NGI 4ALL

D2.5 FINAL NGI CHARISMA ACTIVITIES REPORT

Revision: v.1.0

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Abstract	The main objective of this deliverable is to report the global achievements of this work package and specific results and activities achieved by the NGI Outreach Office in the second reporting period with regard to storytelling, content curation, events, online presence and promo materials development. It also gives an overview of the results over the 3 years.
Keywords	NGI, branding, storytelling, communication, creativity, promotional materials, online communication, event

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PU	Public, fully open, e.g. web	✔
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

This report focuses on the activities delivered between January 2021 and April 2022 and presents NGI4ALL's overall achievements, providing an analysis of the evolution and performance of this service, especially in view of the follow-up Coordination and Support Action.

The NGI Charisma Work Package, namely WP 2, is the creative department of the NGI Outreach Office (NGI4ALL project). It has been in charge of the overall NGI branding, storytelling, online presence and content creation, along with the design and distribution of NGI promotional and multimedia materials throughout the entire project's duration.

It has also been in charge of event organisation and participation. WP 2 worked 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, communication and community building activities, as well as the press activities.

The NGI Charisma Work Package was at the heart of the NGI4ALL activities throughout the project, and in spite of the difficulties related to the pandemic, the NGI Outreach Office remained proactive and dynamic during the entire period (40 months).

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ABBREVIATIONS

CPC	Cost per link click
CPMI	Cost per thousand impressions
CPV	Cost per video view
CSA	Coordination and Support Action
CTR	Click-through rate
EC	European Commission
GDPR	General Data Protection Regulation
ICT	Information and Communication Technology
IGF	Internet Governance Forum
IP	Internet Protocol
NGI	Next Generation Internet
RIA	Research and Innovation Action
TCP	Transmission Control Protocol
WP	Work Package

1 NGI BRANDING

The main objective of this visual identity was to make the initiative better known to all NGI audiences and also to the public as a whole over the long term.

The NGI brand, its principles, guidelines and templates were finalised and made public in June 2019 (see Deliverable D2.1: NGI Brand Toolkit and Guidelines).

Since then, all the NGI projects, both Coordination and Support Actions (CSAs) and Research and Innovation Actions (RIAS), have developed their own flavour of this umbrella brand, and have implemented it 100% across all their communication channels: web, Twitter, LinkedIn, Facebook for most of them, and Instagram and YouTube for NGI itself.

The brand has also been widely implemented in dedicated templates (e.g. PowerPoint, Word, etc.), webinars and events (signage, goodies, etc.). As mentioned in the previous activity report (D2.4), the NGI Outreach Office monitored implementation of the brand on a continuous basis, and provided support whenever necessary. At no time did the NGI Outreach Office encounter any discrepancies or unforeseen problems that could not be fixed.

1.1 NGI AMBASSADORS

NGI Ambassadors

The NGI brand is present across all communications, including the NGI Ambassador Programme, both internally (in the consortium's communication about the NGI Ambassador Programme) and externally (in the use of the NGI brand by NGI Ambassadors themselves). In this regards, the NGI brand is visible on graphic assets such as:

- Ambassador Programme: banners

- NGI Talks by Ambassadors: banners

- Featured content by/about Ambassadors in the NGI online community or social media

- Ambassadors value proposition and registration landing page

- Ambassadors proposal (presentation) to the consortium

FIGURE 1: EXAMPLES OF USE OF THE NGI BRAND BY THE NGI AMBASSADOR PROGRAMME: LANDING PAGE
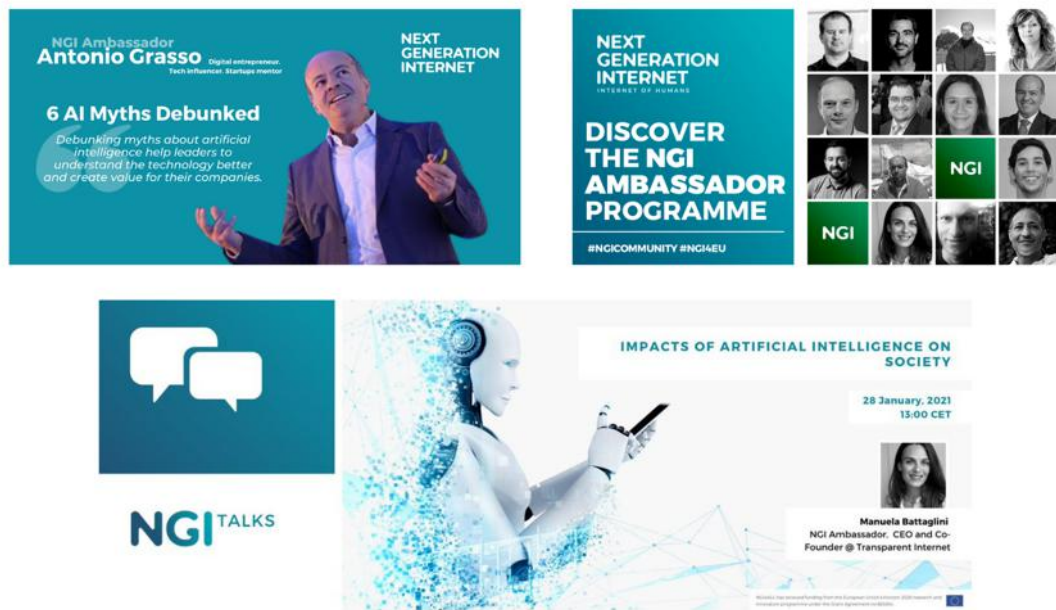
FIGURE 2: EXAMPLES OF USE OF THE NGI BRAND BY THE NGI AMBASSADOR PROGRAMME: BANNERS

Moreover, the Ambassadors are using the NGI brand in less explicit ways: tagging and introducing themselves as NGI Ambassadors on social media and other channels, using the NGI keywords and official hashtags or sharing the core elements of the NGI approach in NGI Talks.

More detailed information about the Ambassadors activities can be found in D.3.4: Growth hacking activities and NGI Ambassador Programme report.

1.2 NGI PROJECTS BRANDING

The table below shows the degree of integration of the NGI brand among all related projects. Apart from Fed4FIRE+, which mostly for historical reasons is not branded according to the NGI guidelines, the entire   NGI online communication ecosystem is branded consistently and in line with the brand strategy developed by the NGI Outreach Office. This implementation covers the brand-related graphic elements used in the design of the graphic interfaces of the websites, in the social channels interface customisation, and also and above all in the production of web content (blog posts) and social content such as banners, various visualisations, invitations, calls to action, animations and videos.

As per the initial objectives, the NGI brand identity, which can be customised by each project (name and colour), gives a feeling of enhanced coherence and unity, which undoubtedly contributes to communicating to the target audiences the significant granularity of the initiative and also its community character.

	WEB	Twitter	LinkedIn	Facebook	YouTube	Instagram	REMARK
NGI	100	100	50	100	100	100	**Banner missing**
CSAs							
NGI4ALL	--	--	--	--	--	--	
Think Nexus	100	100	0	--	--	--	**Old logo, no banner**
NGI Explorers	100	100	--	--	--	--	
NGI Forward	100	100	--	--	--	--	
Tetra	100	--	--	--	--	--	
RIAs							
Ledger	80	100	--	--	--	--	**Due to platform limitation**
Dapsi	100	100	100	100	--	--	
NGIAtlantic.eu	100	100	100	--	--	--	
NGI Trust	50	100	--	--	--	--	**Due to platform limitation**
NGI Pointer	100	100	100	--	--	--	
eSSIF-Lab	100	100	100	--	--	--	
NGI Zero	80	50	--	--	--	--	**Due to platform limitation**
ONTOCHAIN	100	100	100	100	--	--	
NGI ASSURE	100	100	100	--	--	--	
Trublo	100	80	80	--	--	--	**Incorrect logo model**
Fed4FIRE+	0	0	0	--	0	--	**NOT PART OF NGI**

FIGURE 3: DEGREE OF NGI BRANDING CONSISTENCY

1.3 NGI INNOVATORS CO-BRANDING

The NGI Outreach Office has developed a dedicated co-branding guideline for the NGI innovators (downloadable online https://www.ngi.eu/innovators-toolkit), wanting to or interested to recognise the funding and support received by the NGI initiative.

It is nevertheless to be mentioned that the innovators do not have a contractual obligation to add such recognition to their communication materials (online or offline).

The innovators' co-branding guidelines have been shared with all the RIAs which were in charge of disseminating them among their funded projects. In order to accommodate different needs, the NGI Outreach Office provided several alternative co-branding formats (text only, NGI logo and/or NGI project logo). The adhesion to the co-branding opportunity has been fairly low so far, as only roughly 5% of the innovators adopted it, nevertheless it is encouraging to notice that some innovators reach out to the NGI Outreach Office asking for guidance to exploit their association with the NGI ecosystems.

1.4 NGI BRANDING IMPACT ASSESSMENT

It is difficult to accurately assess the impact of the NGI brand without a Europe-wide survey of a relatively large audience. Such a survey has not been conducted by the NGI Outreach Office over the past 3 years, but is one of the objectives of the follow-up CSA, namely the NGI4ALL.E project.

As of now it is only possible to assess the impact of the brand on the basis of less 'objective' criteria, such as the constant monitoring of online conversations about NGI or related topics, discussions recorded during participation in events (real or virtual), contacts and conversations with the media, etc.

It is very clear that the perception of the NGI Brand is increasing, that it is generating growing interest, and that the NGI logo is now part of the landscape.

These perceptions are of course to be confirmed by the recommended study.

1.5 SDGS NGI BRANDING NEXT STEPS

The NGI Outreach Office does not anticipate the need to change the NGI brand, which has been successful in terms of impact and recognition. The initial strategy adopted (a modular system, with clearly defined minimum bases and sufficient creative freedom for projects) is proving to be effective, flexible, and easy to implement for new projects joining the initiative. Nevertheless, there could be two main reasons for refreshing the NGI branding:

- If the findings of the impact assessment mentioned above reveal weaknesses that were not anticipated.

- If the European Commission decides to refocus the initiative from the founding notion of 'Internet for Humans' to another concept such as 'Internet of Trust'.

2 NGI STORYTELLING AND CONTENT CURATION

2.1 NGI STORIES

NGI has published three cornerstone 'NGI Stories' documents which describe the foundation of the initiative:

1. [NGI, for an Internet of Humans](#)

2. [Expertise to select, fund, mentor and coordinate NGI projects](#)

3. [The people building the Internet of tomorrow](#)

These documents, previously published as .pdf documents in the 'Library' section of the portal, have been redesigned as long-form articles in the section 'What is NGI'. This follows the reviewers' recommendations to make the valuable, rich content easy to find and consume by the portal's visitors and facilitate understanding of the NGI initiative' ambition and scope.

2.2 NGI NEWS

Some 46 news items were published between January 2021 and April 2022. They are all available in the dedicated area of the NGI portal: https://www.ngi.eu/news/

4. **TETRA Scale-up Bootcamp**, 6 January 2021

5. **NGI Explorers: Call for Evaluators**, 18 January 2021

6. **NGI Pointer introduces Information-centric networking**, 11 February 2021

7. **NGI Trust: discover our funded projects!**, 18 February 2021

8. **NGI supports ad-free search with Better Internet Search and Partisia Blockchain**, 22 February 2021

9. **Think NEXUS Workshop – 'Key NGI technologies in the EU-US context'**, 24 February 2021

10. **Spotlight on NGI Architects: Episode 1 - The SOLID Project**, 1 March 2021

11. **Europe's Digital Decade**, 12 March 2021

12. **Digital Day 2021: EU countries commit to key digital initiatives for Europe's Digital Decade**, 22 March 2021

13. **Strengthen the NGI Community – take the survey**, 31 March 2021

14. **StandICT.eu 2023 – 3rd Open Call**, 9 April 2021

15. **NGI ONTOCHAIN Open Call 1 Results**, 15 April 2021

16. **TETRA's Scale-up Bootcamp: an overview**, 16 April 2021

17. **Meet the brightest ideas for solving data portability challenges!**, 30 April 2021

18. **NGI Explorers' Awards Ceremony**, 25 May 2021

19. **Next Generation Internet Forum 2021 – Building the Internet of Humans**, 15 June 2021

20. **€1.3 million open call for internet innovators to develop blockchain-based solutions,** 15 July 2021

21. **Funding Opportunities for NGI Innovators: the Q and A Session**, 16 June 2021

22. **€7M Raised for Cubbit: the Distributed, Privacy First and Green Cloud provider**, 3 August 2021

23. **Have your say in the EC Public Consultation on the Data Act**, 4 August 2021

24. **NGI Podcast: Quantum Secure Trust on the Internet**, 1 September 2021

25. **4th StandICT.eu Open Call**, 6 September 2021

26. **EC Study on the economic impact of Open Source Software and Hardware**, 10 September 2021

27. **Digital Privacy Pioneer Prof. Bart Jacobs receives the Stevin Prize**, 14 September 2021

28. **Privacy and Trust-enhancing Technologies**, 21 September 2021

29. **Along the Path to the Digital Decade: stronger cooperation for EU's digital transformation**, 21 September 2021

30. **The 3rd NGI DAPSI open call for data portability innovators is out**, 23 September 2021

31. **Discover the NGI Architects building the Internet of Humans**, 13 October 2021

32. **NGI Innovators, tell us what you need!**, 14 October 2021

33. **NGI instant messaging and conferencing with privacy in mind**, 20 October 2021

34. **NGI – NEXT STEPS**, 22 October 2021

35. **NGI Assure Announces Finalists for Reinforcing Blockchain in the EU**, 28 October 2021

36. **NGI TruBlo call opens in January: Distributed trust based on blockchain,** 10 November 2021

37. **NGI Policy Summit 2021**, 15 December 2021

38. **Next Generation Internet innovation – a catalogue showcasing trustworthy technology solutions is now available**, 20 December 2021

39. **ONTOCHAIN – Blockchain projects to fight false data on the Internet**, 4 January 2022

40. **An Intellectual Property Guide for IT Developers**, 21 January 2022

41. **European Parliament initial approval to the Digital Services Act**, 25 January 2022

42. **Final NGI Explorers' Award ceremony**, 28 January 2022

43. **NGI Explorers Awards Ceremony: the highlights**, 8 February 2022

44. **ONTOCHAIN: Internet trust and citizen empowerment**, 11 February 2022

45. **20 new solutions to bring the power of data back to people's hands**, 31 March 2022

46. **NGI adopting Mastodon microblogging,** April 28 2022

10 of these news items have been promoted to the press.

See all the details in Deliverable D4.5: Annual media and press coverage report.

2.3 'WHO'S NGI?' BLOG

The NGI blog editorial process was revised in early 2021, in collaboration with the EC, to ensure a better orchestrated, smoother and timely publication. Based on the revised approach, the NGI projects selected, every quarter, the most interesting innovators in their cohort.

Their selection was revised by the EC, which proposed to the NGI Outreach Office a priority list fostering diversity of technologies, innovators' profiles, and levels of development. Based on this selection, the NGI Outreach Office approached the innovators with a set of predefined questions aimed at uncovering the innovators' background and motivation, their impact on society and the role played by the NGI ecosystem in their development.

This streamlined process allowed better editorial planning, the inclusion of a variety of innovators, and an increased number of blogs published. In fact, 22 'Who's NGI?' blog posts were published from January 2021 to April 2022. They are available in the dedicated area of the NGI portal: https://www.ngi.eu/blog/. Each NGI blog was promoted across the social media channels and in some cases exploited by the press office (as described later in this section). Below is the list of blogs published in the last 16 months.

1. **Instant messaging – The NGI way**, 15 January 2021
2. **Who's NGI? Hendrik and Frederik with Offen for Fair web analytics**, 2 February 2021
3. **Who's NGI? Julian Sparber talks instant messaging with Fractal**, 11 March 2021
4. **Who's NGI? Tom Haegemans with Solid-Shape – Reshaping linked data on the fly**, 19 March 2021
5. **Who's NGI? Dr. Nikos Fotiou, Experimenting with Unusual Applications of Decentralised Identifiers**, 13 April 2021
6. **Who's NGI? Sam Hitz and Peter Müller verify secure routing with SCION**, 22 April 2021
7. **Who's NGI? Hanna Schraffenberger describes 'IRMA made easy' for identity management**, 30 April 2021
8. **Who's NGI? Denis Carikli with "Porting Replicant To Android"**, 7 May 2021
9. **Who's NGI? Žiga Drev on Food Data Marketplace going global**, 4 June 2021
10. **Cristina Marquez on why Mobile Internet is the agent of change**, 16 August 2021
11. **Who's NGI? Jean-Baptiste Bernard presents data portability in the energy sector with ORATORIO for GridPocket**, 7 September 2021
12. **Who's NGI? Extending PeerTube to improve Trust, Accessibility and Safeguard Audiovisual Heritage with Maarten Brinkerink**, 5 October 2021
13. **Who's NGI: Thorsten Leemhuis with Linux-Kernel regression tracking bot**, 12 October 2021
14. **Luka Mustafa presents KORUZA Free Space Optical Communication System**, 15 November 2021
15. **Who's NGI? Irene Hernandez describes her Self-Sovereign Identity solution GATACA**, 17 December 2021
16. **Who's NGI? Sam Tuke with Lightmeter**, 12 January 2022

17. **Stephan Schwichtenberg with 'Neuropil' cybersecurity mesh tested on Fed4Fire+**, 20 January 2022

18. **Nicolas Nicolaou presents AM-NVE: Strongly Consistent Distributed Shared Memory in 3D Networked Virtual Environments**, 3 February 2022

19. **Who's NGI? Julien Nioche with open source component for web crawlers URL Frontier**, 10 February 2022

20. **Ricochet Refresh: Preserving Anonymity with Suelette Dreyfus**, 21 February 2022

21. **Who's NGI? Meet the NGI Explorers Oscars Winners!**, 14 March 2022

22. **Who's NGI? Elen Eisendle with Open Hardware project EDeA**, 21 March 2022

Figure 4 shows the views for each 'Who's NGI?' blog from January 2021 to April 2022 in chronological order (from left to right). The Figure presents all the blog posts published on the NGI portal, some of them published in 2020, therefore some of the blog posts could have more views due to their extended online presence. The most viewed blog post is 'Instant messaging: the NGI way', published in January 2021. It is worth noticing that the blogs published in 2021 had good exposure, as a result of the enhanced social media activity and press office activity.
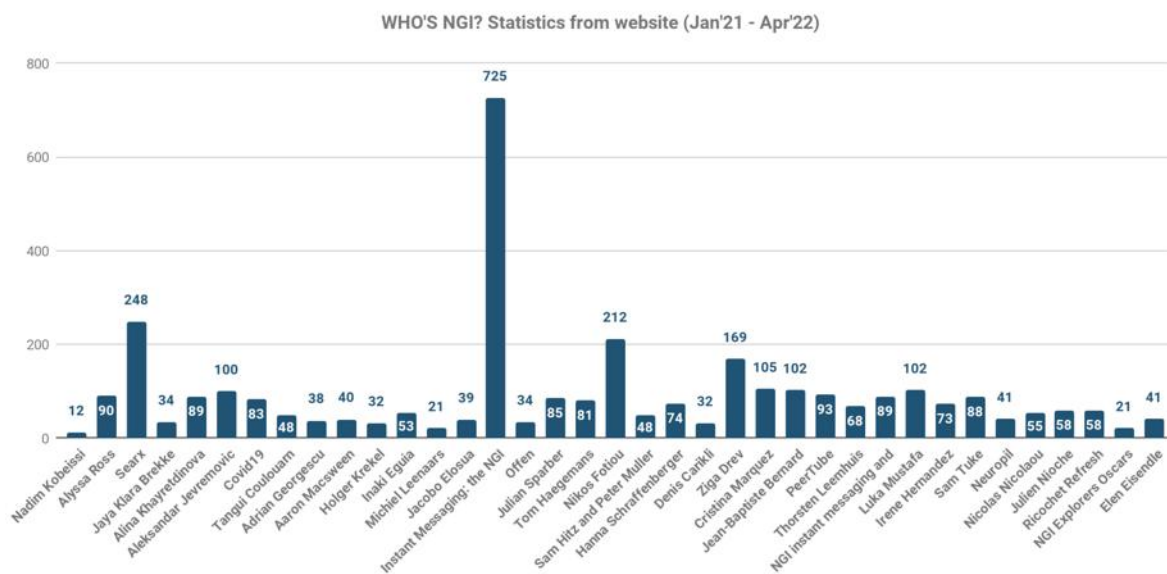

FIGURE 4: 'WHO'S NGI?' VIEWS JAN 2021-APR 2022

Five of these blog posts were promoted to the press, generating more than 150 placements in 'business and tech' press outlets across the European Union (see all the details in Deliverable D4.5: Annual media and press coverage report).

In order to multiply the impact of such thorough work as the **Who's NGI?** blogs, almost all of these entries were reposted in the NGI online community.

In total, **32 posts were republished in the NGI online community**. In addition, they were added to a specific online community collection, NGI People and Ambassadors.

Below is the list of posts with the link and the number of visits to each of them (Table 1). In total, the 'Who's NGI?' blog articles received **678 views** and **65 reactions** in the NGI online community.

TABLE 1: WHO'S NGI? BLOGS REPUBLISHED IN THE NGI ONLINE COMMUNITY (LAST UPDATED 25/04/2022)

Blog	Link	Reach (views)	Reactions
NGI Zero Success Story by Nadim Kobeissi – Verifpal	link	20	2
Jaya Klara Brekke and the Magma collective present @Coboxcoop: building blocks for peer-to-peer cloud	link	37	3
Instant Messaging: The NGI Way	link	31	2
Alina Khayretdinova, making decentralised identities easy to use	link	26	2
Aleksandar Jevremovic Introduces Casper To Protect Children Online	link	21	2
PEERTUBE: Trust, accessibility and safeguard audiovisual heritage	link	29	2
Meet Sam Tuke and Lightmeter	link	51	11
Stephan Schwichtenberg with 'Neuropil' cybersecurity mesh tested on Fed4Fire+	link	27	1
Julien Nioche and Open Source Component for web crawlers URL frontier	link	33	2
Nicolas Nicolaou presents AM-NVE: Strongly Consistent Distributed Shared Memory in 3D Networked Virtual Environments	link	38	3
Who's NGI?: Ricochet Refresh: Preserving Anonymity with Suelette Dreyfus	link	24	2
Who's NGI?: Alyssa Ross Talks Security of Operating Systems	link	26	3
Who's NGI?: Adam Tauber Introduces Searx	link	20	0
Tangui Coulouarn and D4s, The Cloak of Invisibility	link	15	2
Adrian Georgescu on How Sylk Makes for Smooth Video Conferencing	link	24	3
Aaron Macsween Presents Cryptpad, The Encrypted Collaboration Suite	link	15	1
Delta Chat Bot Android or IOS: Holger Krekel	link	17	2
Iñaki Eguia Explores US Collaboration with VES	link	10	0
Jacobo Elosua Devotes his life to science with Project Aiur	link	11	1
Julian Sparber Talks Instant Messaging with Fractal	link	12	0
Hendrik and Frederik with Offen for Fair Web Analytics	link	16	1
Tom Haegemans With Solid-Shape – Reshaping Linked Data On The Fly	link	8	0
Dr. Nikos Fotiou, Experimenting with Unusual Applications of Decentralised Identifiers	link	21	2
Hanna Schraffenberger Describes 'IRMA Made Easy' For Identity Management	link	11	0
Elen Eisendle with Open Hardware Project Edea	link	17	3
Denis Carikli with "Porting Replicant to Android"	link	21	4
Žiga Drev on Food Data Marketplace Going Global	link	22	5
Cristina Marquez on Why Mobile Internet is the Agent of Change	link	14	1
Thorsten Leemhuis with Linux-Kernel Regression Tracking Bot	link	19	1

Jean-Baptiste Bernard presents Data Portability in the Energy Sector with Oratorio for Gridpocket	link	12	0
Irene Hernandez describes her Self-Sovereign Identity Solution GATACA	link	21	4
Luka Mustafa presents Koruza Free Space Optical Communication System	link	9	0

In addition, in the last weeks of the project, a short **online campaign** was carried out to drive more traffic to the blogs. FundingBox launched a 5-day Google display campaign and a 13-day one on **Twitter**. In both cases, the campaign addressed underrepresented countries, as suggested by the EC.
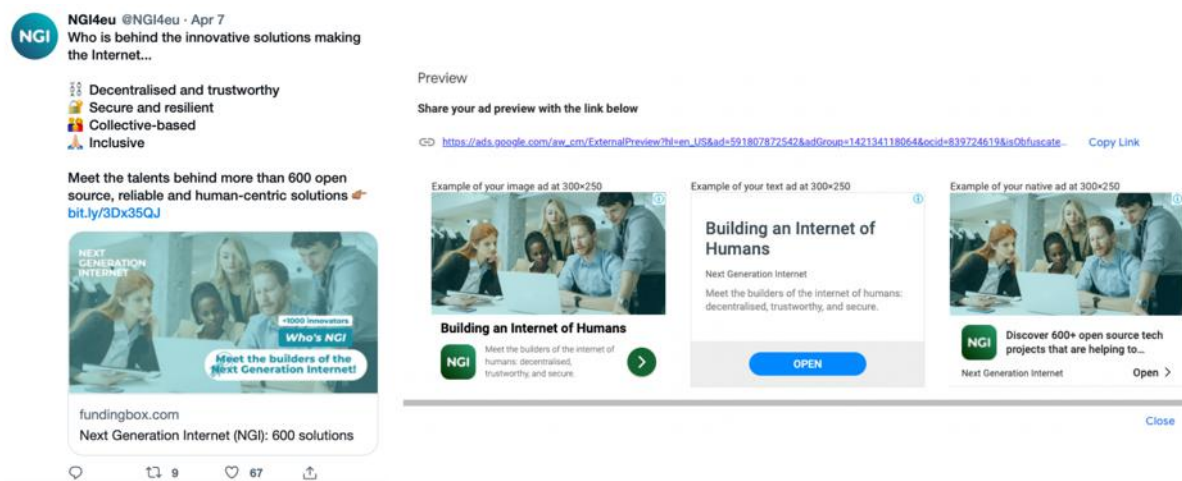

FIGURE 5: WHO'S NGI? – SAMPLES OF TWITTER BOOSTED POST AND GOOGLE DISPLAY CAMPAIGN (RETRIEVED ON 22/04/2022)

The aim was to **redirect as much traffic as possible to the Who's NGI? Blogs** through community posts. In order to do this, a specific landing page was created with the list of Who's NGI? blogs (link). From both organic and paid means, **the post got 606 views.** A tracking UTM was also added to each of the links to track traffic from the portal. In total, 125 visits to the blogs on the portal came from the community boosted post.

The campaign reached a total of **211 136 users impacted** both on Google Display (21 607 impressions) and on Twitter (189 529 impressions). Regarding the traffic directed to the posts, which was the campaign objective, Google Display brought **129 clicks** to the Who's NGI? Compilation posts (Figure 6), while the Twitter campaign brought **445 clicks** to the post (Figure 7). The total spend on the two campaigns was €306.58.

FIGURE 6: SCREENSHOT – RESULTS OF WHO'S NGI? BOOSTED ARTICLE ON GOOGLE DISPLAY (RETRIEVED ON 22/04/2022)

FIGURE 7: SCREENSHOT – RESULTS OF WHO'S NGI? BOOSTED ARTICLE ON TWITTER (RETRIEVED ON 27/04/2022)

The NGI Outreach Office also launched a paid campaign aimed at promoting the NGI solutions and new Catalogue.

We ran this paid social media campaign on LinkedIn, Facebook, Instagram and Twitter from February to March 2022 to increase the visibility of the NGI social media channels and drive traffic to the website and its Catalogue. The campaign was divided into two waves, distributed on an EU-27 level (split into four regions) to English-speaking users that have an interest in digital solutions and computing.

During the entire campaign, we spent **€2 891.03** and drove **9 400** link clicks, leading to an average cost per click of **€0.30.**

Audience

Language: English only.

Age: 25 – 54 years old.

Geographical scope: EU-27, split into four regions

- **North:** Sweden, Finland, Estonia, Latvia, Lithuania;

- **South:** Cyprus, Malta, Greece, Italy, Spain, Portugal, Bulgaria;

- **East:** Romania, Hungary, Slovakia, Czechia, Poland, Slovenia, Croatia;

- **West:** France, Luxembourg, Belgium, Austria, Germany, Netherlands, Denmark, Ireland.

Targeting: based on interest and demographics. The exact targeting can be found later in this file.

Wave 1

The first wave was designed to run for a week (from 22/02 to 28/02). It was interrupted earlier (25/02) due to the European socio-political conjecture and the Russian invasion of Ukraine. The campaigns were stopped during their learning phase[1]; the results obtained are not representative of the performances we would have had in the end with a longer amplification period.

That first wave was the campaign entry point, creating the first contact between NGI and the audience before requesting any action from the audience. The video was informative with a high-level narrative. It offered us the opportunity to create retargeting audiences and lookalike audiences based on behavioural metrics (video viewers; video engagers).

When analysing the KPIs, we can conclude that the wave has worked quite well (the cost per view being low) on all the platforms.

On Facebook, the traffic metrics were also good which highlights the accuracy of targeting and the audience's genuine interest in the NGI initiative.

The 'South' audiences were the best performing audiences (higher CTR) and the cheapest (lower CPMI, CPV and CPC).

Even if the wave had a short timeframe, we had to optimise the campaign on Twitter and extend the audience size with additional keywords and lookalike accounts.

Unfortunately, the wave's length did not have enough time to build a wide audience pool of video viewers and video engagers. As the audience size was small, we didn't have the opportunity to create a proper retargeting audience to activate during wave two. **Bt** we strongly recommend reusing such an approach for future social media campaigns. It is crucial to always start by raising awareness before asking the audience for another action (link click, engagement…). The retargeting audience also offers a strong basis to the campaign with a more qualitative audience pool that will have better average performances than the other audience (especially for engagement metrics).

Wave 2

That second wave was designed to drive website visits to the NGI Catalogue. This wave was longer and lasted for 13 days (from 20/03/2022 to 01/04/2022), with a website traffic objective. We targeted the same audience as during the first wave and spread the campaign on the same platforms. The assets we used during that wave were a series of static ads describing some NGI initiatives and inviting the audience to visit the website to find out more.

During that wave, we spent **€2 462.81** which drove **9 171 link clicks**, and a total number of impressions of 1 754 812. This led to a CPMI of **€1.40**, an average CPC of **€0.26** and a CTR of **0.52%.**

During the campaign we had to implement a series of optimisations to ensure good performances:

- We extended the audience on Twitter and LinkedIn, as the frequency started to rise and the CTR was decreasing.

- We increased the allocated budgets on Facebook, as we wanted to capitalise on the good platform performances.
- We decided to stop the campaigns on Instagram after 6 days because the average cost per click was too high and the click-through rate too low.
- We integrated target costs[8] on Twitter to flatten the spending and increase the average click-through rate.

The performances were good (apart from Instagram) with Facebook leading most of the performances. The results met our internal benchmarks (between €0.10 and €0.20 per click). We realised that when we alternate different copies and visuals, or when we focus on the best performing countries, we get better results in terms of CTR. This is a lesson learnt for future campaigns.

We want to underline the **very good performances on LinkedIn**, registering an average CTR above 1% and a CPC under €1. Usually, we see an average CPC of around €1.15 to €1.50 and a CTR around 0.75%. This underlines the opportunities offered by that platform for future NGI campaigns: **the specialist audience can be reached out to and is responsive to the contents displayed. A lesson learnt in this regard is to always systematically integrate LinkedIn within our media mix.**

The reasons behind such good performances are numerous and we cannot extract one that would be the only explanation. According to our experience, this is the result of a combination of: good ad targeting; low media pressure (the daily budgets were low, which allowed the platforms to wisely spread the campaign); good assets (visuals and copy); a big range of ads (7); and lower ad competition during the period.

We analysed the demographic spread of the campaign; on all the platforms there was an overrepresentation of males (more than 70% of total impressions). They also responded better to the campaign than the female pool of the audience (with a higher CTR on all platforms). The best performing age range was 45-54 years old, which also generated the lowest CPC and the highest CTR%.

During the wave, the most exposed countries on Facebook were Lithuania, Romania, France and Bulgaria, with a higher CTR in Sweden (1.81%), Spain (1.08%) and Slovenia (1.06%). Whereas on Twitter, the most exposed countries were Poland, Latvia, Portugal and Belgium, with the highest CTR coming from Hungary (0.56%), Lithuania (0.53%), Greece (0.50%) and Cyprus (0.49%). On LinkedIn, the most exposed countries were Romania, Spain, France and Poland. The highest CTR came from Austria (3.96%), Hungary (3.26%), Czechia (3.24%) and Slovakia (3.04%).

For future amplification campaigns, we could concentrate the media budget on key countries such as Hungary, Spain and Slovenia. A national targeting and a national budget split will allow for spreading the budget wisely and increasing the media pressure on those key countries. But in this case, targeting underrepresented countries was very important and also key for the future of NGI.

Insights for future campaigns

The campaign performances were good, which is a positive sign that should push us to consider campaigning more regularly on its account to support communication momentum (events, press releases, publication of brochures, partnerships...). We can see that the professional audience is receptive to content and that we can reach them easily.

There is of course always room for performance improvements. To achieve better results, we suggest the following:

1. Use Instagram for engagement and video consumption, not for traffic.
2. For campaigns of around 20 days, use target costs to flatten the average cost per result.
3. Use static ads for traffic, use video ads for awareness and video consumption.
4. Have a wise budget allocation, to allow the platforms to focus on quality over quantity.
5. Use at least four different ads within your traffic campaign to create rotation within the campaigns.
6. On Twitter, focus on keywords and lookalike accounts for targeting.

[1] Before being fully operational, the paid campaigns have to pass through a learning phase. It is a period when the delivery system learns about the ads. The delivery system is exploring the best way to deliver the campaign, the performances are less stable and cost-per-result is usually worse.

[2] CPMI: cost per thousand impressions; this KPI helps us estimate the campaign's average dissemination costs.

[3] Reach: number of unique users reached by the campaign (no matter the number of impressions).

[4] CPV: cost per video view; this is not a full view. On Twitter and LinkedIn, a view is 2 seconds or longer. On Facebook and Instagram, a view is 15 seconds or longer.

[5] CPC: cost per link click.

[6] CTR: click-through rate. It's the proportion of impressions that lead to a link click.

[7] Frequency: the average exposure frequency of the campaign.

*[8] Target cost is a social media buying method feature that allows advertisers to better control the average cost per result of their campaign. Using this option tells the platform to aim for the average cost to be within a 10% range of the cost control entered. **This allows them to be more ambitious and force the platforms to better optimise the campaigns.***

2.4 LESSONS LEARNT AND NGI STORYTELLING IN YEAR 3

The NGI community of innovators has grown to more than 600 participants, and therefore the number and breadth of stories are richer than ever before. As there have been few opportunities to meet in person, efforts were made to engage the NGI audiences online, whether in news items, blog posts or online events, with imagination and ingenuity. The collaboration among the NGI stakeholders increased, allowing more news to be shared and cross-posted across platforms, while the editorial process guiding the NGI blogs proved to be effective, increasing their richness and frequency.

More can be done to ensure inclusion and diversity and to support the marketing of the NGI solutions across different stakeholders. This will be one of the objectives of NGI4ALL.E.

3 EVENTS PARTICIPATION & ORGANISATION

3.1 COVID MITIGATION PLAN REGARDING EVENTS

During the first 4 months of 2020, the NGI Outreach Office managed the events side of the project as planned.

From April 2020 onwards, due to the COVID-19 pandemic and the different measures taken in EU countries, some events were cancelled and others postponed, with most becoming digital events.

The NGI Outreach Office implemented a digital event mapping strategy to find the most interesting events where the project could be present between September 2020 and April 2022 (including digital/virtual/hybrid events). The NGI Outreach Office 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).

Those events were analysed by the NGI Outreach Office as part of managing the NGI presence, information, promotion and/or live-tweeting from the key events chosen.

All RIAs were also requested to send their own events, which were added to the table for follow-up on the website, social media and general promotion.

Regarding the NGI Talks series, the COVID-19 pandemic did not negatively affect the plans. On the contrary, the webinar format became very popular by the end of 2020 and first half of 2021. As a result, we observed an increasing interest in these types of events while on-site gatherings were not permitted or recommended.

3.2 FOCUS ON THE NGI FORUM 2021

Challenges

The biggest challenge for the NGI Forum 2021, beyond its transformation into a digital format, was to find its place in an already crowded event landscape. The number of physical events had been postponed several times at the beginning of the pandemic, and the transformation of these events into digital events was extremely important at this time of year.

After brainstorming together with the EC, it was finally agreed to hold a 2-day digital event including workshops, plenaries, presentations, panels and networking opportunities.

The event took place from a studio built in MolenGeek https://molengeek.com/.

MolenGeek is a tech ecosystem located in the heart of Molenbeek in Brussels. Their mission is to make the tech sector accessible to anyone who wants to ride the digital wave, regardless of background or level of education.

Results

The NGI Forum 2021 offered many participants the opportunity and flexibility to follow and join sessions and workshops that were of interest to them, with **343 unique viewers** on day 1, and **265 unique viewers** on day 2.

The event drove a lot of traffic on social media, with a **total of 6 238 746 impressions** on Twitter during the event and almost 100 new followers.

The mentions peaked during the 2 days of the event, and the day leading up to the event, with the mentions increasing an astonishing **7 642%** from 17 May to 19 May on Twitter.

During **the event** on 17-19 May, there were 982 mentions in total, with 820 of them including the hashtag **#NGIForum21**, 85 mentions using the hashtag **#NGI**, and 80 mentions using the hashtag **#OpenSource**.

As for participant satisfaction, we saw that the **global satisfaction** of participants regarding the content and technical aspects of the Forum was **high, or very high** and their recommendations interesting.

We should also point out that more interaction was requested from the participants' side, and that on-site events are preferred. The second day was less popular in terms of unique viewers, so we might think about making the NGI Forum a 1-day event.

57 SPEAKERS

12 WORKSHOPS

895 REGISTERED PARTICIPANTS

608 UNIQUE VIEWERS

6,238,746 IMPRESSIONS ON TWITTER

100 NEW FOLLOWERS ON TWITTER

14 MEETINGS SCHEDULED

104 OPPORTUNITIES IN THE MARKETPLACE

#NGIFORUM21

The full reports of both events can be provided upon request.

The graphical recording of all sessions can be found on the NGI YouTube Channel.
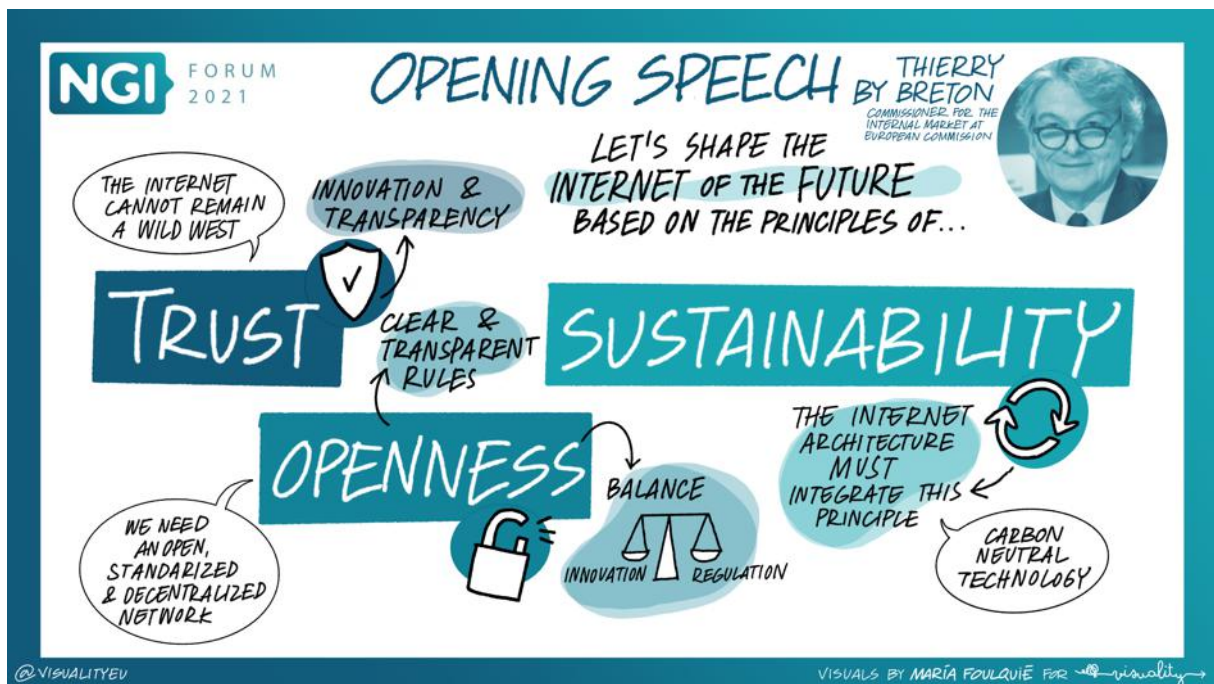
NGI Innovators Pitching Contest

NGI innovators are beginning to deliver concrete outcomes, technical building blocks, decentralised systems, improved protocols, innovative apps and services, etc. It is thus time to show up, to bring these innovations to life.

Pitching is key to finding partners, investors, markets, clients and collaborators… The NGI Outreach Office used the NGI Forum 2021 as a good opportunity to present some innovators.

In order to introduce three of the NGI Forum 2021 thematic sessions, we asked innovators to provide us with their very best 'Elevator Pitch', which are three minutes maximum videos. Forty of them turned up, and we sincerely thank them for the time and energy they devoted to this exercise.

The European Commission and NGI Outreach Office preselected nine videos that were considered to be the most qualitative in terms of storytelling, production quality and personal performance of the presenter.

All the pitches are available on the NGI YouTube channel.

3.3 PARTICIPATION IN EVENTS

On-site or digitally, for stands, speakers or live tweeting, the NGI Outreach Office was present at several key events during the past 18 months:

Wolves Summit 2021

Thanks to a partnership with the **Wolves Summit** organisation, NGI had the opportunity to be present at this conference on tech innovation and entrepreneurship, which especially addresses Eastern European innovators. The event, which was held in a hybrid format in Wroclaw (Poland) and online, was attended by **2 087 participants from 60 countries**.

The NGI initiative had both a virtual and an on-site booth with NGI materials and representatives, a pitching flow solely dedicated to NGI innovators within the **Great Pitch Contest** of the event, and a keynote session on the main stage featuring the NGI Outreach director, representatives from the EC and, notably, NGI innovators explaining the benefits of their participation in the programme.

Most outcomes of NGI's participation in the Wolves Summit 2021 were included in this article.

FIGURE 8: ZENNA FISCELLA AND OTHER NGI INNOVATORS ON THE MAIN STAGE AT THE WOLVES SUMMIT 2021 (21/10/2021)

Fosdem

The NGI Outreach Office was present on-site for live tweeting and managed the production of 20 000 stickers for the participants at 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 in sending the press releases, and the promotion was done through all channels.

Internet Governance Forum (IGF) 2020

The NGI Outreach Office handled live tweeting from some sessions of the IGF as well as a virtual booth for visitors at the conference. It also moderated and reported from the online session 'Trustworthy Internet Technologies against COVID-19' on 6 November.

Web Summit 2020

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

MyData conference 2020

The NGI Outreach Office managed two sessions at the MyData conference, as bronze partners of the event, and handled live tweeting. The NGI Outreach Office was also present at the NGI DAPSI booth to present the NGI initiative.

DigitalEU2030 (2021 and 2022)

The NGI Outreach Office tweeted from these digital events on the key topics linked to the Next Generation Internet initiative.

Funding Continuity Day

Through the NGI Talks, NGI took part in Funding Continuity Day, an event held by FundingBox on 25 June 2020 and featuring a mix of webinars, fireside talks and panel discussions with the participation of figures from several innovative EU projects. NGI made four contributions (three of the projects' Ambassadors with a webinar each, and a general NGI presentation):

- Next Generation Internet – The future of 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

FIGURE 9: 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.

They are online sessions of around 45 minutes each, in which **NGI Ambassadors** bring up an **NGI-related topic** to present their expert view on it, to then kick-off a further debate with other panellists and attendees. A more detailed description of the NGI Talks can be found in Deliverable 3.4 '*Growth hacking activities and NGI Ambassador Programme Report*'.

A total of **12 NGI Talks have taken place** (see the table below) so far. They have seen 284 live attendees and around 1 440 accumulated online views afterwards (an average of 24 attendees per talk and +120 views per video). The formats differ across talks, and include panel discussions with guest speakers, fireside chats ('coffee-break with…') and individual presentations.

The following is a list with the topics, dates and Ambassadors organising the webinars. For more information on them and audiences, see D.3.4.

TABLE 2: WEBINARS ORGANISED WITHIN THE 'NGI TALKS' SERIES

Ambassador	Topic	Date
Ángel Sola (Cibervoluntarios Foundation)	Best Practices on Digital Transformation with Social Impact	03.03.2021
Aljosa Pasic (with Dirk Jumpertz -EURid- and Cristian Hesselman -SIDN Labs)	Cybersecurity for a safer Internet	03.02.2021
Manuela Battaglini	Impacts of Artificial Intelligence on Society	28.01.2021
Sam Butler	Impactful Digital Innovation	14.01.2021
Antonio Grasso	The Next Generation Internet: Internet of HUMANS	24.11.2020
Pierre-Yves Danet	The impacts of interactive technologies on the future of new media	22.10.2020
Sudha Jamthe	Career Pivot to Digital Twins in COVID Times	15.09.2020
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
Ester Liquori	Better marketing with savvy data by Ester Liquori	29.04.2020
Alex Puig	Do you have everything you need to prove that you are you?	23.01.2020

All webinars are available in the NGI Talks Collection in the NGI Community and listed on a dedicated playlist on the NGI YouTube channel that is also linked through the NGI portal.

In 2021, the EC recommended including in the NGI Talks series the podcasts generated by the NGI Pointer project on topics related to Internet Architecture that are relevant to the general NGI audience. They are now part of the NGI Talks series in the community collection, averaging **150 listens per episode. The articles about them have seen 730 visits and 41 reactions**.

TABLE 3: NGI POINTER PODCASTS INCLUDED IN THE 'NGI TALKS' SERIES

Organiser	Topic	Visits	Reactions
NGI Pointer	The SCION Project	153	10
NGI Pointer	The Scuttlebutt Project	247	10
NGI Pointer	TA4NGI / Daasi.de: Quantum Secure Trust and Authentication	245	14
NGI Pointer	The Peergos project	85	7

4 NGI ONLINE RESULTS AND EVOLUTION

4.1 NGI PORTAL RELOADED

The NGI portal has been constantly adapted in line with the NGI's changing needs and community. As per the EC recommendation, in June 2021, the NGI portal was also completely revamped, tackling both the design elements and the navigation architecture. The concerted efforts of the NGI Outreach Office team and the EC resulted in:

- Simplifying the design, making the portal (especially the homepage) appearance 'lighter'.

- Streamlining the navigation, making it simpler and more accessible.

- Emphasising the visibility and accessibility of the NGI results: the innovators and their solutions.

Starting in November 2021, the top of the portal homepage now features a dynamic display of a selection of NGI solutions. The publication of the NGI innovators feature on the homepage triggered further changes, requested by the EC, which contributed to the current design.

In addition to the navigation and design being revamped, the NGI Outreach Office implemented several changes to the Privacy and Cookie policies (with the support of an external legal expert), and switched from Google Analytics to Matomo (the same tool used by the European Commission website).

At the time of writing, new refinements are in progress, as per the EC request to:

- make the NGI portal accessible to all visitors with disabilities;

- provide further details regarding the portal's content copyright etc. in a new 'legal notice' webpage, currently requiring EC approval before publication.

4.2 NGI SOLUTIONS CATALOGUE

The NGI Outreach Office coordinated the development and launch of the online **NGI Solutions Catalogue**, which compiles a number of concrete technology solutions financed by NGI over the past 3 years. In June 2021, the NGI Outreach Office, with the support of the EC, engaged all the NGI projects to discuss:

- the most relevant information required to characterise each innovator;

- the process to collect, verify and publish each innovator's information;

- the most flexible and secure way/tool to edit and publish the information online.

The collaborative effort was finalised with the definition of a taxonomy, a template for the NGI solutions data collection and the implementation of a JSON schema which each RIA generates and hosts. The NGI Outreach Office is responsible for supporting the RIAs in the

JSON development and for publishing on the NGI portal. Dedicated guidelines are available on the NGI Drive (password protected, only for NGI project access: https://bit.ly/3uMtdEk).

At the time of writing, over 600 innovations are available in the Catalogue, from all the NGI RIAs. The Catalogue allows the NGI solutions to be easily identified by multiple filters such as country, keyword, status and the NGI intermediary project that selected and funded them. The searchable Catalogue allows for a quick discovery of results covering a wide variety of cutting-edge technologies, in the following categories:

- Trustworthy hardware and manufacturing

- Network infrastructure, including routing, peer-to-peer and virtual private networking

- Software engineering, protocols, interoperability, cryptography, algorithms, proofs

- Operating systems, firmware and virtualisation

- Measurement, monitoring, analysis and abuse handling

- Middleware and identity

- Decentralised solutions, including blockchain and distributed ledger technologies

- Data and machine learning

- Services and applications such as email, instant messaging, video chat and collaboration

- Virtual use cases, improving search and discovery, and community building.

The NGI Solutions Catalogue is a constantly evolving 'living' space, with new innovators added in batches as the NGI RIAs select new solutions to be funded. Moreover, the NGI Outreach Office is constantly verifying the usability of the Catalogue, implementing changes to optimise the visitors' experience. It also intends to review (once again, adopting a collaborative approach with the NGI projects) the JSON schema and its mandatory fields, and the use of keywords (currently too many and often with typos etc.), and optimise the free Search tool.

4.3 NGI MAP

Following the advice provided by the reviewers, the NGI Outreach Office has revised the NGI Map as follows:

- created an entry page which presents the benefits of joining the NGI map;

- added clear calls to action: explore, add, more help;

- created video and step-by-step guidance for the map features;

- simplified the map interface, keeping only the essential search functionalities to identify relevant actors in it.

Currently there are 318 organisations registered on the map (+5% since December 2020).

4.4 ONLINE RESULTS

After 3 years of coordinated activities, extensive SEO analysis and consistent corrective actions, and with the help of all the NGI projects, the NGI initiative is ranked 1st on Google's

and Bing's results pages (searching 'NGI' or 'Next Generation Internet' terms), and ranks in the first page results of other search engines (i.e. DuckDuckGo, Startpage etc.). This clearly strengthens the NGI's visibility to a wider audience and confirms the right direction of the efforts carried out.

A quick look at the share of voice of each NGI online channel provides a clear view of the most impactful media in engaging the audience. The NGI portal is the key entry point to the NGI ecosystem (almost 128 000 unique visitors since 2018), followed by the NGI community platform (almost 64 000 unique pageviews in 3 years), NGI YouTube channel (over 28 000 views in 4 years), and LinkedIn group with almost 12 000 members.

NGI Online Media	2018	2019	2020	Jan21 - Apr.22
NGI Portal (unique visitors)	18'963	31'757	37'400	39'879
NGI Newsletter (subscribers)	1'005	1'762	2'976	2'943
NGI Map (organizations registered)	201	258	303	318
NGI Community members		324	2'551	3'150
NGI Community (unique pageviews)		13'057	20'579	30'677
Twitter	2'626	3'700	4'358	4'998
Facebook	123	419	584	813
LinkedIn Group (members)	10'948	11'117	11'530	11'680
LinkedIn Page (followers)		100	960	1'471
Instagram	50	222	289	720
YouTube (video views)	4'000	4'513	6'300	14'168
Total	**37'916**	**67'229**	**87'830**	**110'817**

FIGURE 10: NGI ONLINE CHANNEL GROWTH 2018 – APRIL 2022

The NGI portal's traffic performance shows an initial loss of traction in the first half of 2021, probably due to a lack of events and 'shortage' of funding calls. However, in the second half of 2021, thanks to publication of the NGI Solutions Catalogue and dedicated online campaigns, the NGI portal's traffic was increasing again. Overall, the NGI portal drew **39 879** unique visitors who generated **86 295** pageviews and an average visit duration of 00:02:09 as shown in the graphics below.

FIGURE 11: NGI WEBSITE ANALYTICS JAN 2021 – APR 2022: UNIQUE VISITORS AND PAGEVIEWS
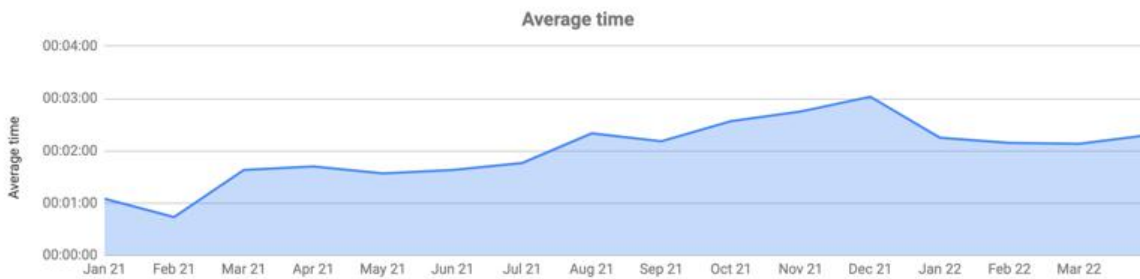
FIGURE 12: NGI WEBSITE ANALYTICS JAN 2021 – APR 2022: AVERAGE VISIT DURATION TIME

A closer look at the data shows that the new **NGI Solutions Catalogue is clearly the most popular item of the entire website**, registering 15% of all visits. This is followed by the News and Who's NGI? blog area and the Open Calls and funding opportunities pages.

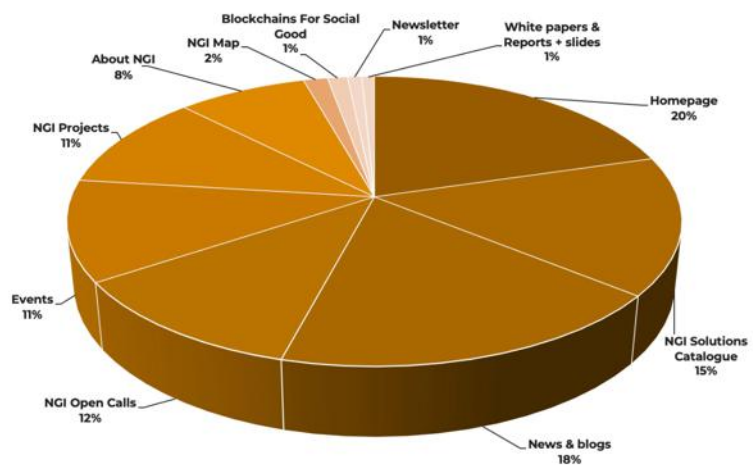| PAGE	Jan 2021 - Apr 2022
Homepage	17'030
NGI Solutions Catalogue	12'866
News & blogs	15'262
NGI Open Calls	9'622
Events	9'382
NGI Projects	8'899
About NGI	6'695
NGI Map	1235
Blockchains For Social Good	1032
Newsletter	740
White papers & Reports + slides	647
Press	604
Videos	282

FIGURE 13: NGI PORTAL (JAN 2021 – APR 2022) – PAGE VISITS

It's also interesting to look at the geographic reach of the portal performance, with 10 countries in Europe generating almost 50% of the overall traffic. After 3 years, the NGI initiative has succeeded in being present in most EU countries and increased its presence in Eastern Europe.
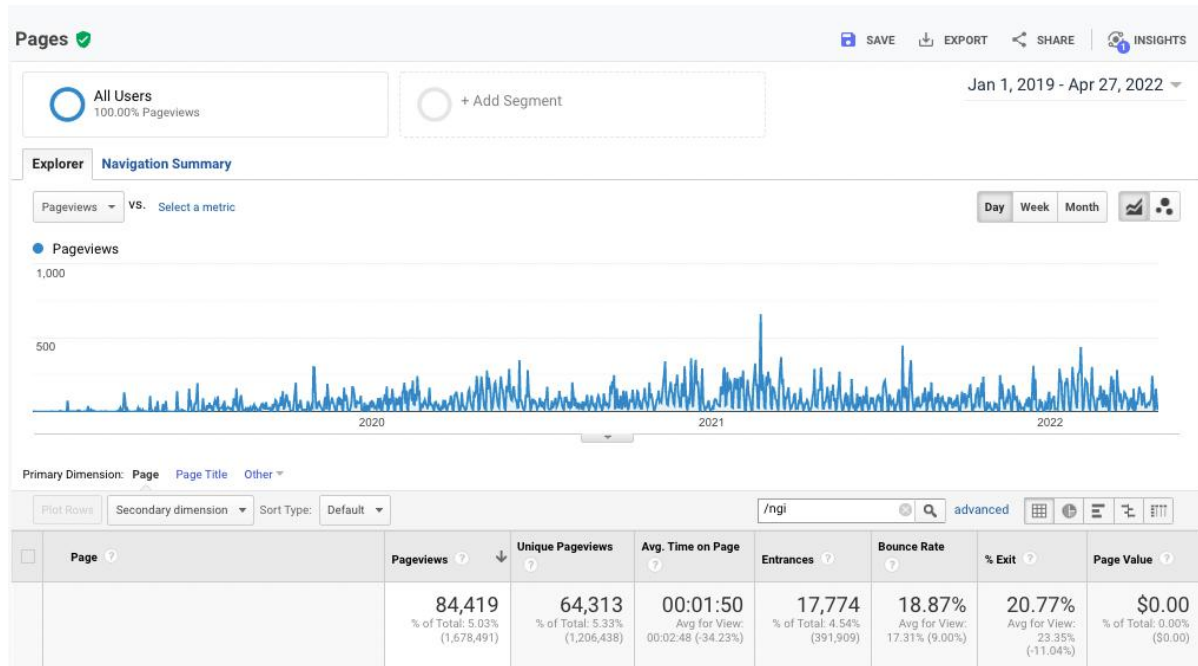
FIGURE 14: NGI PORTAL (JAN 2021 – APR 2022) – VISITORS DISTRIBUTED ACROSS EUROPEAN COUNTRIES

The **NGI online community platform**, throughout the life of the project, registered 64 313 visits (unique pageviews) and a total of 3 150 members.

FIGURE 15: TOTAL UNIQUE PAGEVIEWS VS PAGEVIEWS OVER THE LIFETIME OF THE NGI COMMUNITY PLATFORM (JAN 2019 – APR 2022)

From 1 January 2021 through to April 2022, there was a total of **33 086** unique pageviews of the NGI online community**,** of which **almost one of every five visits (19.99%) corresponded to the Homepage**. This is logical, as this is the entry point to the community and the most widely distributed landing page of all community pages through external channels, both organically and via paid media.

The three most visited pages in the community, in terms of unique pageviews, were:

1. **NGI Community Homepage** (6 613 unique pageviews – 19.99% of all traffic);
2. **The Next Generation Internet News and Events** (1 820 unique pageviews – 5.50% of all traffic);
3. **NGI/Open Calls & Funding opportunities** (852 unique pageviews – 2.58% of all traffic).

The ranking of the most visited pages within the online community matches the overall interests expressed by community users in the survey conducted by community managers from March 2021 onwards to learn about the preferences of community users. Funding opportunities and events were the top preferred types of content, along with industry news.
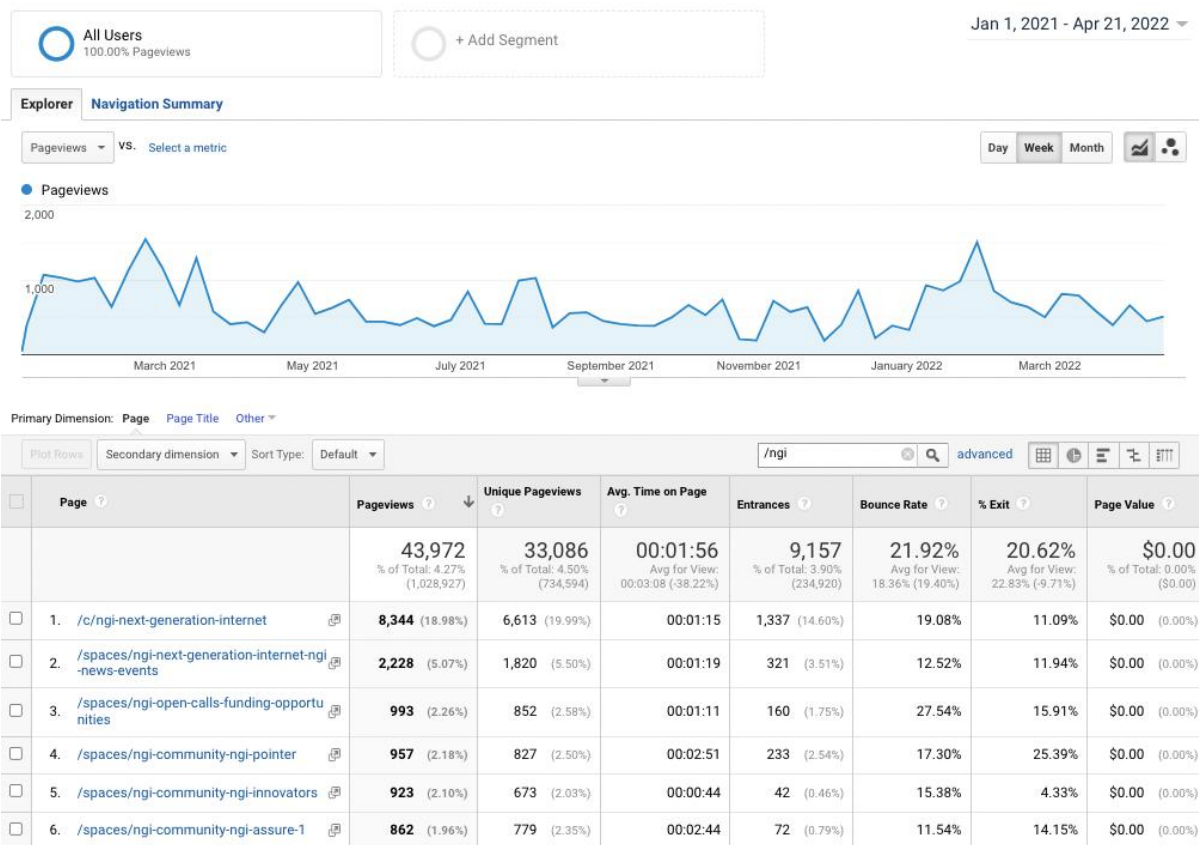
In terms of time spent on the community platform pages, although there are peaks of up to 11 minutes average time on certain content pages, **the overall time on a page is 1 min. 56 sec**. This is not a low value *per se*, but it is certainly influenced by the shorter average time on pages like the homepage or certain community collections that are just content aggregators.

If we break down the numbers to explore the result of the Spaces owned by NGI RIAs, we can see the following data:

- **NGI Pointer** is the Space with the highest number of unique pageviews in the period: 827, 2.5% of all pageviews; followed by

- **NGI Assure** Space, with 779, 2.35% of all pageviews; then

- **eSSIF-Lab** with 525 pageviews, 1.59% of the total; and finally

- **LEDGER,** which has its own separate community as well, achieving 193 pageviews; **NGI Atlantic**, 131; and **NGI Explorers**, 66.

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 at different events.

See D2.3 NGI CHARISMA ACTIVITIES REPORT for the details.

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

For the **Wolves Summit** event in Wroclaw, the NGI Outreach Office also produced some additional materials, including:

- 200 NGI flyers
- 200 NGI pins for attendees
- 2 NGI roll-ups for the booth

FIGURE 17: NGI PROMOTIONAL MATERIALS

6 CONCLUSIONS & NEXT STEPS

Continuity, proactivity and quality of services were assured throughout the project duration. The NGI Outreach Office was in close contact with the EC on a regular basis to ensure cohesion among RIAs and CSAs in their communication activities and to provide timely support, whether for the redesign of the NGI portal, development of the NGI Solutions Catalogue, editorial support, design of promotional materials, visuals, or advice for and promotion of the NGI innovators.

During this reporting period, the activities the WP 2 led were very intense, especially regarding the focus on the NGI initiative's tangible results, represented by the solutions developed by over 600 innovators. For this reason, the NGI Outreach Office stepped up efforts to enhance the promotion of NGI innovators, which are now advertised via the online NGI Catalogue (accessible via the NGI portal) that has been widely promoted online and among the press.

The pandemic also opened up the opportunity to promote the NGI and some of the specific technologies and solutions developed within the NGI context as important ways of ensuring that all citizens have fair, transparent and trustworthy access to the Internet, with a focus on aspects such as personal data protection, collaborative platforms, etc. It was important for the NGI communication to the press, for instance, to illustrate how NGI innovation projects provide impactful responses to the crisis.

Furthermore, the NGI Forum 2021, held entirely online, was a great success with more than 600 unique viewers, and a lot of media activities and online discussions around the event.

In a nutshell, the Charisma activities took both a tactical day-to-day approach, ensuring support was provided to the entire NGI community (i.e. promoting project events, open calls, etc.), and a more strategic approach towards enhancing the awareness, interest and participation in the NGI initiative among a wide and diverse audience. More on this front needs to be done to ensure that the NGI innovators and the solutions developed are accessible, inclusive and diverse (i.e. geographical, gender, disabilities, minority groups).