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D4.1 – OUTREACH REPORTS WITH AN OVERVIEW OF COMMS IMPACT

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Terminology

TERMINOLOGY/ACRONYM	DESCRIPTION
AI	Artificial Intelligence
AIOTI	Alliance for the IoT and Edge Computer Innovation IVZW
AIT	Austrian Institute of Technology GmbH
AUS	Australia
BLU	BluSpecs
CAN	Canada
CFS	Certificates on the financial statements
CSA	Coordination and Support Action
Digital Partnerships	EU partnerships with Japan, Korea, Singapore and Canada.
DLT	Distributed Ledger Technology
DoA	Description of Action
EC	European Commission
eID	Electronic Identification
FH	Fraunhofer Gesellschaft zur Förderung der angewandten Forschung EV
FOR	Fortiss GmbH
GDPR	General Data Protection Regulation
GA	Grant Agreement to the project
ICT	Information Technology
INSTAR	International cooperation for digital standardisation
IoT	Internet of Things
JAP	Japan
JC	Joint Committee
KOR	South Korea
KPI	Key Performance Indicator
MoU	Memorandum of Understanding
NCSR”D”	National Centre for Scientific Research “Demokritos”
Partners	Refers to the INSTAR Consortium partners
PMH	Project Management Handbook
PO	European Commission project officer assigned to INSTAR
SDO	Standard Development Organisations
SGP	Singapore
SSH	Social Sciences and Humanities
T&C	Terms and Conditions
TF	Task Force
TRUST	Trust-IT SRL
TU Delft	Technische Universiteit Delft
TWN	Taiwan

Executive Summary

The project's Communication, Dissemination, and Stakeholder Engagement Strategy successfully achieved the KPIs outlined in the Description of Action within the first six months. Despite being in its early stages, the strategy has already produced positive results, as demonstrated by the number of views and downloads reported in the "Zenodo" section, and the registrations for the first INSTAR webinar highlighted in the "Events" section.

As the project progresses, more opportunities for engagement, both in quantity and quality, are expected. Therefore, during the first and second years of activity, the project is expected to replicate (and aim to improve upon) the positive results achieved in the initial six months.

As outlined in "D1.2 – Stakeholder engagement strategy", the Communication, Dissemination, and Stakeholder Engagement Strategy is being implemented by the project to identify and actively involve relevant stakeholders in its activities. All INSTAR partners are contributing to the timely execution of the INSTAR Stakeholder Engagement and Communication and Dissemination strategy by engaging relevant stakeholders within their networks.

During the past six months, the project raised awareness among relevant stakeholders about its activities and goals, paving the way for stakeholder engagement in the coming months. In particular, to maximise visibility of its activities among relevant stakeholders, the project ensured a continuous flow of updates, consistently publishing posts on social media, articles on the website, and one newsletter every three months.



1 Introduction

This document presents the results of the INSTAR Communication, Dissemination, and Stakeholder Engagement Strategy activities during the first six months and their impact on the project objectives. It also outlines the plan for activities for the remainder of the first year and the second year.

"D4.1 - Outreach reports with an overview of comms impact" and its subsequent versions serve as a comprehensive reference for assessing the effectiveness of the strategies and approaches outlined in "D1.2 - Stakeholder Engagement Strategy".

The document separately addresses the preliminary results of the first six months and the plan for the future using the same sub-section taxonomy to facilitate content comparison between current and future activities.

The following INSTAR deliverables are related to this document as they report on "communication & stakeholder engagement".

D1.2 (M5 - May 2024) – Stakeholder Engagement Strategy.

D4.3 (M6 - June 2024) – Summary of newsletters and impact.

D4.4 (M14 - Feb 2025) – Outreach reports with an overview of comms impact V2.

D4.7 (M14 - Feb 2025) – Summary of newsletters and impact V2.

D6.1 (M15 - Mar 2025) – Post-event reports.

D4.2 (M18 - June 2025) – Synergies with EU and int'l SDOs and priorities.

D4.5 (M22 - Oct 2025) – Outreach reports with an overview of comms impact V3.

D4.8 (M22 - Oct 2025) – Summary of newsletters and impact V3.

D4.10 (M29 - May 2026) – Synergies with EU and int'l SDOs and priorities V2.

D6.2 (M29 - May 2026) – Final INSTAR Impact event.

D4.6 (M30 - June 2026) – Outreach reports with an overview of comms impact V4.

D4.9 (M30 - June 2026) – Summary of newsletters and impact V4.

2 Communication, Dissemination and Stakeholder Engagement Impact Monitoring

The project activities and impact are in line with the KPIs set in Deliverable D1.2.

The project has successfully met its initial targets for communication and dissemination activities, accurately monitored with an [Analytics Dashboard](#), the number of social media posts, and newsletters. Specifically, outreach efforts have achieved the anticipated levels of visibility and engagement, as evidenced by the metrics tracked in the table below. Additionally, INSTAR's engagement with stakeholders has been robust, with a strong presence at industry & third-party events and positive feedback from participants.

Considering the data collected so far and the expected evolution in quantity and content of future activities, the project is set to achieve all the KPIs. The trend line for the project appears positive thanks to proactive strategies such as targeted communication campaigns and regular stakeholder updates.

The table below shows a depiction of the project's results and achievements so far compared to the KPIs at M24. For the results of newsletters and videos, please refer to deliverable "D4.3 - Summary of Newsletters and impact".

Table 1. List of KPIs

Activity	Description	KPIs M6	KPIs M24
Comms Kit	Infographics, brochures, flyers, roll-up banners, posters, recorded videos, and all the graphic materials delivered during the project	6 items 400 Total views 270 Total downloads	10 items 200 Total downloads
Social Media	X for brief real-time updates and news and to promote event activities. LinkedIn for insightful contributions. Videos will be uploaded on YouTube.	X: 51 Followers 61 Posts LinkedIn: 157 Followers 65 Posts	X followers: 400 LinkedIn followers: 500 3+ X posts per week 2 LinkedIn posts per week
Press Releases	Dissemination of newsworthy project results or events and published in R&I, policy makers and standardisation communities, magazines and journals	1 PR	10 PRs
Articles	Informative articles to communicate and disseminate the	11 (KPI M24: 5 articles)	-

	project's activities, objectives and results		
Webinars	Based on the results related to each Workstream.	1 webinar 275 Total sessions on the webinar page 10 Total promo tweets 125 Total standardisation stakeholders registered/engaged	600+ sessions on the webinars page
Final impact event	The final impact event supports the lasting legacy of the project paving the way for lasting co-operation and recommendations for the future.	Planned for M30	-
Roadmap Factsheets	Digestible, and easy to read factsheet Roadmaps that are extracted from the longer Roadmaps produced over the course of the core delivery period.	Planned for M12-M24	6 factsheets
Workshops	Workshops organised to address the insights gathered in the roadmaps produced by the standardisation experts involved in the European Task Forces.	Planned for M12-M24	6 workshops
Third-party events	The INSTAR Consortium maximises the visibility of the project by joining third-party events	4 Third-party events with INSTAR participation	24+ third-party events

3 First Six-Month Plan Update

This section provides an update on the activities implemented and results achieved during the first six months of the project.

3.1 Stakeholder Engagement Multipliers

INSTAR has successfully leveraged multiple networks to promote its first webinar.

During the first six months of activities of the project, we identified and contacted multipliers to communicate to them the relevance of the project's activities and results for their respective audience with the aim of increasing the outreach and visibility of INSTAR's activities. This involved compiling a list of organisations and individuals who have significant influence and reach within our target audience, specifically those involved in ICT standardisation in AI, Cybersecurity, Digital ID, Quantum, IoT, 5G, 6G and data technologies.

The multipliers were contacted both through email and LinkedIn, to increase the likelihood of establishing contact and getting a reply from them. We received positive responses providing additional information and support to help them share the webinar details within their network (such as the webpage with the registration form, and the event banner crafted specifically for the webinar).

Thanks to this strategy, INSTAR's first webinar **totalled 97 registrants and more than 60 participants**, with 45% of which were SMEs involved in ICT standardisation and SDOs, certification bodies and regulatory agencies.

3.2 Discussion Forum

As outlined in Task 1.5 of the Description of Action, INSTAR has successfully created and launched a [moderated discussion forum](#) for experts from the INSTAR Task Forces to provide their input. While the forum is hosted on a platform separate from the main INSTAR website, it remains conveniently accessible directly through the INSTAR website's main navigation menu.

The forum features a simple and intuitive interface, allowing easy navigation between the INSTAR website and the forum. To maximise usability and the forum's impact on project activities and on its community, the interface has been streamlined to eliminate distractions. This design enables experts to focus on the primary actions of publishing and responding to existing posts, with the option to attach files such as PDFs, PowerPoints, and images.

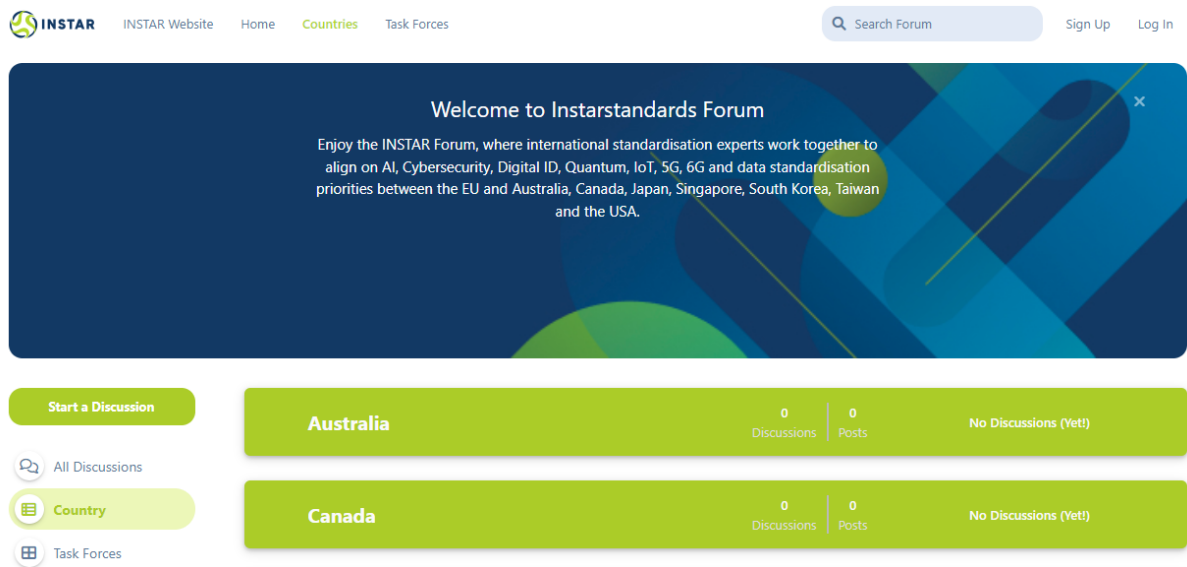
The forum features three main pages to enhance user experience.

1. The Home Page provides an overview of all discussions at a glance.
2. The "Entities" section filters discussions by regions: Australia, Canada, Japan, Singapore, South Korea, Taiwan, and the USA.
3. The "Task Forces" section filters discussions based on the INSTAR workstreams.

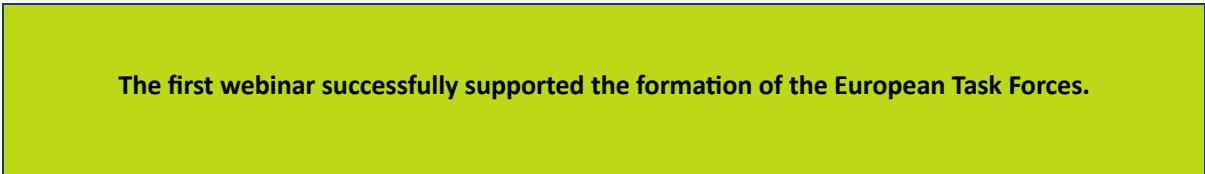
This structure allows users to filter conversations in multiple ways, offering greater navigation freedom to quickly find content of interest.

The TF members will join the forum and contribute to it in the next reporting period. Experts will share their input, and the INSTAR consortium will publish surveys, post-event reports, and other relevant materials for the community.

Figure 1. Discussion Forum.



3.3 Events



At M6, the INSTAR consortium has organised one webinar titled “[Shaping International Standards: Advanced ICT Tech Regulation – Introduction to INSTAR and its impact](#)”, which took place on April 19, 2024 accumulating 90+ registrations and 50+ participants attending the event.

The webinar introduced the INSTAR project and the European Task Forces highlighting its role in shaping international ICT standardisation. It had a significant impact in generating interest from stakeholders in the project, as indicated by the substantial number of views and downloads of communication materials on Zenodo which is reported in section 3.15. Moreover, it positively contributed to the establishment of the European Task Forces (ETFs), with over 10 new experts joining after seeking further information on how to participate in the ETFs after the event.

To promote the webinar, we created a “save the date” banner to start with promotion and raise awareness of the event while finalising the agenda details.

Figure 2. Webinar Banner.



The event was also promoted through multiple channels, including the event page on our website, relevant multipliers (see section 3.1 “Stakeholder Engagement Multipliers”) individual, tailored emails, LinkedIn DMs, social media posts, and the consortium’s individual networks.

In the promotion period of the webinar, the project gained significant traction on social media, especially on LinkedIn. Overall, on LinkedIn, our net follower growth peaked at more than 50% (with 37 followers gained during promotion period), 200 total engagements, such as likes, comments or reposts (up more than 30% compared to the previous period), and a 7% engagement rate; the INSTAR LinkedIn page also totalled more than 2800 impressions during the promotion period.

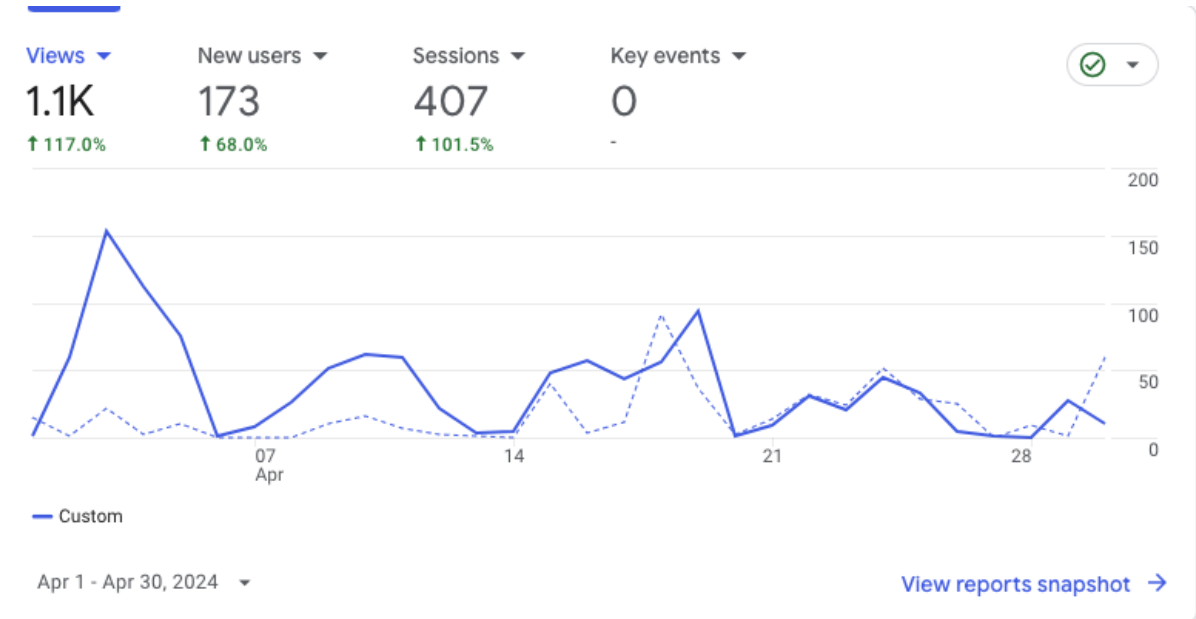
On X, in the same promotion period, we totalled around 900 impressions (up more than 90%), 54 engagements (up more than 30%), and an overall engagement rate of 6%. Posts impressions and engagements saw an all-time high on the day of the webinar and in the days immediately after.

Additionally, Google Analytics signalled more than 260 views on the webinar’s page, more than 400 sessions, and 173 new users on the website, making the event page the most popular page on the website in April.

Figure 3. LinkedIn analytics for the webinar promo period.

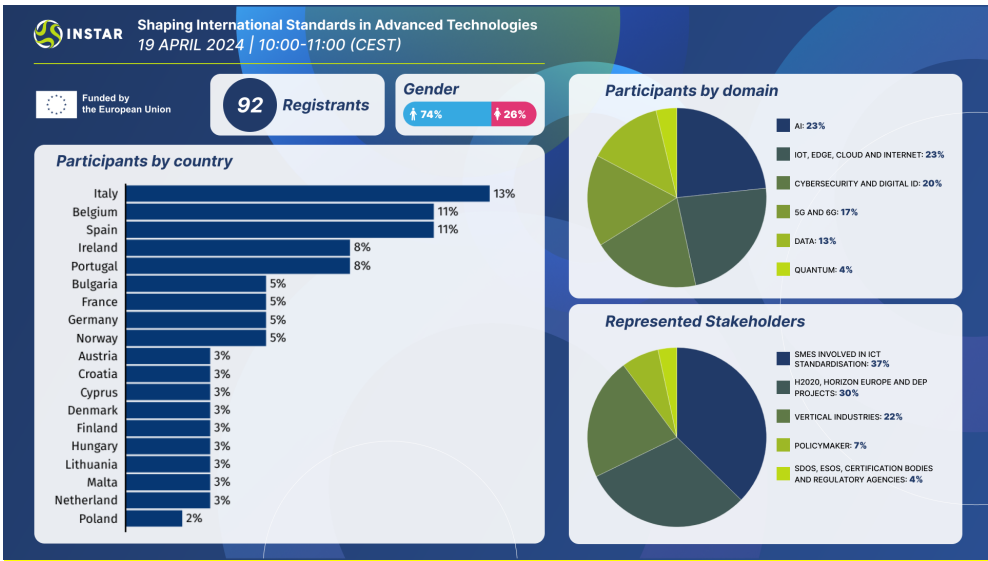
Profiles							
Review your aggregate profile and page metrics from the reporting period.							
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	—	37	16	2,865	200	7%	—
Apr 1, 2024 – Apr 30, 2024	—	↗ 54.2%	↗ 60%	—	↗ 31.6%	↗ 67.6%	—
Compare to	—	24	10	—	152	4.2%	—
Mar 1, 2024 – Mar 31, 2024	—	—	—	—	—	—	—
INSTAR Standards	—	37	16	2,865	200	7%	—

Figure 4. Website analytics for the webinar promo period.



The event was attended by more than 50 people, including representatives from SMEs involved in ICT standardisation (37%) and representatives from EU projects (30%).

Figure 5. Webinar infographic.



The material created as a result of this webinar include a custom event banner, “speaker cards” and a post-event report. These items are available on the [event page](#) and were shared across INSTAR’s social media channels.

Figure 6. Example of Speaker Card.

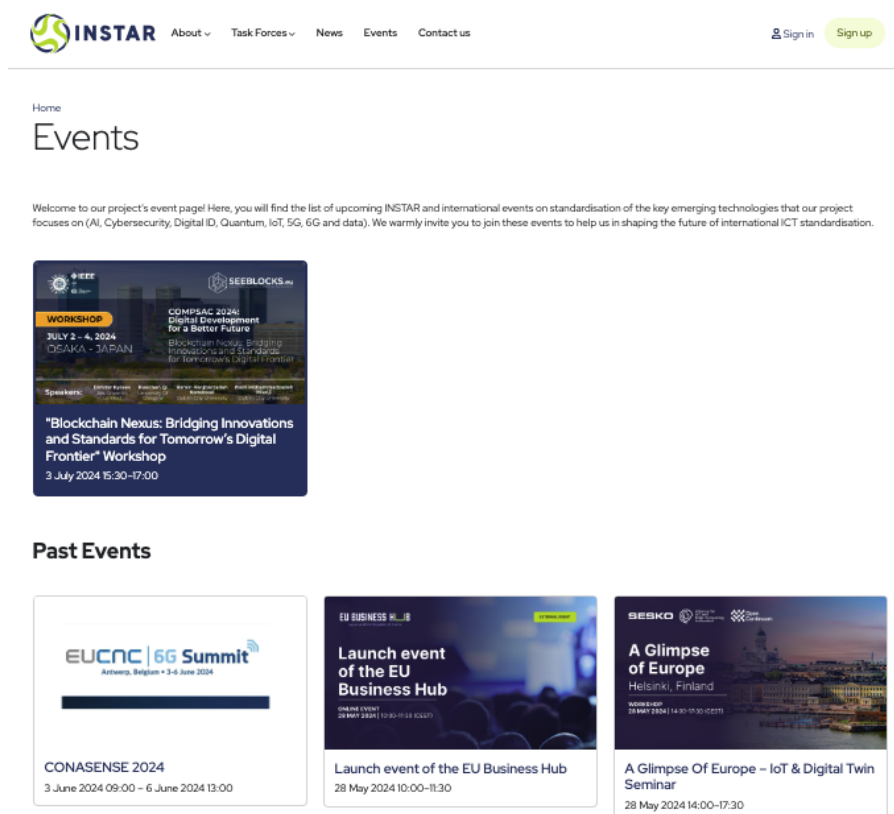


Figure 7. Post-webinar report.



The event continued to positively impact our activities even after it concluded. We capitalised on the momentum and community interest generated by posting key takeaways on social media and inviting the audience to learn more about the project and its activities. For example, the post-event report on Zenodo reached over 110 views and 50 downloads in just over a month. All information about the webinar can be found in the dedicated event page under the “[Events](#)” section of the INSTAR website.

Figure 8. Events section on the website.



3.4 European Task Forces (ETFs) and International Task Forces (ITFs)

Given the early stage of the project, the INSTAR European Task Forces have only recently been formed between April and May 2024, while the INSTAR International Task Forces are still in the process of being established. Consequently, the experts have not yet had the opportunity to actively contribute to communication and dissemination activities, such as event organisation.

INSTAR is actively forging synergies with other relevant projects to organise a joint event in the coming months in support of Digital Partnerships. This event will feature active participation from experts of European task forces as speakers.

3.5 Communication and Dissemination Campaigns

The project activities fall into three main categories or campaigns that will run throughout the project's duration:

- European and International Task Forces.
- DPs/TTC Workshops and Roadmaps Webinars.
- KERs Dissemination.

The above-mentioned campaigns do not reflect those indicated in the Description of Action; the INSTAR team has refined and modified them based on the outcome of the activities performed by the project in its first six months of life. Below, an overview of the changes made to each campaign from the DoA and the

reasons behind these adjustments. For an overview of the adjusted timeline and more information on the campaigns, please refer to deliverable D1.2 “Stakeholder Engagement Strategy”.

Campaign #1: “European and International Task Forces”

The original Campaign in the DoA was focused on general awareness and was planned as a specific campaign. However, raising awareness is a constant activity throughout the project, not limited to a specific timeframe or isolated campaign. Therefore, Campaign #1 is now focused on “European and International Task Forces” (ETFs and ITFs), promoting the Task Forces, their purpose, goals and activities.

Campaign #2: “DPs/TTC Workshops and Roadmaps Webinars”

The original Campaign was focused on the webinars from M8 to M16. In D1.2, this campaign is renamed “DPs/TTC Workshops and Roadmaps Webinars” to reflect the actual topics of the events and the updated timeline. The new name and duration better represent the focus of the webinars, which are on supporting the EU Digital Partnership (DPs), Trade and Technology Council (TTC), and ETFs roadmaps.

Campaign #3: KERs Dissemination

Campaign #3 remains focused on Dissemination of Key Exploitable Results (KERs). However, the duration has been adjusted in D1.2 to better reflect the project’s current timeline; the adjustment aligns more accurately with the project’s progression, ensuring that dissemination activities are scheduled when results are mature and ready for dissemination.

The project is still in its early stages to be able to contribute and perform the activities indicated in the campaigns #2 and #3 detailed in D1.2. In the table below, an overview on the first month of activities for Campaign #1 “European and International Task Forces”.

Table 2. First month of activities for Campaign #1.

European and International Task Forces (M6-M30)	
Activities:	Status:
Creation of a dedicated website section (M6).	DONE https://instarstandards.org/
Design of a TFs Flyer (M6).	DONE https://instarstandards.org/communication-kit
Design of a TFs Roll up (M6).	DONE https://instarstandards.org/communication-kit

3.6 The Stakeholder Journey

Leveraging the Stakeholder Journey stages is crucial to the project's success. By mapping out the journey of stakeholders and identifying their needs at each stage, the project is ensuring that every interaction is meaningful and tailored to the stakeholders' specific information needs.

For more information on the stakeholder journey, please refer to “D1.2 - Stakeholder Engagement Strategy”. Below is a list of KPIs to demonstrate the success and results of these activities.

Table 3. List of KPIs for activities carried out.

Stage	KPIs	Status
Exposure	8 Third-Party Events per year	OK - 4 Third-Party Events in the first 6 months.
Exposure	1.500 Average Monthly Social Media Post Impressions (total between X, LinkedIn and YouTube).	OK - 1.600+ Average Monthly Social Media Post Impressions.

Exploration	75+ Average events registrations.	OK - 95+ webinar registrations.
Exploration	100 Monthly website visitors.	TO IMPROVE - 80+ Monthly website visitors.
Exploration	30 New monthly Newsletter subscriptions.	TO IMPROVE - 10+ Monthly Newsletter subscriptions.
Exploration	100 New Monthly Zenodo views (total across all items).	TO IMPROVE - 70+ average new monthly Zenodo views.
Evaluation	50+ Average events participants.	OK - 50+ webinar participants.
Evaluation	50% Average Newsletters Open rate.	OK - 68% average newsletters open rate.
Evaluation	50 New monthly Zenodo downloads (total across all items).	TO IMPROVE - 45+ average new monthly Zenodo downloads.
Action	40 Average submissions for each survey.	N/A - No survey published yet.

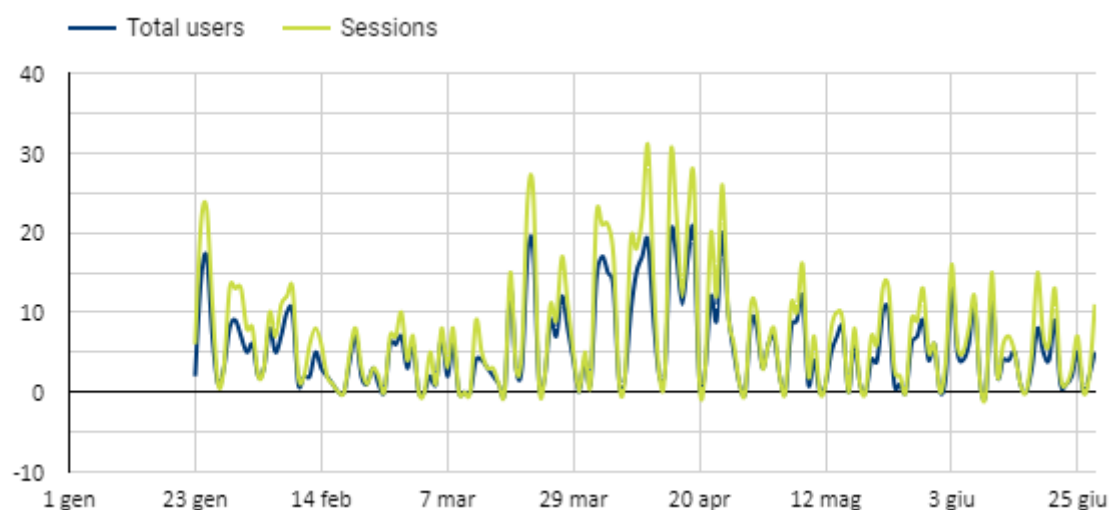
3.7 Website

Site growth with 6 new pages and ongoing enhancements of the Home Page content.

The project website has been available since the kick-off of INSTAR and is serving as the central hub for accessing project activities, results, and updates, as demonstrated by usage statistics.

The website has accumulated 490+ visits and 1,100+ sessions since its launch. In the first 6 months of use, there is a slight upward trend in the number of site visits. It is worth noting that visits to the site occur not continuously but through intermittent peaks that align closely with each post published on our social media channels. As highlighted in section 4.12, the effectiveness of the intensive promotion for the first webinar on social media is reflected in the prolonged traffic peak observed on the site in April.

Figure 9. Website analytics.



Regular assessments are conducted to ensure the website contains crucial information for stakeholders to understand what INSTAR is, the current and upcoming project activities, how and why they could contribute, and that this information is communicated in an easily digestible way. These assessments have led to improvements in the design of existing pages and the addition of new pages, such as the [European Task Forces](#) page.

The next iteration of the website, set to be released in November 2024, will place greater emphasis on the activities and roadmaps of the European Task Forces. This update aims to offer stakeholders and visitors a clearer understanding of the Task Forces' contributions and their impact on the project's goals and is part of a broader effort to ensure that the website remains the central hub for up-to-date, relevant information about the project.

Below is the list of the pages currently published on the website:

[Home Page](#)

The homepage has been available since the project started. It serves as the main entry point for the stakeholders, providing an overview of the project. Designed to engage users, it helps them navigate easily and encourages further exploration or specific actions, such as signing up for the newsletters. Scrolling from top to bottom, it guides visitors to key sections, highlighting the main project objectives, introducing the European Task Forces, identifying the main target stakeholders who will benefit from engagement with the project. The homepage also includes the list of news, events, consortium partners, a newsletter subscription form to stay updated, and links to the INSTAR social media accounts and Zenodo community.

[About INSTAR](#)

The About page provides a detailed overview of the project, offering users valuable insight into INSTAR's mission, scope and role in the international ICT standardisation landscape. It also introduces the European and International Task Forces, detailing their objectives and activities. It also outlines the lasting legacy of the project, emphasising its long-term impact.

On the About page, visitors can download the press release created for the project's launch, which has garnered over 100 total views and downloads on Zenodo.

[Communication Kit](#)

The Communication Kit page offers a comprehensive set of resources designed to facilitate effective dissemination of project information with easy-to-digest and visually appealing content. Website visitors can find a total of 6 items, including flyers, rollups and reports. Each item on the page is directly linked to the corresponding Zenodo page, ensuring that every click on an element in the communication kit generates a view and potential download, which can be easily tracked on Zenodo.

[INSTAR European Task Forces](#)

The INSTAR European Task Forces page provides detailed information about the various task forces established under the project. The page is designed to give users a thorough understanding of the specialised groups working within the project and their contributions to the overall goals.

[News and Events](#)

The News and Events pages contain lists of project-related news and events, respectively. They are designed to provide users with an immediate and clear overview of the latest updates and upcoming activities and encourage stakeholder engagement.

The News page currently features 11 articles that provide content-rich updates and announcements about the project activities and relevant developments in the international ICT standardisation domain.

The Events page lists all upcoming and past events, providing details such as dates, locations, and registration information.

Contact us

The Contact Us page offers a straightforward way for stakeholders to get in touch directly with the project team by filling in a contact form. Publishing the Contact Us page is important for the project as it promotes open communication and accessibility. It demonstrates the project's commitment to engaging with its audience and stakeholders.

3.8 Visual Identity

A strong visual identity was created from the start to support the dissemination activities.

The INSTAR team has provided a visual identity to the project since its very start, which allowed the team to create a good number of materials useful for dissemination since the first month of the project, like the INSTAR's landing page— please refer to the “Graphic Content” section of this deliverable for the types and number of materials created.

The goal of the project visual identity is to establish a cohesive look and feel and enhance project recognition and recall, ensuring that the project stands out and is easily identifiable to its audience across various communication channels, such as social media, website and email newsletters.

The visual identity of the project consist in: a **Logo**, featuring a modern, professional look to establish a unique and recognisable symbol for the project, enhancing brand recognition; a **PowerPoint Template** which includes slide layouts, font styles, colour schemes and graphics consistent with the project's visual identity to maintain a consistent style during presentations; a **Deliverable Template**, including pre-defined sections, formatting styles, and placeholders for consistent document structure and appearance; and a **Zoom Background**, featuring the INSTAR logo and branding elements, designed to create a professional look for virtual meetings and events.

These items have been created to ensure all partners use the same materials, thereby increasing the visibility and reach of the project. The cohesive visual identity established through these materials helps in maintaining a consistent and professional image of the INSTAR project across all forms of communication. All the materials are published and available in the shared internal repository for use by all partners, ensuring the consortium can easily access and use them to maintain a cohesive visual identity.

3.9 Graphic Content

INSTAR released 6 items in its first 6 months to enhance its outreach efforts.

In the first 6 months of the project, INSTAR has produced 6 pieces of graphic content, exemplified in the table below:

Table 4. List of graphic content produced by M6.

Type	Produced by M6	Available on
Flyers	2 Flyers February 2024 May 2024	Website Communication Kit
Roll-Ups	1 Roll-Up Banner (May 2024)	Website Communication Kit
Virtual call background	1 Zoom background	Internal use
Reports	2 Reports KO Meeting Report (February 2024) INSTAR First Webinar Report (April 2024)	Website Communication Kit Zenodo Event pages on the website

The purpose of the graphic content created is to enhance physical and digital outreach efforts; they serve as tangible and digital touchpoints that amplify the project communication efforts by effectively disseminating complex key messages in a visually appealing and easy-to-digest format. All the graphic materials are available on the website's communication kit, on the project's Zenodo page, and both reports are available on their respective event's pages ([Kick-Off Meeting](#) and [INSTAR's first Webinar](#)). These materials have totalled 290 views and 183 downloads (for more details on Zenodo's analytics, please refer to section 4.15 "Zenodo" of this document).

Flyers and Roll-Ups were distributed and used during third-party events in which INSTAR has participated, such as the [IoT and Digital Twin Seminar "A Glimpse of Europe"](#).

Figure 10. INSTAR Flyer.



3.10 News Articles

INSTAR released 11 news articles in its first 6 months to showcase the project's progress and impact.

INSTAR has released 11 news articles since the beginning of its activities, in order to raise awareness and educate its stakeholders about the project’s progress and impact, and publishing timely updates showcasing the project’s ability to stay up to date with relevant ICT standardisation news, such as the [EU Artificial Intelligence Act](#) and the [EU-Japan Second Digital Partnership meeting](#).

Below, an overview of the news articles published so far:

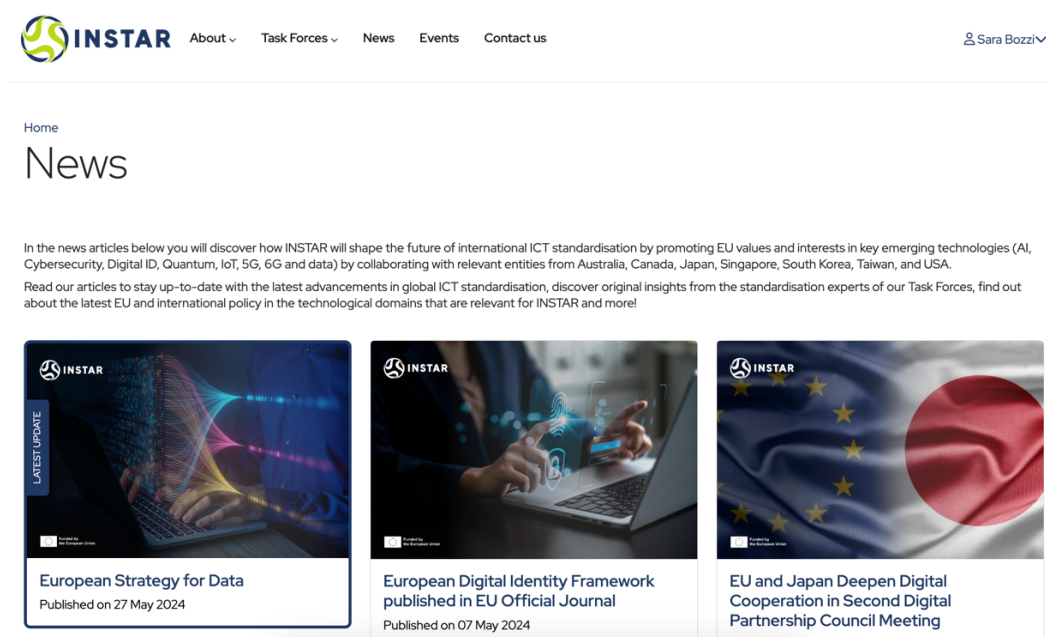
Table 5. List of news articles produced by M6.

Title	Publication Date
INSTAR’s Kick-off meeting insights and aspirations	06.02.2024

NIST Cybersecurity Framework Version 2.0: A Milestone for Global Cybersecurity Standards	27.02.2024
Shaping the Future of International Standardisation: INSTAR's Task Forces and Legacy	28.02.2024
The Drive Towards Inclusive Standardisation - an Interview with Tanya Suarez	08.03.2024
The EU Artificial Intelligence Act	14.03.2024
INSTAR at the Multi-Stakeholder Platform Meeting	21.03.2024
EU & Republic of Korea Digital Partnership Meeting	28.03.2024
EU and Australia Celebrate Three Decades of Research and Innovation Collaboration	16.04.2024
EU and Japan Deepen Digital Cooperation in Second Digital Partnership Council Meeting	30.04.2024
European Digital Identity Framework published in EU Official Journal	07.05.2024
European Strategy for Data	27.05.2024

All the news articles are available on the project's website under the "[News](#)" section. Each person that visits the "News" section of the website is presented with an immediate overview of the main timely updates on the topics addressed by the project; since the project is only in its first six months of life, the news articles mainly reflect external updates.

Figure 11. News section on the website.



To maximise effectiveness and impact, the project created an editorial plan that envisions roughly two monthly news based on its activities and relevant external developments, tailoring them to resonate with the project stakeholders and to keep them engaged with content-rich updates. To make sure the updates are timely, relevant and precise, the INSTAR team checks a variety of sources and websites as official sources of information. The relevance to INSTAR and its activities is highlighted in each article, ensuring proper communication of the project's correlated activities and that the project's stakeholders know exactly why the news is relevant for them.

These news articles are closely connected to INSTAR's social media and newsletters. In fact, social media highlights such as quotes, snippets, and general promotion drive traffic to the full articles, while newsletters gather and distribute the latest news for subscribers, enhancing their reach and impact.

3.11 Videos

For an update on this activity, refer to deliverable "D4.3 - Summary of newsletters and impact".

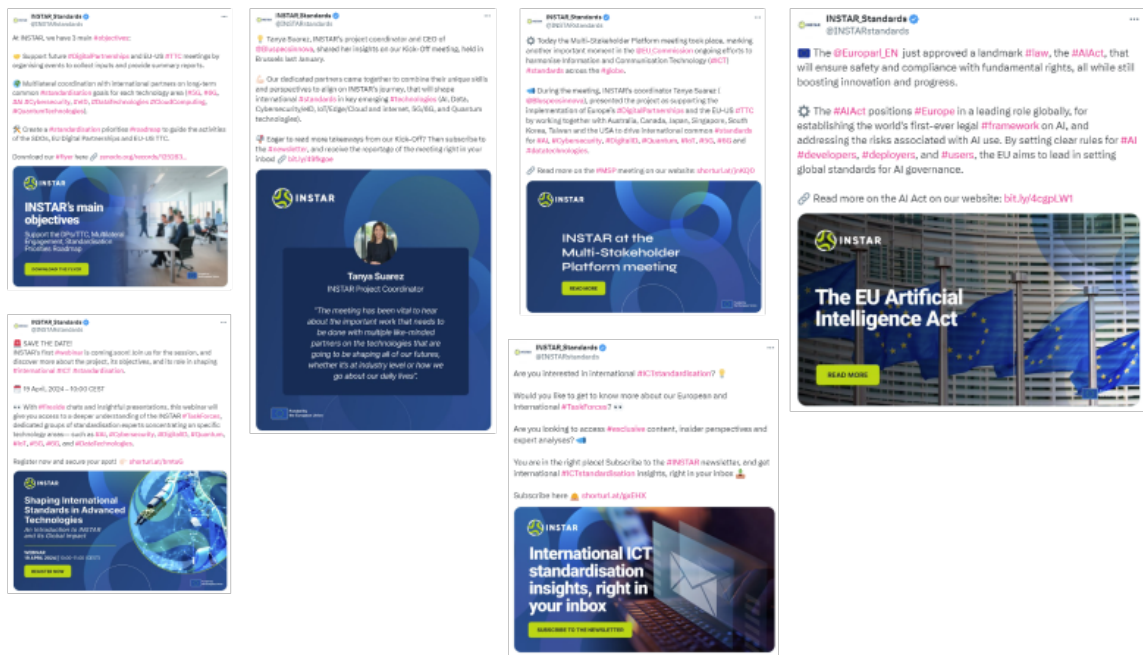
3.12 Social Media

INSTAR has totalled 211 followers with 126 posts, and 16.353 impressions across all social channels.

Employing social media channels enhances the project's communication strategy by leveraging the platforms' algorithms to reach stakeholders beyond INSTAR's immediate followers and community, providing a constant flow of updates to a wider audience and facilitating real-time engagement, creating a sense of participation to the INSTAR community, and inviting it to register to the project's events, newsletter, or read tailored news articles. The INSTAR's engagement rate across its main channels is high, adding to a square 8% — which is considered a high percentage.

Social media activity for INSTAR is mainly focused on communication activities on its X and LinkedIn channels, and different post types can be identified as specified below:

Figure 12. Examples of social media posts.



Up until now, the project’s desired goal for social media communication and dissemination has been achieved by successfully leveraging the platforms’ algorithms and publishing content relevant to its stakeholders. For example, both on LinkedIn and on X, webinar promotion posts caused an important spike of impressions (500+ total impressions on the webinar’s day), engagement rate (+43.8% compared to the previous period), and link clicks (+2.5% compared to the previous period). In particular, on LinkedIn, the “save the date” post one week before the event gathered 90 impressions, and an engagement rate of 8.9%, while the live tweeting during the event gathered an average of 300 impressions and an engagement rate of 9.3%.

Figure 13. Snapshot of impressions on the day of the webinar.

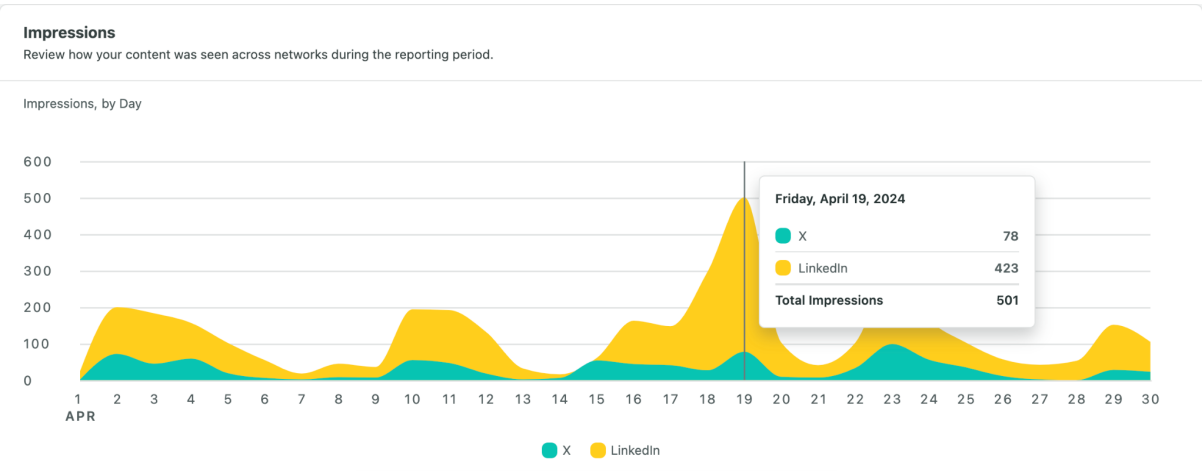


Figure 14. LinkedIn analytics for the webinar promo post.



LinkedIn was also used to contact and invite multipliers and their networks to the first webinar of INSTAR— see section 4.1 “Stakeholder Engagement Multipliers” for more details.

All of the project’ social media posts are timely to be relevant and interesting for the community, and published with a custom-made banner to support the text of the post, which is essential to increase visibility and attractiveness of the posts. The graphic element summarises in a visual and easy-to-digest way the content of the post to attract attention and maximise engagement. Additionally, the project obtained the licence to X pro, useful to write longer posts that are generally more engaging and allow for a more comprehensive description of the information the project wants to promote, with no set limit of characters. All of the project’s social media channels can be easily accessed on the footer of the INSTAR website.

3.13 Email Newsletter

For an update on this activity, refer to deliverable "D4.3 - Summary of newsletters and impact".

3.14 Participation at Third-Party Events

INSTAR has participated in 4 third-party events in the first six months from its launch.

The objective of participating in these third-party events was to raise awareness about INSTAR among relevant stakeholders. The impact of this participation has been positive, as we have seen significant interest from stakeholders in the project, as evidenced by the increasingly high number of views and downloads of communication materials available on Zenodo— more details in section 4.15 “Zenodo”.

The list below shows the details of the third-party events INSTAR has joined from the beginning of the project.

- [Workshop: Accelerating standardisation in the nexus of mobility, buildings and energy](#) – January 2024: Right after its launch, INSTAR has been introduced at the AIOTI workshop on accelerating standardisation in the nexus of mobility, buildings, and energy. Tanya Suarez (BluSpecs and INSTAR coordinator) shared an overview of the project of its role in shaping international standards for emerging technologies and its potential to drive significant advancements in smart IoT platforms and decentralised intelligence.
- [AIOTI Webinar - Presenting the AIOTI Standardisation WG Reports](#) – April 2024: Damir Filipovic (INSTAR IoT/Edge/Cloud/Internet ETF Leader) shared an overview of the INSTAR project during the AIOTI webinar presenting AIOTI Standardisation Reports.
- [Workshop: A Glimpse of Europe Innovation](#) – May 2024: In connection with the meeting of the international committee ISO/IEC JTC 1 SC 41 IoT and Digital Twin, INSTAR, through Damir Filipovic and Antonio Kung, presented its achievements and plans for the future under the theme “A Glimpse of Europe Innovation”.
- [EUCNC CONASENSE](#) – June 2024: Rute C. Sofia (INSTAR 5G/6G ETF Leader) presented the project during the workshop to raise awareness on the need to address research-standardisation alignment, focusing specifically on 6G.

All events are available to the general public on the [“Events”](#) section of the INSTAR website.

3.15 Zenodo

In its first 6 months, INSTAR published 6 items with 400+ views and 250+ downloads.

At month 6, INSTAR published 6 Items on Zenodo. INSTAR is using Zenodo because it is operated by CERN and OpenAIRE, ensuring reliable, long-term preservation of uploaded content, easy assignment of Digital Object Identifiers (DOIs) for each upload, and seamless citation and tracking. It also allows stakeholders to easily access content-rich documents from a single place. Below, a summary of the items published at M6:

Table 6. Summary of items published by M6.

Title	File Type	Publication Date	Desired Goal	Impact
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<u>INSTAR's Kick-off meeting insights and aspirations</u>	Report	08.02.2024	Recap the main highlights of the Kick-Off Meeting	184 views 136 downloads
<u>INSTAR's Kick-off meeting insights and aspirations: Discover how INSTAR aims to shape international standards for advanced technologies.</u>	Publication	07.02.2024	Press release to recap the kick-off meeting and raise awareness about INSTAR	46 views 51 downloads
<u>INSTAR post-webinar report - Shaping International Standards in Advanced ICT Tech Regulation An Introduction to INSTAR and its Global Impact</u>	Report	19.04.2024	Recap the main highlights of the first webinar of INSTAR	109 views 51 downloads
<u>INSTAR webinar - Shaping International Standards in Advanced ICT Tech Regulation: An Introduction to INSTAR and its Global Impact</u>	Presentation	19.04.2024	Presentation of the first webinar of INSTAR	72 views 40 downloads

Zenodo's usage statistics help INSTAR monitor the engagement of stakeholders with the uploaded documents, providing insights into the reach and impact of the project dissemination efforts. Each item is properly and timely disseminated through the project's social media channels in form of snippets, quotes, and main highlights.

INSTAR's [Zenodo](#) page is accessible to the general public through the footer of the project's website.

4 Conclusions and Next Steps

The initial phase of the INSTAR project has demonstrated a strong start, successfully meeting the KPIs outlined in the Description of Action. The communication, dissemination, and stakeholder engagement strategies has effectively raised awareness and generated significant interest among relevant stakeholders. The metrics for views and downloads of materials on Zenodo, as well as the registrations for the first INSTAR webinar, underscore the positive reception and engagement from the target audience.

One of the key achievements has been the support in the establishment of the European Task Forces (ETFs). The first webinar not only drew a substantial number of registrants but also facilitated the engagement of 10+ experts who have since become active members of the ETFs.

The project's use of diverse communication channels, including social media, newsletters, and events, has proven effective in disseminating tailored messages to the intended audience. The systematic approach has ensured that the project's updates and results are continuously communicated, paving the way for increased stakeholder engagement in the coming months.

Given the noticeable traffic peaks following social media posts, the INSTAR team will maintain the frequency and quality of social media updates. Regular, targeted updates can sustain and potentially increase stakeholder interest and engagement.

The project website will evolve, adding sections for newsletters and ETFs, and linking content to Zenodo. The focus will shift from raising awareness to disseminating results, facilitating their uptake.

Participation in third-party events has proven beneficial for raising project visibility. In the coming months, INSTAR will engage in high-impact events that align with the project's objectives, maximising outreach and stakeholder engagement.

In the coming months, INSTAR will further involve ETF experts in its activities, such as interviews and participation in INSTAR events, to pave the way for greater community engagement.