NEXT GENERATION INTERNET

NGI 4ALL

D4.4 ANNUAL MEDIA AND PRESS COVERAGE REPORT (2ND VERSION)

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Abstract	This deliverable reports on the main media and press activities that were ran in 2020 and on the key findings and outreach. Recommendations are made based on assessments done on the effectiveness of the outreach efforts, which can then be used to improve NGI's Communication and Marketing strategy.
Keywords	Media, Press, Communication, clippings, outreach, Next Generation Internet, Journalist

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* 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

During 2019 and 2020, the NGI Outreach Office implemented media and press activities in order to raise awareness of NGI via European media and to maximise outreach.

These activities included the introduction of a Media Landscape and Mapping through which pitching, or 'push' proposals and content areas were established. The Next Generation Internet Media Landscape was conducted through a balance of desk research (public online channels across the EU) and field research (interviews with three professionals in each EU Member State, at local level).

The NGI initiative has a complex ecosystem and needs to regularly upgrade dissemination plans to tap into all types of media and convince writers, bloggers and journalists to produce more contributions, articles, footage and content.

The NGI initiative aims to build the key technology blocks of a human-centric Internet, which gives end-users full control of their personal data. Through advanced technologies, new decentralised businesses and social models will ensure secure and trustworthy Internet access for all.

The mission of NGI is to re-imagine and re-engineer the Internet. The information age should enable human potential, mobility and creativity in an all-inclusive manner – while dealing responsibly with our natural resources. The NGI initiative funds European innovative research and innovation (R&I) projects that make it possible to imagine and develop a new Internet that is safer, more open, more respectful of people and more useful to all citizens. This is the main target: support R&I to generate actual and swift results to reinforce the European Union's positioning on the Internet market and impose European values and norms today for the Internet of tomorrow.

Approximately 150 journalists in 30 countries were contacted; a large majority of them were IT-specialised editors, with some general journalists during the Covid-19 solutions press pitches.

A key take-away was the type of content journalists are willing to republish; they favour newsworthy and unique content (exclusives not already available online). Because of their lack of time, they rarely attend events. Consequently, they should be provided with a short summary of the different topics discussed, including speakers' declarations.

Based on the outcomes of the media and press activities, one of the main recommendations that can be suggested for the implementation of similar projects in the future, is the elaboration of an editorial plan prior to any content creation. Topics and information on the topic should be submitted to the journalists beforehand to ascertain their interest. These topics can later take the form of 'snackable' content.

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1 MEDIA AND PRESS ACTIVITIES

1.1 MEDIA LANDSCAPE

The main aim of PR activities was to raise awareness of NGI in EU media outlets, position the EU as a powerful shaper of the Internet for the future as a user-centric ecosystem (Internet of Humans) and engage relevant communities with innovation, driven by NGI.

At the base of the communication efforts was a tailored Media Landscape, conducted in the second part of 2019, which incorporated the media relations strategy. The Media Landscape document is a cartography of targeted media in the 27 EU Member States, that is set to guide relations with prominent media actors. In order to understand the local media context, this Media Landscape was personalised in every country and was updated on a frequent basis. The main objective of the Media Landscape was to help get close to journalists and maximise outreach in EU countries.

The NGI Media Landscape is a cornerstone of PR activities and is integrated into the overall communication strategy of NGI. The first circle of communication activities included specialised audience and usual stakeholders for which outreach was done via community tools, emails, conferences, and more. PR actions came in the second phase, which consisted of expanding the NGI's visibility to include a wider audience--the general public. This also reinforced the conversion rate by reaching out to new stakeholders and audiences.

From a strategic point of view and to support dynamic PR, the Media Landscape aims to:

- Support and boost dissemination by applying segmentation guidelines.
- Analyse and understand media consumption behaviours: how different audiences consume media through different platforms; including different combinations, at different moments and in variable ways according to the type of content, the position audiences have on a given issue, and the purpose of the consumption (professional, private, leisure etc.).
- Confirm and prove that outreach needs to be organised differently per country, per culture, per social sector.
- Customise the role of each medium, according to the specific type of content.

From a tactical point of view, the Media Landscape is a guide that:

- Helps to tailor and localise NGI content for local press.
- Supports agenda-setting, with a regular flow of information from media and journalists to the NGI Outreach Office team, covering media opportunities (media dossiers in the press, scheduled agendas, political agendas etc.).
- Is the basis of the media mapping (selection of impactful topics and media types).
- Approach and segmentation

The Next Generation Internet Media Landscape was conducted through a balance of:

- desk research: public online channels across the EU,
- and field research: interviews with three professionals in each EU Member State, at local level.

Based on desk and field research outputs, a non-exhaustive and provisional typology matrix of countries and media was proposed:

Group 1: Belgium, France, Luxembourg, Germany, United Kingdom, Ireland, Denmark. All of them give a large amount of space to Internet topics in various kinds of media. They all have specialised journalists in different media types (general, specialised, national, regional) and can provide NGI with large outreach opportunities.	**Group 2: Austria, Netherlands, Italy, Portugal, Sweden, Spain, Greece, Estonia, Latvia.** These countries have a wide Media Landscape, targeting a large community of Internet actors. Their media is high-level and highly specialized with diverse and specific outreach opportunities. Access to their content and communities requires extra efforts.
Group 3: Bulgaria, Romania, Malta, Slovenia, Czech Republic, Hungary, Finland. Big media names speak to large communities and represent an outstanding indirect outreach. However, the efforts to access content opportunities will be more complex, as they are more disseminated and work in silos.	**Group 4: Croatia, Slovakia, Lithuania, Cyprus, Poland.** According to our research, these countries will be complex to reach out to, and the construction of a network of close journalists will take longer to produce results.

Media Mapping

The following media targets were mapped in the focus countries:

- Journalists who were considered prominent content-providers, with an interest in Digital Technologies, the Internet and Innovation topics.
- National generalist media outlets that also cover tech topics relevant to the general public.
- Regional generalist media outlets that cover tech topics relevant at the regional level.

The objective was to identify relevant media vectors to amplify the NGI agenda and establish a close cooperation with them to obtain strategic support in fine-tuning country-related, tailored approaches: agenda-setting and selection of events; content marketing, i.e. the best correlation between available NGI content and targeted media.

1.2 PUSH PROPOSALS

The Media Landscape and Media Mapping were followed by a series of push press proposals meant to generate positive media coverage for NGI on what is on agenda.

Media activity proposal: Blockchain for Social Good

The proposed media activity was to be set up ahead of the Blockchain event that took place in Brussels in February. This also marked the starting point for the 2020 NGI media outreach campaign.

Context: The Finalists' Day of the Blockchain for Social Good EIC Prize was held on 10 February 2020, in the Atrium of JRC, Brussels. The interactive event featured discussions

among the 24 finalists as well as an engaged audience, plus poster presentations of the different applications. 24 finalists were selected out of 178 applications received for the EIC Prize "Blockchains for Social Good" to present and discuss their ideas with other innovators.

The event brought together innovators, experts and curious minds from across the globe to explore how Blockchain could support social good in a variety of application areas such as: traceability and fair trade, public transparency, decentralised platforms and circular economy, managing public records, financial inclusion, health, quality content, aid & philanthropy, and energy.

Communication objectives: to showcase finalists, promote innovation, generate more visibility for participants, increase applications and get further additional funding and support.

Proposed approach: NGI Outreach Office liaised with 15 media outlets by 7 February and showcased 24 stories of the 24 finalists (presentation of the initiative by phone, inviting 15 journalists to attend the event, submitting content to their editorial agenda, collecting their requests for further information and adaptation, proposing interviews on the spot).

The approach was to reach out to three main target audiences: research & innovation (academics, researchers); start-ups, Internet companies and students. The NGI Outreach Office proposed NGI content to 15 journalists known in their country in the field of the Internet and New Technologies, aiming at balancing topics and media types in the list of 15 selected media, to cover a balanced distribution of social issues and geographical scope.

Media activity proposal: COVID-19 context

Context: Most of society was working from home to slow down the spread of Covid-19. As it so happened, the Next Generation Internet initiative developed and promoted open-source tools suited for just such a situation. A list of tools (that anyone can use with little to no set-up) are produced by projects within NGI. Of course, there are many more projects (in fact more than 200!), ranging from open hardware projects to alternative search engines; a selection of projects made NGI seem particularly useful to many.

Communication objectives: showcase and promote the extent to which NGI is innovative. Showcase how European Commission-supported projects mesh with organisations and citizens' realities, particularly during a crisis like the Covid-19 pandemic. Also to provide the media with solution-oriented content originating from the NGI community of projects.

NEXT GENERATION INTERNET: HUMAN-CENTRIC TECH IN TIMES OF CRISIS

April 2020

Proposed approach: to liaise with Brussels-based and local media by the end of the confinement period (the end of June 2020).

Media activation planning

- 3-April: NGI Outreach Office uploaded content on NGI.eu (see content approach)
- 6-April: NGI Outreach Office identified relevant media/journalists in view of the list of selected projects (media specialisation and country)
- 6 to 10 April: NGI Outreach Office produced and circulated content to journalists on a personalised basis (languages: French, Dutch, English, Spanish, German, Italian, Polish)
- 9-April: NGI Outreach Office sent the content to the entire media database (in the countries where projects come from + neighbouring countries)*
- 6-April – 30-June: NGI Outreach Office pitched content on the phone with journalists
- 7-April – 30-June: NGI Outreach Office proposed interviews with project holders
- 7-April – 30-June: NGI Outreach Office shared information regarding posts on social media

The NGI Outreach Office submitted the Covid-19-context content to five journalists in each country represented in the selection of projects, and to approximately 10 Brussels-based journalists, aiming at balancing topics and media types in the list to cover a balanced distribution of social issues and geographical scopes.

Media activity proposal: post-COVID context

Context: The Covid-19 pandemic allows for a partial economic relaunch. The Next Generation Internet initiative develops and promotes open-source tools which accompany business cases like keeping employees engaged, working from home, securing data in the context of homeworking, etc. Simultaneously, #BC4Good prize winners have been announced, which represents a media-attractive opportunity to make a link between the relaunch and what is good for social business.

Communication objectives: showcase and promote how NGI innovative is; showcase how European Commission projects support the post-COVID-19 economic relaunch; provide media with solution-oriented content coming from NGI; exploit the upcoming NGI agenda and showcase it as part of the general relaunch agenda; liaise with national media throughout the summer period.

Proposed approach: to liaise with national media contacted since early 2020

Media activation planning

23 June: NGI Outreach Office identified media-attractive content

- Blockchain for Social Good prize winners
- EU Recovery Plan
- Delta chat data privacy blog post

25-June: NGI Outreach Office identified relevant media / journalists in view of the list of selected projects (media specialisation and country)

- By 29-June: NGI Outreach Office uploaded content on NGI.eu
- 30-June to 3-July: NGI Outreach Office sent produced content to journalists on a personalised basis (languages depending on available material)
- Early July: European Commission shared the news item with their press contacts
- Early July: NGI Outreach Office sent the content page to the entire media database (in the countries where projects come from + neighbouring countries) *

- 6-July – 15-Sept: NGI Outreach Office pitched content on the phone with journalists

- 6-July – 15-Sept: NGI Outreach Office proposed interviews with project holders

- 6-July – 15-Sept: NGI Outreach Office shared information and re- posts on social media

The NGI Outreach Office submitted content to at least five journalists per country throughout the summer, aiming at balancing topics and media types in the list to cover a balanced distribution of social issues and geographical scopes. To simplify journalists' work, NGI Outreach Office drew attention to what is published on the NGI blog.

The Outreach Office used available material (from the produced content and if relevant, from the NGI projects database), and did not liaise with project holders at this stage in order to accelerate the process.

Media activity proposal: NGI Policy Summit 2020

Context: The NGI Policy Summit brought together a coalition of Internet changemakers from 28-29 September and laid out an ambitious European vision for the future Internet and explored the policy interventions and technical solutions that can help get us there. The Summit was aimed at local, national and international policymakers but also drew researchers, innovators and civil society organisations who could share practical ideas for a more human-centric Internet. In the run-up to the Summit, the NGI Outreach Office conducted a proactive media outreach exercise.

Communication objectives: showcase how NGI is tackling local, national and international Internet policymaking; showcase how NGI projects support Internet-related policymaking; provide media with solution-oriented content coming from NGI; exploit the Summit agenda and showcase it to the press.

Proposed approach: our proposal was to liaise with national media until the NGI Policy Summit (three weeks' push).

General approach

- One overarching press release about the event (two pager)

- Five targeted press releases each of one quarter page, sent three days later and highlighting a theme and speaker

- Reminder sent by email with the umbrella press release (+/- five days before the event) + specialists (+/- 10 days before)

Follow-up

- Targeting of journalists and phone follow-up, offering exclusivity

- Contact with press agencies by highlighting their qualifying finalist nationals

Media activation planning

11 Sept: NGI Outreach Office identified media-attractive content

- Blockchain for Social Good prize winners
- Media-attractive summit speakers
- Media-attractive sessions

11-Sept: NGI Outreach Office identified relevant media/journalists for the Summit

14-Sept: NGI Outreach Office sent the press release to the entire media database (in the countries where projects came from plus neighbouring countries)

14 to 27-Sept: NGI Outreach Office sent content to journalists on a personalised basis

27-Sept: NGI Outreach Office uploaded NGI Policy Summit press release on NGI.eu

14 to 27-Sept: NGI Outreach Office pitched content on the phone with journalists

14 to 27-Sept: NGI Outreach Office proposed interviews with speakers

The NGI Outreach Office submitted content to at least three journalists per country throughout the summer, prioritising: prize winner countries, selected Summit speakers' countries, aiming at balancing topics and media types in the list to cover a balanced distribution of social issues and geographical scope.

To simplify journalists' work, the NGI Outreach Office drew their attention to the NGI blog. The Outreach Office used available material (from the content produced, and if relevant, from the NGI projects' database) and did not liaise with project holders at this stage in order to accelerate the process.

Media activity proposal: Post-NGI Policy Summit 2020

Context: After bringing together a coalition of Internet changemakers from 28-29 September, the NGI Policy Summit painted an ambitious European vision for the future Internet and explored the policy interventions and technical solutions that can help us get there. Practical ideas for a more human-centric Internet were available. To share these, the NGI Outreach Office conducted a press push and a follow-up to the Summit.

Communication objectives: exploit the proposals made during the Summit and showcase them to the press; provide the media with solution-oriented content coming from NGI, especially for a long-term approach; showcase how NGI is tackling local, national and international Internet policymaking.

Proposed approach: The NGI Outreach Office proposal was a media mix: a classic PR approach with local press and specialised media, supported by a paid media approach in "must-have players", in order to raise the knowledge of the "Vision for 2030" quickly.

General approach

1. Classical PR approach

   - One press release, including quotes from the working paper (max. two pages), sent with the working paper;
   - Highlight national speakers for local press (based on bio, practical experience and propositions shared during the Summit);
   - Highlight some specific subjects for specialised media, especially relevant propositions regarding the Covid-19 crisis;

- Op-Ed proposed to EU media in order to have one publication of the Op-Ed.
2. **Paid media approach:** Extend visibility with paid media, based on the abstract and/or the Op-Ed (including quotes and pictures).

The NGI Outreach Office suggested submitting content to three to ten journalists per country prioritising: selected Summit speakers' countries, Belgium and UE Bubble, and highly specialised journalists.

A press release was drafted based on the conclusions from the Summit and the 'Vision for 2030' paper. At the same line, an Opinion Editorial (Op Ed) was issued by NGI, reflecting on the paper, synthesizing the outcome of the NGI programme, and guiding journalists to the Vision. To simplify journalists' work, NGI Outreach Office guided them to posts published on the NGI blog.

1.3 PUSH CONTENTS

In addition to the press releases and news items drafted by the NGI Outreach Office, the following push contents/pitches were drafted for the attention of the press and to support PR activities:

- **Covid-19 media push**
  - Covid-19 project summaries

- **NGI Outreach Office webinar**
  - Online presentation of PR training in the aim of "helping build, maintain and develop your media relations"

- **NGI Policy Summit 2020**
  - Op-Ed Vision Paper for 2030: submission to the European Commission for signature in progress (December 2020)

2 RESULTS

Throughout 2020, different PR press pushes/pitches have been implemented:

- BC4Good award finalists and winners,
- Covid-19 solutions,
- EU Recovery Plan,
- NGI Policy Summit,
- Vision 2030,
- Editorial material drafted and published by the NGI editorial team

Approximately 180 journalists in 30 countries were contacted; a large majority of them were IT- and economics-specialised editors, with a few exceptions, consisting of generalist journalists during the Covid-19 solutions press pushes/pitches.

Overall, the NGI Outreach Office generated 43 media stories (placements) through communication efforts, in media outlets from 13 countries across the EU and the US, and also in global publications, including:

- France: 4 placements
- Italy: 4 placements
- Belgium: 5 placements
- Spain: 6 placements
- Netherlands: 4 placements
- Romania: 4 placements
- Germany: 1 placement

- Slovakia: 1 placement
- Lithuania: 1 placement
- Ireland: 3 placements
- Switzerland: 2 placements
- UK: 4 placements
- USA: 2 placements
- Global: 2 placements
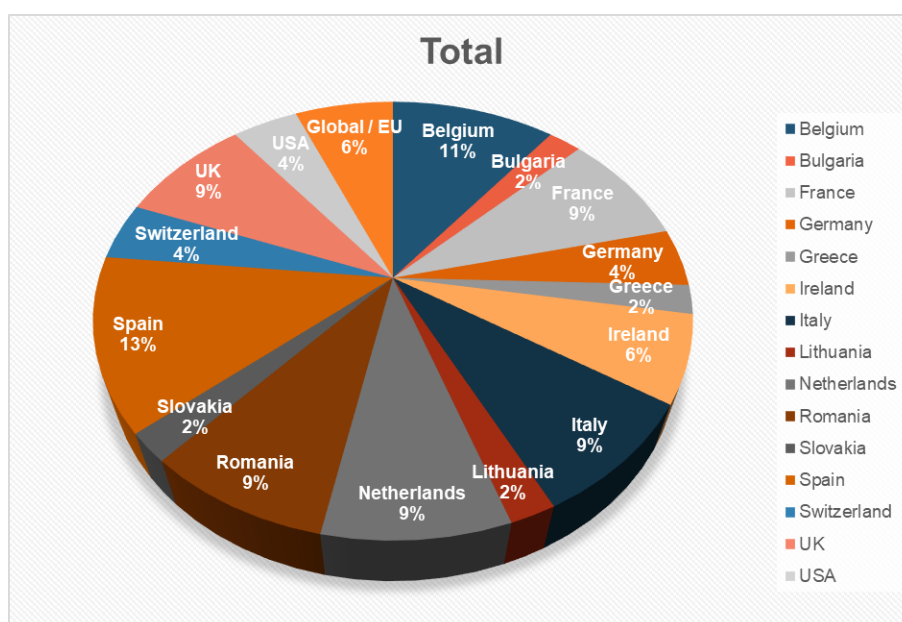
Media type is mainly online press, with a large majority dealing with business and technology.
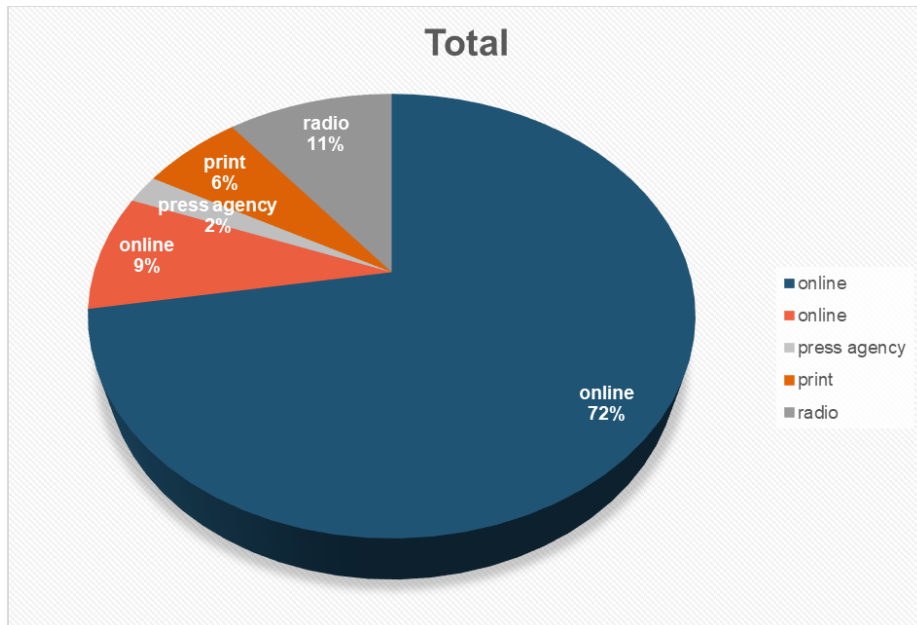
The geographical scope of the placements was mainly national.
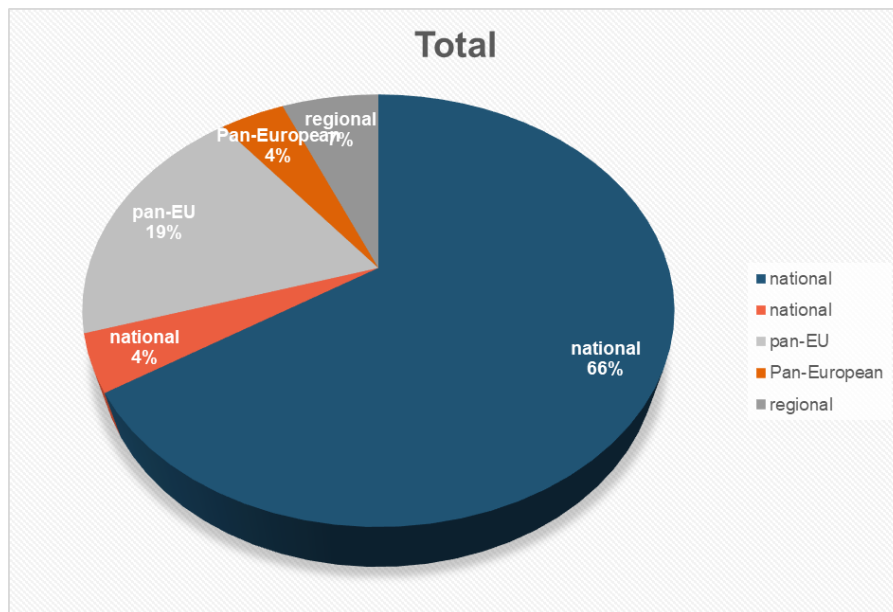
Number	Country	Media	Media type	Media scope	Media specialisation	Date	Title
1	France	Journal du Net	online	national	Internet	17-01-2020	Blockchain : où sont passés les 340 millions de l'Union européenne ?
2	Global	PR Newswire	press agency	pan-EU	Public Relations (outside contributions)	27-01-2020	BitDegree to Compete for 1M EUR in the Finals of EIC Horizon Prize for Blockchains for Social Good
3	Italy	Blockchain 4 Innovation	online	national	Internet / Blockchain	30-01-2020	Blockchain for social good: la conferenza a Torino sul progetto CommonsHood
3	Italy	Torinoggi	print	regional	General	31-01-2020	Torino finalista per il premio Europeo "EIC Horizon Prize 'Blockchains for social good'"
4	Italy	Torinoggi	print	regional	General	5-02-2020	Blockchains for social good', la città in finale con un progetto dell'Università
5	Italy	Redattore Sociale	online	national	Social affairs	12-02-2020	Come "pesare" il volontariato: l'aiuto arriva dalla blockchain
6	Belgium	Radio Judaïca	radio	national	Community	10-02-2020	Matinale d'information quotidienne
7	Belgium	Radio Nostalgie	radio	national	General	8-04-2020	Morning newsflash
8	Spain	Voices of Leaders	online	pan-EU	Internet	3-04-2020	Online brochure focusing on blockchain for social good
9	Netherlands	CloudWorks	online	national	Internet	14-04-2020	Next Generation Internet: mensgerichte technologie in tijden van crisis
10	Belgium	BelgiumCloud	online	national	Internet	10-04-2020	Next Generation Internet publiceert overzicht van mensgerichte technologie in tijden van crisis
11	UK	Insidermedia	online	regional	Business	24-04-2020	Law firm gets grant for sensitive info app
12	Romania	Saptamana Financiara	online	national	Business	27/04/2020	Next Generation Internet: Human-Centric Tech in times of Crisis
13	Germany	Pro-Linux.be	online	national	Internet	27/04/2020	Die von der Europäischen Kommission gegründete Initiative »NGI Pointer« will freie Projekte unterstützen, die das Internet als Plattform verbessern. Die Free Software Foundation Europe gehört nun dem Beirat der Initiative an
14	UK	economica.org.uk	online	pan-EU	General		-

Number	Country	Media	Media type	Media scope	Media specialisation	Date	Title
15	France	Tice Education	online	national	Internet	29-04-2020	Une sélection d'outils axés sur l'humain pour l'internet nouvelle génération !
16	France	Reporters d'Espoir	online	national	General	7-05-2020	Une sélection d'outils axés sur l'humain pour l'internet nouvelle génération !
17	Belgium	Radio Nostalgie	radio	national	General	6-06-2020	Y a de l'idée (interview "the Internet Cube")
18	Slovakia	NextTech	online	national	Internet	15/05/20	Internet novej generácie / Technológie zamerané na človeka v čase krízy
19	Spain	La Commarca de Puertollano	online	national	general	7-10-2020	Europa anuncia los ganadores del premio EIC al Bienestar Social
20	Spain	Iberian Press	online	national	general	10-07-2020	Europa anuncia los ganadores del premio EIC al Bienestar Social
21	Spain	Voices of Leaders	online	pan-EU	Internet	13-07-2020	Blockchain for Change — winners of the 'Blockchains for Social Good' EIC Prize
22	Spain	El Pais	print	national	General	3-07-2020	¿Blockchain para restaurar la confianza perdida en Internet? Europa cree que sí
23	Lithuania	Cryptonews	online	pan-EU	Internet	3-07-2020	This Is What EU Wants From Blockchain and DLT
24	France	Cryptonaute	online	national	Internet	3-07-2020	Le Conseil européen de l'innovation soutient 6 projets blockchain
25	Netherlands	BNR	radio	national	General	8-07-2020	WORDPROOF SLEEPT EUROPESE PRIJS IN DE WACHT
26	UK	Enterprise Times	online	pan-EU	Business	7-07-2020	EIC awards €5M for social innovations based on blockchain
27	Ireland	Irish Tech News	online	national	Internet	10-07-2020	OXFAM IRELAND AWARDED GRANT TO DEVELOP BLOCKCHAIN TECH, UNBLOCKED CASH
28	Belgium	Computable	online	national	Internet	30-06-2020	WordProof wint miljoen in blockchain-wedstrijd

Number	Country	Media	Media type	Media scope	Media specialisation	Date	Title
29	USA	Crowdfund Insider	online	pan-EU	Internet	3-07-2020	European Innovation Council Prize on Blockchains for Social Good Awards €5 million to Six Winners Focused on Financial Inclusion, Renewable Energy, Other Projects
30	Global	WP Tavern	online	pan-EU	Internet	6-07-2020	WordProof Wins €1 Million Grant to Advance Blockchain Timestamping Concept
31	Netherlands	The Blockchain	online	national	Internet	7-7-2020	Oxfam Ireland Receives €1m Grant for New Blockchain Project
32	Switzerland	Fintechnews	online	national	Internet	9-07-2020	European Innovation Council Awards €5 Million to Blockchain Solutions for Social Innovations
33	Switzerland	Cryptonomist	online	national	Internet	1-07-2020	"Blockchain for Social Good", l'Unione Europea premia Wordproof
34	USA	Coindesk	online	pan-EU	Internet	3-07-2020	Irish Charity Receives $1.1M Grant to Build Blockchain Platform for Aid Distribution
35	Netherlands	NPO Radio 2	radio	national	General	15-07-2020	BAS WINT MILJOEN EURO EN BOUWT AAN BETROUWBAAR INTERNET
36	Spain	Criptonoticias	online	national	Internet	1-07-2020	Unión Europea otorgó USD 5,6 millones a proyectos de blockchain para el bienestar social
37	EU	Euractiv	online	Pan-European	General	7-02-2020	Digital Brief: The future of AI in Europe
38	Ireland	Irish Tech News	online	national	Internet	13-07-2020	EUROPEAN COMMISSION ANNOUNCES SIX PRIZE WINNERS FOR DLT TO ADDRESS SOCIETAL CHALLENGES.
39	Ireland	Irish Times	online	national	Internet	3-07-2020	Oxfam Ireland secures €1m grant for blockchain project
40	UK	Lexology	online	Pan-European	Internet	14-07-2020	Blockchain Bites: National Blockchain Roadmap Working Groups, FATF reports on stablecoins, more SEC settlements, and Blockchain Australia appoints new CEO
41	Romania	Capital.ro	online	national	Business	21/10/2020	Cum se va schimba Internetul în Europa până în 2030. 5 propuneri adresate Comisiei Europene
42	Romania	Business-review.eu	online	national	Business	29/10/2020	The Internet needs to become greener and more resilient to shocks like COVID-19, in Europe by 2030

Three more placements in Greece, Germany and Bulgaria are confirmed and followed-up while this report is drafted.

Number	Country	Media	Media type	Media scope	Media specialisation	Date	Title
43	Romania	Descifrat	online	national	Business & tech	11-1-2020	How we will „live" on Internet by 2030
44	Greece	Newsweek	online	national	General	TBC	(related to Vision 2030, follow-up in progress)
45	Germany	Technewable	online	national	Business & tech	TBC	(related to Vision 2030, follow-up in progress)
46	Bulgaria	Techtrends	online	national	Business & tech	TBC	(related to Vision 2030, follow-up in progress)

Overview report

Country	Total Articles	Geographical scope National	Regional	Pan-EU	Local	NGI mentioned YES	BC4Good mentioned YES	European Commission mentioned YES	Type of media Online/ Web TV	Print	Radio	TV	Press Agency	Media specialty Europe / politics	General	business / high tech
Austria	0															
Belgium	5	5				2	4	5	2		3				2	3
Bulgaria	1								1							1
Croatia	0															
Cyprus	0															
Czech	0															
Denmark	0															
Estonia	0															
Finland	0															
France	4	4				2	3	4	4						1	3
Germany	2	1					1	1	2							2
Greece	1								1						1	
Hungary	0															
Ireland	3	3				3	2	3	3							3
Italy	4	2	2			4		4	2	2				1	2	1
Latvia	0															
Lithuania	1			1		1	1	1	1							1
Luxembourg	0															
Malta	0															
Netherlands	4	4				2	1	3	2	2					2	2
Poland	0															
Portugal	0															
Romania	4	4				4	4	4	4							4
Slovakia	1	1					1	1	1							1
Slovenia	0														3	3
Spain	6	4		2		5	5	5	5	1						
Sweden	0															
Switzerland	2	2				2	1	2	2							2
UK	4		1	3		2	2	3	4						1	3
USA	2			2		2		1	2							2
Global / EU	4			2		2		1	3				1	1	1	2
Grand total	48	30	3	10	0	31	25	38	39	5	3	0	1	2	13	33

3 KEY LEARNINGS AND RECOMMENDATIONS

3.1 KEY LEARNINGS

Based on the outcomes of the media and press activities, the following key learnings can be observed:

- In the case of specialized and technical content dedicated to journalists, it is preferable to send them guest articles, signed by an NGI representative/researcher.

- Journalists want unique and exclusive content. They are not willing to republish contents already used on NGI's platforms (blog, newsletter, social media etc.).

- Journalists do not always have time to participate in events, but they value this type of newsworthy and up-to-date content. To respond to this need, a person responsible for events coverage is necessary. Immediately after the event, this person should provide journalists with a short summary of the different topics discussed, including speakers' declarations.

- To avoid too lengthy a response time to journalists' requests, more room for interviews on the spot (Zoom, Skype, etc.) should be available. In this case, a challenge was encountered answering Newsweek's questions from Greece.

- Translators should take part in the project since translations are needed for articles, guest articles and interviews (see Technewable in Germany). They should provide the translations in a reasonable time, within a week at most.

3.2 RECOMMENDATIONS

Based on the outcomes of the media and press activities, the following recommendations can be suggested for the implementation of similar projects in the future.

General recommendation

Outreach in both major international media and national outlets requires the NGI Outreach Office to understand and respond to journalists' agendas with an answer (content) which is tailored and targeted.

Press relations approach

The updated Press Relations plan should (1) serve wider NGI objectives (e.g. recruit new projects in countries, raise NGI initiative awareness at the EU and national level) and (2) focus on some low-uptake countries.

The NGI Outreach Office recommend a two-pronged approach to reinforce the PR targeting strategy:

- Target a 'big fish': major newspapers in several or one EU country.

  - Secure direct contact with high-level European Commission and NGI contact points for the placement of opinion pieces, papers and one-to-one interviews (Commissioners, ideally). The NGI Outreach Office needs to link this to news or opinion linked to the wider European media agenda (e.g. the Digital Services Act, Digital Markets Act, relevant Commissioners' agendas, European Presidency, etc.). The person must have something

newsworthy or sufficiently interesting for a newspaper to want to publish, rather than an information piece.

- Targets: Brussels-based media (Politico, Euractiv, Parliament Magazine, etc.) and international outlets mainly from the written press (The Guardian, Le Monde, El Pais, Die Zeit, etc.)

- On the other hand, the national outlets in NGI low-uptake countries

  - Aim for national media partnerships and focus on project content, supported by an NGI Ambassadors programme in these targeted countries; this targeted approach is supported by the Media Landscape, following country profiles. NGI Ambassadors are NGI project leaders that are charismatic, passionate and working on ground-breaking research that could be of interest to journalists. The content must be exclusive: fed to journalists before it goes online on the NGI site, otherwise it is not of sufficient interest. Journalists should be given direct access to these NGI Ambassadors to give them the freedom to shape the story that interests their readers.

  - Targets: business and technology media including digital, written and audio-visual media and journalists.

In general, journalists appreciate tech-entrepreneurial stories impacting society and tackling societal challenges corresponding to their national agenda. The NGI Outreach Office therefore needs to switch the approach from a technology point of view into a response to a societal challenge, e.g. e-health, mobility or team cohesion. Hence, journalists should have access to success stories (and the people behind them) from start-ups and businesses that are part of NGI. This is in keeping with NGI's Internet of Humans narrative.

Action plan

In combination with existing PR activities and to significantly increase the outreach, the NGI Outreach Office recommend three complementary strategic pillars.

Agenda-setting and editorial plan

The basis of the NGI Outreach Office's approach should be a collectively built, better coordinated and further tailored editorial plan. This should include both the content feeding NGI channels (owned media), and what is to be targeted to journalists (earned media). Instead of trying to place content that is already written by NGI, which journalists may not consider newsworthy, this editorial plan will help better pitch tailored content to journalists consisting of a topic with some key information, along with potential speakers who are experts on the topic and could answer questions.

To secure messages, there should be a mix of earned and paid media. Paid media activities should be targeted to national tech-related media, with the objective of steering innovators to apply for project support through the publication of NGI open calls and NGI events. Upcoming hooks are the NGI Forum 2021 and the deadlines of the NGI open calls. On the other hand, earned media actions would integrate stories, interviews, vision papers and news announcements drafted by NGI and tailored in cooperation with journalists, starting with those from our targeted media partners. As stated above, an evaluation of the European agenda will lead us to jump into press opportunities with adapted content mixing NGI as a whole and solutions from the ground (projects).

In order to place content in mainstream media, with international coverage, 'snackable' content needs to be pitched to journalists, such as these examples:

- Ten things from the future Internet revealed

- Five little-known things about the good side of the Internet

- How can tech "heal" societies in post-Covid-19 times?

- Five little-known things about AI

- How could AI change the world for the better?

The NGI Outreach Office's aim will be to activate a "media campaign" mindset, with timing, objectives, tailored messages and content, and a media plan (with priorities for certain outlets).

Stakeholder relations and local realities

Our targeted and tailored approach is set to be adapted to local realities and agendas, in cooperation with local PR officers in the priority countries. In balance with direct relations with national media and journalists, the outreach plan will integrate NGI economic, political and academic stakeholders; PR synergies exist and should be further explored. Our proximity with national project holders from the NGI community will be enhanced, in order to integrate the extended NGI "media flow", i.e. existing relationships between NGI stakeholders and the national press. The aim is to avoid missing any press opportunities in the existing network.

Some of the NGI 'news' and press releases are not suited to the press – calls for proposals for example. However, they do have an audience and a role to play in increasing the uptake in the programme. To improve distribution the NGI Outreach Office may step-up stakeholder mapping and distribute press releases on open calls to relevant stakeholders (Research centres, Universities, SMEs, tech start-ups, multipliers).

To establish a budget the NGI Outreach Office must work with the Consortium to establish:

- Priority countries

- Priority sectors of NGI

Stakeholder lists for this type of content can be established and content may be distributed more effectively going into year three of the NGI initiative.

Media partnerships in low-uptake countries

Thanks to the NGI Outreach Office's contacts with journalists in EU Member States in recent months, a selection of national media has been established with a view to building media partnerships. The editorial calendar proposed above and the national/European agenda will help build a common calendar of content with these journalists. In some cases, our cooperation with NGI stakeholders will be an asset thanks to their national influence.

These media partnerships can be prioritised in countries where NGI needs to increase awareness-raising. In a second step, this approach will be extended to other countries and EU-wide media. The specialised written press will be the first target.

Focusing on NGI projects with results, the aim will be to liaise with charismatic project leaders with results on truly ground-breaking projects to carry the NGI message. Journalists will be more likely to engage with this type of content.

The following media partnership benefits will be proposed:

- Access to project stories fitting the national and European agenda

- Access to publications before their release on NGI owned channels (scoop)

- Encouragement given to the journalist to contact the project leader, accepting some inevitable loss of control over the published article

- Publication of the media logo as a partner in the media section of the NGI website

- Support from the NGI press team

ANNEXES

Exemplary placements

Blockchain : où sont passés les 340 millions de l'Union européenne ?

Charlie Perreau
JDN

Mis à jour le 17/01/20 18:58

Début 2018, la Commission européenne a confirmé une enveloppe destinée aux projets blockchain via son programme Horizon 2020. Découvrez les pays et les secteurs gagnants.

D'un côté, la Chine met le paquet sur la blockchain, de l'autre, les Etats-Unis restent très prudents face à cette technologie intimement liée aux crypto-monnaies. Et l'Europe ? Début 2018, la Commission européenne a annoncé le lancement d'un Observatoire et forum de la blockchain accompagné d'une enveloppe d'investissement pouvant aller jusqu'à 340 millions d'euros via son programme de recherche et d'innovation Horizon 2020 (80 milliards d'euros au total sur sept ans), qui se terminera à la fin de l'année. Avant l'annonce de cette poche de financement, la Commission avait déjà injecté 83 millions d'euros dans des projets blockchain à travers Horizon 2020 et son prédécesseur FP7. Ces 83 millions d'euros sont compris dans l'enveloppe des 340 millions d'euros. L'ensemble de ces fonds sont destinés à des projets de recherche développés sur le Vieux continent. Mais où ont-ils été alloués ? Qui en a bénéficié ? Pour quels projets ?

EVENTI | 05 febbraio 2020, 16:28

'Blockchains for social good', la città in finale con un progetto dell'Università

Torino compete con altri 22 candidati per uno d premi da 1 milione di Euro

Oggi, mercoledì 5 febbraio 2020, all'Open Incet la Vicesindaca di Torino Sonia Schellino, il Delegato del Rettore dell'Università di Torino alla Comunicazione Cristopher Cepernich, l'Assessore all'Innovazione della Città di Torino Marco Pironti e il Direttore del Dipartimento di Informatica dell'Università di Torino Guido Boella hanno lanciato la candidatura di Torino alla finale europea di *EIC Horizon Prize 'Blockchains for social*

## Radio Nostalgie podcast "The Internet Cube", 6 June 2020

EL PAÍS — TECNOLOGÍA

MÓVILES   REDES SOCIALES   COMPARATIVAS   RETINA   MERISTATION   ÚLTIMAS NOTICIAS

¿Blockchain para restaurar la confianza perdida en Internet? Europa cree que sí

La Comisión Europea galardona seis iniciativas que utilizan esta tecnología para garantizar el bienestar social

ISABEL RUBIO
04 JUL 2020 - 00:30 CEST

VOL

Blockchain for Change — winners of the 'Blockchains for Social Good' EIC Prize

We're tipping our hat to all the winners of the EIC Prize on Blockchains for Social Good, an initiative by Next Generation Internet (NGI) of the European Commission. The range, creativity and depth of innovation among the finalists are a testament of how advanced technologies can be instrumental

CAPITAL

Actualitate   Business   Piața financiară   MEDIA & TV   Auto   Lifestyle   Internațional   HI-TECH   TOPURI   Capital PLAY

Coronavirus   SmartDigi   Huawei – 20 years of connecting Europe   Top 300 Companii   Alegeri parlamentare 2020

Cum se va schimba Internetul în Europa până în 2030. 5 propuneri adresate Comisiei Europene

Autor: Gabriel Zamfirescu   21 octombrie 2020

Ultima Oră

10:50 - România intră în stare de urgență! Nicolae Ciucă a anunțat acum, în ședință. E clar pentru toată lumea

10:42 - Salariul mediu brut din România a crescut cu 38 de lei. Date oficiale INS

10:33 - S-au deblocat banii. Klaus Iohannis a dat imediat vestea: România este pregătită

10:28 - Cifra de afaceri din industrie a scăzut semnificativ în anul 2020. Ce spun datele INS

10:19 - Se majorează salariul minim? Patronii de IMM-uri s-au pronunțat

10:10 - Anunțul momentului pentru Dragnea! Curtea de Apel a hotărât!

Oxfam Ireland secures €1m grant for blockchain project

Charity using distributed ledger technology to provide aid more efficiently to recipients

Fri, Jul 3, 2020, 15:31

Charlie Taylor
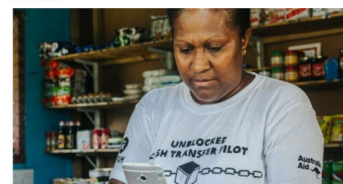
The 'Unlocked Cash' project is currently undergoing a second-phase trial in Vanuatu with more than 5,000 individuals and 180 vendors participating. Photograph: Keith Parsons/Oxfam

Oxfam Ireland has received €1 million in grant funding from the European Commission for a pilot project that aims to deliver international aid via blockchain.

The charity has teamed up with Australian start-up Sempo to pioneer a decentralised model of providing aid using distributed ledger technology to