

# D5.1

## IMPACT MASTER PLAN

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### Abstract

This document provides a detailed overview of NGI Sargasso's communication, dissemination, and exploitation strategy, essential components of any successful Horizon Europe funded project, and defines the objectives, priorities, and potential implementation strategies to achieve all desired outcomes. Additionally, NGI Sargasso's Impact Master Plan outlines the resources, methods, and platforms to use in order to successfully disseminate project activities, successes, and quantifiable results to targeted audiences, serving as the basis for the market adoption of the NGI Sargasso's funded solutions and innovations.

### 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>DTA</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>GDPT</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



## Table of contents

<b>Executive Summary.....</b>	<b>5</b>
<b>1 Introduction.....</b>	<b>6</b>
<b>2 Agile Stakeholder Management.....</b>	<b>7</b>
<b>2.1 Stakeholder Engagement Strategy.....</b>	<b>7</b>
2.1.1 Target Audience and Stakeholders.....	10
<b>2.2 Stakeholders Map.....</b>	<b>15</b>
<b>3 Dissemination and Communication.....</b>	<b>16</b>
<b>3.1 Dissemination Plan.....</b>	<b>16</b>
3.1.1 The '3 phases' approach.....	16
3.1.2 Objectives.....	18
3.1.3 Measures.....	18
<b>3.2 Communication Plan.....</b>	<b>26</b>
3.2.1 Objectives.....	29
3.2.2 Measures.....	29
<b>3.3 Dissemination and Communication Monitoring.....</b>	<b>34</b>
3.3.1 Monitoring Strategy.....	35
3.3.2 Possible Risks.....	37
<b>3.4 Dissemination and Communication Guidelines.....</b>	<b>37</b>
<b>4 Exploitation and Sustainability.....</b>	<b>38</b>
<b>4.1 Exploitation of the project methodology.....</b>	<b>38</b>
<b>4.2 Exploitation of the results of third-party experiments.....</b>	<b>38</b>
<b>4.3 Community of transatlantic institutions and EU researchers.....</b>	<b>38</b>
<b>5 Conclusions.....</b>	<b>40</b>
<b>ANNEX A: Dissemination and Communication KPIs.....</b>	<b>41</b>
<b>ANNEX B: Dissemination and Communication Guidelines.....</b>	<b>43</b>
<b>ANNEX C: Website and Social Media Channels.....</b>	<b>58</b>





## Executive Summary

This deliverable sets the framework, guidelines and means for the project's Communication, Dissemination and Exploitation activities. The proposed document also serves to design and build an ad hoc Stakeholder Collaboration Framework, developed to identify the ecosystem of entities impacted by NGI Sargasso's innovations and findings.

The strategies set out in this document aim to:

- Ensure the development of appropriate means of communication of the project's results outside of its consortium, with the intention of raising awareness.
- Increase the project's impact on the identified target audiences for further commercial and research purposes.
- Foster stakeholders' engagement with the consortium to give consistency and continuity to the project's findings and expected outcomes.

Moreover, the Communication, Dissemination and Exploitation plans will also serve an internal purpose for consortium members to always be aware of outreach activities pursued by other partners. These plans will be subject to constant evaluation and revision throughout the duration of the NGI Sargasso project, to always have an updated and accurate depiction of the progress made and challenges ahead.

# 1 Introduction

This document outlines the initial NGI Sargasso Impact Master Plan. It includes the overall project dissemination, communication and exploitation strategies and kick starts the stakeholder engagement strategy, which will be the basis for community building and impact generation.

The plan results from a collaborative effort between partners, considering stakeholders' categories and needs as well as partners' communication channels and tools. This means that it is a tool that assists each partner in maximising the impact of their own dissemination efforts while also giving ways to guarantee high visibility of project-related activities and results.

This plan proposes a list of suitable communication and dissemination tools and activities for engaging the target groups in the project. To this end, a multi-step and multi-channel dissemination strategy is proposed to maximise the impact of the dissemination activities, adjusting the materials and tools to the specific needs, interests, and potential for the involvement of the target audience.

The NGI Sargasso consortium views this as a living document and strategy that reflects open, ongoing communication with potential users and related networks throughout the project to be inclusive and guarantee the best outcomes and impact.



## 2 Agile Stakeholder Management

### 2.1 STAKEHOLDER ENGAGEMENT STRATEGY

Identifying and engaging with the most relevant stakeholders is an activity often referred to as 'community building' and it is a key aspect of every Horizon Europe project, (as the preceding Horizon 2020 programme), NGI Sargasso being no exception. Indeed, the programme relies on communities, initiatives, and projects that will either use the outcomes or relate to and possibly liaise with its activities along its course.

Creating and nurturing an ecosystem of key players around an initiative is a crucial factor in the outcomes and success of its value stream. The stakeholder's impact on a project depends on its potential power - the ability to influence the value proposition - and the interest in exercising that power. Assessing the stakeholder's impact on NGI Sargasso will help to decide where to devote time and effort to achieve the greatest benefits.

To address fundamental innovation challenges, adopting an open framework of collaboration with peers and groups is imperative. This approach will allow NGI Sargasso to better understand the requirements and benefits of aligning efforts with similar task forces, creating new synergies, and extending our range of action.

#### Engagement Framework

To maximise the effectiveness of the dissemination, communication and exploitation plans introduced in this document, the consortium requires a systematic management mechanism of the ever-changing list of organisations, initiatives, and players with a position to influence the value streams of the project.

For this reason, NGI Sargasso will implement the **Agile Marketing Lab Framework**®, a methodology designed by AUSTRALO and based on an Agile Stakeholder Engagement framework (Figure 1), designed to continuously develop and strengthen relationships with a significant audience through the values of the **Agile Manifesto**<sup>1</sup> (Table 1):

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

TABLE 1. AGILE MANIFESTO PRINCIPLES

- **Individuals and interactions over processes and tools:** Ecosystem building is a team-based strategy to produce value through collaboration. Projects need tools, but the team must also operate well together through fruitful stakeholder interactions.

<sup>1</sup> <http://agilemanifesto.org/>

- **Results over comprehensive documentation:** It is much more valuable to interact with the stakeholders, obtain continuous feedback, and manage increments of the ecosystem's snapshot rather than overspending resources on studying and reporting about their profiles and potential objectives.
- **Collaboration over formality:** This framework aims to encourage and make the programme's cooperation easier. The team wants to involve and work with stakeholders to examine and adapt the vision so that the project is as beneficial as possible.
- **Responding to change over following a plan:** This methodology places more emphasis on creating an ecosystem of interested parties over the course of the project than on keeping a static vision of the stakeholders.

The framework (Figure 1) follows an iterative implementation structure based on **Sprints**, which are time-boxes of 6 months where the main goal is to continuously increase and reinforce the engagement of the stakeholders with the initiative. A new Sprint starts immediately after the conclusion of the previous. Its workflow includes the following phases:

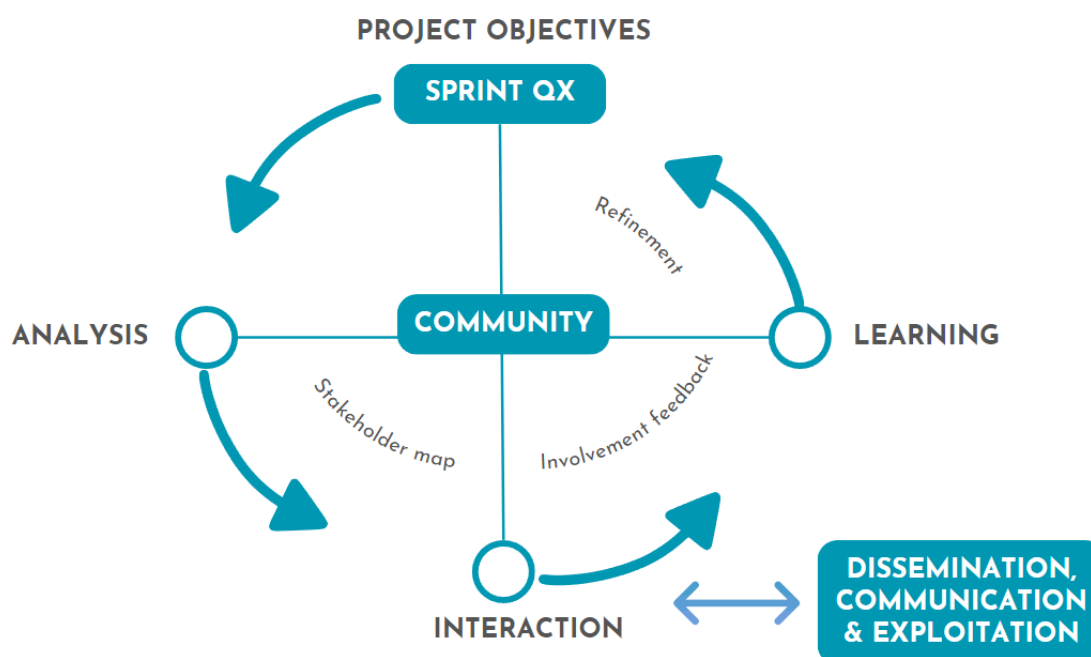


FIGURE 1. STAKEHOLDER ENGAGEMENT FRAMEWORK

- **Phase 1 - Analysis:** Building upon the objectives of NGI Sargasso, this phase will explore, map, and assess Target Groups - and specific candidates - with different degrees of relevance for the scope and impact of the work plan. NGI Sargasso will build upon the sound experience and active involvement of the consortium members in initiatives and players that must be considered as a baseline for engagement, taking advantage of new leads generated by second-degree partnerships and new opportunities as an outcome of the Interaction phase, including emerging initiatives and Horizon Europe projects. The key result will be an initial

version of the 'Stakeholder Map', a graphical instrument to 1) list key actors and specific candidates within them; 2) thoughtfully organise and correlate these audiences; 3) define a common terminology to be used in all the project's references.

- **Phase 2 – Interaction:** The following phase will involve the engagement with the identified target groups in a manner that supports the initiatives described in the Dissemination, Communication, and Exploitation strategies. In this stage, NGI Sargasso will work with those initiatives deemed particularly significant. Such interaction will include:
  - Lead generation – a one-to-many approach on prospective building awareness and lead generation over time, reaching out to a critical mass of players.
  - Prospecting – one-to-one actions focused on a specific set of prospects of the target audience. This type of interaction will include individual email exchanges, meetings, and follow-up actions.

Whenever relevant, the project will formally join specific Task Forces and Working Groups, contribute to scientific publications, and participate in events. Feedback extrapolated from previous Sprints will be used to enhance the efficiency and impact of these measures.

- **Phase 3 – Learning:** The key component of an agile process is incorporating the lessons discovered during execution, thereby fuelling the next iteration with the knowledge to improve the plan. The consortium will therefore draw conclusions and learn from the activities taken throughout the engagement and use those discoveries to inform the next Sprint. Additionally, this will include findings from interviews, questionnaires, as well as information gathered from outside sources (such as surveys) about the project and its operation. NGI Sargasso will adapt the channels and measures from 'Interaction' to new specific needs and opportunities.

### 2.1.1 Target Audience and Stakeholders

Promoting NGI Sargasso and encouraging stakeholders to engage with the project requires understanding who the 'target audiences' are (Figure 2). Understanding these profiles and their influence in the value chain is essential to crafting the Dissemination, Exploitation, and Communication Plans.

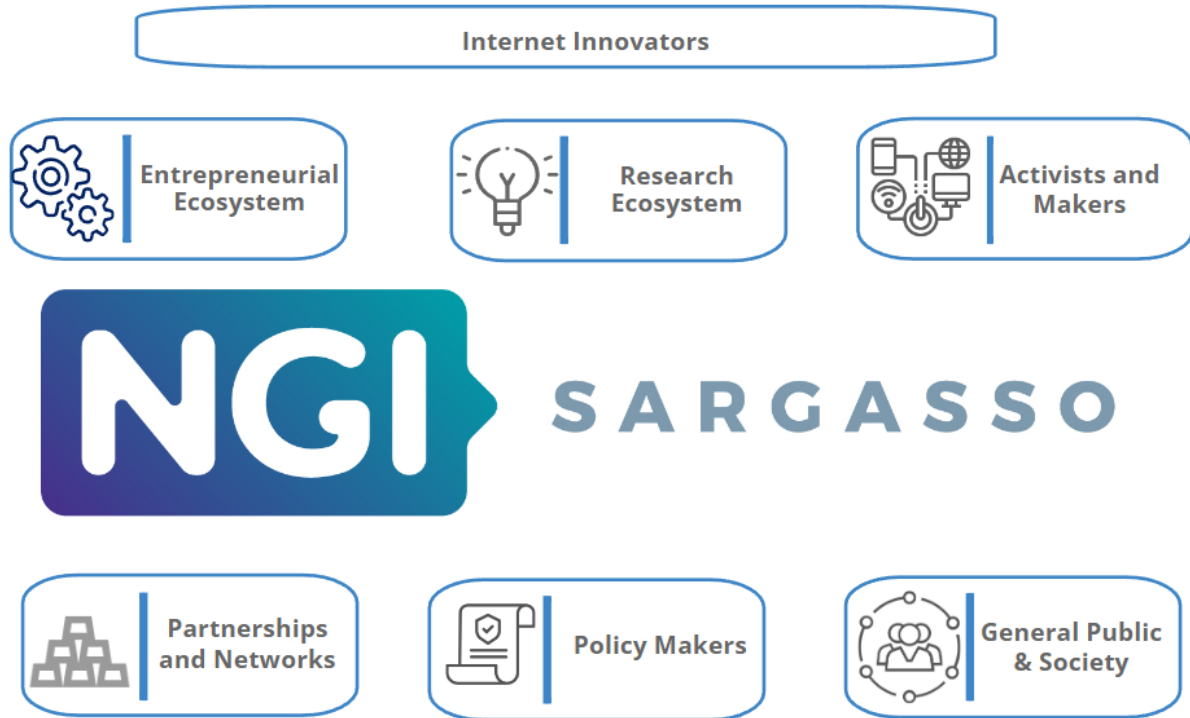


FIGURE 2. NGI SARGASSO TARGET AUDIENCE

#### Internet Innovators

A main category of stakeholders to be reached by the project are the **internet innovators**, which are those active elements in the ecosystem working in areas related to the objectives of the NGI initiative (Trust and Data Sovereignty on the Internet; Trustworthy Open Search and Discovery; Internet Architecture and Decentralised Technologies), and more specifically, the NGI Sargasso (enhanced EU-US and EU-Canada cooperation and collaboration).

We can divide this category from a geographical point of view, attending to the needs of the project. This will give us **European internet innovators** and **USA and Canadian internet innovators**. The connections established between both groups would help form the transatlantic teams that will be applying to the NGI Sargasso Open Calls.

Also, taking into account the type of entities that can apply to the NGI Sargasso, as well as participate in its activities, we can divide the Internet Innovators target group into **several sub-targets**:

## A. Entrepreneurial Ecosystem

The Open Call process has been designed to be highly attractive to tech SMEs as well as early adopters and internet-related communities collaborating on the evolution of the internet. This stakeholder group will be one of the core targets of the promotion of the Open Calls. Communication activities related to these actors will be carried out in order to apply for the available funding (when applicable) and build strong motivation for businesses to contribute actively in the shaping of a global NGI.

The Sargasso Open Calls are created with the idea of **supporting top Internet innovators and attracting the most innovative tech SMEs in Internet-related fields**. One of the main objectives of the advertising of the Open Calls will be to reach this stakeholder group. Communication actions have been designed with the idea of creating a strong incentive for enterprises to participate, putting the NGI initiative core values of NGI for developing a more human-centric and sustainable internet, as a point of union between the actors on both sides of the Atlantic.

This category includes actors such as:

- **Startups and SMEs** working in areas of knowledge such as trust, data sovereignty, digital identity, Internet architecture and renovation, decentralized technologies, interoperability and standardization as well as new Internet commons.
- **Multiplier organisations to reach Startups and SMEs**, such as:
  - [Enterprise Europe Network](#) – one of the most relevant networks for supporting innovative SMEs in Europe, with 600+ active member organisations in 60+ countries worldwide.
  - [European Digital Innovation Hubs](#) (EDIHS) – pan European network of one-stop shops that help companies become more competitive regarding their business/production processes, products or services using digital technologies.
  - [European Digital SME Alliance](#) - the largest network of ICT small and medium enterprises in Europe, representing more than 45,000 enterprises in total. The Alliance is the joint effort of 30 national and regional SME associations from EU member states and neighbouring countries to put digital SMEs at the centre of the EU agenda.
  - [EU Innovation Council](#) - flagship innovation programme to identify, develop and scale up breakthrough technologies and game-changing innovations.
  - [FIT Digital](#) - Europe's largest digital innovation ecosystem.
- **Clusters, incubators, accelerators, and other support actors** such as [Cap Digital](#), [AGORIA](#), [AMETIC](#), [Digital Catapult](#), and others with which the consortium has collaborated previously, such as [Wayra](#) or [Startup Wise Guys](#).

## B. Research Ecosystem

This category includes **Research and Technology Organisations (RTOs) and Universities** working on advancing the state of the art and solving challenges related to the knowledge objective of the NGI

initiative (Trust and Data Sovereignty on the Internet; Trustworthy Open Search and Discovery; Internet Architecture and Decentralised, etc).

The research ecosystem in the USA will be reached through the different NSF programmes related to NGI Sargasso, such as those implemented by the Directorate of Computer and Information Science and Engineering (CISE) or other initiatives such as the Virginia State Commonwealth Cyber Initiative. A similar approach will be taken when approaching the Canadian ecosystem, through the National Research Council Canada and their Digital Technologies and Emerging Technologies Divisions. In this area (USA/Canada), the Sargasso consortium already counts with a network of US nodes leveraged from the NGI Explorers project.

As for Europe, different networks such as Excellence Centres or Digital Innovation Hubs (which are mentioned in the Partnerships and Networks section), working in fields relevant to the project, will be contacted.

### C. Activists & makers - Internet users, social partners, local communities and citizens.

Such as entities striving to raise awareness and defending causes related to the NGI values, aiming at citizen empowerment, in fields such as trust or digital sovereignty. Examples of these actors are specially within the Open-source movement communities, but also other grassroots initiatives and associations:

- Open-source initiatives, such as [GitHub](#), [Open Forum Europe](#), [Apache Software Foundation](#), [Linux Foundation](#), [Free Software Foundation](#), [Free Software Foundation Europe](#), [OW2.org](#), [Open Technologies Alliance](#) (GFOSS), [Mozilla Foundation](#), [VideoLAN](#), [Open Knowledge Foundation](#) (OKFN), [Organization for the Advancement of Structured Information Standards](#) (OASIS), [KDE Community](#), [OpenInfra Foundation](#), etc.
- Grass root initiatives like [We, the Internet](#), [Digital Grassroots](#), [MyData Alliance](#), [FabLab Network](#), [Ouishare Network](#), [ImpactHub](#), etc.
- Citizens' data rights associations, such as [DATA RIGHTS](#), [DATA for GOOD Foundation](#), [Cities Coalition for Digital Rights](#).
- Initiatives on green digital, like [Digital for Planet](#) or the [Alliance for Affordable Internet](#).

In summary, regarding the internet innovators target, NGI Sargasso will engage with **research-oriented institutions** (technical universities, RTOs, spin-offs) as well as **business-driven organisations** (startups, SMEs) and **activists/makers/social innovators** (NGOs, associations), which will:

- Contribute to the technical ambitions of the project;
- Contribute to defining potential challenges, leading to more demand-driven solutions;
- Represent the target audience for the open call campaigns.



It is important when identifying and approaching these actors, to take into account that **the innovators to be reached by NGI Sargasso can use different technologies**, such as AI, Blockchain, DLTs, Data, Cybersecurity, 6G and novel networks, IoT (Internet of Things), Open-source hardware and software, novel software architectures, etc. So as to target those actors in the communication actions of the project.

## Partnerships and Networks

NGI Sargasso intends to leverage the knowledge and outreach capacity of initiatives in the already mentioned knowledge areas and underlying technologies. The consortium's participation in active ecosystems will help create synergies and reinforce awareness of the open calls and project outputs, such as:

- The international communities hosted by consortium partners – ESF (international network with +40,000 Experts across all scientific disciplines and +83 countries of affiliation represented) MWCB (with over 8k Startups/SMEs founders and +200k and international connection with the US and Canada governments and R&D networks), AUSTRALO (network of +65 US nodes leveraged from the NGI Explorers), reinforced by the networks and contacts of the US Ignite (US).
- The consortium will build on their experience participating in the [Next Generation Internet Initiative](#) (NGI), where several partners hold an active role in various present and past Research and Innovation Actions such as [NGI Explorers](#) (Missions to the USA for Top European Researchers & Innovators), or [Think Nexus](#) (aimed at reinforce EU-US collaboration, through its dedicated Think Tank) and will maintain constant contact with the [NGI Outreach Office](#) (leveraging the already existing numerous NGI Community through the participation in events, workshops, appearance on the initiative newsletter and other initiative-wide actions), and with [NGI Enrichers](#) (an NGI Fellowship programme between EU, USA and Canada), All of which can help attract top-level talents as applicants for the open calls.
- Moreover, other **Horizon Europe funded projects**, operating and researching in NGI Sargasso-related domains are also key stakeholder groups with which the project will seek to create active synergies, as well as other innovation actions, supported at the national level.
- **European Clusters** - will aim to connect with relevant initiatives presented by the 30 [Euroclusters](#), launched in 2022 to implement the EU Industrial Strategy. These are cross-sectoral, interdisciplinary and trans-European strategic initiatives of industry clusters and other economic actors such as research organisations and companies.
- **European partnerships and associations** advocating for emerging technology and digital technologies, as well as other technologies relevant for the focus knowledge areas of the project, such as the [Big Data Value Association](#), the [5G Infrastructure Association](#) (AUSTRALO is member of both), [Gaia-X European Data Infrastructure](#), the [Alliance for Internet of Things Innovation \(AIOTI\)](#), the [Alliance for Digital Trust](#), the [European AI Alliance](#), [AI on Demand \(AI4EU\)](#), the [European Internet Forum](#), [Blockchain for Europe](#), [EUROSMART](#) (the Voice of the

- Digital Security Industry), [DigitalEurope](#) (European organisation representing the digital technology industry), [EuroDIG](#) (European Dialogue on Internet Governance), [EU4Digital](#) Facility.
- Initiatives to engage **women innovators**, such as [Women Who Code](#), [TechWomen](#) (an initiative of the US Department of State's Bureau of Educational and Cultural Affairs), the (USA) [National Center for Women & Information Technology](#) (NCWIT), the [League of Women Coders](#) (USA), [Women in AI](#), etc.
  - Initiatives related to **standardization**, such as [StandICT](#).

## Policymakers

Regarding the context of the NGI Initiative, we have to start by focusing, within the Horizon Europe Programme, on Cluster 4 Digital, Industry and Space, where one of the strategic orientations focuses on the creation of a more resilient, inclusive and democratic society. This is supported by the Human-centred and Ethical Development of Digital and Industrial Technologies destination, which groups the Internet of Trust, the eXtended Reality and AI to fight disinformation topics, and that aim to empower end-users with more control over their data and digital identity while preserving EU values.

The NGI initiative objectives feed directly into the broader EU Digital Policy context, with NGI Sargasso directly or indirectly contributing to certain aspects of:

- [Europe's Digital Decade](#) and the Digital Compass and Digital Citizenship.
- The [European approach to Artificial intelligence](#).
- The proposal for a trusted and secure European Digital Identity (see developments regarding the [EU Digital Identity Wallet](#)).

Taking this context into account, NGI Sargasso will contribute to **policy task forces or working groups** (where and when relevant) that work towards shaping these policies, such as the NGI Impact, Exploitation and Sustainability Working Group. As well as engage with representatives from the digital innovation sector, to help grow the relevance of the NGI Initiative in the transatlantic realm, and of course, with the NGI Unit at DG CONNECT.

## General Public and Society at Large

The general public should not be overlooked. NGI Sargasso will encourage a common understanding of the NGI Values across the transatlantic area, shifting the focus from technology-driven progress to a human-centric and sustainable approach.

Hence, highly accessible content will be produced to engage with society (making it available across social media, newsletters, awareness publications, etc.), especially targeting European citizens:

- Concerned by their level of trust in the development of the Internet of the future.
- Interested in the latest developments in privacy and trust-enhancing technologies.

## 2.2 STAKEHOLDERS MAP

Figure 3 contains the first version of the NGI Sargasso Stakeholders Map, which graphically summarises all the target audiences at this stage. This diagram has been defined by considering the different target stakeholders' groups identified so far as the outcome of the ongoing Sprint of the Agile Stakeholder Framework.



FIGURE 3. NGI SARGASSO STAKEHOLDERS MAP



### 3 Dissemination and Communication

**Dissemination and Communication in Innovation Projects are key and necessary elements for achieving their desired impact.** According to the European Commission:

*“Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players, and policymakers. By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general.”<sup>12</sup>*

*“Communication in Research and Innovation projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures to communicate to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.”<sup>13</sup>*

#### 3.1 DISSEMINATION PLAN

To this end, **NGI Sargasso has developed a flexible and adjustable Dissemination Plan** that aims at building effective awareness of the project results, creating understanding, and aiming for action among the key target audience identified. The execution of this strategy will facilitate the best use and uptake of the outcomes and research insights generated throughout the project’s lifetime, reinforcing each of the impacts in the work plan.

##### 3.1.1 The ‘3 phases’ approach

Dissemination activities will be carried out in **three main phases** (Figure 4). Each of these has specific objectives and will therefore perform different actions using the appropriate channels. These phases will be presented and discussed during the first months of the project and will be refined accordingly to **match the priorities of NGI Sargasso**.

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<sup>2</sup>

[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)

<sup>3</sup>

[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm1](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm1)

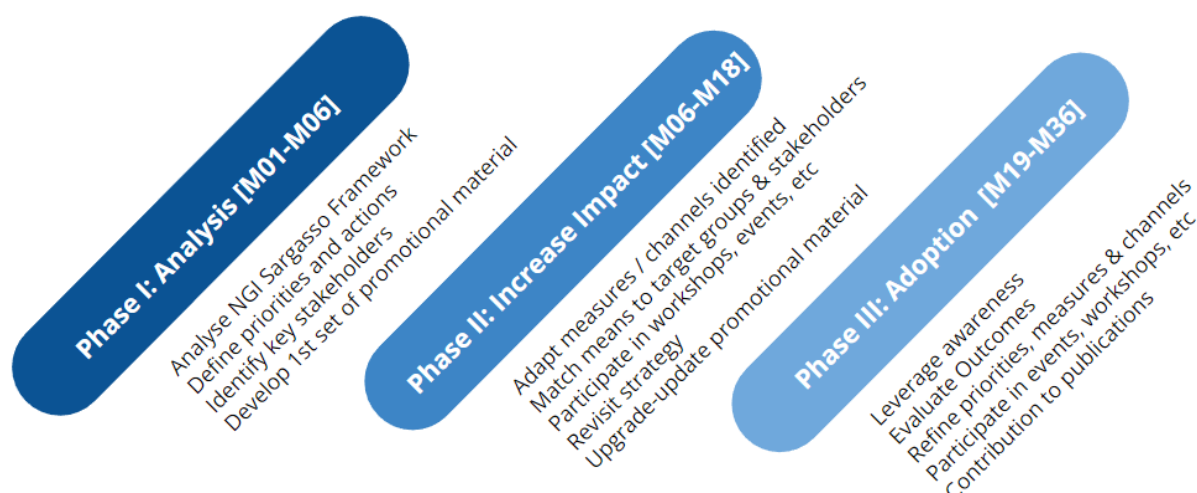


FIGURE 4. DISSEMINATION PLAN PHASES

**Phase I: Analysis (M01-M06).** In this preliminary phase, the consortium will analyse the project's framework, with special attention to internal and external barriers and obstacles that could slow down the dissemination activities. It will also define the priorities and actions for the first half of the project.

The project's dissemination and communication leader, AUSTRALO, organises the engagement activities to match dissemination and communication efforts with the needs of the identified stakeholders and raise public awareness of the project's goals and expected results.

During this phase, the NGI Sargasso dissemination plan is prepared and executed, along with the branding, website, social media, and the first set of promotional materials produced.

**Phase II: Increase impact (M06-M18).** The main objective of Phase II is to increase the awareness generated during Phase I, with a **special focus on the first 3 cut-off dates of the General Open Call of NGI Sargasso and the Digital Credentials Open Call**, as well as to expose the main project achievements up to that point.

The Dissemination and Communication Leader will adapt the channels and measures identified in the proposal phase (and refined during Phase I) to the specific needs of Phase II, and it will work to properly find the right means to engage and collaborate with the target groups. This will help increase the potential impact of the project's results.

Participation in workshops, organisation of ad hoc events, as well as tutorials/webinars (if needed) will boost the dissemination process. Specific press release (PR) material will also be produced.

**Phase III: Adoption (M19-M36).** This phase will leverage the general awareness raised in Phase I and II, this time with a **special focus on the last 2 cut-off dates of the General Open Call**, as well as attracting more potential target segments to the project, to increase the impact **and sustainability of the outcomes**.

First, the Dissemination, Communication Leader (AUSTRALO), and the Exploitation Leader (Sploro) will evaluate the outcomes of Phase I and II and, if needed, AUSTRALO will refine the priorities, channels

and measures previously settled, also in concertation with the agile stakeholder management activities. Secondly, it will define the main activities that could increase the impact beyond the project's lifetime, such as continuing use of events, participation in workshops and conferences, and contributions to publications in targeted specific online media and printed trade and research journals.

### 3.1.2 Objectives

The main and key objectives of the dissemination strategy are as follows:

- To set up the information dissemination mechanisms and priorities of NGI Sargasso.
- To establish, maintain and grow a community around NGI Sargasso in coordination with the stakeholder management framework.
- To create visibility and promote the work and results for target stakeholders by creating promotional material and information campaigns.
- To disseminate projects and outcomes to the widest possible community through various channels and instruments. External participation and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact potential and enriching the contribution to the project.
- To liaise with other EU, national and international initiatives to maximise the impact.

### 3.1.3 Measures

To execute the dissemination plan, the consortium has identified several measures that need to be implemented throughout the project, enabling it to reach the above-mentioned objectives in the most efficient and effective way. In Table 2, the **dissemination material** is outlined:

MATERIALS			
Measure	Description	Benefits	Target Stakeholders
Project Documentation	Material describing and reporting guidelines, technical outputs, models, recommendations, promotional activities and insights produced by the consortium and the experiments.	Publicly available information which can be disseminated and infused similar to NGI Sargasso initiatives and to the community as a whole.	ALL Stakeholders
Guidelines	Participation guidelines for the applicants to the open calls	Facilitate the application process to potential beneficiaries.	Internet Innovators

MATERIALS			
Measure	Description	Benefits	Target Stakeholders
Peer-reviewed Publications	Over <b>10 peer-reviewed scientific articles</b> in top refereed scientific journals and conferences.	Ensure the project's technical achievements and experimental findings will be known and exploited by the larger research community and related scientific domains.	Internet Innovators, Partnerships & Networks
Non-scientific Publications	Release and contribute to over <b>50 publications</b> ; blog posts, articles, position papers and any other non-scientific publication oriented to end-users and the public.	Widespread awareness about the project and its open calls among a broad audience.	ALL Stakeholders
MoUs	Before promoting a given institution as an NGI Sargasso collaborator, it is precise to establish a simple but binding legal agreement between the programme and the candidate.	MoUs will include a short description of the programme, objectives, aim of the agreement, commitment from both parties and signatures from legal or statutory representatives.	Partnerships & Networks
Insight Paper	NGI Sargasso will publish <b>one Insight Brief</b> with the best practices observed throughout the programme, recommending the lessons learnt and measures to overcome obstacles for upcoming collaborations.	Contribute to shape the Next Generation Internet towards a long-lasting initiative, particularly reinforcing the Transatlantic collaboration in the digital economy	Internet Innovators, Partnerships & Networks, Policy Makers

TABLE 2. DISSEMINATION MATERIAL

In Table 3, the **dissemination channels** are explained:



DIGITAL CHANNELS			
Measure	Description	Benefits	Target Stakeholders
Experiments Library	<a href="#">Zenodo NGI Sargasso community</a> is the online repository to manage and publish material with different access permissions, including peer-reviewed publications, shareable scientific research data, etc. Generating <b>1,000+ downloads</b> .	Encourage open access publishing platform for scientific articles among the consortium, with no author fees and compliant with open access requirements.	Internet Innovators, Partnerships & Networks
Helpdesk	Email support via <a href="mailto:helpdesk@ngisargasso.eu">helpdesk@ngisargasso.eu</a> , with a <b>72-hour reply commitment</b> and a FAQ section on the website.	Common problem-solving, as well as support to the third parties, informing about relevant milestones and news, as well as supplying assistance to unexpected challenges.	Internet Innovators, Partnerships & Networks

TABLE 3. DIGITAL DISSEMINATION CHANNELS

Table 4 provides an indicative list of **events** that have been identified as main targets. This list is continuously updated by all project partners while actions per event and per partner are identified and assigned, depending on the maturity of the project.

EVENTS			
Measure	Description	Benefits	Target Stakeholders
Webinars / Workshops	NGI Sargasso will co-organise <b>+40 webinars</b> and workshops during the project's lifetime as a means of transferring and exchanging technical and socio-economic knowledge with the	Workshops will facilitate hands-on training and exchange of ideas, providing opportunities for round table discussions, mentoring and co-design. Some events will be restricted	Internet Innovators, Partnerships & Networks, Policy Makers



EVENTS			
Measure	Description	Benefits	Target Stakeholders
	community, with a total of <b>1,000 unique participants.</b>	to the consortium and 'invitation-only' players; while others will be public, targeting training resources and info about the open calls. 10 'how-to-apply' webinars, 30 internal webinars for the Experiments (6 in each round), 6 public workshops (1 in the USA, in Canada), and annual participation in the NGI Summit.	
Immersion Bootcamp	The project will host an <b>online kick-off event</b> per round ( <b>5 in total</b> ) once all the experiments have been selected.	This 1-day event will facilitate background information about the programme, objectives, methodology, and will allow the selected experiments to solve questions.	Internet Innovators
Conferences / Fairs	Participating in conferences and trade fairs is a strategic mechanism to interact actively with multiple stakeholders.	Showcase the project through presentations, talks, exhibition spaces and personal engagement in at least <b>30 events.</b>	ALL Stakeholders
Working Groups	As part of NGI, NGI Sargasso will be connected to a cluster of projects advocating for the NGI mission, sharing some common working groups.	Particular attention goes to the NGI Comms Task Force –responsible for coordinating the overall communication strategies of the NGI projects–, NGI Exploitation and	Partnerships & Networks

EVENTS			
Measure	Description	Benefits	Target Stakeholders
		Sustainability Working Group, and timely NGI Coordinators' Meetings.	

TABLE 4. DISSEMINATION EVENTS

The following list (Table 5) introduces some of the **conferences** that the project will emphasise. However, this list is dynamic and gets updated on a frequent basis according to the scientific and technical maturity of the project:

Conferences	Key Themes
<a href="#">4YFN</a>	Start-ups, Creative tech
<a href="#">Codemotion Live Conference</a>	Cloud, Software architecture, Cybersecurity
<a href="#">DORS-CLUC Conference</a>	Open Source & Open Software, open standards, Linux operating system
<a href="#">Kafka summit</a>	Decentralised architectures, Social media, Streaming
<a href="#">World Telecommunication &amp; Information Society Day</a>	Inclusion, Innovation, Accessibility, Privacy, Trust
<a href="#">OpenExpoEurope</a>	Solutions and trends of the industry offered by Open Source & Open Software and Open World Economy (Open Data and Open Innovation).
<a href="#">Dublin Tech Summit</a>	Creative technology, Future society, Start-up innovation
<a href="#">MyData Conference</a>	human-centric personal data management
<a href="#">Annual Privacy Forum</a>	Data privacy, Transparency, Cybersecurity
<a href="#">FIT Digital Conference</a> (Grow Digital)	Generative AI, Space Tech, Industry 5.0, Deep Tech
<a href="#">South Summit</a>	SMEs, entrepreneurs
<a href="#">ENISA AI Cybersecurity Conference</a>	cybersecurity in AI systems, secure and trustworthy AI
<a href="#">FIWARE Global Summit</a>	Open Source
<a href="#">EBN Congress</a>	Accelerators, Innovation Ecosystems

Conferences	Key Themes
<a href="#">Digital Enterprise Show</a>	Digital entrepreneurship
<a href="#">VIVA TECHNOLOGY</a>	Future of Tech, AI, cyber security, metaverse
<a href="#">OW2con'23</a>	Open source & Digital commons
<a href="#">Digital Assembly</a>	Charter of digital rights Inclusion Accessibility Privacy Trust
<a href="#">The Next Web</a>	Themes 2023: Creator Economy Data Economy Digital Commerce Design & Dev Future Tech Futureproof Funding & Founding Impact Inclusive Tech Future of Finance
<a href="#">EuroDIG</a>	European Dialogue on Internet Governance Theme 2023: Internet in troubled times: risks, resilience, hope
<a href="#">ICWE - International Conference on Web Engineering</a>	ICWE 2023's special theme is Web Engineering in the age of Artificial Intelligence.
<a href="#">HHAI - International Conference Series on Hybrid Human-Artificial Intelligence</a>	Human-centered intelligent systems
<a href="#">COLLISION</a>	North America fastest growing tech conference
<a href="#">Women in Security and Cryptography Workshop</a>	Women in tech Data protection Trust Privacy
<a href="#">EDGE International Conference</a>	Conference on Edge Computing & Communications Decentralized architectures IoT AI Blockchain Trust
<a href="#">ETSI IoT Conference</a>	IoT Standardization
<a href="#">ICCID International Conference</a>	International Conference on Changes in Internet and Democracy. Social media Fake news Extremism Data science IoT
<a href="#">Annual Data Privacy Conference USA</a>	US data-innovation Federal Data Privacy Law Responsible use of data and safeguarding users' trust Privacy innovation Health sector
<a href="#">TRAIF: The Responsible AI Forum</a>	AI, Inclusion
<a href="#">NexTech Congress</a>	Decentralised architectures Semantics Data analytics
<a href="#">NetWare Conference</a>	Future Internet Data protection
<a href="#">TrendNews Conference</a>	AI, Big data, Algorithms, Future Internet, IoT, Machine learning, Trust, Social media, Data protection, Blockchain, Accessibility



Conferences	Key Themes
<a href="#">MWCongress Las Vegas</a>	5G Acceleration, Enterprise Mobility, Age of AI, Digital Everything
<a href="#">MobileHCI 2023</a> - Mobile Human Computer Interaction	Interactive technologies, Human-centric Internet, Accessibility
<a href="#">Blockchain Expo Europe</a>	5G, IoT, Cybersecurity & Cloud, Edge Computing, AI & Big Data, Digital, Transformation
<a href="#">RIGA COMM</a>	Co-located events: Women in tech Cybersecurity, Conference Web 3 Conference
<a href="#">EU Code Week</a>	Coding Digital literacy
<a href="#">Internet Governance Forum</a>	AI & Emerging Technologies Avoiding Internet, Fragmentation, Cybersecurity, Cybercrime & Online Safety, Data Governance & Trust Digital Divides & Inclusion Global Digital Governance, etc
<a href="#">Digital Around the World</a>	Emerging Technologies for Digital Transformation Technologies for the Good International Cooperation in Research and Innovation
<a href="#">Global IoT Summit</a>	Event for academic and industrial researchers to discuss the latest research topics in IoT and related technologies
<a href="#">European Blockchain Convention</a>	Blockchain IoT AI Data Privacy Trust
<a href="#">European Big Data Value Forum</a>	European Data Spaces Market uptake Technology Platforms Trust
<a href="#">NGI Forum</a>	Next Generation Internet conference
<a href="#">Future Technologies Conference</a>	Artificial Intelligence, Computer Vision, Data Science, Computing, Ambient Intelligence and related fields
<a href="#">Edge Computing World</a>	Decentralised architectures Coding AI Internet of Things Open source
<a href="#">Smart City Expo World Congress</a>	Internet of Things Internet architecture Diversity in tech
<a href="#">NEARCON</a>	Open Web, Blockchain
<a href="#">Web Summit</a>	Search Data Media Society Developers
<a href="#">SoftNet Congress</a>	Social media Interactive technologies Innovation
<a href="#">OpenForum Academy</a>	Open Source Software and Hardware



Conferences	Key Themes
<a href="#">Symposium</a>	
<a href="#">SLUSH</a>	Start-ups Venture capital Innovation Entrepreneurship
<a href="#">European Cloud Summit</a>	Microsoft Azure and Cloud Technologies
<a href="#">Mobile World Congress</a>	Creative technology Future society Start-up innovation Connectivity AI
<a href="#">KubeCon &amp; CloudNativeCon Europe</a>	Open source Accessibility
<a href="#">AI for Good</a>	UN SDGs
<a href="#">Women and Girls in STEM Forum</a>	Women in tech
<a href="#">IoT Week</a>	Latest digital technologies and trends shaping societies and businesses toward the creation of sustainable, data-driven global economies
<a href="#">European AI Forum</a>	Platform for entrepreneurs and policymakers to get together to jointly determine the path forward for European AI innovation
<a href="#">GAIA-X Summit</a>	Data sovereignty
<a href="#">Trust Services Forum &amp; CA Day</a>	Data protection, Trust, eID
<a href="#">FutureNet World</a>	AI, Network automation, IoT
<a href="#">International Web Search &amp; Data Mining Conference</a>	Search, Data, Algorithm design
<a href="#">CENGN Summit</a>	Canada's leading conference devoted to promote the commercial growth and adoption of disruptive networking technologies
<a href="#">InfoWare Congress</a>	Several conferences co-located
<a href="#">INTERNET 2024: International Conference on the Evolving Internet</a>	Colocated with InfoWare Congress, NGI infrastructure, Accessibility, IoT, Decentralised architectures, Privacy, Trust
<a href="#">FOSDEM</a>	open source software
<a href="#">Masters of Digital</a>	Innovation, AI, Privacy, Trust



Conferences	Key Themes
<a href="#">Women In Tech Global Conference</a>	Women in tech
<a href="#">Digital World Congress</a>	Digital society, Interactive technologies, Geographic Information Systems, Online learning, Accessibility to IoT
<a href="#">IT Security Summit</a>	Blockchain Technology Conference Blockchain, Coding, Decentralised architectures, Innovation

TABLE 5. IDENTIFIED EVENTS INTERESTING FOR NGI SARGASSO

### 3.2 COMMUNICATION PLAN

In the case of NGI Sargasso, **Communication activities involve specific measures for promoting the project itself and the results attained.** The communication plan has the mission to reach out to a broader audience beyond the project's core community.

The plan herein has the mission to reach out to the broadest audience possible. Communication campaigns will be implemented throughout the project lifetime to efficiently build traction among the target audience, emphasising **NGI Sargasso innovations and pilots' and third parties' activities.** Such campaigns will build upon the **Promotion Mix** - the fourth element of the **Marketing Mix**<sup>4</sup> (Figure 5) - that focuses on creating awareness and persuading the audience to engage. In NGI Sargasso, this Promotion Mix is the integration of:

- **Personal Selling:** Personal selling is based on developing relationships with the people of our target audience to promote our project and its results. It focuses on understanding their needs and demonstrating how NGI Sargasso can bring them value. In our case, it will mainly involve one-to-one meetings as well as mailing campaigns.
- **Digital Marketing:** Digital marketing is a broad and continuously evolving concept, ranging from the strategies we carry out on the project's website to those we develop on our social networks or content marketing. At NGI Sargasso, the digital channels used to promote the project will be its website, social networks, and newsletters, among others.
- **Promotional Material:** The aim of promotional material is to help promote the progress of a project, as well as interesting and revealing information about the people and aspects related to it. At NGI Sargasso, we will create both online (banners, infographics, videos, etc.) and offline materials (flyers, brochures, roll-ups, etc.), which will be disseminated through our channels and at the events and conferences participated in. The consortium partners will have access to them and will be able to disseminate them through their channels and in the D&C actions they carry out. Occasionally, these materials will be shared with external partners to help us reach new audiences.

<sup>4</sup> <https://neilpatel.com/blog/4-ps-of-marketing/>

- **Branding:** The branding of a project is oriented to make it easily recognizable. It includes the elements that must always be used in all existing formats and channels. At NGI Sargasso, we have updated the initially proposed logo and defined all branding elements and templates to be used.

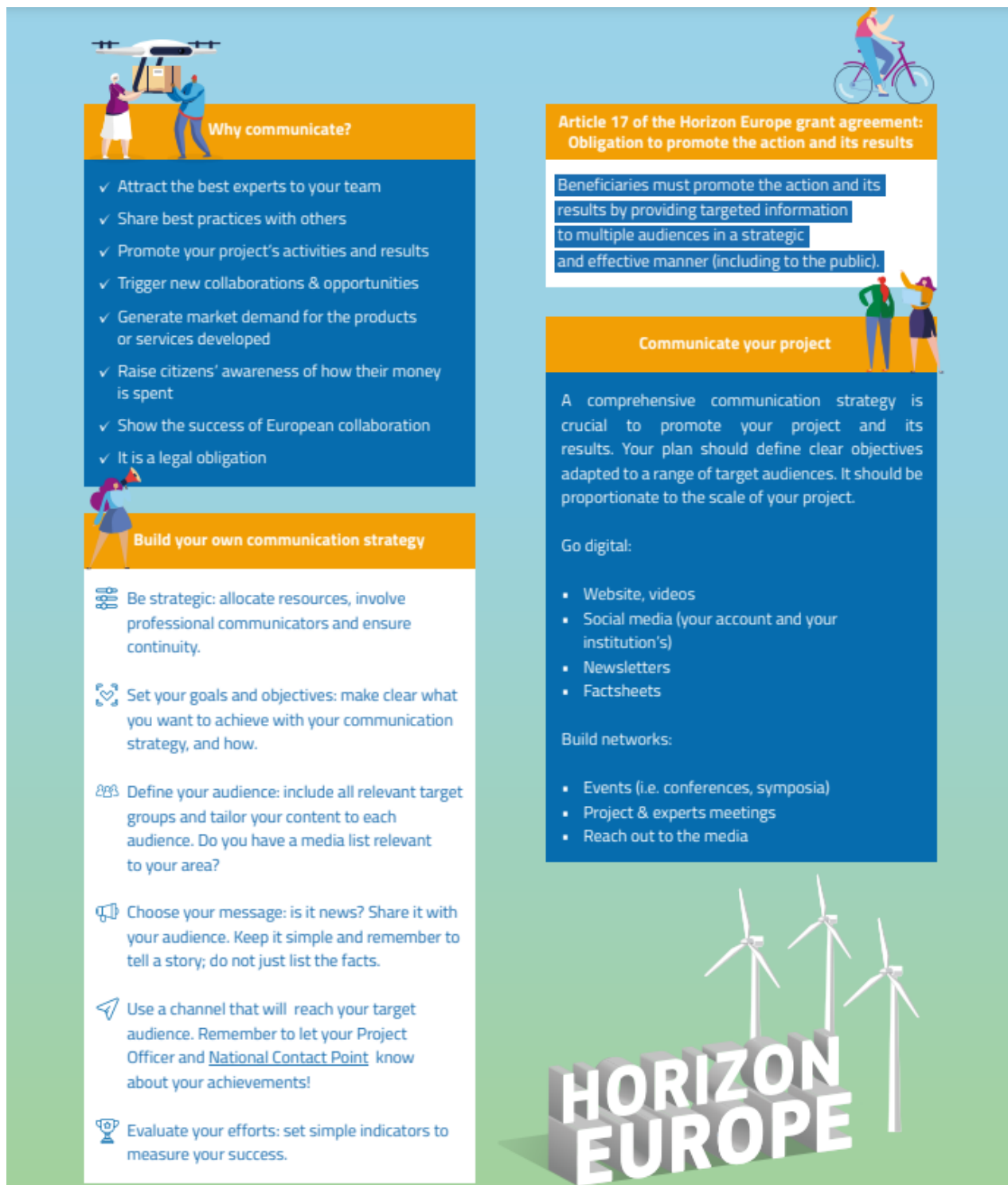


FIGURE 5. THE MARKETING MIX

NGI Sargasso, as a project funded by the Horizon Europe Programme, has an **obligation to “promote the action and its results”, according to Article 17 of the Horizon Europe Grant Agreement<sup>5</sup>**. The key aspects of this obligation are explained in Figure 6.

<sup>5</sup> Horizon Europe Annotated Grant Agreement:

[https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf)

FIGURE 6. EUROPEAN COMMISSION COMMUNICATION PRINCIPLES<sup>6</sup>

<sup>6</sup> European Commission, European Research Executive Agency, Are you communicating your Horizon Europe project?, Publications Office of the European Union, 2022 <https://data.europa.eu/doi/10.2848/078892>



### 3.2.1 Objectives

The main objectives of the communication strategy are as follows:

- Set up internal communication mechanisms among the partners of the consortium.
- Support the external promotion of NGI Sargasso and its outcomes, managing the branding.
- Deliver top-level messages about the project to all identified and relevant stakeholders.
- Raise awareness to non-specialised audiences of the added value of NGI Sargasso and its activities.
- Increase awareness and interest in the project.

### 3.2.2 Measures

A series of measures and communication tools (Table 6, Table 7, and Table 8) will be implemented to allow the project to reach the right audiences in a communication-friendly and synchronous way.

PERSONAL SELLING			
Measure	Description	Benefit	Stakeholder
Email Campaigns	Implementing targeted email campaigns to stakeholders to raise awareness about the project and its activities. EU GDPR-compliant solutions will be used. A portfolio of templates per target will be produced, integrating CTAs.  Goal: reach <b>10,000 contact points</b> .	Broadcasting messages to a target pool of contact points via email is a highly effective measure for promoting activities and results, seeking endorsement for the open calls.	Internet Innovators, Partnerships & Networks
One-to-one Meetings	Follow up action with targeted stakeholders to engage them in future activities and maintain a constant communication flow. The project will seek	Although this is not a scalable mechanism, one-to-one online or phone calls and meetings are successful when targeting very specific key actors, often as a follow-up of an email campaign, scouting, or event. For the scope of the project, this is	Internet Innovators, Partnerships & Networks, and Policy Makers

PERSONAL SELLING			
Measure	Description	Benefit	Stakeholder
	collaboration with at least <b>10 technical EU-funded projects</b> and promote the open calls among <b>20+ innovation ecosystems, 5+ National Contact Points, 5+ Chambers of Commerce.</b>	especially relevant when engaging policymakers, SME managers (open calls) or representatives from Partnerships and Networks.	

TABLE 6. COMMUNICATION - PERSONAL SELLING

DIGITAL CHANNELS			
Measure	Description	Benefit	Stakeholder
Project Website	Establish an online presence, a website where the general public and interested individuals can read about the project's progress and findings, including news, results, events, and Open Calls. See <a href="https://ngisargasso.eu/">https://ngisargasso.eu/</a> Website traffic is expected in <b>500 unique visitors on a monthly average.</b>	A key instrument for enhancing the visibility of the project, introducing visitors to NGI Sargasso's rationale and educating them about the project concept.	ALL Stakeholders
Open Call Platform	The <a href="#">Sploro platform</a> will be used to host and run the open call operations.	The platform replaces and unifies tools like submission management, pipeline management, web design and hosting, custom form building, group evaluation and scorecards, etc.	Internet Innovators

DIGITAL CHANNELS			
Measure	Description	Benefit	Stakeholder
Social Media	NGI Sargasso will create and actively maintain its presence in a number of social media channels, with a particular focus on <a href="#">Twitter</a> and <a href="#">LinkedIn</a> , as they have proven to be the most effective tools when engaging with tech communities. The project plans to achieve online traction of <b>3,000+ followers and 100+ monthly impressions</b> .	These channels support spreading out news about the open calls, results, promotion of the beneficiaries, participation in events, and general literature.	ALL Stakeholders
Newsletters	The project will <b>contribute to 10 benchmark newsletters</b> with content, and the ones published periodically by the partners.	Newsletters will broadcast main activities and opportunities in a given period and anticipate planned actions for the upcoming stages, emphasising webinars/ events, and open call details.	Internet Innovators, Partnerships & Networks
Press Releases	NGI Sargasso will develop and distribute press releases to mainstream and specialist media and relevant civil society newsletters, magazines, and journals. Press releases will also be distributed individually by partners to communicate the project to their network of customers, members, and collaborators.  A <a href="#">joint Press Release</a> was launched in M1 to present the project goals and its partners.	Within the communication strategy, press releases can also target specific stakeholders depending on the platform where the press release is published or distributed.	Internet Innovators, Partnerships & Networks

DIGITAL CHANNELS			
Measure	Description	Benefit	Stakeholder
Success Stories	Even if the programme will promote all the experiments, special attention will be given to those who will perform exceptionally, achieving results in an outstanding manner.	The success stories pursue a motivational effect, encouraging the innovators to go the 'extra mile' while rewarding such effort.	Internet Innovators
Developer Community	The project will connect and execute promotional activities in open communities and channels of developers, targeting those fostering openness and diversity, such as <a href="#">Gitter communities</a> , <a href="#">Women Who Code</a> , <a href="#">Women in AI</a> , and <a href="#">Hashnode</a> .	Widespread awareness, uptake, and validation among the developer community.	Internet Innovators
Publishing and Scouting Platforms	Aside from publishing the open calls in the ' <a href="#">Competitive calls and calls for third parties</a> ' platform of the EC, NGI Sargasso will leverage pre-existing multi-stakeholder portals to promote the project and its open calls, such as <a href="#">EUcalls</a> , <a href="#">CALLforEUROPE</a> or <a href="#">EU Agenda</a> . As well as of course <a href="#">ngi.eu</a> and the <a href="#">NGI Community Space</a> .	Widespread awareness among potential applicants to the Open Calls.	Internet Innovators, Partnerships & Networks

TABLE 7. COMMUNICATION - DIGITAL MARKETING

PROMOTIONAL MATERIAL			
Measure	Description	Benefit	Stakeholder
Printing and Merchandising	This is the predominant element when participating in physical events and meetings, including	Distributed at various events, conferences, workshops, etc., will	ALL Stakeholders

PROMOTIONAL MATERIAL			
Measure	Description	Benefit	Stakeholder
	brochures, flyers, posters, and other laid-out paper-based resources. The material will be available as e-files and printed when needed. The project foresees <b>distributing 1,500+ hard-copy items</b> . In addition, NGI Sargasso will explore using reusable merchandising as a creative measure that entices the audience to know the project.	gain the project visibility with the general public and the national and European media.	
Slide Decks	Slide decks will sometimes replace the website as the project's 'Point of Market Entry', mainly in events, email campaigns, and one-to-one meetings. NGI Sargasso produced the initial slide deck; further versions will be provided to fine-tune content for the target audience and update achievements.	Project presentation to be shared with the broad audience of the project.	Internet Innovators, Partnerships & Networks
Infographics & Banners	Infographics and banners are eye-catching elements to quickly draw attention to the project, its objectives, announcements, partners, or the beneficiaries of the funding. Therefore, the project will design and <b>produce over 100 graphic elements</b> , integrating them into the website, social media, and newsletters.	Attractive visual content to be shared with the broad audience of the project.	ALL Stakeholders
Multimedia material	The project will produce at least <b>3 videos</b> and use clips to have	Attractive visual content to be shared	ALL Stakeholders

PROMOTIONAL MATERIAL			
Measure	Description	Benefit	Stakeholder
	self-explanatory and appealing material for the website and social media, leveraging other available distribution channels of promotion (e.g., YouTube, Vimeo). Public webinars and live training modules will be recorded and made available.	with the broad audience of the project.	
Logo and Templates	NGI Sargasso has a brand to be used, refined, and protected throughout the project. In addition, the programme will use the logos of the Next Generation Internet and the EU in all promotional material. A set of templates for project-related resources will be created in accordance with the brand defined. See brand elements in Annex B.	Common visual branding.	ALL Stakeholders

TABLE 8. COMMUNICATION - PROMOTIONAL MATERIAL AND BRANDING ELEMENTS

### 3.3 DISSEMINATION AND COMMUNICATION MONITORING

Monitoring and adjusting the Dissemination and Communication plan on a frequent basis is a fundamental element of the project's success. Continuous monitoring allows the consortium to correct any possible deviations and improve its effectiveness by applying correction and mitigation measures when needed.

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

**The execution and effectiveness of the Dissemination and Communication Plan is dependent on a close monitoring, flexible, and prompt response mechanism.** Every designed and implemented activity will be monitored and evaluated according to its account and closely related to the KPIs (see **ANNEX A: Dissemination and Communication KPIs**).

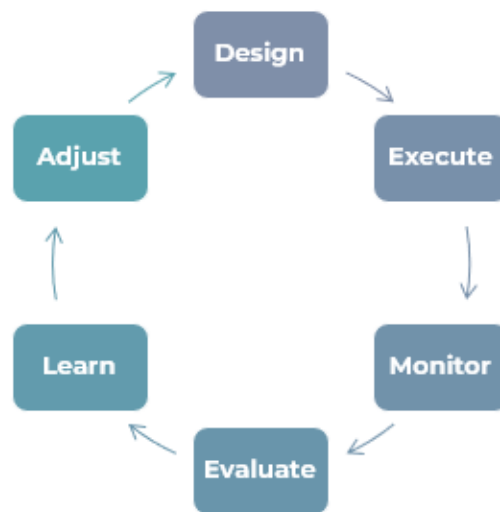


FIGURE 7. DISSEMINATION & COMMUNICATION LOOP

- **Design:** Design is an activity based on the Dissemination and Communication Plan and the desired impact.
- **Execute:** Execute according to plan.
- **Monitor:** Closely monitor the activity and collect input and results. Monitoring will be based on a template that is available only to partners through the internal project's shared Drive.
- **Evaluate:** Evaluate the outcomes of the activity in a collaborative way according to the desired targets set in the design phase.
- **Learn:** Learn through this evaluation and try to extract the most valuable outcomes out of it.
- **Adjust:** Absorb findings and lessons learnt to adjust the plan accordingly, if needed.

All outcomes and results of the Dissemination and Communication plan will be reported in **D5.2 Community Building Activities 1** at Month 13 and **D5.5 Community Building Activities 2** at Month 36.

### 3.3.1 Monitoring Strategy

To plan and keep track of all the dissemination and communication activities, the Dissemination and Communication Leader has designed a C&D Monitoring tool (Figure 8) that all partners can easily access and use through the project's SharePoint.

Communication and Dissemination activities are a collective effort that all partners need and should contribute to. Whenever a partner performs a communication or dissemination action/activity, it needs to be reported; otherwise, traceability is lost. For this reason, we have created a Communication and Dissemination monitoring document to list and report all efforts linked to the communication and dissemination of the project and its results, where all partners should provide their input on potential opportunities.

The monitoring tool, in Excel format, keeps track of every dissemination and communication action (foreseen or done) in the frame of NGI Sargasso measuring the KPIs achievement and partner's involvement. It includes tabs such as:

- **Newsletters and Magazines** - To set the stage and achieve wider reach and visibility, a first approach will seek to contribute directly to existing newsletters/magazines with an already established audience in NGI Sargasso's main fields of study. To do so, collaboration from all partners is required to identify those we might be able to work with. Hence, all partners should fill in the Newsletter and Magazines tab in the C&D database with those platforms they already have access to and/or those that may be interested in publishing and sharing articles or a one-pager about the project.
- **Peer-Reviewed publications** - The project is expected to facilitate an online repository to manage and publish material with different access permissions, including peer-reviewed publications, shareable scientific research data, and other types of resources, generating 1,000+ downloads. Hence, partners should fill in the Scientific Publications tabs in the C&D database with those relevant to the project. When applicable, AUSTRALO will upload the Scientific Publications to the [NGI Sargasso Zenodo community](#).
- **Editorial Calendar** - A tab has been created where the generated articles and awareness blog posts are calendarised. AUSTRALO will make the general plan of the calendar and the writing of contents, but all partners should update this sheet with the articles that have been published by own and third-parties platforms.
- **Events** - Whenever there is an opportunity to participate in a virtual or physical event to promote the project or any of its activities, partners should contact AUSTRALO to plan the promotional materials and content that may be needed. Partners should fill in the Events tabs in the C&D database with those attended events and the results achieved.

This resource will be a living document for the whole project duration, available to all partners in the NGI Sargasso SharePoint - Documents > WP5 COMMUNITY BUILDING, EXPLOITATION & DISSEM > NGISargasso\_D&C Monitoring.

Partners are required to fill in the name and person in charge and the status of the activity (Opportunity, Confirmed, Cancelled, Done) in the tracker to follow up effectively on every action. Further tabs can be added to this document according to the project's needs.



## D5.1 - Impact Master Plan

CATEGORY	TITLE	DATE	DESCRIPTION	STATUS	PLATFORM	PARTNER(S)
Website Post	NGI Sargasso at the MWC23	03/08/2023	Post announcing the participation to the Mobile World Conference 23	Done	Project Website	AUSTRALO, Sporo, MWCB
Press Release	Press Release		First joint PR	Done	Zenodo and Website	AUSTRALO
Website Post	NGI Sargasso Survey #1	20/03/2023	A survey to help identifying the most important research and tech challenges to tackle in our Open	Done	Website and EU surveys	AUSTRALO
Website Post	NGI Sargasso Infowebinar	05/08/2023	First Infowebinar session paired with matchmaking.	Done	Website	ALL
Website Post	NGI Sargasso Brokerage	22/05/23	Blogpost containing all relevant info about our brokerage platform	Done	Website	AUSTRALO
Website Post	Join the Next Generation Internet Revolution – Call for Applications Now	06/01/2023	Blogpost containing all relevant info about our general call	Done	Website	AUSTRALO
Website Post	Unlocking New Funding Opportunities for Digital Credentials Projects	06/01/2023	Blogpost containing all relevant info about our digital credentials call	Done	Website	AUSTRALO
Website Post	NGI Sargasso at the Conference on deep tech entrepreneurship for an innovative, NGI Sargasso at the AIOTI Open Call Opportunities webinar	06/01/2023	Participation at a relevant event	Done	Website	MWC
Website Post	NGI Sargasso at the South Summit in Madrid!	06/07/2023	Participation at a relevant event	Done	Website	Sporo
Website Post	NGI Sargasso Infowebinar and Matchmaking Event: A Resounding	13/06/23	Post infowebinar success article and summary of relevant info for candidates.	Done	Website	AUSTRALO
Website Post	NGI Sargasso at DES!	14/06/23	Participation at a relevant event	Done	Website	Sporo
Website Post	Join NGI Sargasso as an External Evaluator for Open Calls!	21/06/23	Blogpost containing all relevant info about our Call for EE	Done	Website	AUSTRALO
Website Post	NGI Sargasso at Ebro Innovation Day	22/06/23	Participation at a relevant event	Planned	Website	Sporo
Website Post	SPLORO - InfoDay on Cascade Funding	23/06/23	Consortium partner Sporo is hosting an infowebinar about many important OC in the EU context,	Planned	Website	Sporo
Newsletter	NGI Sargasso Newsletter #1	07/03/2023	This newsletter will contain information about ongoing open calls and future ones, including	Planned	Website & LinkedIn	ALL

FIGURE 8. NGI SARGASSO MONITORING TOOL VIEW

### 3.3.2 Possible Risks

There are several risks and potential issues related to the communication and dissemination of the project (see examples in the table below). **These risks will be monitored and mitigated** by the Communication and Dissemination leader, who will also report any changes to the Coordinator.

DISSEMINATION AND COMMUNICATION RISKS		
Risk	Likelihood / Severity	Measure to minimise the risk
Dissemination may not have sufficient impact	Low / High	Establishment of clear objectives in the D&C plan and contingency measures to be included in the strategy planned. Carry out new initiatives to reach the target.
Low visibility/impact of events in terms of number of attendees, press coverage	Low / Med	Analyse the media and marketing campaigns developed, identify the causes and explore new networks/contacts to reach the target.

TABLE 9. DISSEMINATION AND COMMUNICATION RISKS

## 3.4 DISSEMINATION AND COMMUNICATION GUIDELINES

Communication and dissemination efforts are essential to the success of NGI Sargasso. Given their importance, all consortium partners must contribute to promoting its objectives, activities, and achievements. See in **ANNEX B: the Dissemination and Communication Guidelines**, stating the standard rules for communicating or disseminating project activities and results.

## 4 Exploitation and Sustainability

The exploitation plan for the NGI Sargasso project includes several specific **activities designed to achieve the Key Exploitable Results (KERs)** identified by the consortium when preparing the proposal:

- KER#1. Exploitation of the project methodology.
- KER#2. Exploitation of the results of third-party experiments.
- KER#3. Community of transatlantic institutions and EU researchers sharing the values of the NGI initiative.

These activities focus on maximising the impact of the project results and ensuring their long-term application and adoption. Each of the partners set out a number of activities leading to the achievement of the KERs:

### 4.1 EXPLOITATION OF THE PROJECT METHODOLOGY

ESF will work on developing and promoting links between innovation and academic research, expanding its "college of experts" on cutting-edge ICT issues in the EU and internationally.

SPLORO will focus on the continued development of the methodology and the open call platform, allowing it to be used by different organisations to address decentralised and open-source challenges.

MWCB will use its expertise in commercialisation and ecosystem services to accelerate the adoption of the technologies developed in the project and strengthen its portfolio of researchers, entrepreneurs, and technical partners.

### 4.2 EXPLOITATION OF THE RESULTS OF THIRD-PARTY EXPERIMENTS

SPLORO will focus on establishing contracts with different public administrations and companies interested in outsourcing the management of entrepreneurship programmes using the SPLORO platform, thus obtaining new contracts annually. It will also offer technology transfer services to support research organisations in the commercialisation of their results, through the identification of suitable funding programmes, technology transfer tools and the creation of spin-offs.

AUSTRALO will leverage its role as an innovation "super-connector" to expand its network of partners in both Atlantic regions, facilitating the uptake and validation of emerging technologies that drive the Digital Economy.

### 4.3 COMMUNITY OF TRANSATLANTIC INSTITUTIONS AND EU RESEARCHERS

- ESF will work on expanding its network of ICT experts, strengthening collaboration between academic and research institutions in Europe and internationally.
- MWCB will use the results and activities of the NGI Sargasso project to engage and validate Internet innovators in the European market, expanding its networks and partners, and enhancing its OnCampus programme to generate research partnerships and investment opportunities.

- AUSTRALO will seek to strengthen its position in the European and international markets, boosting cooperation with the US and Canada and expanding its network of partners in both regions.

These specific activities will be developed collaboratively among the NGI Sargasso consortium partners, aiming to maximise the impact of project results, foster the adoption of next-generation technologies, and establish a sustainable community of institutions and researchers committed to innovation and transatlantic collaboration.



## 5 Conclusions

Communication, dissemination, and exploitation in Horizon Europe projects are structured to ensure that projects have an impact beyond the research outcomes. To this end, **NGI Sargasso has developed the Impact Master Plan, which outlines the most important strategy** that must be considered throughout the project's lifetime. The present document will serve as a point of reference for current and foreseen communication, dissemination, and exploitation activities. Furthermore, all the mentioned activities will be consistently monitored and revised throughout the duration of the project.

NGI Sargasso aims to effectively communicate and disseminate the project's outcomes throughout its various stages to appropriate audiences, showcasing the achievements of our diverse European consortium, and that of the supported Internet Innovators, emphasizing their impact on the core values of the NGI Initiative (resilience, trust, inclusiveness, sustainability, decentralisation). The plan takes into consideration the interdisciplinary nature of NGI Sargasso, enabling targeted engagement with different stakeholder segments. To ensure comprehensive visibility and project promotion, we have selected channels such as social networks, events, papers, conferences, and email marketing, which are widely used in communication today. Simultaneously, public relations campaigns are planned to keep stakeholders informed about NGI Sargasso's progress and results. All communication efforts will adhere to the project's identity and convey consistent messages aligned with its overall objectives. To ensure effective implementation, a set of metrics has been developed to measure results and compare them against predefined targets.

Regarding exploitation, the **NGI Sargasso consortium will continuously monitor and evaluate the project's results**, with the ambition to foster the uptake of the outcomes achieved by the experiments and seek a sustainable path for the programme, in order to generate impact beyond the project.

## ANNEX A: Dissemination and Communication KPIs

DISSEMINATION KPIs		
Measure	Indicator	Target
Peer-reviewed publications	N° of peer-reviewed scientific articles	10
Awareness publications	N° of publications in articles, blog posts, insight papers, citizen factsheets and others	50
Insight Paper	Publish 1 Insight Brief of best practices and lessons learnt	1
Experiments Library	Downloads of open access materials	> 1000
Webinars/workshops	No. of Webinars / Workshops to (co-) organise:	
	• How-to-apply webinars/info sessions (2 per open call)	10
	• 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

TABLE 10. DISSEMINATION KPIs

COMMUNICATION KPIs		
Measure	Indicator	Target
E-mail campaigns	Broadcasting messages to a database of contact points	>10,000
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
Social Media	• Online traction of 3,000+ followers	3,000
	• 100+ monthly impressions.	100
Newsletters	Contribute to benchmark newsletters with content.	10
Press releases	<ul style="list-style-type: none"> <li>Joint press release at M01.</li> <li>Regular PR through partners.</li> </ul>	–

COMMUNICATION KPIs		
Measure	Indicator	Target
Printing/merch.	Distribution of hard copies (brochures, flyers, other paper resources)	>1,500
Infographics and banners	Development of graphic elements	>100
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
Success stories	Highlighting the work of the third parties	–

TABLE 11. COMMUNICATION KPIs



## ANNEX B: Dissemination and Communication Guidelines

Communication and dissemination efforts are essential to NGI Sargasso's success. Given their importance, all consortium partners must contribute to promoting its objectives, activities, and achievements. These guidelines will help you with this task. Take a look!

\*To share your communication and dissemination updates and address any questions or suggestions about them or these guidelines, please contact us at [ngisargasso@australo.org](mailto:ngisargasso@australo.org).

### Contents

- **Internal communication**
- **External communication**
  - Website
  - Social media
  - Partners and EU organisation's social media profiles
  - Newsletters
  - PR material
  - Merchandising
  - Participation in events
  - Technical and scientific publications
  - Open access repository
- **Project materials and brand identity elements**
  - The project in a nutshell
  - Brand elements
  - PPT and Word templates
  - Imagery
- **GDPR compliance**
- **EU logo, acknowledgement and disclaimer**

## Internal communication

The main internal communication channels of the NGI Sargasso project, where information related to dissemination and communication activities will be shared, are:

- **NGI Sargasso partners emails**, saved in the internal Consortium SharePoint.
- **NGI Sargasso Slack**, where we can communicate via chat, audio, or video calls. Here, we have created the #wp5-dissemination-comms channel, where we can share quick updates, documents, and materials related to those activities.
- **NGI Sargasso Consortium SharePoint**: The shared platform to store all project documents to which partners must have access. \*The communication and dissemination materials will be saved in Documents > WP5 COMMUNITY BUILDING, EXPLOITATION & DISSEM > T5.2. Dissemination and communication. The material that can be shared publicly will also be uploaded to the project's open-access repository, [Zenodo](#).
- **NGI Sargasso Consortium Meetings**: They are being held on a monthly basis. The invitation is provided on request to the project coordinator.



## External communication

### Website

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

In addition to providing a general overview of the project, the website will be continuously updated to share NGI Sargasso's progress, activities and achievements, and to promote its open calls and their outcomes, as well as our consortium among external stakeholders.

**As a partner, you must contribute to populating the website by sending us your content regularly to [ngisargasso@australo.org](mailto:ngisargasso@australo.org).**

The content could be about:

- your organisation's participation in project-related scientific publications, events, workshops, conferences, awards ceremonies, etc.,
- the main scientific and technical achievements of the project,
- news related to a given WP/task.

### Social media

[Twitter](#): @NGI\_Sargasso  
[LinkedIn](#): NGI Sargasso  
[Mastodon](#): @ngisargasso@fosstodon.org  
[YouTube](#): @NGISargasso

We kindly invite you to follow NGI Sargasso's social media accounts — both via your organisation's profiles and the personal profiles of the team members involved in the project.

Also, please remember to always mention them in your posts about the project and engage (click, share, comment, react, save) with our updates!

#### • Content

In all NGI Sargasso social channels, we will share content about the open call opportunities (eligible entities, deadlines, supportive documents, results), the partners involved, the project's latest updates, news, and events, as well as interesting external information and resources (articles, events, initiatives, videos, newsletters, reports, eBooks, infographics) relevant to our audience and sector:

- On **Twitter**, we will share more real-time information on events, developments, and external content.
- On **LinkedIn**, we will focus on sharing information about the project and its partners.
- On **YouTube**, we will upload the project's videos, webinars, online events, and interviews.

- On **Mastodon**, we will make posts addressed to a more technical/geek audience. Your NGI Sargasso posts could also be about:
  - your progress and collaborative work with other partners,
  - your participation in project-related meetings, events, workshops and conferences,
  - your organisation's latest news and publications related to NGI Sargasso,
  - interesting external resources related to the topic of the project.

### • Tone

We recommend that you talk about the project in a clear, concise, informal, engaging, and positive way.

- use simple and approachable language,
- make creative and innovative content,
- and don't be afraid to use humour and be entertaining!

### • Hashtags to use in your posts

- **#NGISargasso**: When talking about the project on channels where it doesn't have an account and can't be mentioned (out of Twitter, LinkedIn, and YouTube).
- **#NGISargassoNews**: When sharing news about the project.
- **#NGISargassoTeam**: When talking about the organisations and people involved in the project. / **#NGISargassoInnovators**: When talking about the candidates selected in our open calls.
- Related to the project's sector and subject:
  - #NextGenInternet #NGI #iot #AI #cybersecurity #digitalidentities #opendata #funding #fundingopportunity #cascadefunding #opencall #OpenCalls #Mentoring #Coaching #Training #SMEs #Startups #NGOs #EmergingTech #innovation
  - #canada #usa #canadafunding #usafunding #usastartup #canadabusiness #torontobusiness #americanr&d #canadadevelopment #canadastartup #newyorkbusiness #siliconvalley
  - #EUFunded #EUFunding #HorizonEU #HorizonEurope #Research #EUresearch #Innovation #Research #Science #EURResearch #EUInnovation
- Recommended number of hashtags to use per channel:
  - Twitter: 1-2
  - LinkedIn: 1-5
  - YouTube: 3-5
  - Instagram: 3-5
  - Facebook: 2-3

## Partners and EU organisations social media profiles

Social media profiles to communicate with or mention in our posts about NGI Sargasso so that they have a wider reach.

### • Partners

Twitter	LinkedIn	Facebook	Instagram
<a href="#">@ESF_news</a>	<a href="#">European Science Foundation</a>	-	-
<a href="#">@AustraloTeam</a>	<a href="#">AUSTRALO</a>	-	-
<a href="#">@MWCcapital</a>	<a href="#">Mobile World Capital Barcelona</a>		<a href="#">mwcbarcelona</a>
<a href="#">@sploro_eu</a>	<a href="#">Sploro</a>	-	-

### • EU organisations

Twitter	LinkedIn	Facebook	Instagram
<a href="#">@EU_Commission</a>	<a href="#">European Commission</a>	<a href="#">European Commission</a>	<a href="#">@europeancommission</a>
<a href="#">@HorizonEU</a>	-	<a href="#">Horizon Europe</a>	<a href="#">@horizoneurope</a>
<a href="#">@EUScienceInnov</a>	<a href="#">EU Science, Research and Innovation</a>	<a href="#">EU Science &amp; Innovation   Brussels</a>	<a href="#">EU Science (@eu_science)</a>
<a href="#">@DigitalEU</a>	<a href="#">EU Digital &amp; Tech</a>	<a href="#">Digital EU</a>	<a href="#">DigitalEU</a>
<a href="#">@NGI4eu</a>	<a href="#">NGI - The Next Generation Internet</a>	<a href="#">Next Generation Internet - NGI</a>	<a href="#">ngi4eu</a>

→ Do you know of other social media profiles that could be useful for the project? Send them to [ngisargasso@australo.org](mailto:ngisargasso@australo.org), to be will include in the previous list.



## Newsletters

If your organisation is going to include information about NGI Sargasso in a newsletter, please tell us about it at [ngisargasso@australo.org](mailto:ngisargasso@australo.org) at least two weeks in advance so that we can share the information and materials you may need.

- Once the newsletter has been sent, you can forward it to [ngisargasso@australo.org](mailto:ngisargasso@australo.org) so we can add it to the Marketing Monitoring document (Editorial Calendar tab), to have a record of the newsletters in which it has appeared.
- Also, add all other online references your organisation makes about the project in this document (in your organisation's website, the press, journals, blogs, etc.).

## PR material

NGI Sargasso PR material will be available in the project's T.5.2 Dissemination and Communication folder in the project's SharePoint. The most relevant material will also be published on the project website and [Zenodo](#).

PR material will be available in online and printed formats whenever necessary (e.g., for events, conventions, workshops) — by AUSTRALO or other project partners, depending on volume and logistics.

This material, whether in electronic or hard copy format, must always include:

- NGI Sargasso social media ([Twitter](#), [LinkedIn](#), [Mastodon](#), [YouTube](#)) and [website](#) links.
- NGI Sargasso logo and [EU emblem](#).
- EU-funding statement: This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101092887.

## Merchandising

For any merchandising material your organisation may need to print or produce, please request a free quote from several suppliers (at least three) before placing your order. In any case, please [contact us](#) beforehand to assist with designs and other related tasks.

## Participation in events

If your organisation is going to participate in an event, conference, webinar, workshop or meeting that can impact NGI Sargasso, please let us know at [ngisargasso@australo.org](mailto:ngisargasso@australo.org) within at least two weeks' notice so that we can prepare a communication campaign and promote it on the project's channels. We

can also inform the rest of the consortium members so they can promote it among their community and participate.

## Steps to take when participating in events:

### 1. BEFORE the event

- Inform [NGI Sargasso's communication team](#) at least two weeks in advance.
- Mention NGI Sargasso and tag its accounts when promoting the event on social media.
- Use NGI Sargasso's PPT template (available in SharePoint) if you are representing the project. You can use your company's template if you are just mentioning it in your presentation. Still, you must indicate you are part of NGI Sargasso.
  - Add the [NGI Sargasso logo](#) and the [EU emblem](#) with the acknowledgement: NGI Sargasso has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101092887.

### 2. DURING the event

- Publish content about it on social media, mentioning NGI Sargasso and tagging its accounts.
- You can also share content (text + graphic material) with us so we can publish it on NGI Sargasso's accounts.

### 3. AFTER the event

- Report your participation in the project's Event Excel, stored in SharePoint (Documents > WP5 COMMUNITY BUILDING, EXPLOITATION & DISSEM > T5.2. Dissemination and communication > Events. Remember to fill in the Role and KPIs rows, with information about your role at the event (speaker, booth, attendance & networking, panel member, etc) as well as the number of attendants, number of flyers or other materials distributed, etc.
- Send an email to [ngisargasso@australo.org](mailto:ngisargasso@australo.org) with the main highlights and takeaways, interesting stories, and data so we can create a blog post about your participation in the event, and publish it on NGI Sargasso website, social media or newsletter.
- Share with us pictures, videos, and materials from the event. You can save them in the events folder at SharePoint, in the route described above (create a sub-folder with the name of the event).

## Technical and scientific publications

- Please send your organisation's technical and scientific publications about NGI Sargasso to [ngisargasso@australo.org](mailto:ngisargasso@australo.org) two weeks before publishing them so that we can review them.

Once they're published, we will include them in the project's Marketing Monitoring document, Scientific Publications tab, at the project's SharePoint.

We welcome all partners to identify and propose opportunities to publish technical outcomes (articles, workshops, congresses).

## Open access repository

The NGI Sargasso open access repository is available at [Zenodo](#).

Please send the papers, articles, press releases, and other public materials you create in the project context to [ngisargasso@australo.org](mailto:ngisargasso@australo.org) so we can publish them on [Zenodo](#), the open-access repository for the project.

\*The European Commission has launched [Open Research Europe \(ORE\)](#), an open-access platform for research from Horizon 2020, Horizon Europe, and Euratom funding across all subject areas.

ORE upholds the principles of open science by publishing articles immediately, followed by transparent and open peer review, including supporting data and materials. Reviewers' names are public, as are their reviews, which are also citable. Article-level metrics continuously track the scientific and societal impact of publications. In short, ORE gives everyone, researchers and citizens alike, free access to the latest scientific discoveries.

Publishing in ORE is optional. The European Commission covers all costs upfront, so there is no author's fee or administrative burden. In addition, automatic compliance with Horizon 2020 and Horizon Europe open access requirements is guaranteed. Lastly, ORE is also a solution to publish articles even after the Horizon Europe grant has ended.

## Project materials and brand identity elements

Some of the materials presented below will be modified and enriched according to the project's needs.

## The project in a nutshell

You can use this NGI Sargasso description in different contexts, such as emails, presentations, social media, websites, etc.

### **A 4.8m€ funding program for transatlantic cooperation in next generation internet technologies through open calls.**

It is part of the Next Generation Internet (NGI) initiative, which aims to promote transatlantic collaboration in Next Generation Internet technologies. The project seeks to advance an ecosystem that embodies European values of openness, inclusivity, transparency, privacy, cooperation, and data protection.

The main goal of NGI Sargasso to empower a diverse community of multidisciplinary startups, SMEs and public entities in the development of Next Generation Internet technologies and services, through transatlantic collaboration between the EU, USA and Canada fostering an ecosystem that supports knowledge sharing and capacity building.

To achieve this, NGI Sargasso will run an open call for proposals, with five cut-off dates, to attract European, USA, and Canadian teams working on emerging topics such as trust and data sovereignty, digital identity, internet architecture renovation, decentralized technologies, and standards. The project plans to support up to 96 projects, offering up to €100,000 in equity-free funding and a 9-month capacity-building program.

During the next three years (January 2023 - December 2025), the NGI Sargasso consortium, comprised of 5 partners, will join forces to provide the perfect environment for cross-Atlantic development of next generation internet technologies.

NGI Sargasso has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement N° 101092887.

For more information, visit <https://ngisargasso.eu/>

## Brand elements

NGI Sargasso brand elements include its name, logo, fonts, and colours that you must use in all communication and dissemination activities about the project.

### Project name: NGI Sargasso

#### Logo

You can download the NGI Sargasso logo from the project's SharePoint Documents > WP5 COMMUNITY BUILDING, EXPLOITATION & DISSEM > T5.2. Dissemination and communication > Logo.

#### Logo variations:

##### LOGO



##### ICONS



## COLOR VARIATIONS

### COLOR POSITIVE



### BLACK POSITIVE



### COLOR NEGATIVE



### WHITE NEGATIVE



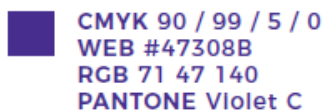
It is unalterable, so it is strictly forbidden to modify it in any way.

It must be visible in its entirety and placed on a background that does not compromise its integrity. In addition, it must always be surrounded by a free space or a protected area where no other element (text, image, drawing, figure, etc.) can infringe on it.

### Palette variations:

## MAIN PALETTE

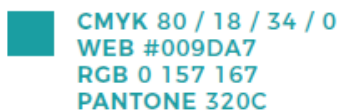
### VIOLET



#### GRADIENT 01



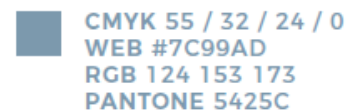
### BLUE



#### GRADIENT 02




### GREY






## SUPPORTING PALETTE

### DARK GREY


**CMYK 0 / 0 / 0 / 60**  
**WEB #666666**  
**RGB 102 102 102**

### LIGHT GREY


**CMYK 0 / 0 / 0 / 30**  
**WEB #b3b3b3**  
**RGB 179 179 179**

When adding the logo to your company's website or any other online platform, please link it to the [project website](#).

There are a few things to consider when using its different versions:

- Whenever possible, the main logo should always be preferred.
- If the background on which it is to be placed has a medium colour or the gradient of the brand, the white logo should be preferred.
- The black logo should only be used when colour is not available (i.e., black & white printing, embossing on specific materials, laser etching, etc.).

## Fonts

- Titles and headers: **Comfortaa Bold** - [download](#).
- Main texts: **Montserrat Regular** - [download](#).

## PPT and Word templates

PPT and Word templates including all NGI Sargasso brand elements can be found in the project's SharePoint at Documents > WP5 COMMUNITY BUILDING, EXPLOITATION & DISSEM > T5.2. Dissemination and communication

You can use these templates to promote NGI Sargasso in meetings and events. Remember to export their PDF version when presenting!

## Imagery

To avoid copyright issues with the images you use in your project communications, it is best to use Creative Commons licensed images, or free-for-commercial use/no attribution required images that can be found in online image libraries.

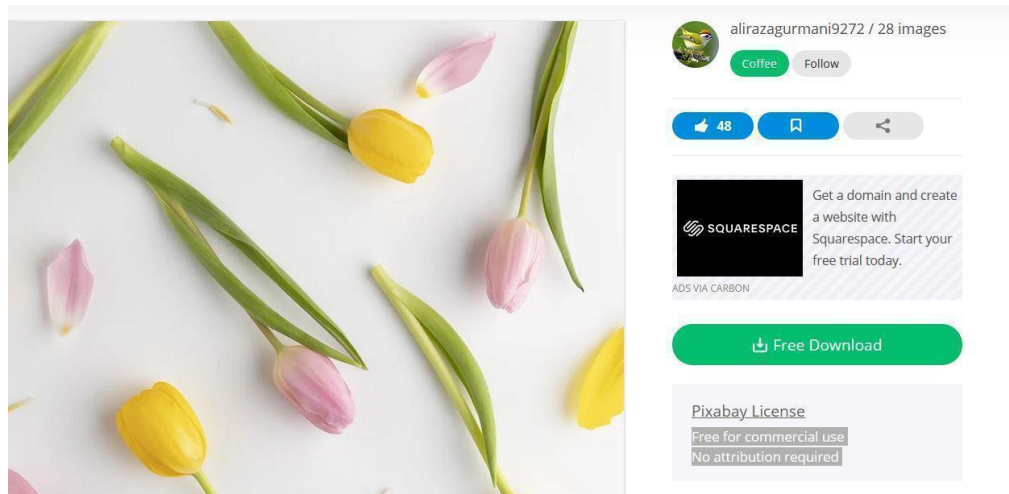
1. Creative Commons licenses are a set of copyright licenses that offer the creator of a work a simple way to give the public permission to share and use their work under their terms and conditions.

These licenses are composed of four features:

- Attribution (BY) requires referencing the original author.
- Share Alike (SA) allows derivative works to be made under the same or a similar license.
- Non-Commercial (NC) obliges that the work is not used for commercial purposes.
- No Derivative Works (ND) does not allow the work to be modified in any way.

Free images for commercial use that you can use without risking legal problems are:

- Images whose author has given you written permission.
  - Images that have a Creative Commons 0 or CC0 License. The CC0 License indicates that they are public domain images, and you can use them freely for commercial use, modifying them without the need to refer to their author.
2. When using image libraries, make sure that their images indicate that they are free for commercial use or no attribution is required, like in this example:



3. You can find suitable images for the communication of the project in online free image libraries, such as [Google images](#)

Google is a good place to start searching for images since results will include photos from Flickr and other stock photography sites.

In the advanced image search, enter keywords and specify the size, aspect ratio, and other details about the image you need. At the end of the form, select the usage rights that apply. Once you've found an image you like, click through to the page to double-check its licence.

[The Stocks](#)

[Unsplash](#)

[Gratisography](#)

[Barnimages](#)

[Reshot](#)

[ISO Republic](#)

[Pixabay](#)

[Canva](#)

[ShotStash](#)

[FreePhotos](#)

[Picjumbo](#)

[Pexels](#)



## GDPR compliance

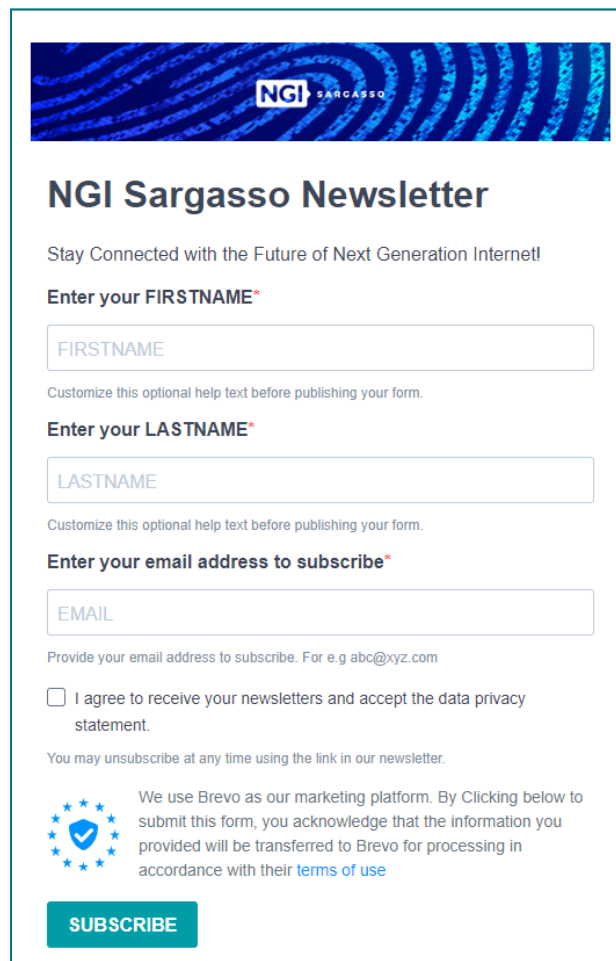
GDPR compliance is crucial for many of the activities within the project (newsletters, webinars, bootcamps, interviews, etc.).

The EU GDPR (General Data Protection Regulation) applies to everybody who handles the personal data of European citizens. The legislation gives individuals rights over what organisations do with their data and includes strict fines for organisations that fail to comply.

### Newsletters

#### 1. Data permission

Data permission is about how we manage email opt-ins (people who subscribe to our newsletters). We cannot assume that they want to be contacted according to the GDPR. Leads, customers and partners must confirm that they want to be contacted explicitly. Therefore, a pre-ticked box automatically opts them in and won't cut it anymore — people must confirm they want to be contacted deliberately. Example of the form to be used in NGI Sargasso:



The form is titled "NGI Sargasso Newsletter" and features a blue header with the NGI Sargasso logo. Below the title is the tagline "Stay Connected with the Future of Next Generation Internet!". The form contains three input fields: "Enter your FIRSTNAME\*", "Enter your LASTNAME\*", and "Enter your email address to subscribe\*". Each field has a placeholder text and a small instruction below it: "Customize this optional help text before publishing your form." Below the email field is a checkbox labeled "I agree to receive your newsletters and accept the data privacy statement." with a note "You may unsubscribe at any time using the link in our newsletter." Below the checkbox is a blue circular icon with a white checkmark and the text "We use Brevo as our marketing platform. By Clicking below to submit this form, you acknowledge that the information you provided will be transferred to Brevo for processing in accordance with their [terms of use](#)". At the bottom is a green "SUBSCRIBE" button.

**NGI Sargasso Newsletter**

Stay Connected with the Future of Next Generation Internet!

**Enter your FIRSTNAME\***

FIRSTNAME

Customize this optional help text before publishing your form.

**Enter your LASTNAME\***

LASTNAME

Customize this optional help text before publishing your form.


**Enter your email address to subscribe\***

EMAIL

Provide your email address to subscribe. For e.g abc@xyz.com

☐ I agree to receive your newsletters and accept the data privacy statement.

You may unsubscribe at any time using the link in our newsletter.

 We use Brevo as our marketing platform. By Clicking below to submit this form, you acknowledge that the information you provided will be transferred to Brevo for processing in accordance with their [terms of use](#)

**SUBSCRIBE**

## 2. Data access

Our subscribers must be able to access their data. Also, the right to be forgotten allows them to have obsolete or inaccurate personal data deleted.

For us, it can be as simple as including an unsubscribe link in our newsletters and mailings and linking it to where users can manage their email preferences.

Example:



## 3. Data focus

Try to avoid collecting any unnecessary data and stick with the basics.

### GDPR-compliant online events

Key GDPR-related aspects to consider when creating an event registration form:

- Don't collect more information than you need to. For example, information about the gender of participants is sensitive and does not always need to be collected. One option could be to make responding to these types of fields optional.
- When indicating how participants can exercise their rights, include an email address in use and monitored regularly.
- Be transparent about why you are collecting data and with whom you will share it.

### Public consultations

Public consultations often collect personal data to use in a consultation. Therefore, the collection and further processing of such data will fall within the scope of the GDPR.

Even if the data is simply collected and stored, with no active steps taken to "use" it, the conditions set by the GDPR will still apply. For example, you must ensure adequate data security or that no more data is retained than necessary.

## EU logo, acknowledgement and disclaimer

### EU logo and acknowledgement

As recipients of EU funding, we have to use the [EU emblem](#) in our communication to acknowledge the support received under EU programs.

You can adapt this acknowledgement text depending on what you need to deliver or submit.



NGI Sargasso has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101092887.

### EU disclaimer

It is also necessary to include a disclaimer in any document you have to deliver within the scope of the project — a statement that denies liability and is intended to prevent civil liability arising from certain acts or omissions.

The content of this document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of such content.

Text can appear on the right, left, bottom, or top, depending on your needs, and in various fonts.

For more information, please follow the [guidelines on using the EU emblem](#) in the context of EU funding and apply the indicated [graphic rules](#).



## ANNEX C: Website and Social Media Channels

### 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

02 | DATA SOVEREIGNTY

03 | DIGITAL IDENTITY

04 | INTERNET ARCHITECTURE &amp; RENOVATION

05 | DECENTRALIZED TECHNOLOGY

06 | INTEROPERABILITY &amp; STANDARDIZATION

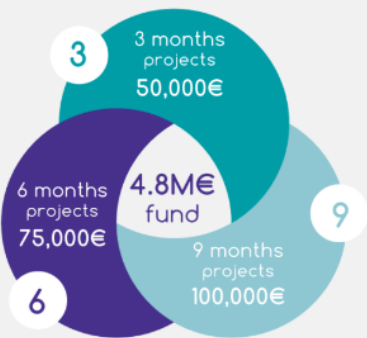
07 | NEW INTERNET COMMONS



## 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)



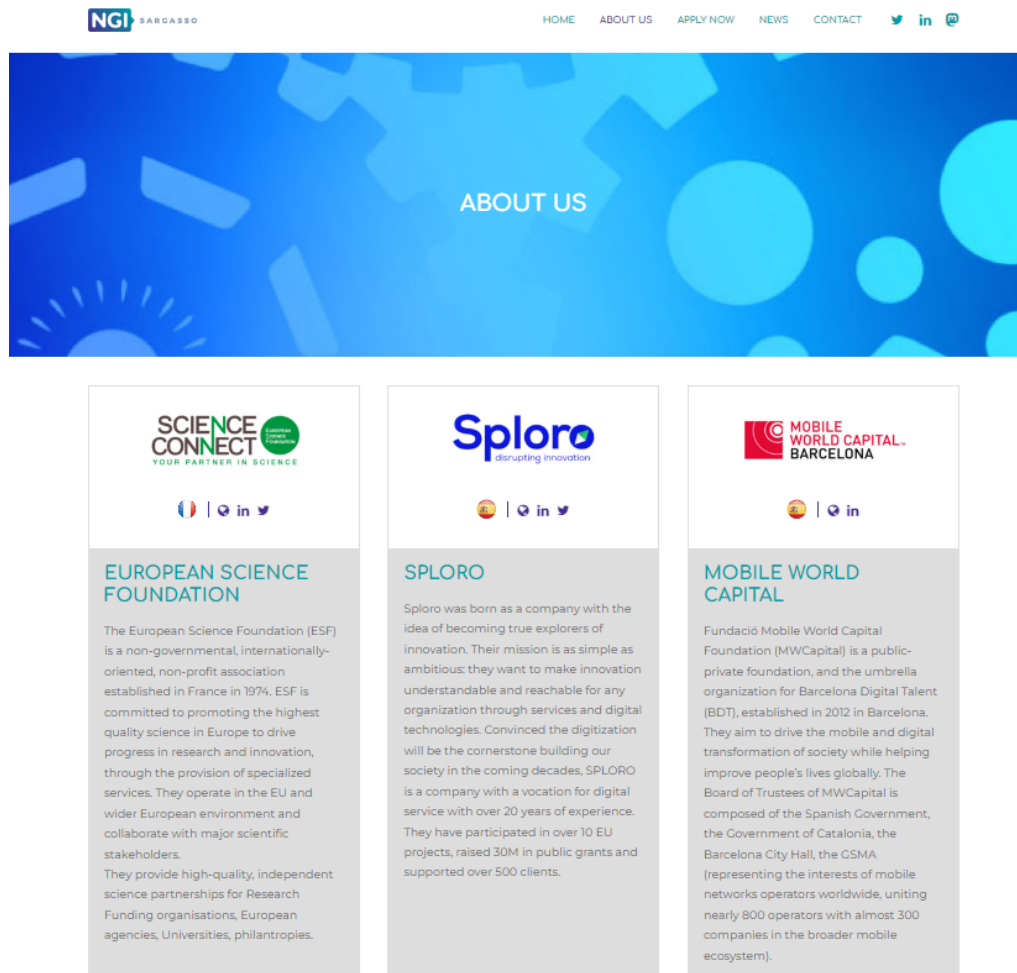
\* Please note these are tentative dates









**Specific sections** have been dedicated to:

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









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### AUSTRALO

AUSTRALO is a marketing agency that specializes in growth hacking for Research and Innovation. Their mission is tied up to 3-Cs: CAPTURE + CREATE + CAPITALIZE on the potential of Science and Deep Tech to thrive in the Lab-to-Market gap. They are passionate about driving visibility, sustainability, and stakeholder take-in for cutting-edge scientific findings, emerging technology, digital transformation and entrepreneurship. They are actively involved in European and non-profit initiatives, with a strong emphasis on projects funded by the European Commission under Horizon Programs. With 26 projects in 2023 alone, their portfolio is diverse and encompasses various sectors.



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### US IGNITE

US Ignite is nonprofit, accelerating the smart city movement – and creating value for an entire ecosystem – by guiding communities into the connected future, creating a path for private sector growth, and advancing technology research that's at the heart of smart city development. As a trusted partner, they bring this ecosystem together, successfully pairing financial investment with technical and organizational expertise. Through the public-private partnership (P3) programs they run, US Ignite is a catalyst for communications network advancement, and for innovation in smart city services that are powered by a new generation of technologies.



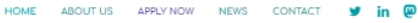







Subscribe to our newsletter SUBSCRIBE

- **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

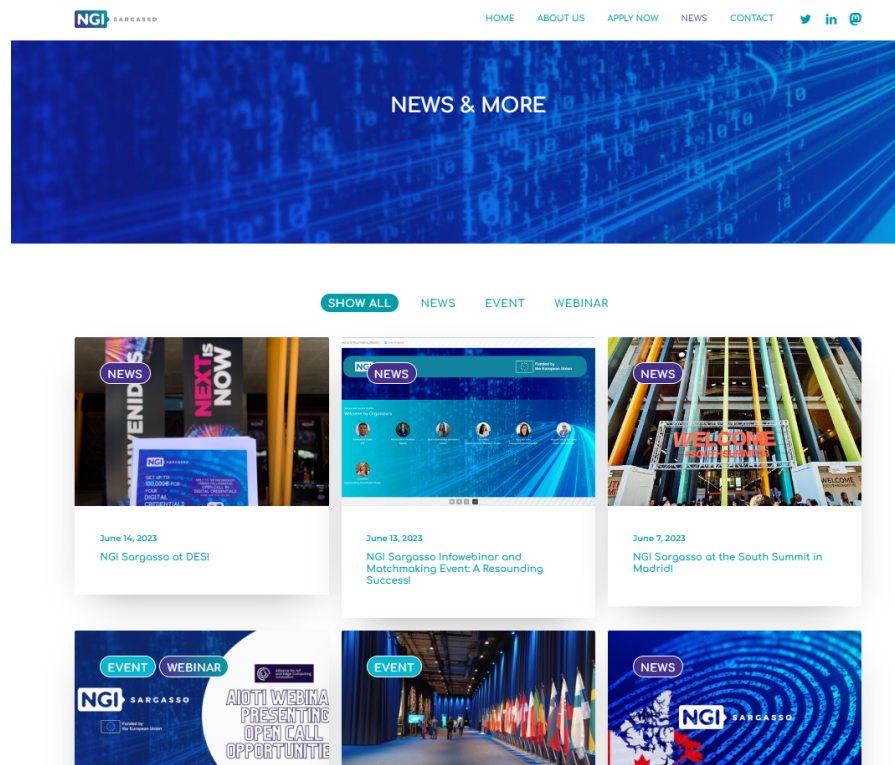


## STEP 2

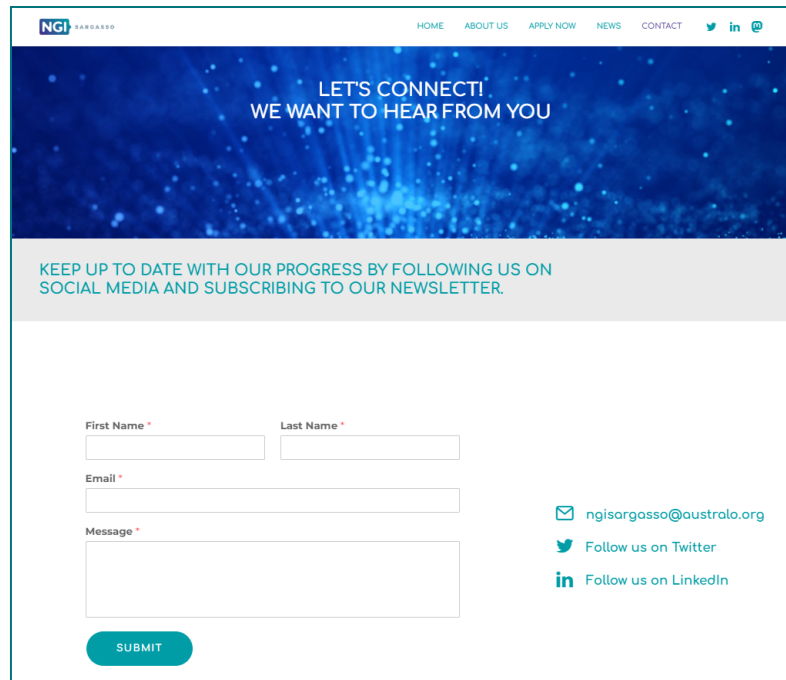
Upload your CV in to the previous application and submit!



- **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.



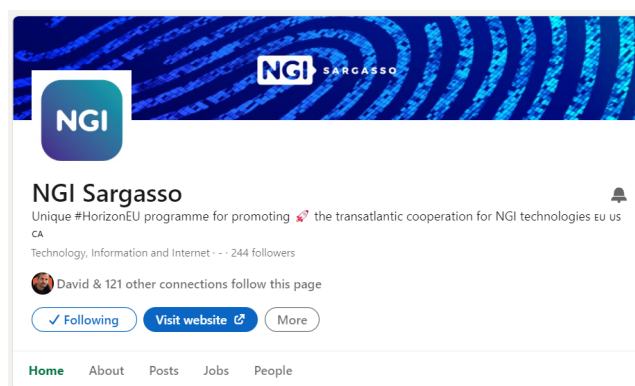
The screenshot shows the 'Contact' page of the NGI Sargasso website. The header includes the NGI Sargasso logo and navigation links: HOME, ABOUT US, APPLY NOW, NEWS, CONTACT, and social media icons for Twitter and LinkedIn. The main heading reads 'LET'S CONNECT! WE WANT TO HEAR FROM YOU'. Below this, a grey box encourages users to 'KEEP UP TO DATE WITH OUR PROGRESS BY FOLLOWING US ON SOCIAL MEDIA AND SUBSCRIBING TO OUR NEWSLETTER.' The contact form contains fields for 'First Name \*', 'Last Name \*', 'Email \*', and a 'Message \*' text area. To the right of the form, there is an email address 'ngisargasso@australo.org' with an envelope icon, and links to 'Follow us on Twitter' and 'Follow us on LinkedIn' with their respective icons. A green 'SUBMIT' button is at the bottom left of the form.

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

## Social Media

NGI Sargasso maintains an active presence in social media channels, with a particular focus on:

### LinkedIn:



### Twitter:



Mastodon:

