

## D5.2

# Community Building Activities

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### Abstract

This document serves as an in-depth overview of the communication building activities conducted during the first year of the NGI Sargasso project, crucial for the success of any Horizon Europe funded initiative. It meticulously outlines NGI Sargasso's strategies for communication, dissemination, and exploitation, detailing the objectives, priorities, and implementation methods, thereby building a robust community around the project.

### Keywords

Communication, Dissemination, Exploitation, Agile, Impact, Information Management, Stakeholders Monitoring, Sustainability, Internet

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<i>Dissemination level</i>		
<i>PU</i>	Public, fully open. e.g., website	✓
<i>CL</i>	Classified information as referred to in Commission Decision 2001/844/EC	
<i>CO</i>	Confidential to GENOMED4ALL project and Commission Services	

#### \* Deliverable types:

**R:** document, report (excluding periodic and final reports).

**DEM:** demonstrator, pilot, prototype, plan designs.

**DEC:** websites, patent filings, press and media actions, videos, etc.

**OTHER:** software, technical diagrams, etc.

## Abbreviations

<b>CTA</b>	Call to Action
<b>D&amp;C</b>	Dissemination and Communication
<b>DIH</b>	Digital Innovation Hub
<b>FSPT</b>	Financial Support to Third Parties
<b>GDPR</b>	General Data Protection Regulation
<b>IPR</b>	Intellectual Property Rights
<b>IT</b>	Information Technology
<b>KER</b>	Key Exploitable Result
<b>KPI</b>	Key Performance Indicator
<b>NGO</b>	Non-Governmental Organisation
<b>PR</b>	Press Release
<b>RTO</b>	Research and Technology Organisation
<b>SDG</b>	Sustainable Development Goals
<b>SME</b>	Small and Medium Enterprise
<b>TRL</b>	Technology Readiness Level
<b>WP</b>	Work Package

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## EXECUTIVE SUMMARY

This document presents a comprehensive overview of NGI Sargasso's **year-one community activities**, strategically categorized into **three main pillars**: the **Project**, the **Open Calls**, and the **Innovators**.

In terms of underlying methodology, NGI Sargasso adopts an **Agile Marketing Lab Framework®**, emphasizing a collaborative approach to engage a dynamic ecosystem of stakeholders. This methodology, inspired by **Agile Manifesto values**, advocates for prioritizing interactions, results, collaboration, and adaptability in stakeholder management, resulting in a well-grounded Stakeholders' map, a starting point for any efficient and impactful community building efforts.

- **Pillar 1 – The Project:** NGI Sargasso's community building efforts focusing on brand awareness and project international recognition in its first year were multifaceted and impactful. The project **effectively engaged over 500,000 people through participation in 12 major events**, focusing on key tech gatherings like the **Mobile World Congress** and **NGI Forum**. In parallel, a robust **social media strategy** led to a community of **780 followers**, leveraging partnerships and cross-dissemination with key stakeholders.
- **Pillar 2 - Open Calls:** The project executed two rounds of open calls, attracting **52 and 78 high-quality applications respectively**, by engaging various stakeholders through a critical amount of targeted **direct email campaigns** (+6000 emails sent) and 1-to-1 meetings leading to **key collaborations with multiplier organizations**, ensuring a wide reach across the EU, USA, and Canada.
- **Pillar 3 – Innovators:** NGI Sargasso fostered a community around its beneficiaries' projects by leveraging social media and the NGI Innovations Catalogue for increased visibility and **networking opportunities**. Key initiatives included hosting a session at the Mobile World Congress to present beneficiaries' projects, and offering the OnCampus program **for skill development and industry connections**. These efforts effectively connected beneficiaries with vital stakeholders and resources, enhancing their growth and impact in the tech sector.

Looking forward, NGI Sargasso is set to intensify its stakeholder engagement efforts, aiming to expand its reach and impact. This includes connecting with women-led tech associations to promote gender balance in the submission of applications and strengthening its presence in key events across the USA, Canada, and Europe. The strategic approach detailed in this document underlines NGI Sargasso's commitment to building a diverse, inclusive, and vibrant community in the field of next-generation internet technologies.

# INTRODUCTION

This public deliverable, **D5.2 'NGI Sargasso Community Building Activities'**, falls under **Work Package 5, 'Community Building, Dissemination, and Exploitation'**. Led by AUSTRALO (AUS), this package sees collaborative contributions from all partners.

D5.2 is introduced with a preliminary section, **'Agile Stakeholder Management'**. This part delves into the Agile Stakeholder Management **methodology**, which underpins our community-building efforts within the NGI ecosystem. It details our target audience and principal stakeholders, including a comprehensive map of NGI Sargasso's stakeholder landscape.

The subsequent section, **'The Project'**, offers a thorough exposition of the events NGI Sargasso partners attended, alongside the channels leveraged by the consortium to engage the previously identified and analysed target audience and stakeholders.

Recognizing open calls as pivotal in building the NGI Sargasso ecosystem, another section, **'Open Calls'**, is dedicated. It lists and explicates each activity and action taken to map, contact, and onboard entities from Europe, the USA, and Canada. This section also quantifies their impact on the project, segmented by the geographic areas mentioned.

Preceding the conclusions and annexes, section **'Innovators'** focuses on elucidating the communication and dissemination efforts with NGI Sargasso Open Call 1 innovators. This aims to **promote and enhance the visibility of the eight selected projects under our OCI**.

Our goals are twofold: to foster awareness of our project's contribution to redefining the Future Internet in line with NGI values, and to attract top-notch Internet innovators for our open calls, building a human-centric Internet. Hence, engaging relevant stakeholders is crucial.



### 3.AGILE STAKEHOLDER MANAGEMENT

#### 3.1 Stakeholder Engagement Strategy

The NGI Sargasso program, part of Horizon Europe, emphasizes the importance of 'community building' or stakeholder engagement for its success. This involves creating a dynamic ecosystem of stakeholders and understanding their influence and potential to maximize program impact. It adopts a collaborative approach, focusing on trans-Atlantic synergies and aligning with similar initiatives for effective research and innovation. This includes strengthening ties between the EU, USA, and Canada to enhance NGI technology and service development.

Stakeholder impact assessment is crucial, involving understanding their potential power and interest in the program. This helps in allocating time and effort efficiently. To manage stakeholder engagement effectively, NGI Sargasso implements the Agile Marketing Lab Framework®, developed by AUSTRALO. This framework, based on Agile Manifesto values, prioritizes interactions over processes, results over documentation, collaboration over formality, and adaptability over rigid planning.

The Agile Manifesto Principles		
Individuals and interactions	over	processes and tools
Results		comprehensive documentation
Collaboration		formality
Responding to change		following a plan

Table 1 - The Agile Manifesto Principles

The engagement framework involves three phases: Analysis, Interaction, and Learning. The Analysis phase maps and assesses stakeholders, creating a dynamic 'Stakeholder Map'. The Interaction phase engages with target groups to support initiative strategies, involving lead generation and prospecting. The Learning phase incorporates feedback and discoveries to inform and improve subsequent engagement strategies. For a detailed discussion on this framework, refer to D5.1 Impact Master Plan.

##### 3.1.1 Target Audience and Stakeholders

The NGI Sargasso project, aimed at enhancing EU-USA and EU-Canada cooperation, identifies various target audiences and stakeholders essential for its success. These include **internet innovators from Europe, the USA, and Canada**, who are pivotal in forming trans- Atlantic teams for NGI Sargasso Open Calls. The project targets different sub-groups: the entrepreneurial ecosystem, comprising startups and SMEs in areas like trust, data sovereignty, and decentralized technologies; the research ecosystem, involving universities and research organizations; and activists & makers, such as open-source communities and grassroots initiatives.

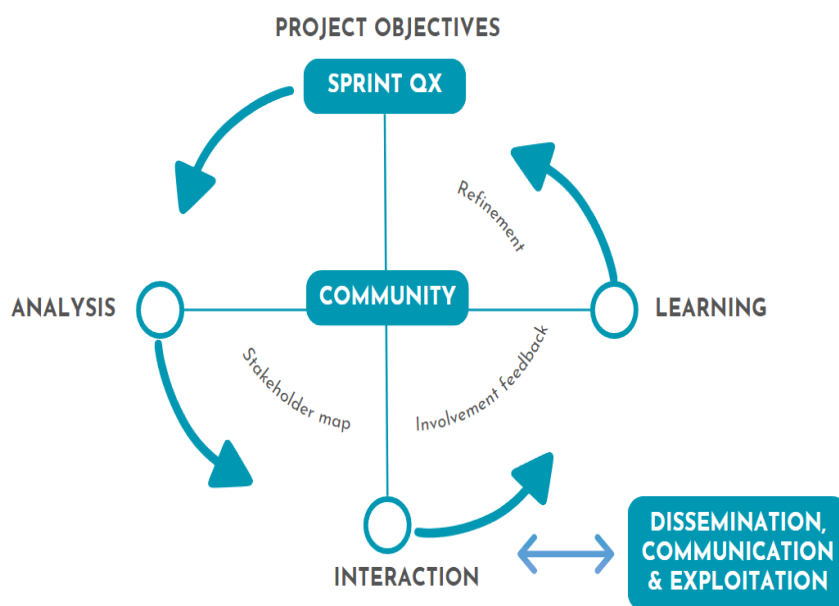


Figure 1 - Stakeholder engagement framework

NGI Sargasso's strategy encompasses engaging with these groups through tailored communication actions and leveraging partnerships and networks. This **involves collaborating with international communities**, Horizon Europe projects, European clusters, and various associations to reinforce awareness of the project's goals. Policymakers are also a key focus, aligning with EU digital policies and contributing to policy task forces or working groups. Lastly, the general public is engaged through accessible content, emphasizing NGI values and a human-centric approach to technological development. The detailed identification and analysis of these target groups in the **D5.1 Impact Master Plan**, identified through sprints 1 and 2 of the engagement framework, lays the groundwork for the Stakeholder Map of the project and therefore the subsequent chapters that will delve into the specific engagement actions from Year 1 of the project and their outcomes in fostering a robust community for NGI Sargasso.

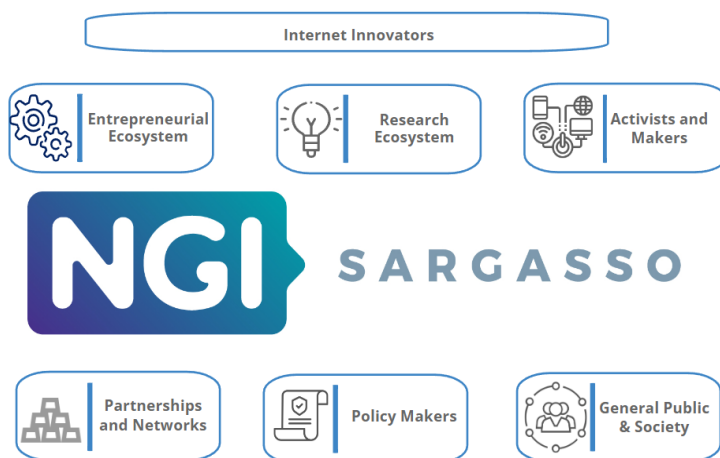


Figure 2 - NGI Sargasso target audiences

## 3.2 Stakeholders Map

Figure 3 contains the NGI Sargasso Stakeholders Map, which graphically summarises all the target audiences at this stage. This is considered a live document that will evolve over the course of the project as we make contact with various stakeholders. In the following chapters, **the engagement with the different categories of the Stakeholder Map will be explained in the context of 3 main pillars: Project, Open Calls and Beneficiaries.**



Figure 3 - NGI Sargasso Stakeholders' Map

## 4. THE PROJECT

Pillar 1 of NGI Sargasso's community building strategy, focuses on community building activities actioned around the project itself. This plays a crucial role in the project's overall success, focusing primarily on enhancing brand awareness and extending the project's reach across international borders. This pillar is dedicated to broadcasting the essence and objectives of NGI Sargasso to a broader audience, thereby expanding the network within which the project operates. A key aspect of this strategy is to strengthen collaborations between the European Union, the United States, and Canada. This is achieved through a series of concrete actions and measures that fall under the categories of dissemination and communication. These efforts are not just about making NGI Sargasso known; they are about creating a recognizable and respected brand that resonates with stakeholders and partners across these regions, thereby laying a solid foundation for the project's collaborative and innovative endeavours.

### 4.1 Events

In the inaugural year, the NGI Sargasso project marked a significant presence in the sector by **participating in 13 pivotal events (Target Events & Fairs participated in 30)**, ranging from in-person meetings to online conferences and webinars. These gatherings were thoughtfully chosen to **engage vital stakeholders**, as identified in our comprehensive stakeholder map. For each event, we crafted specific, tailored actions and assigned them to our partners, in line with the project's developmental phase. This strategic approach ensured that our engagement activities were not only well-planned but also highly effective, seamlessly meeting the project's evolving needs and the interests of key stakeholders., **reaching an audience of over 500k combined**. This achievement highlights our commitment and effectiveness in creating a strong community around the NGI Sargasso project.

The following list showcases the key Year 1 events where NGI Sargasso had a notable presence, underlining our active and influential role in relevant forums.

#### Mobile World Conference 2023 / 4Y4N



*Figure 4 - NGI Sargasso at MWC23*

The NGI Sargasso consortium attended the Mobile World Congress (MWC) 2023 in Barcelona, a major yearly event in the tech industry, **with over 88,500 attendees from 202 countries and 2,400 exhibitors**, focusing on **digital transformation and emerging technologies like 5G and AI**. It provided an excellent platform for presenting **NGI Sargasso**, which took **centre stage** at a

**panel presenting funding opportunities in the EU at the 4YFN.** This event was particularly significant for the tech sector, bringing together a mix of experts, startups, and investors, and fostering partnerships and innovation.

## Conference on Deep Tech Entrepreneurship for an Innovative, Resilient, and Competitive Internal Market

NGI Sargasso participated in a high-level conference on deep tech entrepreneurship, hosted by the **Swedish Presidency of the Council of the EU in collaboration with the EIC**. This event aligned with the New European Innovation Agenda (NEIA) and the Action Plan on Intellectual Property (APIP), focusing on fostering knowledge exchange, co-implementation, and addressing key challenges like green and digital transformation, strategic use of intellectual assets, financing for growth, and collaboration among research-intensive companies, academia, and industry. Represented by our consortium partner, **Mobile World Capital Barcelona Foundation**, NGI Sargasso utilized this platform to disseminate our funding opportunities to potential candidates and stakeholders in the deep tech entrepreneurship landscape, engaging with those who share our commitment to innovation, reaching a **community of top experts of over 5,000 people**.

## AIOTI Open Call Opportunities Webinar

NGI Sargasso was presented at the AIOTI event, which focused on showcasing Open Call Opportunities. Consortium partner, AUSTRALO, highlighted NGI Sargasso's vision, objectives, and funding opportunities to an audience of industry experts and innovators with **+50 attendees**. AIOTI, the Alliance for IoT and Edge computing innovation, is known for gathering key industry players to promote collaboration and advancements. At this event, NGI Sargasso aimed to leverage the platform to engage with stakeholders and potential applicants passionate about Next Generation Internet innovation. This opportunity allowed us to explore synergies, exchange knowledge, and contribute to shaping the future of IoT and Edge computing innovation.

## South Summit

Last year, our consortium partners Mobile World Capital Barcelona and Sploro successfully presented NGI Sargasso's funding opportunity at the South Summit in Madrid from June 7th to 9th, 2023, engaging with a community of **+17,000 attendees from 125 countries**, of which +6,500 entrepreneurs. With effective use of banners and engaging interactions, they drew significant attention from the global innovators and entrepreneurs in attendance. This event provided a vibrant platform for NGI Sargasso to offer unique opportunities to an audience of potential applicants and influential stakeholders for driving innovation in the Next Generation Internet. We thank everyone who showed interest and encourage staying connected for future opportunities with NGI Sargasso, as we continue to foster innovation and collaboration.

## Digital Business World Congress

NGI Sargasso attended the Digital Business World Congress in Málaga, Spain, a major event with **over 450 international speakers** and a wealth of learning opportunities. Held from June 13th to 15th, 2023, it gathered industry leaders, entrepreneurs, and innovators from around the world.



## D5.2 – Community Building Activities

This congress provided an excellent platform for our consortium partner Sploro to connect with potential candidates and promote NGI Sargasso's unique funding opportunities for tech projects.

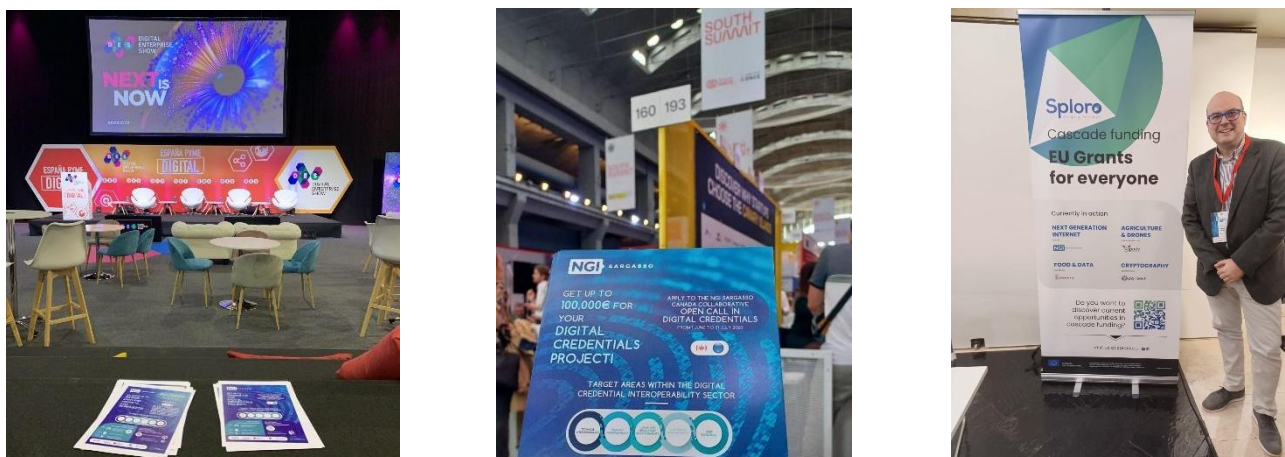


Figure 5 - NGI Sargasso at: DES 2023, South Summit 2023 & 8RNAEN 2023

## MWC Las Vegas 2023

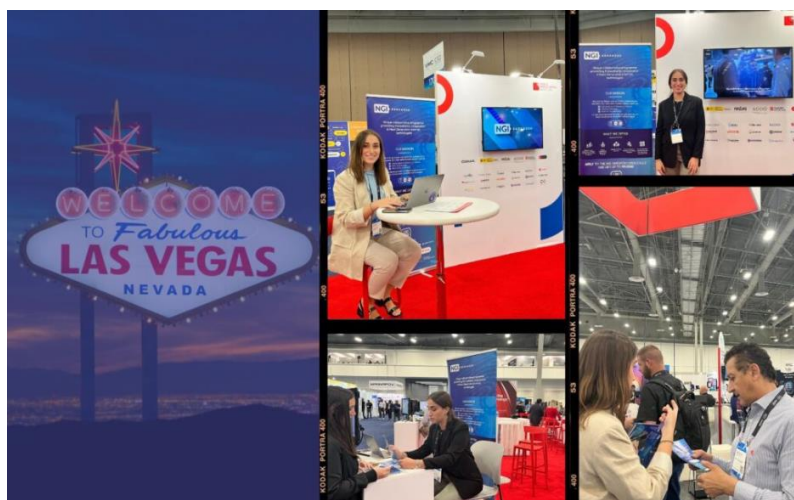


Figure 6 - MWC23 Las Vegas

At Mobile World Congress (MWC) Las Vegas 2023, NGI Sargasso, represented by our consortium partner MWC, stood out as a pivotal player in transatlantic digital innovation. Here more than **8,000 attendees from the mobile ecosystem, wider technology industry and vertical sectors convened** in person to explore, discuss and shape the themes that will influence the future of North America's mobile and digital ecosystems. Our focus was on engaging USA tech innovators and presenting them with funding opportunities through NGI Sargasso. Our participation went beyond mere exhibition; it was an invitation for USA tech enthusiasts and innovators to join in shaping the future of the internet and be part of a significant transatlantic narrative.

# Web Summit 2023

At Web Summit 2023 in Lisbon, one of the tech industry's most prominent events, NGI Sargasso was represented by consortium partner Sploro. This summit, known for gathering leading speakers, major tech companies, and top media outlets, offered an unparalleled platform for outreach and engagement. NGI Sargasso's presence at the event, which attracted around **70,000 attendees from 153 countries** and featured over 2,000 startups, significantly amplified our visibility and impact.



Figure 7 - NGI Sargasso at the Web Summit 2023

# NGI Forum 2023

At the NGI Forum 2023 in Brussels, NGI Sargasso played a pivotal role, engaging in crucial conversations and networking opportunities that are central to the project's mission of shaping a trustworthy, user-empowering Internet. This significant event, a flagship of the European Commission's Next Generation Internet (NGI) initiative, **drew over 220 onsite participants and attracted more than 700 online viewers** at its peak. It served as a key context for NGI Sargasso to **connect with top stakeholders, including potential candidates, representatives from fellow NGI projects, and organizers from the NGI outreach office**. The team set up meetings for coordination and cross-dissemination, and engaged with a diverse group of potential candidates including academics, researchers, innovators, startups, and researchers, taking the opportunity to invite them to visit our website and attend our approaching info webinar and matchmaking session for more information about NGI Sargasso's cascade funding program.

The forum's agenda covered a broad range of topics crucial for the future of the internet, shared core values of Sargasso, like **digital identity, quantum internet, large language models, web search, decentralized social media, and the security of the open-source supply chain**. These discussions provided a dynamic platform for collaborative efforts towards building the internet of tomorrow. NGI Sargasso's participation, particularly through Alex Grech, Beneficiary of Open Call 1, representative of project EBSI-CAN, who moderated a panel on digital identity in the Web 4.0 era, highlighted the project's commitment to these vital issues.

Several notable speakers and their affiliations at the event included:

- Alexandre Zapolsky, President at Linagora
- Monique Calisti, CEO at Martel Innovate
- Sophie Bloemen, Director at Commons Network
- Alex Grech, Executive Director at University of Malta
- Irene Hernández, CEO at Gataca
- Alexander Herranz, Head of Technology at ALASTRIA
- Melanie Rieback, CEO & Co-founder at Radically Open Security
- Renaud Chaput, CTO at Mastodon GmbH
- Koen de Jonge, Board Member at Open Internet Discourse Foundation
- Jesse Robbers, Co-founder & Executive Board Member of Quantum Delta NL
- Gael Duval, CEO at Murena

The event also saw the **participation of prominent politicians and policymakers**, including **Roberto Viola, Director-General of DG CONNECT at the European Commission**, and **Henri Verdier, French Ambassador for Digital Affairs**. Their presence underscored the event's significance in shaping policies for a democratic and resilient digital landscape.

The NGI Forum 2023 provided NGI Sargasso with an excellent opportunity to deepen its involvement in the NGI community, share insights, and forge partnerships essential for the advancement of a human-centric internet.



*Figure 8 - NGI Sargasso Consortium at the NGI Forum 2023*



More events attended by our partners representing NGI Sargasso are:

- Sploro Cascade Funding Info Day, 4 events throughout 2023, organized and attended by Sploro
- 8RNAEN 2023, 16-17 October, 2023, attended by Sploro
- Open Expo Europe 2023, 18 May 2023, Attended by Sploro

### 4.1.1 Printed Material

The distribution of promotional material at events is a fundamental aspect of community building and engagement, especially for initiatives like NGI Sargasso. Throughout 2023, we strategically disseminated various materials at events to **foster awareness and connect with our community**. In total, **we produced and distributed 451 items**, well on our way to our target of 1,500.

At these events, **550 flyers were distributed**, each embedded with quick links to easily accessible information about NGI Sargasso's funding opportunities. These flyers are not just informative; they are a direct call to action, inviting the community to engage with our project and explore the possibilities we offer, such as applying for an open call or joining an info webinar and matchmaking event. The design of the flyers was carefully considered to ensure they are attention-grabbing and effectively communicate our message.

In addition to flyers, we distributed **100 visually appealing stickers**, leveraging the Sargasso Ocean concept that underpins our project's branding. These stickers feature an iconic wave picture, harmoniously integrated with the project logo and the EU-funded logo. Such stickers serve not just as a promotional tool but also help in creating a visual identity for NGI Sargasso, making our **project more recognizable and memorable in the minds of stakeholders**.

Furthermore, **100 webcam covers** with the project logo were also distributed. These covers are not only practical, keeping privacy concerns in check, but also serve as a constant reminder of our project's presence and mission when used by recipients on their devices.

NGI Sargasso also produced a standout piece of promotional material in 2023 – **a roll-up banner**, designed to attract the attention of potential candidates for our calls at various events. This roll-up banner, strategically placed at our event booths, served as a visually compelling focal point, drawing in attendees and sparking conversations about the opportunities NGI Sargasso offers. The banner was not only an effective tool for increasing visibility but also helped in establishing a professional and cohesive presence at events, which is crucial for building trust and credibility among our community.

These promotional items are more than just marketing tools. They are tangible representations of NGI Sargasso's commitment to building a strong, engaged community. Each item distributed is **a potential conversation starter**, a means of spreading our vision, and **an invitation to be part of a transformative journey** in shaping the future of the Internet.

Below are images of the final set of promotional material produced, showcasing the thoughtful design and branding that reflect NGI Sargasso's mission and values.



**NGI SARGASSO**

Unique collaborative programme promoting transatlantic cooperation in Next Generation Internet technologies

**OUR MISSION**

We aim to foster transatlantic collaboration between EU, USA and Canada actors, such as:

- Universities & Research centers
- SMEs & Startups
- NGO & Foundations

in the development of solutions & services in Next Generation Internet technologies

**WHAT WE OFFER**

- Mentoring & Coaching through the NGI OnCampus program
- Up to 100,000€ in equity-free funding
- Match-making service
- Up to 9-month capacity-building program
- Access the NGI community and increase your opportunities

**APPLY TO THE NGI SARGASSO OPEN CALLS AND GET UP TO 100,000€!**

[WWW.NGISARGASSO.EU](http://WWW.NGISARGASSO.EU)

[@NGI\\_SARGASSO](#) [@NGI-SARGASSO](#) [@NGISARGASSO](#)

[Splora](#) [MOBILE WORLD CAPITAL BARCELONA](#) [AUSTRIALIA](#) [usignite](#)

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DISCOVER OUR TRAILBLAZING INNOVATORS!

Be part of a community where limits are just a concept.

**APPLY NOW!**

**NGI SARGASSO**

**APPLY TO THE NGI SARGASSO GENERAL OPEN CALL FROM 10 OCTOBER TO 10 DECEMBER 2023**

[WWW.NGISARGASSO.EU](http://WWW.NGISARGASSO.EU)

**WE OFFER UP TO 100,000€ EQUITY-FREE FUNDING TO OVER 90 PROJECTS!**

**OUR MISSION**

We aim to empower a diverse community of multidisciplinary Universities & Research centers, SMEs & Startups and NGOs & foundations in the development of Next Generation Internet technologies and services, fostering transatlantic collaboration between the EU, USA and Canada.

**ELIGIBLE KNOWLEDGE AREAS**

**HOW TO APPLY?**

**STEP 1** Find your EU or Canada partner through our BROKERAGE service.

**STEP 2** Write your joint proposal

**STEP 3** Submit your application before 10 DECEMBER 2023 17:00 CEST / 16:00 CDT

**DO YOU HAVE MORE QUESTIONS?**

**JOIN US FOR OUR WEBINAR**

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Figure 9 - Latest set of NGI Sargasso printed promotional Material

## 4.1.2 Events Planned for 2024

In alignment with the D5.1 Impact Master Plan, we are currently in Phase II of our dissemination plan and are transitioning towards Phase III. A **key aspect of our dissemination strategy is participation in significant events to enhance NGI Sargasso's visibility and foster connections** with essential stakeholders for transatlantic collaboration with Canada and the USA in developing future technologies. Accordingly, our consortium partners are proactively planning for 2024, mapping conferences and events that align with our objectives that we could potentially participate in. Below is a preliminary list of potential events for 2024, where we aim to promote our open calls and highlight the benefits of our program:

Event	Dates	Location
Mobile World Congress	26-29 February 2024	Barcelona - Spain
4YFN	26-29 February 2024	Barcelona - Spain
International Web Search & Data Mining Conference	TBD - February/March 2024	TBD - 2023 edition in Singapore
NGI Project Coordinators' meeting	13-14 March 2024	Brussels - Belgium
KubeCon & CloudNativeCon Europe	19-22 March 2024	Paris - France
The Next Web	11-12 April 2024	Valencia - Spain
RSA Conference	TBD - April/May 2024	San Francisco - California - USA
ACM CHI Virtual Conference on Human Factors in Computing Systems	TBD - April 2024	TBD
International World Wide Web Conference	TBD - April/May 2024	Austin - Texas - USA
ESF 50 years anniversary	26 June 2024	Strasbourg, Brussels
AI for Good	4-7 July 2024	Geneva - Switzerland   Online
CENGN Summit	TBD - November 2024	Ottawa - Canada
InfoWare Congress	2024 - TBD	TBD - 2023 edition in Barcelona - Spain

INTERNET 2024: International Conference on the Evolving Internet	2024 - TBD	TBD - 2023 edition in Barcelona - Spain
FOSDEM	2024 - TBD	Brussels - Belgium
Masters of Digital	2024 - TBD	Brussels - Belgium
Women In Tech Global Conference	2024 - TBD	Europe & North America
Digital World Congress	2024 - TBD	TBD
IT Security Summit - Blockchain Technology Conference	2024 - TBD	Berlin - Germany

## 4.2 Channels

### 4.2.1 Social media

[Twitter \(X\)](#): @NGL\_Sargasso

[LinkedIn](#): NGI Sargasso

[Mastodon](#): @ngisargasso@fosstodon.org

[YouTube](#): @NGISargasso

Our social media strategy has been a **cornerstone for fostering a robust and engaged community** around NGI Sargasso. The importance of social media in community building cannot be overstated, as it provides a dynamic platform for interaction, information dissemination, and collaboration at a faster pace than other channels.

Here's an adapted overview of our approach and its impact on community building:

- **Twitter (X)**: Utilized for disseminating real-time updates on events and developments of NGI Sargasso, Twitter has been instrumental in keeping the community informed and engaged, amounting to a **community of 203 followers**.
- **LinkedIn**: Our LinkedIn presence focuses on sharing in-depth information about the NGI Sargasso project and its partners, as well as activities, events and information about beneficiaries or the NGI community at large. This platform has proven effective in engaging a professional audience, fostering connections with potential open call candidates and collaborations with key stakeholders that built a **community of 539 followers**.

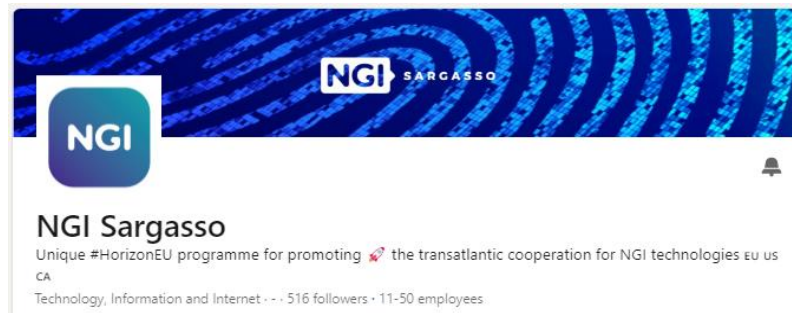


Figure 10 - NGI Sargasso LinkedIn

- YouTube:** By uploading videos related to the project, including informative webinars about our open calls, interviews and post-event summaries, we have created a repository of resources that not only inform but also help in building a narrative around the project's goals and achievements. We have **29 subscribers** to our NGI Sargasso channel, **7 public videos** with a combined **300 views**.



Figure 11 - NGI Sargasso YouTube

- Mastodon:** Targeting a more technically inclined audience, Mastodon allows us to engage with a niche but crucial segment of our community and those sensitive about privacy and transparency, fostering discussions and knowledge sharing on more technical aspects of the project. We have a **community of 35** on Mastodon server Fosstodon.

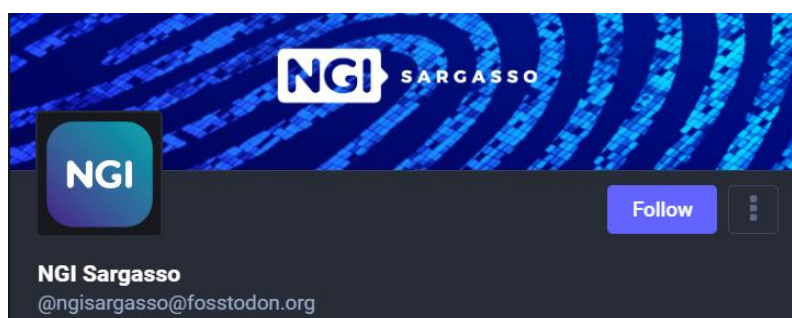


Figure 12 - NGI Sargasso Mastodon



In the first year of NGI Sargasso, our community-building strategy has been remarkably effective on social media, resulting in a **total community of 800 followers**, well on track to reach the 3k target. This significant growth can be attributed to a combination of strategic cross-dissemination.

Key to our success has been **tapping into the vast networks of our partners**, particularly MWC, which boasts 28,000 followers on LinkedIn, and ESF, with a LinkedIn following of 9,000. Utilizing these platforms, we've been able to amplify our reach and message, drawing a diverse audience to our project.

Moreover, our collaboration within the **NGI ecosystem**, including our engagements with projects such as **NGI Explorers** and **NGI Enrichers**, has been instrumental. These partnerships have enabled us to tap into the broader **NGI community**, which now **surpasses 3,000 innovators**, allowing for impactful cross-dissemination actions. The content shared across our social media channels, characterized by its relevance and engagement, has played a crucial role in not just informing our audience but also involving them in the project. This consistent sharing of information and engaging content has fostered a sense of active contribution among our followers towards the project's vision and goals. Additionally, our collaboration with stakeholders like the **NGI Outreach Office** and **Openwebsearch.eu** has further broadened our community reach. This strategy has not only increased our audience size but has also brought in varied insights and experiences, contributing to the creation of a vibrant and dynamic community.

## 4.2.2 Newsletters

The project's periodic newsletter has been a vital tool in community building for NGI Sargasso, effectively keeping our audience informed and engaged. Over recent months, through trial and error, we've discovered **LinkedIn to be the most effective channel for our newsletter** distribution: [NGI Sargasso News Wave](#). This platform not only connects directly to the existing networks of our followers but also enhances the reach of our content, dropping direct inputs from the system to our readers when a new edition is available. Consequently, we are transitioning away from Brevo to leverage LinkedIn's robust networking capabilities. Through this focused approach, we've cultivated a dedicated **community of 260 subscribers** who receive timely updates on major NGI Sargasso events, such as call launches, results announcements, beneficiary selections, and significant project events.

Additionally, NGI Sargasso has been featured in the following newsletters reaching an overall **audience of over 5,000 stakeholders**:

- **FundingBox Community Digest** – with **1,100 subscribers** reaching a varied array of stakeholders, such as other EU funded projects in the tech industry, policy makers and important associations in the sector.
- **NGI Newsletter** – with a **subscriber base of 2,791**.
- **NGI Enrichers Newsletter** – with **227 subscribers** has featured our open calls in their newsletter via Mailchimp.
- **LINUX Foundation Europe**– We have been published on the latest edition of the [Linux Foundation Europe](#) on the 26<sup>th</sup> January 2024, thanks to a collaboration and interview with Mirko Boehm, guest speaker for an Inspirational talk offered to Open Call 1 beneficiaries as part of the NGI Sargasso OnCampus program. Linux Foundation will also be publishing the article on Linux Foundation Newsletters in February 2024.

### 4.2.3 Awareness Publications

NGI Sargasso's news page : <https://ngisargasso.eu/news/>

Regularly publishing blog posts on the NGI Sargasso project website plays a crucial role in increasing awareness and supporting community building. These posts not only offer an in-depth view of the project but also keep the audience updated on its progress, activities, and achievements. By highlighting key aspects such as open calls, outcomes, and consortium activities, the blog acts as a dynamic and informative hub for external stakeholders. This continuous flow of information not only educates but also fosters a sense of connection and involvement among the project's followers that can find all major events and information regarding the project in one place. We have **published 27 blogposts** up until month 13 of the project, well on our way to reach the target of 50. Here below is the updated editorial calendar of all blog posts published on the NGI Sargasso news page until now.

Category	Title	Date	Link
Website Post	NGI Sargasso at the Mobile World Conference 2023	08/03/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso Survey #1	20/03/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso Infowebinar	22/05/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso Brokerage	22/05/2023	<a href="#">Project Website</a>
Website Post	Join the Next Generation Internet Revolution – Call for Applications Now Open!	01/06/2023	<a href="#">Project Website</a>
Website Post	Unlocking New Funding Opportunities for Digital Credentials Projects	01/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso at the Conference on Deep Tech Entrepreneurship for an Innovative, Resilient, and Competitive Internal Market	01/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso at the AIOTI Open Call Opportunities Webinar	07/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso at the South Summit in Madrid!	07/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso Infowebinar and Matchmaking Event: A Resounding Success!	13/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso at DES!	14/06/2023	<a href="#">Project Website</a>
Website Post	Join NGI Sargasso as an External Evaluator for Open Calls!	21/06/2023	<a href="#">Project Website</a>
Website Post	NGI Sargasso @InfoDay on Cascade Funding	23/06/2023	<a href="#">Project Website</a>
Website Post	2nd Infowebinar & Matchmaking Session	11/07/2023	<a href="#">Project Website</a>

<b>Newsletter</b>	NGI Sargasso Newsletter #1	25/07/2023	<a href="#">LinkedIn</a>
<b>Website Post</b>	NGI Sargasso and the #FreeWebSearch Movement: Forging a Transatlantic Vision for the Future of the Internet	18/09/2023	<a href="#">Project Website</a>
<b>Website Post</b>	Join Us at the NGI Forum 2023!	21/09/2023	<a href="#">Project Website</a>
<b>Website Post</b>	Introducing the Winners of the 1st Open Call	27/09/2023	<a href="#">Project Website</a>
<b>Website Post</b>	NGI Sargasso at MWC Las Vegas 2023: Your Gateway to Transatlantic Technological Collaboration	05/10/2023	<a href="#">Project Website</a>
<b>Website Post</b>	NGI Sargasso's Inaugural Onboarding Session: A New Era of Transatlantic Collaboration	09/10/2023	<a href="#">Project Website</a>
<b>Website Post</b>	NGI Sargasso OPEN CALL 2 Launched!	18/10/2023	<a href="#">Project Website</a>
<b>Newsletter</b>	NGI Sargasso Newsletter #2	21/10/2023	<a href="#">LinkedIn</a>
<b>Website Post</b>	NGI Sargasso Meets the European Next Generation Internet Ecosystem at the NGI Forum 2023	22/11/2023	<a href="#">Project Website</a>
<b>Website Post</b>	How many Internets We Should Have According to Glenn Ricart from US Ignite	19/12/2023	<a href="#">Project Website</a>
<b>Website Post</b>	NGI Sargasso Second Open Call Closes with 80 Innovators Ready to Shape the Internet of the Future	19/12/2023	<a href="#">Project Website</a>
<b>Newsletter</b>	NGI Sargasso Newsletter #3	21/12/2023	<a href="#">LinkedIn Article</a> <a href="#">Project Website</a>
<b>Website Post</b>	How NGI Sargasso is Fostering EU-US/Canada Tech Innovation with €4.8M Funding	10/01/2024	<a href="#">Project Website</a>
<b>Website Post</b>	Startups, SMEs, Researchers and NGOs and Foundations Can Get up to €100,000 for their Future Internet Ideas	11/01/2024	<a href="#">Project Website</a>
<b>Website Post</b>	Mirko Boehm from Linux Foundation Europe Inspires NGI Sargasso First Open Call Innovators as a Host for Transatlantic Open Source Projects	17/01/2024	<a href="#">Project Website</a>
<b>Website Post</b>	Transatlantic Matchmaking: Why you Need a Partner across the Atlantic to Develop your Next Generation Internet Idea	18/01/2024	<a href="#">Project Website</a>

Table 2-NGI Sargasso Editorial Calendar



## 4.2.4 NGI Community Channels

Launched in Autumn 2016 by the European Commission, the **Next Generation Internet (NGI)** initiative is pivotal in shaping a future internet that aligns with Europe's core values: openness, inclusivity, transparency, privacy, cooperation, and data protection. This initiative is spearheading a technological revolution, ensuring the integration of cutting-edge concepts and methodologies across artificial intelligence, the Internet of Things, interactive technologies, and more. Central to its mission is the goal of making the future internet more human-centric. Over the years, NGI has successfully cultivated **a global community of over 3,000 innovators**. Following an initial investment exceeding €250 million for 2018-2020, the European Commission has significantly advanced NGI research and innovation, supporting **over 1,000 internet researchers and innovators in hundreds of projects**. This momentum is set to continue with renewed EU funding under Horizon Europe.

As an official member of this initiative, NGI Sargasso benefits from access to this expansive network. This membership enables us to **leverage various tools, channels, and connections with other NGI projects**, which are instrumental in continually building and strengthening our community. In the following sections, we will explore the diverse means through which NGI Sargasso is enhancing its community engagement, day by day.

- **NGI Outreach Office (NGIO)** coordinates the communication, dissemination and marketing activities for the NGI initiative across Europe and beyond. It voices the NGI community and promotes its work to maximise its impact. They help NGI projects collaborate and provide a single contact point for those wishing to join and get involved with the Next Generation Internet initiative. For NGI Sargasso this has been a fundamental contact point, especially to disseminate open calls.
- **NGI website** – NGI Sargasso open calls launches and webinars / matchmaking sessions are regularly published on the NGI website.



*Figure 13 - NGI Sargasso featured on the NGI website*

- **NGI Task Force** - This web-conference, hosted regularly by the NGI Outreach Office, is a gathering for representatives of all NGI projects. It's highly recommended for attendees as it provides a unique platform to share recent project developments and stay informed about the latest news and events within the community. These sessions are not only informative but also offer valuable opportunities to discover new community-building assets. Additionally, they facilitate collaboration among different projects, enabling joint efforts in promoting open

calls and other initiatives. This conference is integral to fostering a cohesive and informed NGI community, encouraging shared learning and synergistic partnerships.

- NGI Community Map** - NGI Sargasso's presence on the NGI interactive map is a significant milestone in its community building efforts. This map serves as a vital tool for fostering collaboration within the expansive European NGI ecosystem, encompassing research centers, SMEs, startups, NGOs, corporations, and more. Being on this map offers NGI Sargasso **enhanced visibility among over 300 institutions**, facilitating connections and collaborations. It provides essential information about our organization, including contact details, a brief introduction, and an overview of our activities and involvements. This visibility not only strengthens our position within the NGI community but also opens doors to new partnership opportunities and collaborations.



Figure 14 - The NGI Community Map

- NGI Community Platform** on FundingBox Spaces serves as a dynamic and inclusive online hub for all members of the NGI community, ranging from project coordinators to beneficiaries. This platform ensures that everyone involved in the NGI ecosystem has a voice and a space to share their insights and experiences. Each NGI project has its designated space within this platform, providing a perfect avenue to announce key updates, such as the launch of open calls. Beyond these project-specific areas, the platform also features open forums for casual conversations, discovery of new opportunities, and the formation of private groups. This versatile setup facilitates meaningful interactions, collaboration, and the forging of new connections within the NGI community.

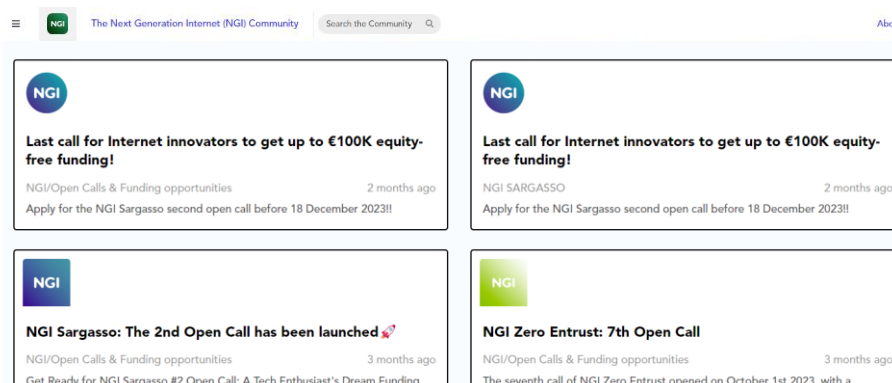


Figure 15 - NGI Sargasso on NGI Community Platform

- NGI Exploitation, Impact & Sustainability Working Group** - The NGI Exploitation, Impact & Sustainability Working Group, an ad hoc initiative spearheaded by the NGI Outreach Office and led by Thomas Wilczek, is a collaborative effort dedicated to strategizing a unified approach for communication efforts across various NGI projects. This group focuses on developing a common exploitation plan that aims to maximize impact and ensure sustainability. NGI Sargasso's active participation in this group underscores our commitment to both learning from and contributing to this collective knowledge pool. Our involvement is instrumental in enhancing our community building process, and it also plays a pivotal role in assisting our open call beneficiaries to amplify their visibility and impact within the broader NGI ecosystem.
- NGI social media** - NGI Sargasso and the broader NGI initiative have been effectively engaging in cross-dissemination of their materials on social media, a strategy that has proven highly beneficial for both entities. When NGI shares content about NGI Sargasso on LinkedIn, it taps into its substantial following of 2,000 members, driving significant traction and visibility towards NGI Sargasso. This collaborative approach not only enhances NGI Sargasso's reach and engagement within the digital community but also leverages NGI's established network, providing a substantial boost to the project's visibility and recognition. Such synergistic efforts are key to building a stronger, more connected community around NGI Sargasso's mission and objectives.

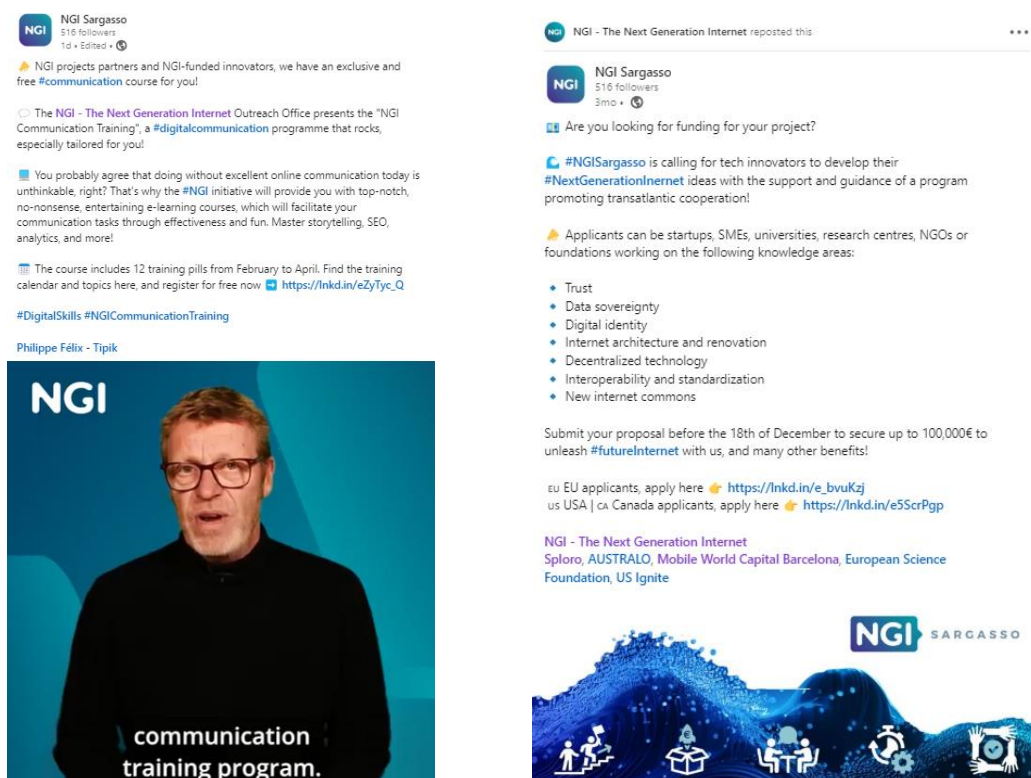


Figure 16 - Cross-dissemination efforts examples between NGI Sargasso and the NGI

- NGI LinkedIn group:** Moreover, the NGI initiative owns a [private-listed group on LinkedIn](#) with a total of 11,474 members, in which we publish regular content about NGI Sargasso's open calls and events.

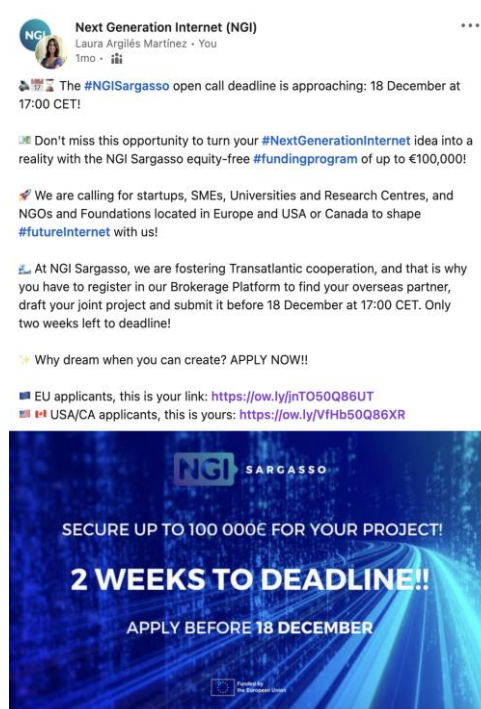


Figure 17 - Example of post on NGI LinkedIn group

The **NGI Initiative encompasses 16 distinct research and innovation projects**, each aligned with a core set of values but focusing on various facets of the Next Generation Internet industries, offering unique tools and services. This diversity within the initiative makes cross-dissemination among projects not just advantageous but essential for mutual benefit. In pursuit of this, we have been actively engaging in higher-level collaboration with the following NGI projects:

- **NGI ENRICHERS**

NGI Enrichers and NGI Sargasso, two projects with similar nature and objectives within the NGI Initiative, have been strategically identifying and leveraging synergies to enhance their impact. Despite recommendations to maintain minimal collaboration efforts, both projects have found effective ways to support each other. This collaboration includes **cross-disseminating content on social media**, which broadens the reach and engagement of both projects. Additionally, each project **features the other's open calls in their respective newsletters**, thereby increasing visibility and potential participation from their combined audiences. A notable instance of this cooperative effort was during **NGI Enrichers' bootcamp on May 16th in Rome, where NGI Sargasso was presented as an additional opportunity to the selected fellows**. This not only enriched the bootcamp experience but also provided the fellows with extended avenues for engagement and development within the NGI ecosystem. Such collaborative efforts, although measured, are instrumental in creating a more interconnected and dynamic community, fostering mutual growth and broader impact for both projects.

- **NGI EXPLORERS**

The NGI Explorers program, which concluded in 2022, was instrumental in sponsoring immersive missions to the United States for top European internet researchers and innovators, equipping them with essential skills, networks, and resources to propel their innovative ideas. Due to the overlap in target audiences between NGI Explorers and NGI Sargasso, regular features on NGI Explorers' LinkedIn page have been significantly beneficial for NGI Sargasso. This exposure has enhanced visibility for our open calls among potential candidates who are aligned with our objectives. Furthermore, NGI Explorers facilitated valuable connections with academia in the USA, tapping into a network that has been instrumental in generating interest and traction for NGI Sargasso's open calls. This collaboration has not only broadened our reach but also deepened our engagement with a relevant and influential audience.

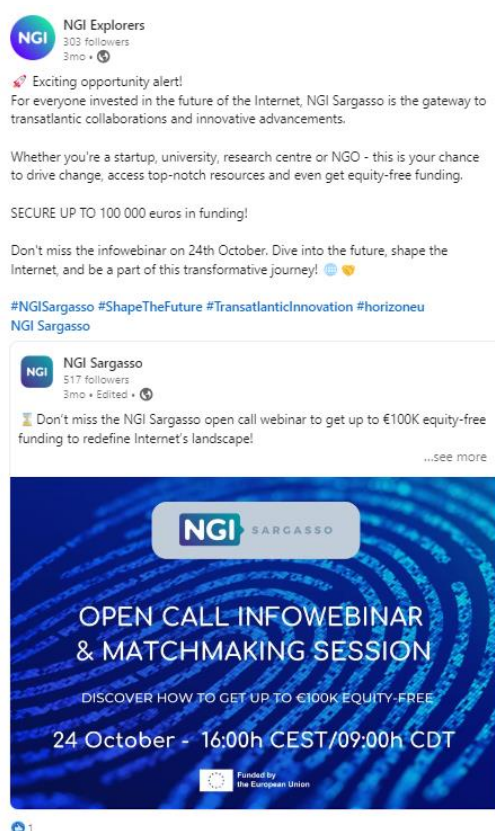


Figure 18 - Example of NGI Explorer's dissemination efforts for NGI Sargasso

- **NGI ATLANTIC**

This NGI project, which concluded in 2023, showcased NGI Sargasso as a promising new source of funding opportunities during its final meeting with its beneficiaries. This presentation highlighted NGI Sargasso's potential and relevance, positioning it as an attractive and valuable option for future funding and support within the NGI ecosystem.



## 4.2.5 Other Collaborations

### OpenWebSearch.eu Collaboration

In our Stakeholder Map's **"Activists and Makers" category**, we identified **OpenWebSearch.eu**, a non-profit collaboration of 14 esteemed European research and computing centres. This collective is dedicated to developing an open European infrastructure for web search, contributing significantly to Europe's digital sovereignty and advocating for an open, human-centred search engine market. This initiative closely aligns with the values of both the NGI initiative and NGI Sargasso. In the first year, NGI Sargasso took an active role in promoting and supporting OpenWebSearch.eu's #FreeWebSearch movement. This significant campaign aims to reclaim open and unbiased web search. We championed this cause through a series of carefully curated articles and targeted social media campaigns, significantly enhancing the movement's visibility and reach. Our efforts were rooted not just in spreading awareness but in reinforcing the values central to NGI Sargasso: openness, transparency, and collaboration in the digital realm. Our coordinator's pivotal endorsement of the movement, shared across OpenWebSearch.eu's channels, underscored our dedication to these principles. This engagement highlighted NGI Sargasso's commitment to nurturing an equitable and inclusive internet ecosystem, supporting initiatives that embody the fundamental ethos of the internet.

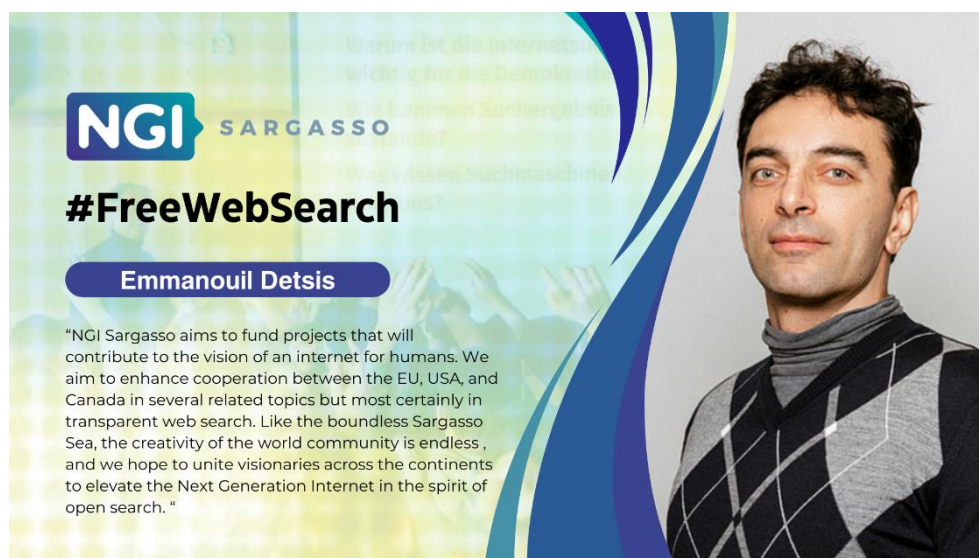


Figure 19 - Example of #FreeWebSearch post by NGI Sargasso

## 5. OPEN CALLS

### 5.1 Open Call #1 & #2 Results

In 2023, NGI Sargasso successfully concluded two open calls, achieving remarkable participation numbers, a testament to our coordinated and strategic approach. The **first round** featured a **General Open Call**, the core funding program of NGI Sargasso, inviting applications from entities in the EU, USA, and Canada. Additionally, in **collaboration with the Canadian government**, we launched a specialized **open call focused on Digital Credential topics**.

The response to these calls was impressive. **Open Call 1 attracted a total of 52 applications**, out of which **8 projects were selected for funding**. The **second call** garnered even more interest, with **78 submissions**, and the selection of winning projects is still underway. These encouraging results stem from a comprehensive strategy that integrated various dissemination and communication efforts.

A significant factor contributing to this success was the brand awareness fostered by NGI Sargasso, as detailed in chapter 3. Our efforts in raising awareness about the funding program were far-reaching, transcending borders through participation in events, active social media engagement, and utilizing other channels and tools established by the project. This extensive outreach tapped into vast networks, amplifying the reach of our open calls.

Moreover, **targeted personal selling** played a crucial role. We executed **tailored emailing campaigns**, delivering customized messages to diverse groups identified in our stakeholder map. These efforts were not limited to a single region but spanned across the USA, EU, and Canada. Some of these emails encouraged potential applicants to join our info webinars or visit our application platforms, while others were directed to 'multipliers' – institutions like national contact points or innovation hubs capable of referring their extensive audiences to our program. These multipliers proved invaluable in increasing the visibility of our open calls, often featuring them on their websites or platforms.

NGI Sargasso aims to fund up to 90 trans-Atlantic teams throughout its lifespan, with a key focus on engaging a diverse range of stakeholders, in fact, for this reason we will be focusing on short-term projects in Open call 3, opening the space for more innovators to the funds we offer. This engagement forms the cornerstone of our community, primarily facilitated through our open calls. Given this objective, it is crucial to meticulously analyse the strategies and tactics that yielded the successful outcomes of our first two open calls and the various stakeholders that came into play. This evaluation will not only help us understand what worked well but also identify areas for improvement. These insights will be instrumental in refining our approach for the next three calls, ensuring continued success and an even more impactful reach across our target communities.

In the upcoming chapter, we will delve deeper into the specific efforts, numbers, and results segmented by target group. We will also explore other actions we undertook to attract a critical mass of potential applicants to our open calls and key stakeholders that have been engaged throughout the process, such as industry experts, coaches and evaluators. This comprehensive analysis will provide insights into the successful strategies and tactics that have underpinned the remarkable outcome of NGI Sargasso's Open Calls in 2023.



Figure 20 - NGI Sargasso OC1 results



Figure 21 - NGI Sargasso OC2 results



## 5.2 Europe

### 5.2.1 Entrepreneurial Ecosystem

The Sargasso Open Calls are meticulously designed to empower top-tier Internet innovators and attract advanced **tech startups and SMEs** operating in critical areas like trust, data sovereignty, digital identity, Internet architecture and renovation, decentralized technologies, interoperability, standardization, and the cultivation of new Internet commons. Targeting these stakeholders, particularly for **OC1 and OC2 within Europe**, is key to rapidly expanding the applicant pool and initiating the open call process effectively. The funding, predominantly aimed at the European counterparts of funded projects, presents a compelling opportunity for startups and SMEs typically underserved in comparison to corporates and academia. To engage them, we have implemented a variety of communication strategies, including **collaborating with multiplier organizations** to extend our reach. These efforts are focused not only on encouraging applications but also on integrating these vital actors into the vibrant, interactive community at the core of NGI Sargasso's mission.

Communication Tool	Stakeholder Category	Number/Outcome
Direct Email Campaign	Digital innovation hubs	138
	National Contact Points	128
Direct Messages (LinkedIn)	Innovators	823
Total	1089	

*Table 3- Emailing campaign numbers Europe*

In the first year of NGI Sargasso, leveraging our stakeholder engagement framework, we successfully completed two intensive sprints, dedicating considerable time and resources to Phase 2 – Interaction. This critical phase comprises two distinct levels of engagement.

The first level, Lead Generation, adopts a one-to-many approach. It's focused on building awareness and gradually generating leads, aiming to reach a wide array of players and foster a community around the project. This involves various actions across different channels, as outlined in Chapter 3, all designed to heighten awareness about the NGI Sargasso project and its offerings, and disseminating this information within relevant networks.

The second level, integral to the community building around the open calls, is Prospecting. This involves more personalized, one-to-one interactions with a specific subset of our target audience. These actions include tailored email communications, individual meetings, and dedicated follow-up actions. Each interaction is designed to cultivate deeper connections with potential stakeholders, thereby enhancing the effectiveness and reach of our open calls.

The table above illustrates our comprehensive approach, combining a large-scale direct emailing campaign with a focused direct messaging initiative on LinkedIn reaching over a thousand relevant contact points. The **email campaign** was specifically tailored to engage two subcategories of **Multipliers**: Digital Innovation hubs and National Contact points. These

institutions within our industry area of interest are capable of reaching a critical mass of potential applicants. Simultaneously, we utilized **LinkedIn's direct messaging** feature to connect **with individual innovators**. This was achieved by meticulously searching for relevant stakeholder groups on LinkedIn, identified by their involvement in Next Generation Internet technologies, active engagement in the field, or participation in the digital startup ecosystem.

This two-pronged approach ensured we effectively reached both broad institutional networks and individual innovators, **with a total of 1089 emails and messages sent**, which have led to impressive collaborations, bringing onboard esteemed academic and research institutions as European counterparts for our Open Call 1 (OC1) beneficiary projects. This includes forming partnerships with notable entities such as **the Commonwealth Centre for Connected Learning Foundation, Athens University of Economics and Business - Research Center, and Otto-von-Guericke University Magdeburg**.

A critical metric in evaluating our outreach success is the number of Multiplier institutions that have actively disseminated our open calls on their respective platforms. The table provided below details this important aspect:

Institution	Link
NCP Flanders	<a href="https://ncpflanders.be/news/ngi-sargasso-open-call-on-emerging-internet-technologies-in-collaboration-with-usa-canada">https://ncpflanders.be/news/ngi-sargasso-open-call-on-emerging-internet-technologies-in-collaboration-with-usa-canada</a>
Regione Campania (Italian government)	<a href="http://bruxelles.regione.campania.it/index.php/2023/11/02/news-bandi-next-generation-internet-ngi-sargasso-rafforzare-lecosistema-collaborativo-e-la-cooperazione-transatlantica-nelle-tecnologie-ngi-un-nuovo-bando-nellambito-del-prog/">http://bruxelles.regione.campania.it/index.php/2023/11/02/news-bandi-next-generation-internet-ngi-sargasso-rafforzare-lecosistema-collaborativo-e-la-cooperazione-transatlantica-nelle-tecnologie-ngi-un-nuovo-bando-nellambito-del-prog/</a>
Sploro	<a href="https://sploro.eu/ngi-sargasso-transatlantic-cooperation-ngi-technologies/">https://sploro.eu/ngi-sargasso-transatlantic-cooperation-ngi-technologies/</a>
Regione Emilia-Romagna (FIRST)	<a href="https://first.art-er.it/news/ngi-sargasso-webinar-e-matchmaking-il-20-novembre-2023">https://first.art-er.it/news/ngi-sargasso-webinar-e-matchmaking-il-20-novembre-2023</a>
Generalitat de Catalunya	<a href="https://exteriors.gencat.cat/ca/ambits-dactuacio/afers_exteriors/ue/fons_europeus/detalls/noticia/20231019_ngi-sargasso">https://exteriors.gencat.cat/ca/ambits-dactuacio/afers_exteriors/ue/fons_europeus/detalls/noticia/20231019_ngi-sargasso</a>
Universitat de Girona	<a href="https://www.udg.edu/en/investiga/suport-r-d-i/convocatories/detall-convocatories/eventid/37342">https://www.udg.edu/en/investiga/suport-r-d-i/convocatories/detall-convocatories/eventid/37342</a>
Canadian Chamber in Italy	<a href="https://www.canadianchamber.it/en/call-ngi-sargasso-canada-italy/">https://www.canadianchamber.it/en/call-ngi-sargasso-canada-italy/</a>
Krajowy Punkt Kontaktowy	<a href="https://www.kpk.gov.pl/europejskie-granty-na-finansowanie-technologie-internetowych-we-wspolpracy-z-usa-i-kanada">https://www.kpk.gov.pl/europejskie-granty-na-finansowanie-technologie-internetowych-we-wspolpracy-z-usa-i-kanada</a>

Programów Badawczych UE	
FundsforNGOs	<a href="https://www2.fundsforngos.org/information-technology/open-call-for-digital-credentials-to-support-projects-from-european-organizations/">https://www2.fundsforngos.org/information-technology/open-call-for-digital-credentials-to-support-projects-from-european-organizations/</a>
Biometricupdate.com	<a href="https://www.biometricupdate.com/202307/e4-8m-fund-for-workable-digital-credential-interoperability">https://www.biometricupdate.com/202307/e4-8m-fund-for-workable-digital-credential-interoperability</a>
Emilia-Romagna Startup	<a href="https://www.emiliaromagnastartup.it/it/innovative/bandi/call-ngi-sargasso-promoting-transatlantic-cooperation-ngi-technologies">https://www.emiliaromagnastartup.it/it/innovative/bandi/call-ngi-sargasso-promoting-transatlantic-cooperation-ngi-technologies</a>
EU Agenda	<a href="https://euagenda.eu/events/2023/11/20/ngi-sargasso-open-call-infowebinar-and-matchmaking-session">https://euagenda.eu/events/2023/11/20/ngi-sargasso-open-call-infowebinar-and-matchmaking-session</a>
Innovation place	<a href="https://www.innovationplace.eu/fund/ngi-sargasso-2nd-open-call/9240">https://www.innovationplace.eu/fund/ngi-sargasso-2nd-open-call/9240</a>
Development Aid	<a href="https://www.developmentaid.org/grants/view/1191675/ngi-sargasso-2nd-open-call">https://www.developmentaid.org/grants/view/1191675/ngi-sargasso-2nd-open-call</a>
Innovative Contamination hub	<a href="https://www.csmt.it/it/bandi/aperta-la-2-call-di-ngi-sargasso">https://www.csmt.it/it/bandi/aperta-la-2-call-di-ngi-sargasso</a>
Innex Hub	<a href="https://www.innexhub.it/ngi-sargasso-open-call-in-digital-credentials/">https://www.innexhub.it/ngi-sargasso-open-call-in-digital-credentials/</a>
Social Hub	<a href="https://socialhub.activitypub.rocks/t/ngi-sargasso-open-call-on-digital-identity/3355">https://socialhub.activitypub.rocks/t/ngi-sargasso-open-call-on-digital-identity/3355</a>
Flash Intel	<a href="https://www.flashintel.ai/companies/NGI-Sargasso-f0f9dc21ef894e3d3dc32f5048d62e10/">https://www.flashintel.ai/companies/NGI-Sargasso-f0f9dc21ef894e3d3dc32f5048d62e10/</a>
NOSC-UA Hub (Kyiv Academic University of the National Academy of Sciences of Ukraine and the Ministry of Education and Science of Ukraine)	<a href="http://cloud-5.bitp.kiev.ua/?p=1958&amp;lang=en">http://cloud-5.bitp.kiev.ua/?p=1958&amp;lang=en</a>
CDE GuiaFC (Guía de Financiación Comunitaria del Centre de Documentació Europea de la	<a href="https://www.guiafc.es/en/internet-de-proxima-generacion/">https://www.guiafc.es/en/internet-de-proxima-generacion/</a>

Universitat de València)	
eSkills Malta Foundation	<a href="https://eskills.org.mt/funding-opportunity/ngi-sargasso-open-call-eu-canada-usa/">https://eskills.org.mt/funding-opportunity/ngi-sargasso-open-call-eu-canada-usa/</a>
Ymner	<a href="https://www.ymner.com/sv/find-financing/grants/ngi-international-collaboration-usa-and-canada-ria-3">https://www.ymner.com/sv/find-financing/grants/ngi-international-collaboration-usa-and-canada-ria-3</a>
Information Portal for funding programmes (Republic of Cyprus)	<a href="https://www.fundingprogrammesportal.gov.cy/en/call/ngi-sargasso-general-open-call-1st-cut-off-dat/">https://www.fundingprogrammesportal.gov.cy/en/call/ngi-sargasso-general-open-call-1st-cut-off-dat/</a>
European Digital SMEs Alliance	<a href="https://www.digitalsme.eu/fundings/open-call-for-eu-usa-canada-joint-projects-for-the-next-generation-internet/">https://www.digitalsme.eu/fundings/open-call-for-eu-usa-canada-joint-projects-for-the-next-generation-internet/</a>
Europa innovazione	<a href="https://www.europainnovazione.com/tag/usa/">https://www.europainnovazione.com/tag/usa/</a>

Table 4 - References from third parties about NGI Sargasso

## 5.2.2 Collaborations

### Small Business Standards

NGI Sargasso's collaboration with [Small Business Standards \(SBS\)](#) represents a significant milestone in enhancing the knowledge and capabilities of our beneficiaries. SBS, a European non-profit association co-financed by the EU and EFTA Member States, was established in 2013 to ensure inclusivity, transparency, and openness in the standardisation system. It aims to represent SME interests in standardisation, raise awareness, and encourage engagement in the process. Representing 12 million SMEs through 22 member organizations, SBS has about 70 experts covering key sectors in over 220 technical committees at European and international levels.

This collaboration was initiated to address NGI Sargasso's need to conduct a webinar on Standardization for the OnCampus program. Our aim is to provide Open Call 1 beneficiaries with foundational knowledge in ICT standards to enhance their projects. This connection with SBS, facilitated by Stand ICT, aligns with our high-level collaboration for content cross-dissemination on social media.

SBS granted our beneficiaries access to their "[Meeting Standards](#)" webinar, organizing its first edition from November 14 to 21, 2023. This campaign aims to raise SME awareness about the significance of standardisation and involvement in the standards writing process. It includes a variety of activities across Europe like workshops, seminars, open-door days, and competitions, as well as podcasts, publications, and social media activities, offering a comprehensive insight into the latest developments in standardisation relevant to SMEs. This collaboration with SBS not only equips our beneficiaries with essential standardisation knowledge but also opens up new avenues for engagement and growth within the wider SME and standardisation community.

## EURAXXES

NGI Sargasso's engagement with EURAXESS - Researchers in Motion, a crucial multiplier organization, marks a significant stride in our outreach efforts. EURAXESS is renowned for its comprehensive support to researchers and innovators looking to enhance their careers and personal development by relocating internationally. Offering a wealth of tailored information and support services free of charge, EURAXESS caters to a diverse audience including researchers, entrepreneurs, and research performing organizations. Their unique web portal is a treasure trove of resources, featuring job and funding opportunities, hosting offers, career development guidance, and a suite of free tools.

This collaboration has yielded a notable achievement for NGI Sargasso: EURAXESS has published our open call opportunities on their [website](#). This exposure to EURAXESS's expansive network, which spans 43 European countries and includes 9 global hubs, significantly amplifies the visibility of NGI Sargasso's open calls. This dissemination within such a prestigious and far-reaching network not only enhances our ability to attract top-tier talent and innovators but also underscores NGI Sargasso's commitment to fostering a broad and dynamic community of researchers and innovators across continents.

### 5.2.3 Next steps

Moving forward, NGI Sargasso is set to intensify stakeholder engagement efforts across Europe, aiming to broaden our reach and impact. Central to this strategy is the collection and outreach to a substantial number of key contacts, expanding our focus to encompass additional target groups. This approach is designed to diversify and strengthen our stakeholder network, ensuring a more inclusive and comprehensive engagement. A significant emphasis will be placed on connecting with women-led tech associations, such as Women in Tech and Women Who Code. This targeted effort is not just about expanding our network; it's a strategic move to promote gender balance within our applicant pool. By actively engaging with these associations, we aim to encourage more applications from women in tech, thereby working towards a more gender-balanced and diverse representation in our submissions. This approach aligns with NGI Sargasso's commitment to inclusivity and diversity, crucial for fostering a vibrant and balanced community in the field of next-generation internet technologies.

Furthermore, since in our upcoming open calls we will start accepting applications from the UK, we will also focus our stakeholder mapping activities to contact UK organisations to reach out to potential applicants, as we did in Europe, Canada and the USA.

## 5.3 USA

### 5.3.1 Research Ecosystem

Email campaign directed to Active NFS grantees: 5,360

In targeting potential applicants for our open calls, a key focus has been on the research ecosystem in the USA, especially since NGI Sargasso cannot directly fund the American counterpart of a team. These USA entities need to secure their funding to complement their EU counterparts, a scenario more feasible within the academic sector. Such projects often find support through agencies like the National Science Foundation (NSF).

This category encompasses Research and Technology Organisations (RTOs) and Universities, which are pivotal in advancing the state of the art and addressing challenges aligned with the NGI initiative's knowledge objectives. These include areas such as trust and data sovereignty on the Internet, trustworthy open search and discovery, Internet architecture, decentralization, and more.

To effectively reach this ecosystem, we are engaging with various NSF programs related to NGI Sargasso's objectives. These include initiatives led by the Directorate of Computer and Information Science and Engineering (CISE) and other significant endeavours like the Virginia State Commonwealth Cyber Initiative. Additionally, the NGI Sargasso consortium benefits from an existing network of USA nodes, a legacy of the NGI Explorers project, further strengthening our outreach and collaborative potential within the American research community.

Our targeted emailing campaigns in the USA have yielded remarkable results, leading to the successful onboarding of prestigious American institutions as counterparts for our Open Call 1 (OC1) beneficiary projects. This strategic outreach has facilitated **partnerships with some of the most renowned universities in the United States**, including the **Massachusetts Institute of Technology (MIT), The University of Memphis, and the University of Virginia**. These collaborations are a testament to the effectiveness of our efforts in generating interest and establishing key connections. The involvement of such high-calibre institutions not only enhances the scope and impact of our OC1 projects but also significantly elevates the profile of NGI Sargasso's initiative. These partnerships with leading American academic institutions underscore our commitment to fostering transatlantic cooperation in advancing next-generation internet technologies.

### 5.3.2 Collaborations

#### US Ignite

The collaboration with US Ignite is instrumental in our efforts to engage more potential applicants from the USA for NGI Sargasso open calls. US Ignite, known for its collaboration with smart communities and research testbeds, drives high-impact solutions to complex challenges, functioning with the agility and efficiency of a high-tech startup. Their approach of applying technical expertise, stakeholder engagement, and targeted tools resonates with the objectives of NGI Sargasso. By leveraging US Ignite's extensive network and innovative approach, we aim to broaden the scope and reach of our community within the United States. This initiative not only enriches the experience and opportunities available to our current beneficiaries but also plays a crucial role in expanding NGI Sargasso's influence and network across transatlantic borders.

Over the first year of the project we leveraged this collaboration to deliver a series of assets:

- On the 17th of October, 2023, NGI Sargasso's first open call beneficiaries had the privilege of attending an Inspirational Talk by Glenn Ricart, Founder and CTO of US Ignite and an Adjunct

Professor of Computer Science at the University of Utah. This session was a key part of our 9-month Capacity Building program, an integral benefit of our funding program.

- An [article](#) about the Inspirational talk was written and published on the NGI Sargasso News page of the website, summarizing key elements of the inspirational talk and offering these notions as key benefits to our potential open call candidates.

## MetroLab Network

NGI Sargasso's collaboration with MetroLab Network, a pivotal stakeholder within the "Partnerships & Makers" category in the USA, represents a significant step in our community-building efforts. MetroLab Network operates as a dynamic ecosystem where researchers and forward-thinking local government leaders collaborate closely. As an international peer network focused on civic research and innovation, MetroLab's members include universities and local governments partnered to foster research-informed, evidence-based policy and drive data and technology transformation. They manage programs that not only discover and implement innovative solutions but also scale new thinking, with their work influencing national policy through local community collaboration.

For NGI Sargasso, our engagement with MetroLab has been particularly fruitful. A one-to-one meeting with a MetroLab representative revealed a keen interest in NGI Sargasso's objectives and potential benefits for their network members. This meeting led to the dissemination of information about NGI Sargasso across MetroLab's network, tapping into their substantial Twitter following of 2,699. This exposure to MetroLab's extensive network of academics and policymakers has not only amplified NGI Sargasso's reach but also opened doors to new collaborative opportunities and potential engagements within the USA, enhancing the project's visibility and impact within this key stakeholder group.

### 5.3.3 Next Steps

To sustain and expand NGI Sargasso's community building efforts in the USA, our next steps involve a targeted approach in reaching out to various segments of our audience. Direct emailing campaigns will primarily focus on academia, National Science Foundation (NSF) grantees from 2005 to 2022, national contact points, and potential multipliers. This tailored communication is designed to engage these critical groups, informing them about NGI Sargasso and the opportunities it presents.

Additionally, we plan to increase our presence in key USA events to showcase Sargasso's potential in tech funding. A significant event on our agenda is MWC Las Vegas 2024, where we aim to present and promote NGI Sargasso's funding opportunities. Participation in such high-profile events not only enhances our visibility but also allows us to connect directly with industry leaders and innovators, further strengthening our community building initiatives in the USA. These actions are integral to NGI Sargasso's strategy of fostering a robust, transatlantic network of tech professionals and innovators.



## 5.4 Canada

### 5.4.1 Emailing campaign

Communication Tool	Stakeholder Category	Number/Outcome
Direct Email Campaign	Academia	330
	National Contact Points	330
Total		660

Table 5 - Emailing campaign numbers USA

The NGI Sargasso team has dedicated significant time and effort in meticulously building a comprehensive database of Canadian contacts, crucial for executing effective direct emailing campaigns. These campaigns are specifically tailored to target **Canadian national contact points** and **academics/researchers in the tech sector** who might be interested in our open call opportunities. Similar to our approach in the USA, we focused on these particular groups for the first two calls due to the nature of NGI Sargasso as a European-funded project. Since we were unable to directly fund the Canadian counterpart of the team, it became essential for potential Canadian applicants to have their own funding mechanisms, which is often feasible in academic and governmental institutions. This strategic approach ensures that we engage with stakeholders who not only have a vested interest in the technological advancements proposed by our open calls but also possess the means to contribute effectively to these transatlantic collaborations. Through these targeted campaigns, NGI Sargasso aims to facilitate meaningful partnerships and foster a synergistic ecosystem where European and Canadian innovators can collaboratively advance the frontiers of next-generation internet technologies.

### 5.4.2 NGI Sargasso & Canada collaborative call in Digital Credentials

NGI Sargasso's community building and collaborative efforts with Canada have culminated in a significant achievement: the **launch of the "NGI Sargasso and Canada Collaborative Call in Digital Credentials."** This initiative, which opened on June 1, 2023, with a deadline of July 31, 2023, marks a pivotal step in fostering transatlantic cooperation in the realm of digital technologies. With **a total funding of 300,000€**, the call was designed to support projects from European Member States and Associated Countries in the field of Digital Credentials.

The unique aspect of this call is its focus on effective collaboration between European entities and Canadian companies. These **Canadian counterparts**, selected through a **government-run callout in Digitization and Cybersecurity with a specific emphasis on Digital Credentials**, had been introduced to European entities by NGI Sargasso. This approach alleviated the need for European applicants to identify Canadian partners independently, thereby streamlining the collaboration process.

This collaborative call represents a strategic alignment of efforts between NGI Sargasso and Canadian initiatives, aiming to advance innovation in digital credential technologies. It is a testament to NGI Sargasso's commitment to building a robust international community and



fostering impactful collaborations that span continents, further solidifying its role as a key player in the global digital landscape.

### 5.4.3 Direct communications with trans-Atlantic contact points

Sploro, NGI Sargasso consortium partner, has developed a concerted effort to foster collaboration and establish connections for the NGI Sargasso project, focusing on building bridges between Europe, the United States, and Canada. In pursuit of this goal, Sploro has diligently **identified institutions in the Americas that hold an interest in the various areas targeted for funding by NGI Sargasso**. This foundational step was critical in pinpointing potential partners who share a commitment to the project's vision and objectives.

Following the identification process, Sploro engaged in **presenting the NGI Sargasso project to these selected entities**. These presentations were tailored to provide comprehensive insights into the project's scope, **highlighting opportunities for collaboration and mutual benefit**. The objective was not only to inform but also to kindle interest among these institutions in the transformative potential of NGI Sargasso.

To delve deeper into the specifics of the project and facilitate a clearer understanding of the opportunities it presents, **Sploro arranged bilateral meetings**. These sessions served as platforms for in-depth discussions, enabling Sploro to elucidate the project's details and outline the means through which American and Canadian institutions could connect with European beneficiaries. Such interactions are vital in laying the groundwork for robust transatlantic cooperation.

To try to gain support from certain institutions, Sploro also explored other funding avenues in the United States and Canada. The goal of this proactive search was to plan joint funding initiatives for NGI Sargasso projects.

## 6. INNOVATORS

NGI Sargasso, being an open call project, has its success intrinsically tied to the achievements and sustainability of its beneficiaries' projects. Therefore, establishing and nurturing an NGI Sargasso community is critical. This community serves as a foundation where beneficiaries from various open calls can find guidance, new opportunities, and networking prospects.

While the existing NGI Community, boasting over 3,000 innovators worldwide, is a significant asset, it is imperative to go further. Elevating the visibility of each project in the market is crucial, enabling access to a plethora of resources including investor networks and trans-Atlantic collaborative opportunities.

To this end, we have implemented several measures and developed tools designed to support our beneficiaries effectively. These initiatives are not only about providing immediate support but also about laying the groundwork for the continuous development of additional resources and support mechanisms. This holistic approach ensures that every project under the NGI Sargasso umbrella has the necessary visibility, connections, and resources to thrive in the dynamic and competitive landscape of internet innovation.

### 1. Information Collection process

At the onset of their grant agreement with NGI Sargasso, beneficiaries are informed about specific Communication and Dissemination requirements. This early notification is crucial to prevent delays and eliminate potential obstacles in information sharing throughout their project journey.

Beneficiaries are encouraged to engage actively with the NGI Sargasso Marketing (MKT) team, providing information that bolsters various communication efforts. These efforts serve multiple purposes: amplifying the impact and online presence of the beneficiaries' projects, facilitating their representation in events and forums, and using their experiences to inspire future applicants. Showcasing the achievements and success stories of current beneficiaries illustrates the tangible benefits and opportunities offered by our funding program.

To ensure a smooth flow of information, beneficiaries are requested to provide the following details at different stages of their project:

- Profile information for the Innovators Portfolio & Booklet, with regular updates to reflect project progress.
- Participation in interviews and sharing success stories, adding a personal touch to their project narratives.
- Regular updates on significant project milestones for broader dissemination.
- Contributions of guest articles or blog posts to the NGI Sargasso website, offering insights into their project and industry perspectives.
- Creation of video diaries or vlogs documenting their project journey.
- Submission of high-quality images or graphics for enhanced visual marketing.

Furthermore, beneficiaries are required to:

- Utilize NGI Sargasso tags and hashtags in publications related to the funded project, including #NGISargasso and #InternetOfHumans, and tagging @NGISargasso.
- Inform the MKT team about significant milestones for dissemination through appropriate channels.
- Share impact stories that highlight the social, environmental, or technological impact of their projects.

By diversifying the type and format of content from beneficiaries, the NGI Sargasso MKT team can develop a dynamic and comprehensive promotional strategy. This not only boosts the visibility of individual projects but also fortifies the collective narrative and community engagement surrounding the NGI Sargasso program.

## 2. Innovator's Portfolio

As part of the project onboarding process for NGI Sargasso beneficiaries, we distribute a comprehensive questionnaire designed to gather essential information for creating detailed innovator profiles on our **online Innovators' portfolio and in our Innovators' brochure**. This questionnaire is structured to encapsulate various aspects of both the project and the participating organization.

This data not only aids in creating a comprehensive profile for each beneficiary but also facilitates effective networking and collaboration within the NGI Sargasso community, enhancing the visibility and impact of their innovative projects, through social media and other channels.

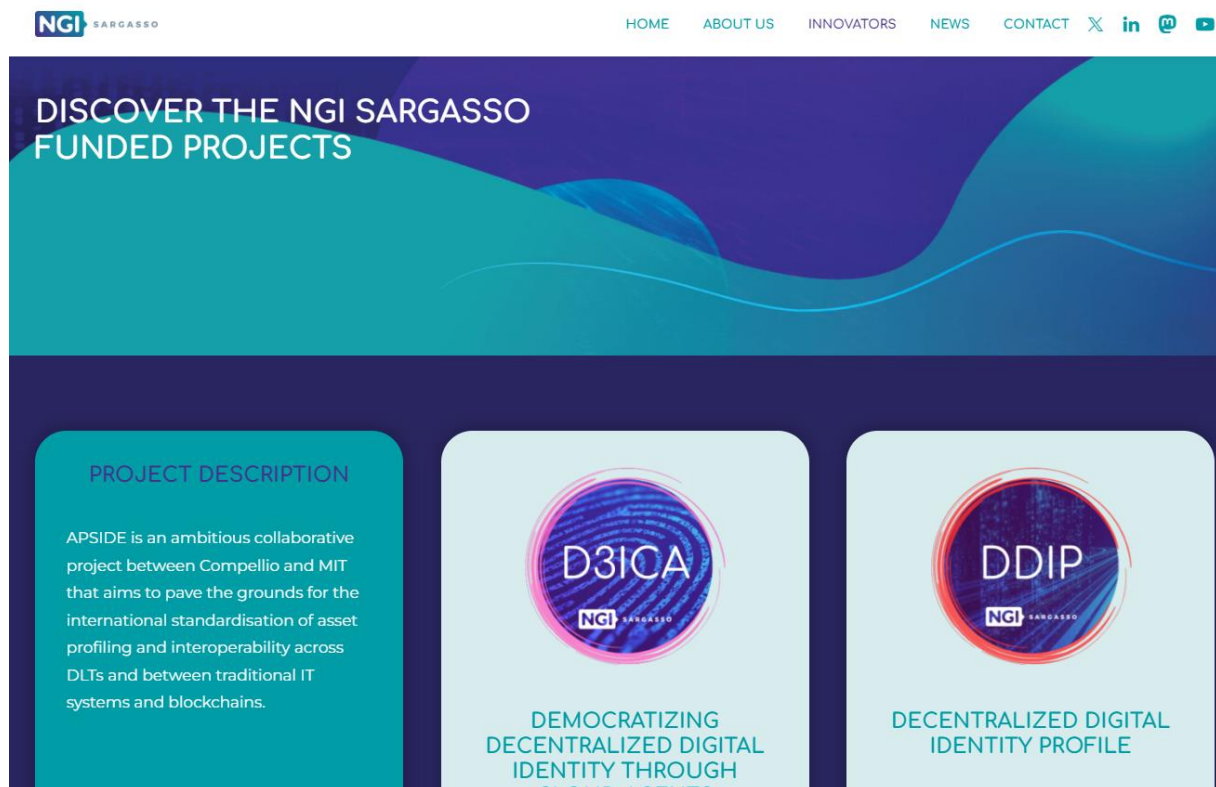


Figure 22 - Online Innovators' Portfolio





## WHAT IS THE NEXT GENERATION INTERNET?

The Next Generation Internet (NGI), as sponsored by the European Commission through its dedicated program at ngie.eu, aspires to reshape the realm of the Internet and its associated technologies, ensuring they're centered around human needs and aspirations. A significant facet of the NGI initiative is NGI Sargasso, designed specifically to bolster transatlantic projects that are both innovative and foster collaboration.

## WHO ARE THE NGI SARGASSO INNOVATORS?

From a deluge of applications, NGI Sargasso proudly announces its maiden cohort of Innovators. Out of the numerous submissions, a handpicked selection of projects will be granted the funds and resources necessary to turn their visionary ideas into tangible realities.

## INNOVATORS

### PROJECT APSIDE

1



Asset Profile Standards for  
Interoperable Decentralized  
Ecosystems



#### DESCRIPTION

Secure, interoperable, and technology-neutral transfer of assets across blockchains as well as between traditional IT systems and DLTs remains a core challenge towards a widely adopted "Internet of Value".

With APSIDE, Compellio will work together with MIT Connection Science to create a universal "asset profile" standard which will seamlessly encapsulate semantic asset definitions, irrespective of the underlying blockchain technology or asset type. This initiative champions open standards, aligning with the joint research work that Compellio has produced together with MIT, namely on open blockchain infrastructures, new tokenization paradigms, and legal ramifications of digital assets. Compellio

will promote APSIDE within international standardisation working groups as well as drive wider adoption within web3 developer communities.

Compellio S.A. (<https://compellio.io>) is a deep-tech company based in Luxembourg, offering global infrastructure components for bridging the gap between web2 and web3 computing. Leveraging its USPTO patent (awarded in 2022) that covers digital asset exchange coordination, Compellio supports industrial leaders and public institutions in addressing real-life business challenges with its novel web3 technologies. Extending its core product suite with vertical solutions for the modern enterprise, Compellio enables companies, projects, and builders to easily integrate web3 tech within their existing stack and drive commercial scaling through channel collaborations with international VARs and ISVs.



Figure 23 - Innovators' Catalogue

### 3. Promotion within NGI Sargasso channels

In our efforts to promote the eight winning projects from NGI Sargasso Open Call 1, we have employed a multi-faceted approach encompassing social media, our website, and our newsletter. Initially, we showcased each project on LinkedIn and Twitter, using high-quality animated images and customized captions. This included tagging key contacts and employing trending hashtags to enhance visibility. Additionally, we crafted a [general article](#) that provided an overarching view of all the winning projects, offering insights into their unique aspects.

Further deepening our promotional strategy, we are conducting written interviews with each project team. These interviews are being transformed into detailed articles, set to be published on our platforms, spotlighting the significant results and achievements accomplished over their 9-month duration.

Looking ahead, our plans include conducting video interviews towards the end of the projects. These interviews will focus on their final results and the impact they've made. The goal is to gather and highlight the most successful outcomes and use these narratives to craft a series of compelling success stories. This approach not only celebrates the achievements of our beneficiaries but also serves to inspire and attract future applicants, showcasing the real-world impact and potential of being part of the NGI Sargasso community.

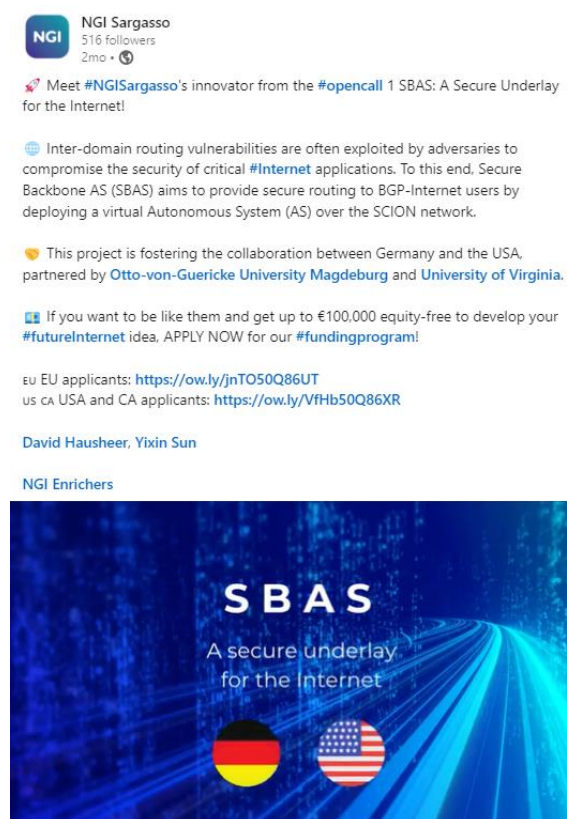


Figure 24 - Example of NGI Sargasso's beneficiaries promotion



## 4. Promotion within the NGI Community

NGI Sargasso is dedicated to fully integrating its onboarded beneficiaries into the expansive NGI community, a vibrant network of over 3,000 innovators and stakeholders who are shaping the landscape of next generation internet technologies. This community encompasses a diverse array of members, including investors, fellow innovators, and policymakers, offering a rich tapestry of connections and opportunities. A crucial step in this integration process involves listing all beneficiary innovations in the **NGI Innovations Catalogue**. This placement not only enhances the visibility of their projects but also facilitates connections with potential collaborators, investors, and influencers within the NGI ecosystem.

Additionally, we are committed to identifying and collecting the most compelling success stories from our beneficiaries. These narratives, showcasing their achievements and innovations, will be prominently featured on the NGI blog and at the NGI Forum. This exposure provides a platform for beneficiaries to share their journey and impact with a broader audience, further embedding them in the NGI community. By highlighting these success stories, we aim to not only celebrate the accomplishments of our beneficiaries but also inspire and inform the wider NGI network, demonstrating the tangible outcomes and innovations emerging from the NGI Sargasso program.

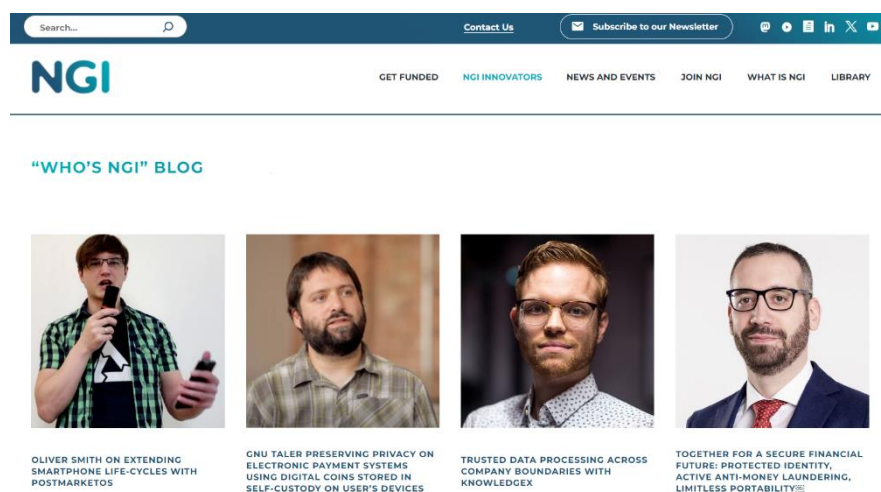


Figure 25 - NGI Blog

## 5. Connections

### Mobile World Congress & 4Y4N

NGI Sargasso acts as a vital bridge, fostering meaningful connections between key industry players, stakeholders, and our open call beneficiaries. We explore the impactful synergies and collaborative opportunities that arise from these interactions, significantly benefiting all parties involved. As part of the benefits in this context that we **offer our beneficiaries is the entrance to the Mobile World Congress Barcelona** free of charge, taking place 26-27 February 2024.



MWC Barcelona stands as the preeminent and most impactful event within the global connectivity ecosystem. This prestigious gathering is essential for a diverse array of participants, ranging from global mobile operators and device manufacturers to technology providers, vendors, and content owners. It is also a must-attend event for those keen on staying abreast of the future of technology. MWC Barcelona offers an unparalleled platform for networking, learning, and showcasing innovations, making it an indispensable event for all stakeholders in the tech industry.

In the MWC24 our team at NGI Sargasso is thrilled to announce that, thanks to our partner MWC, we will be hosting a **key session at Pavilion 8.1, Stand 8.1 B55, on Tuesday 27th February, from 15:00 to 15:45**. Here 3 of our beneficiaries from OCI are invited to present their project and gain further visibility. The panel will include guest speaker **Monique Calisti, NGI Outreach Office Director**, who will conclude the session with a broad vision of the NGI Initiative of which NGI Sargasso is part of and present a new NGI project, opening doors for more synergies among projects.

## NGI Sargasso OnCampus Program

The OnCampus program is an important asset of NGI Sargasso's community-building efforts, designed to nurture and expand technology projects while fostering a network of innovation professionals. Central to OnCampus are the goals of facilitating cross-collaboration and networking, recognizing excellence and impact, offering business-minded support, and ensuring global exposure for the beneficiaries. Beneficiaries are required to engage in 9 online webinars and 2 inspirational talks, covering various topics, such as fundraising and pitch deck creation. These provide a unique platform for beneficiaries to connect with key industry experts, enhancing their skill sets and broadening their professional, but also providing NGI Sargasso with fruitful collaborations with important stakeholders. Some examples are:

- [Mirko Boehm from Linux Foundation Europe Inspires NGI Sargasso First Open Call Innovators as a Host for Transatlantic Open Source Projects](#)
- [How many Internets We Should Have According to Glenn Ricart from US Ignite](#)

The OnCampus program plays a pivotal role in enriching the NGI Sargasso experience for its beneficiaries, offering them not just valuable insights but also access to key industry stakeholders. This dual approach not only broadens the beneficiaries' individual networks but also extends the NGI Sargasso community. By actively engaging with relevant industry agents as part of the program, beneficiaries further expand their professional connections. This engagement fosters a synergistic cycle of growth and innovation, contributing significantly to the collective expansion and dynamism of the NGI Sargasso community.

## 6. Branding

NGI Sargasso has enhanced the branding of its Open Call 1 beneficiaries through a suite of specialized services. **Each project received a distinct logo that aligns with NGI Sargasso's broader branding**, as showcased in the images below. To further this cohesive branding effort, we provided **detailed communication guidelines**. These guidelines, tailored to align each project's communication with NGI Sargasso's style, cover critical social media elements, including specific tags and hashtags, and advise on tone, imagery, and more. This holistic approach not only

elevates individual project identities but also ensures a consistent, professional presentation across NGI Sargasso.

Expanding on this support, NGI Sargasso offers extensive communication services. Key among these is a **marketing session under the OnCampus program**, led by Blanca Arregui, CMO at consortium partner AUSTRALO (WP5 Lead). Beneficiaries also receive a variety of branded materials, from slide decks to banners, ensuring all communications are in sync with the NGI Sargasso identity.

This strategy is vital for maintaining a recognizable and unified presence within the ever-expanding NGI Sargasso community and its networks, bolstering the visibility and impact of both the individual projects and the initiative as a whole.



*Figure 26 - OC1 selected applicants logos*

## CONCLUSIONS

In its inaugural year, NGI Sargasso has made significant strides in community building and stakeholder engagement, laying a strong foundation for future advancements in the realm of next generation internet technologies. The project's multifaceted approach encompassed various activities and strategies, all aimed at amplifying brand awareness, fostering collaborations, and extending its reach across international borders.

NGI Sargasso **marked its presence in 12 major events, reaching an audience of over 500,000.** These events, which ranged from the **Mobile World Congress** to the **NGI Forum**, were strategically chosen to engage with vital stakeholders and disseminate information about the project's funding opportunities and objectives.

A strong emphasis was placed on leveraging various communication channels to build a robust and engaged community. This included:

- **Social Media:** Platforms like Twitter, LinkedIn, and Mastodon played a crucial role in disseminating real-time updates and engaging with a professional audience, resulting in a community of over **780 followers**.
- **Newsletters and Awareness Publications:** Through newsletters and regular blog posts, NGI Sargasso kept its audience informed about its progress, activities, and achievements. Partnerships with entities like **EURAXESS** and the **Linux Foundation** further amplified its reach.
- **Promotional Materials:** Strategic distribution of flyers, stickers, webcam covers, and roll-up banners at events enhanced NGI Sargasso's visibility and facilitated direct engagement with the community.

**Focused Stakeholder Engagement**, including direct email campaigns to academia and national contact points, have been instrumental in expanding the applicant pool and engaging with key stakeholders across the Atlantic. This resulted in **over 100 total applications submitted**, and the inclusion of prominent American universities as partners for its Open Call 1 beneficiaries, such as **MIT**.

Empowering Beneficiaries, through the OnCampus program and various branding initiatives, **NGI Sargasso has significantly supported its beneficiaries.** This included providing comprehensive communication guidelines, hosting informative sessions, and offering branded materials to ensure a unified and professional presentation across the initiative.

Looking ahead, NGI Sargasso plans to **intensify its stakeholder engagement efforts.** This includes tapping into additional target groups and focusing on engaging **more women in tech associations to achieve a gender-balanced application pool, as well as UK applicants, besides Europe, Canada and the USA.** The project also aims to continue its presence in key events like MWC Las Vegas 2024 to further enhance its visibility and impact.

In summary, NGI Sargasso's first year has been marked by a **dynamic and proactive approach to community building, stakeholder engagement, and international collaboration.** The project's success in these areas sets a strong precedent for its continued efforts in advancing next-generation internet technologies and fostering a global community of innovators, researchers, and policymakers.

## • ANNEX A: Dissemination and Communication KPIs

DISSEMINATION KPIs			
Measure	Indicator	Target	Current
Peer-reviewed publications	N° of peer-reviewed scientific articles	10	0
Awareness publications	N° of publications in articles, blog posts, insight papers, citizen factsheets and others	50	27
Insight Paper	Publish 1 Insight Brief of best practices and lessons learnt	1	0
Experiments Library	Downloads of open access materials	> 1000	72
Webinars/workshops	No. of Webinars / Workshops to (co-) organise:		
	• How-to-apply webinars/info sessions (2 per open call)	10	4
	• Internal workshops to support beneficiaries (6 per open call)	30	
	• 6 Public workshops (1 in USA and 1 in Canada)	6	
	• 5 Immersion Bootcamps	5	
	Total number of unique participants	1,000	
Conferences/ fairs	Participation and presentation of the project at events	30	13

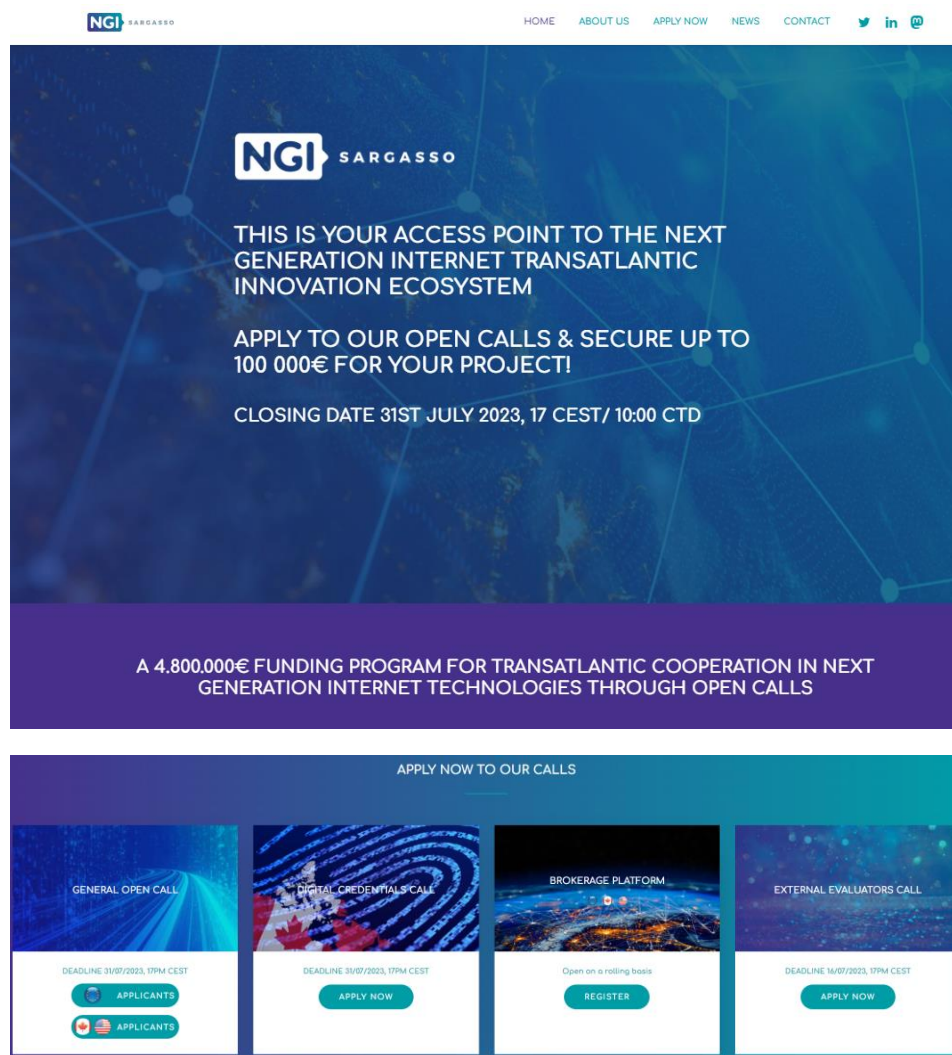
COMMUNICATION KPIs			
Measure	Indicator	Target	Current
E-mail campaigns	Broadcasting messages to a database of contact points	>10,000	6600
1-to-1 meetings (Synergies and collaborations)	<ul style="list-style-type: none"> <li>Set up collaboration with at least 10 EU-funded projects.</li> <li>Promote the open calls among: <ul style="list-style-type: none"> <li>20+ innovation ecosystems</li> <li>5+ National Contact Points</li> <li>5+ Chambers of Commerce.</li> </ul> </li> </ul>	40	
Project website	> 500 unique visitors (monthly average)	500	
Open calls platform	Receive over 60 successful applications in each call	300	131

COMMUNICATION KPIs			
Measure	Indicator	Target	Current
Social Media	<ul style="list-style-type: none"> <li>Online traction of 3,000+ followers</li> <li>100+ monthly impressions.</li> </ul>	3,000 100	800 +4000
Newsletters	Contribute to benchmark newsletters with content.	10	3
Press releases	<ul style="list-style-type: none"> <li>Joint press release at M01.</li> <li>Regular PR through partners.</li> </ul>	–	1
Printing/merch.	Distribution of hard copies (brochures, flyers, other paper resources)	>1,500	450
Infographics and banners	Development of graphic elements	>100	10
Multimedia	The project will produce at least 3 videos and use clips to have self-explanatory and appealing material for the website / social media	3	+3
Success stories	Highlighting the work of the third parties	–	

## ● ANNEX B: Website

Within the dissemination and communication activities of the project, the NGI Sargasso website has been created at <https://ngisargasso.eu/>, with the following structure:

- **Home** (<https://ngisargasso.eu/>) — Including the project's tagline, main objectives, mission, offer, value proposal for open calls participants, consortium, along with a call to action to subscribe to its Newsletter and the EU funding and Privacy Policy and Terms of Use disclaimers.





## OUR MISSION

We aim to empower a diverse community of multidisciplinary startups, SMEs and public entities in the development of Next Generation Internet technologies and services. We believe that transatlantic collaboration between the EU, USA and Canada is key to achieving this goal, and we strive to foster an ecosystem that supports knowledge sharing and capacity building.

Our ecosystem knows no boundaries, much like the vast Sargasso Sea. With us, you can unleash the full potential of your ideas and take your innovations to new heights.



## KNOWLEDGE AREAS

01 | TRUST

05 | DECENTRALIZED TECHNOLOGY

02 | DATA SOVEREIGNTY

06 | INTEROPERABILITY &amp; STANDARDIZATION

03 | DIGITAL IDENTITY

07 | NEW INTERNET COMMONS

04 | INTERNET ARCHITECTURE &amp; RENOVATION

## SEIZE THIS OPPORTUNITY TO TURN YOUR IDEAS INTO REALITY!

Join our ecosystem and collaborate with partners from across the Atlantic to develop Next Generation Internet solutions.

With our innovative approach and commitment to lifelong collaboration, you'll have the support you need to bring your vision to life and make a real impact in the world.



## WHEN TO APPLY?

The NGI SARGASSO Open Call is open from  
1 June 2023 (00:00 CEST)

First cut off date to apply is  
31 July 2023 (00:00 CEST)

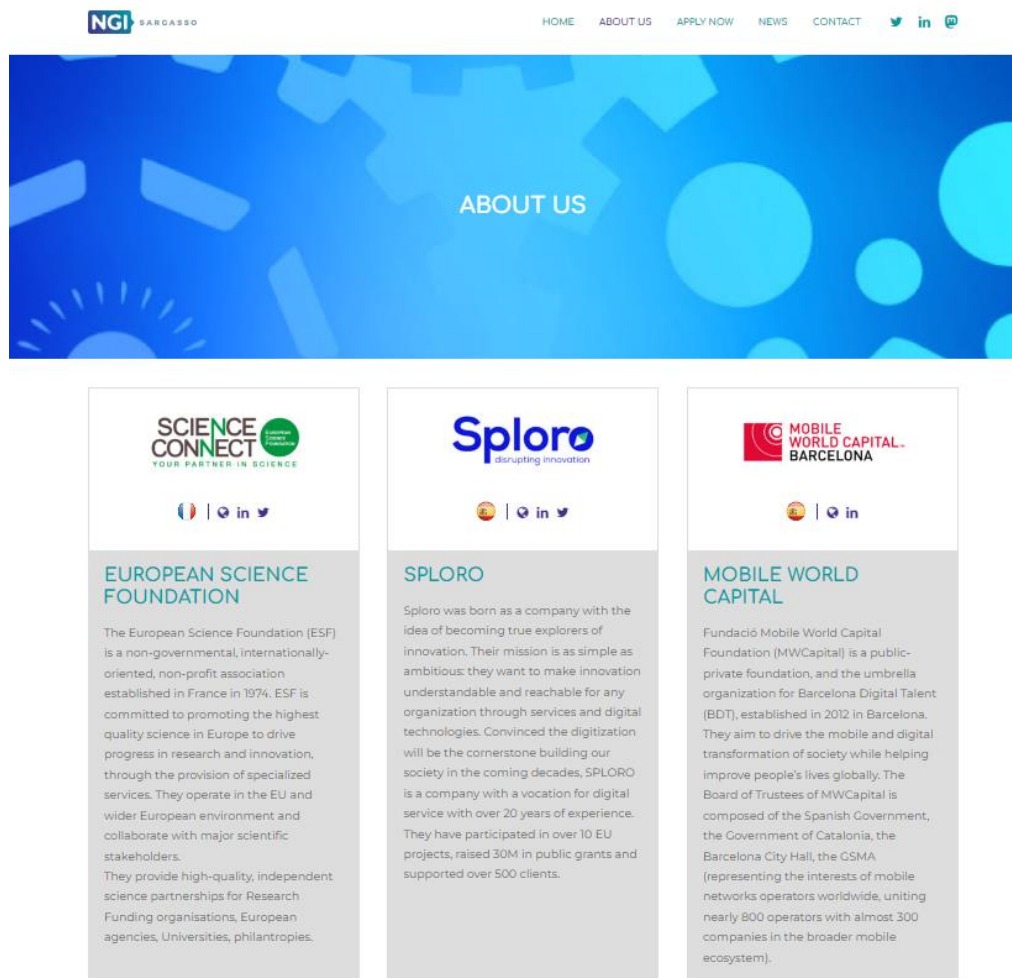


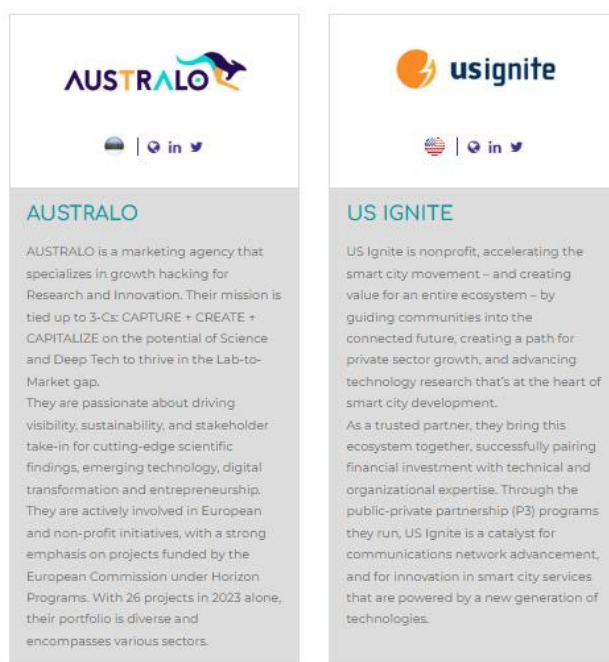
\* Please note these are tentative dates





**Specific sections** have been dedicated to:

- **The project** (<https://ngisargasso.eu/about-us/>) — explaining NGI Sargasso's partners and their role.





- **Apply Now**, with specific sections dedicated to each of the open calls offered by the project, explaining their main aspects, such as eligible applicants, deadlines, funding and support offered, objectives and relevant documents:
  - **General Open Call**, with two links, one addressed to the EU applicants (<https://ngisargasso.eu/eu-applicants/>) and another to the USA and Canadian applicants (<https://ngisargasso.eu/usa-canadian-applicants/>).
  - **Digital Credentials Open Call** (<https://ngisargasso.eu/eu-applicants-digital-credentials/>)
  - **Evaluators Open Call** (<https://ngisargasso.eu/evaluators-call/>)



## BECOME AN EXTERNAL EVALUATOR FOR THE NGI SARGASSO OPEN CALLS!

AT NGI SARGASSO WE ARE OPENING A SELECTION PROCESS FOR EXTERNAL EVALUATORS TO REVIEW THE PROPOSALS RECEIVED UNDER OUR TWO CURRENTLY-RUNNING OPEN CALLS.

GENERAL OPEN CALL

INFO

DIGITAL CREDENTIALS OPEN CALL

INFO

WANT TO BECOME A MEMBER OF OUR POOL OF EXTERNAL EVALUATORS?

APPLY NOW!  
CALL CLOSING 16 July 2023 17:00 CEST

### HOW TO APPLY

#### INTERESTED?



First download and read through the guidelines carefully, with special attention to your availability in comparison with key dates.

READ

#### READY TO APPLY? FOLLOW THESE STEPS:

##### STEP 1

Create an evaluator profile on the Sploro Platform and complete all the fields

APPLY NOW

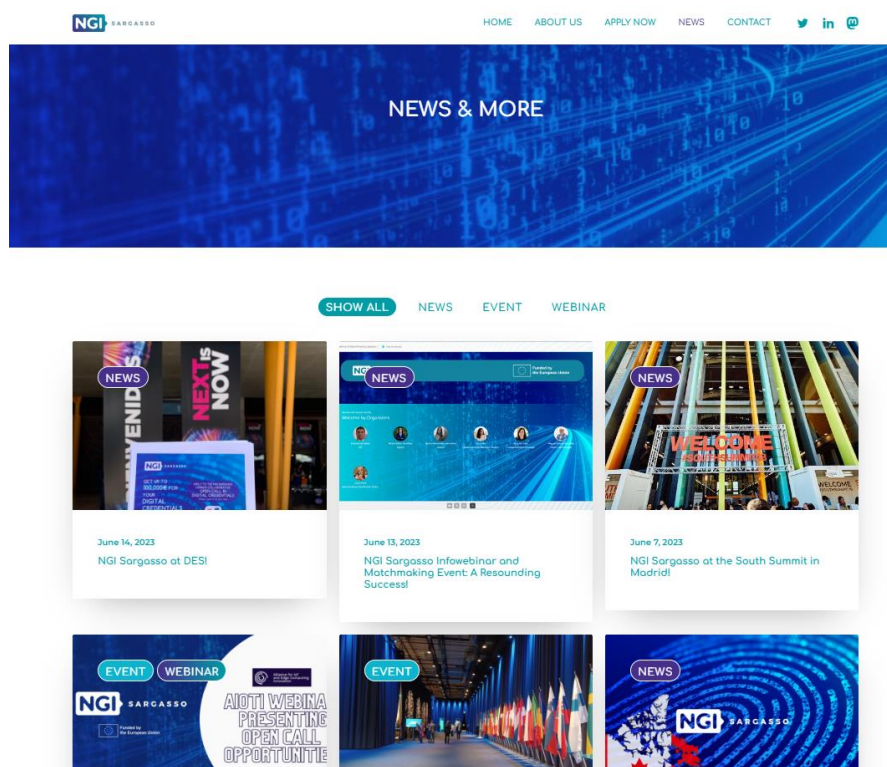


## STEP 2

Upload your CV in to the previous application and submit!

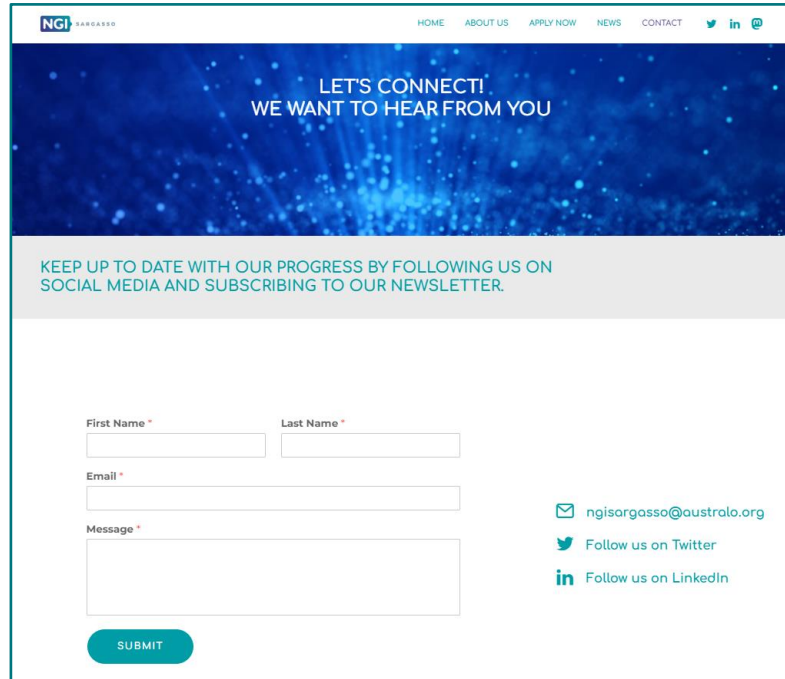


- **News** (<https://ngisargasso.eu/news/>) — where the main updates, interviews and events of the project are being published.



- **Contact** (<https://ngisargasso.eu/contact/>) — including options to contact the NGI Sargasso team to ask questions, explore possible synergies, invite us to events, workshops or conferences, as well as to send us media and public relations enquiries.





The screenshot shows a web page for NGI SARGASSO. At the top, there is a navigation bar with links: HOME, ABOUT US, APPLY NOW, NEWS, and CONTACT. Social media icons for Twitter, LinkedIn, and Facebook are also present. Below the navigation bar is a large blue banner with the text "LET'S CONNECT! WE WANT TO HEAR FROM YOU". Underneath the banner is a grey box with the text "KEEP UP TO DATE WITH OUR PROGRESS BY FOLLOWING US ON SOCIAL MEDIA AND SUBSCRIBING TO OUR NEWSLETTER". The main content area contains a contact form with the following fields: "First Name \*" and "Last Name \*" (both with asterisks indicating required fields), "Email \*" (with an asterisk), and "Message \*" (with an asterisk). To the right of the form, there is an email address "ngisargasso@australo.org" with an envelope icon, and two social media links: "Follow us on Twitter" with a Twitter icon and "Follow us on LinkedIn" with a LinkedIn icon. A green "SUBMIT" button is located at the bottom of the form.

CTAs to follow the project in social media channels and subscribe to its newsletter are included throughout the site.