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# D1.1 NGI COMMUNICATION AND MARKETING STRATEGY AND PLAN

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Abstract	This deliverable presents the Marketing and Communication Strategy and Plan, including Dissemination and Exploitation, as elaborated by the NGI4ALL.e project during its first months of activity to promote the Next Generation Internet, NGI, initiative. This aims to provide a framework for all the NGI players by helping to more effectively structure dissemination activities and align on promotion of the main efforts and achievements. Via the strengthening of the already established NGI Outreach Office and reinforcing its set of communication and marketing tools the ambition is to help the NGI increase its outreach and impact.
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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.*



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## EXECUTIVE SUMMARY

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This document intends to lay down the Next Generation Internet (NGI) Communication and Marketing Strategy and Plan, including dissemination and exploitation activities, to enable both the NGI Outreach Office (NOO) and all the actors involved in the promotion of the NGI to maximise the NGI community's growth, its awareness and impact at several levels: research, innovation and social.

NGI4ALL.E, a Coordination and Support Action, leverage the experience of previous projects (NGI4ALL and HUB4NGI), to support the NGI communication, marketing, and community building, helping the EC to engage a diverse community of stakeholders, spanning from researchers and innovators to policy makers and end users. By building on the experience gained by running the NGI Outreach Office since 2019, NGI4ALL.E will guarantee continuity of several essential activities, while injecting new ideas, tools and actions, based on the evolution of the demand and of the overall NGI context. It will strengthen and grow the NGI ecosystem in a sustainable and impactful way, maximising and amplifying work and results of ongoing NGI projects, while attracting to the initiative newcomers especially from under-represented groups/areas. NGI4ALL.E will help sharpen the NGI vision and tie it to broader conversations about the development of ethical, human-centred digital technologies, improving NGI visibility, accessibility, and relevance towards non-technical audiences, in larger and more diverse contexts.



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# 1 INTRODUCTION TO NGI4ALL.E

The digital world, and more specifically the Internet, has never changed as much as it has in the last few years. The increasing control of a few monopolistic companies over information and communication tools, the scandals related to the exploitation of personal data, the influence of social networks on the very foundations of democratic principles, the COVID-19 crisis and its impact on our societies and organisations, all have validated the foundational vision of the NGI initiative.

Humans need a different kind of Internet, one that serves all of them safely, reliably, sustainably, and inclusively, while respecting individuals. European researchers, innovators and entrepreneurs are already shaping and developing this human-centred Internet, thanks to the support of the NGI initiative, launched by the European Commission (EC) during Horizon 2020, is reinforced to grow in Horizon Europe. A key priority is the creation of an Internet of Trust, more resilient, sustainable, and decentralised, to empower end-users with more control over their data and their digital identity.

So far, the NGI has undergone two main phases: the first phase (2017-2018) focused on bootstrapping the initiative and mobilising an initial community of researchers and innovators to build the R&I agenda guiding future NGI efforts and investments. In such a phase, four dedicated CSAs were launched, including HUB4NGI (coordinated by Martel). The second phase (2019-2021) very much focused on engaging Internet researchers and innovators at work to develop human-centric technologies and solutions, financing their efforts via cascade funding allocated by a set of Research and Innovation Actions (RIAs), also called NGI intermediaries. Since 2019, 12 RIAs have been funded and the NGI community has grown in size and relevance also thanks to the work of a number of new CSAs, including NGI4ALL. This second phase is coming to an end. It has grounded the NGI programme: branding it, making it known among its target audiences, building very active communities, recruiting and funding quality projects. The first concrete results already exist: innovators have developed ideas, concepts, protocols, tens of thousands of lines of code, services, applications, and products ready to be adopted. With the launch of Horizon Europe, a third phase, one of expansion and increased impact, started and the NGI4ALL.E's ambition is to ensure an agile and effective transition and take-off for this new chapter of the NGI story, which is bringing the innovators to the “market”.

## 1.1 DIGITAL PRIORITIES

As stated on the EC portal under [“A Europe fit for the digital age – Empowering people with a new generation of technologies”](#), digital technology is changing people’s lives. The EU’s digital strategy aims to make this transformation work for people and businesses, while helping to achieve its target of a climate-neutral Europe by 2050. The Commission is determined to make this Europe's “Digital Decade”. Europe must now strengthen its digital sovereignty and set standards, rather than following those of others – with a clear focus on data, technology, and infrastructure.

In fact, during the kick-off meeting of the NGI4all.e project the European Commission representatives stated the current digital priorities: Digital Commons, Metaverse, Web 3 and the Greening of ICT, which NGI4all.e is focusing on.



### 1.1.1 Digital Commons

Digital Commons are among the core assets to pursue Europe's Digital Sovereignty. Several initiatives and calls for actions are gaining traction, striving to bring real benefits to individuals and organisations by ensuring open, inclusive, and decentralised access to digital resources in line with the core principles and action of the Next Generation Internet (NGI) Initiative. However, in order to ensure that such approaches can grow and become viable alternatives over the current concentration of Internet resources, it is crucial to pull resources. Therefore, policymakers, regulators, public authorities, and all other relevant players in the internet arena must converge to define collaboration policies and targeted institutional and financial plans to guarantee interoperability and community governance.

Here it is important to mention the Report of the European Working Group Team on Digital Commons: "[Towards a sovereign digital infrastructure of commons](#)". This report is a result of several months of reflection by 19 Member States, the European Commission, and a number of civil society actors interested in the digital commons.

### 1.1.2 Metaverse

As mentioned in President von der Leyen's State of the Union letter of intent, metaverse is one of the pressing challenges ahead of us. Several metaverses are currently under development, as a new generation of digital platforms offers possibilities for people to interact in completely innovative ways.

The European way to foster these virtual worlds combines three approaches<sup>1</sup>:

1. A metaverse centred on Europe's values and rules, where people should feel as safe as in the real world. With the Digital Services Act (DSA) and Digital Markets Act (DMA), Europe has now strong and future-proof regulatory tools for the digital space. Similarly, to the European Bauhaus, a creative and interdisciplinary movement will be launched, aiming to develop standards, increase interoperability, maximising impact with the help of IT experts, regulatory experts citizens' organisations and youth.
2. Shaping the metaverses by mastering cutting-edge technologies on Europe, for which an ecosystem is already growing in Europe. [The Virtual and Augmented Reality Industrial Coalition](#) was recently launched and the EC in the photonics, semiconductors or new materials fields. The next step will be a quantum leap from current virtual reality and other enabling technologies to a world that truly blends the real with the virtual.
3. A resilient connectivity infrastructure, as the amount of data being exchanged – and harvested – through these technologies will be of greater magnitude than ever.

### 1.1.3 Web 3

Web 3.0's, or decentralised internet, main focus is on putting control back into the hands of ordinary internet users.

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<sup>1</sup> [https://ec.europa.eu/commission/presscorner/detail/en/STATEMENT\\_22\\_5525](https://ec.europa.eu/commission/presscorner/detail/en/STATEMENT_22_5525)



The European Union and international partners have proposed a Declaration for the Future of the Internet<sup>2</sup> setting out the vision and principles of a trusted Internet. The Declaration for the Future of the Internet goes hand in hand with the Draft EU Declaration on Digital Rights and Principles and Europe's vision for a human centric digital transformation, as reflected in the pioneer Digital Services Act and the Digital Markets Act, as well as in the proposed rules for trustworthy Artificial Intelligence and for a trusted and secure Digital Identity for all Europeans.

### 1.1.4 Greening of ICT

As stated in an EC news piece<sup>3</sup>, climate change and environmental degradation present an existential threat to Europe and the world. Smart use of clean digital technologies can serve as a key enabler for climate action and environmental sustainability. The [digital transition](#) and a smarter and greener use of technologies will help make Europe the first climate-neutral continent by 2050, a key goal of the [European Green Deal](#). Technology can improve energy and resource efficiency, facilitate the circular economy, lead to a better allocation of resources; reduce emissions, pollution, biodiversity loss and environmental degradation. At the same time, the ICT sector must ensure the environmentally sound design and deployment of digital technologies.

## 1.2 NGI EVOLUTION

Since its inception, the NGI initiative has gained momentum, having engaged top experts, researchers, and young innovators from all over Europe. This has been possible by adopting an agile funding approach that allows NGI to attract and support individuals and organisations to maintain a growing and vibrant ecosystem of developers, SMEs and Start-ups. The support given to NGI researchers and innovators goes beyond funding as it provides an open and collaborative environment where value for its participants is created by increased synergies, as well as open exchange of knowledge and transfer of technologies.

### Challenges:

- The NGI ecosystem is in continuous evolution, and it is growing with an increasing number of NGI intermediaries and NGI beneficiaries. In this respect, agility is a key factor for the success of any coordination and support programme at the service of NGI and this is a key principle that by design NGI4ALL.E will follow. While a core group of four CSAs and a Tender (the NGI Study) were dedicated to bootstrap the overall initiative and set the basis for its foundation (Phase 1), dedicated EC investment of more than EUR 250m has supported around 1,000 Internet researchers and innovators involved in many hundreds of projects (Phase 2). For the period 2021- 2022, the EC funding of EUR 62m will support top Internet innovators in the areas of Trust and Data Sovereignty on the Internet; Trustworthy Open Search and Discovery; Internet Architecture and Decentralised Technologies; as well as enhanced international cooperation with US and

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<sup>2</sup> <https://digital-strategy.ec.europa.eu/en/library/declaration-future-internet-factsheet>

<sup>3</sup> <https://digital-strategy.ec.europa.eu/en/news/eu-countries-commit-leading-green-digital-transformation>



Canada (Phase 3), see Figure 1. NGI4ALL.E will build on top of the work done in the last 5 years, first by the HUB4NGI CSA (that Martel coordinated) then by the NGI4ALL CSA.

- The diversity of the NGI community is increasing and it is expected to further intensify in the future with new EC Calls that opened in December 2022 (Next Generation Internet Fund [HUMAN-01-11](#), Pilots for the Next Generation Internet [HUMAN-01-12](#), Next Generation Internet International Collaboration – USA [HUMAN-01-13](#), Next Generation Internet Commons Policy [HUMAN-01-14](#)).
- ) . This requires diversification also in terms of the offered messages, outreach channels and planned activities that the NGI4ALL.E work plan is accounting for already at design time.

## 1.3 EC POLICY CONTEXT

Within the Horizon Europe Programme Cluster 4 Digital, Industry and Space, one of the strategic orientations focuses on the creation of a more resilient, inclusive, and democratic society. This is supported by the Human-centred and Ethical Development of Digital and Industrial Technologies destination, which groups the Internet of Trust, the eXtended Reality and the AI to fight disinformation topics, and that aim to empower end-users with more control over their data and digital identity, while preserving EU values. This directly fits into the broader EU Digital Policy context that frames future NGI efforts, including the planned NGI4ALL.E activities. This includes:

- Europe's Digital Decade<sup>4</sup>, adopted by the EC in March 2021, which sets a vision and avenues for Europe's digital transformation by 2030, including concrete targets, milestones and a joint governance structure. It aims at citizen empowerment and technological leadership, resulting in a more resilient and prosperous society. It includes a Digital Compass and Digital Citizenship comprising rights and principles to protect and empower EU citizens. The work the NGI has been doing and plans to do is directly geared towards strengthening Europe's Digital Decade vision and making it happen.
- [The European approach to Artificial intelligence](#), adopted in April 2021, which includes a legal framework for AI that supports the development of trustworthy, sustainable, secure and inclusive AI. It centres on excellence and trust, aiming to boost research and industrial capacity and ensure fundamental rights. Fostering trust in AI to create a safe and innovation-friendly environment for users, developers and deployers goes hand-in-hand with the NGI mission and work.
- The proposal for a trusted and secure European Digital Identity<sup>5</sup>, including a European digital wallet for citizens to have access to public and private services with full control of their data. To make the EU Digital Identity wallet a reality relates very much to a more secure and trustworthy Internet. In this respect several ongoing and upcoming NGI projects are expected to directly contribute to it.

**Challenge:** The overall policy framework is rather articulated, but absolutely critical to the success and impact of the NGI initiative. This requires engaging policy makers into the NGI conversations to better inject NGI outcomes into policy dialogues and, in parallel, better

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<sup>4</sup> European Commission. 2030 Digital Compass: the European way for the Digital Decade. March 2021

<sup>5</sup> A trusted and secure European e-ID – Regulation, May 2021



frame the technological efforts in the broader EC policy plans. Dedicated efforts across several tasks (Task 1.2, 3.1, 3.4, 4.4) in NGI4ALL.E aim to address this challenge.

## 1.4 NOO ROLE AND EVOLUTION

The NOO has been established in 2019 as the communication and marketing agency at the service of the NGI. Relying on an international group of communication and marketing experts, the NOO has rebranded the NGI in 2019 and has been voicing the NGI initiative by closely coordinating with the EC and the various NGI projects leading the NGI Communication Task Force. The NGI Communication Task Force groups all the organisations involved in communication and dissemination activities in the various NGI projects: members of the NGI Communication Task Force meet online monthly to ensure involvement and coordination with the NGI intermediaries and foster engagement of NGI beneficiaries. The NOO leads creation and curation of contents, online media and communications, press engagement, events organisation and participation, community building and animation, and runs dedicated communication and marketing training for NGI RIAs. NGI4ALL.E aims to ensure continuity of these services, improving and extending them, while addressing several challenges:

- Avoid fragmentation of efforts for stronger brand identity and more effective communication, i.e., more impactful dissemination and promotion of the NGI vision, work and results.
- Involve more actively the NGI stakeholders (the insiders) minimising the gap between funded researchers and innovators and the rest of the community, engaging the NGI beneficiaries more effectively.
- Engage more diverse external stakeholders (the outsiders) into the NGI initiative, including new innovators, as well as participants from underrepresented geographical areas and demographic groups.
- Become better visible by policy makers and Internet users, while ensuring broader understanding of what the NGI is and does for a more human-centric and sustainable digitalisation of our economy and society.

## 1.5 MISSION

*The Next Generation Internet for All Evolution (NGI4ALL.E) - Growing a Sustainable and Inclusive Ecosystem's* main mission is to bolster and grow the NGI in a sustainable and impactful way, by engaging and empowering a diverse and vibrant community of Internet stakeholders, while ensuring broad understanding and support for the NGI vision of a human-centric Internet.

By building on top of the experience and lessons learned in the last years at the service of the NGI, NGI4ALL.E will guarantee continuity of several essential activities, while injecting new ideas, tools and actions, based on the evolution of the demand and of the overall NGI context. In concrete, NGI4all.e aims to:

- Ensure the communication is aligned with the EC priorities,



- Diversify the community,
- Uptake and bring the innovations to the next phase.

## 1.6 LESSONS LEARNED

From the experience of NGI4ALL project there are quite a few lessons to be taken for NGI4ALL.E:

- There was a very good branding development and application, across online presences and channels, as well as across offline events, and across other NGI projects.
- The paid social media campaigns were successful in driving traffic to NGI resources, but the use of analytics could increase to identify best performing channels.
- There is great interest by the press, and we should develop a strategy to continue the growth including by targeting under-represented countries and groups.
- It would be relevant to have a better understanding of online/stakeholder engagement, allowing targeted efforts to improve interactions and usage rates.
- The NGI map has potential to grow more.
- The newsletter has a great potential, but the subscriptions can be further increased.
- Much of the content created can be used across other channels, to 'cross-pollinate' engagement and reinforce messages, maximising the opportunities for visitors to access it.
- Ambassadors and innovators should refer to NGI even more on social media.

And some **recommendations** were provided:

1. **Integrated analytics management:** The project would benefit from having one person or entity managing all data driven work centrally, allowing the other stakeholders to benefit from its analysis. For example, if web usage statistics, event visitors and the satisfaction of attendees of workshops would be centrally analysed, the consortium would save time and the resulting actions taken would be more coordinated and relevant to the applicable stakeholders. This mainly relates to the following points:
  - Better integration between WPs (e.g. analytics) would help next project
  - Uniformity of data collection could be improved
  - Unified approach to all touchpoints (online and offline)
  - One integrated view of data
2. **Community Engagement:** While the statistics and output of the NGI4all project were promising in terms of community engagement, it would have been useful to be able to quantify this across more touchpoints. One way of achieving this would be by collecting data from the relevant stakeholders before the project begins and after the project ends, allowing a questionnaire to be laid out which includes quantitative and qualitative measures. These could not only inform the decisions during the project, but also help the Consortium to work with metrics that most definitely don't fall in the "vanity metric" category.





3. **Data Management:** In particular, the NGI Forum was very successful, and the online format is more inclusive. Whilst the actions of the team regarding GDPR compliance is welcomed, there are still some data collection forms that lack a necessary privacy note with link to the full privacy notice.
4. **Coaching Feedback:** For future sessions, it was recommended that a very short survey is done after each coaching session to get immediate feedback (in addition to any 'end of programme' survey).
5. **Solutions Catalogue:** This was a significant and commendable piece of work. However, it could deliver more value if the introduction text included a clearer explanation of what it is, and provided compelling reasons/call to action so visitors understand why and how they should search through it.

All the feedback and recommendations received served to deliver a better proposal for NGI4all.e, improving its performance and NOO services.



## 2 NGI4ALL.E COMMUNICATION PILLARS

### 2.1 OBJECTIVES

NGI4ALL.E will strengthen and grow the NGI ecosystem in a sustainable and impactful way, maximising and amplifying work and results of the NGI innovators, while attracting a new and diverse set of researchers and innovators. NGI4ALL.E will help sharpen the NGI vision and tie it to broader conversations about the development of ethical, human-centred digital and industrial technologies, improving NGI visibility, accessibility, and relevance towards non-technical audiences, in larger and more diverse contexts.

**Objective 1: Reinforce the core - To bolster the NGI Outreach Office (NOO) leading and coordinating its efforts as a 360-degree communication and marketing agency at the service of the whole NGI initiative and community.**

The NOO acts as a 360-degree communication and marketing agency at the service of the NGI initiative since 2018. It coordinates the NGI media and communication strategy and channels, orchestrating efforts across the whole NGI ecosystem, supporting the EC, the ongoing NGI projects, and third-party researchers and innovators funded via Open Calls (NGI beneficiaries).

NGI4ALL.E first objective is to guarantee the NOO continues to work full steam for the whole NGI by providing the strategic and operational framework, including tools and mechanisms, needed to effectively coordinate and support communication and community building activities assisting all NGI stakeholders.

The NOO will continue to voice the community through a refreshed and enlarged palette of services to effectively serve a decentralised and growing community, while increasing NGI assets' impact, exploitation and sustainability.

**Objective 2: Empower and value - To strengthen the NGI ecosystem by engaging its constituency in an even more meaningful, valuable and sustainable way, helping NGI innovators and stakeholders to grow and succeed.**

The NGI ecosystem is intrinsically decentralised and still rather fragmented with the risk that for NGI stakeholders there is no perceived value in belonging to the NGI community once funding is over. To change this, it is necessary to ensure that in the NGI ecosystem incremental value for all its participants is based on the ability to create network effects, beyond financial support. The more its participants share knowledge, results, technologies, skills and capabilities, the higher is the value and thereby the motivation to actively and durably participate. For such a sharing and network effects to happen, especially in a quite articulated ecosystem, it is of utmost importance to ensure daily animation of the community, as well as integration of proper feedback loops to convey input coming from NGI stakeholders into the NOO.

NGI4ALL.E's second objective aims to act specifically in this direction by bringing the NGI beneficiaries together and closer to NGI intermediaries and providing incentives for all participants in the ecosystem to be more active in promoting their work and the overall NGI vision. In view of gathering more innovators, liaisons to





relevant open-source communities will be established connecting NGI efforts to the EU Open-Source Observatory (OSOR).

**Objective 3: Scale up and reach out - To grow the NGI ecosystem engaging new Internet researchers, innovators, Start-ups/SMEs, by leveraging well-oiled processes and tools, on top of target measures to involve newcomers.**

According to the latest official statistics circulated by the EC in Summer 2021, a total number of 41 calls were opened and 36 closed across 2019-2020. 2,732 proposals were received for a total of 3,922 applicants leading to 424 projects and 654 Third Parties selected, the 79% of which were new to EC funding. New planned calls, together with the know-how and outcomes generated so far by the NGI stakeholders, are key valuable assets that will be exploited to attract even more newcomers, possibly with diverse profiles across various technological domains of relevance, especially from minority groups or underrepresented geographic areas across Europe.

NGI4ALL.E's third objective is to ensure broad engagement of new players to support the growth in relevance and size of the NGI initiative as one of the core areas to create a more resilient, inclusive, and democratic society. Via dedicated communication and marketing activities, the aim is to extend NGI outreach and attract newcomers, while increasing the NGI credibility.

**Objective 4: Diversify and evangelise - To ensure better access to the NGI ecosystem fostering diverse and inclusive participation, while broadly promoting the NGI vision and values to policy makers and end users.**

NGI is more than technology. Its offering aims at shaping and contributing to the market evolution, to policy making, to regulations, to environmental choices, to public debates and ultimately to address the need of a more resilient, sustainable, and decentralised Internet. Thus, to empower end-users with more control over their data and their digital identity, enabling new social and business models preserving European values. In this respect, it is essential to also engage policy makers and potential NGI solution adopters, including internet end-users, social partners, local communities and citizens at large.

NGI4ALL.E's fourth objective is specifically to foster large and inclusive participation in the NGI, by making its resources better accessible and understandable to diverse target audiences (grass root initiatives, local communities, citizens, policy makers) and engaging so far under-represented groups.

## 2.1 STAKEHOLDERS AND MESSAGES

NGI Outreach Office has established different benefits for different target stakeholders, and therefore different messages are communicated to them to present them the NGI value. The targets and related messages are presented next.



### 2.1.1 INNOVATORS

The innovators include entrepreneurs, Start-ups, SMEs, developers, Open-Source communities (both hardware & software) with an emphasis on gender minorities.

The key NGI messages targeted to them are:

- NGI offers equity free funding to innovators at work to develop an internet of humans. Fast turnaround, friendly application, several technological areas.
- NGI promotes gender balance and increased participation of all gender innovators.
- NGI innovators get value from the NGI via synergies establishment, free training opportunities, visibility and promotion to market their solutions.
- Open-source initiatives are NGI special partners as NGI solutions are natively open-source.
- Open-source communities can leverage the NGI funding opportunities to grow and, vice versa, can contribute to the uptake and further development of NGI solutions.
- The NGI solutions are highly innovative, trustworthy, resilient and open.
- The NGI solutions portfolio cuts across multiple technological domains and is of relevance across several different application scenarios.
- Different NGI solutions can fit your investment plan, your market requirements and clients' need.
- NGI innovators have developed solutions which can be exploited in commercial R&D projects.
- Adopting the NGI solutions means offering trustworthy, accessible, open-source, privacy secure digital solutions.

### 2.1.2 RESEARCHERS/SCIENTISTS

This targeted group includes researchers both from academia and industry such as PhD students, Postdocs, early career researchers, research leaders and top academics.

The key NGI messages targeted to them are:

- NGI invests in brilliant researchers to build the Future Internet - Several rounds of funds are available across several technologies.
- The NGI ecosystem is made of like minded talented experts, policy makers, researchers who collaborate, network and share knowledge.
- The NGI innovators are reshaping the core of the Internet for a more inclusive, trustworthy, resilient and safe Internet: get inspired by their work, offer mentorships and start collaborating with the brightest innovators in Europe.

### 2.1.3 POLICY MAKERS

This targeted group includes regulators, legislators, national contact points and Future Internet Forum.



The key NGI messages targeted to them are:

- NGI offers policy makers a rich set of resources (studies, roadmap) related to the creation of an open, resilient, sustainable Internet for the benefit of European citizens.
- NGI is keen to fund solutions which serve the needs of ALL citizens, across Europe as NGI needs diverse innovators to build a truly representative and diverse Internet of Humans.
- NGI intends to scout and promote women innovators, currently under-represented, to promote gender inclusion and an Internet of and for ALL.

### 2.1.4 MEDIA

The media include technology oriented and general press, at national and local levels and includes journalists and social media.

The key NGI message targeted to them are:

- NGI continuously produces relevant outputs and contents: NGI innovators success stories from across Europe, with relevant information on their impact at the local and national levels; a wide spectrum of ICT experts within the NGI ecosystem who can surely contribute to press features, contributing to tackling prominent societal challenges e.g., data privacy, health, inclusion, sustainability, etc. Citizens will benefit from the NGI solutions that are anchored on the European values of openness, sustainability, diversity etc.



## 3 REINFORCE THE CORE

### 3.1 NGI BRANDING

Before NGI4all.e, NGI4all dedicated significant efforts in rebranding NGI. The rebranding aimed to create a strong, persistent NGI brand that serves as an umbrella for all subsequent NGI activities, even after the end of individual projects. For the communication of the branding with the other RIAs, it created the NGI Brand Guidelines explaining the brand identity itself, its general principles, how to use it and how to avoid any mistake when adapting it. Three branded templates were also created such as Word template, a PowerPoint template as well as an NGI homepage mock-up. In addition, multiple channels were revamped with the branding, such as the website, social media channels, etc.

The NGI brand, its principles, guidelines and templates were finalised and made public in June 2019 (see Deliverable D2.1: NGI Brand Toolkit and Guidelines). Since then, all the NGI projects, both Coordination and Support Actions (CSAs) and Research and Innovation Actions (RIAs), have developed their own flavour of this umbrella brand, and have implemented it 100% across all their communication channels: web, Twitter, LinkedIn, Facebook for most of them, and Instagram and YouTube for NGI itself. In addition, the NGI Outreach Office has developed a dedicated co-branding guideline for the NGI innovators (downloadable online <https://www.ngi.eu/innovators-toolkit>), wanting to or interested to recognise the funding and support received by the NGI initiative, although the adhesion has been fairly low.

With NGI4ALL.e, we continue to be at work to assist current and upcoming projects in aligning their online brand identity (websites, social media) to the guidelines and that they implement their mini websites within the NGI domain (to maximise impact). the NGI Outreach Office monitors the implementation of the brand on a continuous basis and provides support whenever necessary.

TABLE 1: NEW NGI PROJECTS SINCE NGI4ALL.E STARTED



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



## 3.2 NGI COMMUNICATION TASK FORCE

To ensure an effective implementation of all planned activities, but also to guarantee continuity with previous and ongoing NGI communication and marketing activities, NGI4all.e is continuing with the NGI Communication Task Force (NGI Comms TF). It gathers the communication managers from all ongoing NGI projects, as well as representatives from the NGI Unit at the EC, engaged in communication and dissemination activities.

Representatives of ongoing NGI projects in the NGI Comms TF have a twofold role, as they act as a spokesperson of their respective projects, sharing their initiatives, challenges and marketing concerns, while also disseminating within their own projects and communities the NGI guidelines, major events, news and other initiatives. In order to maintain a constant flow of communication between the members of the NGI Comms TF, several communications channels, online and offline, have been made available, as detailed below.

### 3.2.1. NGI COMMUNICATION TASK FORCE MAILING LIST

The [comms@ngi.eu](mailto:comms@ngi.eu) mailing list includes all the members of the NGI Comms TF. The mailing list is maintained by Martel Innovate on behalf of the NOO, but all members can use it to share news and appointments with their peers.

Also, it is used to communicate the details of regular NGI Comms TF conference calls, share announcements and news, as well as soliciting feedback and contributions for major events' organisation (e.g. NGI Forum). The mailing list is updated according to each project's lifespan (start/end).

### 3.2.2. NGI COMMUNICATION TASK FORCE CALLS

The NGI Comms TF calls occur once a month. They are organised by Martel (on behalf of the NOO) and take place through a Big Blue Button dedicated room. Representatives from each CSA, RIA and the EC including POs are invited to attend. The agenda of each call is shared online in advance for contribution (using the Cryptopad online collaborative tool) and the minutes are saved in a dedicated folder in the NGI Drive (see below) for future reference.

### 3.2.3. DOCUMENTS ONLINE REPOSITORY

The NGI.eu NextCloud online repository (access provided through password only to approved members) is an online repository for all the NGI related inter-CSA and RIAs shared documents. It is where brand guidelines, event calendars, webinar recordings and the call minutes are saved. Further, the NGI Drive contains any relevant materials from completed CSAs and information about NGI Contact Points.

## 3.3 NGI COMMUNICATION GUIDELINES AND KIT

The NGI Outreach Office will for now continue to use the promotional materials and merchandising developed by NGI4all, such as: flyers, brochures, posters, and roll-ups to communicate the NGI initiatives, dress the NGI space at events and engage the audience.



Additions to the NGI Communication kit will be done by assessing the need of each event or initiative. We will closely monitor the footprint of each printed material, to minimise the paper consumption and waste and “recycle” materials as much as possible and will focus on digital materials.

The NOO is currently working on updating and refreshing the communication guidelines such as updating the branding guidelines with the new funding sentenced “Funded by the European” and replacing any mentions of NGI4ALL with NGI4



## 4 SCALE-UP AND REACH OUT

### 4.1 PRESS OFFICE

The NGI press tasks focus on:

- Increasing the involvement of authorities and EC officials, possibly covering several areas of expertise across research, innovation, policy, and regulatory matters, to extend the reach of NGI and increase its credibility.
- Continuing to develop sustainable and regular relationships with media, across all EU countries and possibly beyond.
- Strengthening the dissemination of NGI funded projects and beneficiaries results through.

The NGI Press Task Force keeps on gathering press experts in various EU countries experienced in Media Relations activities, to work in multiple ways:

- Monitor and update local media landscape,
- Run media audit at the beginning of the year - challenge media to evaluate and offer an overview of NGI communication and help improve it based on real insights/needs.
- Pay attention to public agenda (on-going media listening).
- Identify coverage opportunities for NGI (real-time marketing be like).
- Pitch them to the media and feed the media with newsworthy snackable content.
- Ensure media can work and publish before releasing as blog posts and in social media (could be part of partnership negotiation)

The NGI Press Office will be in charge of coordinating the NGI Press Task Force and will define and maintain an editorial plan, including potential topics, potential speakers and potential publications, by taking into account both technology push factors (NGI achievements and outcomes, including success stories, best practices, etc.) and socio-economic-environmental pull trends of relevance (i.e., use cases, applications, verticals, etc. where NGI solutions and technologies can help address specific needs and challenges). In doing so, the Press Office will run a mix of earned media and paid media (to secure our key-messages).

At the moment, the Task Force activities are:

- Map journalists and media while using an expert tool to reset the bases and the PR contacts.
- Review the strategy: contacts with journalists should be constant, not only when there is content to be shared.
- Consider NGI consortium collaborators as advocates too - defining guidelines, repository of searchable assets to make it easy to share and engage with all activities across social.





- Contact with NGI funded projects: media are more willing to disseminate local and regional news. There is a need to develop the local scope and for the PR team to be directly in touch with local funded projects.
- Look for opportunities for exclusive collaboration: journalists are eager to receive content that has not been published anywhere else yet. In that sense, innovative types of content can be co-created with the most interesting targets.

Following recent developments and internal exchanges, the press office will also enhance their proximity to journalists both at the local (e.g. with more involvement from NGI projects) and the EU-wide level (e.g. with more emphasis on the EU Council Presidency activities).

In this aim, the NOO will:

- Increase the newsworthy dimension of the media content, with an aim of sticking to political and media agendas; in other terms, increase the media-attractiveness of our content.
- Develop content based on impact (figures and facts), with which journalists can produce an engaging story.
- Get regular updates from the affiliated NGI projects and disseminate pitches: get in touch with projects every six months, review the progress of their projects and pick up newsworthy items.
- Appoint and support a spokesperson who is fully aware of the NGI developments and updates: have regular meetings with that spokesperson, boost and facilitate interviews with journalists, suggest and draft regular newsworthy opinion pieces based on NGI updates.
- Emphasize the double scope of NGI, first at the EU level (institutional and political angle, with more proximity with and engagement from the European commission, including the press office of the commissioner and DG connect, which includes major announcements and the EU presidency holding country), and second at the member state level (local angle, with the funded projects, proximity with project holders, local events, etc.).

Deliverables 3.2 and 3.3 will provide more details and the press office results.

## 4.2 SOCIAL MEDIA

The objective of the social media channels is to increase awareness, visibility to stakeholders, redirect to website and reach for all activities as support to the creation of a large community.

On M6, the NGI Outreach Office undertook an analysis of the NGI Social Media channels, mainly Twitter, Facebook and LinkedIn in the year 2022, and the results are showcased next.

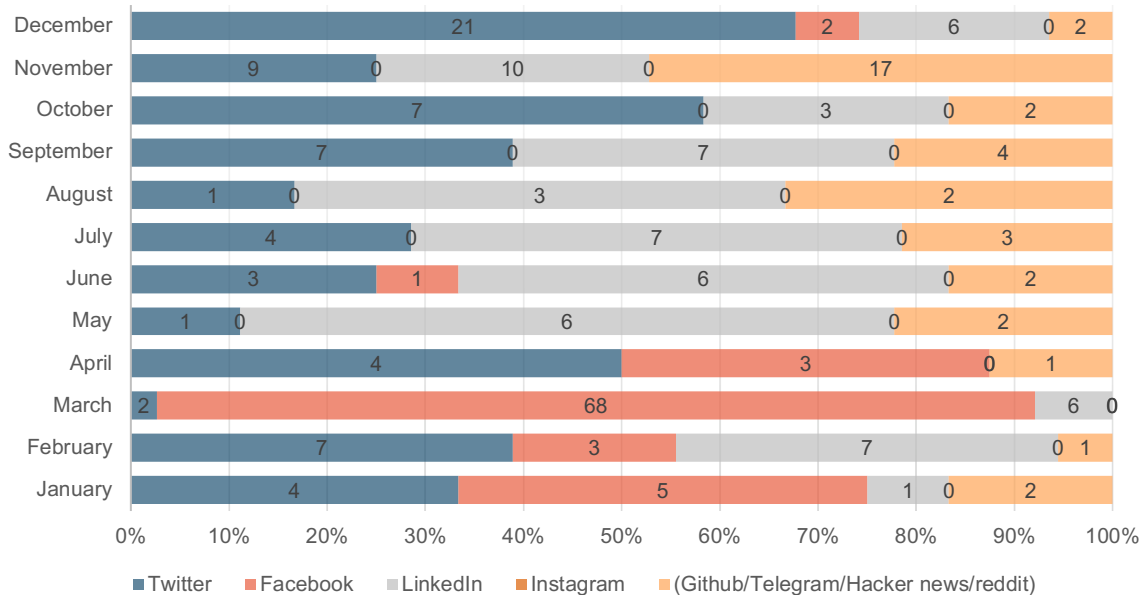
As it can be testified on table 2, the visitors to the NGI website are coming mainly from Twitter and LinkedIn, which is where we put the most efforts to communicate with the community. Other channels like Github, Telegram, Hacker News and Reddit also redirect a lot to the NGI website. We can see that in the first months of the year, Facebook resulted in





lots of clicks to the NGI website. Indeed, in March it is possible to see a peak due to a paid campaign that was carried out in that period. The decrease on Facebook can be explained by the new NOO strategy to focus less on Facebook, but maybe this should be reconsidered. Unfortunately, Instagram has proven to not be very valuable for the NGI communication, and this channel is also not a priority.

TABLE 2: VISITS PER SOCIAL NETWORK



Next, an individual analysis of the Twitter, Facebook and LinkedIn channels is presented.

First, we introduce a glossary of some terms that are important for the next sections:

- **Reach:** Number of users who see the content/post.
- **Percentage of Reach:** Number of impressions divided by the number of followers.
- **Engagement:** Actions that reflect and measure how much the audience interacts with the content, including likes, comments, and shares, but varies by platform.
- **Impressions:** Measure the number of people who may have seen the content (even though they might not have engaged with it)
- **Engagement Rate:** Total engagements a post received divided by the total number of impressions on that post.
- **Amplification Rate:** Ratio of social shares per post to the number of overall followers. In other words, the rate at which a channel's followers take the content of that channel and share it through their networks.

### Twitter

In the first 4 months of the year, NGI Twitter gained quite a bit of traction in terms of reach. The opposite was witnessed for the engagement rate, where a bigger engagement is seen in the last half of 2022. Indeed, it is widely agreed that a good engagement rate is between



1% and 5%, which is the number that we can see towards the end of the year, when the NGI4all.e project started. This data might mean that although less people are seeing our content (and this can be related with the Twitter reach algorithm), valuable efforts were taken to improve the engagement of the users with the NGI content.

TABLE 3: TWITTER PERCENTAGE OF REACH

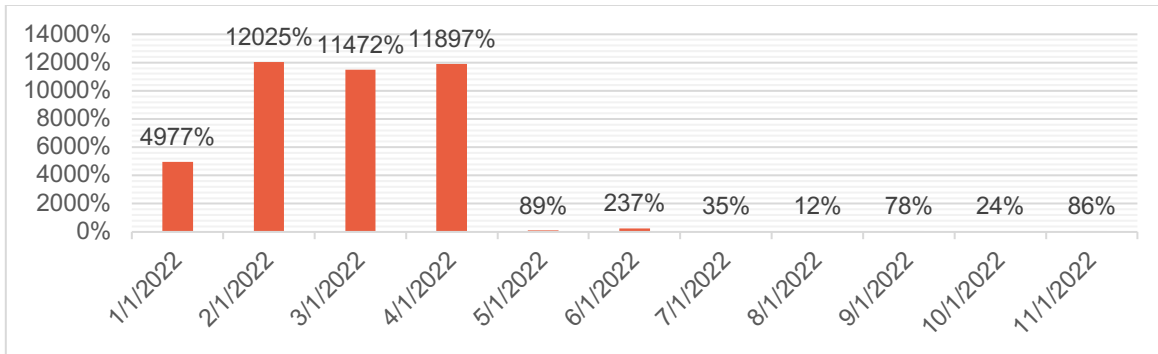
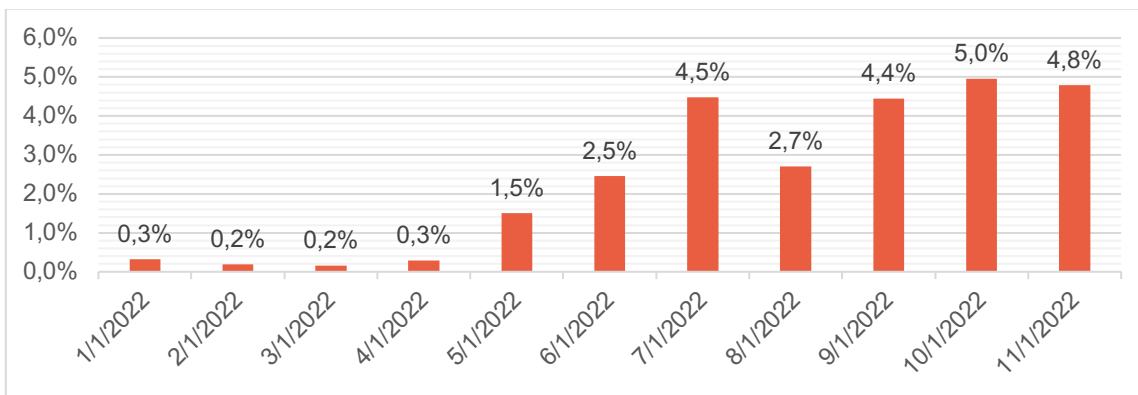


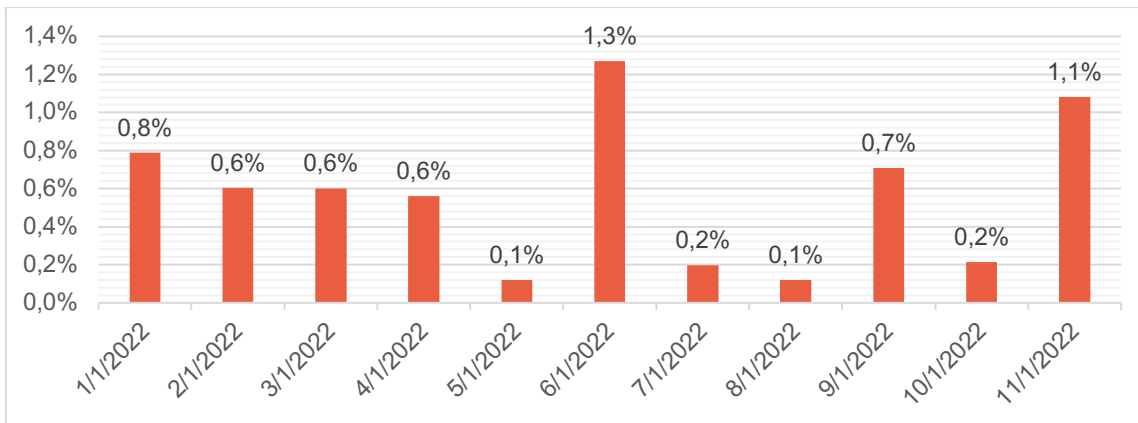
TABLE 4: TWITTER ENGAGEMENT RATE



In terms of application rate, it is good to be between 1% and 5%. Even though there are peaks in June and in November of 2022, we should improve this in order for it not to be under 1%. For this point, we might consider encouraging even more the NGI projects and NGI innovators to share our content. The NGI Ambassadors' activity that is yet to start will also be important to improve this result.



TABLE 5: TWITTER AMPLIFICATION RATE



### Facebook

On Facebook the reach is also satisfactory. A peak can be witnessed in June as it was one of the months where most posts were done on the platform, mainly related to the TETRA project. Indeed, content related to TETRA occupied most of the posts on NGI Facebook channel and not much was posted about other projects or other NGI activities. The engagement rate also had a significant raise in March where a paid campaign was undertaken by the TETRA project.

TABLE 6: FACEBOOK PERCENTAGE OF REACH

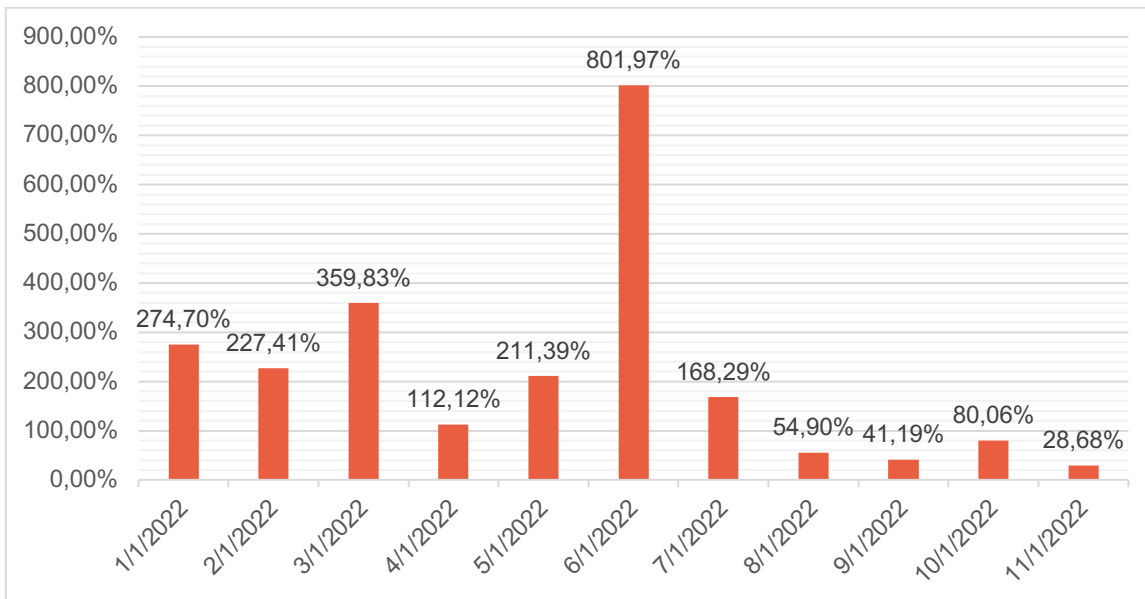
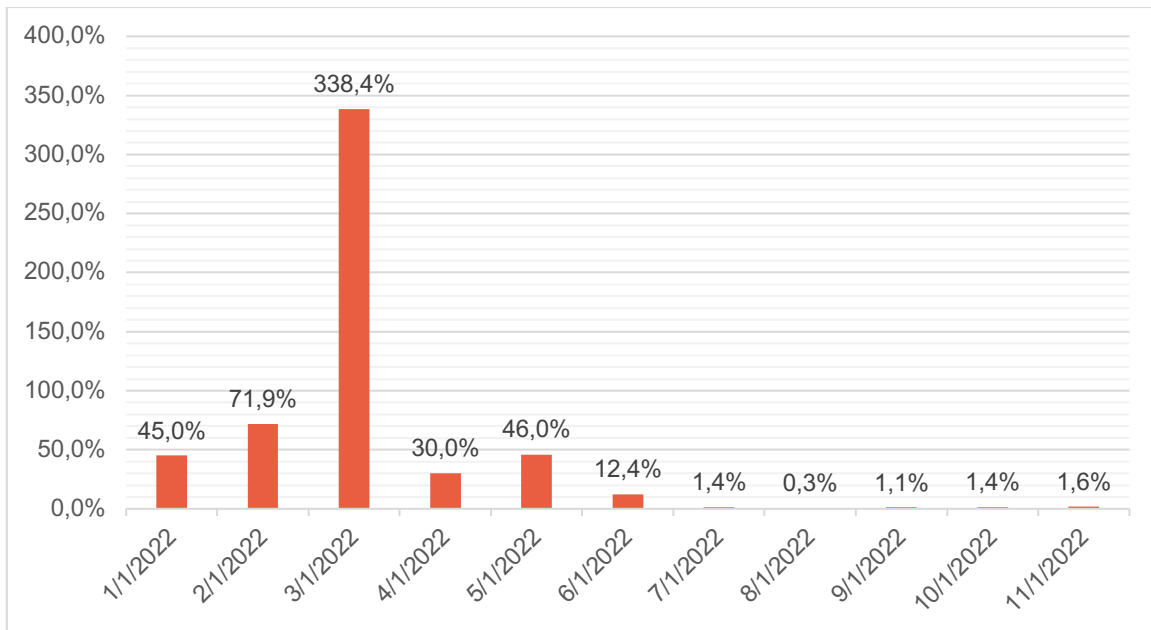
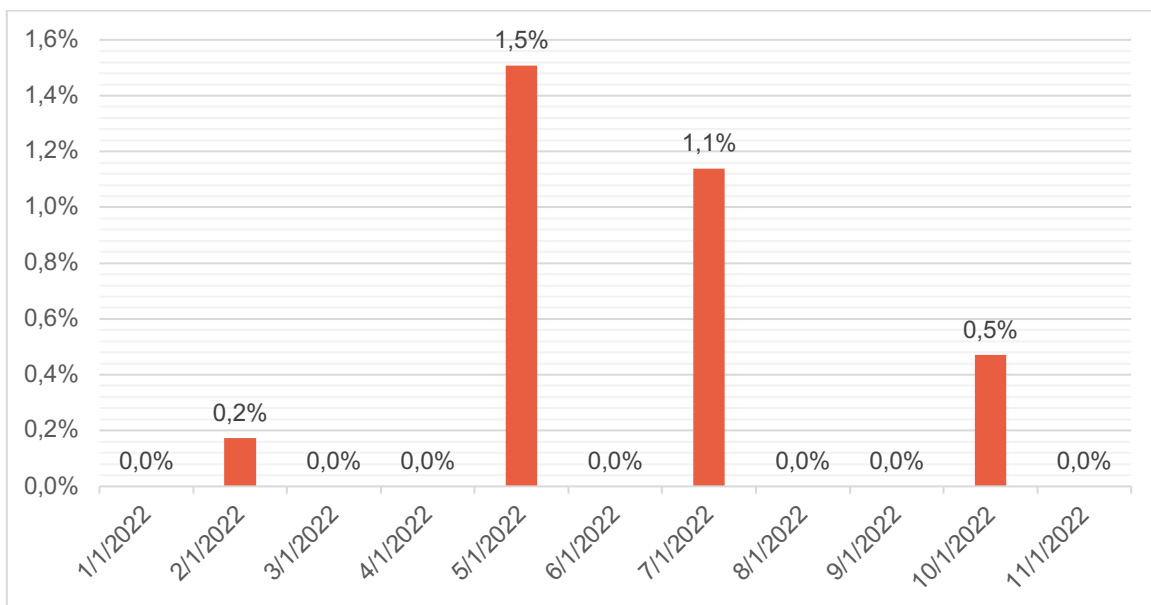


TABLE 7: FACEBOOK ENGAGEMENT RATE



As seen on table 8, the amplification rate on the NGI Facebook channel is not very high. One reason could be the fact that his social media channel was very heavy on content related to the TETRA project, which probably didn't interest many of the followers. Some peeks can be seen, but since they only vary around 1% they are not very relevant.

TABLE 8: FACEBOOK AMPLIFICATION RATE



### LinkedIn

On LinkedIn, there is overall a good reach, although there were some weaker months in July and September, due to less activity (posts) on the platform. January of 2022 had the best percentage of reach.



TABLE 9: LINKEDIN PERCENTAGE OF REACH

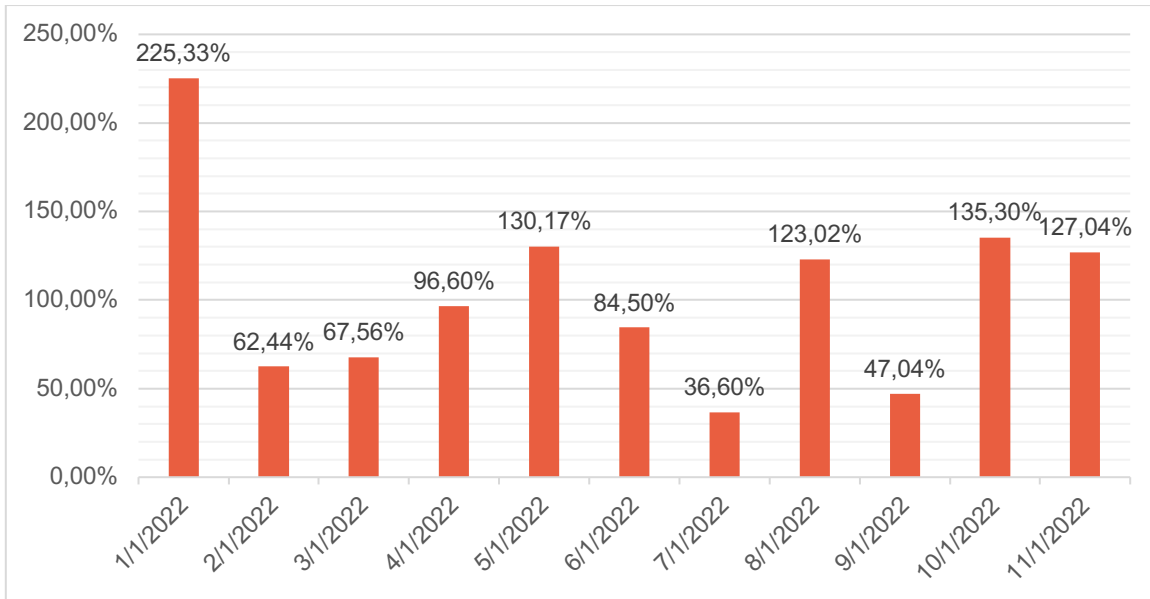


TABLE 10: LINKEDIN ENGAGEMENT RATE

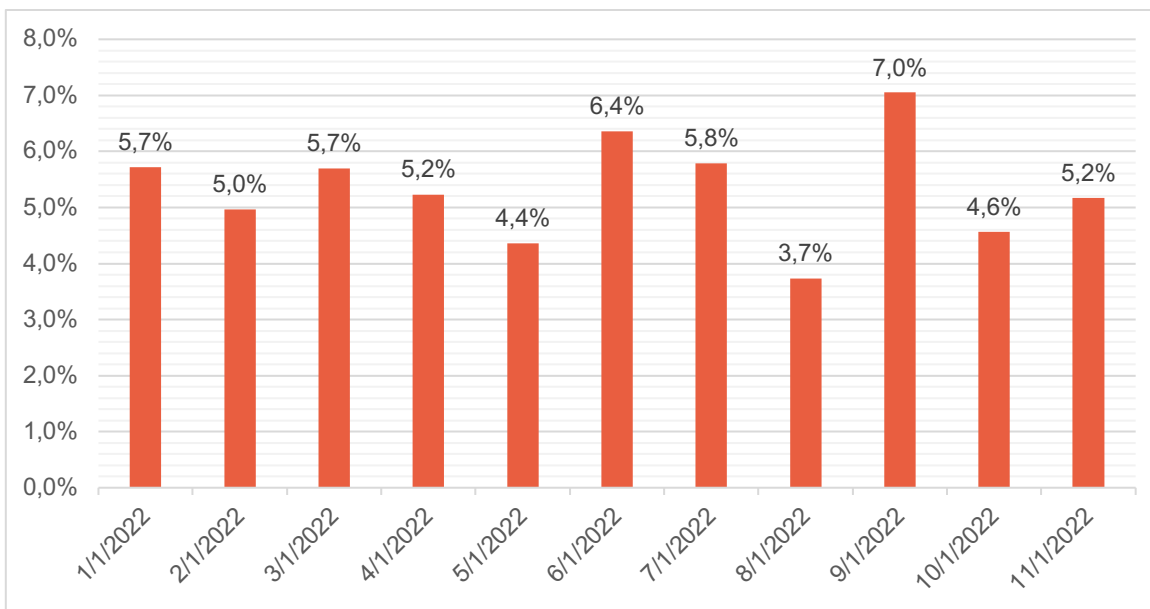
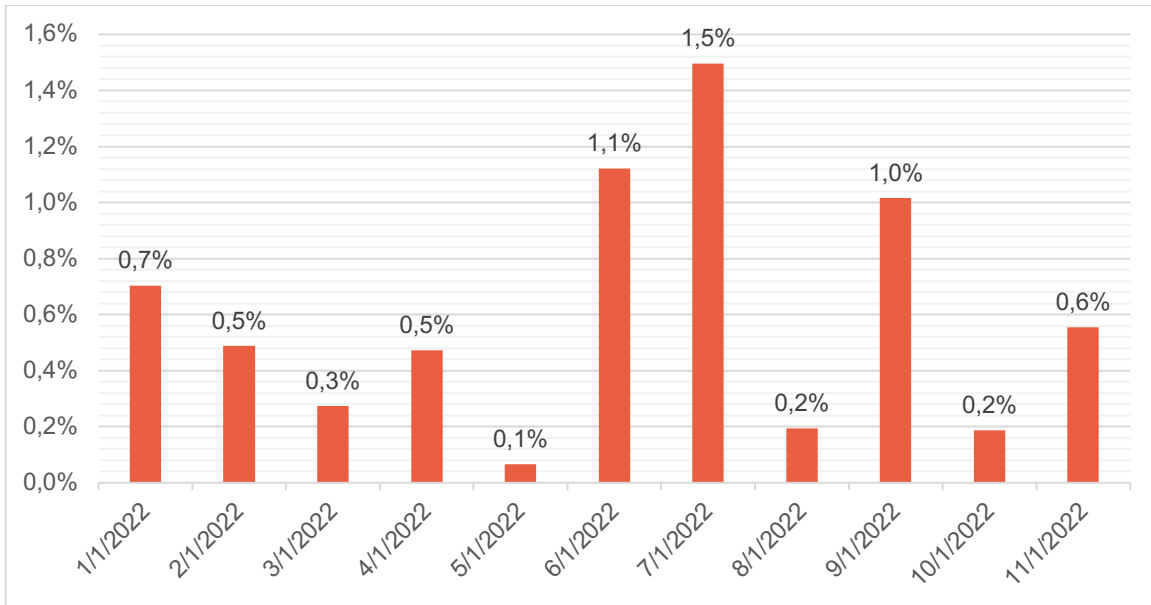
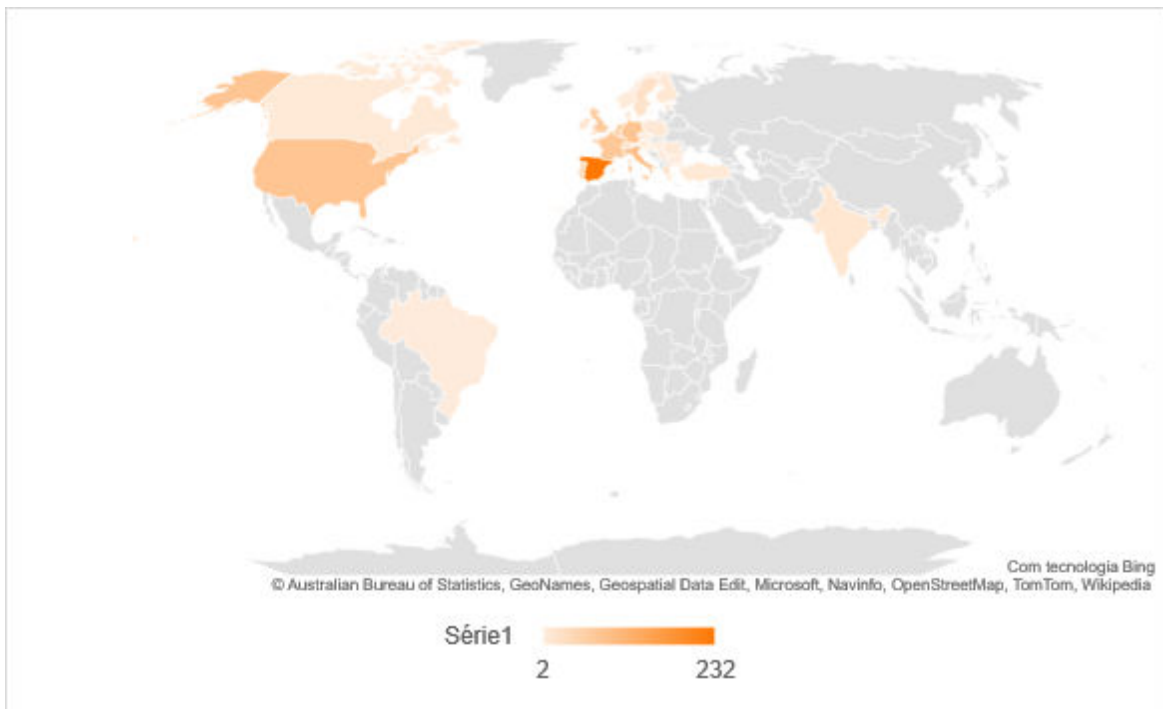


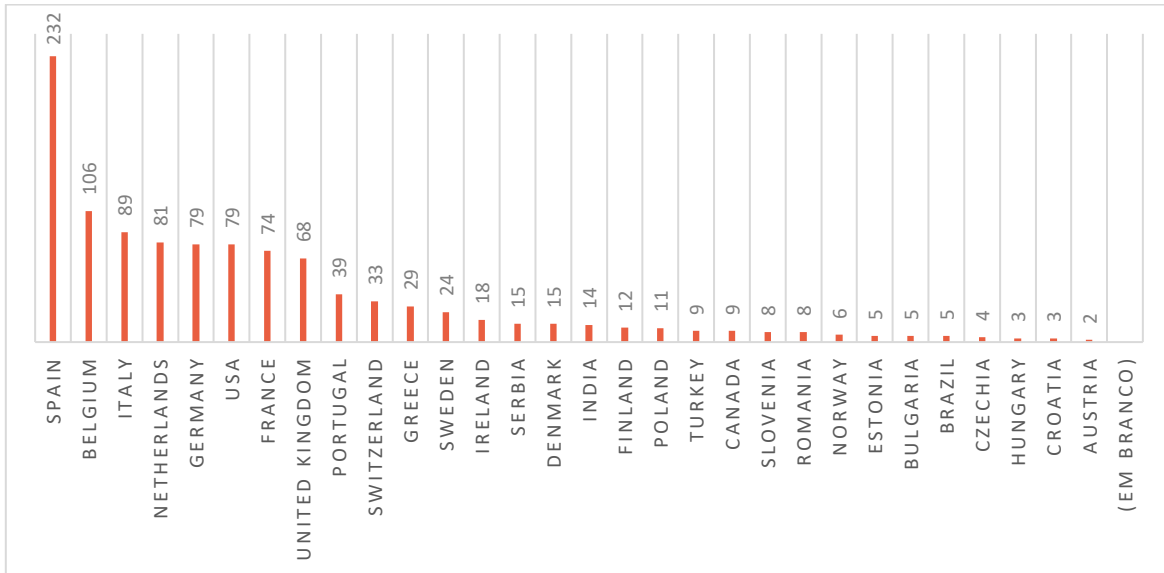
TABLE 11: LINKEDIN AMPLIFICATION RATE



On LinkedIn, we were able to track the followers per country (unfortunately this was not possible for the other social media channels). On table 12, it can be seen that a great number of our followers are from Spain. Belgium, Italy, Netherlands, Germany, France and the United Kingdom are also among the top countries of our followers. The USA is also on the top of our followers' countries, which even though it is outside Europe, makes sense due to the size of the country's population compared to the European ones.

TABLE 12: LINKEDIN TOTAL FOLLOWERS PER COUNTRY





Having in mind the analysis above, NGI4all.e is continuing with the following NGI social media channels, although we will prioritise Twitter and LinkedIn:

- **Twitter** [@NGI4EU https://twitter.com/NGI4eu](https://twitter.com/NGI4eu) Our editorial team is posting at least one Tweet per day (usually more) on relevant NGI content, upcoming events or sharing /curating relevant news stories. All CSAs and RIAs contribute, overseen by NOO.
- **Facebook** <https://www.facebook.com/NGI4EU/> The NOO produces similar content to Twitter but written in a Facebook-friendly style. All CSAs and RIAs contribute, overseen by NOO.
- **Instagram** <https://www.instagram.com/ngi4eu/> We will publish when we have professional photos from events as other social media channels have a better performance when sharing NGI information.
- **YouTube** [https://www.youtube.com/channel/UCafmIQ\\_fwe\\_FiwiiYj6QLUA](https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA) We will regularly create videos for the NGI channel. They can be interviews with stakeholders and EC representatives, promotional videos (join the NGI, participate in the Open Calls), and videos of the webinars. The main strength of the NGI YouTube channel is that it not only hosts NGI4ALL.e videos but also all NGI projects videos.
- **LinkedIn Group** <https://www.linkedin.com/groups/2206279/> and **Company page** <https://www.linkedin.com/company/ngi4eu/> Allows the publication (and moderation) of contents of multiple players. It is very active and allows multiple voices and contributions.
- **Mastodon** [https://social.network.europa.eu/@EC\\_NGI](https://social.network.europa.eu/@EC_NGI) is managed by the European Commission. The NOO promptly liaised with the EC to convey relevant social media posts through Mastodon.

NGI will engage relevant organisations and initiatives for content cross-sharing and cross-posting in social media discussions on topics representing the NGI vision and achievements.



All social media visuals will be cohesive and showcase the NGI branding. Therefore, the NOO will design, create and animate tailored banners, illustrations, GIFs, graphics (etc.) whenever necessary, for posts, or social media profile and cover images.

While the CSAs share the NGI portal and social media channels (being authorised to post their own news in preview, under approval mode), the RIAs have their own websites and social media, in order to easily reach their specific technological and scientific audiences. The RIAs' social media is featured in a dedicated accounts' list to make sure there is a constant re-tweet, share process. Moreover, all the projects are invited to follow the NGI LinkedIn Group in order to publish directly their own news.

The NGI editorial strategy also for social media is detailed on section 4.4.

Social Media statistics will be closely and regularly monitored and analysed, in order to identify any need for improvement, or adjust the strategy implemented for each target group.

### 4.2.1 PAID CAMPAIGNS

Given the current “pay-to-play” ecosystem we feel that it’s important to couple our organic strategy to a paid approach focusing in the long run on brand awareness and more near-term on engagement and lead generation for specific objectives. Our approach will be based on metrics already available via NGI4EU’s social media presence and will be designed keeping in mind our target groups defined through audience analysis.

#### Visibility campaign

In order to meet our targets in terms of followers we will run highly targeted long-term campaigns to increase brand awareness about NGI4ALL activities and its audience on social media.

#### Promoted Tweets (MUST)

Twitter is an important vehicle for NGI4ALL activities and more globally the whole conversation about the Next Generation Internet. According to our analysis on historical data it’s on Twitter we find the most motions. We will run a long-term promotion campaign to drive more followers to the NGI4eu Twitter account: several options (different formats and copies) will be tested at small scale then scaled-up according to results.

#### LinkedIn promoted posts (SHOULD)

LinkedIn is also an important network to activate to foster the conversation about NGI: the NGI LinkedIn group already has many members but there is a very low level of engagement. Therefore, an NGI company page was created where we set up a visibility campaign to drive users from the group to like the Company page and build on that audience to design further campaigns.

#### SEA - Google Display Network - YouTube (SHOULD)

Betting on keywords to have the NGI.eu website displayed as first results in a Google Search is an efficient way to drive traffic to your website. Depending on the selected keywords and the competition around them, it could also be quite costly. Upscaling these campaigns on the entire Google Display Network based on available Google Analytics and other sources of data would allow us to refine the demographics to optimize delivery.





### **Advertising in Research Gate or Academia (COULD)**

Another option that needs further analysis and testing is advertising NGI activities on research social networks. Content will have to be well-designed, technical and targeted for this very specific audience.

### **Bannering on selected website (COULD)**

Simple banners on carefully identified websites or digital publications could also lead to interesting results in driving traffic to the NGI.eu website. According to the budget, larger-scale program-wide design could be put in place to achieve the objectives.

### **Engagement campaigns**

Engagement campaigns should be put in place with specific objectives in mind. For instance: signing-up to the newsletter, visiting a website, joining a social media group. Ideally insights about demographics collected during visibility campaigns would allow for greater optimisation of campaign elements and better conversion rate.

### **Engagement funnel campaigns (MUST)**

Based on insights obtained during visibility campaigns and other sources of data collected, an engagement campaign could be put in place to drive specific actions (Call To Action: filling a form, sending a message, visiting a website) on most social media where campaigns happened: Facebook, Instagram, Twitter, LinkedIn, Academia, Research Gate.

### **LinkedIn InMail (SHOULD)**

Another very effective way to generate distinct conversion with high opening-rate and Click Through Rate standards is to use LinkedIn InMail. This campaign could be used to identify similar audiences to the NGI LinkedIn Group and to target them to increase membership.

### **Targeted bannering on selected websites and newsletters (SHOULD)**

In the same way that visibility campaigns could be done on niche websites, an engagement campaign could be set up to convert a qualified audience to a specific action. Results would be even better if we could design the campaign based on previous metrics obtained during the visibility campaign. Moreover, banners in selected Newsletters from popular and high-level sources could be put in place to generate leads and drive conversion.

### **Native advertising on selected websites (COULD)**

Native advertising: placing content on a selected website that appears like a regular article but tagged as “sponsored content” is another efficient way to drive conversion for a particular action. The advantage of this approach is that content is served to users as editorial and is shown regardless of ad-blockers, plus we avoid barrier blindness.

### **Results Monitoring**

Throughout the project, we will evaluate the performance of the social media strategies and actions implemented through our social listening platform Brandwatch. Brandwatch has vast data partnerships (including premium access to Twitter), deep audience segmentation, easy to digest data visualisations, and numerous technical integration options that will help us build our social media reports.



### Lessons learned from NGI4all

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

## 4.3 WEBSITE

**NGI.eu web portal** website <https://ngi.eu/> aims to give a voice to the NGI community and to showcase NGI activities, events, results and much more. On M6, the NGI Outreach Office undertook an analysis of the NGI website in the year 2022, and the results are showcased next.

On average, the NGI portal receives around 2.6k views every month, and pages are seen more than 5k times for more than 2 minutes. It can be interesting to note that December was the month with the most visits on the website, however the engagement was one of the lowest of the year. The same happened in March, where we see one of the highest visits numbers, but the lowest engagement. Conversely, June didn't have as many visitors, but visitors did engage quite a lot in the website and surfed through the highest number of pages in one month, having spent more than 3 minutes on the website.

TABLE 13: NGI WEBSITE MONTHLY WRAP UP

Months	Visits	Pageviews	Action per visit	Bounce rate	Avg. Visit Duration	Engagement rate
Jan	2 752	5 474	2,60	54,07%	00:02:15	46,00%
Feb	2 613	4 946	2,51	52,97%	00:02:09	47,00%
Mar	3 536	6 707	2,41	58,48%	00:02:08	42,00%
Apr	2 365	4 884	2,56	57,72%	00:02:20	42,00%
May	2 172	3 900	2,34	54,14%	00:01:59	46,00%
Jun	2 432	7 023	4,54	52,96%	00:03:11	47,00%
Jul	1 834	4 304	3,03	50,71%	00:02:35	49,00%
Aug	1 881	3 746	2,56	57,15%	00:02:38	43,00%
Sep	2 405	5 209	2,65	56,55%	00:02:03	43,00%
Oct	2 790	4 865	2,22	56,38%	00:02:05	44,00%
Nov	3 517	6 422	2,37	56,13%	00:01:34	43,00%
Dec	3 711	6 417	2,21	60,71%	00:01:27	38,00%
<b>Total</b>	<b>32 008</b>	<b>63 897</b>				<b>530,00%</b>
<b>Average</b>	<b>2 667</b>	<b>5 325</b>	<b>2,62</b>	<b>56,03%</b>	<b>00:02:12</b>	



TABLE 14: NGI WEBSITE MONTHLY DATA COMPARED TO THE PREVIOUS MONTH

Months	Visits	Pageviews	Action per visit	Bounce rate	Avg. Visit Duration	Engagement rate
Jan						
Feb	-5,05%	-9,65%	-3,57%	-2,04%	-4,44%	2,17%
Mar	35,32%	35,60%	-3,93%	10,42%	-0,78%	-10,64%
Apr	33,12%	-27,18%	6,09%	-1,31%	9,38%	0,00%
May	-8,16%	-20,15%	-8,50%	-6,19%	-15,00%	9,52%
Jun	11,97%	80,08%	94,11%	-2,19%	60,50%	2,17%
Jul	24,59%	-38,72%	-33,19%	-4,25%	-18,85%	4,26%
Aug	2,56%	-12,96%	-15,58%	12,70%	1,94%	-12,24%
Sep	27,86%	39,05%	3,37%	-1,05%	-22,15%	0,00%
Oct	16,01%	-6,60%	-15,99%	-0,30%	1,63%	2,33%
Nov	26,06%	32,00%	6,65%	-0,45%	-24,80%	-2,27%
Dec	5,52%	-0,08%	-6,84%	8,17%	-7,45%	-11,63%

TABLE 15: WEBSITE VISITS

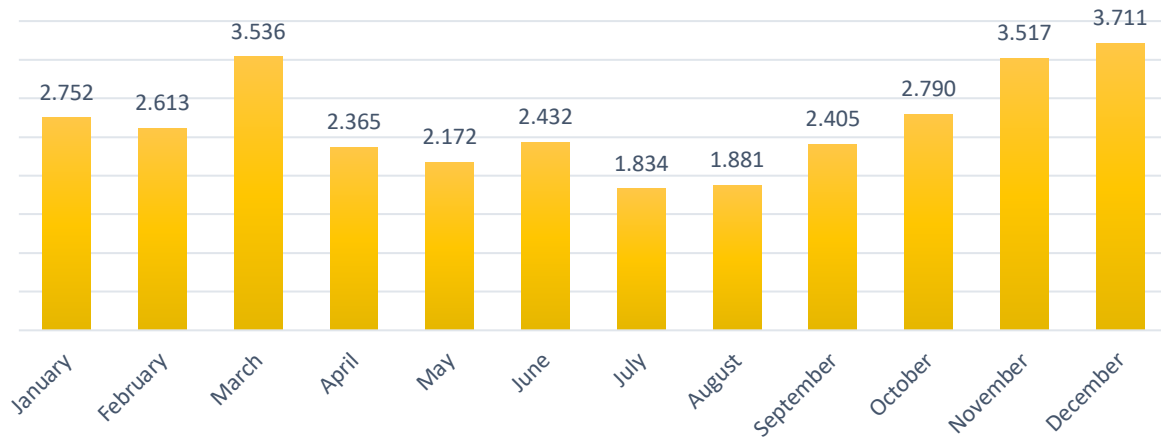


TABLE 16: WEBSITE PAGE VIEWS PER VISIT

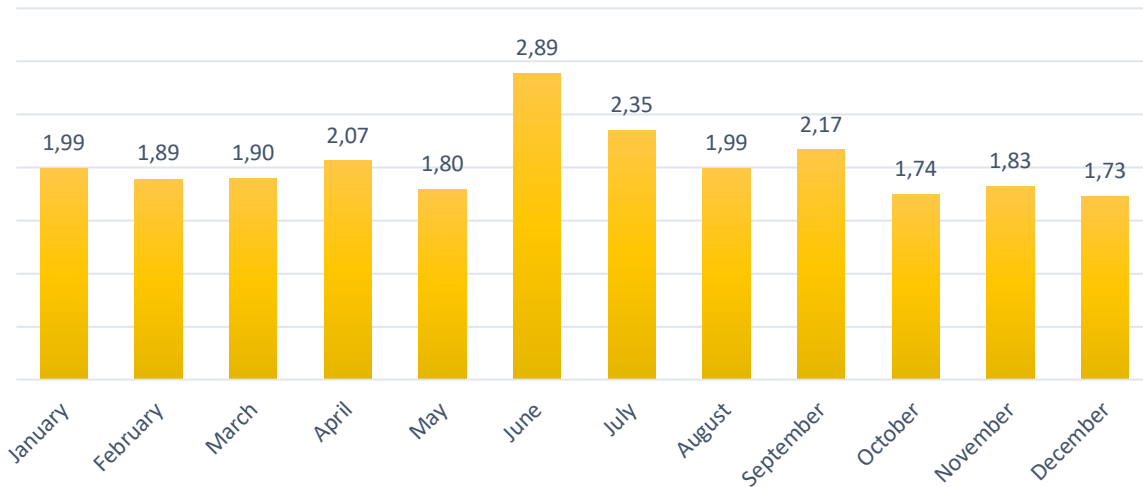
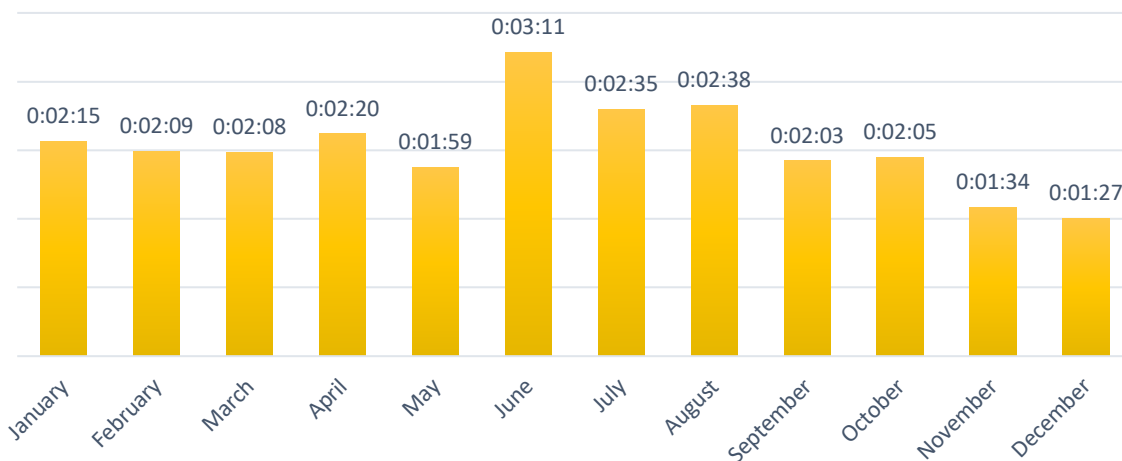


TABLE 17: AVG. VISIT DURATION



Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server. In simpler terms, it represents the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site. The average bounce rate is somewhere between 26% and 70%, with the optimal range being between 26% and 40%.

Looking to table 7, in the case of the NGI website, the bounce rate is between 51% and 61%. Although it could be lower, it is within average. This could mean that visitors are not interested in visiting other pages aside from the one they landed in. Another possibility is that this are mainly returning visitors, that already know the NGI website, and entered a specific page to do something specific (for example, to register to an event), and do not feel the need to navigate to other pages (the percentage of returning visitors is around 21%-35% as it can be seen on table 9). Additionally, the engagement rate is good, being around 38%-49%. Meaning that this percentage of visitors interacted somehow with the website content,



therefore the user experience is satisfactory. Opening tabs and downloading documents are the main interactions/events that users perform on the website (table 11)

However, we will consider improving the journey on the website to other related pages.

TABLE 18: BOUNCE RATE

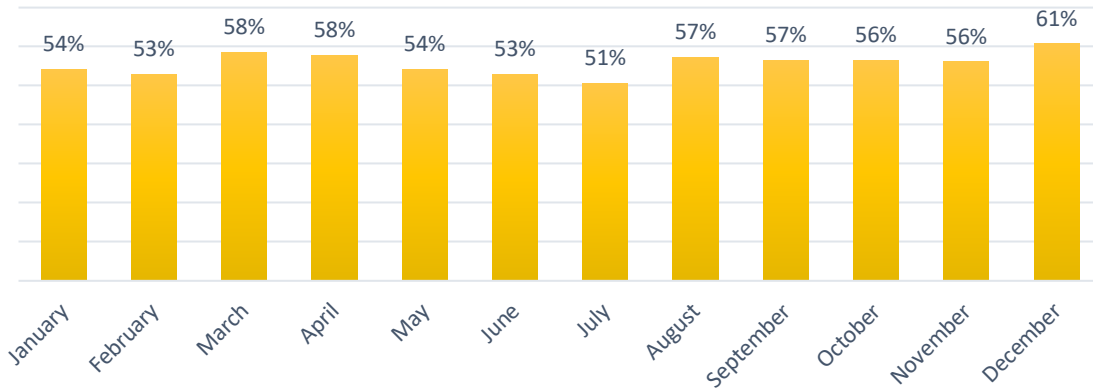


TABLE 19: ACTIONS PER VISIT

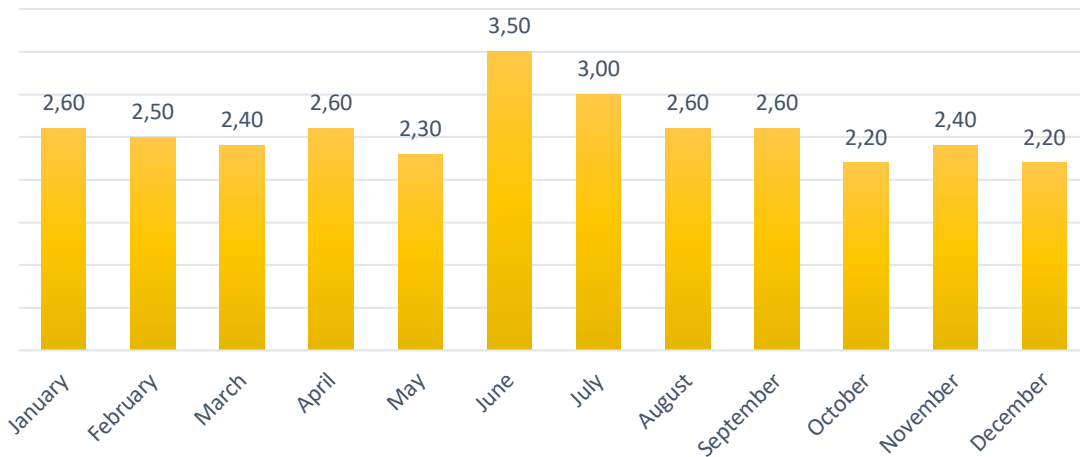


TABLE 20: NEW VS RETURNING VISITS

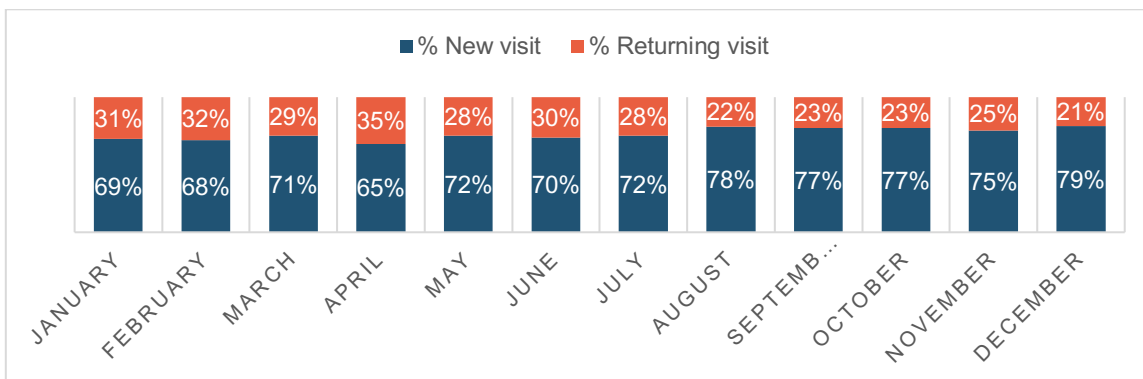


TABLE 21: ENGAGEMENT RATE

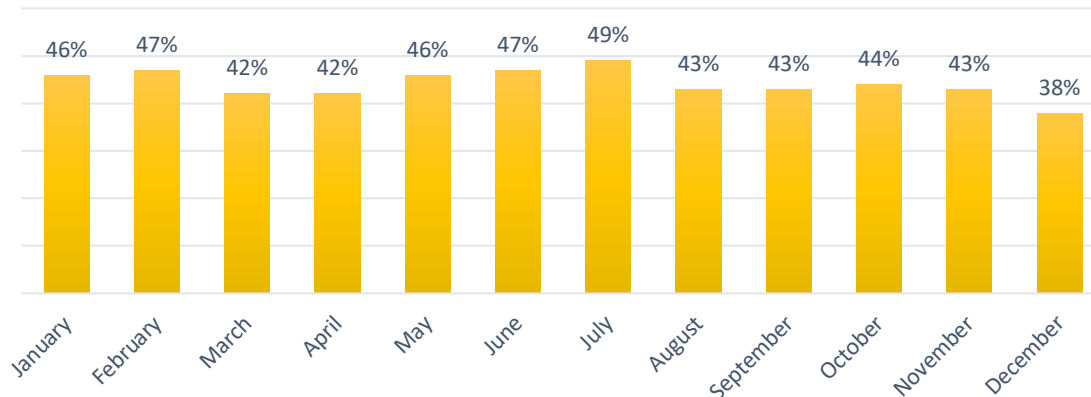
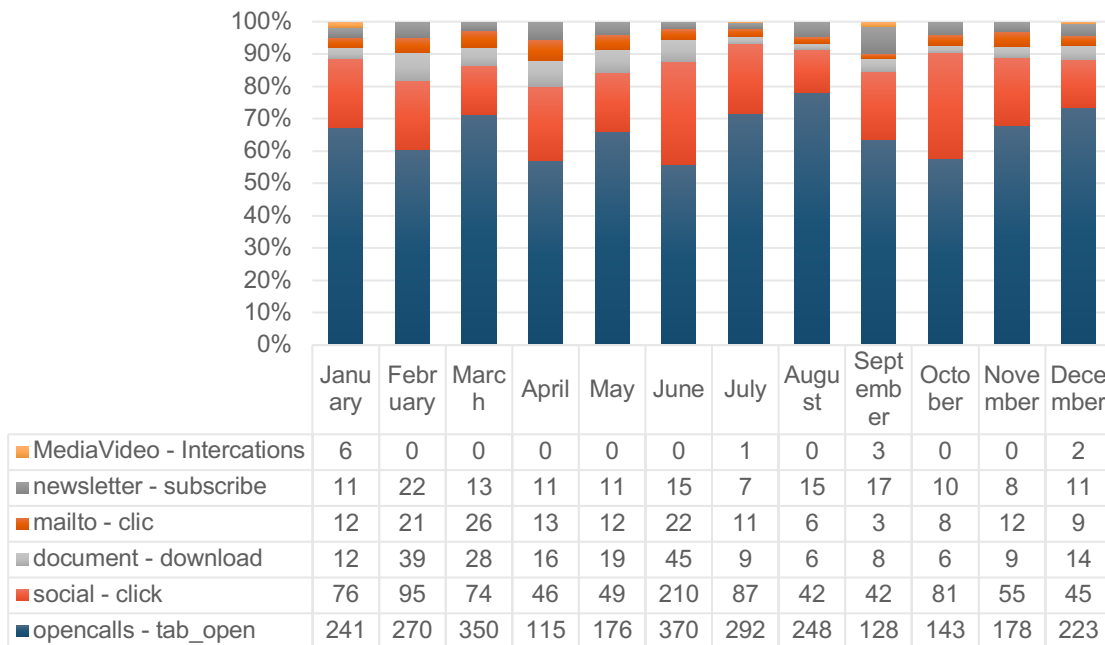


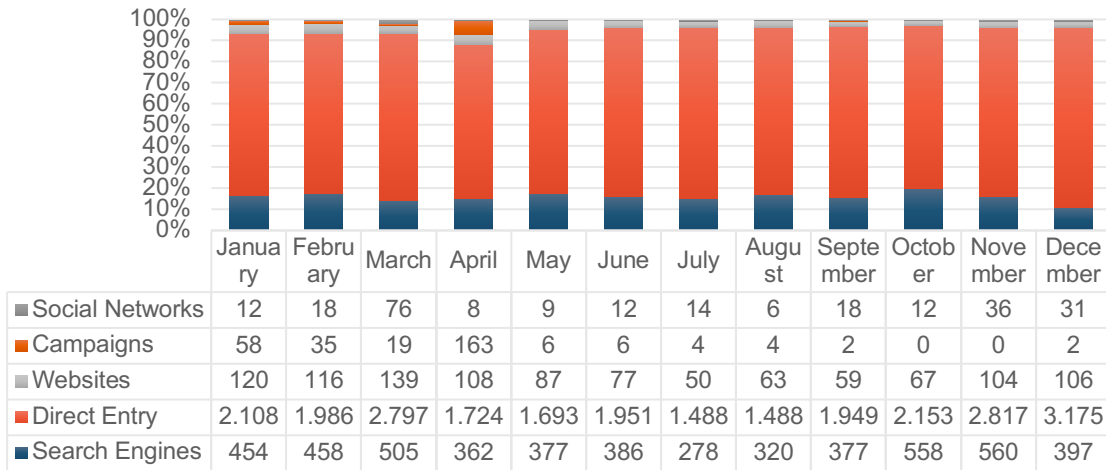
TABLE 22: NUMBER OF EVENT TYPE



Another relevant element to note on table 12, is that visitors mainly go to the website through a direct entry (the URL is entered directly in the browser by the visitor) and through searching by NGI on search engines. This could indicate that the NGI brand is already very well known, and so visitors do not only access it through other channels, but already have it on top of their minds. The number of channels that redirect to NGI is also significant and it indeed helps with getting more visitors to the website.

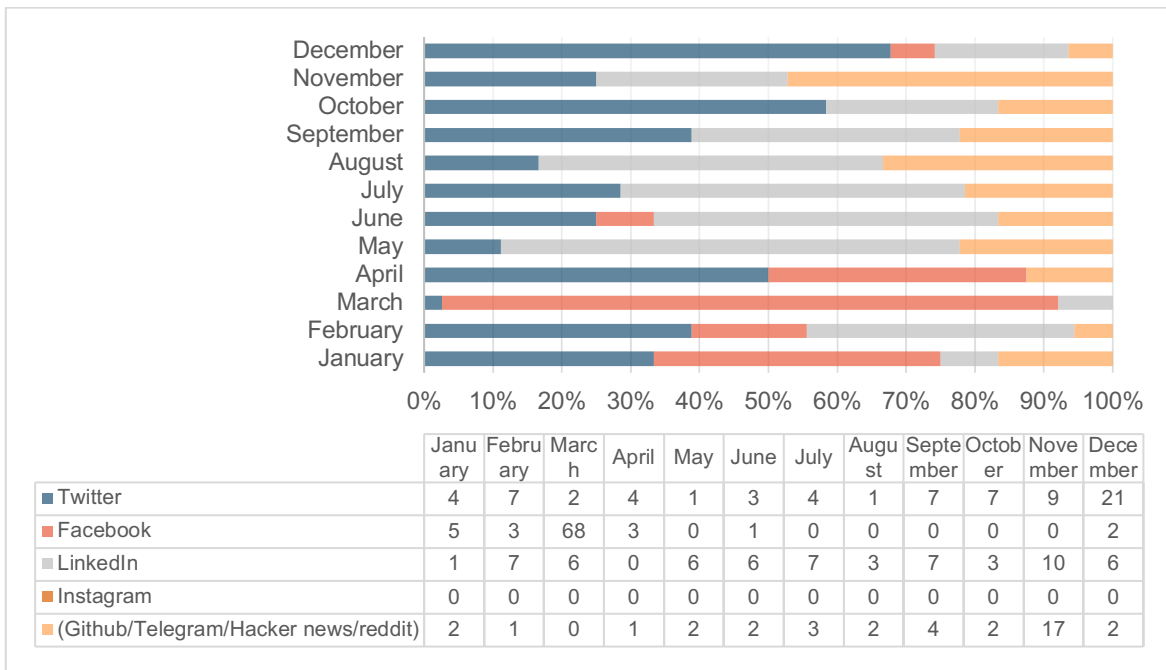


TABLE 23: VISITS PER REFERRER TYPE



However, the redirections by the social media channels could be improved. To note that Twitter and LinkedIn are the most successful channels in bringing visitors to the website (table 13), with Facebook having a peak in March, where a paid campaign to redirect to the website was made. This is however normal, as these are the channels that NOO focus more on. We will make efforts to link to the website more on the social media posts.

TABLE 24: VISIT PER SOCIAL NETWORK



Finally, in the followings table we can see the top 10 most views pages per views (table 25) and per time spent on the page (table 26).



TABLE 25: TOP 10 PAGES BY NUMBER OF VIEWS

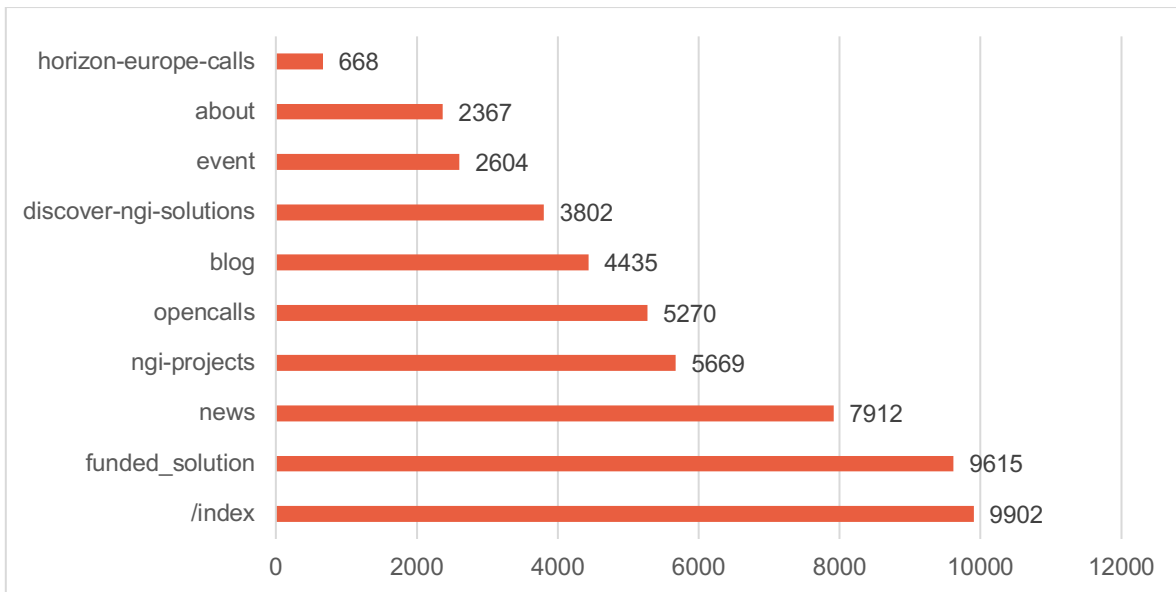
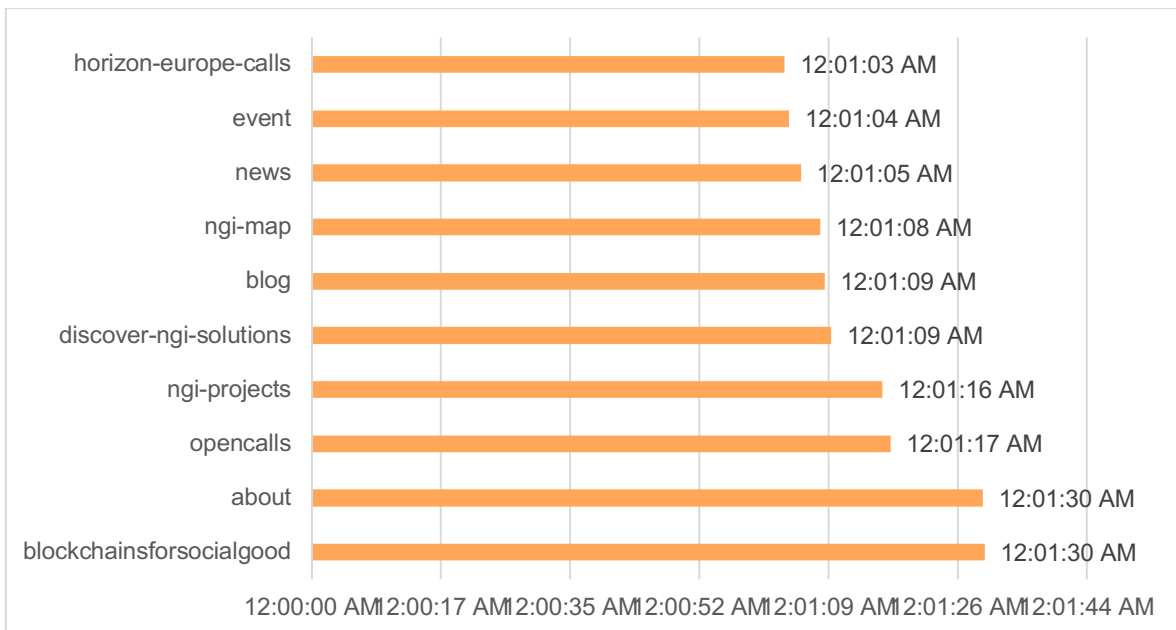


TABLE 26: TOP 10 PAGES BY TIME SPENT ON THE PAGE



The “index” refers to the homepage, which is normally one of the most visited pages on the website as it can be seen. Aside from that, we can clearly see that the NGI portal visitors are very interested on the NGI solutions (/funded\_solution and discover\_ngi\_solutions) and on the news, but also on the NGI stakeholders as the blog page and the NGI projects page were also visited a lot.

Interestingly, the most viewed pages are not exactly the pages where visitors spent the most time in. Indeed, we expected visitors to spend on average more time on the blog, as the articles take longer to read than 1 minute. It is clear that visitors are interested in NGI open





calls and the Horizon Europe calls, and that they also want to know more about the NGI initiative having visited a lot the “about” page and the “events” page.

However, it would be relevant to also have the NGI map and the NGI Online Community in the top pages. As this is not happening, it means we should reconsider these two tools or the way they are accessible through the website could be improved.

NGI4ALL.E will improve the NGI portal, customising the homepage contents based on each visitors’ navigation history. Moreover, the Search Engine Optimisation (SEO) will be brought to the next level and key contents of the portal will be offered in multiple languages. The homepage content will be dynamically updated, to continuously offer new entry points of interest, leveraging the extensive library available.

The portal is currently structured as follows:

- **Always on display:** Aside from the obvious menu with the website main tabs and the footer with the funding acknowledgement, the website always has on display on the footer and on the header, the NGI social media channels, the search bar and a linked call to action to subscribe to the newsletter. Additionally, a button with accessibility tools to better navigate the website is also always on display. It allows for visually impaired people to go through the website in an easier way for them, as it can enlarge the font, allows for higher and even negative contrast, underlines links, etc.
- **Homepage:** when entering the website for the first time, the visitors see the highlight communications of NGI, which can be an important event to promote, a survey to fill in, a new “Who’s NGI?” blog article, etc. After this, the visitor will scroll to a sneak peak of the NGI solutions catalogue, showcasing random solutions. Scrolling down even more, the visitor can see the latest added on the NGI innovators blog. There is also a section called “get funded” with direct link to the NGI open calls page and the Horizon Europe open calls page and a “join our communities” section which directs to the NGI online community page, the NGI LinkedIn group, and the NGI map. Below, users can see the latest news and events as well as the NGI talks, webinars and ambassadors.
- **Get funded:** through this tab visitors can go to the NGI 1) open calls page: which as the name states, list all the current open calls of the NGI projects; 2) Horizon Europe open calls page: that once again lists all the HE funding opportunities under NGI and also gives important information; 3) free business acceleration services: that even though the project that was providing for these services has ended, it provides the context and the access to them.
- **NGI innovators:** here visitors can access the Who’s NGI blog (more about this on the editorial strategy section of this deliverable), the NGI solutions catalogue (more about this on X) and the NGI communication training dedicated section, which gives an overview of what it is, the programme and the registration pages,
- **News & Media:** with the latest news about the NGI initiative, the press activities and the newsletter editions.
- **Join NGI:** by clicking on this tab visitors have access to the NGI Online Community page, as well as the NGI Map with instructions for how to add an organisation to the map with a tutorial.



- **What is NGI:** First on this tab there's a page that describes the NGI initiative (which is currently being updated with the collaboration of the NGI4all.e project officer), the NGI stories, the page that lists all NGI projects (making it clear which ones have already ended by using a grey scale), the NGI ambassadors page (where we are currently adding information on the ambassadors) as well as the NGI expert group (with the list of the experts and information about each of them). Additionally, there's a page dedicated to explaining what the NGI outreach office is and, finally, a page that goes to the NGI frequently asked questions (also currently being updated).
- **Library:** This section is a repository of the NGI resources, such as white papers, presentations, talks, videos, relevant initiatives as well as other important documents.

As said above, some important contents available on the website are currently in the process of being updated. However, the progress of NGI and the projects will be closely monitored and reflected in the project's website, such as related with open calls, white papers, events, etc. The NGI editorial strategy for the website is detailed on section 4.4.

Aside from contents, some tools and functionalities are also being improved. That is the case of the NGI solutions catalogue, where we are currently working on reducing the available keywords but also grouping those keywords by category, to allow for better navigation throughout the tool. Projects are being involved to assist in this keyword downsizing.

The website will be permanently linked to and publicised on other relevant websites, a reciprocal arrangement to ensure maximum exposure. NGI will develop and manage a referencing and Link Exchange Strategy to register the website on the major search engines and directories.

Throughout the whole website, particular attention will be paid to a great user experience. Examples: clickable logo to the homepage, selected items of the menu are highlighted, accessibility button, etc.

## 4.4 EDITORIAL STRATEGY

The NGI editorial strategy is to use compelling, targeted content to delight and engage its audience of key stakeholders. We do this by maintaining a friendly, positive and authoritative tone of voice, through storytelling and by a mix of interesting, entertaining and useful content.

### Tone of voice

The NGI tone of voice is authoritative about our key topic areas. However, we maintain a friendly, positive, professional style. We are happy to share and "curate" content from other, respected (preferably European origin) sources including news outlets. We also amplify and share the voices of the NGI community. The NGI tone of voice is evolving and flexible based on the content needs and contributors. We welcome a wide range of different and diverse voices, which are sourced from our galaxy of stakeholders.

### Storytelling principles

It is well documented that people are more attentive and engaged when told a story, rather than just having information served to them dispassionately. In this respect, NGI uses



journalistic principles and storytelling to deliver compelling and memorable content. Again, we are flexible in our storytelling style, depending on the nature of the information being conveyed, and the medium through which we are disseminating it. For example, a Tweet is a “story” albeit a very short one. A blog report from an NGI Workshop moderator on NGI.eu would be longer and more ‘experiential’.

### **Content types**

The NGI initiative embraces many forms of content. Our main online portal at NGI.eu is very much an official website, with all the important information set out and easily navigable. However, it is also constantly evolving with fresh news and blog content added weekly.

Further, we reach out to our stakeholders via our Newsletters and Newsflashes, via social media and the Community Platform and Consultation Platform. Our main content types are as follows:

- Editorial
- Infographic
- Video
- Visual
- Promo materials

### **Editorial process**

The editorial process for NGI CSAs and RIAs is clearly outlined in the NGI Communication Guidelines, which is stored on the NGI Drive.

### **Conversation monitoring**

This process will happen primarily via Brandwatch. It will also happen via Twitter and the various website and social media analytics we employ (eg: Buffer dashboard). Conversation monitoring is an ongoing process throughout the project.

### **Impact assessment**

The impact of our editorial strategy will be measured as part of the same, ongoing analysis we do for all our activities as well as website and social media analytics. We will also take surveys during NGI events and gauge stakeholder satisfaction via personal contact and in conversations during networking sessions.

### **Crisis Communication**

The NGI relies on the EC to direct our crisis communications strategy. In general, the NOO has a policy of avoiding controversial content where possible. For events that have large, regional impact on our stakeholders we will follow the EC guidelines.

### **‘Who’s NGI?’ blog**

The NGI blog editorial process aims to ensure a better orchestrated, smoother, and timely publication, where every quarter the NGI projects select the most interesting innovators in their cohort.



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

This streamlined process allows better editorial planning, the inclusion of a variety of innovators, and an increased number of blogs published. The blog will become weekly, spanning across technologies, gender, countries, and applications. The press office will leverage these short stories to engage the press.

Below we provide the planning for the selected innovators approved by the project officer for the blog:

TABLE 27: WHO'S NGI BLOG

Project Name	Country	NGI Project	Proposed Innovator Status	Date Approved	Blog Status	Due date
Taler Scalability + F4F+ GNU Taler Scalability	Luxembourg	NGI ZERO	Approved by EC	11/01/2022	Blog received	02/14/2023
<a href="#">Libresilicon</a>	Portugal	NGI ZERO	Approved by EC	October 2022	Published	October 2022
Hibi	Germany	NGI ONTOCHAIN	Approved by EC	11/01/2022	ISSUE WITH BLOG	-
KNOWLEDGEX	Germany	NGI ONTOCHAIN	Approved by EC	11/01/2022	Blog received	02/14/2023
POC4COMMERCE	UK	NGI ONTOCHAIN	NOT APPROVED	11/01/2022		
Reputable	Italy	NGI ONTOCHAIN	NOT APPROVED	11/01/2022		
Evernym/Avast	UK	NGI eSSIF_Lab	Approved by EC	11/01/2022	Interviewing process	02/28/2023
Sphereon	Netherlands	NGI eSSIF_Lab	NOT APPROVED	11/01/2022		
Mopso	Italy	NGI eSSIF_Lab	Approved by EC	11/01/2022	Blog received	02/14/2023
Truu	UK	NGI eSSIF_Lab	NOT APPROVED	11/01/2022		
ALIAS	France	NGI DAPSI	NOT APPROVED	11/01/2022		
BDI	Estonia and Ukraine	NGI DAPSI	Approved by EC	11/01/2022	Interviewing process	02/28/2023



postmarketOS	Netherlands	NGI DAPSI	Approved by EC	11/01/2022	Interviewing process	02/28/2023
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## 4.5 NEWSLETTERS AND NEWSFLASH

### Quarterly newsletters

The **newsletters** are a quarterly roundup of the top news that has appeared on NGI.EU, including any publications of reports, deliverables, videos and interviews.

### Newsflash

The **newsflashes** are for upcoming events NGI will have a presence at, as well as to draw attention to NGI Webinars, surveys etc. These go out on an ad-hoc basis, as needed.

During 2022, the NOO dispatched several newsletters and newsflashes, which we list below together with the results:

- NGI Newsflash | Next Generation Internet innovation – explore the latest trustworthy technology solutions - Sent 2022-01-31 16:06:38

#### Campaign results

Total emails sent <b>2984</b>	Opened <b>32.17%</b> 949	Clicked <b>3.66%</b> 108
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#### Bad statistics

Unsubscribed <b>0.2%</b> 6	Spam complaints <b>0%</b> 0	Hard bounce <b>0.44%</b> 13	Soft bounce <b>0.7%</b> 21
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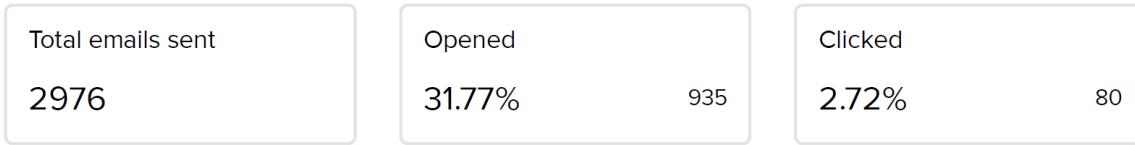
#### Reading environment

Mobile <b>4%</b>	Webmail <b>82.79%</b>	Desktop <b>13.21%</b>
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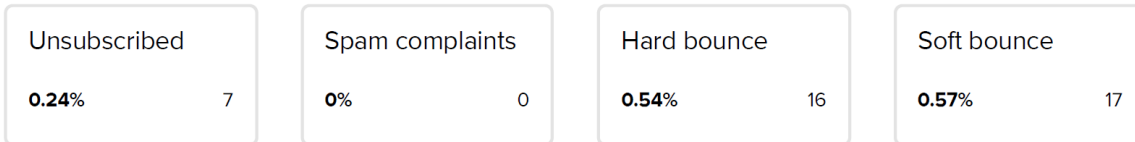
- NGI Newsflash | NGI Innovation for a trusted and secure Internet - Sent 2022-03-01 11:52:01



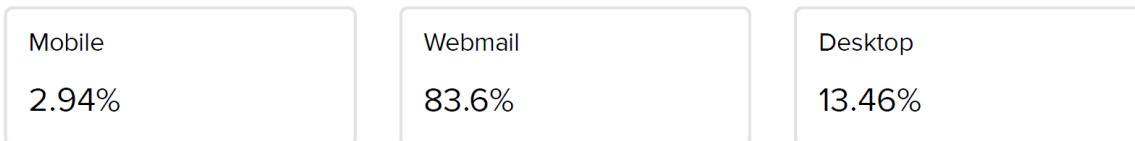
Campaign results



Bad statistics

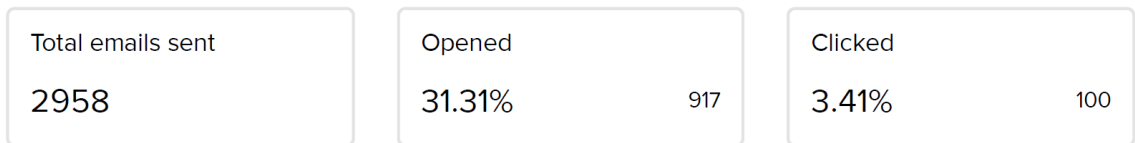


Reading environment

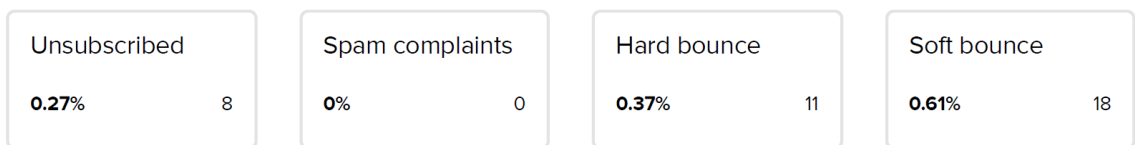


- NGI Newsflash | New 23 NGI's trustworthy technology solutions - Sent 2022-03-31 16:31:59

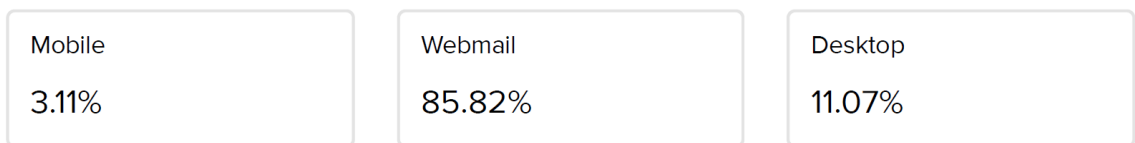
Campaign results



Bad statistics



Reading environment



- NGI Newsletter | The people who are building a more trustworthy, inclusive and safer Next Generation Internet - Sent 2022-04-26 14:59:34



Campaign results

Total emails sent <b>2944</b>	Opened <b>33.18%</b> 966	Clicked <b>3.85%</b> 112
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Bad statistics

Unsubscribed <b>0.27%</b> 8	Spam complaints <b>0%</b> 0	Hard bounce <b>0.34%</b> 10	Soft bounce <b>0.78%</b> 23
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Reading environment

Mobile <b>3.25%</b>	Webmail <b>84.86%</b>	Desktop <b>11.9%</b>
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- NGI Newsletter | The NGI community continues to evolve and grow - Sent 2022-07-29 12:31:42

Campaign results

Total emails sent <b>2947</b>	Opened <b>33.74%</b> 975	Clicked <b>3.81%</b> 110
----------------------------------	-----------------------------	-----------------------------

Bad statistics

Unsubscribed <b>0.54%</b> 16	Spam complaints <b>0%</b> 0	Hard bounce <b>0.58%</b> 17	Soft bounce <b>1.36%</b> 40
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Reading environment

Mobile <b>3.16%</b>	Webmail <b>88.35%</b>	Desktop <b>8.5%</b>
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- NGI Newsflash | The NGI fosters accessibility for all with its equity, diversity and inclusion mission - Sent 2022-08-31 14:51:12



Campaign results

Total emails sent <b>2925</b>	Opened <b>36.12%</b> 1040	Clicked <b>3.96%</b> 114
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Bad statistics

Unsubscribed <b>0.51%</b> 15	Spam complaints <b>0%</b> 0	Hard bounce <b>0.48%</b> 14	Soft bounce <b>1.09%</b> 32
---------------------------------	--------------------------------	--------------------------------	--------------------------------

Reading environment

Mobile <b>2.74%</b>	Webmail <b>90.48%</b>	Desktop <b>6.78%</b>
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- NGI Newsflash | 19 top-notch solutions to the challenges of Data Portability - Sent 2022-11-07 12:00:00

Campaign results

Total emails sent <b>2882</b>	Opened <b>38.62%</b> 1101	Clicked <b>3.51%</b> 100
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Bad statistics

Unsubscribed <b>0.49%</b> 14	Spam complaints <b>0.03%</b> 1	Hard bounce <b>0.38%</b> 11	Soft bounce <b>0.69%</b> 20
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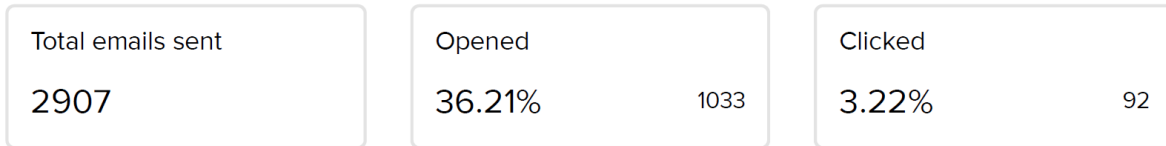
Reading environment

Mobile <b>1.79%</b>	Webmail <b>88.76%</b>	Desktop <b>9.45%</b>
------------------------	--------------------------	-------------------------

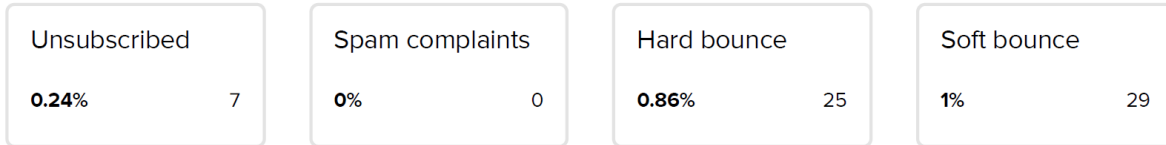
- NGI Newsflash | NGI funds Libresilicon, ending the monopoly of big semiconductor manufacturers - Sent 2022-10-05 09:46:14



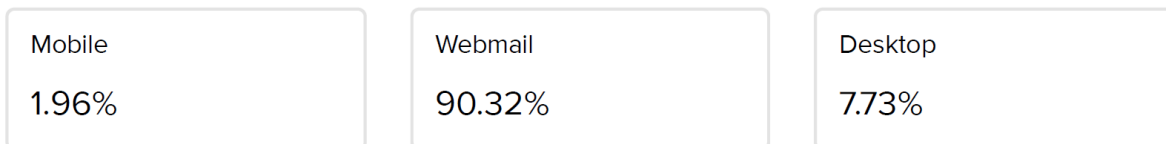




Bad statistics



Reading environment



Overall the opening rate is very good, being always above the 30%, especially since it is being send to a large number of subscribers (around 3k). Although the clicks to the links that we put in the newsletters could be bigger, it is still satisfactory. Additionally, there are very few unsubscriptions which indicates that we are delivering the right content to our audience through the NGI newsletters and newsflashes.

To keep the audience engaged, raising the open rate and the click-through rate of the NGI newsletter, the editorial team will continue curating theme/topic-based newsletter special editions.

## 4.6 WHITEPAPERS/E-BOOKS/PUBLICATIONS

We will leverage on the publication of whitepapers, e-books, scientific publications and physical publications of all the NGI players and projects to gain traction across specific stakeholders, such as, researchers, academics and market analysts. We will echo the results obtained and disseminated by the research and innovation projects to make sure we maximise their impact.

NGI publications and relevant contents will be disseminated and promoted across relevant channels such as Zenodo, OpenAire, ORE, etc. following open access principles.

## 4.7 EVENTS ORGANISATION AND PARTICIPATION

NGI4ALL.E will organise two annual editions of the NGI Forum as the major community event; three annual editions of the NGI Developers Meetups as hands-on sessions giving stage to technical discussions and contributions, liaising with open source initiatives.



NGI4ALL.E will also organise other online and offline events, such as webinars, ePitching sessions, Women in NGI/Women Mentoring sessions, co-creative workshops with citizens and in schools, etc.

NGI4ALL.E will also participate and present in events, favouring open-source communities (e.g. FOSDEM) and aiming to reach under-represented groups/regions/research areas.

### 4.7.1 NGI FORUMS

#### Overall objectives

NGI4ALL.E ambition is to grow the NGI Forum in size and diversity, with higher participation of NGI innovators and under-represented groups, ensuring gender balance, while opening up to end users and policy makers.

#### NGI Forum communication objectives

- Secure press attendance at the forums and press interest
  - *KPI: media contacts and coverage analysis (Cision query)*
- Attract participants, with about 300 online and on-site participants.
  - *KPIs: number of registered participants, attendees onsite and online*
- Raise awareness of NGI, attract newcomers,
  - *KPIs: website analytics (traffic and visitors), newsletter performance metrics, number of EU Diversity Month events published on the online map*
- Promote the innovators and success stories.
  - *KPIs: downloads from the website, paid social media promotion metrics (impressions, reach, clicks), video views and engagement, newsletter performance metrics*
- Ensure diversity, inclusion and gender balance, in the agenda (panels, speakers), but also amongst participants.
  - *KPIs: Gender balance in the panels, country analysis, metrics on the registration website*

### 4.7.2 OTHER EVENTS

**NGI participation in external events** will occur as presentations, dedicated sessions, workshops, expert panels, booths and more, according to relevance and resource availability. For this, the NGI Outreach Office manages an event database with recommendations (participate, live tweeting, booth opportunity, speech opportunity).

EVENT	DATE	LOCATION / TYPE OF EVENT	KEY THEMES
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Socrates Conference	02/02/2023	Switzerland	Software Development
JS World Conference	08/02/2023	The Netherlands	JavaScript Development
European Blockchain Convention	15/02/2023	Barcelona - Spain	Blockchain
Mobile World Congress	27/02/2023	Onsite, Barcelona	5G Acceleration, Reality+, OpenNet, FinTech, Digital Everything (Industry 4.0).
Tech Summit Europe	28/02/2023	The Netherlands	Innovation, Startups, DevOps, Digital Transformation
Crypto Expo Europe	19/03/2023	Romania	Cryptocurrencies, Blockchain
CloudFest 2023	21/03/2023	Germany	Cloud
DevDay 2023	23/03/2023	Belgium	Software Development
Open Source Day	24/03/2023	Italy	Open Source Software
Node Congress	11/04/2023	Berlin - Germany	Node, DevOps, AI, Security
DotNetDays 2023	20/04/2023	Bucharest - Romania	.NET, .NET Core/Software Architecture/Cloud Development Web Performance, Patterns, New technologies
API Conference 2023	24/04/2023	London - UK	API Design, open APIs
NDC	24/04/2023	Portugal	Open Source, Security, .NET, APIs, AI, Machine Learning
Swedish Presidency Meeting on sustainable artificial intelligence (AI)	02/05/2023	Stockholm	



Devops Days Copenhagen	02/05/2023	Denmark	DevOps, software development, IT infrastructure operations
FOSDEM 2023	02/05/2023	Belgium	Open source software
Devoxx Greece	04/05/2023	Greece	Java, Cloud, Big Data, Security, Architecture, Artificial Intelligence, Machine Learning, Robotics
APIDays 2023	06/05/2023	Finland	openAPIs
Rise of AI Conference	09/05/2023	Germany	AI, ML
Data Innovation Summit 2023	11/05/2023	Sweden	Data, AI, ML, IoT, Analytics, Data Management
TEQNation	17/05/2023	Netherlands	AI, IoT, Data, Software Development, Security
World Data Summit	17/05/2023	Netherlands	Data engineering, IoT, AI, Data Privacy
InfoCom 2023	17/05/2023	New York, USA	Computer Science
DevDays Europe 2023	23/05/2023	Lithuania	Software Development
Tech.EU Summit 2023	24/05/2023	Brussels - Belgium	Sustainable Tech, Innovation
DevSum 2023	25/05/2023	Sweden	Web Development, Software Architecture, AI & Machine Learning,
Dublin Tech Summit 2023	31/05/2023	Dublin	
MyData 2023 Conference	31/05/2023	Finland	Data
Annual Privacy Forum 2023	01/06/2023	Lyon, France	Privacy/trust/Data



CONFidence 2023	05/06/2023	Poland	Cybersecurity
Data Week 2023	12/06/2023	Sweden	Data
South Summit 2023	07/06/2023	Spain	Innovation, Startups
The Next Web Conference	15/06/2023	Netherlands	Metaverse, AI
IoT Week 2023	19/06/2023	Berlin - Germany	Green Tech, Sustainability, Innovation
EuroDig 2023	21/06/2023	Finland	Digital Fovernance
BlockChain Battle 2023	06/07/2023	Lisbon- Portugal	Blockchain, Metaverse, Decentrilized Finance
WeAreDevelopers World Congress 2023	27/07/2023	Berlin - Germany	Creative technology Future society Start-up innovation
AI And Big Data Expo	27/09/2023	Netherlands	AI, Big Data, Cybersecurity, Cloud
GSAS 2023	09/10/2023	Barcelona - Spain	Software Architecture
IGF 2023	08/10/2023	Tokyo	Internet Governance
Decentralized	01/11/2023	Greece	DLT, Blockchain
Agile Testing Days	13/11/2023	Germany	Ai, Tech Sustainability, Agilility, ML
Web Summit	13/11/2023	Lisbon- Portugal	Tech, Innovation
Big Data Conference Europe	21/11/2023	Lithuania	Big Data, AI, Data Analytics



Slush 2023

30/11/2023

Finland

Startups, Innovation

Globecom 2023

12/04/2023

Malaysia

Telecommunications

## 4.8 AMBASSADORS PROGRAMME

The NGI Ambassadors are a group of experts who contribute to the dialogue and growth of the NGI community, and are enthusiastic and eager to spread the NGI values among their wide networks. They are influential NGI-related profiles with a substantial online reach that give them the capability to multiply the impact of the NGI values at the core of the human-centric Internet, such as openness, inclusivity, transparency, privacy, cooperation, and the protection of data.

They master a variety of fields of digital technology including Open Source, Artificial Intelligence, Cybersecurity, Digital Identities and Distributed Ledger Technologies. But they might also have an expertise that also covers business areas for disruptive innovation, open-source business models, research, and policy development.

The selected ambassadors will receive a compensation and support from FBC to perform the following activities:

- Joining the NGI online community platform and preparing an introductory post,
- Tagging them NGI Ambassador in their social media channels
- Interacting with other members of the NOC by conducting at least one Q&A session before/or after the NGI Talk in a form of a maximum one-hour online event available on the NGI Online Community platform.
- Organising with the support of FBC, at least one online event - NGI Talk (a webinar series hosting NGI Ambassadors).
- Posting on a regular basis on NGI social media (Twitter, LinkedIn, and NGI Community) 5 posts altogether about the Ambassador's NGI Talk and the interview.
- Promoting the NGI milestones when there is a milestone to promote: NGI Awards, Open Calls, NGI Forum.
- Providing one interview that will uniquely refer to the NGI4ALL.E project and related verticals.

All the listed activities are regulated by a contract between the ambassador and FBC, who oversees this activity. Remuneration will be calculated on a fixed part when the ambassador completes all the proposed activities; and a variable part according to the leads generated by the ambassador.



A Selection Committee including representatives of the NOO, the EC, and the NGI RIAs and CSAs has been constituted. The Selection is composed of a minimum of 12 members who meet ~twice a year to select a minimum of 4 ambassadors per year, in meetings coordinated by the FBC.

During the meeting, the Committee will discuss the ranking list of ambassadors that are proposed by the FBC after the input of all NGI RIAs. The ambassadors will be ranked in a top-down order. Those candidates that get a YES from 2 / 3 of the attending Committee members, based on a previously agreed selection criteria, will be proposed to become NGI Ambassadors. If they don't get the 2 / 3 of the votes, the discussion will pass to the next ranked candidate, until 3 candidates are selected, plus another one as a reserve list.

The objective (KPI) linked to this activity is to onboard at least 10 ambassadors, who will deliver 15 NGI Talks or podcasts. The ambassadors' total social media reach should be at least 500,000.

## 4.9 NGI EXPERT GROUP

The **NGI Expert Group** brings together leading European and International community members to provide input on specific aspects of relevance to the Next Generation Internet ecosystem. Expert Group members will:

- Participate actively in the biannual Expert Group sessions and workshops.
- Provide inputs and opinions on a set of predefined topics and give contributions towards strategic white papers.
- Share information about relevant advances or items of interest in their areas of activity.
- Participate in communication activities (e.g. interviews) related to the promotion of their role as an Expert Group member.
- Be a member of the NGI Online Community.

Currently there are 10 members on the NGI Expert Group that can be seen [here](#).

On the 31<sup>st</sup> of January, the NOO organised the first NGI High-level Expert Webinar on “Digital Commons and Digital Sovereignty” where two of the expert members participated as panellists.

The main objectives of the webinar were to:

- Discuss priorities for Europe to support an open, free, global, interoperable, reliable, and secure Internet.
- Explore the latest evolution of Digital Commons initiatives and relevant European policy-driven efforts.
- Discuss the role of the Next Generation Internet initiative as a way to foster Digital Commons and European Digital Sovereignty.
- Increase collaboration among all European players at work on Digital Commons.



The event was broadcasted online and brought the attention of more than 150 registrations, almost 100 participants and more than 100 views on the LinkedIn livestream.





## 5 EMPOWER AND VALUE, DIVERSIFY AND EVANGELIZE

### 5.1 NGI ONLINE COMMUNITY PLATFORM

The NGI Online Community (NOC) is the place where NGI stakeholders can interact to cooperate, gather information and news about the NGI, disseminate their work and look for synergies. NGI4ALL.E intends to increase platform interactivity using the platform chat live supporting exchange of messages, documents, pictures and links, sub-groups, or one-on-one discussions, as well as online meetings.

The NOC is a well-established platform that by the end of 2022 counted on more than 3,200 interacting users gathered to interact on NGI-related topics. In order to enlarge the number of members and increase the engagement in the NOC, the following actions will be performed in the community:

- New *Highlights* section to show the most active members and the most shared content in the NOC home screen.
- A community monthly digest with the best content of the community and exclusive content for NGI Online Community members.
- A survey will be sent every 12 months to the members to assess the most and least valued content and features of the community.
- Improvements at the user experience and user interaction levels.
- Community meta content to educate the members: enhanced onboarding email, links to the NOC Wiki, video tutorials and UX walkthroughs.
- Enable dedicated matchmaking activities for NGI funded solutions (NGI Accelerator tasks)
- Dissemination and promotion across the NOC Platform of NGI Innovators achievements.
- Long lasting call or campaign calling NGI stakeholders via the NOC to advertise their work and contribute to the NGI Innovator Database
- Promoting funding opportunities and mentoring/acceleration services for NGI innovators (in line with NGI Accelerator tasks).
- Perks for NGI innovators joining the online community (provided by FBC): events' tickets or free use of the paid version of digital tools.
- Reach out to new communities to engage under-represented groups and policy representatives.
- Liaise to open source communities, and similar national and regional initiatives.
- A specific space in the NOC to engage with media representatives will also be created.



These plans and activities are aimed to reach 4,000 **interacting users**, **35% increase** compared to the beginning of the project.

## 5.2 ACCESSIBILITY AND INCLUSIVITY IN COMMUNICATION

Equity, Diversity and Inclusion (EDI) are at the backbone of the NGI. Dedicated activities have become an explicit and integral part of the work and approach followed and promoted by the NGI Outreach Office. Overall, NGI fosters and commits to a condition of fair, just, and respectful treatment for all through reducing disparities in opportunities and outcomes for diverse communities, organisations and individuals involved in the overall ecosystem. This will in turn foster diversity of participation. Diversity is achieved through equity and fostered by inclusiveness. It's about recognizing the needs of each individual and group and having the right conditions across NGI resources, projects and initiatives, so that each person can contribute with their ideas, experiences and talents to the fullest. Based on this vision, the work on EDI is driven by three main objectives:

1. Making the **NGI better accessible and more inclusive**, targeting under-represented groups and aiming at diverse participation in terms of profiles, gender, abilities, and nationality.
2. Ensure **increased participation of women researchers and innovators into the NGI**, while promoting the NGI funded women and their work, in close collaboration with NGI intermediaries (i.e., the NGI RIAs).
3. **Fostering increased end users' engagement** with the twofold objective of better assessing their needs in terms of a trustworthy, secure and sustainable internet, and broadly promoting the NGI solutions.

To address these objectives, the EDI strategy is drawn upon five pillars of action: (1) NGI Resources and Tools; (2) NGI Innovators; (3) NGI Online Community; (4) Women in NGI; and (5) End-users involvement. Each of these is summarised separately below. It is noted that a detailed work plan including time-based breakdown of specific tasks to address each pillar is provided in Deliverable 4.1.

### 5.2.1 NGI RESOURCES AND TOOLS

NGI Resources and Tools include all online artefacts that allow individuals or organisations to engage with NGI and its RIAs. These include applicants to the RIAs, actual innovators and people interested in joining the Community or learning about NGI outputs and outcomes. This pillar is relevant mostly to improve equity, i.e. to ensure that all channels and tools are understandable and accessible by everyone, i.e. that equal opportunities to be part of NGI are offered. In turn, this may lead to an increased diversity among community members and innovators as well as a more inclusive experience for everyone wanting to engage with NGI. The following resources and tools are defined within the scope of this pillar: (1) the NGI website; (2) "Join NGI" (i.e. the digital assets and the resulting process for individuals to join the NGI Online Community and to subscribe to the NGI Newsletter); and (3) the Brand Guidelines available in the NGI Drive for innovators including the Innovators Toolkit, the NGI Templates and Graphics.



These are being analysed in terms of their accessibility and understandability. Since most of these are in digital, online, format, the anchor for this analysis resides in the latest Web Content Accessibility Guidelines published by the W3C<sup>6</sup>. Furthermore, specific actions are being implemented to test accessibility features integrated in the digital tools, specifically the website. For instance, a testing session has been organised with a blind individual to test the plug-in integrated for visually impaired people. Should issues around accessibility, navigability, or understandability of content emerge, corrective actions will be implemented.

## 5.2.2 NGI INNOVATORS

The focus within this second pillar consists in understanding if underrepresented groups exist among NGI Innovators, who these are, and fostering their engagement with the NGI Program. From a practical point of view, an integrated spreadsheet-based database has been built outlining all data available about: (1) profile of applicants (country and organisation type); and (2) profile of innovators (country, gender, and organisation type). This is divided by individual RIA and specific open calls within each RIA. Since there has not been an integrated way of reporting this data, a significant effort has been undertaken in searching (sometimes interpreting) and outlining this (still scattered) information. This quantitative analysis is being complemented through individual semi-structured interviews to representatives of each of the RIAs, both ongoing and finished ones (so far, the project coordinators). This is proven invaluable in understanding the quantitative side of the research, as well as to gain insights on what worked well, what did not, and how communication can be more inclusive and lead to more diverse innovators in future open calls. Actions will be then taken throughout the project according to the results of this continuous analysis. In general, iterative actions include:

- Explore who is underrepresented and identify examples of potential actors in Europe.
- Conduct 10 semi-structured interviews including both innovators and those actors related to groups that are currently underrepresented to understand why they are not present, what would motivate them to participate and to allow understanding needs and perspectives of these groups, as well as potential accessibility barriers.
- Provide recommendations to the NGI RIAs for the overall open call process to be more consistent with EDI principles.
- Recommend geographically strategic hubs to be leveraged to amplify communication and dissemination of future open calls in places where so far outreach and success (i.e. number of funded proposals) has fallen short.
- Assist with targeted communication for future open calls addressing diversity challenges identified.
- Contribute towards a wider and more diverse NGI community among which future calls can be promoted and disseminated (from effort in NGI community - see next subsection).
- Propose new topics to extend diversity in participation in NGI RIAs (from the effort planned with end-users, see below).

These actions can be mapped across the potential antecedents of diversity-related issues. Biases in this way may come from three different phases of the open call: their design, their

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<sup>6</sup> Full guide available at: <https://www.w3.org/TR/WCAG21/>



diffusion and dissemination, and the evaluation process. Deliverable 4.1 details for each of these, the relevant dimensions of EDI, the objectives, and the planned actions.

### 5.2.3 THE NGI ONLINE COMMUNITY

The effort within the NGI Online Community is similar in nature to the previous pillar. Indeed, through systematically exploring currently underrepresented groups in the NGI Online Community, new actions are being designed to identify, engage, and involve new groups, cohorts, and individuals thus enriching diversity of participation in NGO at different levels. The focus is therefore on understanding and subsequently increasing **diversity** in the NGI Online Community. Also, from engaging and collecting feedback from community members, the analysis to be undertaken can potentially outline how **inclusive** the experience of being part of the community actually is, and how it can be improved.

The work is therefore divided in two main stages: (1) analysing the database to identify underrepresented groups (based on the data available – i.e. gender, organisation type and general interest); (2) target those groups subsequently. By the end of the project the objective is then to achieve a more diverse range of online community members, and, if needed and possible, improve their experience making it more inclusive. The other actions foreseen include:

- Identify actors in Europe related to those groups that result to be underrepresented.
- Targeted communication and promotion to those underrepresented groups' channels.
- Recommendations for improvement in the Online Community design and processes for it to be more valuable for members, easier to access, and to provide a more inclusive experience.

To enable a more effective monitoring and improvement of inclusiveness in the community, we will leverage the periodic surveys conducted among community members. Additional questions to investigate the needs and desires of community members as well as to get their feedback will be added. This data, the one collected through the interviews, the mapping exercise as a result of the analysis, and the data generated through the work with women and end-users (see respective subsections below), will be the main data feeding into this work. Also, the aforementioned interviews being conducted with all the NGI RIAs, are being leveraged to gather opinions and experiences on how useful the NGI Online Community is and how this can be improved to better serve NGI Innovators and partners.

### 5.2.4 WOMEN IN NGI

The objective of this pillar is clear: engage more women across the NGI Innovators and Community and actively promote their work and visions. Consistent with the approach taken so far, the relevant building blocks refer to:

- Design of open calls, where the objectives will cover including gender information in the application process and gender-specific elements in the actual calls.
- Diffusion of open calls, where the focus is placed on contributing towards an increased reach of the open calls' dissemination to women individuals and groups thus fostering their participation in the RIAs.



- Evaluation of the open calls, where an effort will be made to adapt evaluation criteria and committee towards including scores related to gender, as well as women representation in the various evaluation committees.
- NGI Online Community to specifically foster and promote women's subscription to the community and their participation.

In addition, specific objectives are formulated towards promoting NGI women innovators.

- Conduct 10 interviews to women entrepreneurs (both innovators and those identified as part of the mapping exercise) and generate women's promotional material (e.g. in the form of video interviews, podcasts or articles) to be then published in a dedicated section of the NGI website.
- As part of NGI events, organise dedicated sessions of Women in NGI to enable promotion and visibility of women-led ideas and solutions.
- Ensure significant representation of women in the NGI Ambassadors Programme.

As for the strategy for this pillar, we first identify and approach both women that are already part of NGI (i.e. women Innovators identified through the interviews to the RIAs) and other existing groups of women innovators and researchers that are not (yet) part of NGI. The work is then twofold. On the one hand, the former will inform women innovators to target for interviews and promotion as well as potential candidates for the Women in NGI sessions. On the other hand, a more open mapping exercise is being conducted to identify individuals or groups of women researchers and entrepreneurs involved in aspects concerning the future of the internet. So far, we started this mapping exercise and, in parallel, we developed a living document with the details about each women-led communities, associations, and organisations involved in NGI-related topics. The first individual introductory meetings have been undertaken with a subset of them, also to test and improve the engagement approach. As part of these, we discussed their interests and proposed appropriate avenues for them to engage with NGI (e.g. participation in NGI events, application to specific open calls of interest, engagement in the NGI Online Community, video-interviews to promote their vision and work). Communication-oriented partnerships are also being established with those entities that are involved in women entrepreneurial ecosystems, to increase outreach of NGI-related content to those cohorts. For example, the Women Community at the 22@ Network has agreed to include NGI-related news (mainly open calls) in their future newsletters.

Furthermore, women have been targeted, engaged, and upon agreement, proposed to be included in the list of ambassadors' candidates for this semester (in alignment with WP3). Finally, a Women Innovator Award is also included as part of the NGI Awards Programme (WP2) to further contribute towards women engagement and visibility in and through NGI.

## 5.2.5 END-USERS ENGAGEMENT

Concerning the last working pillar, the perspectives, concerns, visions and desires of end-users and grassroots communities will be co-created and structured in an integrated taxonomy. The resulting future EU agenda will be therefore aligned with the societal demand for a more inclusive, trustable, and safe future internet ecosystem. The focus is therefore on extending NGI-related stakeholders to end-users and grassroots communities. This overarching goal is underpinned by two distinct objectives.

- Raise awareness of NGI solutions and showcase their value for end users;



- Include citizens' voices in the NGI evolution.

The former, i.e. the most immediate, is about communicating solutions developed by the NGI Innovators in a way that is accessible and understandable by anyone, i.e. not only assuming an IT-savvy audience. Starting from the “end user relevance” section of the NGI Innovator database, the focus will be on generating communication material from the available information while fostering and helping RIAs and innovators to use more accessible language when describing their solutions. In addition, following the same accessible and understandable approach, a video will be produced to promote and showcase the novelty and value of NGI solutions.

The latter represents the main and most substantial focus of this pillar. The first step is about identifying and mapping existing communities either directly working on digital rights or interested / active / curious about aspects related to the internet and its future evolution. This mapping exercise serves as a foundation for the work conducted here. All in all, engagement and involvement is achieved in three ways, or underpinned by three final outputs from this work:

1. Include representatives through **active participation both at NGI events** and as part of the **NGI Ambassadors Programme**. Key representatives of the communities mapped will be approached and invited to participate. Incentives will be represented by the opportunity for them and their communities to gain visibility as well as networking and, not neglectable, the opportunity to pursue their ideas and objectives.
2. Generate a **taxonomy of topics** for future NGI calls. The taxonomy will be generated from engagement with these communities and specifically from investigating together with them what are their needs, desires, and values and how can these be aligned with the EU agenda towards NGI. With respect to the process, two sources of data will be leveraged for generating this taxonomy. First, 20 representatives of the communities mapped will be interviewed. The interviews will be semi-structured and will allow for the emergence of desires, needs and topics to be included in the future agenda. Second, the taxonomy will be refined and validated through 3 participatory workshops where topics will be extended to actual scenarios. The methodology followed for building this taxonomy adheres to Nickerson et al. (2013)'s process, and specifically its empirical-to-conceptual approach (i.e. an inductive effort to generate the taxonomy from the bottom up considerations collected through engaging with the communities). The final result will then be the aforementioned taxonomy which represents the input enabling the inclusion of the societal view into the development of the internet of the future. With respect to the structure, the taxonomy's starting point will be based on the four main digital priorities of the overall program: Digital Commons, Metaverse, Web 3, and Greening of ICT.
3. Gather **perspective of the younger generations** and promote them through the generation and dissemination of an audio-visual resource. To do so, 2 participatory workshops with schools will be carried out. The video will be created as part of these sessions, which will be built upon the taxonomy generated as part of meeting the previous objective.

In summary, the work across the five pillars presented is expected to be iterative and to contribute towards equity, diversity and inclusion across the NGI Program. Importantly, the results of this effort are dependent on the availability of data and level of responsiveness/collaboration of the various NGI stakeholders, including the NGI RIAs (or





intermediaries), the NGI innovators, as well as the EC and other organisations that will be consulted/involved - including media players.

Concluding, the effort in EDI is aligned with and being informed by other relevant actions across other elements of the overall work plan presented in this deliverable. Specific attention is being given to the ongoing Communication Audit as well as the overall communication and outreach strategy (WP3). **As a result of this work, we foresee NGI as a more accessible, inclusive, and societally relevant programme and ecosystem.**

## 5.3 NGI INNOVATORS CATALOGUE

So far the NGI has funded more than 600 innovators with inclusive and trust-based complementary technology building blocks including services, applications, decentralised ledger technologies such as blockchain, data portability, AI, machine learning, networking, hardware and open source software. Projects cover a broad range of subjects from private search, instant messaging and remote working tools with data privacy, health, energy, finance, supply chains, research, knowledge management and responsible media platforms.

On the NGI portal, visitors can access these solutions through filters. The keyword filter is currently being improved, so that there are few keywords and that they are grouped under even fewer categories. This should make the navigation easier for the user. T

Additionally, there is an ongoing discussion with the EC and the projects regarding how to ensure the catalogue remains updated after the RIA, how to bring forward the TRL level of each innovator, among others.

## 5.4 NGI COACHING AND TRAINING

As part of the services the NGI4ALL.E offers to promote the Next Generation Internet (NGI) initiative more effectively, the 'coaching' and 'training' activities focus on providing dedicated guidance specifically geared at creating **more effective dissemination and promotional efforts across the whole programme, but also to ensure alignment in terms of branding and storytelling.**

The overall purpose of the NGI communication training is to share a better aware communication culture leveraging marketing concepts and research for more effective impact creation. Our training aims at supporting each NGI project to better communicate their own activities and contribute to the overall NGI communication impact. It is also about creating a common communication culture, and thus better aligning the various communication initiatives of all stakeholders. The NGI Outreach Office offers thematic training courses open to all the NGI communication and project managers, as well as ad hoc support if necessary or requested.

The pedagogical approach systematically adopted allows the NGI Outreach Office to engage all participants, regardless of their level of expertise. Training courses are usually introduced by a problem to be solved. This is followed by a presentation of the levers that can be used to solve the problem. The presenter then systematically gets down to business, demonstrating - with the help of examples - how to implement the theoretical advice. The



training courses always end with a question-and-answer session during which the participants can express their remarks or additional questions. The approach is usually very visual and engaging, even on the most complex topics.

During the previous project (NGI4ALL), the training programme was aimed exclusively at CSAs and RIAs. The training sessions, which lasted 60 minutes, were delivered at an average rate of eight sessions per year. They were promoted exclusively through the mailing list [comms@ngi.eu](mailto:comms@ngi.eu) which includes the contacts of all the NGI projects, innovators, partners and the project officers.

While this approach met and exceeded most of NGI's objectives in terms of the quality of the online communication provided by the beneficiaries, it became apparent that there was considerable room for improvement in several areas:

- **Target audience:** as we participated in various bootcamps organised by other CSAs, it became clear that third-party projects, i.e., innovators who are beneficiaries of NGI support, were very much in demand for this type of communication training to promote their outcomes, solutions and products.
- **Frequency:** given the relatively slow initial frequency of training, it appeared that some essential training (e.g., GDPR compliance) came much too late in the life cycle of the beneficiary projects.
- **Duration:** training participants regretted a certain lack of interaction during the training, mainly due to their brevity (60 minutes).

Based on this experience, the NGI4ALL.E approach has been fundamentally improved. The training programme now consists of **twelve topics** (listed in Table 3), delivered in **ninety minutes** (rather than sixty), on a **weekly basis** (almost every Wednesday, from 11:00 to 12:30). This training programme will therefore be fully delivered in three months, which is much more in line with the needs of the beneficiaries. To accommodate projects that start later in the year, the full programme will be delivered **two to three times a year**.

The duration of ninety minutes allows for more interactivity and a more in-depth exchange between participants and trainers.

Another great novelty is that this programme is now **open to third-party projects**.

Following a recommendation made by the reviewers of the first CSA, we have also integrated a **permanent satisfaction survey** into the training cycle. Participants who wish to obtain a PDF of the presentation must fill in a short form (three minutes maximum) which allows us to improve our approach on a permanent basis and in real time.

Finally, participation in the training requires **prior registration** (Tito platform), which allows us to see who has registered, and from which project the participants are issued. The platform currently used to deliver the courses (BigBlueButton) also provides us with very accurate monitoring of participants, including their login and logout times.

In terms of promotion, the training programme is now promoted via several complementary channels:








- the NGI portal which has a now dedicated section,
- the mailing list "comms@ngi.eu",





- the NGI Newsletter,
- the NGI Online Community Digest,
- NGI's social channels (Twitter, LinkedIn, Facebook and Mastodon),
- and finally, the social channels of the RIAs themselves whose mission is to promote the programme to the beneficiaries of NGI funding.

TABLE 28: TRAINING PROGRAMME (2022-2025)

 <p><b>THE NGI ECOSYSTEM MADE SIMPLE</b></p> <p>11th January 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>COMMUNICATION STRATEGY MADE SIMPLE</b></p> <p>25th January 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>STORYTELLING MADE SIMPLE</b></p> <p>1st February 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>CONTENT STRATEGY MADE SIMPLE</b></p> <p>22nd February 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>
 <p><b>SETTING UP A USER-CENTRED WEBSITE MADE SIMPLE</b></p> <p>1st March 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>SEARCH ENGINE OPTIMISATION MADE SIMPLE</b></p> <p>8th March 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>ENGAGEMENT STRATEGY &amp; MARKETING MADE SIMPLE</b></p> <p>15th March 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>ENGAGEMENT TACTICS MADE SIMPLE</b></p> <p>22nd March 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>
 <p><b>ANALYTICS MADE SIMPLE</b></p> <p>29th March 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>ONLINE PITCHING MADE SIMPLE</b></p> <p>5th April 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>GDPR MADE SIMPLE</b></p> <p>12th April 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>	 <p><b>DIGITAL TRENDS &amp; WEB 3.0 MADE SIMPLE</b></p> <p>19th April 2023 11.00h CET</p> <p><a href="#">REGISTER</a></p>

## 5.5 NGI AWARDS PROGRAMME



The NGI Awards will reward exceptional contributions from NGI beneficiaries. The main idea is to help NGI innovators gain visibility for their further growth; to select the best promoters of NGI values and objectives to inspire others to join the NGI; and to showcase outstanding achievements accelerating adoption and exploitation.

There will be 2 NGI Award editions (co-located with NGI Forum 2023 and 2024), with 3 different categories:

- **NGI Impact Award** to the NGI solution with greatest socio-economic and environmental impact.
- **NGI Women Innovator Award** to the most outstanding NGI women innovators' contributions.
- **NGI Inclusion Award** to the most relevant diversity-aware solutions promoting an inclusive internet.

All NGI beneficiaries included in the NGI Innovators Catalogue will qualify for the award but will have to apply for a specific category. The final winners (for each edition and each category) will be chosen among the submitted applications by a Selection Committee of invited members relevant to the category awarded, including EC representatives, NGI stakeholders, external experts, NGI Ambassadors, and selected women in tech.

The prize will consist of a package which will include an invitation to present at a major NGI event (sponsored travel and accommodation), a tailored dissemination and promotional campaign, and participation in the NGI matchmaking sessions.

We foresee at least 2 editions of the NGI Awards, with at least 50 innovators participating per edition, and at least 40% of women participating overall.



## 6 IMPACT, EXPLOITATION AND SUSTAINABILITY

As part of Task 1.4, FBA has formed the Impact, Exploitation and Sustainability Working Group (WG). The WG involves the NGI RIAs and will be supported by NGI4ALL.e partners and the European Commission (see Table 4 of the current WG). The WG meets on a monthly basis.

TABLE 29: IMPACT, EXPLOITATION AND SUSTAINABILITY WG

Name	Organisation	Project
Nina Dokleštic	FBA	NGI4ALL.e
Maria Paez	FBC	NGI4ALL.e
Monique Calisti	Martel	NGI4ALL.e
Eugenia Kypriotis	Martel	NGI4ALL.e
Yolanda Moreno	FBA	NGI Assure
Fernando Rullan	FBA	NGI Pointer
Mirko Presser	Aarhus University	NGI Pointer
Raquel Carro	Australo	NGI Sargasso
Maria Elena Martinez	Australo	NGI Sargasso
Olivier Bouzereau	OW2	NGI Search
Rita Madsen	Aarhus University	NGI Search
Catia Figueiredo	F6S	Ontochain
Thomas Wilczek	FBA	ESSIF-Lab

This WG is responsible for defining the way the NGI initiative drives impact and sustainability with the intention to enable opportunities for the open-source solutions developed/supported by NGI funding to be taken up by external parties interested in piloting as well as ensuring that open-source policy continues to thrive.

Points that are being addressed within the WG include:

- How to categories assets resulting out of FSTP and project results;
- How to best showcase these assets for communication and exploitation purposes;
- How to define impact metrics to understand which FSTP beneficiaries are paving the path for the future of the internet and support them via initiatives like the NGI Awards;
- How best to set up a matchmaking process for the FSTP beneficiaries with NGI Enablers (Accelerators, Investors etc).

Furthermore, the WG will provide insight as to what the FSTP beneficiaries who have applied through their Open Calls require in terms of business support, so that NGI4ALL.e can begin



the process of piloting an NGI Accelerator to connect NGI innovators with investors/market enablers by Fast-Tracking Assets to maximise exploitation of results.

Together with the support of NGI4ALL.e, the assets will continue to be communicated via the partners' communication platforms, the NOC and the NGI.eu portal. FSTP beneficiaries will receive monthly info on quarterly webinars and joint events for them to understand what are the existing opportunities for them to access funding and support but also for them to pitch their solution. Support services like pitching training will be offered to the beneficiaries on an on-demand basis to help prepare them for matchmaking opportunities with NGI Enablers.



## 7 KEY PERFORMANCE INDICATORS

In order to access the performance of the project’s communication, dissemination and exploitation activities, a set of KPIs (Key Performance Indicators) has been established. They will be assessed and analysed on deliverables D2.2 (M18) and D2.3 (M36), which report on the NGI stakeholder engagement activities.

TABLE 30: KEY PERFORMANCE INDICATORS

Mean	KPI	Target	Status at M06 (December 2022)
Presentations	Workshops/Special sessions /Demos	≥10 workshops/ sessions /demos	0
	Interventions at events	Interventions at events	2
Events organised	NGI Forum (hybrid format)	2 editions ≥300 participants each	0
	NGI Developers’ Meetups	3 editions ≥60 participants each	0
	Women in NGI	3 editions ≥40 each	0
	Women in tech mentoring	3 editions ≥ 20 each	0
	Participatory end-users workshops	5 editions - of which 2 in schools	1
	Innovators’ matchmaking webinars	3 editions with 12 ≥30 investors	0
NGI Awards	2 editions of the NGI Award	≥ 100 innovators participating per edition	0
	10-12 NGI Ambassadors	≥500,000 total social media followers	0



	NGI Talks/Podcasts	>15 NGI Talks/Podcasts	0
Liaisons	Established to NGI enablers and to relevant national/regional initiatives	~10-15 to NGI enablers; 25-30 to national/regional initiatives	0
	Established contacts to Open Source	~25-30 to Open Source initiative	0
Promotional materials	Flyers, brochures	≥2,500 at events, 2,500 downloaded from portal	157,915 (from beginning of NGI.eu till April 2022)
	Videos	15 videos	3
	Merchandising	≥3000 distributed at events	0
Social media	LinkedIn Group, LinkedIn page, Twitter, Facebook, Instagram	Annual year ≥ 10% for each channel - priority goes to LinkedIn and Twitter	LinkedIn Group: 11,601 LinkedIn Page: 1,718 Twitter: 5,130 Facebook: 870 Instagram: 669 Mastodon: 2,700
Online	NGI.eu portal	≥ 100,000 unique visitors, ≥ 2min visit	Unique Visitors: 32,008 (tot 2022) Time per visit: 2'15 (average 2022)
	NGI Online Community Platform	≥4000 interacting users - 35% increase	3200
	NGI Map	+10% registered organisations per year	323
e-Newsletter / Newsflashes/	Number of newsletters/newsflashes	≥12 newsletters, 12 Newsflashes	≥3 Newsletters, 5 Newsflashes



Blogs and Interviews	Subscribers' growth subscribers	+10% per year	2822
	Who's NGI Blog posts	One per week - instead of 1 every 2 weeks	5
	Interviews	To Ambassadors (12), Women in Tech (10), Underrepresented groups (20) and Grassroot (20)	0
Press	Media database	New entries for all EU MSs and ACs	80
	Media mapping	270 per year	~240
	Media partnerships per year	~200-300 journalists activated per year	~200
	EC officials' interviews	6-8 per year	6
	Placement	6-8 per year per EU Member State	~40
Scientific publications	Journal publications acknowledging NGI	≥25 peer-reviewed publications	The Zenodo account still needs to be created
	NGI Community on Zenodo	Zenodo NGI community account ≥ +25% views and + 25% downloads	The Zenodo account still needs to be created



## 8 CONCLUSIONS

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There is immense work done before NGI4all.e and several lessons to learn from, which we intend to leverage on and give the next step to create an ever-greater impact for NGI as described in this document. For the next months, NGI4all.e will have the following priorities:

- To reinforce the core community, successfully and smoothly onboarding the new NGI Research and Innovation project, through the branding guidelines, NGI Communication Task Force with monthly calls, among others.
- To engage the NGI community and promote the NGI vision around the pillars, such as with the NGI High-Level Expert Webinars
- To increase the impact and uptake of the NGI solutions, by:
  - Creating and fostering the NGI Impact, Exploitation and Sustainability Working Group with representatives from NGI.
  - Reinforcing the promotion of the NGI innovators through the NGI solutions catalogue, the press activities, the editorial and social media effort...

Additionally, the NOO has carried out a Brand Assessment analysis across internal and external stakeholders to evaluate the perception of NGI amongst key stakeholders to identify our strengths and weaknesses (the survey is available [here](#)). By gathering this feedback from NGI audiences, we will now be able to find out what's working well, what isn't working and where we can make improvements in our communication and outreach efforts. We want to check if NGI messages are being heard and understood as intended. This assessment will be reported in D4.2 and will allow the NOO to implement corrective actions, to tackle emerged weaknesses etc.

Finally, the NOO is also carrying out an assessment to the website with people with visual impairments. This analysis will also help to understand if there are any improvements that could be done on the website.

Within the next NGI4ALL.e deliverables, all the work that has been done towards these priorities will be reported and assessed, mainly through the deliverables on the Stakeholders Engagement Report (D2.2 and D2.3) and the NGI Outreach Activities Report (D4.2 and D4.3). Therefore, as activities take place and results are analysed, adjustments to the NGI communication and marketing strategy are also to be expected.

