SpeakNGI.eu

Citizen-driven open consultation on Next Generation Internet

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D4.1 – SPEAKNGI.EU COMMUNICATION PLAN, 1ST VERSION

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List of acronyms and abbreviations

Item	Description
4 CSAs	The four Coordination and Support Actions jointly acting to sustain NGI in the period October 2017, through March 2019, viz. EU Engineroom, Hub4NGI, NGI Move and SpeakNGI.eu.
CP	Consultation Platform (consultation.ngi.eu)
CSA	Coordination and Support Action
EC	European Commission
EAC	Early Adopters Club
ECP	European Champions Panel
GA	Grant Agreement to the project
GIPO	Global Internet Policy Observatory
Inter-CSA WG	Inter-CSA Working Group (with representatives from all 4 CSAs)
KPI	Key Performance Indicator
NGI	Next Generation Internet
TF	Task Force, an "inter-CSA" effort (where all 4 CSAs contribute)

Executive Summary

The SpeakNGI.eu project delivers an open, dynamic and continuous consultation process with all relevant stakeholder groups on a "citizen-centric" quest to discover their needs for the NGI.

As part of the NGI inter-CSA effort, produced last December 2017 by the NGI Communications Task Force, the document "Marketing and communication strategy of the NGI initiative" has been delivered to the European Commission. The document provides guidelines that clearly impact on the present Communication Plan.

The purpose of the present document is to put into practice a communication plan that reflects and responds to the aforementioned NGI vision, whilst mapping a pragmatic communication plan through its diverse communication channels over the eighteen-month period ending next March 2019.

The SpeakNGI.eu Communication Plan is designed to deliver practical examples that evolve primarily around the central objective of providing the "NGI consultation process" and developing & animating a vibrant community around the NGI consultation, and the NGI initiative in general. The purpose is to create enough momentum and interest to shape both relevant proposals for the upcoming NGI calls in 2018 as well as supporting relevant NGI ideas and value-propositions for the FP9 work programme for the European Commission Post Horizon 2020.

The communication plan is driven by SpeakNGI.eu's Communication Strategy, which revolves around a variety of "communication channels", which range from social media to events (virtual and physical), from traditional media to one-on-one communication, all revolving around SpeakNGI.eu's central asset, namely the online Concertation Platform (concertation.ngi.eu).

As a synthesis element, the document provides a comprehensive timeline, covering the entire project duration, of the SpeakNGI.eu communication plan, which includes the main quantitative targets. This table will constitute the main navigation tool for the SpeakNGI.eu communication team for the future months, providing sufficient monitoring elements on the expected achievements.

A second and final version of the SpeakNGI.eu Communication Plan is due in July, 2018.

1   Introduction

The SpeakNGI.eu Communication Plan delivers the marketing and communication strategy for the SpeakNGI.eu initiative. It revolves primarily around SpeakNGI.eu's objective of providing the "**consultation process"** and **developing** and **animating** a valid community around NGI. The purpose is to create enough momentum and interest to shape both relevant proposals for the upcoming NGI calls in 2018 as well as supporting relevant NGI ideas and value-propositions for the FP9[1] work programme for the European Commission Post Horizon 2020, ultimately to contribute to shape the Next Generation Internet.

The present communication plan is in its 1st version (the 2nd and final version is scheduled for July 2018) and it builds on the recently issued "Marketing & Communication strategy of the NGI initiative" document (dated December 22nd, 2017), which has been delivered as part of the inter-CSAs effort. As a consequence, the communication strategy of SpeakNGI.eu, with its specific timeline of activities deriving from it, directly contributes to the overall NGI goals, by pursuing SpeakNGI.eu's specific objectives, which include:

- Delivering and maintaining a **state-of-the-art consultation platform** to collate multiple open and dynamic consultation mechanisms for engagement with the NGI Stakeholder community;

- Developing an open and extendable framework to structure and visualise the **NGI stakeholder Knowledge Base**;

- Setting up **consultation mechanisms** that target stakeholders to cover all necessary dimensions of European society;

- Establishing instruments **ensuring sustainable access** to the consultation process and knowledge for all relevant NGI stakeholder communities beyond 2020, in line with the NGI long-term strategy.

The principal outputs are depicted in the following diagram, as per outputs table in the Grant Agreement where the communication plan prioritises around the following: an animated **European Champion Panel (ECP)**; channels for **community engagement**; a consultation platform with a **start-up/SME broker services** and **citizen driven use cases**; engaging a diverse list of stakeholders.

Figure 1: SpeakNGI.eu in a nutshell

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[1] FP9 is at present still a provisional denomination.

1.1 Purpose and Scope

The purpose of this document is to put into place a communication plan for SpeakNGI.eu that reflects and responds to the overarching NGI vision whilst mapping a pragmatic communication plan through its diverse communication channels over the eighteen-month duration of the project. The document outlines the communication plan specifically for SpeakNGI.eu, which clearly interrelates and is orchestrated together in synergy with the other 3 CSAs but functions around the four objectives of SpeakNGI.eu, as indicated in the section above.

The document reports how the project had to initiate an immediate and rigorous communication plan from day 1 by up-fronting activities to reflect the need to engage with a number of community members already at the time of the launch of the consultation platform at the ICT Proposer's Day in Budapest, HU (November 2017) and to provide content for the upcoming April 2018 H2020 NGI calls.

The marketing and communication goals of the four CSAs which make up the Inter-CSA group[2] are grouped under 3 sub-headings, which are continuous goals, short-term goals and long-term goals, described under the NGI vision in the following section.

Having direct and continuously maintained linkages with the inter-CSAs effort, SpeakNGI.eu allows for greater numbers in the outreach activity and more strategic clustering of events, (both physical events and webinars, where the projects have more freedom and control). Moreover, the pool of experts at hand gains a potentially more important role as they are used on multiple occasions by the Inter-CSAs.

1.2 Relationship to other project deliverables

The deliverables that are related to present Communication Plan are:

- D2.1 "Consultation platform and digital processes";

- D3.1 "SpeakNGI.eu stakeholder Engagement Plan";

- D3.2 "SpeakNGI.eu Stakeholder Input to Research agenda, preliminary vision";

- D3.4 "SpeakNGI.eu Early Adopters Club Report";

- D3.3 + D3.7 "Impact Assessment Report" (mid-term & final versions);

- D4.2, D4.3 & D4.6, the 3 SpeakNGI.eu reports from the 3 events.

1.3 Structure of the document

The remainder of this document is organised as follows:

- Section 2 sets out the NGI vision, which reflects a common set of objectives and strategies and where SpeakNGI.eu can make its specific contribution to.

- Section 3 describes the communication plan with the various levers and channels and instruments utilised for the communication plan. It provides the actual communication plan itself, comprising the action plan, social media, webinars, events and all media channels.

- Section 4 compiles the events gathering.

- Section 5 delivers the impact assessment and various KPIs and impact from the knowledge base as well as the description behind the Flash Report.

- Section 6 provides the conclusions and next steps.

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[2] The "Inter-CSA" project group is made up of the following CSAs: EU ENGINEROOM, HUB4NGI, NGI Move, and SpeakNGI.eu Consortia

2 The NGI Vision

2.1 Overall strategy

The NGI vision has pooled all of NGI's goals as part of the "Marketing & Communication strategy of the NGI initiative" report, which describes that goals are simultaneously acted upon and **mandated by one or more of the supporting CSAs – "the inter-CSAs"**, in a coordinated and harmonised way that will maximise impact with the given resources. All goals will be measurable and will be monitored through a comprehensive and yet lean set of KPIs. The inter-CSA effort will pursue the following goals listed below in a continuous, short-term and long-term way.

In the following part of this section, the contribution of SpeakNGI.eu to the overall NGI marketing and communication strategy is detailed.

2.1.1 Promote the NGI brand and raise awareness around it

The multiple channels of stakeholder communities serve to build consensus around the NGI brand and its awareness where multiple actors come together and tap into each other's networks and build solid synergies for potential cooperation on joint NGI activities. An example of this took place at the recent RDA Innovation Forum[3], held at the end of January 2018 in Brussels where three communities joined forces, namely: a) the community of the Research Data Alliance[4] (RDA), five relevant Big Data Value Association (BDVA)[5] projects showcased their projects and SpeakNGI.eu showcased the consultation platform and presided the session on: "Opportunities to shape future data research - blockchain and what is it for and what not" with members of their European Champion Panel (ECP). The purpose is to include relevant content to populate the consultation platform on blockchain technology developments.

2.1.2 Develop an engaged community

As described above, tapping into a broad set of stakeholders creates a central element of the NGI initiative, and the efforts in pooling together different stakeholders, common across the 4 CSAs, ensures a variety of engaged actors and content.

SpeakNGI.eu engages, on a regular basis, with relevant players with enticing marketing messages tailored to various levels of awareness around NGI concepts, topics and opportunities. Daily interactions take place on the four main NGI social media channels: Twitter, Facebook, Instagram and LinkedIn. Weekly interactions take place with new community members through one-to-one communications, encouraging contributions to the consultation platform and pointing them to the knowledge base as key resources. Regular interactions take place through event participation and organisation, from large EU and international conferences (e.g. ICT Info Days; IGF 2017), small-scale focused events (e.g. RDA EU Data Innovation forum) and webinars (participation and co-organisation).

New contacts are constantly sourced through the various engagement mechanisms, building up a consolidated networked community as the backbone of the SpeakNGI.eu communication strategy.

2.1.3 Sustain a continued, content-rich debate

The SpeakNGI.eu communication plan focuses around a set of specific milestones listed below. They are linked to:

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[3] https://www.rd-alliance.org/rdaeu-data-innov-forum-2018.

[4] https://www.rd-alliance.org.

[5] http://www.bdva.eu/.

➔ Creating discussions around specific H2020 call (ICT-24 and ICT31) dates for proposal submission April 2018 and March 2019. Three webinars have already been co-hosted with NGI Move and the EC on the two calls with submission deadline in April 2018, presenting the Consultation Platform and using it as a channel for "proposal pitches".

➔ Making a pragmatic contribution to the NGI Stakeholder Task Force by creating synergies with associations and initiatives around the eight categories of stakeholders identified in synergy with the four CSAs and reflected in the SpeakNGI.eu European Champions Panel (ECP). Both the Stakeholder TF and ECP are key channels for identifying and on-boarding new players to NGI, from all stakeholder groups.

➔ Identifying a set of early adopters / best practices to populate the Early Adopters Club (EAC) capturing citizen-centric experiences of NGI while also supporting wider uptake of frontrunner tools and technologies developed.

➔ Providing a dedicated awareness campaign on the Manifesto for Digital Social Innovation (DSI) to help increase consensus across EU and globally.

➔ Animating and sustaining the momentum created by the Global Internet Policy Observatory[6] (GIPO) community (see Sections 3.6 and 4.7).

➔ Developing an EU & US collaboration aligned with the upcoming EU & US calls (also leveraging on GIPO).

The **Consultation Platform** collects input from all communities that are relevant for NGI – from experts and researchers to simple citizens, internet activists and potential proposers – and all content and further elaborations of it accessible in its **Knowledge Base**, which is an openly accessible area containing consolidated views of what the next generation internet should look like and which research and innovation paths Europeans shall follow to contribute achieving that goal.

2.1.4 Engage with Member States on business-related initiatives

One of the key activities of the SpeakNGI.eu European Champions Panel is to foster best practices in engaging with new actors for NGI, from outstanding researchers to hi-tech start-ups and SMEs. The goal is to identify local and national initiatives supporting young and small businesses through funding and other mechanisms, such as IT clusters, start-up hubs and technology transfer agencies. This activity also benefits from interactions with NGI NCPs and other members of the ECP with similar links.

The type of engagement is complementary to the input from the HUB4NGI CSA, specifically with its engagement with the member states, allows priorities to be further defined and may contribute to defining national agendas and contributing to finely shaping the NGI vision and implementation strategy.

2.2 Short-term goals

2.2.1 Define research topics of the upcoming H2020 calls

As the topics for ICT24 and ICT 31 have already been identified and issued by the European Commission under H2020 the communication plan uses these specific months to extract relevant for future research topics. Insights from the early adopters can also serve as evidence for future topics. The work will be carried out following an analytical and systematic approach and will be supported by evidence gathered from stakeholders.

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[6] http://giponet.org/en.

2.2.2 Marketing around the ICT-24 and ICT-31 calls

A set of third party events have been earmarked to promote the calls in the months leading up to the call proposals, specifically in the form of webinars. This is outlined in Sec. 4, Figure 2 "Overall timeline of the SpeakNGI.eu Communication Plan".

2.3 Long-term goals

2.3.1 Positioning NGI in the global internet research scenario

Whilst pursuing the liaison with GIPO, a **global** positioning for the NGI initiative will be pursued. Introducing a specific international cooperation dialogue as one of the discussion channels between the USA, Japan, China, Korea will pave the way for, at the moment, the EU & US collaboration. The latter can certainly support NGI strategy development within FP9.

2.3.2 Build evidence from Market Studies

As part of the Inter-CSA activity, a common activity has been put in place between the four CSAs in providing market studies. The work of SpeakNGI.eu entails funnelling these market studies into the relevant section of the consultation platform. The 4 CSAs will build a coherent vision of the global trends, providing quantitative evidence of the relevance of the various elements of the research agenda for NGI.

2.3.3 Support definition of NGI in FP9

Defining and engaging with potential representatives of the Early Adopter's Club will support the definition of the NGI vision and specific challenges in FP9.

2.4 Specific contribution of SpeakNGI.eu

SpeakNGI.eu's specific contribution spans all three of the continuous, short-term and long-term goals and activities. It will support the continued activity through engaging the community, supporting the debate via the consultation platform and developing synergies with the GIPO community. For the short-term, it will support the selection of topics through the consultation platform and marketing efforts. For the long-term goals, it will position NGI as a global internet research scenario thanks to the on-boarded champions. Generating interest will also be key to finding early adopters to help define NGI in FP9.

3 Communication strategy

Activities performed in WP4 "Communication, Concertation and Sustainability", initiated in month 1 and will continue throughout project duration, focusing around the following macro- objectives:

- Ensuring **coordinated communication** of the SpeakNGI.eu initiative, providing adequate visibility to all stakeholders;

- Delivering and maintaining the **Communication Plan**, describing all the global marketing activities that are going to be performed to practically support stakeholders' engagement, including daily social media presence;

- Organising & rolling out **SpeakNGI.eu events** with a concertation focus with related, relevant initiatives;

- Providing a **model for sustainability** to ensure that the effort continues beyond project completion.

The project has set itself some ambitious KPIs that it monitors on a weekly basis through a Flash Report. Achieving these KPIs in the restricted timeframe of the project is boosted through a joint marketing and communication strategy that supports one goal, speaks with one voice, works in synergy on common branding, and carries out joint activities to maximise visibility.

The plan looks to aggregate innovators in showing them the new opportunities from a technology and social perspective and to encourage these actors, who do not usually get involved in research and innovation, to find their voices and channel them to one of the online services available. The strategic goal is to use the focused instruments and channels to engage them, supported by active European Champions.

The SpeakNGI.eu community is a rich, heterogeneous combination of subjects, ranging from pioneering start-ups and SMEs, to corporations with disruptive R&I labs/start-up supporters, civil society innovators, innovative web scientists/internet pioneers and other "champions" driving a neutral and open internet (e.g. Humanized Internet), finally to researchers (public and private sector) that are developing NGI technologies.

Having a truly multi-disciplinary approach and working as one project with the other three Inter-CSAs helps to capture this combination perfectly.

3.1 Overview

The main aim of the Communication Plan is to ensure a **coordinated communication** of the SpeakNGI.eu initiative adopting the NGI vision, providing appropriate visibility to all stakeholders and to describing all the global marketing activities that support stakeholder engagement in a practical way, including daily social media presence, event organisation and promotional activities.

In more details, the main SpeakNGI.eu communication strategy's goals are summarised below:

- Build a SpeakNGI.eu community based on Social Media engagement, face to face interactions, and event participation. The community developed is the basis to communicate shared knowledge, messages and discussions about NGI themes and initiatives.

  Action: The social media channels work effectively though the editorial board with the Inter-CSAs respecting the number of daily communications while varying them around specific outreach events that are taking place.

- Facilitate the creation of a lively ecosystem of heterogeneous stakeholders following and anticipating the evolution of Internet as it is perceived by the users (Consultation Platform).

  Action: All engagement activities channel the users towards contributing to topics into the consultation platform.

- Push towards a human-centric perspective, where technology is considered as the engine

enabling new services, business models, and approaches driven by users' needs, trends and values (Early Adopter's Club).

> **Action**: Users identified as potential early adopters may also be as potential proposers in the future calls (consortium or pilots) or for identifying topics in FP9.

- Ensure strong branding and extensive visibility through joint Inter-CSA activities in line with the co-authored communication plan, which was delivered in December 2017.

> **Action**: Carry out coordinated activities and concerted efforts for mutual benefit.

- Identify and interconnect technical and hi-tech start up communities, strengthening the link between research and Industry.

> **Action**: Regular engagement through NGI and complementary channels to ensure coverage of the stakeholder categories is as wide as possible.

- Deliver a sustainability model that ensures the outputs of the four NGI CSAs retain their relevance beyond project completion.

> **Action**: Ensure that the web platform and the **consultation mechanisms** continue to evolve and reflect priority topics for FP9 and remain attractive for NGI innovators.

3.2 Main SpeakNGI.eu stakeholders and benefits

The principal stakeholder groups, extensively documented in D3.1, "SpeakNGI.eu stakeholder Engagement Plan", are listed below. The stakeholders of each of the 4 CSAs have been grouped to develop a common language for the NGI initiative and to prepare for synergies under the umbrella of the Stakeholder Task Force of the Inter-CSAs.

The 8 (eight) stakeholder categories for SpeakNGI.eu are:

1. **Multidisciplinary NGI researchers in ICT, social sciences & humanities.**

2. **Innovation platforms & clusters.**

3. **IT and Network Operators, Service Providers.**

4. **Hi-tech Start-ups & SMEs.**

5. **Internet Policy Experts and Activists.**

6. **Policy makers, Funding Agencies including EU & national digital agencies.**

7. **Civil Society, NGOs, Citizens.**

8. **Representatives from Standards Organisations.**

3.3 Relation with other WPs

The Communication Plan is built on the central effort delivered by the creation and management of the Consultation Platform (WP2) to support the development of an active and dynamic ecosystem of NGI relevant stakeholders. (WP3) has as its main focus on stakeholder engagement based on compelling motivational drivers while the main organisational model of the SpeakNGI.eu, the European Champions Panel (ECP) of experts, covers the eight main stakeholder categories (WP1). The Communication Plan integrates seamlessly with the other WPs of the project and is aligned with the Inter-CSA Comms TF.

3.4 A Joint CSA Effort

As previously described, the specific goals pursued by the 4 CSAs can be grouped under 3 sub-headings within the communication and marketing plan: **continuous goals**, **short-term goals** and **long-term goals,** described in more detail under section 2 of the present document in the NGI vision. All goals are simultaneously acted upon and mandated by one or more of the supporting CSAs, in a coordinated & harmonised way that will maximise impact with the given resources.

3.5 Human networks

In its communication effort, SpeakNGI.eu leverages on a number of specialised networks, listed in the table below.

Human Network	Role in Communication Plan	Frequency
SpeakNGI.eu European Champions Panel[7] (ECP)	Experts representing the 8 major stakeholder groups targeted by SpeakNGI.eu. Members provide insights into their respective fields and support direct engagement with each stakeholder category. Emphasis is given to facilitating the participation of hi-tech start-ups and SMEs, given their role in the industrial uptake of NGI, and in the European economy at large.	Monthly through email exchanges and conference calls (individual and joint).
GIPO Community: SpeakNGI.eu re-use	SpeakNGI.eu has agreed with the European Commission to undertake the activity of the integration of the GIPO community within the NGI perimeter. Activities include a soft integration of the GIPOnet.org with the NGI consultation platform and, more in general, synergy extraction with the GIPO and NGI communities.	Technical calls have taken place between the SepakNGI.eu team and the GIPO technical developers. The phase from Feb 2018 onwards serves to establish which synergies can bring the most relevant added-value of the GIPO community.
SpeakNGI.eu Collective, consolidated networks	Covering all key enabling technologies associated with NGI: cloud computing, 5G, big data, IoT, cyber security, which SpeakNGI.eu leverages to extend outreach. Messages include new funding opportunities, requests to contribute to the Consultation Platform and surveys.	As required. Typically, weekly and monthly.
Early Adopters Club (EAC)	A citizen-centric early user forum demonstrating use cases on NGI topics (e.g. decentralised data; blockchain) and showcasing benefits gained in real-world settings. The Club also seeks to increase uptake of tools developed and helps sustain the DSI Manifesto.	From March 2018, the creation of synergies with frontrunner projects, identifying engagement opportunities, e.g. contributions to the Consultation Platform; participation in events and webinars.

Table 1 – Human Networks leveraged by SpeakNGI.eu for community building & outreach

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[7] https://consultation.ngi.eu/ecp.

3.6 Synergies with GIPO – The Global Internet Policy Observatory (www.giponet.org)

In November 2017, the SpeakNGI.eu consortium was requested by the European Commission to discuss opportunities of synergies with the GIPO community. The "GIPO" project, which will finish in February 2018, has produced a tool to help the global community interested in the Internet policy-making process with the collection, analysis and sharing of very relevant information around Internet governance topics. The tool is aimed at helping any user find, display, share and debate about information and documents automatically gathered for a wide set of Internet governance topics.

The goal of the open dialogue between GIPO and NGI was to capitalise on the investment made within GIPO, where a community of around five hundred experts came together in the form of technical workshops and webinar organisations to discuss internet governance.

SpeakNGI.eu is in the process of taking over management of the giponet.org website, including nurturing the GIPO community of users. As part of that activity, from March 2018, SpeakNGI.eu will implement a light integration and cross-linking the two platforms, which are the NGI consultation platform and the GIPO website (and, particularly, the GIPO tool). Moreover, SpeakNGI.eu will be contacting the Advisory Group members and understand how many would be interested in becoming champions for NGI and supporting in its outreach events and bring global considerations to the NGI table.

> From March 2018, the **GIPO community** will be engaged. This is an open community of around 500 experts as well as an international Advisory Group forming a global community interested in the Internet policy-making process with the collection, analysis and sharing of very relevant information around Internet governance topics. SpeakNGI.eu has already identified engagement actions that are aligned with the ECP (categories 5 and 6) and several of the standards organisations targeted that work on Internet-related policy and human-centric approaches as the basis for impact creation.
>
> More details about GIPO will be provided in the 2nd version of the SpeakNGI.eu communication plan.

3.7 Other Synergies

SpeakNGI.eu establishes its synergies primarily through the ECP and the NGI Stakeholder Task Force with the aim of ensuring wide coverage of each of its 8 stakeholder categories, increasing mutual visibility and maximising impacts by creating a snowball effect across respective networks. Recognition can be given through the publication of logos on respective web platforms, as well as through announcements and back-links, and across social media channels such as Twitter, LinkedIn, Facebook and Instagram.

The table below provides a sample of the consortium's existing network as the basis for developing synergies with the various subjects indicated.

Target Groups for Synergies	Example of network
1. Citizen forums: channels for ensuring citizen engagement	Twitter: @EuroCitizens
	Twitter: Social Boost, @socialboostclub
	Twitter: Social entrepreneurs, @socent_life
	Twitter: Civic Wise London, @civicwise
	Twitter: @ForCivicEY (European Civic Forum)
	Twitter: @EUROCITIEStweet
	LinkedIn: Information Technology, FinTech, Blockchain and Bitcoin Innovation
3. Women in Tech	DevelopHER - https://developher.org/
	Internet of Women @internetofwomen
	Women in Technology @womenintech

Target Groups for Synergies	Example of network
	Internet Society Women SIG, @SIGWomenISOC.
	Monique Morrow (ECP member) @moniquejmorrow
3. IoT Communities: channels for reaching IoT stakeholders and involve them in NGI discussions	Twitter: @IoTwatcher
	Twitter: @TechThings_IOT
	Twitter: IoT Forum
	Twitter: IoT and Cognitive networks, @klamoe
	Twitter: @IoTNow
	ORGANCITY network
4. 5G Communities: extensive network to engage stakeholders and involve them in NGI discussions	SME WG; Security WG
	Twitter and Linkedin: 5G-ENSURE; Global5G.org
5. Cloud Communities	IEEE Cloud Computing
	Irish Cloud Computing
	CloudCamp
6. Social media influencers in key technology areas: ensure a wide coverage of SpeakNGI.eu discussions by leveraging networked connections	Evan Kirstell (112K)
	Simon Porter (130K)
	Don Tapscott (Blockchain Research Institute): Twitter and LinkedIn
7. Associations	Irish Internet Association
	Connected Smart Cities Network
	Big Data Value Association
8. Start-up accelerators and hubs: channels for sourcing and supporting potential participants in future NGI proposals (30+ already in network)	EIT Digital Accelerate
	PitchYourStartup; Twitter: @PYSU_eu
	StartUpAwards
	Startup Buffer; Twitter: @startupbuffer
	Future Enterprise; Twitter: @FutureEnt_EU
	Sprita Startups; Upshapers
	FundingBox.com
	Start us; Twitter: @Startuscc
9. Policy/Funding support and SME associations	Digital Catapult; Futures Cities Catapult
	techUK (UK)
	DIGITALEUROPE
	Digital SME Alliance

Table 2 – Synergies targeted by SpeakNGI.eu

3.7.1 Synergies with Other Projects

In addition to developing synergies with relevant stakeholders, SpeakNGI.eu will also build on results and networks from previous projects and initiatives relevant for the project. SpeakNGI.eu will establish close synergies with relevant on-going activities, drawing on the networks developed and and ensuring mutual visibility on websites and across social media channels such as Twitter and LinkedIn. The table below provides a list of the projects/ initiatives that SpeakNGI.eu has already, or aim to establish synergies with.

Synergies with projects	Added value for SpeakNGI.eu
1. SFI FoA and CONNECT - WIT	**Future Networks:** Foundations of Autonomic Networks was a Science Foundation Ireland Research Cluster project made up of 5 Higher Education Authorities in Ireland for which WIT were a member. This work has provided WIT with a fundamental understanding of requirements of Future Networks. This research would have been a pre-curser to Self-Organising Networks (SON) in the 3GPP space. CONNECT was launched in 2014 for a period of 6 years, and is a world leading Science Foundation Ireland Research Centre for Future Networks and Communications with WIT as a member.
2. SFI-funded Federated, Autonomic Management of End-to-end communication services (FAME) Strategic Research Cluster (SRC) - WIT	**Telecommunications**: specialists in the management of communications networks and services. Pushing the barriers of what is technically possible in terms of allowing forms of self-management. All was completed with stakeholders from academia and multinational industrial partners such as Cisco, Ericsson, Alcatel-Lucent and IBM.
3. CogNet (5G PPP phase 1)	**5G**: Building an Intelligent System of Insights and Action for 5G Network Management
4. 5G-ENSURE (5G PPP phase 1)	Key support to COMMS activities in 5G PPP.
5. EU H2020 DISCOVERY	Working group members across 3 areas, policy, funding mechanisms available for SpeakNGI.eu http://discoveryproject.eu/
6. FET-Circle	Experience in coordinating and running as multi-stakeholder focused Coordination and Support Action project. http://fet-circle.eu
7. EU FP7 EFIPSANS	This project provided WIT with the opportunity to investigate future research challenges of the Internet leveraging IPv6 as an enabler.
8. EU FP7 AUTOI	Key support to COMMS activities in 5G PPP.
9. EU H2020 DISCOVERY and AEGIS	Working group members across cybersecurity and privacy areas available for SpeakNGI.eu http://discoveryproject.eu/ and http://aegis-project.org/
10. FET-Circle	Experience in coordinating and running as multi-stakeholder focused Coordination and Support Action project. http://fet-circle.eu
11. EU FP7 AUTOI	Key support to COMMS activities in 5G PPP.
12. EU FP7 4WARD	**Networking**: Architecture and Design for the Future Internet. Network of 36 project partners across the academia, telecoms and vendor space. Established the Future Internet Forum (FIF).
13. EU FP7 PRISTINE	Programmability In RINA for European Supremacy of Virtualised Networks. Gathering 15 European partners resulting in major contributions to the IRATI Stack OSS project, a successful workshop at the 2016 SDN World Congress. Contributions to the ITU (WG-6 Future Networks) and IRTF.
14. EU FP7 CeFIMS	**FIRE**: Coordination of the European Future Internet Forum of Member States.
15. EU FP7 CeFIMS-CONNECT	The project developed a FIF Repository database (FIF RDB) with a collection of over 800 industry and research organisations engaged in Future Internet related projects in the MS / AC and this will be an invaluable source of contact data for SpeakNGI.eu.

Synergies with projects	Added value for SpeakNGI.eu
16. EU FP7 BIC	ICT Trust and Security: The BIC community around the globe is still working together and can participate their expertise within the SpeakNGI.eu communities. http://www.bic-trust.eu/
17. CI-FIRE (CSA)	**FIRE**: test-bed sustainability assessment in collaboration with EIT Digital; FI, FI-WARE and IoT community (research, startups/SMEs and large companies). Co-ordination of FIRE communications.
18. CloudWATCH 1 & CloudWATCH2 (CSA)	**Cloud**: A pragmatic hub with guides for SMEs on legal and contractual aspects, standards, risk management, promoting EU-funded initiatives with forward-looking technological solutions. Close links with national trade associations and ICT clusters.
19. WISER	**Cyber security**: IA on novel cyber security service packages making cyber risk management more accessible and affordable with dedicated tools for SMEs and real-time risk management services for owners of complex IT systems. Large business community.
20. RDA Europe	**Data**: European plug-in to global research data alliance with vast scientific community cross-border and cross-discipline. Key insights into data challenges, data sharing and interoperability, including societal challenges. [*Activity already carried out*: Event with joint session on Blockchain technologies on 30 January 2018 with ECP member insights]

Table 3 – SpeakNGI.eu synergies with other projects

3.8 Channels utilised

To implement its communication plan, SpeakNGI.eu will use a variety of "channels", as detailed in the table below.

Channel	Usage
Social media	To contribute to presence of NGI on the relevant social media, SpeakNGI.eu will utilise: **Twitter** for brief real-time updates and news and to promote event activities; **LinkedIn** for insightful contributions. **YouTube** to upload and store webinars, videos and other audio-visual material. **Facebook** to increase NGI web traffic & increase exposure to the general public and experts by synergising and interacting with relevant groups on NGI-related topics such as AI, Blockchain etc. **Instagram** shall be used to specifically capture younger generation interests in NGI-related themes with a more visual and modern approach. The **Instagram** account for NGI is nurtured also to value images from events and other sources.
Communication platform	The central asset of SpeakNGI.eu is content-rich and will be offering an easy access point for different stakeholder groups. Through its knowledge base and surveys, it will offer multiple opportunities to innovators, facilitating their participation in the NGI programme and understanding of its underlying concepts.

Channel	Usage
Events (physical)	Events will be used to display targeted presentations and promotional material will be generated for focused and effective communication, dissemination and engagement outcomes SpeakNGI.eu will target events specifically related to NGI topics, disciplines and new trends across EU member states and associated countries. A common Events Database has been created by SpeakNGI.eu for the inter-CSA coordination of this activity, indicating which CSA(s) will be involved, how and what material will be distributed.
Webinars	Dedicated webinars on NGI topics/future calls targeting potential proposers, both as SpeakNGI.eu standalone webinars or jointly organised (e.g. with Move NGI), and possibly involving members of the ECP.
Surveys	Online surveys and F2F interviews to analyse different perceptions of NGI concepts. While the surveys target different stakeholder categories, they are all based on the common underlying mission for the NGI.
Traditional media	Jointly branded flyers, Pop-Up Banners, white boards and other graphic materials and graphics are designed at the Inter-CSA level. Their purpose is to promote the NGI vision, funding opportunities for competitive calls in 2018-2019, as well as human and online resources available on the common web platform. News-pieces and articles are published through social media, external websites and media channels communicate objectives and disseminate results to different stakeholders, including the various instruments identified in the Stakeholders Task Force.
NGI newsletters	The NGI Newsletters are a joint CSA effort based on a common branded template and a schedule indicating contributions from the various projects. Content is sourced from NGI highlights, consultation and knowledge base and insights from external sources (as links selected from based on relevance to target audiences). Additional insights will also be tagged to the newsletter through Newsflashes may also be used as reminders before notable events take place, e.g. Info Days, webinars.
One-on-one communication	This human-intensive channel will be utilised in cases where a person-to-person message is required to achieve a particular goal (e.g., onboarding a panel for an event, recruiting an audience for a webinar).

Table 4 – "Channels" utilised in the implementation of the SpeakNGI.eu communication plan

4 Action plan

SpeakNGI.eu will carry out a series of specific communication and dissemination activities, which can be grouped in the following set of 7 macro-activities:

1. Multimedia material production and distribution;

2. Social media presence;

3. Events – This macro-activity covers both physical and virtual events; SpeakNGI.eu will both participate to 3rd party events and will directly organise events;

4. Animation of the Consultation Platform – this includes both promotion of the content and engagement with the community of users;

5. Animation of the Early Adopters Club (EAC);

6. Animation of the GIPO community – this includes both promotion of the services and content of the giponet.org website - and engagement with the community of users;

7. One-on-one communication with relevant players.

The macro-activities above are broken down into a set of specific activities, as shown in the table below.

Macro-activity	Specific Activity
1. Multimedia material production and distribution	Press Release
	Newsletter
	Promotional Material and Info-graphics
	Video
	Distribution to traditional media (newspapers, traditional and online TV, …)
2. Social media presence	Twitter
	LinkedIn
	Facebook
	Instagram
3. Events	3rd Party events
	Webinar
	Organised by SpeakNGI.eu
	Joint events (4 CSAs)
	In collaboration with the ECP
4. Animation of the Consultation Platform	Discussion
	Summary of discussion
	Survey
	Whitepaper
	Reports
	GIPO topics inserted
	Citizen-driven use cases/best practices
5. Early Adopters Club animation	Promotion of early adopters usecases & concertated actions
	One-on-one interaction
	Integration of NGI related policies in EU-27
	Communication of global topics
6. Animation of the GIPO community	Specific blog contribution
	Synergies with Advisory Group
	Consensus building and global collaboration channel
	Email to community members
7. One-on-one communication with relevant players	ECP liaison
	EAC liaison
	Stakeholder TF

Table 5 – Macro-activities and specific activities

4.1 Timeline of actions

The main communication activities that SpeakNGI.eu will carry out during its lifetime according to section 5.2 are summarised in the timeline represented in the figure below.

In the timeline, the 7 macro-activities that are going to be carried out by SpeakNGI.eu are further broken down into specific activities and are planned, with a monthly detail.

Specific SpeakNGI.eu Targets, as well as a timeline comprising the events that will be individually carried out by each CSA and a series of synchronized events and actions that will be developed in a joint effort by the four CSAs.

Specific SpeakNGI.eu Targets, as well as a timeline comprising the events that will be individually carried out by SpeakNGI.eu and a series of synchronized events and actions that will be developed in a joint effort by the four CSAs.

In the "End-of-project target", the figures indicated in black are the values as per the Grant Agreement, whereas the values in red are additional targets agreed within the SpeakNGI.eu consortium.

Macroactivity	Specific activity	Current status	M5 Feb-18	M6 Mar-18	M7 Apr-18	M8 May-18	M9 Jun-18	M10 Jul-18	M11 Aug-18	M12 Sep-18	M13 Oct-18	M14 Nov-18	M15 Dec-18	M16 Jan-19	M17 Feb-19	M18 Mar-19	End-of-project value (black --> contractual; red --> internal target)
1. Multimedia material production and distribution	Press Release	0		X			X		X		X		X		X		6
	Newsletter	1		X		X	X			X			X			X	6
	Promotional Material and Info-graphics	4	Continuative action - May vary based on number of events attended														
	Video	1	X		X			X		X		X		X		X	9
	Distribution to traditional media	0	Continuative action														20
2. Social media presence	Twitter	61	45	50	60	50	50	40	40	50	40	45	50	45	45	50	720
	LinkedIn	30	3	5	3	5	5	3	3	5	3	3	5	3	3	5	72
	Facebook	72	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
	Instagram	58	3	3	3	3	3	3	3	3	3	3	3	3	3	3	100
3. Events	3rd Party events	17	Continuative action - See Figure 3 for more details														100
	Webinar	3					X				X				X		6
	Org. By SpeakNGI.eu	1		X						X				X			3
	ECP Conference Calls	0		1	2	2	2	2	2	1	1	1	1	1	1	1	18
	ECP F2F meetings	0		X						X			X				2
	Joint events (4 CSAs)	0					2nd Joint event			3rd Joint event			Final Joint event				3
4. Animation of Consultation Platform	Discussion	40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
	Summary of discussion	0	X				X			X			X			X	5
	Surveys completed	49	X				X			X			X			X	5
	Whitepaper	0												X			1
	Reports	0								X		X			X		3
	GIPO topics inserted	0		X			X			X			X			X	5
	Citizens driven use case	0		X		X			X			X		X		X	6
	Best practices	0	25	30	30	30	30	30	25	25	25	25	25	25	25	25	400
5. Early adopters club animation	Promotion of early adopters usecases & concertated actions	0	Continuative action - with NGI-related initiatives under H2020 with the aim of reaching 150 related intitiatives. Recruitment starts in M5, with specific actions to be defined based on Early Adopters (Targeted webinar, workshops, Social media campaign etc.)														150
	One-on-one interaction	0	Continuative action. Targeted messages will be performed with the aim of reaching 100 members to be included in the "Early Adopters Club"														100
	Integration of NGI related policies in EU-27	0	Continuative action - starts from M5														
6. Animation of GIPO community	Communication of global topics	0	2	3	3	2	2	2	2	2	2	2	2	2	2	2	30
	Specific blog contribution	0		X			X			X			X			X	5
	Synergies with Advisory Group	0	Continuative action														
	Consensus building and global collab. channel	0	Continuative action - May vary based on the discussions initiated														
7. One on one communication with relevant players	Email to community members	0	Continuative action - May vary based on the discussions initiated														
	ECP dialogues	0	Continuative action - May vary based on ECP availability														
	Stakeholder TF	0	Continuative action														

Figure 2: Overall timeline of the SpeakNGI.eu Communication Plan

4.2 Multimedia material production and distribution

SpeakNGI.eu will continue to produce a set of multimedia materials to distribute, with the aim to effectively promote the consultation platform and the NGI Initiative as a whole. This will cover the coordination and production of SpeakNGI.eu branding and material and visual presentations, targeting specific stakeholder groups. This includes all categories of SpeakNGI.eu dissemination material as well as event or milestone graphic packages (event badges, giveaways). The production of communication collaterals, such as a video and flyer have already been produced by SpeakNGI.eu and distributed at selected events.

Channel	Time	Target	Impact
1. Flyers	M2	• General Public • Event participants	• Over 1000 flyers distributed over various events thus far across the project lifetime, including 200 distributed at IGF 2017, Geneva. • ICT Proposers Day 2017: 400 flyers distributed • RDA Data Innovation Forum 2018: 80 flyers distributed • Over 500 flyers distributed at various events within the context of ngi.eu.
2. Roll-up banner	M2	• General Public • Event participants	• 2 roll-up banners printed and displayed at 3 events on behalf of Speakngi.eu • Acting as a visual stimulation of the NGI Initiative • First displayed at ICT Proposers Day 2017 with an audience of 3000 people
3. Video	M2[8]	• General Public • Event participants • Targeted specific social media platforms, namely LinkedIn communities	• Uploaded the video to the NGI Youtube profile • 212 video views • Video has been shown at 3 events
4. Present-ations	M4	• General Public • Event participants • Most recently webinar participants	• Most recently shown at the NGI Matchmaking Event in Lyon February 2018. • An informative visual stimulation to drive users to the consultation platform and to contribute to the discussion channels and surveys
5. Press releases	M2	• General Public • Event participants	• 1 news release on the launch of the consultation platform in M2 • News pieces promoted on the various NGI social media channels, in particular the NGI Twitter with the large following base
6. Poster	M2	• General Public • Event participants	• Acting as a visual stimulation of the NGI Initiative • First displayed at ICT Proposers Day 2017 with an audience of 3000 people • Displayed at around 20 events so far within the context of NGI.eu (a combined number for the 4 CSAs)

Table 6 – Multimedia production, distribution and impact

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[8] published November 8th 2017

Figure 3 – Example of multimedia production: Consultation Platform video
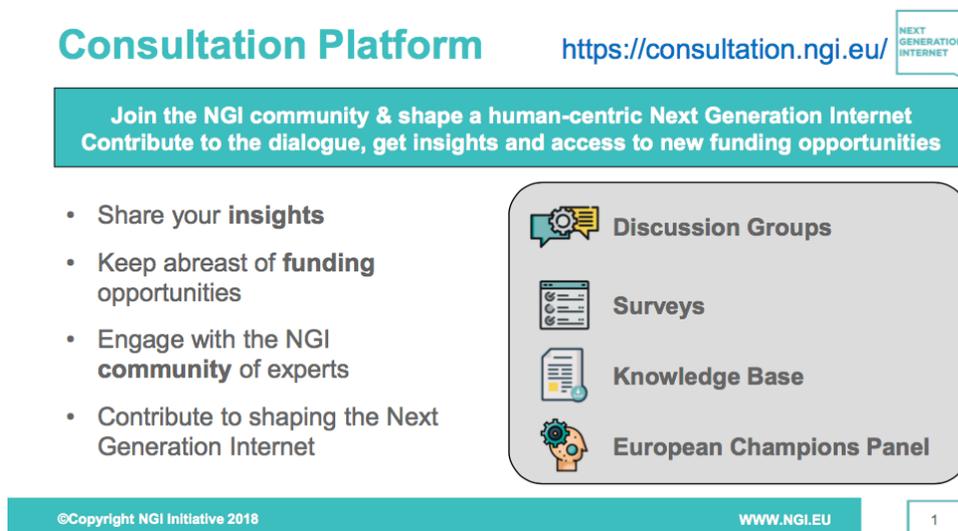

Figure 4 – Example of multimedia production: Consultation Platform presentation

4.2.1 Media, Technology and Policy Channels

Press Releases will be delivered (after approval of the Comms TF Editorial Board, as per the agreed-uopon procedure) in conjunction with the main project achievements to ensure timely communication of the progress of the project. In support of SpeakNGI.eu awareness raising and visibility, a selection of press and media channels will be targeted. Web-based ICT and Technology Media are used as primary sources by ICT professionals (e.g., Computer Weekly, TechTarget, IT Pro Portal, etc), including broader technology watch (CORDIS news, EUObserver etc.), targeted Telecom media (TelecomTV; Mobile World, Total Telecom, RCR Wireless News). Other channels include technology related SMEs channels (e.g., Business Insider, Business Matters, Talk Business Magazine, etc.), as well as National and non-specialised press.

The list below is not exhaustive and targets may be added to or some removed over the lifetime of the project. At the same time, it is imperative to highlight that not all of these channels may be contacted, as they will be selected on a case-by-case basis according to the communication content. In addition, all the partners will exploit at their best also their own press offices and media channels in order to create the right visibility for the project outcomes.

Type of Media Channel	Examples	Engagement
LinkedIn Groups on NGI technologies	Blockchain: Info Tech Professionals, big data, AI, IoT, VR, blockchain; Future Technology: AI, Robotics, IoT, blockchain; Blockchain; Blockchain: health and technology; Information Technology, FinTech, Blockchain and Bitcoin Innovation; The Big Data Institute - IOT, Big Data Analytics, Cloud Computing, Blockchain. IoT: M2M, Smart Cities, Connected Home, Car + Industry, mHealth; The Big Data Institute, IoT, big data analytics, cloud, blockchain; EAI IoT; Telecoms Professionals AI: Business Analytics, big data and artificial intelligence; Future technology: AI, robotics, IoT, blockchain, startups; Artificial Intelligence, deep learning, machine learning Interactive Technologies: VR& AR: IoT innovation network; Augmented and VR professionals.	SpeakNGI.eu contributes to these groups to promote NGI events and results of interest. SpeakNGI.eu is already a member (directly/indirectly) of 90% of the groups listed.
EU IT and industry clusters	@Clusters_EU	The European Cluster Collaboration Platform: connecting clusters in Europe and beyond. Special services and matchmaking to support clusters go international
Small business and Tech News channels	V3, @V3.co.uk; IT Insider, @itech_insider; Business Matters (@BizMattersmag); Real Business (@Real_Business); European Business News (@eubiz)	Targets for campaigns aimed at start-ups and small businesses with innovative solutions for NGI (e.g. Open Call campaigns).
Technology related SMEs channels	http://www.businessinsider.com/ https://www.europeanceo.com/ https://smallbiztrends.com	Information and technology knowledge magazine dedicated to the SMEs sector.
Broader technology watch	http://cordis.europa.eu/ https://euobserver.com/ http://www.euractiv.com	Technology and IT channels targeting a broader audience at European level on which SpeakNGI.eu could leverage for EU-wide dissemination and concertation activities

Table 7 – Examples of Media Channels

4.2.2 Newspapers, TV channels, and other traditional media

SpeakNGI.eu and the other CSAs target mainstream and technology media channels, including daily papers and weekend supplements, TV channels and other traditional media. Several specialised journalists on NGI-related topics have already been identified along with other media channels considered useful for broadcasting the NGI.

As a continuous effort, SpeakNGI.eu will contribute with 20+ elements to ensure presence in traditional media (See targets in Sec. 5).

Group	Contacts	Notes
NGI technologies: journalists and media channels	@johnthornhillft, Innovation Editor at financial times @aidanmacguill, Editor @Guardian working on inequality @GdnInequality @fabiochiusi, @espressonline	Journalists sourced through NGI-related channels and desk research with known interest in relevant topics
	VRNewz; AI tech News; @BlockchainEdu; @Blockchain; @TheBlockNews; @Blockchain4Biz; @AINewsworld; @Aibrbctn (AI Tech news)	
	BBC: Rory Cellan-Jones: BBC technology correspondent, @BBCRoryCJ	
Web-based ICT and Technology Media	http://www.computerweekly.com/ http://www.techtarget.com/ https://www.itproportal.com/ http://www.techradar.com/ https://www.theregister.co.uk/ https://www.raconteur.net/	ICT news and analysis targeting senior IT decision-making professionals. Press releases and announcements to be published through these channels.
Broader technology watch	http://cordis.europa.eu/ https://euobserver.com/ http://www.euractiv.com	Technology and IT channels targeting a broader audience at European level on which SpeakNGI.eu could leverage for EU-wide dissemination and concertation activities
Telecom media	http://www.telecomtv.com/ https://www.totaltele.com/ https://www.rcrwireless.com/ http://the-mobile-network.com/ http://inside5g.com/	Multidisciplinary and international channels including topics such as ICT markets; policy, regulation, and governance; management, entrepreneurship, innovation and use.

Table 8: Sample of Traditional Media Channels

4.3 Social Media presence

Social media presence is co-ordinated at NGI-initiative level, with every CSA directly contributes to it and the "inter-CSA Editorial Board" established at Comms TF level verifies that there are no discrepancies among the individual feeds coming from the 4 CSAs.

The specific contribution provided by SpeakNGI.eu to the overall NGI Social Media presence is described below.

4.3.1 Social Media

Social media activities will include active contributions to specific social media platforms such as Twitter, LinkedIn, Facebook, YouTube and Instagram and contributions to discussion groups and specialised forums, direct messaging while leveraging current connections within the consortium with the aim to build a loyal support base.

Thanks to its continuous social media presence, SpeakNGI.eu will be able to identify new topics and trends on NGI and to contribute to shape Europe's dialogue and future developments around those themes. SpeakNGI.eu will monitor its social influence and engagement through a set of initial KPIs based both on web platform statistics and social media activities and results (see section 5.2).

SpeakNGI.eu social media activities will feed into the common goal of the Inter-CSA work with the aim of creating a snowball effect aimed at increasing awareness around NGI and the NGI Community as well.

Human Network	Role in Communication Plan	Frequency
NGI Twitter: @NGI4eu; Inter-CSA Activity	One of the four channels used to communicate on NGI, opportunities, events, insights and reports.	Daily through campaigns agreed at the Inter-CSA level with live tweets from events.
NGI LinkedIn Group (main moderator: NGI Move)	One of the four channels used to maintain a regular dialogue with stakeholders.	2-3 contributions/week. SpeakNGI.eu representatives serve as group moderators.
NGI Facebook	One of the four channels used to convey important messages to community members.	Daily through campaigns agreed at the Inter-CSA level with live posts from events.
NGI Instagram	One of the four channels used to communicate regularly with the target community.	Daily through campaigns agreed at the Inter-CSA level with live posts from events.

Table 9 – Social media presence

4.3.2 Examples of Social activities

In this section, we present some practical examples of targeted messaging in all social media channels.

The first example reports the promotion activity of the Consultation Platform carried out on Facebook, which has been a constant feature on this specific social network leading to the highest interaction with the NGI Facebook page. More specifically, for the sake of providing a practical example, the post in the Figure below has brought to the engagement of 21 followers over a period of 2 months.
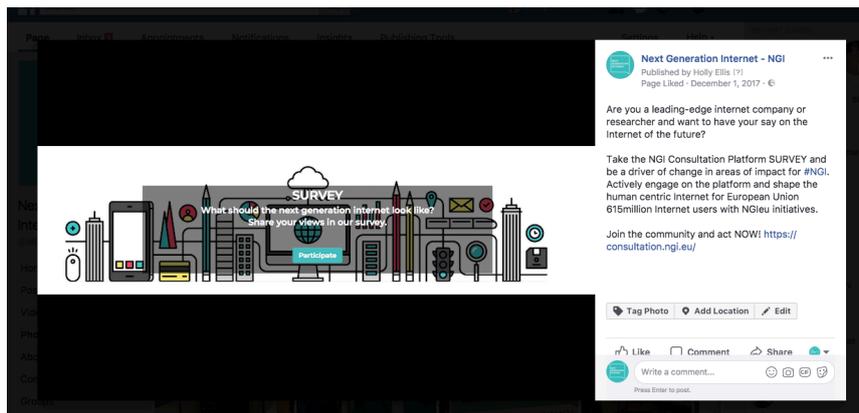
Figure 3: Example of SpeakNGI.eu Facebook post

During the first months of the project, Twitter has been a successful social media channel in terms of driving visits and users to the Consultation Platform thanks to its large following base, which has produced positive engagement rate.

Figure 4: Example of SpeakNGI.eu Tweets

A feed of visual stimulation to ensure engagement on NGI topics, encouraging interaction and contribution to the consultation platform has been carried out on Instagram.

Figure 5 - Example of SpeakNGI.eu Instagram post

LinkedIn has similarly been a method of increasing SpeakNGI.eu's social media presence, driving traffic directly to the platform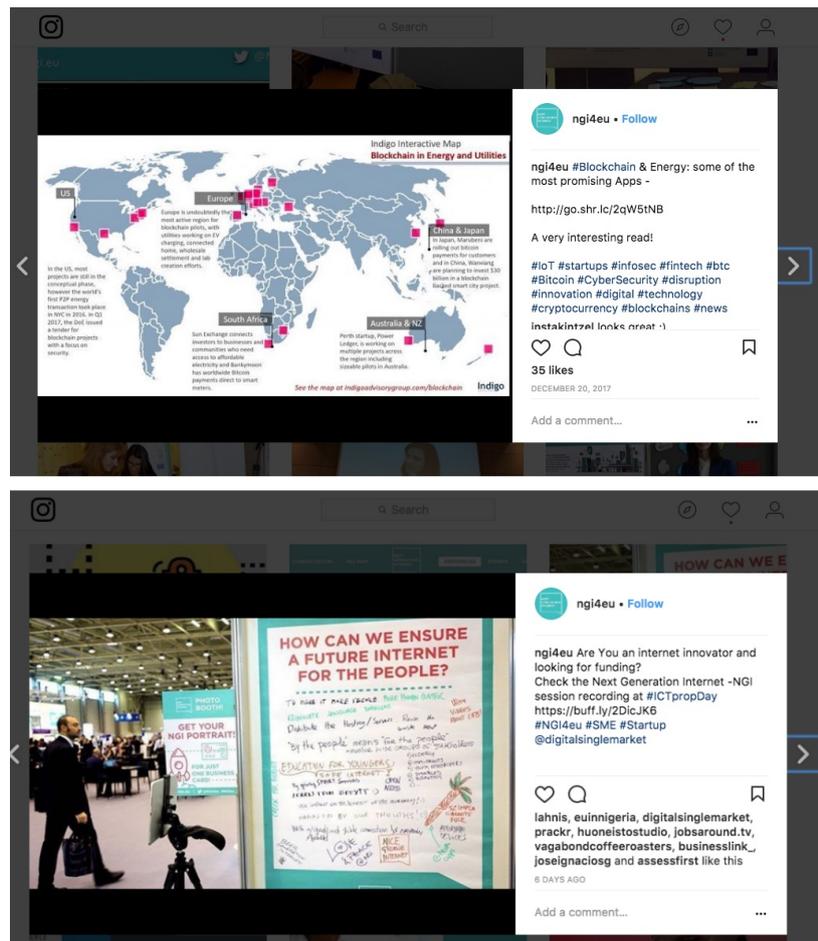, due to the large NGI community of 10,000+ members (as of January 2018). In particular, the use of LinkedIn for SpeakNGI.eu is effective in encouraging contributions to the platform's discussion channels and surveys due to many other topics, within the context of NGI, being shared. For example, comments on Blockchain, Internet of Things, and Artificial Intelligence and their role in NGI are frequently posted.

4.4 Events

Following the inter-CSAs joint effort highlighted in the NGI Communication & Marketing strategy, SpeakNGI.eu will both actively participate to third-party events and organise specific NGI-driven events. Overall, SpeakNGI.eu will contribute to increase the NGI initiative's visibility at over 100 events, ensuring good coverage of EU Member States and Associated Countries.

4.4.1 SpeakNGI.eu events organisation

SpeakNGI.eu will take care of the organisation of:

- **3 SpeakNGI.eu workshops** that adequately cover all stakeholder groups, pooling together different viewpoints, and chart a course towards consensus. Each workshop will involve the ECP and Objectives (a) and (c) CSAs, drawing on findings from the open consultation, technology insights and multi-disciplinary expertise for lively and fruitful discussions. Position statements will be collected beforehand to facilitate the debate. One of these workshops will be organised during the annual NGI Forum event (Porto, September 13th 2018), organised by the Inter-CSA WG and EC.

- **6 webinars** organised throughout the 18-month project cycle, helping to raise awareness on 2018 competitive calls for the NGI initiative and shaping discussions on priority topics for FP9 with the support of the ECP and other renowned external experts. These will be in cooperation with other CSAs or as standalone SpeakNGI.eu webinars.

4.4.2 Third-party events participation

Events are selected based on relevance to NGI and stakeholder coverage as reported below:

- Technology and discipline events related to NGI.

- Citizen forums to ensure participants see NGI as relevant to their lives, jobs or student activities.

- ICT Cluster events to ensure Start-ups and SMEs are aware of the opportunities and encourage participation in the SME Broker Service that will be part of the NGI Consultation Platform.

SpeakNGI.eu will actively participate in a series of events organised by third parties to promote its achievements and results to different target stakeholders. SpeakNGI.eu will identify relevant events (both streaming or F2F) based on:

- their strict relation with the NGI field;

- their coverage of Member States and Associated Countries.

Specific events will be targeted based on the audiences expected, while well targeted presentations and promotional material will be generated for focused and effective communication, dissemination and engagement outcomes

SpeakNGI.eu will strongly support the democratisation of NGI, ensuring end-users can easily understand the main themes, trends and takeaways coming out from the events gathered by reporting them in a simple, common and understandable language and in various format (i.e., Post events reports, social media posts, articles, opinion pieces etc.).

SpeakNGI.eu will leverage its event participation by also introducing new themes as a discussion topic in the dedicated channels of the Consultation Platform, therefore facilitating targeted NGI discussion among the widest possible ecosystem of heterogeneous stakeholders.

4.4.3 Events planning

As part of the inter-CSA co-ordinated effort, SpeakNGI.eu directly contributes to keeping updated the "NGI table of events", which is maintained at the owncloud inter-CSA space, intended as directly organised events and third-party events.

The table below gives the current list of planned events (35 in total) with direct involvement from SpeakNGI.eu. The three workshops from SpeakNGI.eu are not planned yet at the time of writing the present document.

Date	CSAs/ 3rd Party	Event	Location	Country
30/01/2018	3rd party	RDA Data Innovation Forum 2018	Brussels	Belgium
03/02/2018	3rd party	FOSDEM 2018 NGIstudy FINAL WORKSHOP	Brussels, Belgium	Belgium
14/02/2018	3rd party	Connected Technologies for Social Good	Geneva, Switzerland	Switzerland
15/02/2018	3rd party	DAS NEXT GENERATION INTERNET ZWISCHEN TECHNOLOGIE UND PHILOSOPHIE – EIN DISKUSSIONSFORUM	Vienna, Austria	AT
26/02/2018	3rd party	4YFN NGI Awards Presentation	Barcelona, Spain	Spain

Date	CSAs/ 3rd Party	Event	Location	Country
26/02/2018	3rd party	4YFN 2018 - NGI Booth	Barcelona	Spain
26/02/2018	3rd party	4YFN 2018 - NGI Salon & Meetup	Barcelona	Spain
28/02/2018	CSAs	Final Workshop NGI study (TBC)	TBD	TBD
05/03/2018	3rd party	Startup Europe Week	Dublin, Ireland, UK	Ireland, UK
17/03/2018	3rd party	IETF 101	Prague	Czech Republic
01/04/2018	3rd party	ETSI 5G Summit	Sophia Antipolis	France
18/04/2018	3rd party	BLOCKCHAIN EXPO GLOBAL 2018	Olympia, London	UK
18/04/2018	3rd party	AI EXPO GlOBAL 2018	Olympia, London	UK
23/04/2018	3rd party	The Web Conference 2018	Lyon, France	France
23/04/2018	3rd party	The Web Conference 2018	Brussels, Belgium	Belgium
02/05/2018	3rd party	Re-Publica	Berlin, Germany	Germany
21/05/2018	3rd party	Data Justice	Cardiff, Wales	UK
22/05/2018	3rd party	Algorithms, Automation and News	Munich, Bavaria, Germany	Germany
24/05/2018	3rd party	The Next Web	Amsterdam, Netherlands	Netherlands
01/06/2018	3rd party	ETSI Security Week	Sophia Antipolis	France
11/06/2018	3rd party	CEBIT	Hannover, Germany	Germany
13/06/2018	3rd party	Sonar+D	Barcelona, Spain	Spain
27/06/2018	3rd party	BLOCKCHAIN EXPO EUROPE 2018	RAI, Amsterdam	Netherlands
27/06/2018	3rd party	AI EXPO EUROPE 2018	RAI, Amsterdam	Netherlands
06/07/2018	3rd party	FutureFest	London, UK	UK
12/09/2018	3rd party	FIF meeting and the NGI Assembly	Porto, Portugal	Portugal
13/09/2018	**CSAs**	**NGI Forum 2018**	**Porto, Portugal**	**Portugal**
28/11/2018	3rd party	BLOCKCHAIN EXPO NORTH AMERICA 2018	Santa Clara	North America
04/12/2018	3rd party	ICT 2018	Vienna, Austria	Austria
27/12/2018	3rd party	CCC (Chaos Communication Congress)	Leipzig, Germany	Germany
01/02/2019	3rd party	4YFN 2019		
11/21-22/2017	CSAs	NGI Planning MT meeting	Brussels	Belgium

Date	CSAs/ 3rd Party	Event	Location	Country
9/13-14/2017	CSAs	NGI Planning MT meeting	Brussels	Belgium
TBC	CSAs	NGI Planning MT meeting (mid Feb mentioned)	London has been offered	UK
TBC	3rd party	The Conference	Malmo, Sweden	Sweden

Table 10 – Event gatherings with direct involvement from SpeakNGI.eu

4.4.4 Webinars

SpeakNGI.eu will organise a set of **6 webinars** on NGI consultation platform usage for the NGI calls and topics over the 18-month project lifecycle, including inputs from ECP members and other CSAs depending on topic relevance and availability. As already mentioned, the NGI Consultation Platform is a key engagement feature presented at the webinars to facilitate dialogue across the community.

Three webinars have already taken place and were organised and broadcasted with NGI Move, with the participation of the EC. This first round of webinars focused on calls ICT-24 and ICT-31 ahead of the 17 April 2018 submission deadline, offering a user-friendly guide on call priority and key points to consider.

- ICT-24: Privacy and trust-enhancing technologies on 15 January 2018[9].
- ICT-24: Decentralised data governance on 17 January 2018[10].
- ICT-24: Discovery and Identification Technologies on 18 January 2018[11]

Figure 6: Co-hosted Webinars on ICT-24 in January 2018

Each webinar used a similar format: introduction (NGI Move); walkthrough of the consultation platform (SpeakNGI.eu); call focus (EC) and 2-minute pitches from potential proposers with the opportunity to share ideas through the consultation platform.

The webinars were held on the dedicated European Commission platform and highly promoted on the SpeakNGI.eu digital channels gathering approximately 30, 70 and 40 participants respectively. The consultation platform had a consistent visibility of 5-10 minutes at the beginning of each webinar, showcasing the consultation platform video and the website, including its functionalities. Discussions held and views and insights shared by participants on these topics were similarly encouraged to communicate these on to the consultation platform. This approach was very effective in bringing new users to the consultation platform as borne out by the weekly gathered statistics.

Future webinars organised by SpeakNGI.eu will focus on the NGI consultation platform priority themes as the NGI study takes its final shape, bringing on board members of the ECP to share insights into these themes and enable potential proposers to start planning for the 2019 competitive calls.

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[9] https://www.ngi.eu/event/info-session-on-ict-24-privacy-and-trust-enhancing-technologies/?instance_id=71.
[10] https://www.ngi.eu/event/info-session-ict-24-decentralized-data-governance/?instance_id=73.
[11] https://www.ngi.eu/event/info-session-on-ict-24-discovery-and-identification-technologies/?instance_id=74.

4.5 Consultation platform animation

4.5.1 Actions to on-board stakeholders

Consultation platform: Targeted messages to stakeholders promoting opportunities to contribute insights in the Consultation Platform and its various thematic channels. Such messages go out regularly to the community, highlighting opportunities and current discussions.

A **video** has also been produced to promote the benefits of using the consultation platform, as showed in the image below.

Figure 7: The NGI Consultation Platform Video

The consultation platform is also a key feature in webinars on NGI competitive calls, with a walkthrough of the various thematic channels, and simple instructions on how to contribute with topics related to the call of interest. Every proposer presenting their pitches is also invited to share their ideas on the consultation platform, also to help recruit members of the consortium.

The Consultation Platform is a dynamic online space for engaging targeted stakeholders and sharing knowledge on NGI concepts and proposal ideas. The strategy is to drive the NGI Consultation Platform as "the tool" for Europe's dialogue on NGI themes and future developments through multi-disciplinary perspectives from all major stakeholder groups, and raising awareness of the new insights provided. The testimonial in the image below is just an example to show the potential value of the consultation for NGI stakeholders.

Figure 8: Testimonial on the consultation platform

European Champions Panel: a fundamental element of the SpeakNGI.eu organisational model as it governs the process of stakeholder engagement with regard for the diversity of composition covering each of the stakeholder categories while maintaining balance and integration of disciplines. Representatives of each stakeholder group within the ECP will inform and guide SpeakNGI.eu as to how to engage with individual stakeholder groups using best practices and strategies. The ECP is also considered a common asset of NGI complementing and supporting parallel work at the Inter-CSA level.

An example of current direct engagements with the ECP is provided in the image below, taken from the RDA EU Innovation Day on 30 January 2018 in Brussels during the session on Blockchain technologies: "Opportunities to shape future data research"[12]. ECP members and their representatives offered insights into:

- Humanized Internet: providing self-verification capabilities via Blockchain, Monique Morrow (co-founder of the Humanized Internet).
- Applying Blockchain to increase trust in AI, Visa Vallavaara, VTT (representative for Tua Huomo).

Figure 9: ECP Members and Representatives at the RDA EU Data Innovation Forum

4.5.2 Consultation Channels and Knowledge Base

The SpeakNGI.eu project will revolve around its state of the art web based platform, supported by lean processes enabling interaction from citizens, maintenance and supervision. The web platform will be completed with an open, searchable, easily navigable and comprehensive online knowledge base which will be launched at month 3 and will grow throughout the project lifetime.

This knowledge base will include technology trends and challenges, citizen focused requirements, legal and regulatory aspects as well as business models needs and trends. The knowledge base will grow as results from WP2 and WP3 emerge and provide an insight into the relationship between these individual outputs and provide a global view of the NGI challenges as determined by all stakeholder groups. This will serve as a de-facto reference point for programme participants in the NGI start-up, pathfinder and flagship initiatives.

The knowledge base will comprise:

- A "**Technology Watch**" on the building block technologies and most relevant target audiences, tracking trends of interest in the NGI consultation platform, giving a big picture view of the most important trends.
- A "**Light Reading**" series of consultation platform inputs that will help lower the accessibility barrier to NGI trends and innovations targeting the widest possible audience of stakeholders not familiar with NGI concepts and EU legislation.

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[12] https://www.ngi.eu/event/rda-eu-data-innovation-forum-2018/?instance_id=83.

4.5.3 Surveys

Democratisation and visibility

SpeakNGI.eu will provide a unique opportunity to all its stakeholders to shape the internet of the future by contributing to the complex dialogue around NGI. In particular, the SpeakNGI.eu Consultation Platform will provide a concrete opportunity to offer a voice to those who have not contributed so far to defining what the Internet should be like in the future in order to clearly highlight their needs and ensure the NGI Flagship meets these needs.

Additionally, the SpeakNGI.eu surveys provide an opportunity for attendees at events to communicate their opinions on relevant topics and see the general consensus on these topics when the results of the survey(s) are published.

Strategic thematic priorities

- Channels in the consultation platform
- Knowledge base

Through the organisation and the participation to strictly related NGI field events with high coverage of member states and associated countries, SpeakNGI.eu will support showcasing of EU values and best practices, such as data protection, privacy, explaining possible trade-offs with technology innovations, and the role of standardisation. The event participation will be used to test understanding and gather views to assess consensus on priority topics identified and kept alive after the funding cycle.

As an example, SpeakNGI.eu will interact, also through its ECP, with relevant SDOs to foster the widest uptake of Internet standards and to provide the SDOs with valuable feedback and a pragmatic approach for clarifying the users' community needs of interoperability.
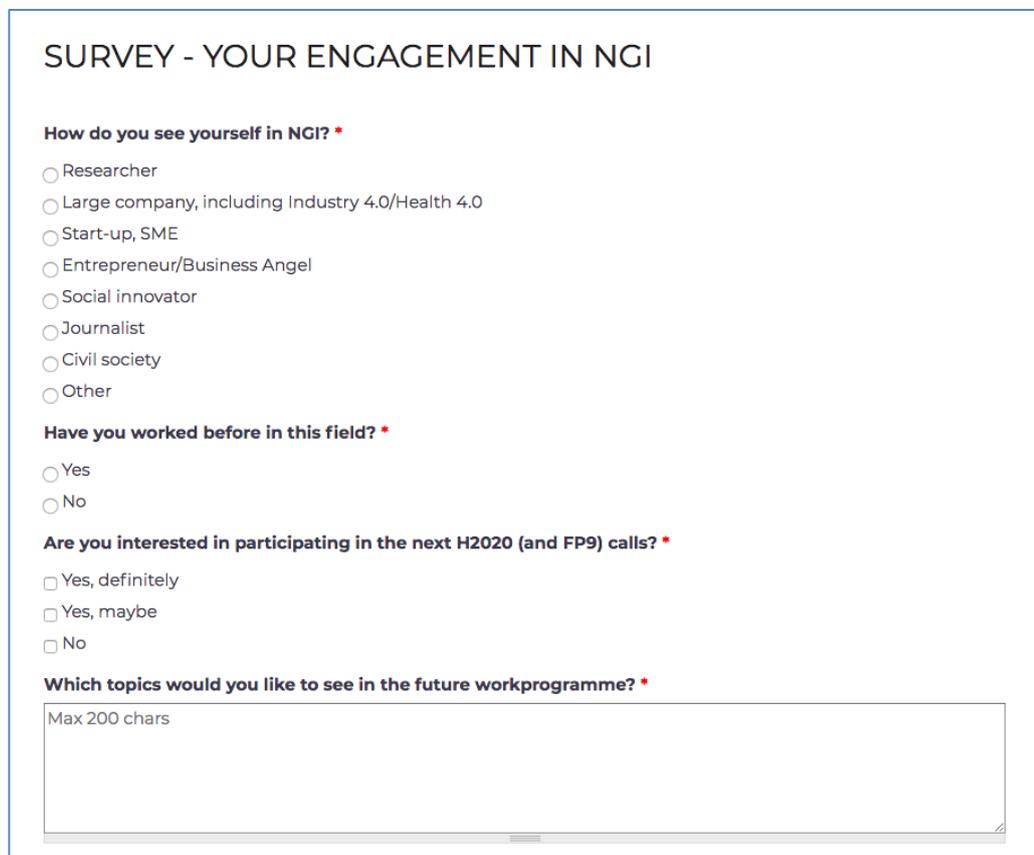
Figure 10: Example of an on-going survey on the consultation platform

4.6   Animation of the Early Adopters Club (EAC)

The SpeakNGI.eu Early Adopters Club will identify real-world best practices through early adopter use cases, with invited members sharing their direct experiences. An extensive promotional campaign will take place to ensure early adopter experiences are widely known across all SpeakNGI.eu stakeholder groups.

Mutual benefits will, therefore, be to help extend uptake of the tools and services developed more widely across the EU, demonstrating how NGI values can be easily implemented in real-world settings. The Club will be a key showcase for NGI as the first H2020 ICT-24 proposals come into being, helping in the recruitment of new pilots. The club will also support the promotion of the DSI Manifesto, where SpeakNGI.eu will map and widely broadcast common values and benefits, increasing understanding and endorsements.

This macro-activity will start in March 2018 and will include:

- Starting up of the EAC by direct invitation of some of the members to-date of the SpeakNGI.eu community and of the other Community DBs from the other CSAs that are good prospects in this respect.

- Publication on the www.ngi.eu of a "Call of Interest" to become an early adopter;

- Research on identifying relevant best practices that could potentially turn into early adopters;

- Engage these expressions to a specific 3rd party of specific SpeakNGI.eu event;

- Developing some collaterals and supporting the EAC with a dedicated section in the website.

- Publicising the EAC at events and supporting the web form to become an NGI EAC member also on other relevant websites (backlinks).

- Showcasing benefits gained by EAC members in real-world settings.

4.7   Animation of the GIPO Community

SpeakNGI.eu sustains the GIPO community as an important asset on Internet policy on the international stage, enriching the online resources on NGI concepts and topics.

The GIPO community may help to animate the Consultation Platform and Knowledge Base with international perspectives on Internet policy strategy, thus enriching both resources. These discussions can also explore important issues like inclusion, neutrality, openness, transparency and equality. Such insights can serve as compelling discussion points with members of the ECP, at SpeakNGI.eu, Inter-CSA, and 3rd-party events.

Engagement with the GIPO community will enable the identification of common priorities for the future internet across different Internet policy stakeholder groups as the basis for building wider consensus and creating a stronger voice for those priorities. Engagement will also enable the mapping of relevant activities within the SpeakNGI.eu-NGI perimeter, including relevant efforts within standards organisations such as the IEEE Internet Initiative, as well as matching priorities for organisations such as the International Civil Society Centre (ISCS), ensuring that ECP members also contribute insights while fostering cross-fertilisation.

This macro-activity will start in March 2018 and will include:

- Integration of the GIPO tool;

- Animation of the GIPO website with news pieces, relevant events, and other fresh content emerging, among other analyses, from the GIPO Tool;

- Contacting the GIPO Advisory Group members to re-confirm their engagement and illustrate the program for 2018 and beyond;

- Propose synergies with the NGI Initiative (see also Sec. 3.6);

- Other GIPO-specific engagement activities TBD.

4.8 One-on-one communications

This macro-activity is active since project onset. It is a quite effective way of engaging people and organisations, especially due to partner strong international network links but being resource-intensive is utilised in strategic areas, such as:

- Animation of the ECP and of the EAC;

- Recruitment to events that are going to be directly organised by SpeakNGI.eu (this activity has already performed by SpeakNGI.eu and proved to be quite successful, for instance in case of the 3 webinars organised in January 2018);

- Relevant events where SpeakNGI.eu is strategically and directly interested into contributing to populate the audience (e.g. the NGI Forum);

- Testing of new functionalities on the CP;

- Invite to download a relevant document from the CP's Knowledge Base;

- Increase participation to a pressingly important survey published on the CP;

Animation of a particular discussion channel on the CP.

5 Impact Assessment

SpeakNGI.eu's impact will be quantitatively assessed by monitoring a series of KPIs that are detailed in the present sections.

5.1 Overall NGI Targets (related to the 4 CSAs combined)

The table below lists the joint KPIs adopted for the NGI initiative, as a result of a coordinated effort of the 4 CSAs.

Monitoring of the NGI.eu KPIs will also be performed at individual CSA level and the overall results will be consolidated at inter-CSA level. It is acknowledged that each CSA has individual and contractually-binding KPIs that will also be monitored at project-specific level to measure performance of such a specific CSA.

Target	Description	Current value	Target June 2018	Target Mar 2019
Target 1 – Overall NGI engaged Community Members	The sum of: registered users + social media followers + NGI events participants	4,083 [14] (over 4 DBs)	9,000	15,000
Target 2 – Cumulative pageviews / unique visitors for ngi.eu	Total number of website pages viewed/unique visitors tracked with Google Analytics.	3,436 / 604	20,000/ 5,000	60,000/ 20,000
Target 3 – NGI visibility at specialised events	The sum of all events (physical and virtual) where NGI has been visible either with a presentation, a booth, a poster, etc.	31	60+	150+
Target 4 – NGI-driven events	The events that have been organised and or promoted directly by one or more of the 4 CSAs	12	25+	60+
Target 5 – Appearances in traditional media	The sum of NGI appearance in traditional media.	22 [13]	25+ in at least 5 Countries	75+ in at least 15 Countries

Table 11 – Targets utilised in measuring the joint impact of the 4 CSAs

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[13] An estimate- waiting confirmation from the other 3 CSAs.

5.2 Specific SpeakNGI.eu Targets

The specific targets for SpeakNGI.eu in terms of marketing and communication activities are reported in the table below.

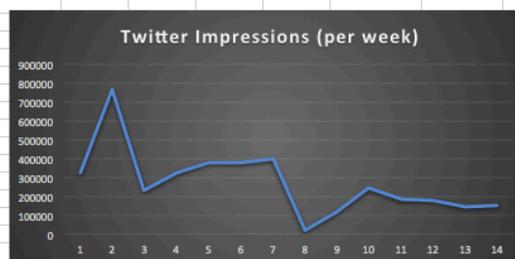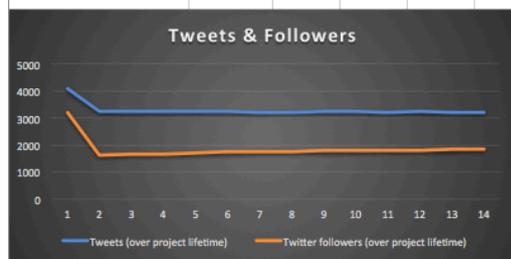| Channel	Frequency	Target
Twitter	Min. 10 Tweets/week	720 Total Tweets
LinkedIn	Min 1 post or blog article/week	72 Total Linkedin posts/articles
Slideshare	1 slide deck on related NGI topic/month	18 Total Slide decks
Facebook	Min. 3 posts on Facebook/month	54 Total Facebook posts
Community DB **(Overall engaged NGI stakeholders)**	80 new inserts/month coming from all social media channels, events and webinars	2.000 Total Members M9 5.000 Total Members M18
Videos	1 video/bi-monthly	9 Total Videos
General graphic materials	As needed	4 Brochures 4 Posters 4 Flyers 4 Pop up banners
Press Releases / News pieces / Articles	Min. 1 PR/quarter	6 Total Press Releases/News pieces/Articles
Webinars	1 Webinar/quarter	6 Total webinars
Third party events	Min.1 Event/month	20 Total events
Workshops	1 Workshop/6 months	3 Total ECP workshops
Concertated actions with NGI-related initiatives (including contributing to Inter-CSA activities)	8 Concertated actions/month	50+ by M9 150+ by M18

Table 12 – Additional, SpeakNGI.eu-specific targets in communication and marketing activities

5.3 Continuous monitoring: The SpeakNGI.eu "Flash Report"

The continuous monitoring of the key performance indicators and overall communication activities is central to evaluate the success of SpeakNGI.eu. Along with the Inter-CSA WG, the project has already implemented a joint editorial process for all NGI-related social media activities.

SpeakNGI.eu has implemented a process for monitoring the actions carried out in the first months of the project. The resultant "Flash Report" is shared with the Inter-CSA WG and Commission on a weekly basis, and used as a basis for quarterly reporting, selecting the most relevant indicators, to also give insights on the evaluation of the joint Inter-CSA actions.

Weekly KPIs / Report n°	1 (06.11.17)	2	3	4	5	6	7	8	9	10	11 (17.01.18)	12 (22.01.18)	13 (29.01.18)	14 (05.02.18)
Tweets (over project lifetime)	4084	3235	3221	3223	3229	3221	3199	3217	3229	3239	3217	3231	3214	3211
Twitter followers (over project lifetime)	3213	1621	1675	1673	1700	1732	1754	1765	1775	1781	1802	1805	1822	1863
Twitter Impressions (per week)	322135	765290	233185	322324	381584	377932	397242	18786	117296	241912	180904	180874	144686	152556
LinkediN posts (per week)						4	5	6	8	2	4	3	4	3
LinkediN group members						10,787	10,789	10,790	10,790	10,790	10,795	10,797	10,801	10,803
Facebook likes on all posts			8	9	9	10	12	12	12	12	12	13	14	21
Facebook posts	7	15	16	22	28	38	42	45	46	54	57	61	66	72
Facebook page likes	6	7	13	13	14	16	18	18	18	18	20	20	22	22
Facebook Followers		11	13	15	16	17	19	19	20	20	21	21	23	23
Intagram Posts		8	13	17	22	29	33	34	37	41	44	46	54	58
Instagram followers		11	15	23	29	41	50	52	73	97	99	90	85	92
Youtube videos	10	11	13	13	13	25	25	25	25	25	26	28	28	28
Youtube subscriber count	13	17	21	21	21	21	21	22	22	22	23	23	24	26
Youtube views	553	678	894	909	941	1046	1088	1174	1194	1222	1281	1329	1412	1458

Tweets & Followers
— Tweets (over project lifetime)   — Twitter followers (over project lifetime)

Twitter Impressions (per week)

Weekly KPIs / Report n°	1 (06.11.17)	2	3	4	5	6	7	8	9	10	11 (17.01.18)	12 (22.01.18)	13 (29.01.18)	14 (05.02.18)
Surveys completed	20	31	34	36	42	43	44	45	46	46	47	47	47	49
Number of posts / discussions opened	7	9	11	11	12	13	15	16	16	18	27	37	40	40
Registered users	72	110	109	118	132	144	145	150	157	166	180	186	192	197
Unique visitors	84	141	59	62	84	54	68	21	35	52	107	104	84	85
Page views/sessions	12.89690722	6	4.913333	5	2.798742	3.340741	5.036496	5.731707	3.114286	3.294118	4.340206186	4.6	4.2	3.2
Average session time	00:17:06	00:04:54	00:05:04	00:04:23	00:02:59	00:03:06	00:05:15	00:07:45	00:03:47	00:03:19	00:06:34	00:05:59	00:05:49	00:03:08

Users & Visitors
— Registered users   — Unique visitors

Figure 11 - SpeakNGI.eu weekly "Flash Report" (sample)

6 Summary of communication actions performed (Oct '17-Jan'18)

SpeakNGI.eu has carried out a number of specific communication activities in the first 4 months of the project, to ensure coverage of stakeholders and adequate visibility across Europe. These actions directly fuels user participation to the consultation process, therefore maintaining coordination with both the consultation processes and the various engagement drivers. The activities that are being carried out by SpeakNGI.eu aim to achieve the necessary concertation levels with NGI-related initiatives. A summary of these actions is reported in the table below:

Macro-activity	Specific Activity	Date	Outcome
1. Multimedia material production and distribution	✓ 2 flyers ✓ 1 roll-up banner ✓ 4 posters ✓ 1 whiteboard ✓ 1 NGI branded logo created	✓ Materials produced in M2 of the project, ahead of the 1st event with SpeakNGI.eu visibility: ICT Proposers Day 2017 ✓ Logo created in M1 of the project	The implementation of NGI communication collaterals early in the project has ensured adequate representation of the SpeakNGI.eu branding and visual presentations. Through the production of materials SpeakNGI.eu has gained visibility across Europe, in particular, the NGI CSA and 3rd party events have provided an opportunity for the visibility of these materials.
2. Social media presence	✓ Creation of the NGI Instagram profile ✓ Changed the branding of the LinkedIN profile to NGI ✓ Creation of the NGI Facebook profile ✓ Continuous posting of relevant NGI events and related topics on the active NGI Twitter profile	M2 of the project	Regular social media activities are continuously managed and results are tracked in the NGI Flash Report. The various social media channels provide a platform for sharing the results from NGI related events and similarly the results of these events. Twitter has been the most successful social media channel in terms of driving visits and users to the Consultation Platform thanks to its large following base, which has produced great engagement rate, with currently 1,862 followers. The NGI Facebook page has brought the engagement of 21 followers over a period of 2 months.
3. Events	✓ Presence at the Budapest ICT Proposers' day 2017 ✓ Presence at the NGI booth at IGF 2017, Geneva	Presence at events beginning Oct-2017 to present Feb 2018	SpeakNGI.eu strongly supports the democratisation of NGI during and following the regular NGI related events, ensuring public end-

Macro-activity	Specific Activity	Date	Outcome
	✓ Presence at the RDA Data Innovation Forum 2018 ✓ Presence at 5 EC webinars since October 2017: focusing on topics such as: ICT-24 AND ICT-31 CALLS ✓ Presence at 17 3rd party events since September, 2017: some examples: COST/CONNECT WS on NGI, DECODE, TRANS-ATLANTIC ICT FORUM (DISCOVERY) 2017, RDA DATA INNOVATION FORUM 2018.		users can easily understand the main themes, trends and takeaways coming out from the events gathered by reporting them in a simple, common and understandable language and in various format (i.e Post events reports, social media posts, articles, opinion pieces etc.). New themes from events can also be taken from events as a new discussion channel on the consultation platform.
4. Animation of the Consultation Platform	A **video** has been produced to promote the benefits of using the consultation platform **Consultation platform**: Targeted messages to stakeholders with dynamic discussion channels and surveys	Launch of the consultation platform in M2	The consultation platform focuses on targeting messages to stakeholders promoting opportunities to contribute insights in the discussion channels. These messages are shared regularly to the NGI community and beyond, ensuring active engagement with the communities and visibility of the consultation platform.
5. Early Adopters Club animation	No activity in the period October 2017 through January 2018	The EAC is planned to start in March 2018	A report valuing hands-on experience from the Early Adopters club, also with input to the platform to further stimulate the consultation process.
6. Animation of the GIPO community	No activity in the period October 2017 through February 2018. Animation planned to start from March 2018.	Integration with the GIPO community is planned to be completed by the end of February 2018.	The final details of the roadmap for switchover of the GIPO website and tool to be discussed with the current GIPO Consortium in the month of February 2018.

Table 13 – Brief summary of communication actions performed by SpeakNGI.eu in the period October 2017 – January 2018

7 Conclusions and Next Steps

The first version of the SpeakNGI.eu communication plan has been completed in early February to be in line with the provisions of the "Marketing and communication strategy of the NGI initiative", as agreed at inter-CSA level (and with the EC).

The main conclusions of this first iteration of the SpeakNGI.eu.eu communication plan are:

1. The SpeakNGI.eu communication plan describes the communication activities that will be performed by SpeakNGI.eu and the related communication channels that will be utilised. A harmonic set of 7 macro-activities will be performed by the SpeakNGI.eu communication team to achieve the expected impact.

2. The plan is aligned with the overall strategy established at Comms TF level and at Stakeholder TF level, in addition to respecting the provisions of the GDPR TF, particularly as far as handling of the SpeakNGI.eu Community DB is concerned.

3. The overall action plan for the entire project duration has been designed in detail, also quantifying the monthly activities that are needed to ensure correct achievement of the set communication goals, as modified from the original Grant Agreement to respect the overall NGI Targets agreed at inter-CSA level.

4. A weekly monitoring system is in place to provide feedback on impact creation and minimise risks of underperformance.

The present document will be updated in July 2018, when the 2nd and final version of it will be released.

8 References

[1]   "Marketing and communication strategy of the NGI initiative", by Paolo Lombardi, Silvana Muscella, Stephanie Parker, Paul Malone, Holy Ellis (SpeakNGI.EU), Manfred Aigner, Bjoern Muennich (NGI Move), Katja Bego (EU ENGINEROOM), Timo Lahnalampi, Monique Calisti (HUB4NGI) – December 2017

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