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D2.4 NGI CHARISMA REPORT

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Abstract	The main objective of this deliverable is to report the results achieved by the NGI Outreach Office in Year 2 as per regard to storytelling, content curation, online presence and promo materials development.
Keywords	NGI, branding, storytelling, communication, creativity, promotional materials, online communication

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CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to NGI4ALL project and Commission Services	

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

DEM: Demonstrator, pilot, prototype, plan designs

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

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

NGI Charisma (Work Package 2) is the creative department of the NGI Outreach Office (NGI4ALL project). It is in charge of the overall NGI branding, storytelling, online presence and content creation along with the design and distribution of NGI promotional multimedia materials. It is also in charge of events organisation and presence. Charisma works in accordance with the NGI marketing and communication strategy and in close cooperation with all the other WPs, working as an internal service developing the creative aspects and content needed to support all the marketing and communication and community building activities.

This deliverable reports on the activities and achievements carried out by NGI Charisma during Year 2 (2020), while also identifying some corrective actions to be put in place for Year 3. Main activities carried out in 2020 are as follows:

- **NGI Branding extension** and strengthening of the brand through 6 new projects and the branding of many innovators' initiatives.
- **NGI Storytelling and content curation**, with two major new NGI Stories (Position Paper 3 and A Vision for the Future Internet (NGI Forward)), 42 news items published, 12 "Who's NGI" blog posts, and major updates on the NGI portal and on the NGI Map.
- **Events participation and organisation**; despite the NGI Forum 2020 cancellation due to COVID-19, the NGI Outreach Office supported NGI Forward in the organisation of the online NGI Policy Summit, and has participated actively and visibly in a number of reference events, including the Internet Governance Forum, WebSummit and most recently MyData2020.
- **NGI online communication activities** (web, social media and community building) resulting in an 18% increase in traffic on the portal, a 20% increase on Twitter, a 69% increase in Newsletter subscribers + the engagement and activation of 13 ambassadors with a cumulative base of 324,000 followers.
- Few **promotional materials** have been produced this year since many items produced in 2019 have not been distributed due to COVID-19.
- **Assessing and implementing the project reviewers' recommendations** where some of the suggestions have already been implemented, while other corrective actions are planned for the beginning of 2021.

In terms of media relations (see deliverable 4.3), the COVID-19 crisis has been transformed into a communication opportunity for the NGI Outreach Office. The NGI media experts have deliberately focused on NGI's communication activities on topics relevant at the time of the crisis, such as personal data protection, collaborative platforms etc, generating a significant media coverage.

As far as 2021 is concerned, the coming year is uncertain in terms of mobility and the possibilities of organising traditional events. The NGI Forum 2021 will therefore be organised digitally.

Three NGI Talks are already in preparation, many topics are already identified for the blog "Who's NGI". In terms of communication, the NGI Outreach Office has three main objectives:

- Reinforce the NGI the brand identity and raise it awareness, assisting all the projects and innovators in their branding and communication activities



- Ensure a well-coordinated communication process between the EC, the NGI projects, their innovators and the NGI Outreach Office to maximise the impact across all channels (from the online portal to the press office)
- Promote the innovators' participation to the Open Calls and other funding opportunities offered by the NGI projects
- Further promote the results achieved by the NGI innovators
- Take advantage of the NGI Forum 2021 (a digital edition) to reach out to a wide audience while presenting the results achieved so far and the way ahead outlined within the Horizon Europe framework

Last but not least 2020 marks the end of the Horizon 2020 framework programme and the launch of Horizon Europe. The NGI Charisma (especially in the editorial content planning and curation) shall closely coordinate with the NGI Outreach Office Management (NGI Pilot Work Package) and the EC to align the communication activities and support the vision and transition to the next framework programme.



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ABBREVIATIONS

CSA	Coordination and Support Action
EC	European Commission
GDPR	General Data Protection Regulation
ICT	Information and Communication Technology
IGF	Internet Governance Forum
IP	Internet Protocol
NGI	Next Generation Internet
NGIO	NGI Outreach Office
RIA	Research and Innovation Action
TCP	Transmission Control Protocol
WP	Work Package



1 NGI BRANDING EXTENSION

The NGI brand and the guidelines necessary to implement it were finalised by June 2019. All communication channels of the NGI ecosystem were adapted to the new brand by the end of September 2019, the month during which the NGI Forum 2019 was held.

Since then and until the end of 2020, the use of the brand has been strongly reinforced and extended to several new projects, initiatives and also to several innovators in the form of co-branding. This section presents in detail the work that has been carried out as a continuation of the original guidelines as published. It should be noted that these guidelines have not been updated in 2020, as their application has so far not caused any unexpected problems, and has not revealed any situations that were not foreseen.

1.1 NGI INITIATIVES BRANDING

NGI Ambassadors

As described in detail in Deliverables 3.2 and 3.3 “Growth hacking activities and NGI Ambassadors Programme Report” (1st and 2nd versions) the NGI Initiative has created brand awareness through the NGI Ambassador Programme, by recruiting influencers with big communities of followers on social networks in NGI relevant areas.

As explained in the mentioned Deliverables, the Ambassadors programme is paramount to catalyse the NGI dissemination and communication proposed by NGI4ALL and to shape and give life to the NGI INSIGHT platform and community. It is currently showcased in the NGI Community landing page [here](#) and invites both individuals and institutions to join.

Two categories of ambassadors were established, Top influencers and Top contributors, depending on the number of followers (above or under 20K), with slight changes in the actions required from them. These actions are basically related to the dynamization of the NGI Community, and the organisation of online events.



FIGURE 1: EXAMPLE OF AMBASSADORS PROGRAMME DISSEMINATION MATERIALS

Since the beginning of the Programme and up to the moment of drafting the current report, the general numbers are:

- **13 Ambassadors** signed (+1 in process)

- **2 categories:** Top Influencer (5) / Top Contributor (8)
- **2 of them are institutions, 11 being individuals** (3 women and 8 men)
- **6 different countries**, 5 of them European.
- **Total following base** of more than **324.000** people.

A list of potential Ambassadors is continuously updated for recruiting purposes.

It is also worth mentioning that within the NGI Visibility Task Force created after the NGI Project Coordinators’ meeting in September 2020, a Working Group dedicated to “Expand the NGI Ambassadors’ programme and activities” has been established.

At the moment of delivering this report the Working Group has scheduled its first meeting to discuss and further consolidate the NGI Ambassadors Programme.

NGI Talks

A detailed description of the NGI Talks (dates, topics, organiser) can be found in Deliverable 3.3 “Growth hacking activities and NGI Ambassadors Programme Report” (2nd version).

Though not initially planned in the GA, a “NGI Talk series” was created by involving the NGI Ambassadors, and also as a way of making the most of their expertise. This series consist of web events, generally on a monthly basis, in the form of a webinar, a round table or a panel discussion from relevant members of the ecosystem. The events are streamed but also made available afterwards to all audiences through:

- The NGI website with a button at the homepage www.ngi.eu
- The [NGI Talks Collection](#) at the NGI Community
- The FundingBox [YouTube “NGI Talks” Playlist](#) & the NGI YouTube Channel [“NGI Talks” Playlist](#).



FIGURE 2: NGI TALKS BUTTON AT NGI.EU HOMEPAGE

Since the start of the programme:



- 8 NGI Talks have taken place, and 3 more are currently being organised for the first quarter of 2021.
- The Talks have been viewed/attended by more than 760 people.
- The main topics discussed are digital identity, cybersecurity and privacy, among others.
- Specific dissemination materials are created for each Talk (see example below)

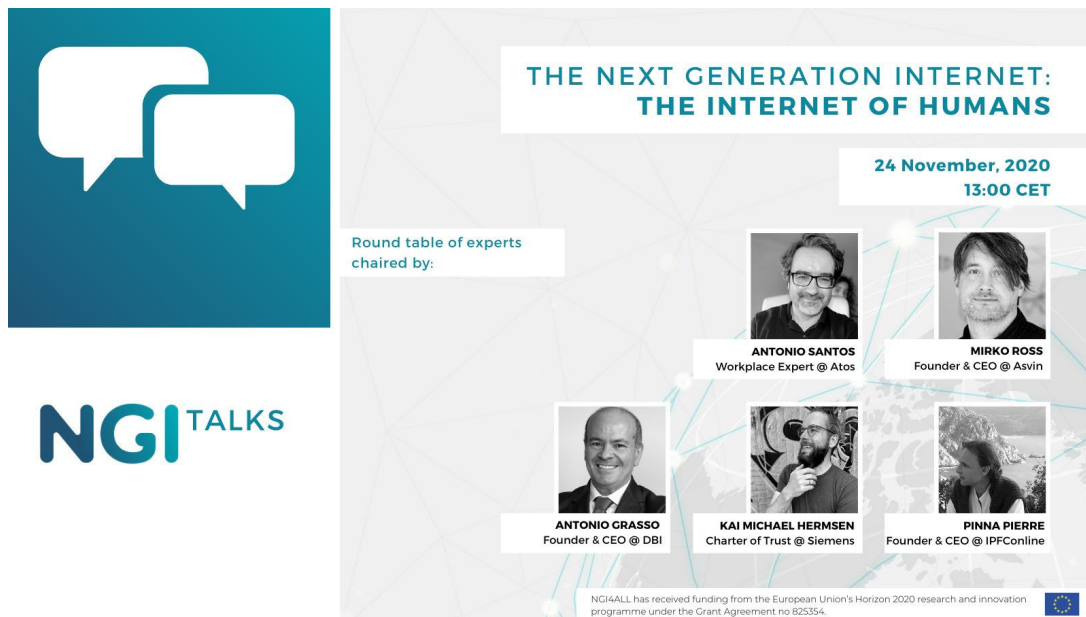


FIGURE 3: BANNER OF NGI TALK USED IN THE COMMUNITY, WEBSITE AND SOCIAL MEDIA

1.2 NGI PROJECTS BRANDING

Six new projects (RIAs) joined the NGI initiative in 2020. As soon as they were activated, the NGI Outreach Office provided them with the necessary support to develop their own version of the NGI logo (Co-branding / Tag version). New colours were chosen, differentiating themselves from the colours already used by other projects. The graphic elements were quickly developed in all the necessary formats and implemented in the various communication tools set up by the projects:

- their website
- their social channels
- their office templates (including the PowerPoint presentation template)
- their paper communication

The projects concerned are:

- NGI ASSURE
- NGI ONTOCHAIN
- NGI TRUBLO



- NGI DAPSI
- NGI eSSIF-Lab
- NGI Pointer

Here are a few examples of these particularly successful implementations:

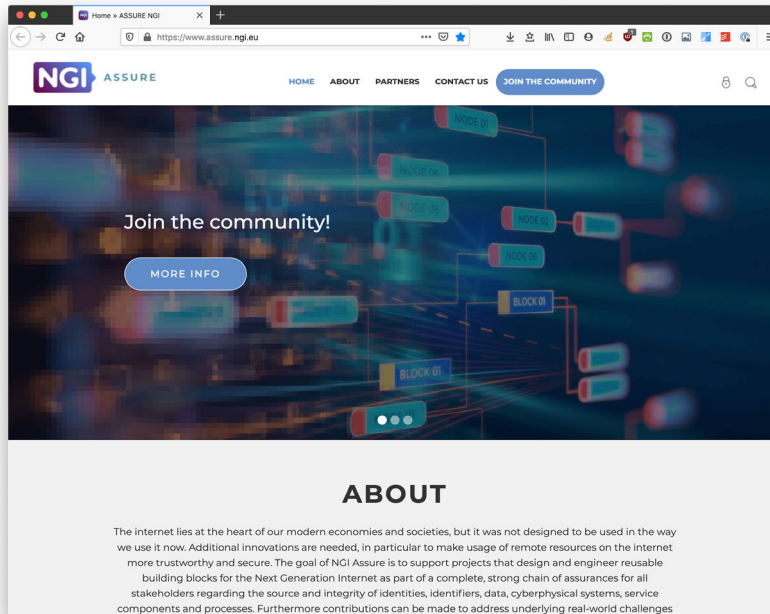


FIGURE 4:NGI ASSURE BRANDING IMPLEMENTATION

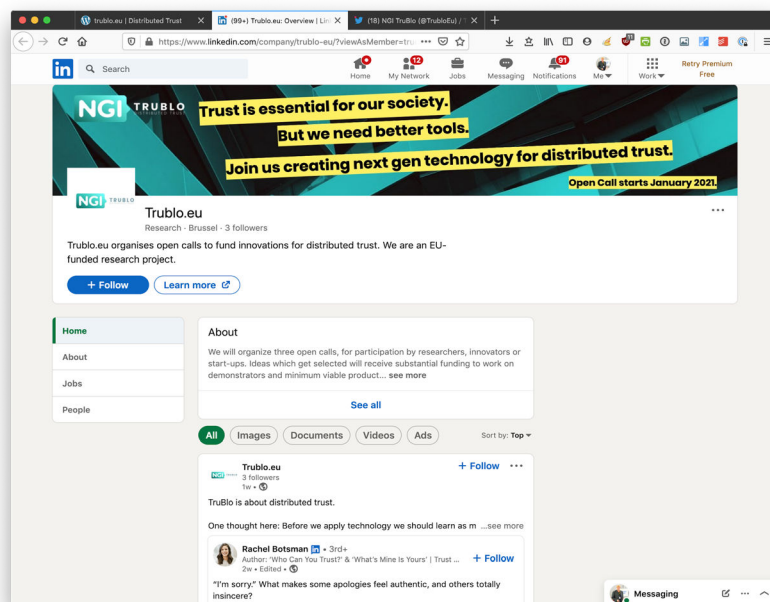


FIGURE 5: NGI TRUBLO BRANDING IMPLEMENTATION





FIGURE 6: NGI ONTO CHAIN BRANDING IMPLEMENTATION

1.3 NGI INNOVATORS CO-BRANDING

Convincing innovators to endorse and adopt the NGI brand in whole or in part is relatively difficult. The NGI Outreach Office has indeed no compelling authority over these organisations. It is therefore necessary to convince them, without obligation. During our numerous contacts with innovators, particularly through the webinars that have been organised for them, the NGIO has systematically highlighted the advantages of co-branding, the main ones being the credibility and legitimacy that this brand brings to projects.

The NGI Outreach Office has developed the "**NGI Branding Toolkit for Third Party Projects**", a "turnkey" tool delivered to innovators from May 2020 in the form of a practical 20-page guide.

Several projects have decided to adopt NGI co-branding as proposed in the form of a signature (Supported by NGI or Funded by NGI) or a link to the RIA through which they were funded. Here are some examples that show that the NGI brand continues to establish itself coherently in the European innovators' community.





FIGURE 7: NGI BRANDING TOOLKIT COVER

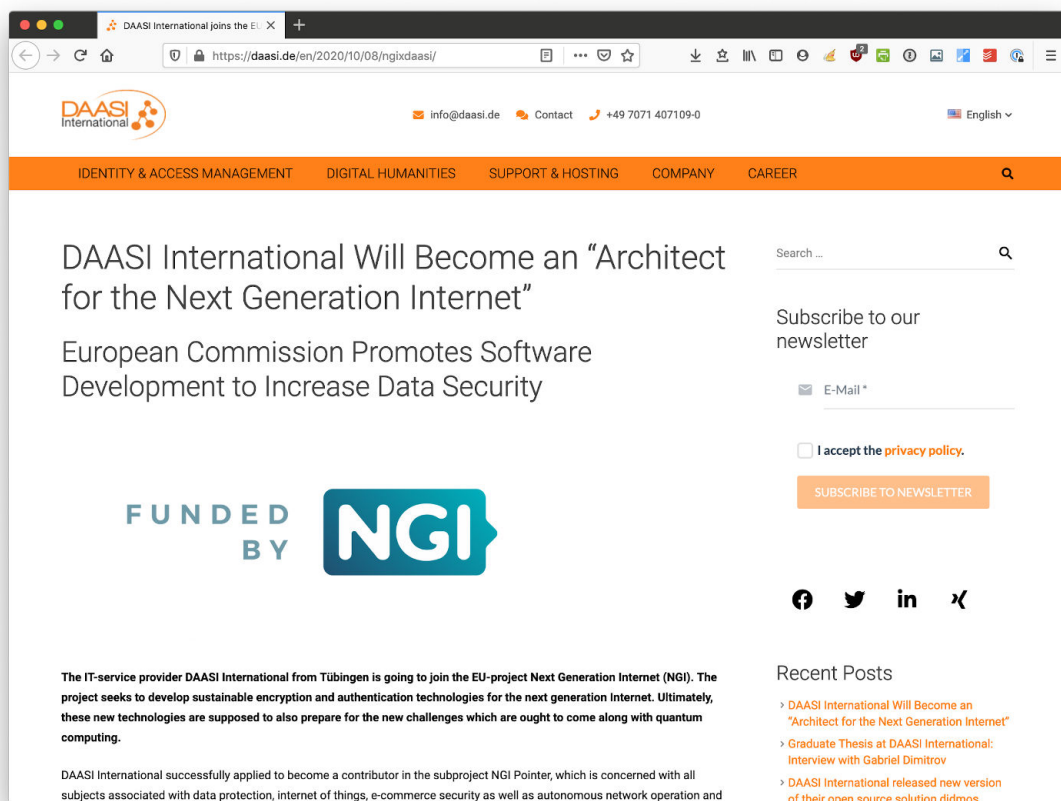


FIGURE 8: DAASI CO-BRANDING



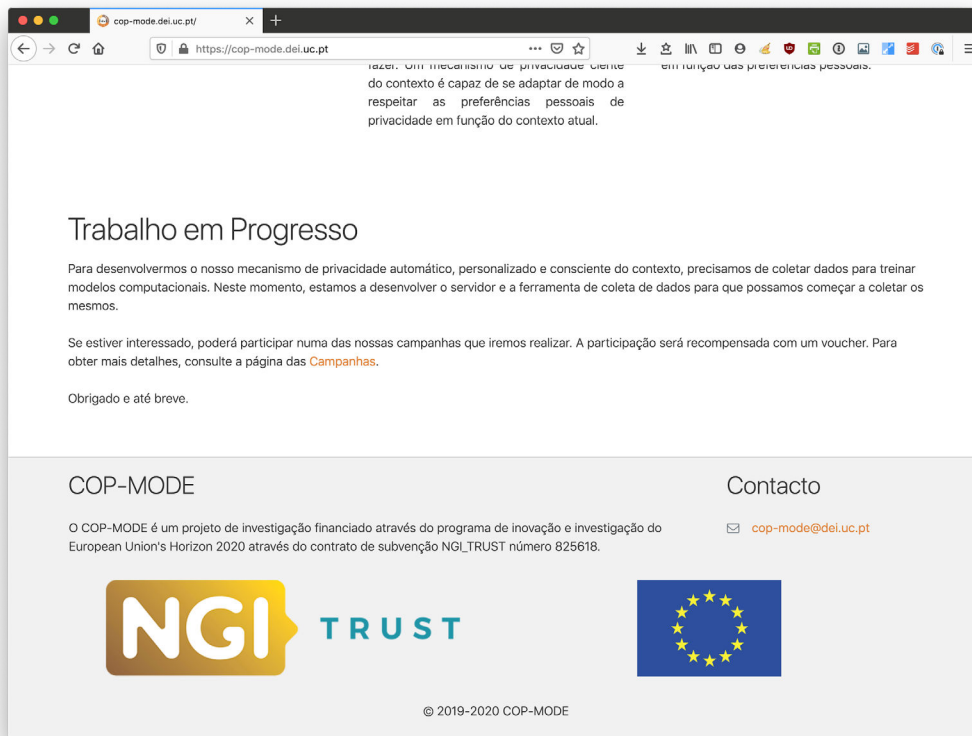


FIGURE 9: COP-MODE CO-BRANDING

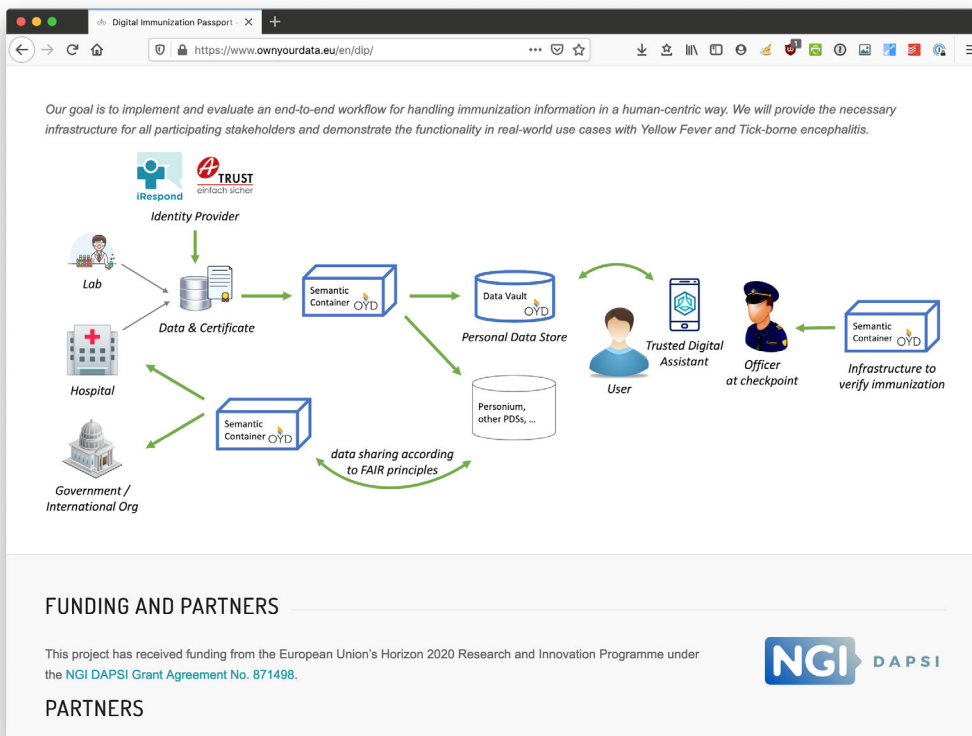


FIGURE 10: OWN YOUR DATA CO-BRANDING



1.4 NGI BRANDING IMPACT ASSESSMENT

Compared to last year, which was a year of transition during which the old NGI branding sometimes coexisted with the new, we can say that 2020 has been the year of consolidation. It has become very difficult to find old references to the original NGI logo on the web and on social networks. All of the projects that are part of the NGI initiative have implemented the brand on all of their communication channels, without exception. Even those projects that had a well-developed brand image before the launch of the new NGI brand made considerable efforts to come closer and stick to the guidelines that were disseminated.

NGIO also notes that the brand is beginning to spread beyond the strictly NGI circle, through the communication tools put in place by the innovators, but also via the press (**see Press Activities**) which has reproduced the NGI logo on several occasions.

It seems, via the NGIO – especially during the online events in which NGI participated (NGI Policy Summit, IGF, the WebSummit and MyData 2020, to name a few) – that the NGI initiative is now much more present in people's minds than it was in 2019. It is fair to say that there is hardly anyone in the audience attentive to the topics addressed by NGI who is not aware of the initiative or has not seen its logo.

In this sense, the NGI Outreach Office is very satisfied with the work carried out in this area, and with the perfect collaboration that has been established with the brand's relays, predominantly the projects.

1.5 NGI BRANDING NEXT STEPS

For 2021, the NGI Outreach Office has three main branding objectives:

- Of course, to assist new projects that will join the initiative;
- Further promote brand adoption by innovators;
- Take advantage of the NGI Forum 2021 (that will be held online) to integrate the brand in the most powerful way into the very heart of the digital event.



2 NGI STORYTELLING AND CONTENT CURATION

NGI storytelling entered a new phase in 2020. Whereas previously, storytelling had focussed on the framework of NGI and the aspirations of the initiative, this reporting period demonstrated a transition to more concrete examples of tangible projects building an ‘Internet of Humans’.

The NGI communication needs and the relevant audiences are described in detail in D1.1 NGI Marketing and Communication Strategy and Plan for the detailed analysis.

The dramatic increase in innovators supported through NGI Funding was the basis of several communications on NGI results, with reporting on June figures as follows:

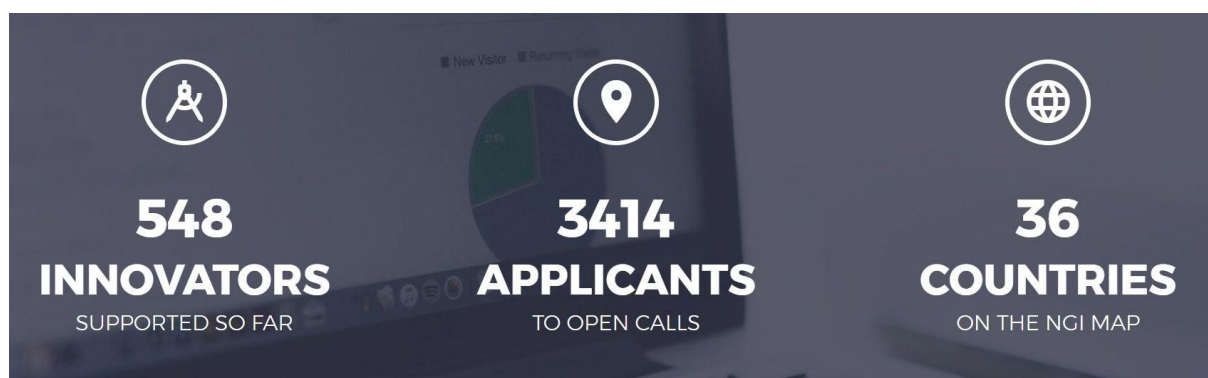


FIGURE 11: NGI PORTAL SCREENSHOT

The range of projects’ topic areas also grew with more innovators coming on board and getting funding and coaching. The range and variety are captured in the following graphic on the technology building blocks of NGI:

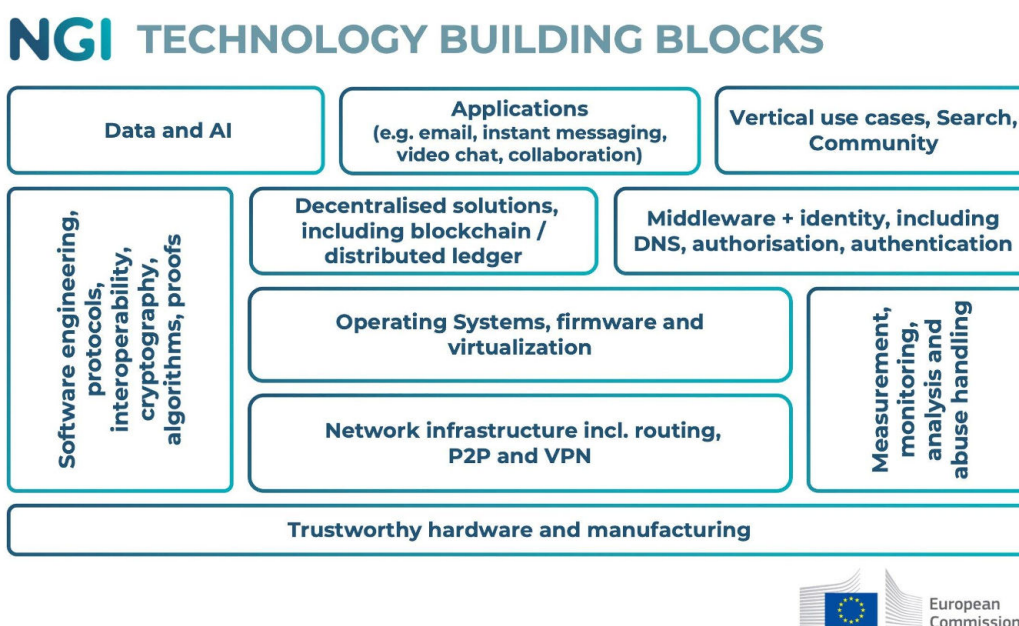


FIGURE 12: NGI TECHNOLOGY BUILDING BLOCKS

The 2020 context of the COVID-19 pandemic caused NGI to focus attention on several areas where technology could help in times of crisis. The founding of the EC’s Technical Review



Facility was an opportunity to highlight the privacy of data aspect promoted through NGI, in this case for national contact-tracing apps. The new paradigm of remote working was an opportunity to emphasise the open source, privacy-protecting technologies developed through NGI in various areas including video conferencing, instant messaging, collaborating on documents, remote access information about food and neighbourhood action. These themes were explored in the online event of NGI at the Internet Governance Forum on 6 November 2020 “Trustworthy Technologies against Covid-19” and are encapsulated in the official IGF report and policy recommendations.

2.1 NGI STORIES

NGI POSITION PAPER 3

The third in the series of NGI position papers, entitled “The people building the Internet of Tomorrow” was published in April 2020. The narrative **highlights** the projects funded by NGI, with an overview of open calls and results, facts and figures (how many projects applied, from which countries, gender balance, latest EUR amount awarded etc), highlighting that the projects are the stars of NGI. Published in April 2020.

NGI Story 3 links to the ‘Who’s NGI’ Blog featuring individual blogs from projects.

A VISION FOR THE FUTURE INTERNET

The working paper entitled “A vision for the future Internet” by NGI Forward on the future policy agenda required for the Internet we want by 2030 was launched at the NGI Summit in September 2020 accompanied by a Sustainability Report, entitled “Internet of Waste: The Case for a Green Digital Economy”.

2.2 NGI NEWS

43 news items were published in 2020 and are all available in the dedicated area of the NGI portal: <https://www.ngi.eu/news/>

1. **NGI Supports Open Source Community's FOSDEM 2020**, 8 January 2020
2. **NGI Explorers - Second Open Call is Now Open**, 31 January 2020
3. **The Potential Value of an Internet Trustmark**, 5 February 2020
4. **EU Data Strategy - Digital Transformation With European Values**, 19 February 2020
5. **First Call for NGIATLANTIC.EU Opens April 2020**, 21 February 2020
6. **Applications open for new EUR5.6m Programme on Data Portability Innovators**, 26 February 2020
7. **NGI Funding Opportunities For Self-Sovereign Identity Projects**, 11 March 2020
8. **NGI Explorers Is Looking for Expert Evaluators**, 18 March 2020
9. **NGI Explorers - Meet the Explorers**, 31 March 2020
10. **European Language Grid Opens First Call for Pilot Projects**, 1 April 2020
11. **Next Generation Internet: Human-Centric Tech in Times of Crisis**, 3 April 2020



- 12. Funding Available Through the NGI Policy-In-Practice Fund**, 20 April 2020
- 13. NGI - The People Building the Internet of Tomorrow**, 23 April 2020
- 14. NGI Internet Architecture Funding: 5 Things You Should Know**, 28 April 2020
- 15. Build-Up Bootcamp with TETRA**, 4 May 2020
- 16. Internet Architects for COVID-19 Digital Demand Surge and Beyond**, 5 May 2020
- 17. ESSIF-LAB's Business-Oriented Open Call Has Closed!**, 19 May 2020
- 18. STOA Roundtable on Digital Sovereign Identity**, 4 June 2020
- 19. The Digital Services Act Package - Take Part in the Public Consultation**, 8 June 2020
- 20. EC Highlights EU Recovery Plan and an Ambitious Digital Agenda at EURODIG**, 16 June 2020
- 21. NGI Pointer Closes Its First Open Call With More Than 150 Applications Submitted**, 17 June 2020
- 22. Grab the FED4FIRE+ Funding Opportunities**, 25 June 2020
- 23. Blockchains for Social Good EIC Prize Winners Announced**, 30 June 2020
- 24. Introducing Reviewfacility.eu**, 21 July 2020
- 25. NGIAtlantic.EU Launches its 2nd Open Call**, 4 August 2020
- 26. Expert View on Priorities and Opportunities for NGI**, 11 August 2020
- 27. Discover the NGI Ambassador Programme**, 24 August 2020
- 28. Meet Europe's Top Data Portability Projects!**, 16 September 2020
- 29. The Role of Open Source - Participate in the Survey**, 25 September 2020
- 30. Help is at Hand for Smooth GDPR Compliance For Small Businesses**, 7 October 2020
- 31. NGI Explorers - Second Immersion Bootcamp**, 8 October 2020
- 32. NGI Policy Summit and a Vision for 2030**, 14 October 2020
- 33. Expert View: Crucial Issues for NGI**, 27 October 2020
- 34. NGI at IGF, Trustworthy Internet Technologies Against COVID-19**, 12 November 2020
- 35. NGI Results Status - Investing in an Internet of Humans**, 16 November 2020
- 36. ONTOCHAIN Launched its First Open Call**, 18 November 2020
- 37. Open Call to Access TENDERIO PLUS Services**, 19 November 2020
- 38. Think Nexus Book Chapter is Out!** 20 November 2020
- 39. DAPSI Launched its Second Open Call**, 24 November 2020
- 40. European Blockchain Pre-Commercial Procurement**, 1 December 2020
- 41. New Opportunity for Funding: NGIATLANTIC.EU 3rd Open Call**, 3 December 2020
- 42. Disposable Identities and Digital Twins**, 8 December 2020
- 43. Visions for an online reboot, from Web Summit 2020**



2.3 WHO’S NGI BLOG

12 ‘Who’s NGI?’ blog posts were published in 2020 and are available in the dedicated area of the NGI Portal: <https://www.ngi.eu/blog/>

1. **Jaya Kalara Brekke** with CoBox Peer-to-Peer Cloud, 24 January
2. **Alina Khayretdinova**, Making Decentralised Identities Easy to Use, 27 February 2020
3. **Aleksandar Jeremovic** Introduces Casper to Protect Children Online, 27 March 2020
4. Next Generation Internet: Human-Centric Tech in Times of Crisis, 3 April 2020
5. **Tangui Coulouarn** and D4S, The Cloak of Invisibility, 27 April 2020
6. **Adrian Georgescu** on How Sylk Makes for Smooth Video Conferencing, 14 May 2020
7. **Aaron MacSween** Presents CrptPad, The Encrypted Collaboration Suite, 26 May 2020
8. **Holger Krekel** with Delta Chat Bot, 18 June 2020
9. **Inaki Eguia** Explores US Collaboration with VES, 2 July 2020
10. The Genesis of Reviewfacility.eu With **Michiel Leenaars**, 28 July 2020
11. **Cristina Marquez** on Why Mobile Internet is the Agent of Change, 3 September 2020
12. **Jacobo Elosua** Devotes His Life to Science with Project Aiur, 2 November 2020

Who’s NGI Blog process revision

A series of requests for content together with prioritisation of topics were given throughout the reporting period.

Priority subjects/issues were presented with requests to RIAs as follows:

TABLE 1: PRIORITY CONTENT TYPES FOR ‘WHO’S NGI?’ BLOG SERIES

Date	Request
November 2019	Promising projects with a range of geographic locations/nationalities and thematic areas throughout Europe
February 2020	Gender balance with more focus on female entrepreneurs
March 2020	Projects relating to COVID-19 context
June 2020	Projects with a tangible app or product

In 2020 there was a careful re-evaluation of the processes and procedures to follow in order to highlight the best of the projects being worked on, and the real-life stories of the researchers



and developers behind them. The consortium has also addressed the relevant reviewers' observation regarding the innovators' visibility on the portal, as follows:

Reviewer's comment: [...] The website should reflect that the NGI has supported 500+ projects. This could be done by highlighting some interesting, promising and convincing NGI funded projects from the Open Calls that contribute to the larger mission in creating a more human internet.

The portal's homepage screenshot presented in Figure 1 shows how the visibility to the number of projects funded is now provided in a prominent position. Moreover, it was agreed with the European Commission in November 2020 that the frequency of publication of blogs should be raised to one new story every week. In order to achieve this result and to feature relevant innovators, a new selection process has been established: the RIAs will work to source promising stories for 'Who's NGI?' for approval by the EC office with editing and story development by the NGI Outreach Office. At the time of writing, the EC is selecting the most promising stories for the Q1 2021.

2.4 LESSONS LEARNT AND NGI STORYTELLING IN YEAR 3

The community of NGI has grown to more than 500 innovators and therefore the number and breadth of stories is richer than ever before. As there have been scarce opportunities to meet in person, efforts are made to engage the NGI audiences on-line whether in news items, blog posts or on-line events, with imagination and ingenuity. Fortunately, the issue of on-line technologies, especially COVID tracing apps, is relevant like never before. How to maintain this narrative in 2021 while keeping up with other results coming out of the project is an important consideration.



3 EVENTS PARTICIPATION & ORGANISATION

3.1 COVID MITIGATION PLAN REGARDING EVENTS

Reviewer's comment: [...] Due to the uncertainty of the pandemic, the project should have an operating plan and risks mitigation plan related to COVID-19. These may need to be updated regularly with the changing governmental guidance. [...]

During first four months of 2020, the NGI Outreach Office managed the event side of the project normally.

From April, due to the Covid-19 pandemic and the different measures taken in the EU countries, some events were cancelled, others postponed, and most of them became digital events.

The NGI outreach office implemented digital event mapping to find the most interesting events the project could be present at over September 2020 - April 2021 (including digital/virtual/hybrid events). The NGIO identified key European ICT events or those on subjects linked to the NGI initiative (privacy and trust, search and discovery, decentralised architectures, blockchain, Internet of Things).

The first target were the big annual events like Slush, ICT proposer's day, IGF, MyData etc.

The NGIO then searched key events that would be worth following in a variety of countries.

An Excel table (See Annex) was created with the following headings:

- Title of the event
- Event date
- Country (organisers)
- Type of event (workshop, conference, webinar)
- Link to website
- Key subjects tackled

Those events are analysed and the NGI Outreach Office for managing NGI presence, information, promotion or live-tweeting from the key events chosen.

The digital event table will be updated every 3 months and will include digital events but will also evolve to include the onsite events that could take place before the end of the year.

The other RIAs projects are also kindly requested to send their own event for follow up on the website, the event table and the promotion.

3.2 NGI FORUM 2020



The NGI Forum 2020 was supposed to take place during the fourth quarter of the year and was cancelled due to the pandemic and the postponed events from the summer.

It was decided that the NGI Outreach office would support NGI Forward in communicating around and promoting the NGI Policy Summit and would ensure the presence of the NGI initiative on various key events between September and December such as the Internet Governance Forum, the WebSummit or MyData2020 Online Conference.

3.3 PARTICIPATION TO EVENTS

On site or digitally, the NGI outreach office was present at event key events in 2020:

Fosdem

The NGI outreach office was present on site for live-tweeting and managed the production of 20,000 stickers for the participants of this event.

EIC prize - Blockchain for social good

The NGI outreach office managed the press relations, promotion of the winners and on-site live-tweeting of this initiative between February and June 2020.

NGI Policy Summit 2020

The Outreach Office followed most of the sessions and tweeted about the event. The press office was involved for the sending of the press releases and the promotion was done through all channels.

IGF 2020

The NGIO ensured live-tweeting from some sessions of the IGF as well as a virtual booth for the visitors of the conference. It also moderated and reported from the online session “Trustworthy Internet Technologies against COVID-19” on 6th November.

WebSummit 2020

The NGI Outreach Office supported the EC in the promotion of the event and was digitally present to tweet on many sessions of the Web Summit. A news article was written after the event and published on the website.

MyData conference 2020

The NGIO managed two sessions at the MyData conference, as bronze partners to the event and ran live-tweeting. The NGIO was also present on the NGI DAPSI booth to present the NGI initiative.

Funding Continuity Day

Through the NGI Talks, NGI took part in the [Funding Continuity Day](#): an event organised by FundingBox on 25 June 2020, which featured a mix of webinars, fireside talks, panel discussions with the participation of figures from several EU innovative projects, where NGI participated with 4 intervention (3 of the project’s ambassadors with a webinar each, and a general NGI presentation):

- Next Generation Internet - [Internet: The world of tomorrow is on its way](#)



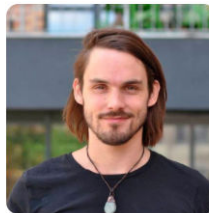
- Aljosa Pasic (NGI Ambassador) - [Cybersecurity for teleworking](#)
- Manuela Battaglini (NGI Ambassador) - [Digital contact tracing & the future of privacy.](#)
- Daveed Benjamin (NGI Ambassador) - [The power of viral misinformation and fake news in COVID-19](#)

<p>14:45-15:45</p>	<p>Description</p> <p>In these times, the Next Generation Internet is driving current technological revolution and ensuring the progressive adoption of advanced concepts and methodologies spanning the domains of artificial intelligence, Internet of Things, interactive technologies and more, while contributing to making the future internet more human-centric. Join the panel where the NGI representatives will sit in conversation with us, discovering how to make the future Internet more inclusive, human-centric and trustworthy.</p>
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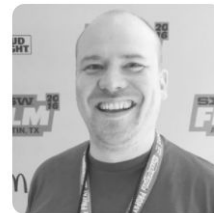
SPEAKERS



Katherine Anderson
 Expert writer and community builder
 Katherine Anderson, Communications and Community Manager at Martel Innovate, supporting the European Commission's NGI and NGIoT initiatives, as well as projects supporting Smart Cities and AI in line with European values of privacy, trust and security. Katherine worked with the UN for 11 years in Human Rights, Health, Water and Sanitation and Environmental Data to achieve the Sustainable Development Goals. She worked as a radio broadcast journalist for the BBC and holds a Masters in International Affairs and a Human Rights Law Diploma.



Oliver Sauter
 Co-founder and CEO of WorldBrain.io
 Oliver Sauter is the co-founder and CEO of WorldBrain.io. The company is developing privacy focused knowledge tools to help people cope with information overload in their online research. Their mission is to build the Next Generation Internet made for collaboration and human connection. Read More: getmemex.com



Tuukka Ylälahti
 CEO & Co-founder of Mesensei
 Tuukka Ylälahti, CEO & Co-founder of Mesensei, a decentralised Next Generation Internet platform for communities, is a startup entrepreneur, business angel, advisor and a mentor specialised in platform strategies with global reach. Back in 2009, he created the vision and forged the founding team for Cabforce which grew to become the world's leading taxi pre-booking platform with over 200 locations.

FIGURE 13: NGI PANEL DESCRIPTION AND MEMBERS AT FUNDING CONTINUITY DAY

3.4 WEBINARS

The webinars implemented within NGI4ALL have been integrated in a branded programme called “**NGI Talk series**”. These webinars are organised by the NGI Ambassadors with the assistance of the FundingBox marketing team.

A detailed description of the NGI Talks (dates, topics, organiser) can be found in Deliverable 3.3 “*Growth hacking activities and NGI Ambassadors Programme Report*” (2nd version).

At this moment, 8 NGI Talks have taken place (see table below), and 3 more are currently being organised for the first quarter of 2021. The following is a list with the topics, dates and Ambassadors organising the webinars:



TABLE 2: WEBINARS ORGANISED WITHIN THE “NGI TALKS” SERIES

Ambassador	Topic	Date
Alex Puig	Do you have everything you need to prove that you are you?	23.01.2020
Ester Liquori	Better marketing with savvy data by Ester Liquori	29.04.2020
Aljosa Pasic	Cybersecurity for teleworking	25.06.2020*
Daveed Benjamin	The power of viral misinformation and fake news in COVID-19	25.06.2020*
Manuela Battaglini	Digital contact tracing & the future of privacy	25.06.2020*
Sudha Jampthe	Career Pivot to Digital Twins in Covid Times	15.09.2020
Pierre-Yves Danet	The impacts of interactive technologies on the future of new media	22.10.2020
Antonio Grasso	The Next Generation Internet: Internet of HUMANS	24.11.2020

All webinars are available at the [NGI Talks Collection](#) at the NGI Community.

*Organised within the [Funding Continuity Day](#) already mentioned in section 3.3.

3.5 NGI FORUM 2021

The next NGI Forum will take place during the second quarter of 2021.

The NGI Forum 2021 will be a digital event. The key results and feedback from the 2019 edition and the opportunities offered by digital events will be taken into consideration during the preparation of the forum to make the most of this key event for NGI.

The concept of the NGI forum 2021 will be shared at the beginning of January.

The first brainstorming took place on 15 December 2020.



4 NGI ONLINE RESULTS AND EVOLUTION

4.1 NGI PORTAL EVOLUTION

The NGI portal has been morphing around the evolution of the NGI needs and community. In particular:

- The NGI About page has been re-edited to keep the content up to date
- The NGI FAQ page has been updated to provide latest details
- In order provide more visibility to the NGI innovators the “Who’s NGI blog”, previously embedded in the News area, has become an independent section with predominant visibility on the homepage.
- The Projects’ area has been enriched with the new projects started in early 2020 and more recently with the three projects which kicked off in September 2020 (Trublo, NGI ASSURE and ONTOCHAIN)
- We have also added Fed4FIRE+ project both within the projects area and in the Get Funded section, as requested by the European Commission
- Obviously, as the press activity and coverage increased in 2020, the related page PRESS RELEASES and MEDIA COVERAGE has been populated accordingly

Following the 1st Review meeting, the NGI Outreach Office has implemented further changes as suggested by the reviewers:

NGI portal

Reviewer’s comment: [...] further work in understanding the key stakeholders and crafting separate content for them would benefit the ease of understanding the overall NGI initiative and what is on offer to participate in. In particular, while “www.ngi.eu” provides an excellent starting point for actors with some level of previous experience with the purpose of the initiative, “newcomers” to the initiative are not immediately engaged. [...]

In the slide bar the NGI Open Calls banner is placed in the first position to provide more visibility. Moreover, a section divider “Fund your innovation” has been added between the News and Blogs preview on the homepage and linked to the Open Call area.

Highlights of the perceived benefits of NGI support is given through testimonial ‘pull out quotes’ from NGI researchers and innovators. These quotes link to relevant contents (e.g. open calls/community/ etc) or success stories (blog posts).

The testimonials’ pull-out quotes have been published in the slide bar, with the intention to update them periodically and to provide different point of views on the NGI benefits.



FIGURE 13: NGI PULL OUT QUOTES

Moreover, relevant links from the homepage, based on the visitors' profile, have been added as presented in the Figure below.

Each button directs the visitor to relevant contents:

- **Are you an innovator?** – Open Calls page
- **Are you a journalist?** – Press page
- **Are you an investor?** – Who's NGI blog
- **Are you a policymaker?** – White papers and reports

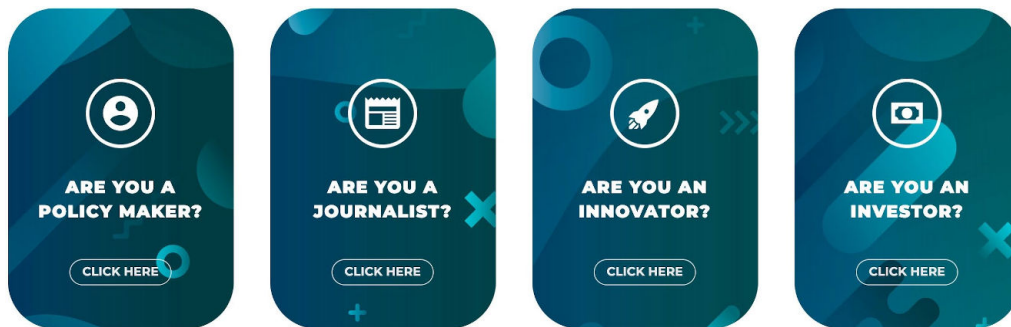


FIGURE 14: NGI HOMEPAGE SCREENSHOT

Also, the web design team is “transforming” the NGI Stories (currently pdfs linked among the resources) into web longform pages linked from the Discover NGI top menu.

In Q1 2021 the web design team will add on the homepage a “Technology Focus Area” with a key visual/buzzword representation of the technologies covered by NGI linking to the relevant RIAs.

Reviewer’s comment: [...] The “get in touch” page of the website should be improved: the text says there are a lot of ways to get in touch but there is only one form. The media contact sentence is easily missed, there is no mention of social media and the newsletter signup is a long way down the page.

The Contact Us page has been updated as shown in the figure below providing dedicated email addresses for each type of stakeholder.

THERE ARE LOTS OF EASY WAYS TO GET IN TOUCH WITH US.

Drop us an email, our team will assist you as soon as possible.

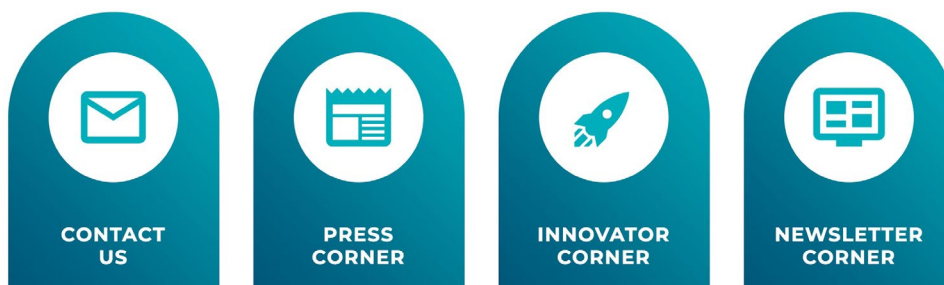


FIGURE 15: NGI CONTACT US PAGE SCREENSHOT

Moreover, as suggested by the European Commission, the homepage has been enriched with the reference and direct link to the NGI Talks and NGI Ambassadors on the slider and at the bottom of the page with dedicated highlights as shown in the figure below.

NGI TALKS & AMBASSADORS

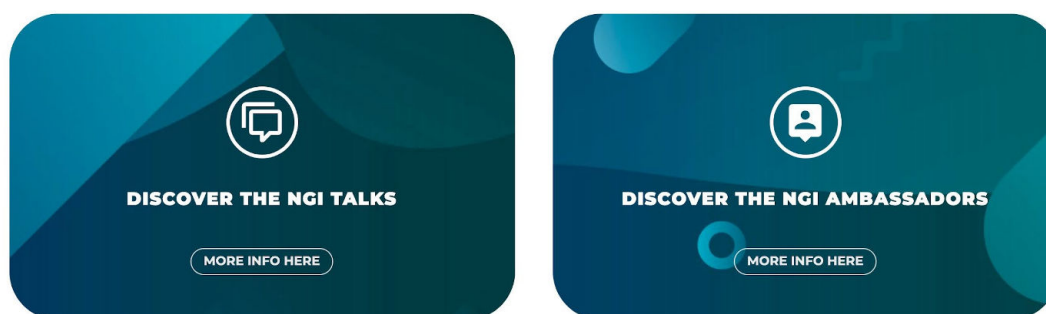


FIGURE 16: NGI AMBASSADORS AND NGI TALKS ON THE PORTAL HOMEPAGE

Last but not least, we added a direct link to the innovator’s portfolio of each project, in order to provide a quick link to the actual results achieved by the different RIAs innovators. The NGI Outreach Office aims at creating a dedicated page for innovators (under Discover NGI), with a direct link to each project consolidated portfolio. This must be coordinated with the RIAs to ensure each project has a one-page catalogue for all the innovators funded.

Reviewer’s comment: [...] The presentation and ‘discoverability’ of the written resources on the website (particularly in Resources and News) will benefit from enhanced readability and paying more attention to their role of attracting/keeping visitors on the site. A lot of work has gone into producing these. More care should be put into their presentation to help site visitors better navigate the contents and get the most value from them quickly. For example, more use of subheadings, and diagrams, high-lighting key outcomes, and being consistent in including date and author in the listings. [...]



The News section is well visited (14% of the total traffic) and updated on daily basis, the suggestion provided regarding the Resources area will be implemented in Q1 2021, adding short synopsis to the relevant documents.

NGI portal GDPR and Cookies

Reviewer's comment: [...] While there is a cookie consent bar, third-party cookies are loaded even before an opt-in is confirmed by the user. This is not compliant with current EU regulations. [...]

The cookie management on the web site has been revised. At the time being, no cookie (except a functional cookie linked to the used CDN and a functional cookie that eventually stores the user preference on cookie usage) is installed on the user browser, unless there is an explicit consent.

Reviewer's comment: [...] In addition, the privacy policy is not in easy language or logical structure, has too much detail in some areas and is missing essential information in others. [...]

On the privacy policy language and clarity, the NGI4ALL consortium is engaging legal expertise to revise the text of the privacy policy and make sure that it is not only compliant with the relevant regulations, but also that the language is as clear and direct as possible, while observing the required legal precision.

NGI Newsletters and Newsflashes

Reviewer's comment: [...] Similarly, the newsletter and newsflashes look the same in the inbox so there may have been the opportunity to increase read rates if newsflashes have more urgency about them. [...]

Both editorial products are NGI branded. The newsletter gives an overview of progress and results; the newsflash allows us to maintain a high frequency of communication with the reader base. The calls to action are already associated with the content, which differs for each issue (e.g. open calls/events etc), and therefore with different appeal. The editorial team is working to provide more appealing subjects to each issue of both the NGI newsletter and newsflashes to increase the open rate e.g. "NGI – More than 500 innovators supported, you could be the next", with a preview text aiming at teasing the content: "NGI supports 548 innovators, mobilising €26M. Read on to learn about the latest projects and innovators from a large number of proposals submitted."

In the last twelve months, the subscriber base (time of writing) grew by 69% (1,762 vs 2,976). The increase is also due to the invitation to join the NGI newsletter sent to the CAPSSI community (a previous EC initiative). The **open rate average in 2020 was 25%**, the click rate average was 7%.

4.2 NGI MAP

Reviewer's comment: [...] The functionality of the NGI Map on the NGI website seems to be limited and its purpose is not immediately obvious. The messaging is lacking and there is no clear value for 'why' an organisation would register, or even how they could. Some of the functionality needs context-setting. For example, what do the 703 members and 609 messages in 'Show the charts' relate to? [...]



Some aspects of the NGI Map were reviewed. First of all, we added an intro page for the NGI Map in the NGI portal in order to describe in a clear way reasons why organisations should register on our map. We added a direct link to the registration form, in order to provide a quick link to the entry door for the organisations who want to join our map.

We also added a direct link to the help page, where users can find all the answers to the most frequently asked questions about the NGI map, the dedicated email and two video tutorials. We added a direct link to the map too. In fact, to make the map more readable, we extracted it from the NGI website page frame, and now all the buttons are fully readable. The entry page for the NGI map should remain the portal one (<https://www.ngi.eu/ngi-map>), but now the map is also reachable via <https://map.ngi.eu/>.

Some changes were also applied in the NGI map. Under the NGI Community tab, we disabled the chart views because we realised that the graphs did not return any added value to understanding the NGI Community data.

We also disabled the Tweets tab. Although in the beginning we considered valid the idea of displaying tweets on the map containing references to NGI, however we found that, due to the Covid-19 situation and a greater awareness of users regarding the distribution of sensitive data such as geolocation, almost all of the tweets analysed did not report location data that could be viewed on the map.



FIGURE 17: NGI MAP INTRO PAGE

4.3 NGI ONLINE RESULTS

All the NGI online touchpoints saw significant growth in 2020, as shown in figure below, reflecting the increasing interest around the NGI initiative but also the multiplier effect of several



communication activities run by the NGI Outreach Office in coordination with and with the help of all the NGI projects.

The website saw 18% more unique visitors compared the previous year (2020 vs 2019) while the NGI newsletter subscriber growth is 70%. It's also interesting to notice the steady growth of the members and followers on the LinkedIn channels (group and company page) and the 20% growth of the Twitter channel.

NGI Online Media	2018	2019	Q4 2020
NGI Portal (unique visitors)	18,963	31,757	37,400
NGI Newsletter (subscribers)	1,005	1,762	2,976
NGI Map (organizations registered)	201	258	303
NGI Community members		324	2,551
Twitter	2,626	3,700	4,358
Facebook	123	419	584
LinkedIn Group (members)	10,948	11,117	11,700
LinkedIn Page (followers)		100	960
Instagram	50	222	289
YouTube (video views)	4,000	4,513	6,300
Total	37,916	54,1	67,421

FIGURE 18: NGI ONLINE CHANNELS GROWTH 2018-2020

A quick look at the share of voice of each NGI online channel provides a clear view of the three most impactful media in engaging the audience. The NGI portal is the key entry point to the NGI ecosystem (almost 90,000 unique visitors since 2018), followed by the NGI YouTube channel (over 15,000 views in three years) and the LinkedIn group with almost 12,000 members.

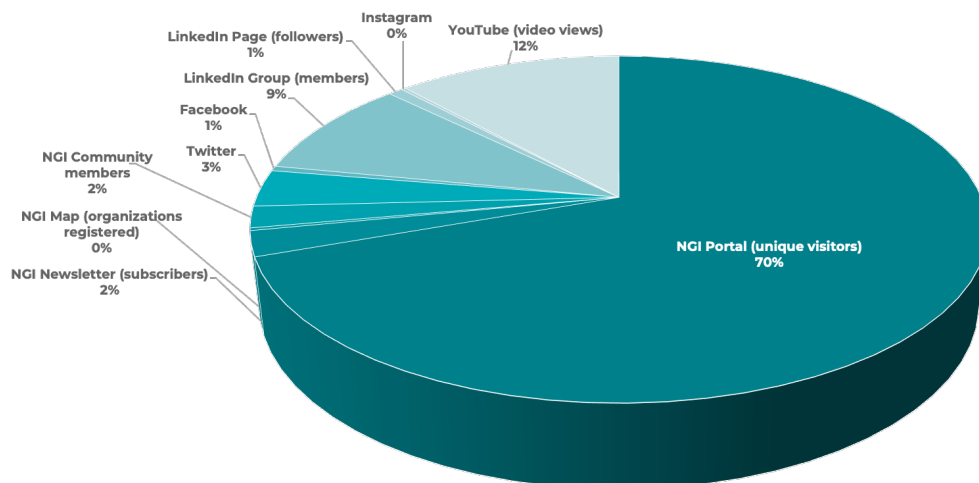


FIGURE 19: NGI ONLINE CHANNELS SHARE OF VOICE

Analysis of the traffic to the NGI portal shows that Open Calls is clearly the most interesting area of the whole website, reaching 25% of the total visits. It is followed by the News and Who's NGI blog area and the NGI project pages. The actions described above in Section 4.1 will hopefully provide guidance also to other areas of the portal less visited till today.



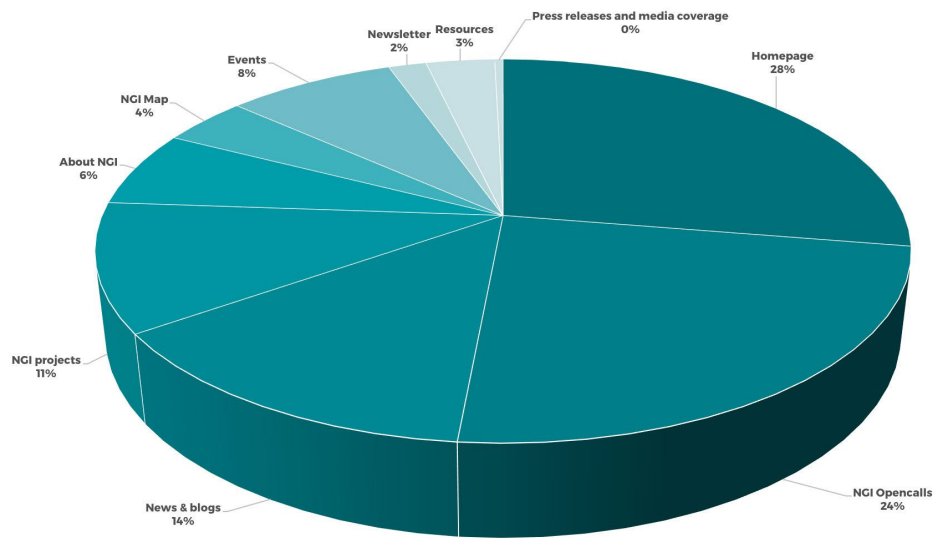


FIGURE 20: NGI PORTAL PAGE VISITS



5 NGI PROMOTIONAL MATERIALS

Most of the promotional material was produced during the first period of the project with the objective of distributing this material on the different events.

In February 2020 the NGIO produced materials for the **Fosdem 2020** event in Brussels – specifically:

- 2,000 stickers NGI.eu
- 17,000 stickers for projects
- 100 branded t-shirts

The material was distributed between the partners of the NGIO at the beginning of 2020 for future use on the on-site events.



FIGURE 21: NGI PROMOTIONAL MATERIALS

6 CONCLUSIONS & NEXT STEPS

2020 has been a year of intense activity for Charisma. The brand has been extended and strengthened through 3 projects and innovator initiatives, engagement and activation of 13 ambassadors with a base of 324,000 followers, implementation and delivery of 8 NGI Talks for 760 participants, intense editorial activity with two new NGI Stories (Position Paper 3 and A Vision for the Future Internet (NGI Forward)), 42 news items published, 12 "Who's NGI" blog posts, major updates on the portal and on the NGI Map.

The results are linked to an 18% increase in traffic on the portal, a 20% increase on Twitter, a 69% increase in Newsletter subscribers, and the ultimate goal of the NGIO's communication efforts: 548 innovators supported so far, 3414 applicants to open calls, 36 countries represented on the NGI Map.

But the highlight this year that cannot be ignored is obviously the impact of the crisis related to COVID-19. The NGI Forum 2019 had to be cancelled, and NGI's presence at the events had to be rethought. NGIO supported NGI Forward in the organisation of the NGI Policy Summit, and nonetheless participated actively and visibly in a number of reference events, including the Internet Governance Forum, WebSummit and most recently MyData2020.

The COVID-19 crisis has also been transformed into a communication opportunity for the NGI Outreach Office. We have deliberately focused on NGI's communication activities on topics close to the crisis, such as personal data protection, collaborative platforms etc.

Finally, the NGI Outreach Office has invested a lot of time and effort in improving its communication tools, services and methods, based on the comments and suggestions received from the project reviewers.

The coming year is uncertain in terms of mobility and the possibilities of organising traditional events. The NGI Forum 2021 will therefore be organised digitally. Three NGI Talks are already in preparation, many topics are already identified for the blog "Who's NGI". In terms of branding, the NGI Outreach Office has three main objectives:

- Assist new projects that will join the initiative;
- Further promote brand adoption by innovators;
- Take advantage of the NGI Forum 2021 to integrate the brand in the most powerful way into the very heart of the digital event.

Last but not least 2020 will mark the end of the Horizon 2020 framework programme and the launch of Horizon Europe. The NGI Charisma (especially in the editorial content planning and curation) shall closely coordinate with the NGI Outreach Office Management (NGI Pilot Work Package) and the EC to align the communication activities and support the vision and transition to the next framework programme.



ANNEXES

EVENT	DATE	ORGANISED BY	LOCATION / TYPE OF EVENT	LINK TO WEBSITE	KEY THEMES
"AI for Good" Global Summit	15 September to 31 December 2020	ITU / UN agencies	Continuous digital event including keynotes, expert webinars, project pitches, demos, networking	https://aiforgood.itu.int	Diversity Gender equality Sustainability AI
NGI Policy Summit 2020	28 to 29 September 2020	European Commission Next Generation Internet initiative	Livestream online	https://summit.ngi.eu	European Vision for Future Internet Digital identity Blockchains Privacy Trust Inclusivity Journalism
"IoT driving Europe's technology sovereignty and " conference	martedi, 29 settembre 2020	Alliance for Internet of Things Innovation (AIOTI)	Berlin - Germany (Fraunhofer Fokus)	https://aioti.eu/wp-content/uploads/2020/03/AIOTI-Signature-Event-2020-Description-Edited-Final.pdf	Data sovereignty IoT Sustainability Climate change
EU Code Week 2020	10 to 25 October 2020	Grassroots initiative run by volunteers & supported by the European Commission	Throughout Europe, online	https://codeweek.eu	Coding Digital literacy
Edge Computing World 2020	12 to 15 October 2020	Edge Computing World publication	Online conferences Roundtables and workshops for developers and executives	https://www.edgecomputingworld.com	Decentralized architectures Coding



Future of News	mercoledì, 14 ottobre 2020	Financial Times	Online conference	https://futurenews.live.ft.com/page/1561901/about	Information Journalism Social media
Citizen Science SDG Conference	14 to 15 October 2020	Germany's EU Council Presidency	Berlin - Germany (or virtual)	https://www.cs-sdg-conference.berlin/en/home.html	Citizen science Sustainability
Women in Tech conference: Shaping the future of women in technology	15 to 16 October 2020	Riga Comm	Riga (Kipsala International Exhibition Center)	https://euagenda.eu/events/2020/10/16/riga-comm-2020-women-in-tech-conference	Gender equality Business Technology Leadership
EDGE 2020	18 to 24 October 2020	IEEE	Online conference & presentations	https://conferences.computer.org/edge/2020/	Decentralized architectures Human-centric cloud services
Annual Privacy Forum 2020	22 to 23 October 2020	ENISA / DG CONNECT / Lisbon Law School	Online conference	https://www.enisa.europa.eu/events/annual-privacy-forum-2020	Dara privacy Transparency Cybersecurity
FET Disruptive Project Ideas Week	26 to 29 October 2020	EC-supported PREFET project, Future and Emerging Technologies	Brussels - Belgium online workshop	https://ec.europa.eu/digital-single-market/en/news/fet-disruptive-project-ideas-week	Social impact of R&D Brainstorming Design & use of future and emerging technologies
European Big Data Value Forum 2020	3 to 5 November 2020	Big Data Value Association / DG CNECT	Berlin - Germany & virtual	https://www.european-big-data-value-forum.eu	European Data Spaces Market uptake Technology Platforms Trust
CHIRA 2020: International Conference on Computer-Human Interaction Research and Applications	5 to 6 November 2020	Scite Events	Online conference Workshops & presentations	http://www.chira.scitevents.org	Interactive technologies
Internet Governance Forum 2020: Internet for human resilience and solidarity	9 to 17 November 2020 (pre-meetings 2 to 6 Nov)	United Nations	Online conference Workshops	https://www.intgovforum.org/multilingual/content/igf-2020	Data Environment Inclusion Trust



CODE 2020	10 to 12 November 2020	Cyber Defence Research Institute, Bundeswehr University	Munich - Germany (Bundeswehr University)	https://www.unibw.de/code-events/program-code2020	Software and data security
Smart City Live 2020	17 to 18 November 2020	Smart City Expo	Online	http://www.smartcityexpo.com/en/home	IoT Smart cities Social inclusion Sustainability Empowerment
Digital World 2020	21 to 25 November 2020	International Academy, Research and Industry Association (IARIA)	Valencia - Spain	https://www.iaria.org/conferences2020/DigitalWorld20.html	Digital society Interactive technologies Geographic Information Systems Online learning Accessibility to IoT
Blockchain Technology Conference	23 to 24 November 2020	S&S Media Group	Munich - Germany (Holiday Inn)	https://blockchainconf.net	Blockchain, Coding, Decentralized architectures, Innovation
Blockchain Expo Europe 2020: Connecting the Blockchain Ecosystem	24 to 25 November 2020	Blockchain Expo	Amsterdam - The Netherlands (RAI Convention Center) & Virtual	https://blockchain-expo.com/europe/	Blockchain, Emerging technologies, IoT, AI
Web Summit	2 to 4 December 2020	Web Summit	Online	https://websummit.com	Search, Data, Media, Society, Developers
Annual Data Protection and Privacy Conference	martedì, 8 dicembre 2020	ForumEurope	Brussels - Belgium	https://dataprotection-conference.com	Data, Protection Privacy, Trust GDPR, AI, Blockchain
MyData 2020: Radical collaboration for designing the new normal	10 to 12 December 2020	MyData Global non-profit community	Online conference	https://online2020.mydata.org	Current state of personal data management
Minority Languages in the Digital Age	11 to 12 December 2020	Alfried Krupp Wissenschaftskolleg Greifswald	Greifswald - Germany	https://www.wiko-greifswald.de/pl/programm/allgemeines/veranstaltungskalender/veranstaltung/n/minority-languages-in-the-digital-age-	Multilingualism Accessibility



				usage-maintenance-and-teaching-59039/	
Masters of Digital 2021	giovedì, 4 febbraio 2021	DIGITAL EUROPE	Brusselw - Belgium	https://www.digitaleurope.org/events/masters-of-digital-2021/	Innovation AI Privacy Trust
Mobile World Congress 2021: Connected Impact	28 June to 1 July 2021	GSMA	Barcelona - Spain	https://www.mwcbarcelona.com	Creative technology Future society Start-up innovation Connectivity AI
International Web Search & Data Mining Conference	8 to 12 March 2021	Association for Computing Machinery (ACM)	Jerusalem - Isreal	http://www.wsdm-conference.org/2021/	Search Data Algorithm design Accuracy
Web Conference 2021	19 to 23 April 2021	The Web Conference	Ljubljana - Slovenia	http://www2021.thewebconf.org	Search & discovery, Crowdsourcing, Monetization, Security, Privacy, Trust Semantics Knowledge Web mining
ETSI IoT Week	26 to 30 April 2021	ETSI	Sophia Antipolis - France	https://www.etsi.org/events/1801-etsi-iot-week-2021	IoT Standardization Data security Privacy
EuroDIG2021	28-30 June 2021	EuroDIG	Trieste	https://www.eurodig.org/get-involved/	Internet Governance

