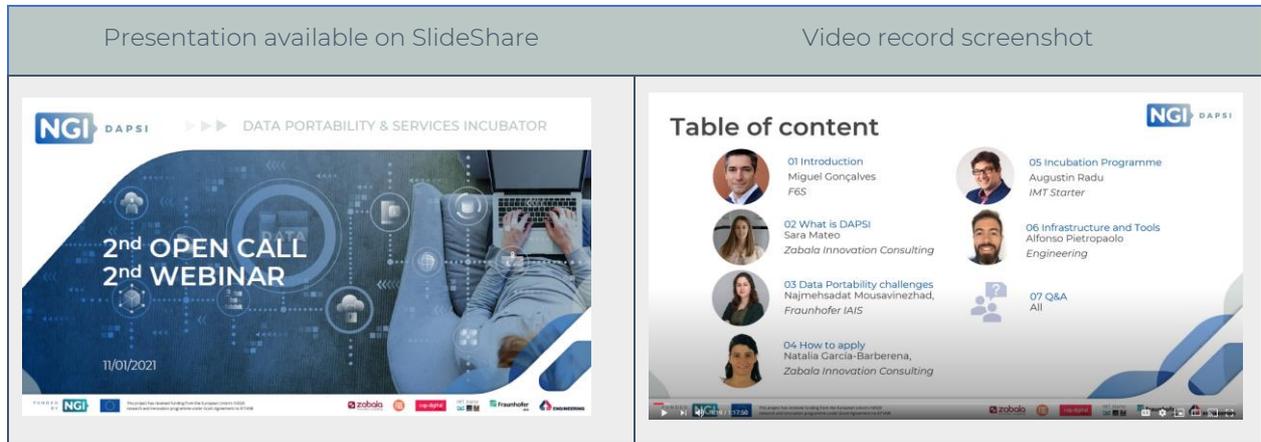
3.1.6.1 DAPSI webinars

In the context of DAPSI's second open call, 2 webinars were organized by the DAPSI consortium.

TABLE 18: DAPSI'S SECOND OPEN CALL WEBINARS

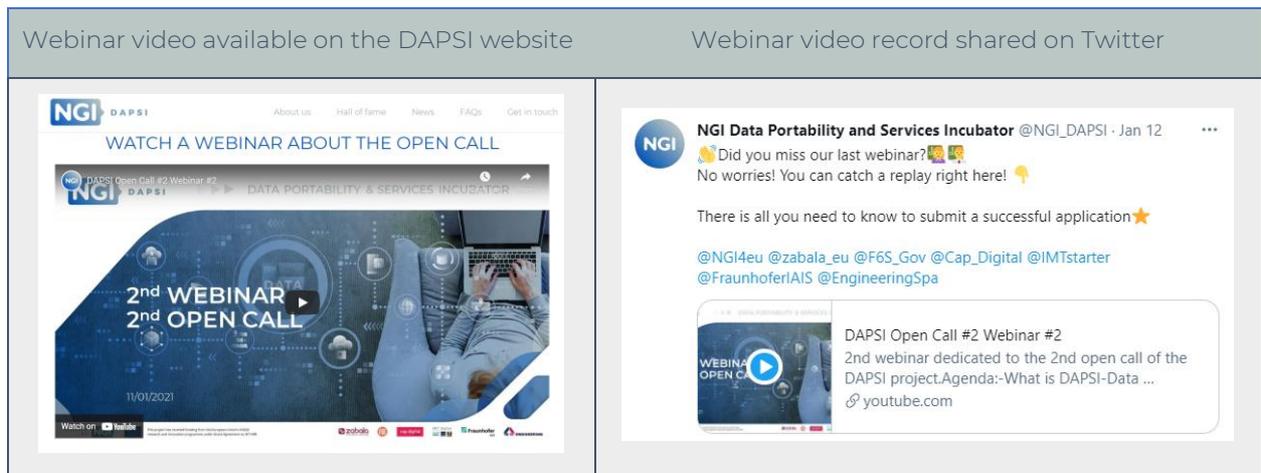
Event	Date	Outputs	Number of viewers
DAPSI Open Call #2 Webinar #1	16 December 2020	Video: https://youtu.be/fc6r5nqHMGw Slides: https://www.slideshare.net/ngi_dapsi/dapsi-open-call-2-webinar-1	Live: Around 32 On YouTube: 60
DAPSI Open Call #2 Webinar #2	11 January 2021	Video: https://youtu.be/0HCBoN0lr6Y Slides: https://www.slideshare.net/ngi_dapsi/dapsi-open-call-1-webinar-4	Live: Around 41 On YouTube: 165

TABLE 19: EXAMPLES OF WEBINAR OUTPUTS



The video records of the webinars were shared on DAPSI’s social media channels and also on the apply page of DAPSI’s website.

TABLE 20: EXAMPLES OF WEBINARS RELATED CONTENT PUBLISHED



3.1.6.2 MyData Online Conference 2020

To promote DAPSI's second open call, but also the innovators already selected through the first open call, the DAPSI consortium partners decided to sponsor the MyData Online Conference 2020, held the 10. 11 and 12 December 2020, which fell within the first month of the open call period.

3.1.6.2.1 About MyData Global

MyData Global is an award-winning international non-for-profit organisation with the purpose to empower individuals by improving their right to self-determination regarding their personal data. MyData Global has nearly 90 organisation members and over 600 individual members from over 40 countries, on six continents.

3.1.6.2.2 MyData Online Conference 2020

The MyData Global goal for the MyData Online Conference 2020 was to *bring together some 800-1 000 people from over 30 countries, from business, legal, tech and society perspectives to meet, learn, inspire, network and collaborate*. The organisation defines the event as the leading international conference on human-centred personal data management.

3.1.6.2.3 Bronze sponsorship

Among the several sponsorship options available, the DAPSI consortium decided to choose the Bronze sponsorship that included the possibility to organise two sessions at the conference, one to promote the open call and the second to showcase the innovators selected through the first open call, and also the following benefits:

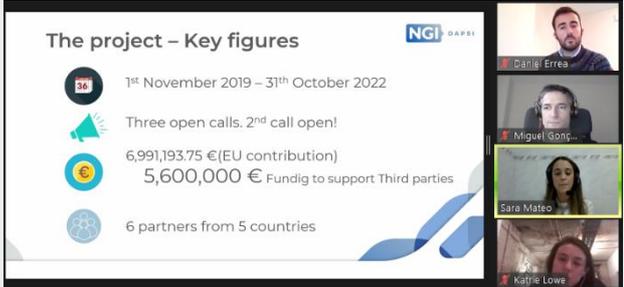
- Right for the virtual meeting room at the venue (for meetings, demos, special programme)
- Listing of sponsor name and logo on the MyData Online 2020 website for at least 12 months following the conference
- Listing of sponsor name and logo on all conference promotional materials (MyData Global newsletters, conference updates to participants, promotional emails)
- 21 conference registrations (tickets)

3.1.6.2.4 DAPSI participation

3.1.6.2.4.1 Day 1 (Thursday 10th) NGI DAPSI Funding - 16:15 – 16:45 (UTC+0)

On the first day of the event, DAPSI representatives, accompanied by a representative of one of the teams selected in the first open call (Katrie Lowe – Domi Labs) had a 30-minute session focused on the promotion of the second open call.

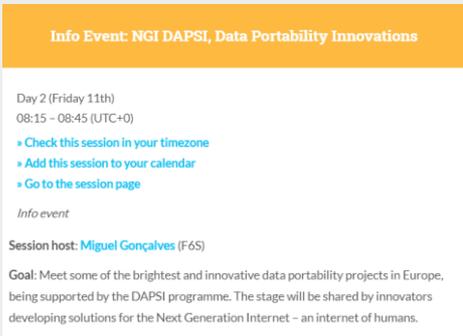
TABLE 21: CONTENT RELATED TO THE FIRST DAPSI SESSION AT MY DATA ONLINE 2020

Information about the session on the conference portal	Screenshot of the session record
<p style="text-align: center;">Info Event: NGI DAPSI Funding</p> <p>Day 1 (Thursday 10th) 16:15 – 16:45 (UTC+0)</p> <ul style="list-style-type: none"> » Check this session in your timezone » Add this session to your calendar » Go to the session page <p><i>Info event</i></p> <p>Presenters: Sara Mateo (Zabala), Daniel Errea (Zabala), Katrie Lowe (Domi Labs)</p> <p>Session host: Miguel Gonçalves (F6S)</p> <p>Goal: This session will present the DAPSI programme and its second open call that is an opportunity for data innovators to get grants up to €150k, free access to top infrastructure, mentoring and connections. It will also provide a testimony of a participant selected in the first open call.</p>	

3.1.6.2.4.2 Day 2 (Friday 11th) NGI DAPSI, Data Portability Innovations - 08:15 – 08:45 (UTC+0)

On the second day of the event, DAPSI representatives, accompanied by a 3 representatives of teams selected in the first open call (Tomaz Levak – Open PKG; Arttu Huhtiniemi - Checkpipe Charlie and Christoph Fabianek - DIP) had a 30-minute session to showcase their respective solutions been supported by the DAPSI programme.

TABLE 22: CONTENT RELATED TO THE SECOND DAPSI SESSION AT MY DATA ONLINE 2020

Information about the session on the conference portal	Screenshot of the session record
	

3.1.6.2.4.3 DAPSI Virtual booth

As part of the Bronze sponsorship the DAPSI consortium had its own virtual booth. To fully take advantage of it several materials were prepared to properly receive visitors.

The virtual booth had 6 section:

- **Welcome page**, where visitors could see all the relevant information regarding DAPSI's participation in the MyData event.

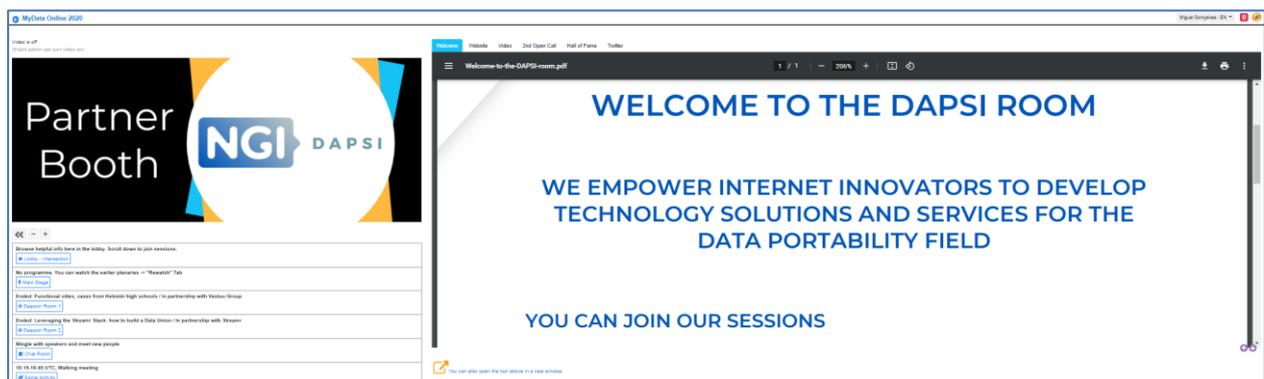


FIGURE 6: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (FIRST SECTION)

- **Website page.** The DAPSI webpage was embedded in the virtual room so visitors could visit it without leaving the conference.

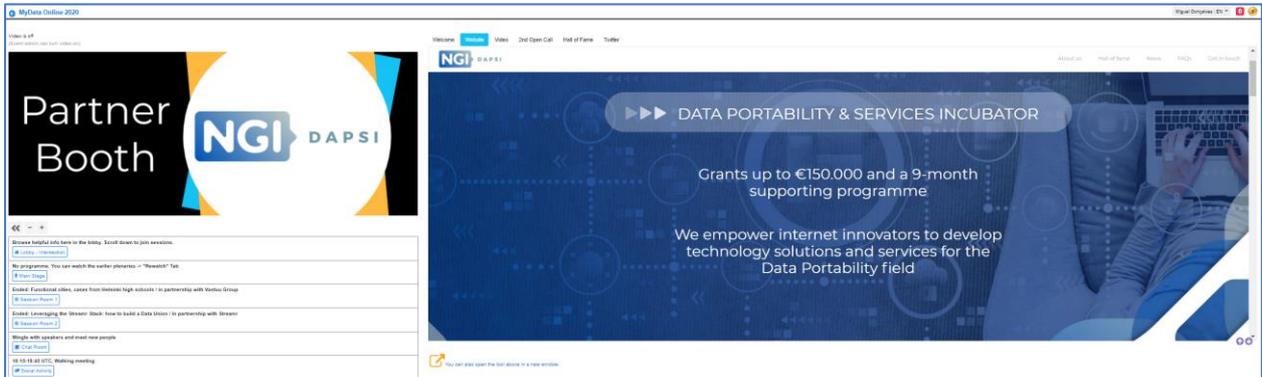


FIGURE 7: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (SECOND SECTION)

- **Video.** The third section of DAPSI's virtual booth was dedicated to present the one-minute video about DAPSI's open calls.

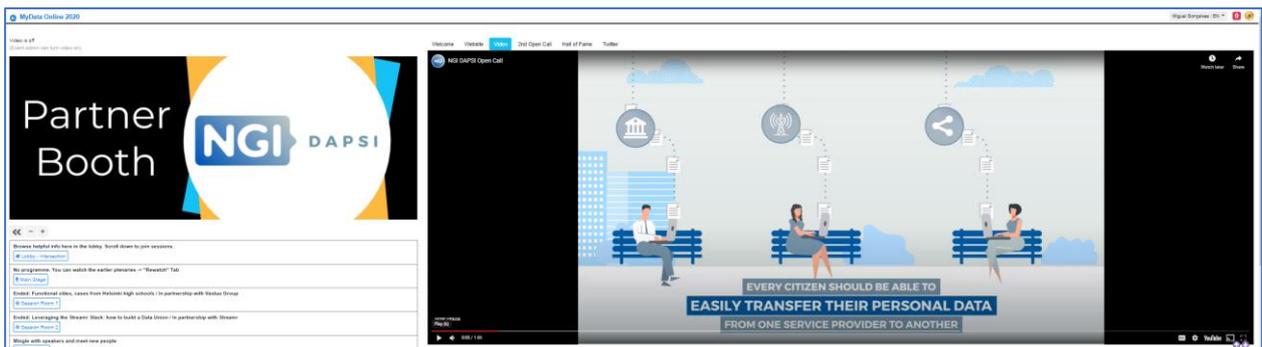


FIGURE 8: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (THIRD SECTION)

- **2nd open call poster.** On the fourth section of the virtual booth visitors could have access to the DAPSI poster about the 2nd open call, a one-page document with the most important information regarding the call.

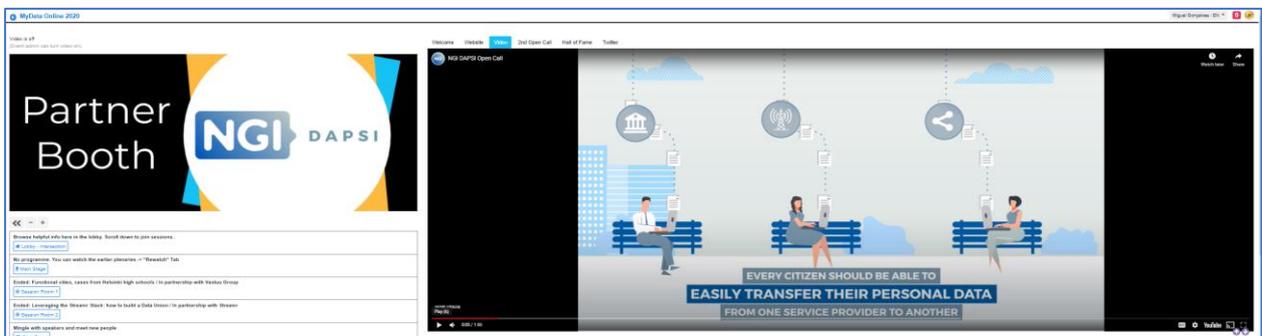


FIGURE 9: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (THIRD SECTION)

- **Hall of fame.** To promote the solutions been developed by the innovators already selected through the first open call, the fifth section of the virtual booth was directly linked to the *hall of fame* section of the DAPSI site.

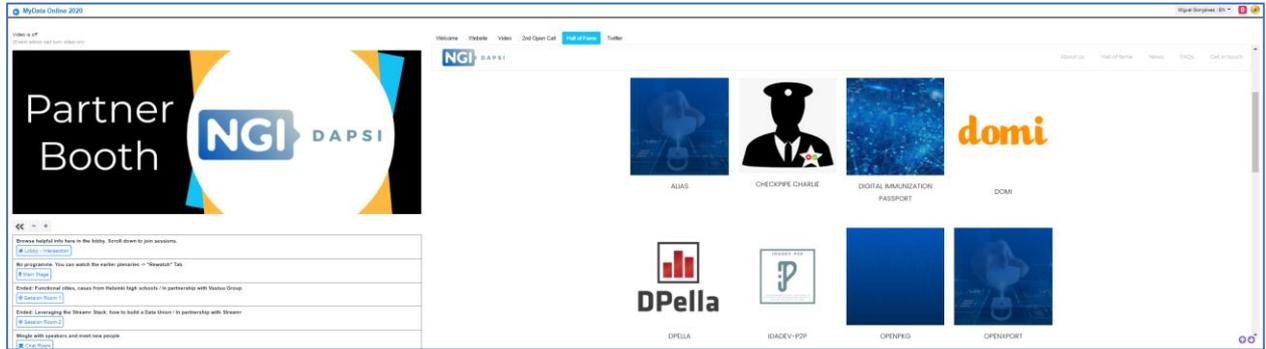


FIGURE 10: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (FOURTH SECTION)

- **Social media.** The last section of the virtual booth was reserved for the DAPSI's twitter feed to present the latest news regarding the project.



FIGURE 11: SCREENSHOT OF THE VIRTUAL BOOTH ON THE CONFERENCE PORTAL (THIRD SECTION)

3.1.6.2.4.4 Distribution of tickets

As part of the Bronze sponsorship the DAPSI consortium received 21 tickets. The consortium priority was to distribute them to any DAPSI innovators who would express interest in participating in the event. A survey was sent to the innovators and 15 expressions of interest were received, and all have been fulfilled. The remaining tickets were distributed to members of the consortium.

3.1.6.2.4.5 Dissemination of DAPSI's participation at the MyData event.

To attract more participants to the DAPSI's session at the MyData event several dissemination actions were undertaken on social media.

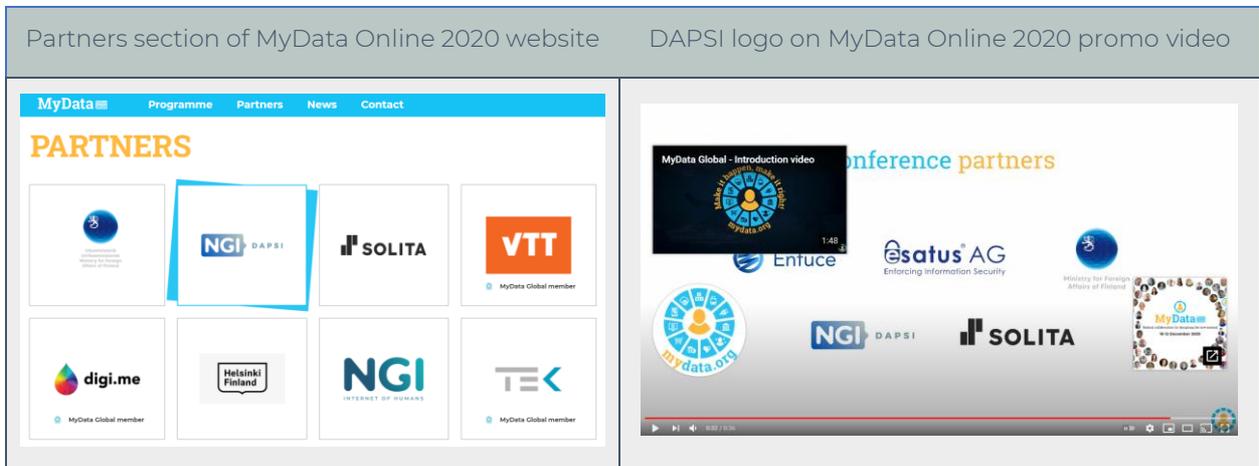
TABLE 23: EXAMPLE OF TWITTER POSTS TO PROMOTE DAPSI'S SESSION AT MY DATA ONLINE 2020



3.1.6.2.5 Listing of sponsor name and logo

As part of the Bronze sponsorship the DAPSI logo was included in several dissemination materials developed by MyData.

TABLE 24: EXAMPLES OF DAPSI LOGO USE ON MYDATA PROMOTIONAL MATERIAL



The screenshot shows a website page with a blue header containing navigation links: MyData, Programme, Partners, News, and Contact. The date '10 - 12 DEC 2020' is displayed in the top right corner. The main heading is 'BRONZE PARTNER: DAPSI - DATA PORTABILITY & SERVICES INCUBATOR' in large orange letters. Below the heading is the NGI DAPSI logo. The text on the page describes the DAPSI project as an EU-funded initiative for internet innovators, outlines its goal of facilitating data portability under GDPR, and details the support provided to around 50 projects, including methodology, infrastructure, training, and funding up to 150k€ per team.

FIGURE 12: DAPSI PAGE ON MYDATA ONLINE 2020 WEBSITE

TABLE 25: DAPSI LOGO AND OPEN CALL PROMO ON MYDATA NEWSLETTER

DAPSI logo and open call promo on pre event Mydata Newsletter	DAPSI logo and open call promo on post event Mydata Newsletter

TABLE 26: DAPSI PROMO ON MYDATA TWITTER ACCOUNT

DAPSI promo on Mydata Twitter account	DAPSI logo and open call promo on post event Mydata Newsletter
	 

3.1.6.2.5.1 Event indicators

After the event MyData release the following performance indicators:

- Participants: 594
- Countries: 52
- Sectors: 46% business, 12% government, 16% NGO, 19% academia, 7% independent
- Website visits: 48.719, out of which 21.714 unique visits
- Social media impressions: 514.700

- Newsletter subscribers: 1400
- Twitter followers: 6000

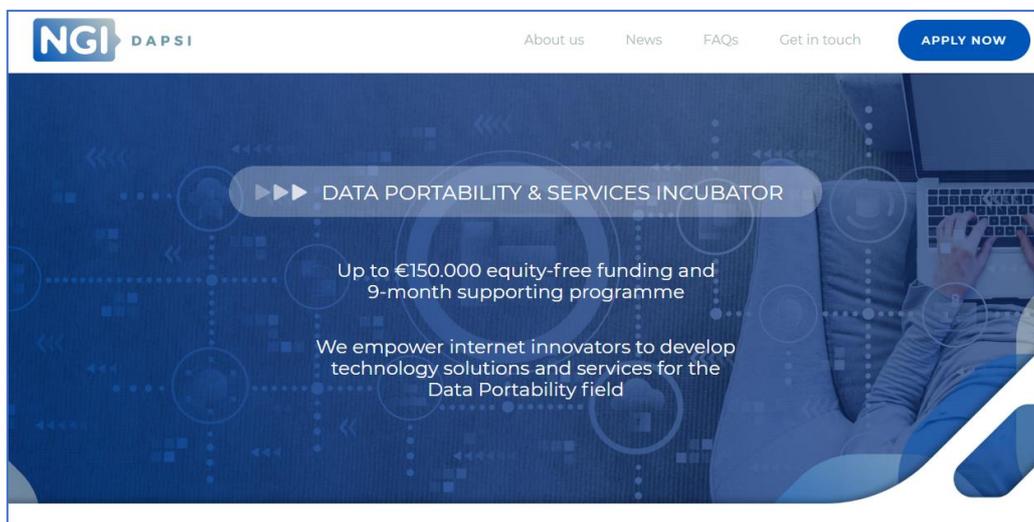
3.1.7 DAPSI website

3.1.7.1 Website updates

Several updates were implemented on the [DAPSI website](#) to promote the open call.

- Homepage
 - “Apply now” button added to the header section, leading to the webpage dedicated to the second open call;
 - “Apply now” button added in the middle section of the page after the call to action message “Join our programme”.
 - The selected subdomains of the open call were added with their respective short descriptions
 - A short description of the supporting programme phases was added,
 - 3 previews of Open Call related news were added.

FIGURE 13:SCREENSHOT OF THE DAPSI WEBSITE HOMEPAGE



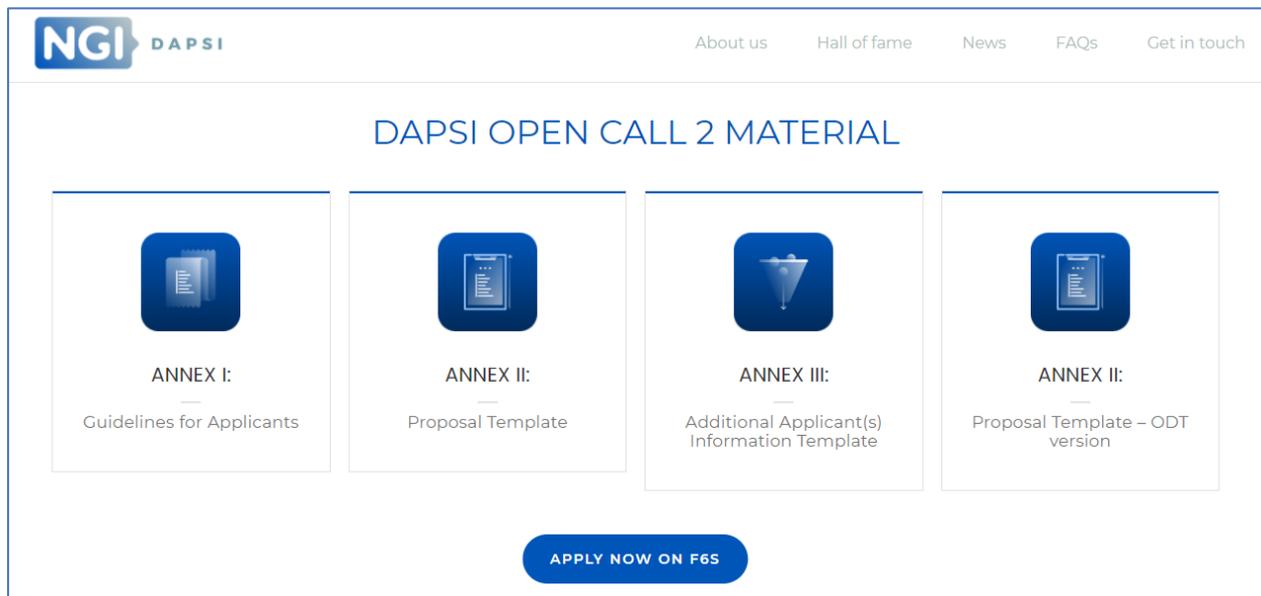
- Apply page

This page comprises all the necessary information for candidates to successfully submit applications to the open call. The page contained:

- Open and closing dates of the open call

- Information about the targeted groups
- Topics to be addressed in the open call
- Supporting programme descriptions,
- Open call documents:
 - Guidelines for applicants
 - Proposal template
 - Additional applicant(s) information template
 - Proposal template (ODT version)
- Two “Apply now on F6S” buttons linked to the application form
- Eligibility criteria
- A video recording of the webinar “Open Call #2 Webinar #2”
- A new section clarifying the scope of the projects to be funded: (Research component, technology development, openness).
- A banner promoting the NGI TETRA project explain that projects selected under DAPSI can benefit from all TETRA’s services.

FIGURE 14: SCREENSHOT OF THE OPEN CALL DOCUMENTS SECTION OF THE APPLY PAGE

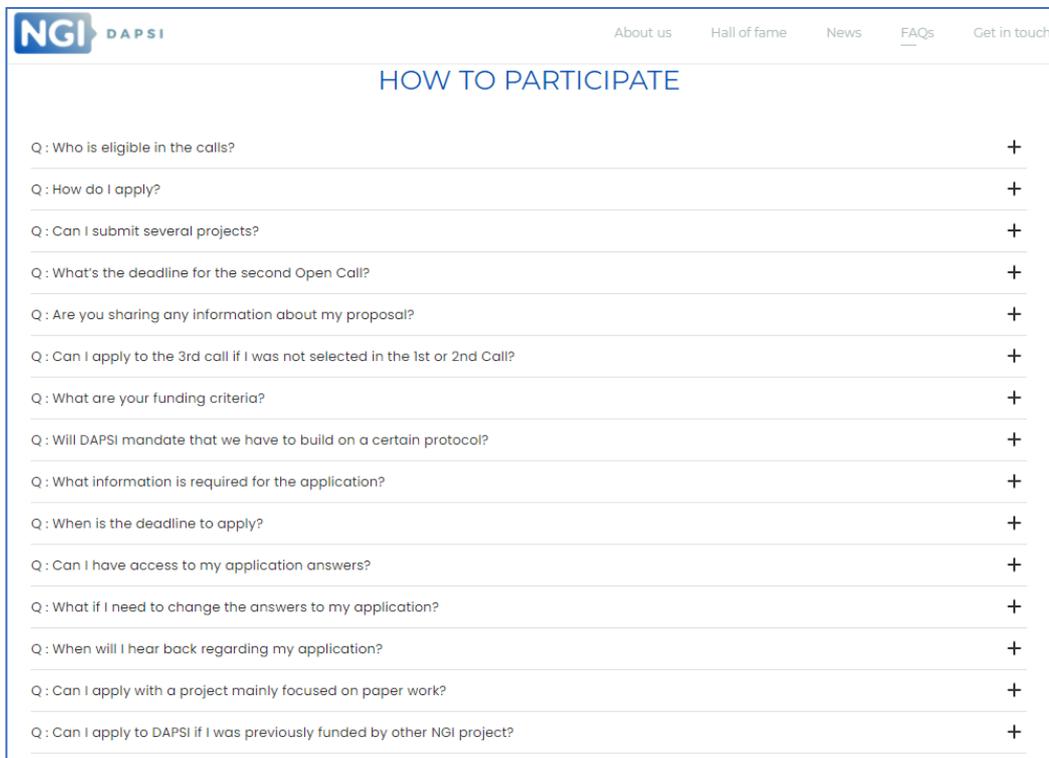


- Frequently asked questions page

In this page visitors could have access to a list of common questions and respective answers, divided in the following section:

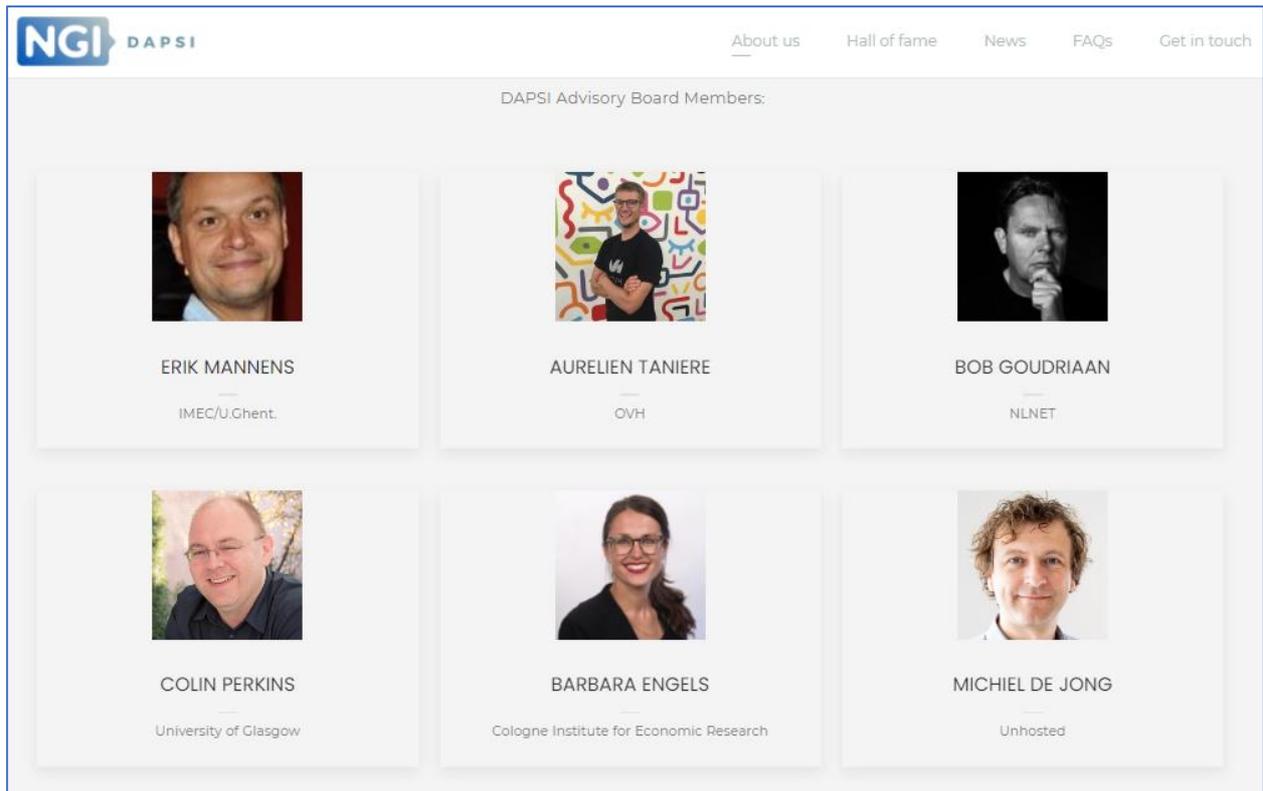
- 13 questions and answers about DAPSI project
- 15 questions and answers about “How to participate”
- 6 questions and answers about what to expect if selected

FIGURE 15: SCREENSHOT OF THE FAQS PAGE



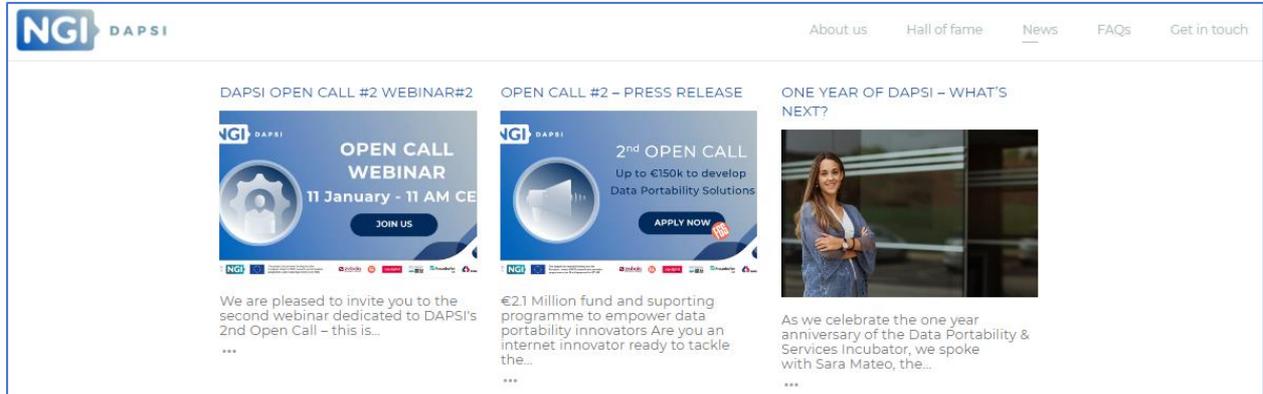
- About page
 - Information about the Advisory Board members added (pictures, names, and links to profiles). The OVH representative was updated.

FIGURE 16: SCREENSHOT OF THE ABOUT PAGE



- News page
 - 1 article about the opening of the second call was published
 - 1 post about the open call webinar was published
 - 1 interview with Sara Mateo (DAPSI Coordinator) published

FIGURE 17: SCREENSHOT OF THE NEWS PAGE



3.1.7.2 Website analytics

Within the second DAPSI's open call time frame the website attracted **3,072 unique visitors**, representing 5,286 sessions, 11,441 pageviews and an average session duration of two minutes and forty-four seconds.

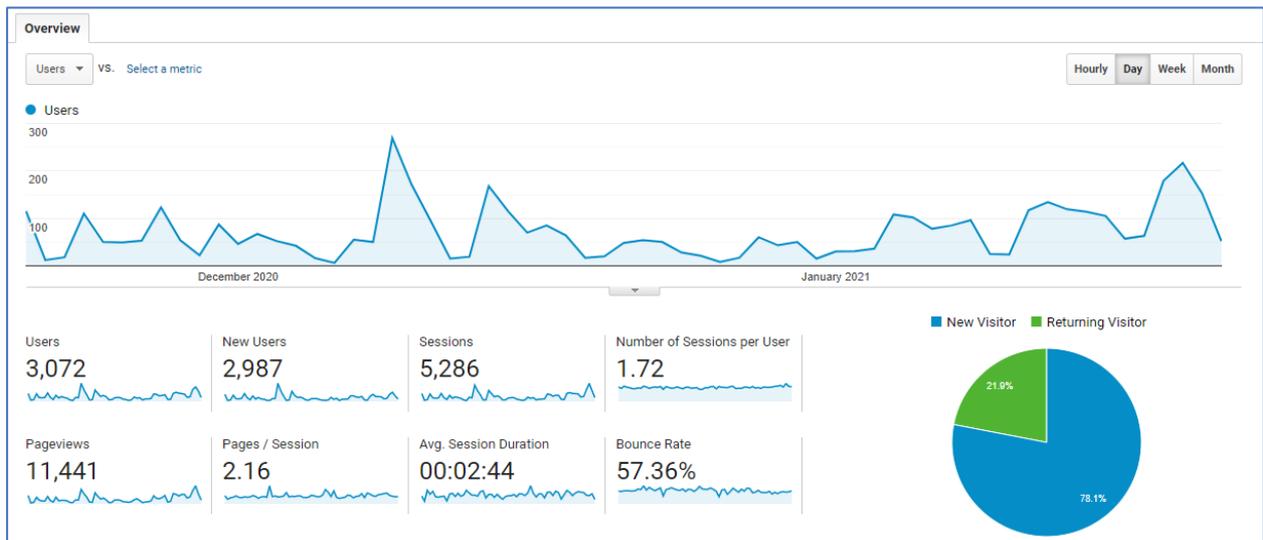


FIGURE 18: WEBSITE STATISTICS FROM GOOGLE ANALYTICS

3.1.8 F6S platform

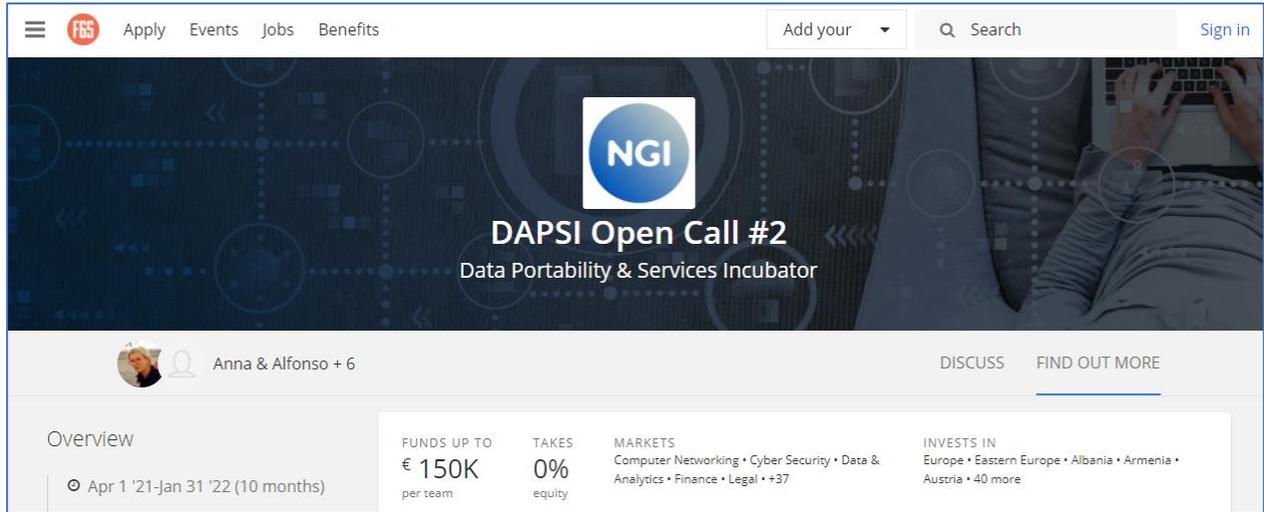
The F6S platform is the official tool used to receive and manage proposals, ensuring a hassle-free submission process of applications.

3.1.8.1 F6S pages updates

Within F6S platform a DAPSI's ecosystem was created and updated with information about the second open call:

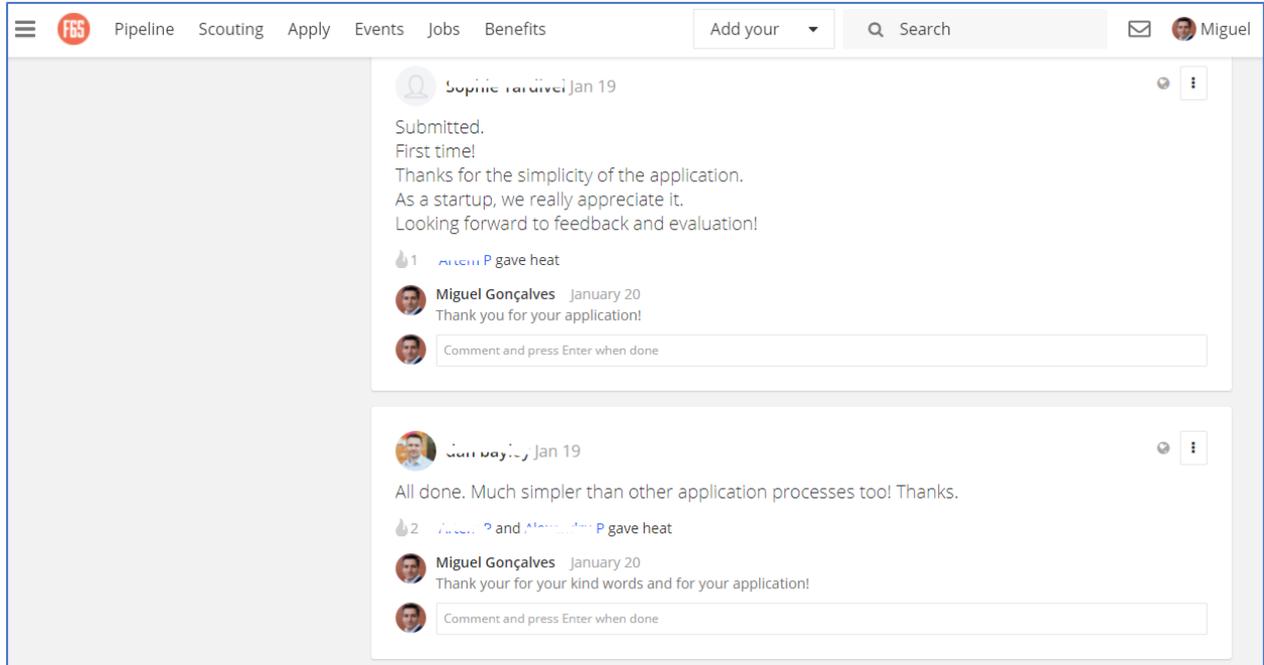
- DAPSI about page
 - Updated with information about the open call value proposition and link to the application form

FIGURE 19:SCREENSHOT OF THE DAPSI F6S ABOUT PAGE



- DAPSI discuss page
 - A page dedicated to the interaction between potential applicants and the DAPSI team, where questions about the project and the open call were answered, tips were shared, and the webinars about the open call promoted.

FIGURE 20: SCREENSHOT OF THE DAPSI F6S DISCUSS PAGE



- DAPSI apply page
 - This page comprised general information about the DAPSI project, links to all the open call documents necessary to successfully submit proposals and the application form.
- Webinar registration pages
 - The F6S event registration tool was used to promote and register the attendees to the Open Call #2 webinar #1 and #2.

FIGURE 21: SCREENSHOT OF A DAPSI WEBINAR REGISTRATION PAGE



3.1.8.2 Analytics of DAPSI ecosystem within F6S

Within the DAPSI open call time frame, **1 739 unique visitors** accessed the application form page on F6S, representing a total of 4 954 application page views with an average time on page of one minute and forty-nine seconds.

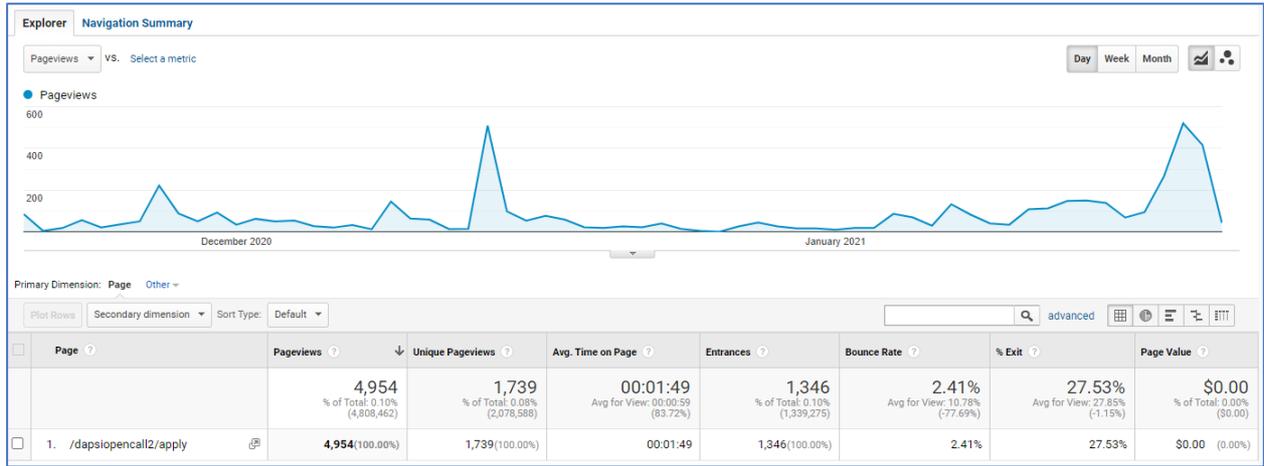


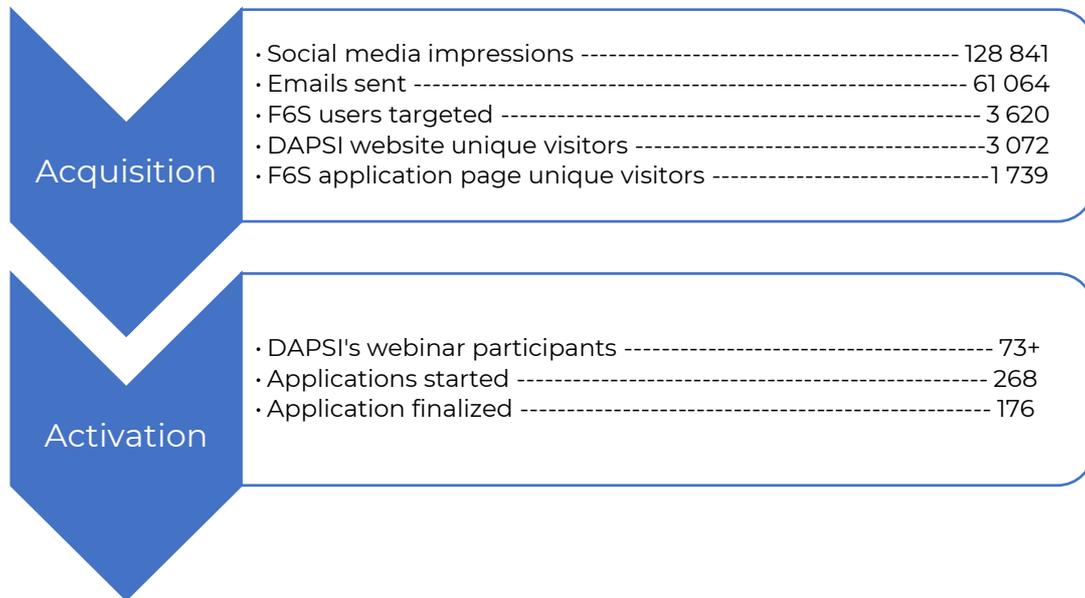
FIGURE 22: APPLY FORM STATISTICS FROM GOOGLE ANALYTICS

4 RESULTS

The dissemination activities, implemented at the different levels of the AARRR funnel, and based on a simple but effective information architecture, enable to attract and guide the different target groups into their journey through the DAPSI ecosystem culminating in the submission of **176 applications**, exceeding by 17% the initial target for the open call (150).

Looking at the dissemination activity numbers through the lens of the AARRR funnel it is possible to have a sense of the magnitude of the actions carried out at different levels, that allowed the consortium to reach this result.

FIGURE 23:AARRR FUNNEL METRICS FOR THE SECOND DAPSI OPEN CALL



4.1 SUMMARY OF DISSEMINATION ACTIVITIES

This section provides a measurable summary of each type of digital communication activity undertaken by the consortium partners to promote the open call, implemented between the 20th of February and the 22nd of May.

Dissemination activity	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
Press release	1	35		
Training (Webinar)	2	298		
Partner's Web-site/blog/news page	15	75989	8681	

Dissemination activity	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
Video/film	1		1200	
Other	1			
TOTAL	20	76322	9881	

The dissemination activities listed above reached at least total number of 76 332 persons, highlighting the role of the partners' website, blogs and news pages to promote the open call within their established communities. The action included in the "Other" row is a meeting with the FIWARE foundation to cross disseminate DAPSI's second open call.

Social media	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
DAPSI and partner's Twitter	53	4825	87219	0
DAPSI and partner's Facebook	17	983	700	39
DAPSI and partner's LinkedIn	26	16546	40700	118
Other social media efforts	2	191	222	11
TOTAL	98	22545	128841	168

Social media were an essential piece of the marketing strategy. Social media platforms helped the consortium to connect with the general public and potential applicants, increasing awareness about DAPSI, boosting leads and engaging people. Their impact, reinforced by the already existing partners' social media accounts, was quite significant, reaching for example more than 128 841 impressions.

Emails	No. actions /posts	No. people reached	No. of impressions /opens	No. clicks (if relevant)
To press/blogs	1	35	0	0
To intermediaries/partners/networks	102	2266	0	0
To potential applicants	3	4020	588	183
DAPSI mentions in partner's newsletter	7	54743	17702	1714.8
TOTAL	113	61064	18290	1897.8

The email marketing activities enable the consortium to reach the different targeted groups in a tailored manner. A total number of 61.064 emails were sent to media organisations, potential applicants, intermediaries, SMEs, H2020 and EEN national contact points, DIHs, organisations related to the topics covered by the DAPSI project, among others.

4.2 APPLICATIONS STATISTICS

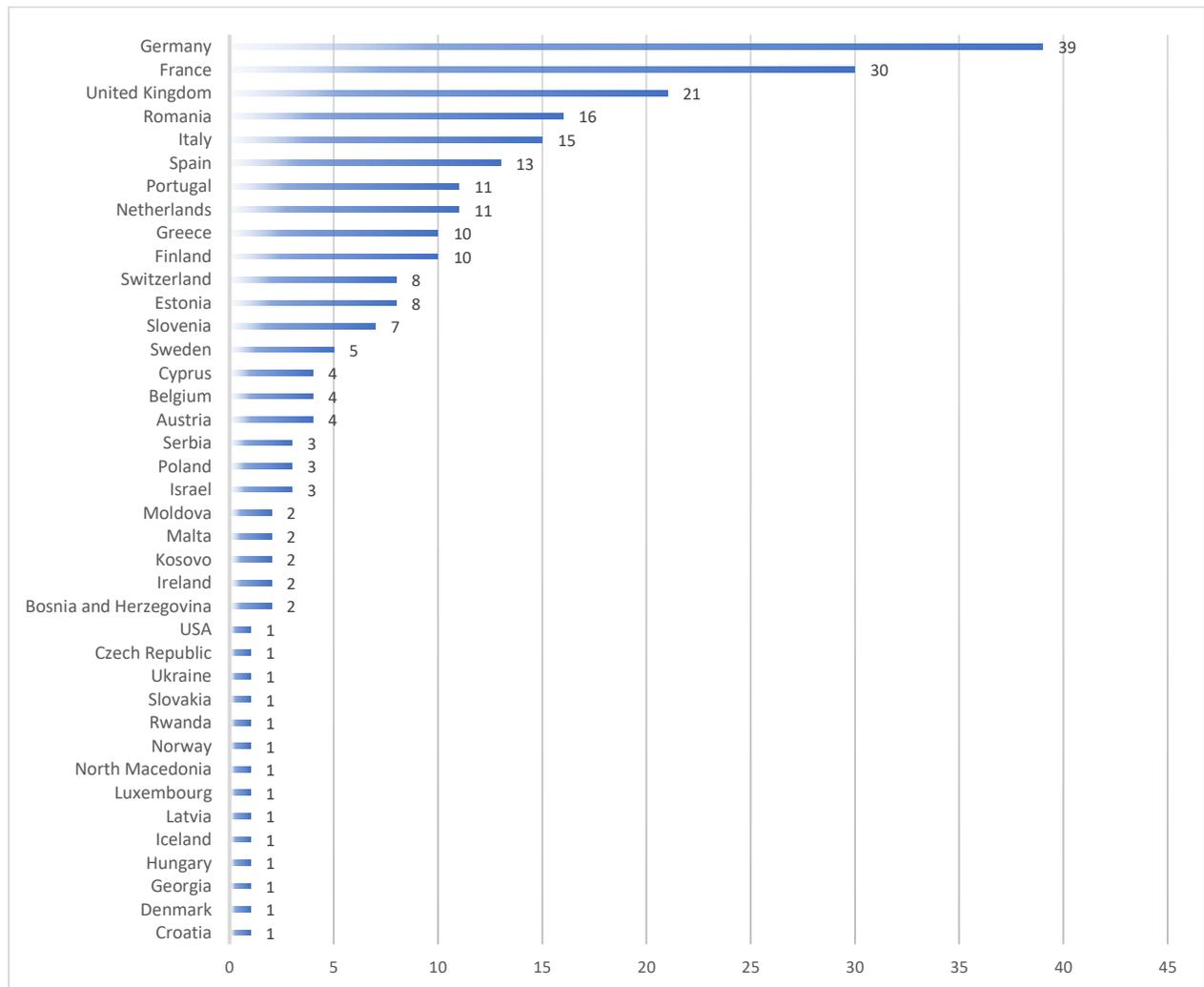
4.2.1 Total applications and applicants

At the end of the open call there were a total of 268 applications started and 176 applications submitted representing a finalization rate of 66%. Exceeding by 17% the initial target of 150 submitted applications. The 176 finalized applications were submitted by 249 applicants, composed of 36 individuals and 213 entities.

4.2.2 Applicants per country

The 249 participants came from 39 different countries, demonstrating the wide reach of the dissemination activities.

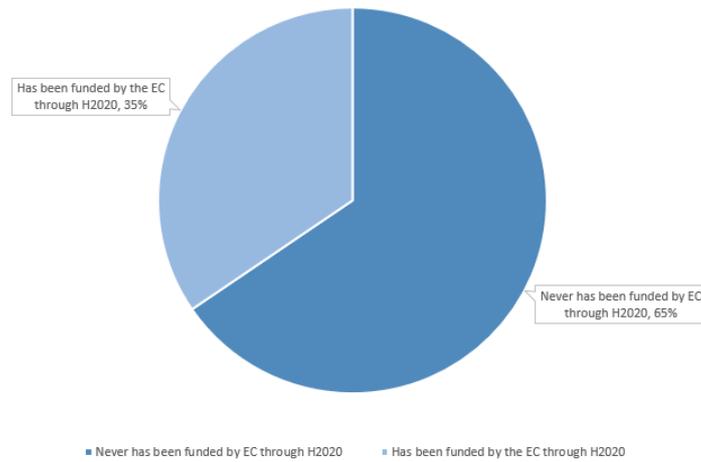
FIGURE 24: NUMBER OF APPLICANTS PER COUNTRY



4.2.3 Information about previous EC funded applicants

The application form comprised a field for each applicant to declare if they had been funded by the European Commission through H2020 before. As reflected in the chart below the dissemination activities were able to attract a **majority of applicants (65%)** that never had been funded by the EC before, reaching one of the main goals of the open call.

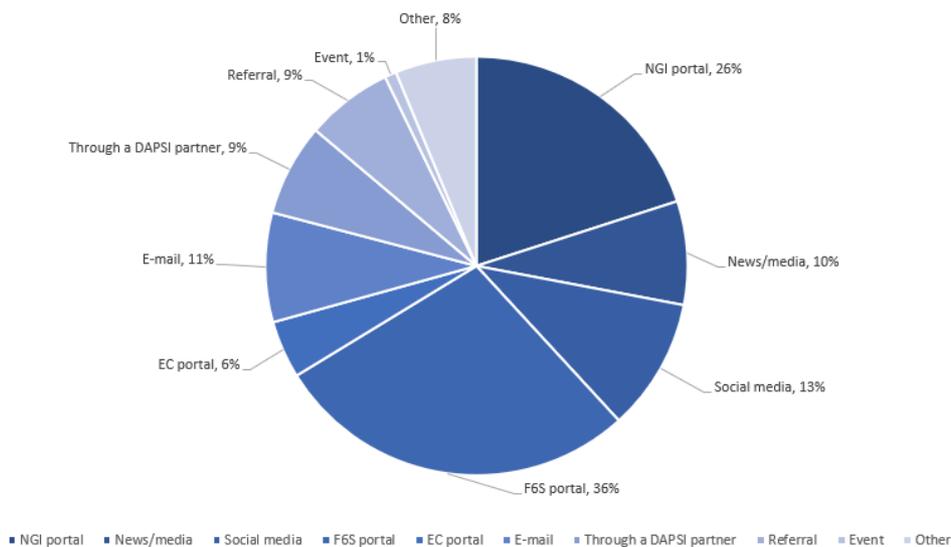
FIGURE 25: PERCENTAGE OF APPLICANTS THAT WERE PREVIOUSLY FUNDED OR NOT BY THE EC THROUGH H2020



4.2.4 How applicants heard about DAPSI

The final question of the application form was related to the topic of the open call dissemination to understand which were the channels that acquired the greatest number of candidates, in order to improve future dissemination activities.

FIGURE 26: HOW APPLICANTS HEARD ABOUT DAPSI



As presented above, there was a very diverse mix of initial touchpoints with applicants. A result that also reflects the impact of the various communication channels used to attract candidates.

5 FEEDBACK FROM APPLICANTS

After the closure of the open call the consortium received several messages from applicants, via F6S, that we would like to share below:

- “This application template was great, far easier and less complicated than anything in the UK! Good luck to all our European friends.”
- “Proposal submitted! The submission procedure has been straightforward and the guidelines very clear, very good job! Fingers crossed!”
- “Submitted. First time! Thanks for the simplicity of the application. As a startup, we really appreciate it.”
- “All done. Much simpler than other application processes too! Thanks.”
- “Thank you for the nudges Miguel, they helped us to find the energy and concentration required to submit our application in time.”

APPENDIX A – DAPSI ONLINE NEWS LIST

DAPSI ONLINE NEWS
https://www.luxinnovation.lu/event/dapsi-open-call-2/
https://www.adepp.info/2021/01/data-portability-call-dapsi-per-soluzioni-innovative/
https://www.comune.zolapredosa.bo.it/aree-tematiche/lavoro-formazione-e-impresa/spazio-impresa-bandi-e-contributi/dapsi_ii_open_call_scadenza_20_gen-2021
https://www.cliclavoro.gov.it/Clicomunica/News/2020/Pagine/Data-portability-Call-DAPSI-per-soluzioni-innovative.aspx
https://www.ansa.it/pressrelease/europa/bandi_europei/2020/12/18/bando-ngi-dapsi-per-progetti-sulla-portabilita-dei-dati-personali-su-internet_6ba3b00d-c2f7-44a9-af7b-6bd3fea15e5c.html
https://www.plumtri.org/node/1644#
https://mailchi.mp/ngi/ngi-newsflash-dec2020-happy-holiday?e=5cb4d7ec88
https://cute766.info/data-portability-le-nouvel-appel-dapsi/
https://www.datamarketservices.eu/cascade-funding-new-opportunities-for-entrepreneurship-and-startups-across-europe/
https://first.aster.it/_aster_/viewNews/49374/data-portability-secondo-bando-per-soluzioni-innovative
https://www.ngi.eu/news/2020/11/24/dapsi-launched-its-second-open-call/
https://www.zabala.eu/en/news/dapsi-open-call-2020
https://startup3.eu/dapsi-the-data-portability-and-services-incubator-2nd-open-call/
https://www.up2europe.eu/calls/dapsi-1st-open-call_4574.html
https://www.innovationplace.eu/fund/dapsi-ngi-second-open-call/3082
https://www.capdigital.com/en/dapsi-2nd-open-call-challenges-all-internet-innovators/
http://novotecna.pt/portal/?p=2027
https://een.md/aplica-acum-la-programul-dapsi-open-call-2/
https://ricerca2.unibs.it/?p=13846&lang=en
https://www.theinternetofthings.eu/open-calls-data-portability-and-services-incubator
https://online2020.mydata.org/programme-page/info-event-ngi-dapsi-funding/

<https://www.h2020.md/en/dont-miss-ngi-open-calls>

<https://adalidda.com/posts/t4LrfcBGdpDw7jn4m/dapsi-internet-innovators-to-develop-technology-solutions>

<https://sportelloeusciliardeegna.it/finanziamenti-per-progetti-sulla-portabilita-dei-dati/>

<https://theventureembassy.com/dapsi-open-call-ii-apply-by-20th-january-2021/>