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D2.2 NGI STAKEHOLDERS ENGAGEMENT REPORT

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Abstract	This document reports on the stakeholders' engagement activities led by WP2, focusing on the lessons learned to better tailor future efforts. It covers different kind of activities, e.g., NGI online community, NGI Innovators database, NGI Coaching and Training, outreach via online and offline activities to open source communities as well as NGI Impact Stories, that the NGI Outreach Office has led in the first 18 months of the NGI4ALL.E project.
Keywords	Stakeholders engagement, NGI Community, innovators, ecosystem growth.

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EXECUTIVE SUMMARY

This report, Deliverable 2.2 “NGI Stakeholders Engagement Report”, provides a comprehensive overview of the progress and outcomes achieved in Work Package 2 - “NGI Stakeholders Engagement - Empower and Value” (WP2) in the first 18 months of the NGI4ALL.E project.

As outlined in the NGI Stakeholders Engagement Plan (SEP) presented in Deliverable 2.1, WP2 focuses on fostering and empowering community building activities. The key objectives include offering outreach and collaborative services, spotlighting and mapping NGI innovators, animate the NGI Online Community (NOC) helping increase impact, coaching intermediaries and innovators in communication and engagement techniques, and reaching out to open source communities via online and offline activities.

Building upon the insights gained by operating the NGI Outreach Office (NOO) in the last 18 months, as discussed also in Deliverable 1.2, this report highlights the lessons learned and improvements made to enhance future efforts.

The approach that has been followed aims to adapt to needs and opportunities emerging in a growing community of communities. To effectively engage different stakeholders, a variety of activities have been pursued with a common idea in mind: create value for all target audiences/groups/innovators.

This required a continuous and close collaboration with all NGI intermediaries, with EC representatives and with NGI innovators. By providing online and offline tools and means of engagement, WP2 has operated in the perspective of providing services that could help increase the visibility, credibility and overall impact of various NGI initiatives.

In this document, several areas of work are covered by highlighting what has been achieved so far, but also what we have learned to steer in a more effective way the activities planned for the next reporting period.



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ABBREVIATIONS

CTR	Click Through Rate
CSA	Coordination and Support Action
DAU	Daily Active Users
DLT	Decentralised Ledger Technologies
EC	European Commission
EU	European Union
KPI	Key Performance Indicator
MAU	Monthly Active Users
NGI	The Next Generation Internet
NOC	NGI Online Community
NOO	NGI Outreach Office
RIA	Research and Innovation Action
RTO	Research and Technology Organisation
SEP	Stakeholders Engagement Plan
SME	Small and Medium Enterprise
SSI	Self-Sovereign Identities
WP	Work Package



1 INTRODUCTION

The NGI Outreach Office (NOO) acts as a hub for NGI stakeholders to exchange knowledge, find information, acquire visibility, learn from past and ongoing efforts, identify synergies and exploitation opportunities, promote their activities, and communicate their messages more effectively. Within the scope of Work Package 2, the main goal is more specifically to engage NGI stakeholders in a sustainable and effective way, by offering a variety of services, information, processes and tools helping to create value for all target groups.

As discussed in deliverable *D2.1 Stakeholder Engagement Plan* (SEP), while the past NGI Coordination and Support Actions focused on the set up and growth of the NGI ecosystem by creating awareness about the NGI the initiative in a broad perspective, the step forward for NGI4ALL.E has been to boost the interaction and engagement of all those community members, while reaching out to new relevant open source communities and initiatives.

In particular, the ambition has been to better engage the NGI innovators across a variety of activities, including active moderation of the NGI Online Community (NOC), online and offline communications, open source community reach out, enrichment and promotion of the NGI Innovator database, a refreshed programme of coaching and training, as well as more recent target activities planned at promoting the impact of NGI solutions via dedicated Impact Stories. By more actively engaging innovators in documenting and voicing their NGI experiences, the idea is to more convincingly articulate on the benefits of the work done within the community, helping create value also for other third party players.

A delicate aspect for the success of the work conducted within WP2, which is common to other activities the NOO is leading, is the active engagement of the NGI intermediaries as they are the ones having direct contact with their communities of innovators. In this respect, continuous and close collaboration has been promoted during the whole process, from the very beginning of the NGI4ALL.E project.

While some activities have been put on hold and refined only more recently in close coordination with the EC, several promising results have been produced especially in relation to the NGI Impact Stories initiative that is gaining momentum and that will be given a more prominent space also in the NGI portal and various other channels.

The core idea behind the work WP2 has been leading was to provide value to all the target individuals and organisations so as to involve them in dynamics of the NGI community in a durable perspective. As a matter of fact, the benefits from an active participation in the ecosystem become the key incentives to attract even more new players into the NGI.

In this deliverable, besides reporting on what was done in the first reporting period, some critical considerations about lessons learned and next steps are also provided. This should serve as a basis for discussion with the EC and other stakeholders on main priorities.

The remaining of this deliverable is organised as follows:

- Section 2 focuses on the NOC related activities which shows an active engagement of innovators and liaisons to related open source initiatives.
- Section 3 zooms into stakeholders' online and offline activities that have been carried out across multiple channels, liaising with prominent stakeholders.
- Section 4 reports more specifically on reaching out to open source communities.
- Section 5 reports the work done to improve and grow the NGI Innovators database.
- Section 6 provides insights into the NGI communication training programme.
- Section 7 elaborates on the NGI Impact Stories initiative, providing indications on further work that needs to be done.
- Section 8 provides some summary conclusions and recommendations for next work.



2 NGI ONLINE COMMUNITY PLATFORM

2.1 ABOUT THE ACTIVITY

The NGI Online Community (NOC), an online, GDPR-compliant platform, is designed for NGI stakeholders to interact and share NGI-related information. It features a 'New Highlights' section and a redesigned Landing Page, enhancing user navigation.

As of the end of 2023, the NOC's membership rose to 3,395 users (vs 3188 in July 2022 growth 6.49%), and the introduction of initiatives like the 'NGI Impact Stories' and the 'NGI Innovator Meetups' are set to increase the community's reach further.

This report reviews actions outlined in the previous NGI Online Community (NOC) plan. Key undertakings include introducing a "New Highlights" section, sending monthly community digests, and conducting feedback surveys, leading to user experience improvements.

The NOC content has been adapted based on survey results to achieve a more diverse and inclusive community. This approach ensures that the offerings are more closely aligned with the interests and preferences of the community members.

Additionally, monthly educational content and guides have been shared as links within the monthly Community Digest, directing members to resources for maximising their engagement with the community, and specific campaigns have been developed to enrich the NGI Innovator Database. Efforts have been made to promote funding opportunities through posts on the NOC and distribution via the Newsletter.

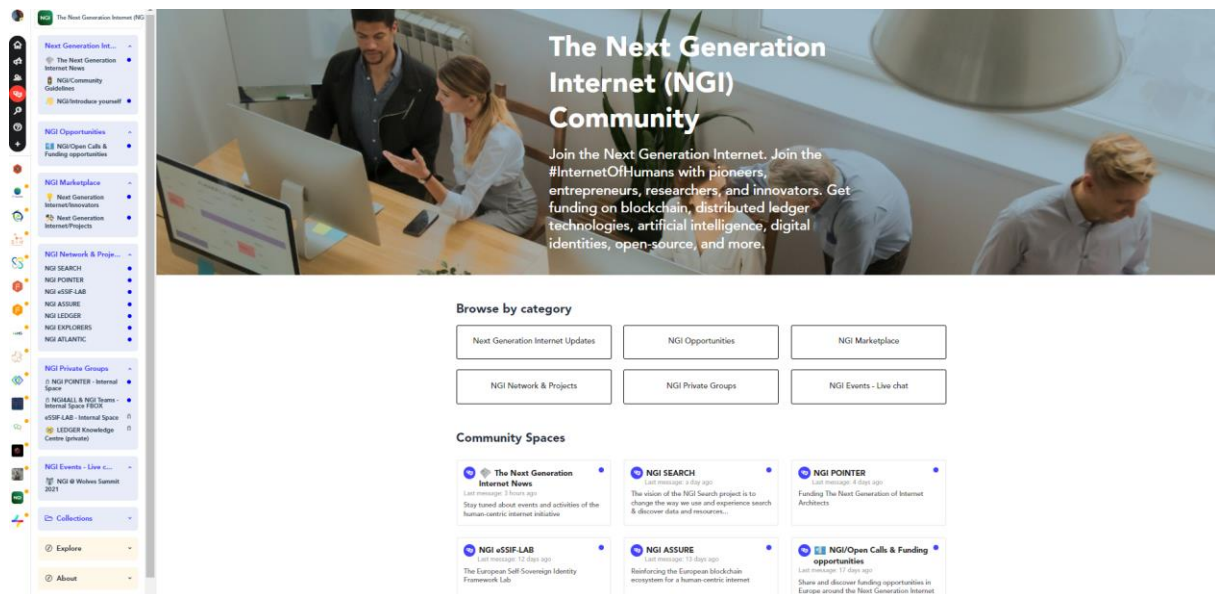


FIGURE 1: HOMEPAGE OF THE NGI ONLINE COMMUNITY (NOC)

2.2 WORK CARRIED OUT SO

In developing the NGI Online Community (NOC), a series of measures have been implemented to enhance inclusivity, user interaction, and community diversity:

- A key development is introducing a "New Highlights" section on the NOC's landing page, featuring engaging and relevant content.



- Surveys were conducted to ensure the community's relevance, inclusivity and effectiveness, assessing content relevance, user interaction ease, and overall satisfaction with the community's structure and offerings.

Based on the survey results, the Landing Page page of our interface has been redesigned. The new design offers a clear and concise overview of the latest updates and features, ensuring users can easily access further information since their last visit. This change aims to facilitate smoother navigation and more efficient access to relevant content.

The survey indicated a diverse range of interests among members, with no single topic dominating preferences. In response, we have broadened our content offerings to include a variety of subjects such as SSI (Self-Sovereign Identity), Blockchain, Web Development, Data Management and more. This expansion is intended to cater to the wide-ranging interests of our community.

Survey Insights:

- **Content Relevance and Utility:** Most respondents found the content relevant and helpful, with high ratings in these categories.
- **Ease of Interaction:** While most users found the platform easy to interact with, a noticeable percentage indicates room for improvement in user experience, hence the improvement in the Home Page.
- **Content Preferences:** Most respondents did not express a specific preference for content types, suggesting a wide range of interests or an undecided stance on content preferences; hence, our content strategy focused on various topics.
- **Likelihood of Recommending the Community:** Most respondents will likely recommend the NGI Community to others.

Efforts to diversify the NOC have been made through active engagement with open-source communities. These efforts include the promotion of open-source events and the launch of "NGI Impact Stories." Additionally, "NGI Innovator Meetups" are being organised to start during the first quarter of 2024, and the "NGI Innovator space" in the community is regularly fed with content from the NGI Innovators.

The NGI Online Community has intensified its efforts to enhance connections with open-source communities. This initiative, crucial for the community's growth, aligns with broader Digital Commons and open-source endeavours.

Activities in this direction have involved:

- Sharing content that appeals to these communities.
- Participating in events favoured by the open-source community.
- Launching the Impact Stories initiative, which features videos and interviews.

2.3 PERFORMANCE

Several key aspects of success and growth have been highlighted by the recent evaluation of the NGI Online Community (NOC) outreach to open-source communities. The ecosystem has been effectively broadened and enhanced by the integration of a diverse range of participants and the adaptation of the platform to align with NGI's focus on Digital Commons and open source, as has been demonstrated by the platform's engagement of new communities in the open-source domain through targeted content, the establishment of direct liaisons, and participation in relevant events.



The primary goal of these efforts was to increase engagement and community size. Objectives included:

- Enhancing the Monthly Community Digest.
- Introducing the NGI Influencer Programme.
- Increasing overall visibility and community involvement.

Due to regular updates, the platform has become more engaging, especially for those interested in open source. This is evidenced by the increase in Monthly Community Digest subscribers from 922 (Sept.22) to 1,111 (Dec.23), with an open rate exceeding 40%, which attests to the digest's relevance and appeal.

The community has observed growth in terms of quantitative and qualitative assessments. The user base has been expanded by 207 members, growing from 3188 (July 22) to 3395 (December 23), and is steadily approaching the goal of 4000 users. The surge in Monthly Community Digest subscribers and the consistently high open rate demonstrate the relevance and value of the content. Key highlights include the support provided by the NOC to innovators, evidenced by the announcement and dissemination of their achievements and their integration into the NGI Innovator Database. Over 100 publications focused on Open Source in the last six months further emphasise targeted content.

2.4 LESSONS LEARNED

Maintaining content appeal to a diverse audience required in response to the implementation of regular content updates and user feedback solicitations to keep the content relevant and engaging for all community members. The success of this approach was evident in the significant growth of the Monthly Community Digest subscribers and increased user interaction on the platform.

Insights were gained regarding the importance of content relevance and the impact of sharing real-life stories. The NGI Impact Stories initiative is starting to play a crucial role in this regard. These stories effectively engage and inspire members by showcasing significant contributions of NGI Innovators within open-source. They are demonstrating the tangible outcomes and innovations emerging from the community, supporting the NOC in overcoming one of its challenges: engaging new communities, especially those within the open-source domain since the functioning and self-organisation of these communities, more than in other cases, requires, aside of sharing relevant content, the creation of a sense of belonging and active participation by its members.

The strategies that worked well included:

- Tailoring actions within the NOC platform to resonate with open-source communities.
- Focusing on establishing direct connections and exchanging ideas, resources, and innovations.
- Implementing targeted surveys and soliciting user feedback to evaluate content relevance and user satisfaction.

Furthermore, the NGI Influencer Programme and NGI Innovator Meetups are being introduced to invigorate community growth. These initiatives are designed to strengthen community engagement further and encourage active participation.

From these experiences, several recommendations for improvement can be made:

- Continue enhancing user engagement through regular updates and relevant content.
- Develop initiatives like the NGI Impact Stories and the NGI Influencer Programme to increase sense of belonging at the same time broadening community scope.



- Increase efforts in collaborating with influencers from open-source communities to extend visibility.
- Maintain a flexible and adaptive approach, updating strategies to meet current goals and community needs.

The lessons learned from these experiences will guide future strategies and improvements, ensuring sustained growth and success in fostering an innovative and inclusive environment.

Feedback and Adaptation to Community Needs: Surveys were conducted in 2022 and 2023 evaluating the relevance, utility, and satisfaction with the platform's offerings and have played a crucial role in adapting the community to diverse user needs and backgrounds by, among other elements, adapting the landing page and the content calendar. A high open rate of over 40% for these surveys indicates an active engagement and appreciation of the content by the community members.

Continuous Growth and Support for Innovators: A consistent NGI Community user base growth has taken place, reaching 3,395 users by December 2023, steadily approaching the Key Performance Indicator (KPI) of 4,000 users. New initiatives like the upcoming NGI Innovator Meetups are going to be introduced, among other aims, to encourage connections, support and collaborations, thus enhancing the impact and effectiveness of NGI-funded solutions.

Effective Utilisation of Media and Open Source Orientation: Over 100 publications from media and open-source domains were published in the NGI Community, leading to a diversification in expertise and bringing the platform closer to the NGI open-source community.

Flexibility and Adaptation: The importance of staying attuned to the community's dynamics is clearer than ever, leading to plans for more frequent surveys to better adapt to evolving needs and interests.

All in all, the outreach of the NGI Online Community to open-source communities has marked significant progress in user engagement, content relevance, and community growth. Performance indicators and user feedback suggest successfully attaining the NOC's objectives. The community's growth increased the Monthly Community Digest subscriber count, and the effective dissemination of over 100 open-source-related publications through the NGI Innovator Database illustrates this success.

The NOC's updates based on user feedback have played a key role in meeting its goals. In summary, the NOC is focused on developing a creative space for its stakeholders, staying true to its initial vision while adjusting to the changing requirements of its community.

2.5 ACTION PLAN FOR THE NEXT REPORTING PERIOD

Promotion of Open-Source Events: Enhanced promotion of open-source events is planned to ensure continued support and heightened visibility. These events are key gatherings for the community, and their increased promotion is integral to the NOC's strategy.

Development of NGI Impact Stories: The NGI Impact Stories initiative will be further developed. The aim is to bring more diverse achievements within the NGI and the broader open-source community to the forefront, showcasing them more prominently.

Strategic Collaborations: Strategic collaborations, mainly through the NGI Influencer programme, are a focus for the upcoming year. These collaborations are intended to extend the NOC's reach and influence by tapping into broader networks and audiences.

Direct Connections and Initiatives: Exploration of additional direct (tech) connections to various open-source communities or tools is underway and new initiatives like the upcoming NGI Innovator Meetups are expected to provide additional touchpoints, contributing content and learnings for improvement.



Community Growth Objective: A significant objective for the next reporting period is the community's growth, specifically targeting the attraction of open-source community users. The NOC aims to reach 4,000 interacting users, representing a 35% increase since the project's inception. This ambitious target underscores the NOC's commitment to expanding its user base and fostering a more dynamic and engaged community.

Anticipated Impact on Broader Project Goals: The focused efforts in event promotion, strategic collaboration, and content publication are poised to bring the NOC closer to the open-source ecosystem. The increase in user interaction, the expansion of the NGI Impact Stories, and the strategic collaborations are expected to contribute significantly to the community's vibrancy and engagement.

Overall, these plans align with the original vision for the NOC, aiming to create a dynamic and inclusive environment for its users while adapting to the evolving needs and interests of the open-source community.



3 STAKEHOLDERS' ONLINE/OFFLINE INTERACTION

3.1 ABOUT THE ACTIVITY

This activity focuses on creating a dynamic platform for engagement between NGI stakeholders. This involves both online interactions through the NOC and offline interactions facilitated through events, social media, web, news, and other communication channels. The primary goal is to foster a sense of community, enhance collaboration, and provide valuable support and resources to NGI innovators and intermediaries.

3.2 WORK CARRIED OUT SO FAR

The activities carried out during the reporting period varied depending on the stakeholders they were aimed at. This chapter will be organised along these groups of stakeholders and will be of descriptive nature. The numbers achieved can be found in the section "Performance" hereafter.

For the innovators as individuals, the main sources of online interaction were the ngi.eu website, where a wide range of news items were posted such as announcing various events or the latest updates on European AI policy, the social media channels (including LinkedIn, X, YouTube, Mastodon, PeerTube), the training programme, the NGI Innovator Database, and the NOC. The news items were also distributed several times a year to the innovators through newsletters, newsflashes and relevant mailing lists. Furthermore, apart from the news items, the ngi.eu website served as a hub with resources the innovators could use to further their own activities, having access to training or information on Open Calls. An additional way the innovators were engaged in the initiative was through the NGI Impact Stories and the NGI Influencers Programme, both of which are described in greater detail in subsequent sections of this report. Regarding offline activities, the innovators were engaged through a wide range of events organised both by third parties or by NGI itself (e.g. NGI Forum 2023), relevant white papers and reports, as well as press releases.

The second key stakeholder category includes innovative startups and SMEs, and the key activities to reach them, besides online social media and web site news, were the newsletters / newsflashes that were sent out also to relevant communities and initiatives, including the Digital SME Alliance, Digital Innovation Hubs active at national and regional level (see deliverable D1.2), the ngi.eu website as a resource hub where the Open Calls are promote, the press releases as well as the events organised by NGI and other parties.

NGI RIAs were identified as the third major stakeholder group, for which the following online activities were carried out:

- Communication through the NGI Communication mailing lists.
- Regular calls with the NGI Communications Task Force
- Raising awareness about news and events through the newsletters/newsflashes and the social media channels
- Active community building through the NGI Community and the NOC
- Training and coaching services for the RIAs.

Offline activities included events such as the NGI Forum 2023 or presentations given at third party venues and happenings.



The final major stakeholder category includes policy makers. The NGI reached these stakeholders through close collaboration with the EC representatives, but also via dedicated online media activities, news, newsletters, dedicated webinars, and participation in external events (e.g., digital assembly annual editions) and panels. For the next reporting period, under the lead of Task 4.1, despite limited resources, the plan is to increase collaborations with the dedicated policy-driven CSA NGI Commons.

3.3 PERFORMANCE

This chapter will list the numbers achieved over the reporting period.

TABLE 1: KEY PERFORMANCE INDICATORS FOR STAKEHOLDERS' ENGAGEMENT ACTIVITIES

Number of followers of the NGI X channel	5,318
Number of followers on the NGI LinkedIn page	2,052
Number of followers on NGI instagram page (no longer animated as per agreement with the EC)	650
Number of followers and likes on NGI Facebook page (no longer animated as per agreement with the EC)	658 likes and 900 followers
Number of new followers on NGI LinkedIn page over reporting period	1-5 new followers per day on average, with two peaks in January 2023 and November 2023
Number of post impressions on the NGI X profile	2,817,600
Number of reactions on NGI LinkedIn profile	1,501 (between January and December 2023)
Number of news items uploaded to the ngi.eu website	26
Number of newsletters/newsflashes sent	6 newsletters and 15 newsflashes
Number of press clippings for NGI Forum 2023	68 (01.09.23-31.12.23)
Number of mentions of the ngi.eu website in press clippings	13
Number of people reached through press releases	8,7 million
Number of messages on NOC	1,839
Number of replies on NOC	427
Number of reactions on NOC	2,048
Number of participants at the NGI Forum 2023	220 on-site and 700 online participants

3.4 LEASSONS LEARNED



From the activities performed so far, several lessons can be learned:

1. **Multi-channel engagement is key:** NGI's use of both online (NGI Online Community Platform, social media, newsletters) and offline channels (events, talks, reports) highlights the importance of a multi-faceted approach to stakeholder engagement. This approach caters to different preferences and ensures a broader reach.
2. **Content diversity and relevance:** The wide range of content (from news on European AI policy to NGI Impact Stories) kept the community engaged and informed, demonstrating the importance of diverse and relevant content in community building.
3. **Continuous community building and engagement:** Regular updates, newsflashes, and events are vital for keeping the community engaged and fostering a sense of belonging. This ongoing engagement is crucial for sustaining interest and participation.
4. **Value of educational resources:** The provision of resources such as training and information on Open Calls added value to the community, supporting the professional growth of members and enhancing the platform's appeal.
5. **Impact of press and public relations:** The significant number of press clippings and the broad audience reached through press releases underline the importance of media and public relations in amplifying the reach and impact of the initiative.

Reflecting on the NGI initiative's efforts to build a dynamic engagement platform, it's clear that their multi-channel strategy was effective in fostering a robust community of innovators, startups, SMEs, RIAs, and policymakers. The targeted communication approach, which tailored activities and content to the specific needs of different stakeholder groups, significantly enhanced participation and interest. Notably, the balance between online and offline interactions, including the effective use of social media, newsletters, and events, played a pivotal role in maintaining continuous engagement and a sense of community among stakeholders.

The performance metrics used, such as social media following, event attendance, and follower growth, provided tangible evidence of the initiative's impact and reach.

3.5 ACTION PLAN FOR THE NEXT REPORTING PERIOD

The following activities are planned to be carried out until the end of the project:

- **Engagement of NGI Pilots projects:** the NGI pilot projects will be presented and promoted on the NGI website as well as the social media channels
- **Collaborative Partnerships:** Strengthening collaborations with NGI stakeholders, including NGI Influencers and the European Commission, will be a focal point. Joint initiatives and cross-promotions will enhance outreach efforts and foster a sense of community within the NGI ecosystem.
- **NGI impact stories:** promotion of NGI impact stories through the ngi.eu website, the newsletters, and social media posts. The main goal is to inspire more innovators and expand the NGI Community.
- **NGI Influencers:** the recruitment of NGI Influencers is an ongoing activity designed to enable the onboarding of a new batch of 3 Influencers every 4 months. The next Selection Committee vote will take place in early January 2024, and the next batch will be activated in March 2024.
- **NGI Forum:** the planning for the next NGI Forum will start in the first months of 2024.
- **Webinars:** the organisation of relevant webinars with people from the NGI Community such as the NGI Panel taking place in January 2024.
- **Stakeholder engagement and networking:** active networking at external events such as FOSSDEM, FOSS Backstage, Open Source Policy Summit, etc.



- **Training:** Regular training will continue to take place. At the time of reporting, 12 trainings for spring 2024 have already been announced, ranging from a presentation of the NGI ecosystem to storytelling tools and methods.



4 OUTREACH TO OPEN SOURCE COMMUNITIES

4.1 ABOUT THE ACTIVITY

The "Outreach to Open Source Communities" activities within the NOC aims to broaden and enhance its ecosystem by bringing together a diverse range of participants, further adapting the platform to the NGI's overall development towards Digital Commons and open-source.

Engaging new communities, particularly those within the open-source domain, is at the heart of these outreach efforts. This engagement is achieved through tailored actions within the NOC platform. One key strategy involves cross-feeding targeted content that resonates with these communities by curating and sharing relevant and engaging material.

In addition to content strategies, the NOC strongly emphasises establishing direct liaisons with open source communities, among other activities, via NGI4ALL.E's active participation in events favoured by open source communities, the continuous monitoring and active moderation of its platform to ensure it remains a dynamic and appealing space for open-source enthusiasts and the exploring of direct (tech) connections with other platforms.

4.2 WORK CARRIED SO FAR

Regular updates of relevant content have become a key feature, enhancing user interaction and visibility. This ongoing development has made the platform more engaging, especially for those interested in open-source.

In tandem with these updates, the NOC has experienced a strong increase in Monthly Community Digest subscribers, growing from 922 (Sept.22) to 1,111 (Dec.23), with an open rate exceeding 40%. This surge in subscribers underscores a growing interest in open-source topics and attests to the digest's relevance and appeal to our diverse community members.

Furthermore, implementing targeted surveys and actively soliciting user feedback within the NOC have been critical in evaluating content relevance and overall user satisfaction. These efforts have enabled us to fine-tune our content and interactions, ensuring they resonate with the specific needs and preferences of the open-source community.

In addition to these strategies, the NOC has significantly enriched its outreach through the NGI Impact Stories initiative. This initiative involves extensive dissemination efforts, including creating static images, dynamic videos and valuable content in posts and interviews. These stories have played a crucial role in highlighting the successes within the open-source community, effectively engaging and inspiring our members. By showcasing these success stories, we have demonstrated the tangible outcomes and innovations emerging from our community, further solidifying the NOC as a hub of inspiration and collaboration.

Moreover, initiating collaborations with influencers from open-source communities has marked a strategic shift of our outreach efforts. Although still in their very early stages, these collaborations have been met with positive reception. By creating tailored toolkits for each influencer, including customised copies, branding, and audiovisual content, we enable them to increase reach and impact of our initiatives. These influencer collaborations extend the visibility of the NOC towards our target.

The work carried out so far showcases our firm commitment to building a community focused on open-source as one of its main pillars. The NOC continues evolving as a place for engagement, sharing, and collaboration for the ecosystem and is already working on technological ways to incorporate links to aligned tools/platforms.



4.3 PERFORMANCE

The performance of the NGI Online Community (NOC) in recent months has been exemplary, demonstrating significant progress in various key areas. This progress is particularly noteworthy when considering the Key Performance Indicator (KPI) for community users, which is set at 4,000.

The following points outline the performance and justify the successful strategies implemented.

- **Community Growth:** As of December 2023, a growth of 207 members has been recorded in our user base, which has increased from 3,188 users in July 2022 to 3,395. The goal of 4,000 users is being steadily approached. Over the past year, the growth has been gradual.
- In response, initiatives such as **NGI Impact Stories and the NGI Influencer Programme** have been introduced with an additional NGI Innovator centred activity currently in the making, the themed NGI Innovator Meetups. These strategies have been designed to reinvigorate growth and accelerate progress towards the target. These efforts are anticipated to yield significant results soon, attracting more users from open source communities interested in NGI.
- **Monthly Community Digest:** The Community Digest has seen an increase in subscribers, growing from 922 (Sept.22) to 1,111 (Dec.23), with an open rate consistently above 40%. This significant jump in subscribers, coupled with the high open rate, underscores the relevance and value of the content provided. It shows that the digest is successfully meeting the interests and needs of the community, serving as a vital resource for updates and insights.
- **Innovator Support:** The NOC supports innovators by announcing and disseminating their achievements, along with integrating these successes into the specific NGI Innovator showcase on the platform. This approach recognises and celebrates community members' contributions and enhances all users' knowledge base and resource availability. Furthermore, the soon to be announced themed NGI Innovator Meetups aim to provide specific support and matchmaking that might not otherwise be available via the different RIA activities and additionally foster collaboration among the community, inline with current best practices within the wider open-source ecosystem.
- **Focused Content:** Over the last six months, there have been more than 100 publications related to Open Source. This focused approach to content aligns with the interests of a significant portion of the community.

4.4 LEASSONS LEARNED

- **Engagement Strategy**
 - Aligning strategy with the needs and interests of community members leads to more active and meaningful participation.
 - Adopting best practices of the open-source ecosystem like bottom-up and horizontal organisation, providing opportunities for contribution and ownership of content to NOC members fosters engagement. This has been especially effective with the NGI Impact Stories initiative and the ecosystems response to them during the NGI Forum itself, on the NOC and social media.
- **Content Relevance**
 - Keeping content relatable, fresh and exciting is essential for community engagement and involvement.



- **Adaptive and Responsive Approach**
 - Listening and adapting based on user feedback is crucial for enhancing the community experience.
 - More regular community member surveys may additionally help to an even better understanding of this heterogeneous audience in order to enable further adaptation to specific needs.
- **Impact of Examples like Impact Stories**
 - The activity boosts interest in the open-source communities by demonstrating the influence and success of NGI Innovators.
 - They vividly show NGI funded achievements in the open-source field and bring visibility to the openly accessible NOC's platform.
 - Showcasing real-life impact stories effectively attracts and retains community engagement.

The increase in membership and engagement showcase the successful outreach efforts of the NGI Online Community (NOC), including a growing connection with open-source communities. Additionally to purely NOC focussed activities around easily accessible open-source community relevant content, initiatives like the NGI Impact Stories have substantially broadened the community's scope by featuring innovators from RIAs that have not been active on NOC like for example NGI Zero, which is contributing to attracting more peers from the open-source ecosystem.

Additional direct connections to the different open-source communities need to be made also on the technical side and initiatives such as the ongoing NGI Impact Stories and the upcoming NGI Innovator Meetups in order to further increase and refine outreach efforts.

4.5 ACTION PLAN FOR THE NEXT REPORTING PERIOD

A comprehensive action plan to continue the NOC's outreach and growth towards the wider open-source ecosystem is based on the following pillars:

- Enhanced promotion of open-source events, ensuring continued support and heightened visibility for these key community gatherings.
- In addition to event promotion, there will be a concerted effort to develop the NGI Impact Stories initiative further. This expansion aims to bring more stories to the forefront, showcasing the diverse achievements within the open-source community of NGI and beyond.
- Strategic collaborations are also a focal point of the upcoming year's plan. The NOC intends to extend its reach and influence via the NGI Influencer programme and with it tapping into broader networks and audiences. This approach is aligned to publish more targeted content, addressing this community's unique interests and needs.
- Additional direct connections to the different open-source communities on the technical side are being explored and initiatives such as the ongoing NGI Impact Stories and the upcoming NGI Innovator Meetups will provide additional touchpoints, content and learnings for improvement.



5 NGI INNOVATORS DATABASE

5.1 ABOUT THE ACTIVITY

The [NGI Innovators Database](#) represents the central showcase for NGI solutions coming from the NGI projects. It is a core focal point to promote the outputs of NGI projects and boost the adoption of the solutions deployed under the NGI programme.

The following actions were taken to improve and better exploit the NGI Innovators Database:

- Refining the structure of the database to support the growing number and diversity of funded innovations (e.g. filter by country).
- Liaising with the NGI RIAs for continuous updates.
- Aligning with other tasks to ensure the promotion of NGI solutions to the press and via NGI online and offline channels.
- Facilitate the NGI assets exploitation (also in line with the NGI Accelerator tasks), by exhibiting the NGI solutions to potential users, customers, interested developers and investors.

The evolution of the NGI Innovators Database was coordinated with all ongoing RIAs to ensure the mapping considers new needs.

5.2 WORK CARRIED OUT SO FAR

At the time of writing, over 1000 innovations are available in the NGI Innovators Database, from all the NGI RIAs. The catalogue allows the NGI solutions to be easily identified by multiple filters such as country, status and the NGI intermediary project that selected and funded them. The searchable catalogue allows for a quick discovery of results covering a wide variety of cutting-edge technologies, in the following categories:

- Trustworthy hardware and manufacturing
- Network infrastructure, including routing, peer-to-peer and virtual private networking
- Software engineering, protocols, interoperability, cryptography, algorithms, proofs
- Operating systems, firmware and virtualisation
- Measurement, monitoring, analysis and abuse handling
- Middleware and identity
- Decentralised solutions, including blockchain and distributed ledger technologies
- Data and machine learning
- Services and applications such as email, instant messaging, video chat and collaboration
- Virtual use cases, improving search and discovery, and community building.

The NGI Innovators Database is a constantly evolving 'living' space, with new innovators added in batches as the NGI RIAs select new solutions to be funded. The database can be downloaded as a csv file of the catalogue, for easy offline access.

Moreover, the NGI Outreach Office is constantly verifying the usability of the NGI Innovators Database, implementing changes to optimise the visitors' experience. It also intends to review



(once again, adopting a collaborative approach with the NGI projects) the JSON schema and its mandatory fields, and optimise the free Search tool.

An important decision that was made in 2023, was to remove the keyword field from the schema. This was the result of an intense debate over the maintainability versus usability of the keyword taxonomy. The taxonomy had grown too large, a lot of keywords contained typos, and a serious clean-up was needed to make searching on keywords in the database practicable. In the end it was concluded that it is not interesting enough to invest in a taxonomy clean-up, and the decision was then made to no longer allow website visitors to use the keyword field to query the Innovators Database.

This was communicated to the partners with a new instruction to not fill in the keyword field anymore in the JSON file they maintain.

5.3 PERFORMANCE

The NGI Innovators’ Database has reached a very good number of page views (12,288 pages views in 18 months). Furthermore, the database has continuously grown, with 434 new solutions added until the end of December 2023.

The following table summarises the key metrics related to performance:

TABLE 2: KEY METRICS RELATED TO THE NGI INNOVATORS’ DATABASE

Grow the NGI Innovators Database and facilitate access to it	
Total number of solutions in the Database	1,090
Number of new solutions included in the database (at July 2022: 656)	434
Number of innovators from the database showcased in the Who’s NGI blog	39
Number of innovators from the database showcased in the NOC Platform	59
Number of NOC content items related to the database (and CTR)	29 NOC content items
Number of people accessing the database	12,288 page views
Top 3 categories searched	<ol style="list-style-type: none"> 1) Decentralised solutions (including blockchain and distributed ledger technologies) 2) Trustworthy hardware and manufacturing 3) Services and applications (for example email, instant messaging, video chat, collaboration, cloud storage)

5.4 LESSONS LEARNED



Providing a database that collects the innovators' projects is important for the community and other potential innovators. The process of feeding and updating the database with information from the RIAs could be improved and streamlined. There is a need for regular communication with the RIAs and making them aware of the added value of uploading this information to the database.

Making available an innovators database showcases the important work carried out by companies (startups, SMEs), research institutes, and other organisations around Europe in the open-source area. As such, the database should be further populated and developed as it is an important source of inspiration for other innovators in the field.

5.5 ACTION PLAN FOR THE NEXT REPORTING PERIOD

The following activities are planned to be carried out until the end of the project:

- **Increase of number of innovators on database through online channels:** through the continuous promotion of the database on NGI social media channels and other NGI platforms such as the NOC platform, as well as actively encouraging the cross promotion of the platform through partner and affiliate channels (e.g. RIA's channels). The newsletters/newsflashes as well as the mailing list are also an interesting channel to promote the database through
- **Database features:** explore the possibility to add links to other relevant portal content (or to the NOC platform), feeds from innovators' social media accounts, videos of demos, and detailed statistics on database population and the visits to it.



6 COACHING AND TRAINING

6.1 ABOUT THE ACTIVITY

The communications coaching and training programme provides knowledge, experience and support to the NGI stakeholders on communication and engagement, through online training sessions, both for NGI intermediaries (CSAs & RIAs) and beneficiaries (NGI innovators).

Unlike the past CSA, NGI4ALL.E has extended the communication coaching and training to the NGI innovators (and not only to the other CSAs and RIAs), with the objective of strengthening the community's communication skills, sense of belonging and cohesion. NGI4ALL.E also provides the entire training programme in a much shorter period (three months), possibly twice a year according to new RIAs onboarding. This activity offers:

- Common training sessions organised and planned on a weekly basis - for topics of relevance to all stakeholders
- Dedicated training sessions to be arranged along the course of action as appropriate, for topics that need to be addressed on a project-by-project or groups of projects basis.
- Addressing the following topics: NGI Ecosystem and branding implementation, Communication Strategy, Content Strategy, Engagement Strategy, The Art of Storytelling, Websites, SEO, Social Media tactics, Analytics, Online presentations, GDPR and digital trends.
- A Media Relations session inviting journalists.
- Two training sessions addressing Venture Capital and Technology transfer (provided by FBC).

6.2 WORK CARRIED OUT SO FAR

Objectives. 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 ideas, values, activities and solutions, 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, third-party projects (innovators) as well as ad hoc support if necessary or requested.

Pedagogical approach

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.

The list of episodes can be found in the Annex 2.

Participation. In 2023, the NGI Outreach Office set up a registration platform (Ti.to) to accurately identify the number of registered and actual participants, as well as their identities. For this training season, which took place between January and April 2023, we recorded **236 actual participants**. The number of **individuals was 61**, from **40 different projects**.



These results represent a fundamental step forward in terms of participation compared with the previous programme, and far exceed the KPIs initially forecast.

Challenges faced. The only real challenge we faced was choosing a **suitable video conferencing platform**. The user community indeed asked us to abandon the commercial Zoom platform in favour of an open-source platform. We tested all the available solutions, and initially chose BigBlueButton. Unfortunately, this platform suffers from a weakness that is incompatible with the format of our training courses, namely the sharing of fluid videos embedded within the PowerPoint presentations that serve as the visual support for the courses. We therefore opted for the **Jitsi solution**, which has proved to be generally effective and stable, even if it does not provide all the functions offered by Zoom. Our training courses were adapted accordingly.

6.3 PERFORMANCE

To test the performance of our programme, we set up an ongoing satisfaction survey, initially on **Qualtrics**, and subsequently on the open-source **Kobotoolbox** platform. We collected in total **55 opinions from participants**, based on **11 main questions**, and we can consider the results as quite exceptional - the detailed metrics of the satisfaction survey are in Annex 2.

6.4 LESSONS LEARNED

The suggestions we received via our survey can be summed up as "Don't change a thing", which is rather reassuring. We did, however, receive a few requests to make the sessions a little longer, which we don't think is a good idea given the limited time available to the vast majority of participants. We have also received a few requests to make the sessions a little more interactive, which will be the case for the second season starting in February 2024.

As far as participation is concerned, even if it can be considered satisfactory, we know that there is real potential to increase it still further. This will require more active support from the RIAs, which we will involve in our promotional campaign starting in January 2024.

6.5 PLANNED EFFORTS

In the light of the objective feedback we have received, we are more convinced than ever that our offering meets a real need and demand from our target audiences. We also believe that the themes, the format and our teaching approach are in line with expectations. Our main concern is to further expand our audience, and to make this training programme visible and accessible to the entities for which it is intended. It is on this basis that our future efforts will focus primarily on promoting the programme, in particular through much greater involvement of RIAs. Unfortunately, we have very little control over their willingness to get involved; some RIAs are extremely active in terms of communication and relay our messages correctly, while others don't do so at all. Our aim for the future is therefore to establish a closer connection to the RIAs Coordinators and to work with them to put in place a more effective system for relaying the NGI Outreach Office's messages than is currently the case.

In concrete terms, we plan to design an "**NGI Communication Training Promotion Kit**" and distribute it to the RIAs in January 2024 in order to reduce the effort required and facilitate the dissemination of our messages. The kit will consist mainly of a proposed communication plan (publication schedule), and 'ready-to-use' narrative elements to be posted on the various communication channels available.



7 NGI IMPACT STORIES

7.1 ABOUT THE ACTIVITY

As a result of discussions with the EC and current RIAs representatives within the NGI Impact, Exploitation and Sustainability Working Group, aiming for a stronger alignment with the current NGI outlook and strategy towards Digital Commons including values and the best practice functioning of the wider open source community, the previous “NGI Awards Programme” concept was replaced by a more horizontal, inclusive initiative, namely the “NGI Impact Stories” (see amendment to the Grant Agreement, sections 1.1 and 2.1.1).

The main goal of this activity is to recognise outstanding contributions of NGI Innovators allowing all RIAs (concluded or active) to showcase what NGI impact means to them, either via participation in one of the 2 NGI Forum Editions or a dedicated section on the NGI Website and NOC platform including ongoing promotion support by the NGI Outreach Office aiming to inspire and attract newcomers and also incentivising NGI solutions’ uptake.

7.2 WORK CARRIED OUT SO FAR

Pitch support

- Support was provided to the 5 speakers with regards to structuring and adapting their pitch and slides to the heterogeneous audience expected at the NGI Forum and the 5-minute time limit.
- The workshop format was discussed and decided together in a specific session with the 5 speakers in order to make it as engaging and community friendly as possible.

NGI Forum

- Travel arrangements, coordination and coverage were managed by the FundingBox team.
- On the day support was provided in the form of pre-session and pre-video interview briefings and networking introductions upon request.
- All 5 speakers were recruited to eventually participate in the NGI Influencer programme.

Promotion

In the lead-up to the NGI Forum, we leveraged the Impact Stories Initiative to promote the event, creating content for the NGI Community and promoting it through regular posts on LinkedIn, Twitter, the NGI Community Digest, and NGI Newsflash, accompanied by custom visuals in both image and video formats.

During the Forum, these Impact Stories were shared via live streaming, and additional supporting material was recorded for future use.

Following the event, we focused on producing and disseminating content summarising key highlights. This included several posts in the Community, a general one, along with five specific ones featuring video interviews. A campaign ran on NGI's LinkedIn and Twitter to promote this content further from December 11th to 20th.

The Impact Stories initiative activity on the NGI Online Community (NOC) platform has been extensive and positively affected us reaching its members. This initiative focuses on sharing impact stories through various types of content, including images, videos, posts, and interviews, providing a glance into their achievements, experiences and contributions to the wider NGI.

To get these stories out to a broad audience, we've used different ways of sharing them, such as precisely our online community platform (examples 1, 2, 3, 4, 5, 6 & 7) but also interconnecting social media, the [NGI website](#), as well as the NGI Community Digest & Newsflash.

By sharing experiences from various projects and initiatives, we've been able to show the impact of our work and the importance of the Open Source community.

Additionally, by providing them with tailor-made content (image, video and copy) to share in their own particular networks, we've reached even more people and strengthened our message.

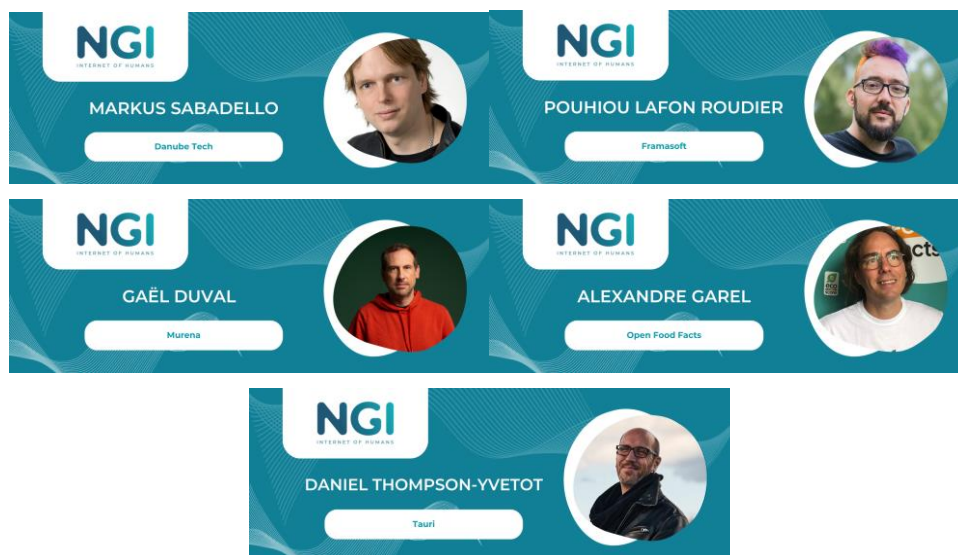


FIGURE 2: SNAPSHOT OF THE IMPACT STORIES FEATURED ON THE NGI NOC PLATFORM

This has helped to make the NOC a place where people can learn about and be inspired by the world of NGI open-source innovation.

7.3 PERFORMANCE

Before the NGI Forum 2023. From November 8th to 14th, we focused on using the Impact Stories Initiative as a tool to promote the event. This involved creating and sharing content specifically tailored for the NGI Community. During this period, we actively posted this content on various platforms, including LinkedIn and Twitter, and through our regular communications like the NGI Community Digest and NGI Newsflash. We enhanced our posts with custom graphics and videos to make them more engaging and visually appealing. This strategy aimed to capture our audience's attention and generate excitement for the upcoming NGI Forum, ensuring it reached a diverse group. Actions carried out in that period:

- [Discover our new initiative: NGI Impact Stories](#) (8 November); Impressions: 127.
- [NGI Forum - Impact Story 1 \(X\)](#) (8 November); Impressions: 780 - Engagement: 12 - Engagement Rate: 1.50%.



- [NGI Forum - Impact Story 1 \(LinkedIn\)](#) (8 November); Impressions: 388 - Clicks: 3 - Interactions: 12 (9 reactions, 3 reposts).
- [NGI Forum - Impact Story 2 \(X\)](#) (9 November); Impressions: 2307 - Engagement: 27 - Engagement Rate: 1.20%.
- [NGI Forum - Impact Story 2 \(LinkedIn\)](#) (9 November); Impressions: 226 - Clicks: 3 - Interactions: 9 (5 reactions, 4 reposts).
- [NGI Forum - Impact Story 3 \(X\)](#) (10 November); Impressions: 125 - Engagement: 8 - Engagement Rate: 6.40%.
- [NGI Forum - Impact Story 3 \(LinkedIn\)](#) (10 November); Impressions: 422 - Clicks: 4 - Interactions: 13 (9 reactions, 4 reposts).
- [NGI Forum - Impact Story 4 \(X\)](#) (13 November); Impressions: 1735 - Engagement: 20 - Engagement Rate: 1.20%.
- [NGI Forum - Impact Story 4 \(LinkedIn\)](#) (13 November); Impressions: 625 - Clicks: 6 - Interactions: 19 (13 reactions, 6 reposts).
- [NGI Forum - Impact Story 5 \(X\)](#) (14 November); Impressions: 50 - Engagement: 2 - Engagement Rate: 4%.
- [NGI Forum - Impact Story 5 \(LinkedIn\)](#) (14 November); Impressions: 446 - Clicks: 8 - Interactions: 27 (22 reactions, 5 reposts).

During the NGI Forum 2023. During the NGI Forum, we focused on more than just live-streaming the event. We also prepared various materials for future use. This included taking photos of the speakers and attendees and conducting interviews as part of the Impact Stories. These efforts ensured that people who couldn't watch the live stream or attend in person could still access and benefit from Impact Stories' content. The list of the interviews:

- [Interview Markus Sabadello - Number 1](#)
- [Interview Pouhious Lafon - Number 2](#)
- [Interview Alexandre Garel - Number 3](#)
- [Interview gael Duval - Number 4](#)
- [Interview Daniel Thompson - Number 5](#)

After the NGI Forum 2023. After the NGI Forum, from November 23rd to December 20th, we worked on creating content highlighting the Impact Stories. We posted several articles in the Community, including one general overview and five others with video interviews. To help spread the word, we also ran a campaign promoting these posts on NGI's LinkedIn and Twitter from December 5th to 20th.

Community Posts:

- [NGI Forum 2023: Impact Stories](#) (23 November); Impressions: 277.
- [NGI Impact Stories - Interview: Markus Sabadello \(Danube Tech\)](#) (30 November); Impressions: 99.
- [NGI Impact Stories - Interview: Pouhiou Lafon \(Framasoft\)](#) (30 November); Impressions: 68.
- [NGI Impact Stories - Interview: Alex Garel \(Open Food Facts\)](#) (30 November); Impressions: 60.
- [NGI Impact Stories - Interview: Gaël Duval \(Murena\)](#) (30 November); Impressions: 61.
- [NGI Impact Stories - Interview: Daniel Thompson Yvetot \(Tauri\)](#) (30 November); Impressions: 51.

Social Media Posts:

- [NGI Forum - NGI Impact Stories \(LinkedIn\)](#) (5 December - FundingBox); Impressions: 616 - Clicks: 35 - Interactions: 32 (25 reactions, 7 reposts).
- [NGI Forum - NGI Impact Stories \(LinkedIn\)](#) (8 December - Martel); Impressions: 193 - Reactions: 4 - Reposts: 1
- [NGI Forum - NGI Impact Stories \(Twitter\)](#) (5 December - FundingBox); Impressions: 49 - Engagement: 4 - Engagement Rate: 8.20%.
- [NGI Forum - NGI Impact Stories \(Twitter\)](#) (8 December - Martel); Impressions: 103 -



- Engagements: 4 - Engagement Rate: 4.9%
- [NGI Impact Stories - Interview: Markus Sabadello \(Danube Tech\)](#) - LinkedIn (11 December)
Impressions: 161 - Reactions: 2 - Reposts: 0
 - [NGI Impact Stories - Interview: Markus Sabadello \(Danube Tech\)](#) - X (11 December)
Impressions: 106 - Engagements: 7 - Engagement Rate: 6.6%
 - [NGI Impact Stories - Interview: Pouhiou Lafon \(Framasoft\)](#) - LinkedIn (13 December)
Impressions: 119 - Reactions: 8 - Reposts: 1
 - [NGI Impact Stories - Interview: Pouhiou Lafon \(Framasoft\)](#) - X (13 December)
Impressions: 118 - Engagements: 11 - Engagement Rate: 9.3%
 - [NGI Impact Stories - Interview: Alex Garel \(Open Food Facts\)](#) - LinkedIn (15 December); Impressions: 304 - Reactions: 7 - Reposts: 0
 - [NGI Impact Stories - Interview: Alex Garel \(Open Food Facts\)](#) - X (15 December)
Impressions: 103 - Engagements: 2 - Engagement Rate: 3.9%
 - [NGI Impact Stories - Interview: Gaël Duval \(Murena\)](#) - LinkedIn (18 December);
Impressions: 388 - Reactions: 22 - Reposts: 1
 - [NGI Impact Stories - Interview: Gaël Duval \(Murena\)](#) - X (18 December)
Impressions: 300 - Engagements: 15 - Engagement Rate: 5%
 - [NGI Impact Stories - Interview: Daniel Thompson Yvetot \(Tauri\)](#) - LinkedIn (20 December); Impressions: 287 - Reactions: 11 - Reposts: 0
 - [NGI Impact Stories - Interview: Daniel Thompson Yvetot \(Tauri\)](#) - X (20 December)
Impressions: 132 - Engagements: 8 - Engagement Rate: 6.1%

This content was also shared through the NGI Community Digest, the NGI Newsflash, and the FundingBox's Newsletters.

7.4 LESSONS LEARNED

- Flexibility and adaptation: The move from the "NGI Awards Programme" to "NGI Impact Stories" marked a significant shift. It showed the need to update strategies to meet current goals, such as focusing on Digital Commons and open-source communities' best practices. Adapting plans to new situations and objectives is essential for long-term success.
- Inclusivity and collaboration: The NGI Impact Stories initiative focus on inclusion and community spirit promoted a sense of belonging and ongoing participation from all members.
- Widespread promotion and custom content: The initiative effectively spread its message by employing a comprehensive promotion strategy, using various channels like the NOC, LinkedIn and Twitter as well as the NGI Impact Stories representatives themselves spreading the word to their particular niche audiences. Different types of content such as banners, images and videos were produced. This approach reached a diverse audience, demonstrating the importance of multiple communication methods.
- Using the NGI Forum to present a new initiative: Employing the event to create and share stories proved effective. It transformed the event into a platform for continuous storytelling and engaging a wider array of people more directly. Planning materials for future use extended the impact beyond the event itself.
- Planning and Managing Content: A detailed breakdown of activities before, during, and after the NGI Forum underscored the importance of careful planning and management in content creation and campaign execution. A clear plan and diverse communication tactics were extremely helpful to engage and involve the target audience effectively.



7.5 REFLECTION AND CONCLUSIONS

- The NGI Impact Stories initiative has played a crucial role in uniting the community and revealing the personal aspects of technology and innovation within NGI. As the NGI community grows, these stories are increasingly vital when it comes to guiding and motivating current and future members.
- So far, the initiative shows signs of being able to successfully connect and expand the community, demonstrating how storytelling can foster engagement and inspiration within and beyond the NGI ecosystem.
- This initiative has effectively illustrated what NGI is about, helping people to grasp the initiative's values, activities, and objectives through real-life examples from numerous NGI innovations.
- Given the highly positive response during and after the NGI Forum, the NGI Impact Stories initiative is proving to be vital. It showcases NGI Innovators' outstanding contributions, brings the community together, and provides a human-centric perspective to the innovations developed with NGI's support and funding.

7.6 ACTION PLAN FOR THE NEXT REPORTING PERIOD

- Creation of dedicated NGI website section.
- Identification of NGI Impact Stories and support in adapting them to the right format.
- Grouping of stories per specific NGI areas and audiences.
- Promotion of stories via NGI channels, wider media and events.
- Usage of particular stories as tools for connection to NGI pilots or citizen engagement
- NGI Impact Stories at the NGI Forum 2024



8 CONCLUSION

The NGI4ALL.E project has demonstrated significant strides in engaging a diverse array of stakeholders in the NGI community. Key Achievements and insights include:

- **NGI Online Community Platform:** The platform has seen notable growth, reaching 3,395 users by the end of the reporting period. Initiatives like the NGI Impact Stories and the upcoming NGI Innovator Meetups will further enhance community engagement. Regular updates, content relevance, and the introduction of the NGI Influencer Programme are instrumental in this growth.
- **Stakeholders' Online/Offline Interaction:** A multi-channel engagement strategy has been proven to be successful, catering to different stakeholder needs and ensuring broader reach. The blend of online and offline interactions has been crucial in maintaining continuous engagement.
- **Outreach to Open Source Communities:** Focused efforts in this area have led to a richer ecosystem, attracting more members from several open source communities. The NGI Impact Stories initiative is expected to increase the outreach and engagement towards new initiatives.
- **NGI Innovators Database:** The NGI solutions database now features over 1,000 innovations, demonstrating the breadth of NGI outcomes and facilitating their potential adoption. Regular updates and enhancements to the database have made it an invaluable resource to promote the NGI achievements.
- **Coaching and Training:** The expanded NGI comms training program has significantly benefited stakeholders, with increased participation and highly positive feedback. The training programme focuses on various aspects, including communication, strategy, and digital trends.
- **NGI Impact Stories:** This initiative replaced the NGI Awards Programme, focusing on a more inclusive and ongoing recognition of NGI Innovators' contributions. The stories showcased at the NGI Forum 203 and on various NGI channels have been inspirational and instrumental in community building. This is expected to grow in the next reporting period.

As the NGI4ALL.E project moves forward, the focus will remain on enhancing stakeholder engagement and expanding the NGI ecosystem. This includes:

- Continuing to grow the NGI Online Community Platform, targeting a more extensive and diverse user base.
- Further enriching the NGI Innovators Database, continuing adding new entries and making it more comprehensive and user-friendly.
- Expanding the reach of coaching and training programs, with an emphasis on inclusivity and accessibility aspects.
- Advancing and promoting further the NGI Impact Stories initiative, broadening its scope to encompass more areas of NGI and diverse innovations.
- Strengthening partnerships and collaborations within and beyond the NGI ecosystem, particularly with open source communities, considering new NGI projects starting in Q1 2024 will bring in and connect to new initiatives.
- Leveraging and refining processes and tools to facilitate better interaction, collaboration, and dissemination of NGI innovations and success stories.
- Continually adapting and innovating engagement strategies to align with the evolving digital landscape and stakeholder needs.

As the NGI4ALL.E project moves forward, it will continue to build on its successes, adapting to new challenges and opportunities in the digital research and innovation scene, embracing



stakeholders active across communities that expand on the NGI reach, e.g., digital commons, large language models, web 4.0, etc.

The focus will remain on providing value to all the NGi stakeholders in the form of access to technology, information and funding that are essential to grow the impact and relevance of the NGI in the broader European context.

Via the work operated within the WP2 context, the NGI4ALL.E consortium has laid a robust foundation for a sustainable and inclusive NGI ecosystem. The lessons learned, successes achieved, and relationships forged during this project provide a strong basis for future endeavours, ensuring that the NGI initiative continues to thrive and contribute significantly to Europe's digital future.



ANNEX 1: STAKEHOLDERS' ONLINE/OFFLINE INTERACTON

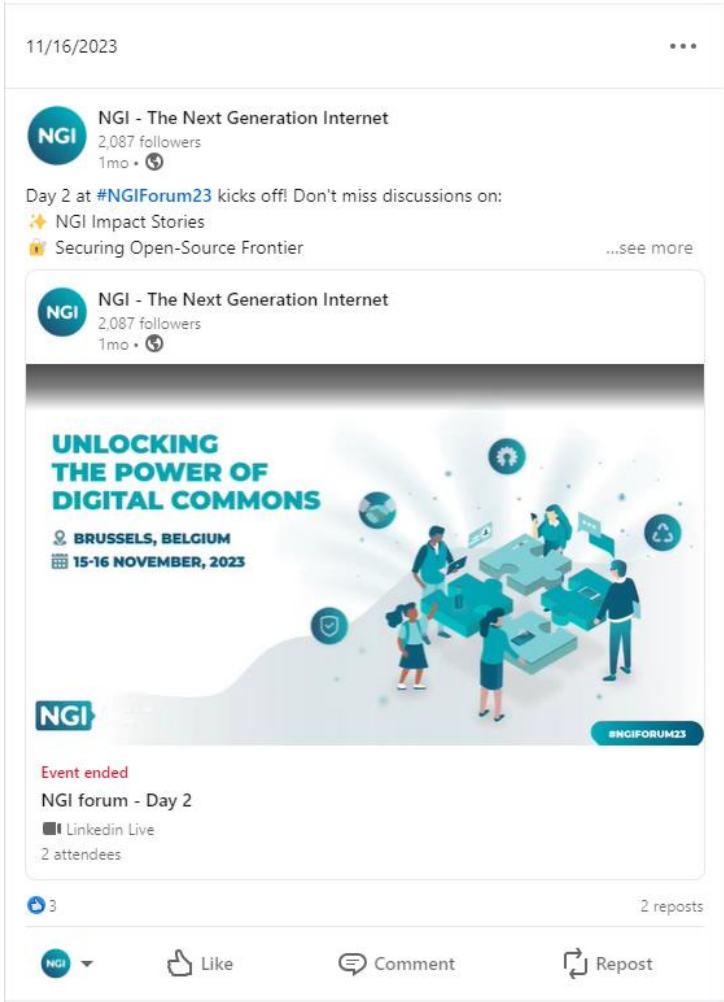


FIGURE 3: LINKEDIN POST ABOUT DAY 2 OF THE NGI FORUM 2023





Latest News

Gemma Carolillo Presenting the NGI Initiative at the Connect University

Gemma Carolillo, Deputy Head of **Next Generation Internet** Unit, European Commission, explained how the Next Generation Internet is contributing to building the "internet of humans", in line with European rights and principles, and to delivering internet technologies that enable better control of our digital life, respects our privacy, permits better sharing of data, based on user's preferences, and enables better socio-economic impact based on improved trust.

[Read more](#)



GEMMA CAROLILLO
at Connect University Autumn School

**WEB2 VS WEB3 -
TOWARDS THE NEXT
GENERATION INTERNET**

28th September, 14:00-16:00
Online Event

WWW.NGI.EU/EVENTS



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FIGURE 4: SCREENSHOT OF NEWSFLASH FROM SEPTEMBER 2022



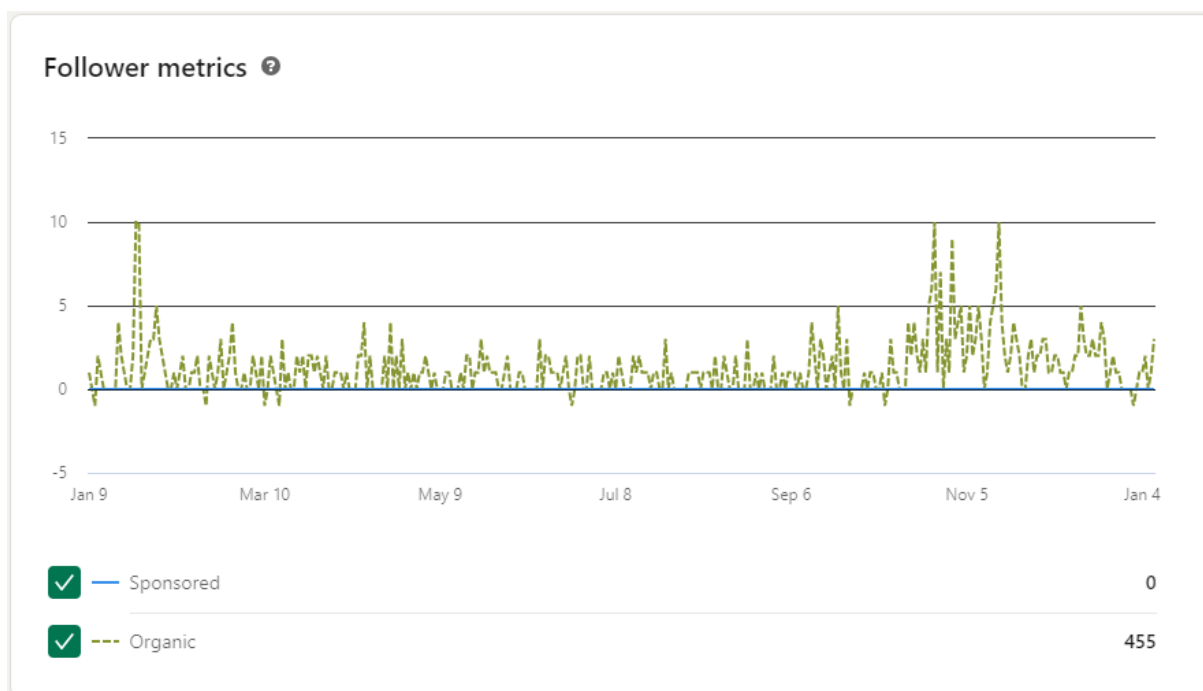


FIGURE 5: INCREASE IN FOLLOWERS ON NGI LINKEDIN PAGE JANUARY 2023 TO JANUARY 2024

TABLE 3: TOP 10 JOB FUNCTIONS OF THE NGI LINKEDIN FOLLOWERS

Business Development (18.1%)	Engineering (7.3%)
Information Technology (6.9%)	Research (6.1%)
Program and Project Management (6%)	Education (5.9%)
Operations (5.9%)	Community and Social Services (3.6%)
Media and Communication (3.6%)	Product Management (3.5%)

TABLE 4: TOP 10 INDUSTRIES OF THE NGI LINKEDIN FOLLOWERS

IT Services and IT Consulting (12.2%)	Higher Education (7.5%)
Research Services (7.1%)	Software Development (6.8%)
Business Consulting and Services (4.8%)	Government Administration (4.4%)
Technology, Information and Internet (3.8%)	Non-profit Organisations (2.4%)
Civic and Social Organizations (2.4%)	Telecommunications (2.3%)



ANNEX 2: ILLUSTRATIONS RELATED TO COACHING AND TRAINING

Episode 0, 23/12/2022, GDPR made simple (specifically requested by and delivered to ONTOCHAIN projects)

This training session is 'specific' in that it has been requested by ONTOCHAIN for the benefit of its funded third-party projects. The aim of the session is to summarise in 90 minutes what

RGPD is, what publishers' obligations are, and how to implement it in such a way as to be and stay on the 'safe side' regarding this regulation.



A communication training session that rocks!

Friday 23rd of December 2022, 11:00 am CET

Presented to ONTOCHAIN Open Call 3 projects



Episode 1, 11/01/2023, NGI Ecosystem & branding made simple

This session is primarily aimed at RIAs. It presents the NGI Online Communication Ecosystem as a whole as well as the NGI Branding guidelines. The aim is to enable RIAs to create their own brand image (inline with NGI guidelines), and to understand how best to exploit the NGI communication channels.



Wednesday 11th January 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 2, 25/01/2023, Communication strategy made simple

This session explains the fundamentals of communication strategy, i.e. the determination of communication objectives, the audiences to be reached, the messages to be disseminated, the communication channels to be used, general planning, and the means to be implemented to achieve the given objectives.



Wednesday 25th January 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training



Episode 3, 01/02/2023, Storytelling made simple

This session presents the reasons why storytelling is at the heart of communication. We then summarise all the ingredients of a good story, and how to develop a specific 'tone of voice' to get noticed. The session is illustrated by numerous examples from different business sectors.



Wednesday 1st February 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 4, 22/02/2023, Content strategy made simple

This session explains what content strategy is, and how it fits in with communication strategy. Participants learn about the disciplines that need to be mastered, and all the steps that need to be taken to put in place an effective strategy. We also take a look at the specific features of the communication channels currently available.



Wednesday 22nd February 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training



Episode 5, 01/03/2023, Setting-up user-centred websites made simple

This session explains how to develop a killer website based on a rigorous and flexible methodology. We cover all the relevant aspects, including information architecture, interfaces, content creation, technical developments, maintenance and monitoring, to name but a few.



Wednesday 1st March 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 6, 08/03/2023, Search Engine Optimisation made simple

The aim of this session is to explain what search engines can and cannot do, and how to optimise content (texts, images, videos) so that it is correctly indexed. We review around twenty operational techniques that can make all the difference when it comes to organic referencing. We also look at current developments, particularly in relation to AI.



Wednesday 8th March 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training



Episode 7, 15/03/2023, Engagement Strategy & Marketing made simple

The main theme of this session is to understand why and how to develop a community of active users of the communication channels you operate. Participants discover how to develop an effective strategy for growing and moderating these communities, either organically or using certain paid marketing techniques.



Wednesday 15th March 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 8, 22/03/2023, Engagement tactics made simple

This session is closely linked to the previous one. It begins with an overview of current trends in social media and then goes on to explain how, in very practical terms, you can stand out from the crowd with remarkable and engaging content. We summarise the ten essential tactics you need to know in order to make noise, naturally and without financial investment.



Wednesday 22nd March 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training



Episode 9, 29/03/2023, Analytics made simple

This more technical session summarises the importance of analytics, and what they can tell a publisher about user behaviours on a website or social channels. Trainees learn all the essential concepts they need to know, and above all how to interpret the raw figures in a long-term analysis strategy.



Wednesday 29th March 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 10, 05/04/2023, Pitching made simple

In this session, participants learn how to pitch their ideas, projects or solutions with impact. Using concrete examples, we cover all the aspects that make a good pitch: essential content, the rules of impactful storytelling, the structure of the story, detailed visual support tips & tricks, the essential qualities of the speaker's performance and, finally, the technical aspects that are all too often neglected.



Wednesday 5th April 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training



Episode 11, 12/04/2023, GDPR made simple

The aim of the session is to summarise in 90 minutes what the GDPR is, what publishers' obligations are, and how to implement it in such a way as to be and stay on the 'safe side' regarding this regulation.



Wednesday 12th April 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

Episode 12, 26/04/2023, Digital trends & Web3 made simple

During this session, we looked at all the remarkable trends and innovations in online communication in 2023. Among the topics covered were the traffic statistics for the main social media, the emergence of new communication channels, the metaverse and, of course, the impact of AIs, which were just beginning to emerge at the time of the course.

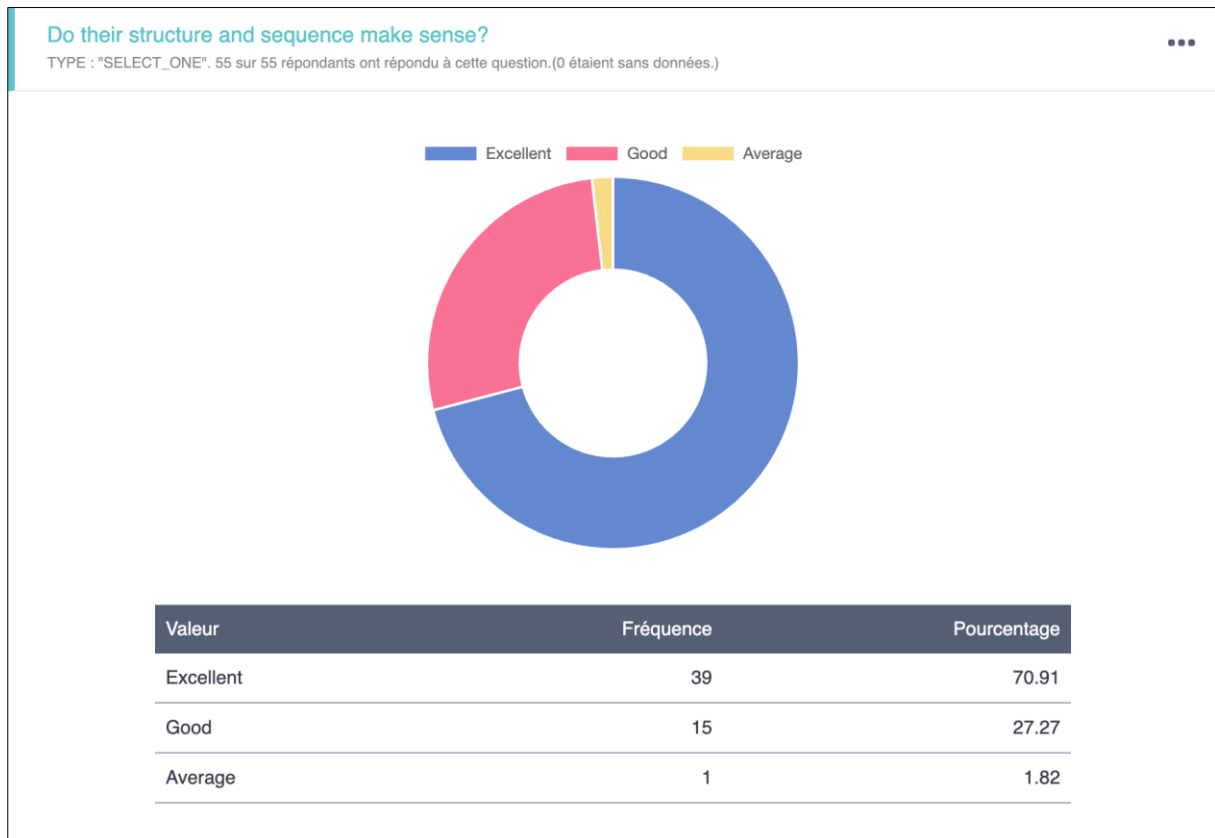
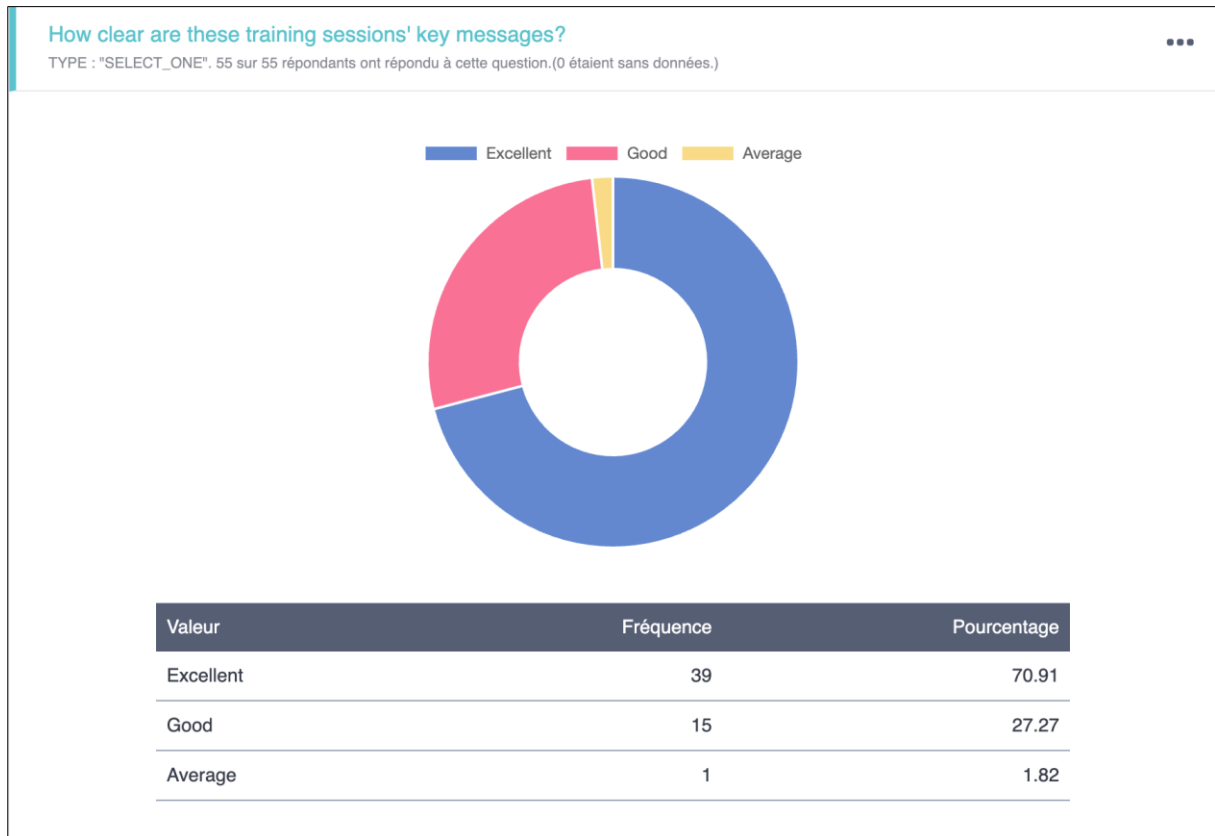


Wednesday 19th April 2023, 11:00 CET

REGISTER HERE: www.ngi.eu/ngi-communication-training

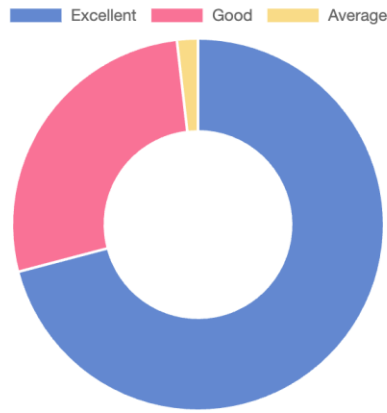


Feedback surveys for the Training programme:



Do their structure and sequence make sense?

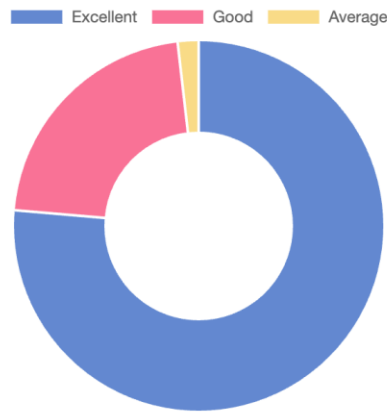
TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Excellent	39	70.91
Good	15	27.27
Average	1	1.82

Are the examples given relevant and do they facilitate your understanding?

TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)

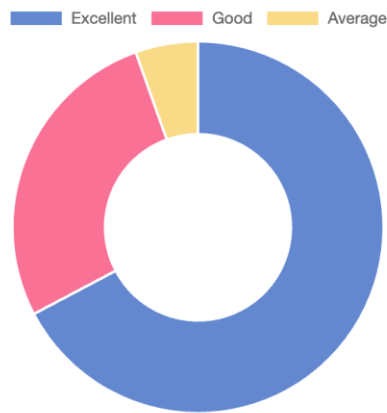


Valeur	Fréquence	Pourcentage
Excellent	42	76.36
Good	12	21.82
Average	1	1.82



How do you evaluate the educational effectiveness of the courses?

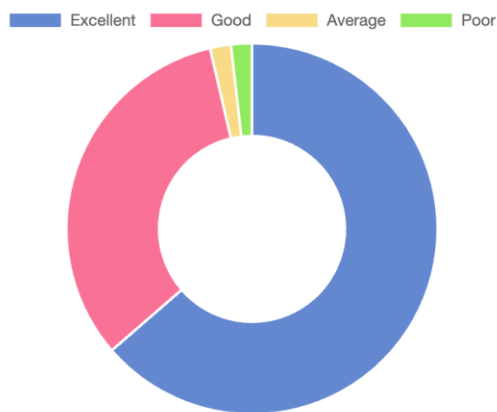
TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Excellent	37	67.27
Good	15	27.27
Average	3	5.45

How do you evaluate the adequacy of these courses with your expectations and needs?

TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)

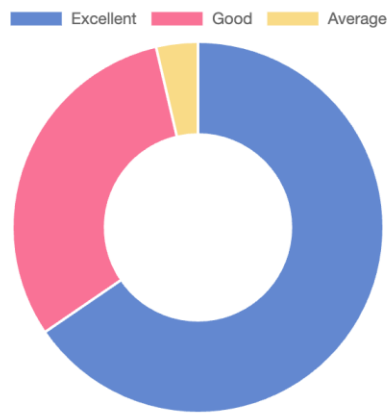


Valeur	Fréquence	Pourcentage
Excellent	35	63.64
Good	18	32.73
Average	1	1.82
Poor	1	1.82



All things considered, how would you rate these training sessions ?

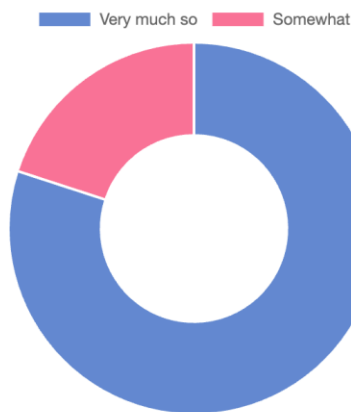
TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Excellent	36	65.45
Good	17	30.91
Average	2	3.64

'The courses exposed me to new knowledge and practices.'

TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)

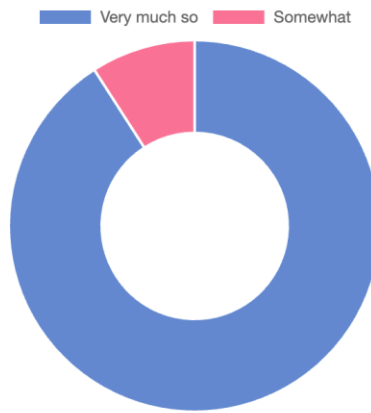


Valeur	Fréquence	Pourcentage
Very much so	44	80
Somewhat	11	20



'The course objectives were realised.'

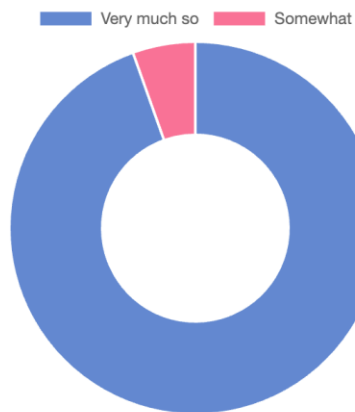
TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Very much so	50	90.91
Somewhat	5	9.09

'I would recommend these courses to someone I know.'

TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)

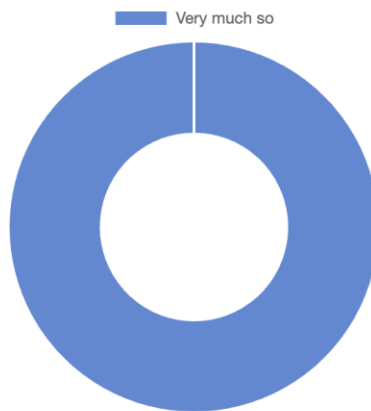


Valeur	Fréquence	Pourcentage
Very much so	52	94.55
Somewhat	3	5.45



'The trainer is professional, clear and easy to understand.'

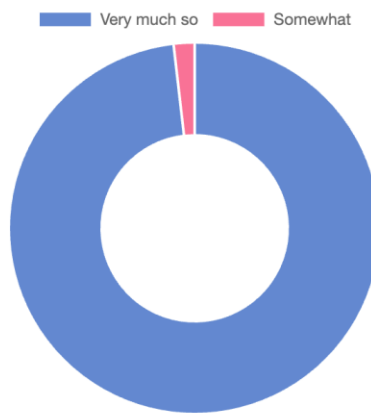
TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Very much so	55	100

'The trainer is enthusiastic and encouraging.'

TYPE : "SELECT_ONE". 55 sur 55 répondants ont répondu à cette question.(0 étaient sans données.)



Valeur	Fréquence	Pourcentage
Very much so	54	98.18
Somewhat	1	1.82

