D3.2 NGI OUTREACH ACTIVITIES REPORT

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Abstract	This report describes and summarises the activities undertaken by the NGI Outreach Office during this first contract period in the specific area of outreach, focusing on press and media relations, online communication activities, events and the NGI Ambassadors (now Influencers) programme. For each of these activities, this report summarises the work carried out so far, the verified performance of the actions undertaken, the lessons learned, and the improvements that will be made during the next contract period.
Keywords	Press and media activities, online communication, outreach, newsletter, Ambassadors Programme, NGI Forum, events

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EXECUTIVE SUMMARY

This deliverable reports on the activities and achievements carried out by the NGI Outreach Office (NOO) during the first 18 months of the NGI4ALL.E project, while analysing the weak spots and incremental/corrective actions to be put in place for the second part of the project.

Building on the work and achievements of the last 4 years (considering the previous mandate to NGI4ALL, the predecessor Coordination and Support Action), the NOO worked to increase the outreach, visibility and credibility of the NGI initiative and efforts in a broad perspective. To improve on the past work and NGI4ALL learnings, in the first months of the NGI4ALL.E project, the consortium run a communication audit which has helped identifying several key aspects that injected into specific actions undertaken under the lead of WP 3: NGI Ecosystem Growth – Scale up and reach out.

This deliverable focuses on covering the following areas of work:

Content Development and Stakeholder Engagement: the NOO runs a structured content strategy leading to the production of original and engaging content aligned with NGI's vision. It also curated high-quality content from NGI stakeholders and innovators, ensuring relevance and consistency across various communication channels - see section 3.

Enhanced Press Relationships: the NOO strengthened ties with the press by developing personalised contacts, providing exclusive content and facilitating access to NGI experts for interviews. It encouraged positive coverage by highlighting the NGI achievements, major milestones and generated impacts - see sections 2 and 5.

NGI Influencers Programme: the NOO reworked and launched the 'NGI Influencers Programme' by recruiting influential experts and thought leaders, encouraging those Influencers to contribute to and promote the NGI initiative within their respective domains and communities - see section 4.

Thought Leadership Events: the NOO followed and organised well-curated events, e.g., the NGI Forum 2023, the High-Level Expert Webinar on Digital Commons and Digital Sovereignty, as well as round-table discussions/panels featuring NGI experts and stakeholders. The NOO put a lot of effort into thought leadership, fostering dialogue, ensuring networking between the participants and generating innovative ideas related to the NGI initiative - see section 5.

Overall, all NGI outreach objectives for this reporting period were achieved and when weaknesses and potential for improvements have been identified, specific actions and coordination with the EC and/or other NGI projects has been triggered and/or planned for the months to come.

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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
NGI4ALL	Next Generation Internet for All
NGI4ALL.E	Next Generation Internet for All - Evolution
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

One of the main objectives of the NGI Outreach Office (NOO) is to grow the NGI ecosystem, engaging new internet researchers, innovators, start-ups and SMEs by leveraging well-oiled processes and tools, on top of targeted measures to involve newcomers and help them contribute to the growth and impact of the NGI itself.

This key objective, achieved under the lead of WP 3 in close collaboration with the the other NGI4ALL.E work packages, has been ensured by:

- Dedicated press activities – addressing both the general audience and the specialised technical press.

- Storytelling / Content development and Content curation / Editorial work in collaboration with the EC and the other NGI projects.

- Social media animation and online presence – including the NGI Portal as the main entry door to the NGI world.

- Publication of Blog posts, News, Newsletters, Videos, Podcasts and Interviews.

- Dedicated NGI Ambassadors Programme, which was transformed into the NGI Influencers Programme, following the EC recommendations

- Organisation of and participation in various kinds of events to better engage the target audiences.

This report focuses and details these work streams and presents the results achieved so far, the main lessons learned, and the "corrective" actions to be put in place over the next 18 months to move further and increase the NGI outreach and impact.

The success of the NOO and its outreach activities is very much related also to factors that are beyond the control of the NGI4ALL.E consortium, including overall political/financial support to the initiative (at EC level), and activation of contacts to the communities of innovators via the NGI RIAs (also called intermediaries). On this second aspect, the consortium believes it is necessary to reflect and collaborate with the EC in order to improve the way in which the NGI RIAs engage their innovators into the overall NGI ecosystem and better liaise them to the NOO.

NOTICE: Several times we refer in this document to the outcomes of the NGI Communication Audit which was not an official deliverable, but that has been made available to the EC and to the reviewers separately, as Annex to deliverable D1.2.

2 PRESS OFFICE

2.1 ABOUT THE ACTIVITY

A. Outcomes and learnings from the previous contract

We firstly provide a recap of the starting point for NGI4ALL.E, which is built up on what was done by the NGI Press Office across 2021 and 2022.

1. Outreach and Media Engagement foundation

In 2021 and 2022, the NOO significantly ramped up its media and press activities to increase NGI's visibility in European media. During this first outreach phase, the NOO conducted targeted campaigns in a group of focus countries, including Greece, Romania, Belgium, the Netherlands, Spain, Italy, Hungary, Bulgaria, France, Portugal, Austria and Slovenia. This initiative involved actively engaging with approximately **250 journalists**, which led to a remarkable achievement of **241 content placements** across these countries, covering 15 different NGI news pieces. This result was a notable improvement compared to 2020, where engagement with 150 journalists led to 48 content placements in 15 countries. In addition to promoting NGI in the press, the Press Office took significant steps in content creation and provided **training in press and media relations to NGI actors**. This dual approach not only enhanced the visibility of NGI initiatives but also empowered the parties involved with the necessary skills to effectively interact with the media.

2. Key learnings from NGI4ALL - to build upon in NGI4ALL.E

A significant learning from the NGI communication audit run at the beginning of the NGI4ALL.E project was the importance of developing **a compelling, high-level NGI narrative accessible to non-specialised audiences**, particularly the general press. The NOO was advised to create an overarching narrative, underpinned by key messages and proof-points on priority topics, to maintain consistency in all media communications. This narrative was intended to effectively communicate the NGI vision, mission and values, positioning **NGI as a key contributor in public discussions about the Internet's future**. Additionally, it served as a guide for responding to media inquiries and preparing NGI spokespersons for media engagement, focusing on conveying the '__why__' behind NGI's activities and enhancing its role in driving forward Internet innovations.

During the NGI4ALL project, journalists' engagement and preferences played a significant role in shaping the media strategy. Journalists consistently showed a preference for **unique and exclusive content**, often reluctant to republish material already available on NGI's platforms. Event coverage was popular, but due to time constraints, journalists favoured quick, summarised content provided soon after the events. Additionally, there was a positive trend in developing long-term partnerships with journalists, indicating a growing trust and interest in NGI's activities.

In terms of translation and media preferences, there was a steady demand from various media outlets for **translations of press materials**, reflecting the global reach and diversity of the audience. Media outlets generally gave priority to content from paying partners and showed a stronger inclination towards **local and regional news**. To engage generalist, mainstream and business press effectively, it was found that the content needed to be **less technical, making it more accessible and appealing to a broader audience**.

Observations of the media landscape in focus countries such as Greece and Romania showed a significant increase in awareness of NGI, indicating the effectiveness of targeted outreach

efforts. The media landscape itself was observed to be rapidly evolving, characterised by the emergence of new outlets and frequent changes in personnel. As NGI was relatively new to EU topics, there was a need for continuous efforts to assert its relevance and engage effectively with stakeholders for successful media dissemination. These efforts were crucial in ensuring that NGI's messages were heard and understood in a changing and dynamic media environment.

B. NGI4ALL.E Press Foundation

One of the NGI Press Office key priorities has been enhancing press engagement and increasing the NGI visibility across new media channels. This task involved a multifaceted approach to communication, targeting **both** specialised technical press and the general audience, thereby broadening the reach and impact of the NGI's message. This has been done by building upon content, messaging and stories coming from NGI stakeholders or directly from the EC and other relevant initiatives.

The NOO's role encompasses a comprehensive press engagement strategy, aiming to amplify the visibility and understanding of the **NGI's values** and **NGI innovations** across a diverse audience spectrum, underlining the initiative's commitment to **inclusivity, sustainability and a human-centred technological future**. As a matter of fact, the main narrative revolved around the idea that the NGI provides open source, free and easy-to-access solutions that can benefit individuals and organisations by providing trustworthy, secure and privacy-preserving design solutions. In this respect the NGI can be presented to the press and the general audience as one of these concrete initiatives that are fueling the vision of a technological independent and sovereign Europe where nobody is left behind.

The NOO successfully transitioned into a new phase, enhancing the reach and impact of NGI's communication efforts. This progression was built upon past achievements and reflected our commitment to evolving communication strategies, illustrated by:

Table 1 NGI Key Objectives and Achieved Aims

Approach points	Strategic aims	Tactic aims and achievements (reflecting the outcomes of the communication audit)
Press activities and engagement	Create and curate content that appeals to a diverse range of media outlets. Leverage NGI success stories, innovator highlights and enriched content to captivate a wider audience.	Adoption of a proactive approach in communications with the NGI community and media. Recognition of media as a critical channel and audience within NGI's global communication strategy.
Multidisciplinary approach	Multidisciplinary and multicultural approach, fine-tuning messages to resonate with different demographics, including national and regional press. Aim to transcend the 'techie' bubble, making NGI's value and vision comprehensible and appealing to a broader spectrum of society.	Media activities alignment with NGI's overarching communication strategy, integration of valuable insights from the early NGI communication audit.

Reach and measurable outcomes	Increase in the number of citizens reached (**target: 3 500 000**), increase in press placements, journalist engagements (**150**), and appointment of NGI Ambassadors / Influencers from press representatives.	Effective implementation and monitoring: implementation of the NGI media plan, focusing on media preparedness.
Increased inclusiveness and impact	Promotion of a human-centric approach to technology, aligned with EU values. Dissemination of NGI's human-centric and sustainable solutions through various press and communication channels.	**Building trust and credibility**: positive NGI news stories in traditional media as a significant target. Aim is to foster trust and credibility among key audiences, including innovators (entrepreneurs, start-ups, SMEs, developers and Open-Source communities with a focus on minorities), researchers and scientists (from academia and industry), and policymakers (regulators, legislators and national contact points).
Communication and dissemination measures	General press office activities, leveraging NGI events.	Expanding the NGI Innovators Database and use of different content formats such as podcasts and blog posts, and engaging Influencers to connect with younger demographics.
Press office coordination	Engagement with national stakeholders, EC officials and project holders regarding content production and dissemination.	Management of a pan-European media landscape, upgrade of the journalist database and organisation of targeted press activities to effectively disseminate NGI solutions and results.

2.2 WORK CARRIED OUT SO FAR

1. **Action #1: NGI Outreach Office Media Plan**

The NOO Media Plan, annexed to the deliverable D3.1 NGI Media mapping and database, outlined our strategy for media outreach from July 2022 to June 2025. Key aspects of the plan included setting specific media outreach goals, developing a clear messaging framework, engaging with journalists and Influencers across the EU, particularly focusing on 11 selected key countries (agreed upon with the EC), creating and distributing press materials for NGI events, facilitating media interviews, and monitoring media coverage to assess and refine outreach efforts. This plan served as a foundational guide for enhancing NGI's media visibility and impact.

2. **Action #2: NGI Outreach Office Media Lists**

The NGI media lists were updated to encompass relevant contacts for NGI news and activities, following a two-tier approach: a priority list of established contacts and a broader CISION[1] database for potential new interests. The priority list receives NGI news first and is offered exclusives when feasible. Media targets included technology trade publications, general news outlets covering tech, EU tech policy media, and tech-focused blogs and Influencers. The focus was on key 2023 NGI topics such as Digital Commons, European Digital Sovereignty, the Metaverse and Web 3 *(these two were not kept due to their 'replacement' in the media landscape by artificial intelligence)*, Greening of ICT, EID, AI and Blockchain, with additional emphasis on digital inclusion, decentralised Internet, open-source data, privacy and security.

Almost 3'000 entries are now in the CISION database of journalists, while more than 300 key journalists were added in the priority countries. For each country and contact, journalist and media details & descriptions were indicated along with the topics of relevance to NGI following the above-listed structure.

3. **Action #3: NGI Narrative**

During the recent period, in response to the communication audit findings, the NOO undertook a concrete action to **refine and update the NGI narrative for media use**. This revision focused on creating a more accessible and compelling story, aligning with the latest NGI positioning statement, and incorporating updated facts and figures about NGI. Key messages and proof-points on priority topics were integrated into this narrative, ensuring a consistent and impactful representation of NGI's vision and activities.

The NGI media narrative highlights its ongoing production of impactful outputs, showcasing innovator success stories across Europe, the contribution of ICT experts to societal challenges, and citizens' benefits from NGI solutions aligned with European values. This narrative is supported by data, visuals and personal stories, emphasising NGI's local impact.

To further develop and validate this revised narrative, a dedicated workshop with representatives of the European Commission (EC) is planned. This workshop (which was postponed due to other priorities related to the NGI Forum) will help align the narrative with EC perspectives and objectives, ensuring that it resonated with both specialised and general audiences, and effectively conveyed the essence and impact of NGI's work in shaping the future of the Internet.

4. **Action #4: NGI Forum 2023 Press Campaign**

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[1] CISION is a public relations and earned media software platform that provides tools for media monitoring, media list building, distribution and analysis of media coverage.

Objectives and achievements

The NGI Forum 2023 press campaign aimed to enhance the European Commission's and RIAs' visibility in European media. Objectives included securing prominent media coverage, spotlighting RIAs' successes, publishing thought leadership articles, forming strategic media partnerships, and showcasing RIAs' innovations through engaging content such as multimedia stories and virtual tours. These initiatives successfully expanded the campaign's reach and diversified engagement with new, under-represented stakeholders in the NGI community.

Table 2 NGI Forum 2023 Press KPIs

Items	Initial targets	Achieved targets
Media database	800+ (NGI press entries invited to the Forum)	**3,500**
Media mapping	100 (journalists in the 27 EU Member States added into the database)	**300**
Media contacts	300 (journalists contacted)	**600**
VIP interviews (Press Studio)	4 to 6 interviews (2 to 3 per day)	2 (1 per day)
Speaker interviews (Press Studio)	15 to 20 interviews (7 to 10 per day)	8 (3 to 4 per day)
Participant interviews	10 interviews (5 per day)	8 interviews (4 per day)
Placements or media mentions	100 mentions in 16 to 20 EU Member States	68 mentions in 8 EU Member States
Media partnerships	2-3 media partners signed	3 signatures
Content pieces	20 pieces co-created (3 leadership articles, 3 narrative stories, 1 op-ed, 3 press releases, 10 RIA stories)	9+ pieces co-created (5 leadership articles, 4 press releases, no RIA stories)

Action plan synthesis

1. NGI Forum narrative and press kit: The NGI Press Office planned to update the NGI Forum narrative for media use, incorporating key messages and proof-points. A comprehensive press kit was prepared (notice the NGI Press Kit is regularly updated), including essential elements of the Forum agenda, speaker biographies, NGI visuals, EC statements, and contact details for NGI press.

2. Media list development: The team focused on identifying relevant media outlets and updating the media lists and database across 27 EU countries.

3. Media outreach activities

   a. Article drafting and press release dissemination: The NOO undertook the drafting and placement of up to three leadership articles and one op-ed.[2] Press releases were crafted with a heightened level of newsworthiness, following a targeted press push strategy, and included engaging visuals.

   b. Handling interview requests and press briefings: On-site interviews with NGI spokespersons were arranged, ensuring a balanced country representation. Pre-drafts of interview points and answers were prepared. A press briefing was planned if there was a significant announcement, involving coordination with the EC and stakeholders. The Press Studio was set up to conduct and publish 10 interviews with VIPs and speakers, with outcomes shared on NGI Forum post-event news and social media channels.

2.3 PERFORMANCE

Overall Performance Evaluation

The NGI Outreach Press Activity has shown good performance, both quantitatively and qualitatively. The achievement of key KPIs reflects a high level of functionality in media outreach efforts. Qualitatively, the adaptability to regional media landscapes and the successful engagement of diverse media outlets underscore the effectiveness of the outreach strategy.

The integration of feedback into future plans, such as the focus on enhancing local engagement, demonstrates our proactive approach to continuous improvement. **The overall impact aligns with and in some cases surpasses the original objectives** of the media plan, contributing significantly to increasing NGI's visibility and stakeholder engagement across the EU.

<u>**Quantitative Assessment based on described KPIs**</u>

Media database expansion and engagement: achieved, with over 3'000 NGI press entries invited to the Forum, surpassing the target and indicating successful database expansion. Also, **100 new journalists from 27 EU Member States** were added, showing effective media mapping and broadening of reach.

Media contact and content dissemination: contacted 600+ journalists, meeting the target and ensuring widespread dissemination of NGI news; produced and distributed 8 content pieces, including 3 general press releases and 5 leadership articles (NGI Forum sessions), aligning with the set goal.

Interviews, media mentions and partnerships: conducted numerous interviews, including 1 VIP and 6 speaker interviews; achieved around 70 media mentions across 7 EU Member States, meeting the KPI and demonstrating significant media coverage; built up 3 media partnerships around the NGI Forum.

<u>**Qualitative Assessment**</u>

Functionality and user engagement: The media outreach activities were functionally effective, evidenced by successful journalist engagement and content distribution. The

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[2] An op-ed, short for 'opposite the editorial page', is a written piece typically published in newspapers or magazines, offering an opinion or viewpoint on a topic, authored by someone not affiliated with the editorial board of the publication.

qualitative feedback from media outlets and journalists (particularly on the agenda) suggested high engagement with NGI content, especially narrative-driven stories and infographics.

Impact of narrative and localised strategies: Despite the absence of publications at the time of writing this report, the NGI narrative resonated well in complex media markets such as Germany and France, indicating the effectiveness of **localised storytelling and tailored content**. For instance, the German division of Euractiv demonstrated interest through an interview request targeted at Director-General Viola about NGI and the European vision of the future of the Internet. Engaging local NGI actors in press relations activities proved beneficial in enhancing the local relevance and appeal of NGI stories.

Adaptation to challenges: Despite facing challenges such as overlapping with major local events (the Web Summit being the clearest example), the NOO demonstrated adaptability by organising a successful NGI Forum 2023 and focusing on post-event materials and continuous media relations, leading to a positive qualitative outcome.

2.4 LESSONS LEARNED

The following insights underline the necessity of aligning media strategies with local preferences and current events. Emphasising connections with high-profile entities such as the European Commission, providing detailed and concrete information and maintaining ongoing engagement with media in a timely manner are crucial. **Understanding and adapting to the specific interests and formats favoured by media in each country can significantly enhance the effectiveness of future campaigns**. The focus of this subsection is the NGI Forum activity.

1.   **What Went Well (Positive Aspects to Retain):**

In general, the NGI Forum agenda was evaluated as high-level and newsworthy by the communities of journalists. In particular, the comments were:

Spain: The Spanish media generally received information from Europe positively, demonstrating a favourable attitude towards European content.

Portugal: Timely content dissemination before and after the event was appreciated, even in cases where it didn't lead to immediate publications.

Poland: The provision of content summarising key highlights and quotes from speakers before and after the event was seen as valuable support for content creation.

Romania: The connection with the EC added credibility and newsworthiness. Covering trending topics such as artificial intelligence and quantum Internet was well-received, though a desire for more detailed information, such as statistics and ambitions, was noted.

 2.   **Obstacles & Difficulties (Areas for Improvement):**

There is a need to highlight the importance of understanding regional media landscapes and a need for **strategic timing** and continuous engagement with journalists. Tailoring content to local contexts and aligning with significant local events can enhance media coverage and effectiveness. While the timing of certain events is known and their synchronicity with NGI events can therefore be avoided, the very nature of the news is changeable, and certain conflicts cannot thus be predicted or avoided.

As far as the NGI Forum 2023 is concerned, the following obstacles were faced:

Spain: A major challenge was the timing of the Forum, which coincided with the inauguration of the new government, leading to diminished media attention.

Portugal: The Forum's timing clashed with the Web Summit and a major political crisis, overshadowing the event. Suggestions include fostering ongoing relationships with journalists

beyond periodic press releases and exploring connections with or participation in the Web Summit for better engagement with Portuguese and international media.

Poland: The Polish media's focus is predominantly local content, suggesting a need for more Poland-specific content or involvement of Polish representatives in the event. Additionally, recent political developments, such as the formation of a new government, overshadowed other topics, indicating a need for strategic timing in media outreach.

Romania: There is a preference in Romanian media for post-event materials over announcements, and a desire for more concrete information such as specific actions, statistics and clear objectives. Additionally, difficulties were encountered in obtaining responses from officials for media pitches.

2.5 REFLECTION AND CONCLUSIONS

The NGI Outreach activities over the recent period demonstrated effective media engagement and adaptability, although they highlighted the importance of continuous media relations and tailored approaches to each EU Member State's media landscape. The overall impact was extremely positive, aligning with or surpassing the set objectives and establishing a foundation for future enhancements in NGI's communication strategy.

1. **Achievements and impact**

Media Plan Implementation: The NGI Press Office Media Plan was effectively executed, focusing on elevating the European Commission's and RIAs' visibility. Innovative content formats and strategic partnerships significantly enhanced media engagement across the EU.

Enhanced Media Lists: Updated media lists included over 800 press entries and 100 new journalists, expanding NGI's reach. The focus on diverse media targets, including technology trade publications and EU tech policy media, aligned well with NGI's communication goals.

NGI Forum 2023 Press Campaign: This achieved substantial media coverage with tailored narratives, multimedia content and strategic media partnerships. The campaign successfully spotlighted RIAs' success stories and disseminated thought leadership articles.

2. **Challenges and adaptations**

Local Events' Impact: Media attention was affected by concurrent major events such as new government inaugurations and the Web Summit. This underscored the need for more adaptable timing and continuous journalist engagement.

Country-specific Focus: Each country's media showed unique preferences, such as post-event materials in Romania and local content in Poland, suggesting a need for more tailored communication strategies.

3. **Unexpected outcomes**

Enhanced Credibility through EC Link: The association with the EC significantly boosted credibility and newsworthiness, a positive outcome that will be leveraged further in the future.

Adaptive Media Engagement: The need to quickly adapt to unforeseen political events and media landscapes showcased the flexibility and responsiveness of the NGI Outreach strategy.

Expansion to Peripheral Topics: There was an extension of interest and coverage into peripheral and seemingly unrelated sectors. A notable instance was the publication of an NGI Forum article linking Internet technologies to the water industry.[3]

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[3] https://h2oglobalnews.com/the-next-generation-internet-forum-2023-what-it-means-for-the-water-industry/

4. Alignment with original objectives

The outcomes largely aligned with the original media plan and communication objectives, achieving broader recognition and awareness of NGI. However, the need for continuous relationship building with media and adaptation to local contexts emerged as key lessons for future strategies.

5. Broader impact

The NGI media activities contributed significantly to raising awareness of NGI initiatives, particularly in **bridging the gap between specialised tech audiences and the general public**. The strategies employed enhanced NGI's visibility and positioned it as a key player in discussions on the future of the Internet.

2.6 FUTURE ACTIVITIES

Adjustments based on lessons learned:

1. Strategic timing and event alignment: Schedule media activities taking into account local events and political climates to avoid overlaps with major news events, thus enhancing media attention and coverage.

2. Continuous media engagement: Move beyond periodic press releases to foster ongoing relationships with journalists, especially in key places such as Portugal and Poland due to specific regional challenges: In Portugal, the NGI Forum's timing clashed with major events like the Web Summit and a political crisis, necessitating ongoing journalist relationships beyond periodic releases. In Poland, a strong preference for local content highlighted the need for continuous engagement to ensure relevant NGI coverage. This approach could include regular updates, exclusive insights and direct engagements.

3. Tailoring content to local interests: Customise content to match the specific interests of each country's media landscape, for example focusing on post-event materials in Romania and incorporating local angles or representatives in Poland.

4. Enhanced focus on EC association: Leverage the European Commission's credibility more effectively in narratives, emphasising NGI's alignment with high-profile EU initiatives and policies.

New areas for improvement:

1. **Promoting NGI Innovators' impact stories: Focus on highlighting the tangible impacts of NGI projects and innovators.** Create compelling narratives that showcase real-world applications and benefits of NGI initiatives. These stories should be tailored for media outlets to emphasise innovation and societal impacts, making them more relatable, newsworthy and memorable.

2. **Engaging NGI local actors in press relations**: Empower local NGI representatives or partners in each EU Member State to engage with their respective national and regional media. This approach ensures that communication is more localised and relevant, potentially increasing engagement with local press.

3. **Adjusting expectations for journalist attendance at NGI Forums**: Recognise that physical presence at NGI Forums may be challenging for journalists, given the technical and political nature of the events. Instead, focus on virtual engagement strategies, such as live-streaming sessions, providing digital press kits and organising virtual press briefings or interviews.

Plans for improvement:

1. **Diversified media outreach**: Expand media lists to include more diverse publications and Influencers, particularly those focusing on under-represented NGI topics or regions.

2. **Innovative content formats**: Develop more engaging content formats such as multimedia stories, interactive data visualisations and virtual tours to better capture media and audience interest.

3. **Increased visibility in high-profile events**: Explore synergies with major events like the Web Summit for enhanced media attention and broader stakeholder engagement.

4. **Spokesperson training and availability**: Improve the readiness and availability of NGI spokespersons for media engagements, ensuring they are well-versed in NGI narratives and can effectively communicate key messages.

5. **Local media collaboration and storytelling workshops**: Organise workshops for NGI local actors to enhance their skills in storytelling and media relations. Collaborate directly with local media outlets to foster understanding of and interest in NGI topics.

6. **Virtual engagement platforms for journalists**: Develop online platforms or forums where journalists can access event highlights, interviews with key speakers and interactive content. This could bridge the gap for journalists unable to attend in person.

7. **Focus on non-technical story angles**: While maintaining the essence of NGI's work, emphasise non-technical aspects of the stories, such as societal impact, user benefits and innovation stories, to make them more accessible to a broader audience.

Anticipated impact on broader project goals:

Enhanced media visibility: These strategies are expected to increase NGI's visibility in the media, leading to greater awareness and recognition across the EU.

Broader stakeholder engagement: Continuous and tailored media engagement will likely attract a wider range of stakeholders, including those previously under-represented in the NGI community.

Reinforced credibility: The increased association with the EC and effective use of innovative content formats should reinforce NGI's credibility and position as a leader in discussions on the future of the Internet.

Wider media reach: These enhancements are likely to expand NGI's media reach, particularly at the local level, by making stories more relatable and accessible.

Increased engagement and visibility: Engaging local actors and focusing on impactful stories will likely lead to increased media engagement, raising the profile of NGI projects and innovators.

Diversified audience reach: By adjusting strategies to suit the media's and public's preferences, NGI can expect to connect with a broader audience, beyond the technical and political spheres.

Future tasks for NGI narrative and media lists:

1. Refining the NGI narrative:

Develop a dynamic, evolving NGI narrative that resonates across diverse EU regions, including complex markets such as Germany and France (collaborative workshops between the NOO and the NGI UNit representatives are planned).

Incorporate emerging tech trends and policy developments into the narrative to maintain relevance and appeal.

2. Expanding and segmenting NGI media lists:

Continuously update and segment the NGI media lists to include a wider range of outlets, particularly focusing on key countries such as Germany and France.

Identify and include niche publications and Influencers who can help penetrate these complex markets more effectively.

Enhancing impact capacity:

1. Localised storytelling for complex markets:

Craft stories and content that specifically cater to the interests and media landscapes of complex countries, balancing NGI's overarching messages with local relevance.

Leverage local NGI representatives or partners to gain deeper insights into these markets and tailor strategies accordingly.

2. Building relationships with key media outlets:

Focus on building long-term relationships with influential media outlets in Germany, France and other key countries to enhance NGI's visibility and credibility.

Organise dedicated media events (e.g. interviews with RIAs) or round tables in these countries to foster closer ties and better understanding of NGI initiatives.

FAQ for journalists on ongoing and future policy topics:

1. Creating a FAQ resource:

Develop a comprehensive FAQ document for journalists, addressing common questions about NGI's mission, ongoing projects and future policy topics.

Ensure the FAQ includes easy-to-understand explanations of technical aspects, policy impacts and NGI's role in shaping digital policy.

2. Preparation for interview requests:

Provide NGI spokespersons and local actors with the FAQ to ensure consistency and accuracy in responses during interviews. Regularly update the FAQ to reflect the latest developments and policy changes in the NGI ecosystem.

Anticipated impact:

By refining the NGI narrative and expanding the media lists, the NGI can expect enhanced media penetration, especially in complex markets.

The localised storytelling approach and dedicated media relations efforts are likely to significantly boost NGI's profile and impact in key EU countries.

The FAQ resource will provide journalists with clear, concise information, facilitating better coverage of NGI initiatives and policies.

Next steps:

Implement these strategies through updated media plans, local actor training and development of virtual engagement tools. Continued evaluation and adaptation will be necessary to ensure these strategies effectively align with the evolving media landscape and NGI's objectives.

Implement these strategies through a combination of narrative development, media list expansion, localised content creation and relationship-building initiatives.

Develop and disseminate the FAQ resource, ensuring it is readily accessible to journalists and NGI representatives for upcoming media engagements.

3   ONLINE COMMUNICATION AND OUTREACH

3.1   ABOUT THE ACTIVITY

This activity stream aims to bolster the visibility and engagement of the NGI initiative through **target online communication**. The overarching objective is to strategically manage and tactically enhance the online presence of NGI through a multifaceted approach.

This includes:

- **Editorial Curation/Development:** Creating original content that effectively communicates NGI's core values, highlights success stories of NGI Innovators, and increases the visibility and frequency of the 'Who's NGI' Blog. This also involves conducting interviews with inspirational NGI figures; additionally, aggregating and curating content from NGI stakeholders, including NGI Influencers and the EC, to ensure diverse relevant perspectives.
- **Promotion Support:** Actively supporting the promotion of NGI funding opportunities, events and initiatives to broaden awareness and participation.
- **Dissemination across Channels:** Ensuring the effective dissemination of content across owned and earned NGI channels, with the NGI.eu portal serving as the primary entry point to the NGI ecosystem.
- **Behaviour Analytics:** Utilising behaviour analytics to tailor content to visitors' profiles and interests, identifying navigation bottlenecks, reducing bounce rates, and increasing engagement metrics on the NGI communication channels.
- **Social Media Management:** Actively managing and animating the NGI social media channels, including X (previously Twitter), Mastodon (in close collaboration with the NGI Unit), exploring the possibility to use the emerging Threads (Meta), continuing on LinkedIn Group, LinkedIn page, YouTube and more recently PeerTube, with a focus on maximising impact.
- **Mailing List Utilisation:** Leveraging the existing mailing list, which boasts over 3'000 subscribers, to publish newsletters quarterly. These newsletters will highlight current main issues, promote NGI Innovators, share information about relevant events and funding opportunities, and provide regular newsflashes on upcoming activities and events for a wider audience.

3.2   WORK CARRIED OUT SO FAR

The NOO has actively executed its content dissemination strategy, utilising both owned and earned channels, with the NGI.eu portal serving as the primary gateway to the NGI online communication ecosystem. The NOO team has consistently crafted and published original content to highlight various NGI activities. Notably, a series of several blog posts, featured under the 'Who's NGI' section, were successfully published during this reporting period.

One key focus area has been the promotion of the NGI Innovators, exemplified by impactful blog posts such as 'NGI Impact Stories – Interview: Daniel Thompson Yvetot (TAURI)', shining a spotlight on the achievements and experiences of NGI pioneers. In tandem, the NOO, run by NGI4ALL.E, has been proactive in amplifying the voice of the NGI Community, disseminating information about relevant events, open calls and noteworthy news. This extensive outreach spans various platforms, including the NGI website, social media channels (such as X, Mastodon, Facebook, Threads, LinkedIn Group, LinkedIn page and YouTube), newsletters, newsflashes, press releases, the NGI catalogue, and more. Below are some examples of the content produced during this reporting period:

- THE NGI SEARCH 2ND OPEN CALL RESULTS HAVE BEEN ANNOUNCED!
- NGI IMPACT STORIES – INTERVIEW: DANIEL THOMPSON YVETOT (TAURI)
- THE APPLICATIONS FOR THE #OSOR AWARDS ARE NOW OPEN
- JOIN NGI SARGASSO AS AN EXTERNAL EVALUATOR FOR OPEN CALLS
- INCREASED PARTICIPATION OF WOMEN AND GIRLS IN ICT INNOVATION IS CRUCIAL FOR THE EUROPEAN ECONOMY

The following are some screenshots of the posts published on a regular basis:
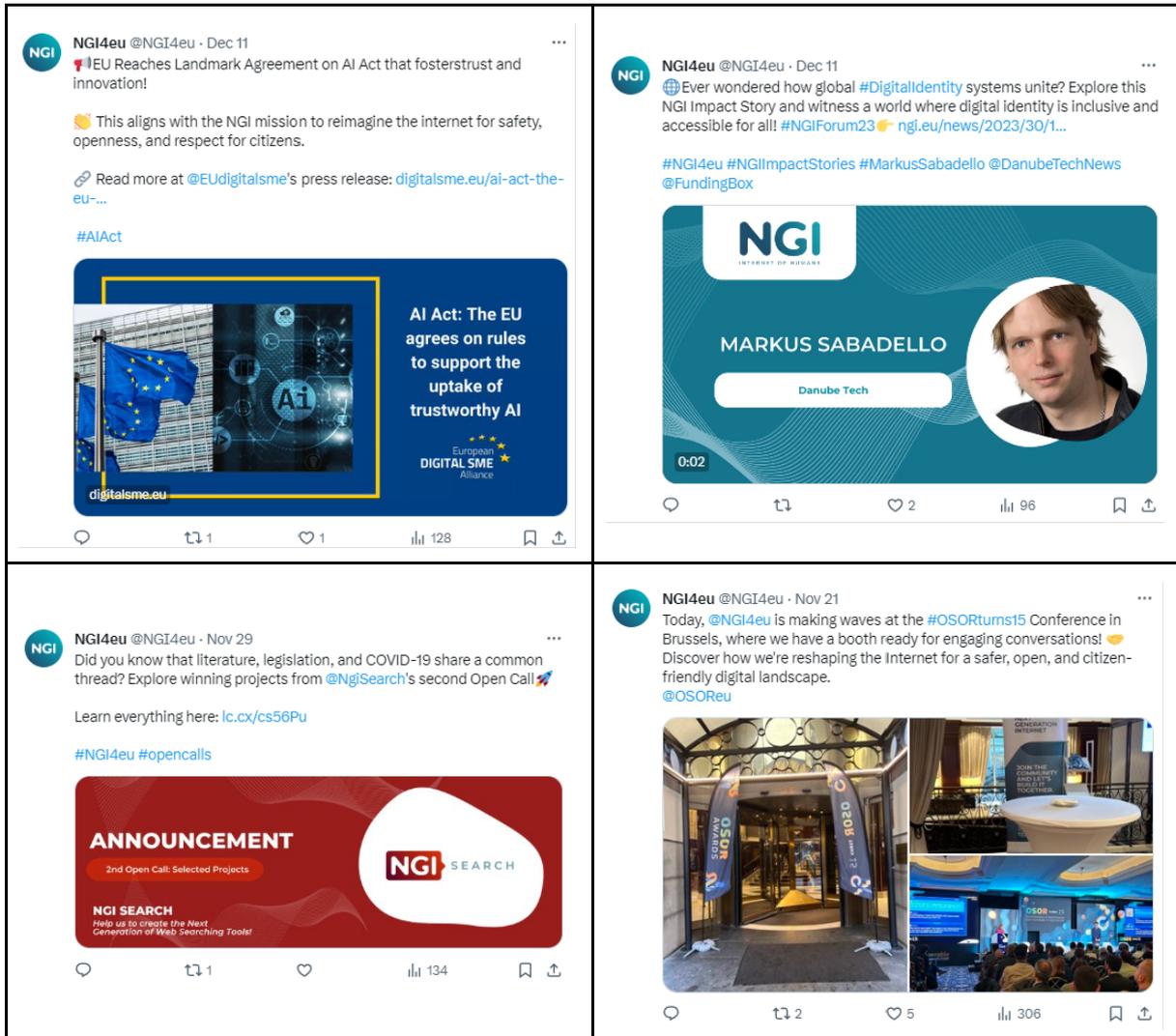
In addition to the digital outreach efforts, NGI4ALL.E has maintained a consistent presence on the subscribers mailing list, leveraging its extensive subscriber base of almost 3'000 to distribute quarterly newsletters and monthly newsflashes. These communications serve as essential tools to keep the audience informed about current issues, highlight NGI Innovators, share information about upcoming events and funding opportunities, and provide regular updates on NGI activities. Furthermore, NGI has utilised ad-hoc communication with the mailing list as part of its ongoing efforts to ensure effective communication with its diverse audience. This integrated approach has contributed to a dynamic and engaging online presence for the NGI initiative.

3.3 PERFORMANCE

Website

The NGI portal has demonstrated consistent engagement since the inception of the NGI4ALL.E project on 1 July 2022. On average, the NGI portal has attracted approximately **2.3k views per month**, resulting in a total of over **45k views to date**. Pages are viewed more than 4k times each month, with an impressive average session duration of over **2 minutes**.

Notably, during the NGI Forum month (November 2023), the NGI website experienced a temporary dip in visitor numbers, attributed to the separate NGI Forum website. This is understandable and the visits to the NGI Forum website compensate for the lack of visits to the NGI portal. In the period from 1 October to 20 November 2023, **7,750** people visited the website, mostly during the period prior to the event, for an average time of 4min 23sec. The website hit **2,683 visits** the week before the event for an average of 7 min 10 sec of visit duration.

Significant trends include an upward trajectory in the percentage of returning visitors and a decrease in the percentage of new visitors, which is pretty normal if we consider that a large portion of the NGI potential audience has already been engaged. On the other hand, we believe that with the new projects starting at the beginning of 2024 a new rise will take place, especially if the NGI intermediaries and the NGI Pilots will actively engage their communities and help populate the NGI portal and social media channels with new content.

The most visited page remains the projects funded by NGI, capturing the audience's interest in terms of both views and time spent. The open calls page closely follows, receiving the second-highest number of visits and the longest duration of time spent. The news and events sections, along with the innovators' catalogue, also garner substantial attention.

In terms of external links, the NGI audience frequently navigates from the LinkedIn and X (ex-Twitter) channels. A notable uptick in GitHub accesses is observed. Conversely, the Facebook channel shows a lack of traction during this period, but since this channel (as agreed upon with the EC was basically dismissed (together with Instagram) this was to be expected.

In summary, comparing and combining results achieved and KPIs, the NGI website is on a promising trajectory. While the KPI for visitors was set at 100k by the project's end, NGI4ALL.E has achieved almost 50k at the midpoint. Additionally, the average time spent on the website aligns with the established KPI of a 2-minute visit.

Graphs illustrating the main metrics for the website and the social media channels can be found in the annexes.

Social Media

The NGI social media channels, specifically X (ex-Twitter) and LinkedIn, have experienced substantial growth since the beginning of the NGI4ALL.E project. The overall growth averages 20.5 %, exceeding the KPI of 10 % by the project's conclusion. The NGI X channel has grown by 5.64 %, reaching 5'329 followers by 31 December 2023. Simultaneously, the NGI LinkedIn group has demonstrated robust growth of 35.36 %, amassing 2'089 followers by the same date. These figures confirm that the NGI social media channels are performing well in accordance with project goals. The NGI Youtube channel has 497 subscribers, with 286 videos and 34,914 views.

Notice that FB and Instagram were dismissed (not closed, but not animated any more), in agreement with the EC, while increased efforts have been dedicated to help populate Mastodon and PeerTube in close collaboration with the NGI Unit. The Next Generation Internet Mastodon channel (@EC_NGI@social.network.europa.eu), an initiative of the European Commission - DG CONNECT has 3.6K Followers. NGI Outreach office leveraged this channel to make important announcements about the NGI events. As such, we are considering for the

future to invest more on decentralised social media as additional (or even as alternatives) to X and LinkedIn.

Newsletters and Newsflashes

The NGI subscribers mailing list has reached a substantial figure of 2'765 by the end of this reporting period. Despite a 6.18 % decrease, falling short of the 10 % growth KPI, the opening rate for NGI newsletters, newsflashes and ad-hoc communications is commendable, **averaging 38.06 %**. This **very high engagement level** indicates strong interest and responsiveness among subscribers.

Overall the opening rate is very good, being always above the 30%, especially since it is being sent 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.

NGI Community Digest

The success of the NGI Community Digest is measurable by examining its annual progression, particularly the growth from issue 5 to issue 17.

This evaluation involves several key metrics:

- The total number of digests delivered indicates an expanding subscriber base. From 857 in November 2022 to 1 111 in November 2023.
- The count of unique opens suggests increased reader engagement: from 347 to 465.
- The number of unique clicks within the digest points to the interest level in the provided material (36 to 47).
- The number of unsubscribes (from 4 to 9).
- The spam reports, where fewer instances mean greater acceptance and relevance of the content.

A comparison of these metrics between issues 5 and 17 of the NGI Community Digest reveals substantial growth in key areas:

- There was a 29.64 % increase in delivered digests, suggesting a notable expansion of the subscriber base.
- Unique openings increased by 34.01 %, indicating growing reader engagement and interest.
- Unique clicks saw a 30.56 % increase, demonstrating enhanced audience interaction with the digest's content.
- Although there was a 125 % rise in unsubscribes, this should be viewed in the context of the overall growth in subscribers and engagement.
- Finally, the number of spam reports remained the same: 0 %.

These figures suggest that the NGI Community Digest has successfully expanded its reach and engagement with its audience over the last 12 months. The increase in deliveries, unique opens, and unique clicks demonstrates this growth. The rise in unsubscribes, while proportionally significant, is relatively minor in absolute terms and does not substantially detract from the overall positive trend.

Reflecting on the overall journey of the NGI Community Digest from issue 1 to issue 17, there's a broader perspective to be considered:

- The number of digests delivered increased from 727 to 1 111, indicating a significant rise of 52.82 % in the subscriber base.

- Unique opens almost doubled, climbing from 200 to 465, demonstrating a remarkable reader engagement and interest surge. However, there's an interesting shift in unique clicks, which decreased from 71 to 47, possibly suggesting changes in content interaction.

- Unsubscribes rose slightly from 4 to 9, aligning with the more extensive subscriber base yet remaining a small fraction overall.

- Spam reports consistently stood at zero, indicating sustained content acceptance and relevance.

These dynamics over the extended period from issue 1 to issue 17 highlight the growth and evolving engagement patterns of the NGI Community Digest's audience.

Who's NGI Blog

The seven blog posts published during this period have demonstrated overall positive performance. While each post contributes to the NGI narrative, certain posts, such as the one focused on Fediverse, have stood out with exceptional engagement, indicating varying levels of interest across different topics and also **the power of news hacking ('Mastodon')**.

Table 3 Performance of blog posts

YEAR	LINK	VIEWS
2023	https://www.ngi.eu/blog/2023/05/02/oliver-smith/	37
	https://www.ngi.eu/blog/2023/05/02/gnu-taler/	71
	https://www.ngi.eu/blog/2023/03/14/trusted-data-processing-across-company-boundaries-with-knowledgex/	148
	https://www.ngi.eu/blog/2023/02/28/together-for-a-secure-financial-future-protected-identity-active-anti-money-laundering-limitless-portability/	75
2022 (from July)	https://www.ngi.eu/blog/2022/11/24/how-ngi-supports-open-interoperable-decentralised-and-trust-based-internet-applications-through-fediverse-projects-like-mastodon	1'969
	https://www.ngi.eu/libresilicon-liberty-as-a-solution-for-everything/	49

	https://www.ngi.eu/blog/2022/07/28/verifying-identity-management-credentials-with-train/	156

3.4 LESSONS LEARNED

The execution of online communication and outreach activities for NGI4ALL.E has provided valuable insights that contribute to continuous improvement. Key lessons learned include:

- **Adaptability is key:** The NGI initiative operates in a dynamic environment. The ability to adapt strategies based on audience behaviour, platform dynamics and emerging trends is crucial for sustained engagement. Piggy-backing on mainstream debates is essential to help amplify the visibility.
- **Diverse Content Enhances Reach:** The success of specific blog posts, such as the one focused on Fediverse, highlights the importance of diverse and targeted content and news hacking. Understanding audience preferences and tailoring content accordingly contributes to increased engagement.
- **Continuous Monitoring and Analysis:** Regular analysis of website and social media metrics is vital for informed decision-making. The identification of patterns, such as the increase in GitHub in-bound accesses, enables proactive adjustments to communication strategies.
- **Maintaining Relevance in Events:** The temporary dip in NGI website visitors during the NGI Forum month emphasises the need for seamless integration of event-specific websites to maintain overall online visibility.

It is important to underline that while the plan was to have more frequent blog posts, the overall process, from gathering input from NGI RIAs, getting reactions from NGI Innovators and getting approval at EC level for publication of each blog post, took much longer than expected. In this respect, less frequent posts were pushed out so far.

Towards the end of 2023, in coordination with the EC, it was decided to give priority to a new blog series dedicated to NGI Impact Stories. However, the Who's NGI Blog will be kept running aiming at continuing voicing NGI innovators - target is one blog per month, even though the experience so far indicates it might be more realistic to have 1 blog post every 8 weeks or so.

3.5 REFLECTION AND CONCLUSIONS

The NGI4ALL.E online communication and outreach activities have played an important role in enhancing the visibility and engagement of the NGI initiative. The achievements and challenges encountered reflect a concerted effort to establish a robust online presence. The following reflections and conclusions can be provided:

- **Positive Momentum:** The NGI website has experienced consistent growth in views, indicating a positive trajectory in audience engagement. The social media channels have exceeded growth expectations, affirming their relevance in reaching a wider audience.
- **Audience Preferences:** Analysis of website metrics has provided valuable insights into audience preferences, with a clear emphasis on interest in funded projects and open calls. This understanding serves as a foundation for future content development.
- **Strategic Content Matters:** Certain blog posts have demonstrated exceptional engagement, emphasising the significance of strategic content development. Recognising and capitalising on high-performing topics can optimise future outreach efforts.

- **Responsive Social Media Channels:** The growth of NGI's LinkedIn and X (ex-Twitter) channels showcases their effectiveness as communication platforms. Continuous monitoring and adaptation of social media strategies contribute to sustained growth. However, more attention will be paid to decentralised social media platforms, continuing to expand the outreach of NGI also via Mastodon, PeerTube and possibly other social media.

In conclusion, the NGI4ALL.E project has made commendable progress in its online communication and outreach activities. The lessons learned and reflections from this period will guide future actions to further strengthen the NGI's online presence.

3.6 FUTURE ACTIVITIES

NGI4ALL.E will continue online communication and outreach activities, with a strategic focus on continuous improvement and adaptation. Key initiatives include:

- **Content Diversification and Editorial Strategy Update:** Building upon the success of current blog posts, there will be a concerted effort to diversify content further. However, it is noteworthy that as described in D1.2, an update to the editorial strategy is under way. More emphasis will be put on impact stories and success stories about adoption and deployment of NGI solutions that in the meanwhile have become more mature and reached out to a bigger audience.
- **Audience Engagement Initiatives:** Strategic actions will be undertaken to enhance audience engagement. Interactive elements on the website, polls on social media, and community-driven content creation will be explored to foster a more dynamic and participatory online community. This will be aligned with WP4 planned work and activities to ensure that communication strives for equity, diversity and inclusion in all its forms.
- **Social Media Expansion to Decentralised Channels:** Recognising the importance of decentralised channels, such as Peertube and Mastodon, NGI4ALL.E will expand its social media footprint. While the NGI Mastodon channel already exists, efforts will be made to actively manage and consistently engage with the audience on these platforms. Ongoing discussions with the EC representatives at the NGI Unit will guide the incorporation of decentralised channels into the broader social media strategy.
- **Traditional Social Media Channels:** In terms of more traditional/mainstream social media channels, NGI4ALL.E will continue to prioritise X (ex-Twitter) and LinkedIn for targeted outreach - at least for the time being. The pages on Facebook and Instagram will be maintained, but no active engagement will be undertaken.
- **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. More work on liaising with relevant initiatives beyond the NGI is also planned.
- **Metrics-Driven Decision-Making:** Continued emphasis will be placed on data analysis, using metrics to inform decision-making. Regular assessments of website and social media performance will guide ongoing optimisation strategies, ensuring a data-driven approach to communication efforts.
- **Mailing List Growth:** To elevate NGI mailing list subscribership, NGI4ALL.E will implement a targeted strategy, as detailed in D1.2. This involves optimising visibility through clear and prominent calls-to-action on NGI platforms, incentivising sign-ups with exclusive content or offers, collaborating with NGI Influencers for broader outreach, tailoring outreach campaigns to specific audience segments, simplifying the subscription process, and delivering regular, valuable newsletters and newsflashes.

- **Event Integration:** Seamless integration of event-specific websites will remain a priority to ensure a consistent online presence during and after NGI-related events. Strategies will be refined based on lessons learned to enhance overall event visibility.

- **Website**: To increase the time spent on the website, a strategy is to focus on call to actions (such as buttons, links, or forms that guide users to relevant content or actions). This will encourage users to explore the website further before leaving, thus boosting traffic within the page and prolong the visit duration. Another strategy is to Incorporate internal links as much as possible within their content to guide users to related articles or pages on the website. This encourages users to explore more of your site before leaving.

- **Newsletter subscription**: Organisation of a paid communication campaign on X to promote the newsletter and newsflash. Furthermore, for future NGI events, a strategy to increase the number of subscribers is to ask participants to sign up to the newsletter through the registration form at the events NGI organises.

In summary, the future activities for NGI4ALL.E reflect a commitment to creativity, adaptability, technical excellence and strategic partnerships. These initiatives are designed to enhance the NGI initiative's online presence, effectively communicate its values and foster engagement within the NGI community, while actively considering the most effective use of all social media platforms.

4 NGI INFLUENCERS PROGRAMME

4.1 ABOUT THE ACTIVITY

As a result of discussions with the EC, aiming for a stronger alignment with the current NGI outlook and strategy towards Digital Commons, the previous '*NGI Ambassadors Programme*' concept was replaced by a more streamlined and horizontal '*NGI Influencers Programme*' set-up in accordance with the WP 3 objectives of '*ensuring extensive and qualified online communications and outreach across a variety of channels, via the development of original contents and curation of contents developed by the NGI stakeholders involving top and renowned Internet experts, covering several areas of expertise across research, innovation, policy and regulatory matters, as NGI Influencers to extend the NGI reach*' (see amendment to the Grant Agreement).

The main goal of this activity is to grow the general interest in the NGI by engaging different audiences and significantly increase the legitimacy of NGI within the developer and innovator open-source communities, as well as address and engage more systematically policymakers, Internet end users and the media in the NGI conversations.

In order to do so, the NGI Influencers Programme is recruiting practitioners and thought leaders with online presence and proven expertise and experience within the realm of NGI that allow for the NGI vision, objectives, results and activities to be disseminated within a heterogenous ecosystem and beyond by also tapping into adjacent communities.

During their 4-month programme activities, NGI Influencers will therefore disseminate information about any specific NGI activities such as open calls or events including via specific posts, driving conversations on relevant topics aligned with their expertise.

As an additional activity, NGI Influencers may organise an NGI Talk webinar about a specific topic of their choice, usually based on their expertise, or hold an interview with another NGI stakeholder of their choice in order to precisely create conversations that address relevant topics for their audience.

Ongoing recruitment of potential Influencers allows NGI4ALL.E to maintain a live candidate pool list, compiling suggestions from the EC, NGI RIAs and other NGI community members, including NGI beneficiaries. Every 4 months, the Selection Committee consisting of the NGI4ALL.E consortium partners selects 3 Influencers by consensus or ⅔ majority from this list until a total of 10-12 Influencers is reached by the end of the CSA's activities.

Once selected, the NGI Influencer candidates are contacted by FBC, briefed and, if they decide to join the programme, onboarded in due course.

The onboarding involves the signing of the NGI Influencer contract (available upon request) and an additional briefing session with FBC including a specific toolkit with materials and suggestions as well as the provision of support and guidance during the entire duration of their programme participation.

NGI Influencers Programme KPIs are as follows:

- 10-12 NGI Influencers activated
- ≥500 000 total social media reach
- 8-10 NGI Talks or Interviews

4.2 WORK CARRIED OUT SO FAR

1. Action #1: Amendment to the NGI4ALL.E Grant Agreement

As part of a recent amendment to the NGI4ALL.E Grant Agreement, the NGI Ambassadors Programme was renamed the NGI Influencers Programme and its scope adapted to the current NGI outlook and strategy towards Digital Commons as agreed with the EC.

2. Action #2: Programme set-up

According to the new scope, FBC created an NGI Influencer contract including activity description and fees, a guide and a starter toolkit (available upon request).

In terms of activities, within the framework of the contract, Influencers are obliged to:

    a. join the NGI online community platform and prepare an introductory post;

    b. regularly post – 5 posts altogether – content on the Influencer's social media – Mastodon, X (previously Twitter), LinkedIn or similar – and on the NGI Online Community platform, promoting NGI and its milestones when there are milestones to promote – NGI Awards, open calls, NGI Forum or other relevant events and similar content.

For an extra fee, Influencers may agree on providing additional services consisting of one of the two following options:

    a. Providing 1 interview that will uniquely refer to the NGI project and related verticals. The organisation of the interview is handled by FBC. Topics and deadlines will be agreed upon, between the Influencer and FBC.

    b. Organising at least 1 online event – NGI Talk with cooperation among parties. In this case, FBC will provide technical support, manage the attendance list, support dissemination before and after the event and liaise with other NGI projects and channels, while the Influencer will be responsible for the NGI Talk's content, panellists (if any), personal dissemination and preparation of the PPT or similar.

Furthermore, the NGI Influencer voting process was created and approved by the Selection Committee consisting of the NGI4ALL.E consortium partners, whereby from a pool of 10 candidates, each Selection Committee member votes for its 3 favourite choices and 3 reserve list ones. The final winners per batch are selected by either consensus or ⅔ majority.

3. Action #3: First Influencer recruitment

During this period, a large number of NGI Influencer candidates was assembled in a corresponding list based on suggestions by consortium partners and RIAs (available upon request).

4. Action #4: Selection of first batch of Influencers

The first voting phase took place between 21-24 August 2023, whereby 3 Influencer candidates were chosen by the Selection Committee according to the pre-established process as a first choice, and 2 for a reserve list. FBC proceeded to contact the winners. None of the candidates decided to join the programme for different reasons as described below in the lessons learned section.

The second voting phase took place between 11-13 October 2023 and included 5 new candidates in an updated pool list. The following 3 winners decided to join the programme, were onboarded and started their activities in December 2023. Two new reserve list candidates will automatically be included in the upcoming voting for the 2nd batch.

● Irene Hernandez

● Rob van Kranenburg

● Maurizio Napolitano

At the time of writing this report, no post had been published yet, because the guidance requested by these 3 Influencers had only just been delivered (early December).

5. Action #5: Onboarding and briefing of first batch of Influencers

'Contacting' Influencers includes a general briefing (guidance toolkit), onboarding (contracting) and a specific second briefing regarding the info toolkit.

6. Action #6: Ongoing Influencer recruitment

The NGI Forum 2023 attendance and more specifically activities around the NGI Impact Stories (preparation and management of the NGI Impact Stories showcase on the morning of 16 November, as well as the subsequent speaker video interviews and workshop on the evening of the same day) were used for additional Influencer candidate recruitment. All NGI Impact Stories speakers showed strong interest in becoming NGI Influencers and bringing the initiative closer to their communities.

4.3 PERFORMANCE

● At the time of writing, the first batch of 3 Influencers has already started activities and is currently preparing initial introduction posts followed by the planning of NGI Talks and/or interviews for January and February 2024, as well as additional posts.
● A further 10 new candidates have been added to the pool list, and the vote for the next batch is going to take place in early January 2024.

4.4 LESSONS LEARNED

● The engagement of NGI Influencer candidates is more challenging than expected, with 7 out of 10 having decided not to join due to factors such as for example busy schedules, less alignment with NGI values than initially expected or higher fee requests.
● Most engaged and interested Influencer candidates at this point are current and former NGI beneficiaries and/or practitioners from the Digital Commons and open-source sphere.
● Not all NGI beneficiaries are fully aware of the NGI, its specific activities and overall vision, aside from the corresponding RIA. Once they learn about its potential, as for example via the NGI Impact Stories activity at the NGI Forum 2023, they are very keen to spread the word and become a vocal part of NGI.

4.5 REFLECTION AND CONCLUSIONS

● Ownership of NGI needs to be felt by all innovators in this fragmented and heterogeneous ecosystem, since once they learn about its potential, as for example via the NGI Impact Stories activity at the NGI Forum 2023, NGI Innovators are very keen to spread the word and become a vocal part of NGI.
● The NGI online community platform can be a good starting point for communication due to mainly being known for one common denominator in the very fragmented and heterogenous ecosystem: information about NGI funding. The NGI online community platform unites an audience sharing a **common specific need and a specific interest: funding**. NGI Influencers can thus use it as a starting point to be able to address a wider, homogeneous and specific NGI audience in order to then replicate their message to the different more niche sub-communities where day-to-day communication is happening around their specific topics and within each specific group of innovators.

4.6 FUTURE ACTIVITIES

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.

The programme is encouraging onboarded Influencers to become loyal contributors to NGI communication beyond the duration of their contract in order for them to become an integral part and voice of the community.

NGI Talks and especially interviews by the NGI Influencers are aimed at expanding the conversation beyond the Influencers' specific input to have more direct engagement with NGI stakeholders and the wider ecosystem by addressing relevant topics for the community.

Some Influencer candidates have shown interest in creating joint events or having an NGI presence in their otherwise very niche community-based events, suggesting different ways the NGI Outreach Office might be able to provide support and create a win-win arrangement.

Similarly, the recently started NGI Impact Stories initiative and the soon-to-be launched NGI Innovator Meetups series provide many potential connection points with NGI Influencers that will help produce engaging content and further the above-mentioned goals and objectives of the activity.

Based on the outlook, learnings and activities described, the NGI Community platform is being improved in order to evolve in line with the wider NGI vision and its practitioners.

5 EVENTS ORGANISATION AND PARTICIPATION

5.1 ABOUT THE ACTIVITY

The overarching goal of events under the NGI4ALL.E project is to increase the awareness, credibility and reputation of NGI and to facilitate discussions on the future of the Internet among a passionate community of European innovators and entrepreneurs. NGI events aim to attract as many participants as possible as well as NGI stakeholders such as Internet experts, SMEs, start-ups, innovators, researchers and students.

Based on previous years, the NOO wants to continue improving the event participants' experience at the NGI Forum and other events it organises so that the events continue to be attractive, relevant and memorable for the NGI community and beyond.

5.2 WORK CARRIED OUT SO FAR

NGI High-Level Expert Webinar on Digital Commons and Digital Sovereignty

In January 2023, the NOO held the *NGI High-Level Expert Webinar*, focusing on the crucial themes of 'Digital Commons and Digital Sovereignty'. This milestone event aimed to achieve the following objectives:

- Discuss priorities for Europe to support an open, free, global, interoperable, reliable and secure Internet.

- Explore the latest developments in Digital Commons initiatives and relevant European policy-driven efforts.

- Discuss the role of the NGI initiative as a way to foster Digital Commons and European Digital Sovereignty.

- Increase collaboration among all European players working on Digital Commons.

The 2-hour webinar included distinguished speakers, notably Gemma Carolillo, Deputy Head of the Next Generation Internet Unit at the European Commission, and Nele Leosk, Ambassador-at-Large for Digital Affairs of Estonia. The high-profile panel also featured experts such as: Paul Keller, Director of Open Future; Kasia Odrozek, Director of the Mozilla Foundation; Melanie Dulong de Rosnay, Director of the CNRS Center for Internet and Society; and Laureen van Breen, Director of WikiRate. Dr Monique Calisti, Director of the NGI Outreach Office and Martel Innovate CEO moderated the event.

Throughout the webinar, the speakers emphasised that Digital Commons represent not just a passing trend or ancient history but a beneficial and continuously evolving technological progression that contributes to the digital sovereignty of societies and individuals. They highlighted Digital Commons as a catalyst for high-tech advancement. Consensus emerged among participants that Europe should actively cultivate shared democratic values in governance models and the European market to propel contemporary high-tech advancements.

The expert panel also deliberated on the potential shift in perspectives within government and industry, advocating the recognition of technology as a public digital infrastructure, where innovation thrives without the need for explicit permission. Such a paradigm shift, it was argued, could lead to the creation of an inclusive, trust-based, society-centred and sustainable ecosystem with distributed benefits. The application of Digital Commons was seen as a viable solution to address the need for new governance structures for resources through open source, open data and open code.

Comprehensive post-event coverage was provided through a well-crafted article and press release, while the event recording and presentation slides were also made accessible through the NGI website.

NGI Forum 2023

The [NGI Forum 2023](#) has been the latest flagship event of the European Commission's NGI initiative. It brings together some of Europe's top Internet innovators at work to build an Internet of Trust, empowering end-users with more choice and control over their data and digital identity.

The NGI Forum 2023 was for the first time a **fully hybrid forum**, designed as a dynamic hub for visionary thinkers, policymakers and technologists to delve into the forefront of Europe's digital transformation. At its core, the Forum placed the spotlight on the concept of **Digital Commons**, which is particularly crucial for Europe, as it fosters equitable access to information, fuels innovation and bolsters digital sovereignty.

The NGI Forum was live-streamed on the NGI website on both days, as well as the various NGI social channels, including plenary sessions and workshops 2, 3 and 5.

Given that the previous NGI Forum was conducted entirely online, the anticipation for the 2023 edition heightened as it was envisioned to be a pivotal networking opportunity for all stakeholders, project holders and innovators to convene, interact and engage in discussions. This year's event was eagerly awaited as an in-person gathering that aimed to facilitate robust networking sessions, fostering collaborations, idea exchanges and meaningful conversations among participants.

The transition from a virtual set-up to a hybrid format for this year's NGI Forum created an atmosphere ripe for direct interaction and deeper engagement. Expectations were high for stakeholders and project holders to connect face-to-face, allowing for more profound exchanges of knowledge, experiences and insights.

An extensive report of the NGI Forum 2023 has been provided and made available online - https://www.ngi.eu/resources/white-papers-reports/#ngiforum_reports

Other events

1. STEM Women Conference Barcelona 2022

An interactive presentation was made at the annual STEM Women Conference Barcelona celebrated in November 2022, under the topic of 'Science with Purpose'. The session presented the NGI project and the role of Ideas for Change in analysing the existing reality in terms of diversity, equity and inclusion of the programme, with a special focus on the presence of women in the NGI innovative ecosystem. The opportunities of the programme were presented, and all attendees were invited to take part in the programme and explore the possibilities of being involved via the NGI newsletter and the different communication channels.

Impact: 400 in-person attendees participated in the Cosmo-Caixa Congress and 700 people participated online.

2. 22@ Webinar: How can we build the Internet of the Future with gender equality?

A 1-hour session to reflect on the future of the Internet in terms of gender equality was delivered with support of the 22@ network and their Women innovator community. The session reflected

on the scarce presence of women in the technology and innovation spaces, introducing the full NGI programme as an opportunity to advance and improve the presence of women in the STEM environment with full funding call options, mentoring sessions and visibility opportunities at an international level. At the end, participants were invited to join the NGI channels.

Impact: 15 people attended online, and the newsletter with the NGI programme and the event recording was sent to the 250 institutions that constitute the 22@ network.

3. III Data Feminism Days at La Ciba

IFC took part in another in-person event, the III Data Feminism Days at La Ciba in April 2023. The NGI programme was introduced as an opportunity for attending women innovators to apply and take advantage of the various opportunities to engage with it. There were reflections with other guests and speakers in a panel format, offering assistance for women entrepreneurs and potential innovators to foster their participation.

The focus of the III Data Feminism Days was to reflect on, disseminate and promote data technologies for women's rights and the main challenges of the feminist agenda around the evolution of data technologies.

Impact: 30 in-person participants, distribution of the recording and presentation of the CIBA database of women innovators.

4. CodeWomen Meetup in Barcelona

Ideas for Change hosted one of the regular encounters that the CodeWomen group holds in Barcelona, offering an opportunity to publicise the NGI initiative among potential female entrepreneurs and innovators. The CodeWomen programme offers training and digital training spaces for women, the vast majority of whom are of migrant origin and in situations where they are at risk of exclusion. During the session (organised in June 2022), the IFC team presented NGI and the opportunities offered by the programme for innovators, as a possible way of giving shape to initiatives arising from the CodeWomen ecosystem.

Impact: the occasion brought together 24 women in person at the Ideas for Change offices.

5. Presentation at two Beers for Change events in Barcelona

The IFC team celebrates a regular after-work event that gathers (mostly) local stakeholders, policymakers and entrepreneurs working at the intersection of science, research and social innovation. The occasion is often used to introduce projects, activities and opportunities that can be relevant for the audiences. During the first 18 months of activity, the NGI programme was presented twice to the attendees, highlighting the nature of the actions, the open calls launched and all the upcoming events and training.

Impact: 50 in-person attendees at the session held 2 March 2023, and around 50 more attendees at 16 November.

6. Presentation and promotion of NGI at other events

The NOO also promoted the NGI at several other events including:

- FIWARE Global Summit, 2022 Gran Canaria 14-15 September, to promote the NGI open calls
- EBDVF 2022, Prague 21-23 November 2022 – session on next generation metaverse
- IGF 2022, 28-30 November – online participation
- APIDAYS 2022, 14-16 December 2022 – online promotion of open calls
- 4YFN 2023, Barcelona 27 February - 2 March – NGI Innovator presentations promotion

- Concertation meeting Cloud/Edge/IoT – Brussels 10-11 May 2023 – promotion of open calls
- Digital with Purpose Summit, 26-28 September 2023 – promotion of NGI / NGI open calls / NGI Forum 2023
- EBDVF 2023, Valencia 25-27 October – promotion of NGI and NGI Forum 2023
- "OSOR turns 15" conference, Brussels, 21 November 2023 - promotion of NGI at the NGI Booth (information, promotional material and presence).

5.3 PERFORMANCE

NGI High-Level Expert Webinar on Digital Commons and Digital Sovereignty

The high-level expert webinar was a resounding success, marked by enthusiastic participation and vibrant discussions between the engaged audience and expert speakers. With over 190 attendees actively involved through both the Zoom platform and LinkedIn Live, the event demonstrated the strong resonance of its themes and the importance of fostering collaboration in the digital landscape.

Despite the overwhelmingly positive response, there were minor challenges encountered during the event. Moderation efforts were required to address occasional disruptions caused by a participant engaging in spamming activities within the chat. Swift and effective moderation strategies were implemented to maintain a focused and constructive conversation, ensuring a positive experience for the majority of participants.

Furthermore, the event provided a platform for valuable feedback, including a suggestion from a participant advocating the exploration of decentralised European platforms for future events.

NGI Forum 2023

In total, **212 participants** were present **on-site** in Brussels at the NGI Forum 2023. The event also attracted **779 unique viewers** on its streaming page.

In the period from 1 October to 20 November, **7 750 people** visited the NGI Forum 2023 website, mostly during the period prior to the event, for an average time of 4 min. 23 sec.

7,750 visits ⚑ +343.6%	**16,203** pageviews, **12,978** unique pageviews ⚑ +221.2%
4 min 23s average visit duration ⚑ -23.8%	**1** total searches on your website, **1** unique keywords ⚑ +100%
62% visits have bounced (left the website after one page) ⚑ +17%	**26** downloads, **24** unique downloads ⚑ +23.8%
2.2 actions (page views, downloads, outlinks and internal site searches) per visit ⚑ -26.7%	**372** outlinks, **346** unique outlinks ⚑ +376.9%
63 max actions in one visit ⚑ 0%	
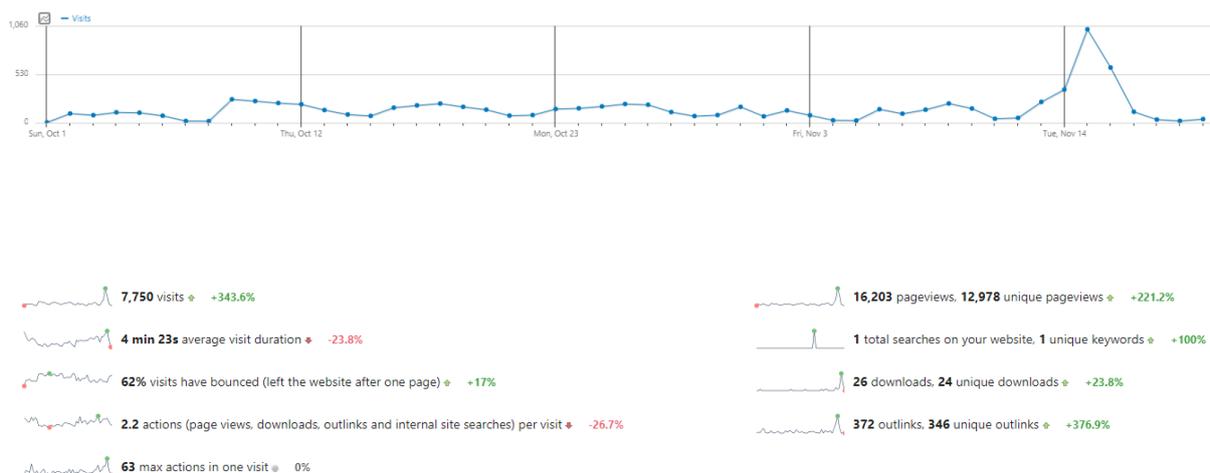
Figure 1 NGI Forum 2023 website traffic, 1 October to 20 November 2023

Funded by Horizon Europe
Framework Programme of the European Union

The website hit **2'683** visits the week before the event with an average visit duration of 7 min. 10 sec.

After the event, a satisfaction survey was sent to all registered participants, asking for their feedback on the event. The level of satisfaction of the participants was **80.95 %** on the question of the usefulness of the event.

5.4 LESSONS LEARNED

NGI High-Level Expert Webinar on Digital Commons and Digital Sovereignty

The NGI High-Level Expert Webinar on Digital Commons and Digital Sovereignty provided valuable insights that have contributed to our ongoing learning process. The following lessons were gleaned from the event:

- **Robust Moderation Protocols:** The event underscored the importance of implementing robust moderation protocols to swiftly address any disruptive elements, such as chat spamming. Moving forward, we recognise the need for proactive measures to maintain a positive and focused atmosphere during online engagements.
- **Platform Considerations:** Participant feedback advocating decentralised European platforms has prompted us to reevaluate our choice of event platforms. Exploring options aligned with decentralisation principles will be part of our future event planning strategy, ensuring inclusivity and catering to diverse preferences within the digital community. BigBlueButton was the choice made in agreement with the EC.
- **Diverse Perspectives:** The diverse perspectives shared by expert speakers highlighted the multifaceted nature of Digital Commons and Digital Sovereignty. Embracing and integrating these diverse viewpoints will be crucial in shaping future initiatives to address the dynamic challenges of the digital landscape.

NGI Forum 2023

As the NGI Forum transitioned back to an in-person format, there was a palpable sense of excitement and anticipation among attendees, recognising the significance of this event as a pivotal networking opportunity to forge lasting connections, share insights and propel the evolution of the NGI landscape.

The participants asked for more networking moments, and also more presentations on successful stories.

Having a presence at the OSOR Conference with materials and a promotional backdrop indicated participants' interest in thematic topics and grant opportunities under the NGI initiative. In 2024, the NOO plans to prioritise the NGI initiative's effective representation at diverse events through presentations, stands or material.

5.5 REFLECTION AND CONCLUSIONS

Organising and running events in person is more engaging, but much more expensive, especially when in Brussels. This requires to consider carefully the choice of which events to organise in person, when (co-location would be ideal) and where (in teams of reachability but also costs). Also, engagement and participation must be a more collaborative effort across all NGI projects as the NOO resources and reach are limited when compared to the plurality of communities the various NGI RIAs have a more direct reach to. Clearly, the participation at

NGI events of prominent experts and EC representatives is key to increase visibility and appeal.

Overall, the NGI community is such a diverse ecosystem that possibly only by organising different events (different in types, size and location) would help increase engagement at different levels. In this respect, the NOO believes it is essential that NGI RIAs and in the future NGI Pilots will organise their events and meet their communities where innovators and researchers can more easily participate. In this respect, the NOO role is of support and amplification of visibility. Overall, some important points hold:

Ensure In-Person Engagement: Facilitate more interactive sessions, round-table discussions or workshops to encourage direct engagement among participants. These formats allow for deeper conversations, idea exchanges and potential collaboration.

Continue Showcasing Innovators: Allocate dedicated sessions or panels to showcase innovators and success stories within the NGI community. These sessions were highly appreciated by the participants who could understand specific projects, their impact, implementation strategies and the journey from conception to success. Such presentations offer practical takeaways and inspire innovation.

Offer Workshops: Offer more interactive workshops led by successful innovators. These workshops can provide hands-on experiences (such as workshop 1 'hands-on activity pub') and practical demonstrations, allowing participants to gain actionable insights and learn from real-world scenarios.

Provide Networking Opportunities: Create specific networking sessions where participants can directly interact with innovators and the EC, NOO and other RIAs. This set-up fosters one-on-one or small group discussions, enabling deeper connections and the exchange of ideas and experiences. We saw that it was sometimes difficult to bring the participants inside the main room, as they were having discussions with peers, which can be considered good news regarding the Forum networking objectives.

5.6 FUTURE ACTIVITIES

25 January NGI Panel: Communities, Digital Rights and the Future of the Internet

In parallel to the activities carried out as part of the NGI program, more and more grassroot communities are being established to pursue and influence the development of the internet of the future. Their vision is often aligned with the NGI principles and points towards a more safe, sustainable, fair, and human-centric digital environment, with open source and digital common at its core. But many of their requests, learnings and lines of action may not be evident at the policy level, and those can be very relevant add-ons to plan and shape the future NGI lines of action by following an inclusive, grounded, bottom-up approach.

This panel is proposed to learn about the priorities and challenges that these communities are currently facing in an attempt to combine the resources, tools and solutions made available by the NGI ecosystem, and the capacities, energy, skills and networks of these grassroot communities.

The session aims at embedding a societal and community perspective within the NGI, thus extending its scope while exploring synergies and potentially collaborating in future initiatives. It will pave the way for co-envisioning and co-designing scenarios of desirable futures enabled by the internet.

29 January TechLabs evening (TechFems community event in Barcelona)

Introducing the NGI at the TechFemsLab event on 29 January 2024, an evening with a group of around 35 women in tech who will gather together to exchange opportunities and updates. The objective will be introducing the NGI initiative to the attendees, sharing the upcoming open call and training potential attendees.

Women in tech 2024

In addition to the above, two further women in tech mentoring sessions are planned to be delivered in 2024, as well as four participatory workshops (two of which in schools) with the purpose of bridging the gap between NGI and the women in tech community and end-users respectively. Finally, within WP4 new outreach actions and events will be undertaken to raise awareness about NGI, its opportunities and outputs, targeting specifically underrepresented groups. According to the findings to date, a special focus within these has been established with respect to fostering the involvement of actors from Eastern EU countries, and of public sector agencies and representatives.

NGI Innovator Meetups

These themed online meetup sessions are planned to take place on a regular basis (at least 3 per year) merging previously envisioned support and community building activities like the NGI Developer Meetups, the ePitching Session and the info webinars under one easily identifiable umbrella initiative, the NGI Innovator Meetups, in order to connect the different strands and further foster the sense of community.

The goal is to provide additional cross-RIA touchpoints for information/knowledge exchange and support requests between innovators, developers, WG members/RIAs and the NGI Outreach office.

NGI innovators will be informed about the initiative and a series of relevant themes in order to adapt the session calendar as much as possible to the different needs. Final adjustments to the initiative concept and calendar are currently being discussed in the monthly NGI Impact, Sustainability and Exploitation Working Group.

Other events

The NGI Outreach Office will continue to ensure the visibility of NGI at various events, as well as offering support to RIA involved in events (online, hybrid or on site).

Following the agenda of the European Commission and the priorities that will be issued and discussed with DG CONNECT, the NOO also be able to target essential events where maintaining a presence (live tweeting, booth, speaker, or other) is crucial, for example:

- FOSDEM 2024, Brussels, 4-5 February 2024
- IGF 2024, online
- 4YFN 2024, Barcelona, 26-29 February 2024
- FOSS Backstage 2024
- The EU Open Source Policy Summit 2024
- OW2Con, Paris, 11-12 June 2024

6 CONCLUSION

The first 18 months of the NGI4ALL.E outreach activities have been intense and successful. Having the NGI initiative reached another level of maturity it has been important to follow this evolution also in the way the outreach activities have been conducted, staying always agile and ready to follow new requests coming from the EC and the community.

By piggy-backing on the previous work done by NGI4ALL, it has been possible to address some of the main weaknesses previously identified and give more visibility and prominence to the NGI innovators, their work and results.

The NOO established fruitful collaborations in the intersecting areas of communication, managed outreach in the broader sense, online and offline, established new press relations, succeeded in the organisation of and participation in events, as well as setting up a new Influencers Programme that has just been launched recently.

- In terms of press relations, we have considerably expanded our database of journalists likely to give the initiative greater coverage, we have personalised and strengthened links with many of them, and we have delivered less generic material (localised and specific) thus enabling the media to build stories that are relevant, impactful and memorable at their national level, and also more understandable to the general public.

- In terms of communication and content creation, we have strengthened NGI's presence across all the channels we use, producing more content than ever before, and above all producing content that is more engaging for our audience: this content is less institutional than before, and much more based on personal experiences that are extremely motivating for those who also want to embark on the NGI adventure. Across all our communication channels (the NGI portal, social media, the NGI blog, our newsletters, interviews and podcasts), we have adopted a more human-centric, emotional approach to communication, which is proving effective in terms of reach and engagement.
- Organisation and participation to events have followed a very pragmatic approach, aiming at increasing visibility and credibility of the NGI initiatives at a broad level, with the NGI Forum 2023 being a very important success for the whole community. Support for promotion of other NGI events organised by ongoing NGI projects has also been instrumental to help the overall ecosystem growth and impact.

Overall, the NGI ecosystem has grown and this gives lots of new outreach potential. On the other hand the communication with the NGI intermediaries has not always been efficient, which we believe is something that must be addressed with the support of the NGI Unit. As a matter of fact while the NOO provides outreach services in support of the EC and of the other ongoing NGI projects, its is highly depending on 1) the content that should be provided by NGI RIAs (and in the future also NGI Pilots) and their innovators and on 2) the outreach to communities of open source internet developers, hackers and activists.

In this respect, taking the opportunity of the launch of new NGI projects, the NOO will work full steam on engaging new organisations and possibly new communities in increasing the visibility and outreach of the NGI.

ANNEX 1: WEBSITE METRICS (NGI.EU)

NGI WEBSITE MONTHLY WRAP JULY 2022 TO 31 DECEMBER 2023

Months	Visits	Pageviews	Action per visit	Bounce rate	Avg. Visit Duration
Jul 22	1 715	4 120	3.025	50%	02:35.00
Aug 22	2 120	4 147	2.48	57%	02:28.00
Sep 22	2 239	4 917	2.65	56%	02:00.00
Oct 22	3 239	5 593	2.24	55%	02:01.00
Nov 22	3 332	6 187	2.4	57%	02:13.00
Dec 22	3 411	5 862	2.25	60%	02:00.00
Jan 23	4 233	8 886	2,9	53%	00:03:07
Feb 23	2 867	5 302	2.5	54%	00:01:45
Mar 23	2 786	4 917	2.4	56%	00:02:13
Apr 23	2 256	4 031	2.4	56%	00:02:07
May 23	2 901	5 538	2.5	55%	00:01:58
Jun 23	2 195	4 411	2.6	53%	00:02:19
Jul 23	2 776	4 976	2.5	53%	00:02:02
Aug 23	1 830	3 242	2.4	56%	00:01:53
Sep 23	2 679	4 702	2.4	54%	00:02:13
Oct 23	1 373	2 430	2.6	52%	00:02:12
Nov 23	773	878	2.6	46%	00:02:21
Dec 23	455	297	2.8	34%	00:01:52
Total	**43180**	**80436**	**45.29**	**939%**	**00:39:19**
Average	**2 375**	**4 453**	**2.51**	**52.16%**	**00:02:11**

NGI WEBSITE MONTHLY WRAP UP 2023 (UP TO DEC 31)

Months	Visits	Pageviews	Action per visit	Bounce rate	Avg. Visit Duration
Jan 23					
Feb 23	-32.27%	-40.33%	-30.56%	-16.98%	-43.85%
Mar 23	-2.83%	-7.26%	18.75%	27.27%	26.67%
Apr 23	-19.02%	-18.02%	1.05%	0.00%	-4.51%
May 23	28.59%	37.39%	4.17%	-1.79%	-7.09%
Jun 23	-24.34%	-20.35%	5.00%	-3.64%	17.80%
Jul 23	26.47%	12.81%	-6.29%	0.00%	-12.23%
Aug 23	-34.08%	-34.85%	-3.46%	5.66%	-7.38%
Sep 23	46.39%	45.03%	4.21%	-3.57%	17.70%
Oct 23	-48.75%	-48.32%	8.28%	-7.41%	-0.75%
Nov 23	-43.70%	-63.87%	-0.19%	-8.00%	6.82%
Dec 23	-41.14%	-66.17%	-3.70%	2.17%	-20.57%

WEBSITE VISITS 2023 WEBSITE PAGE VIEWS PER VISIT 2023

Visits per month 2023 (up to 31 Dec)
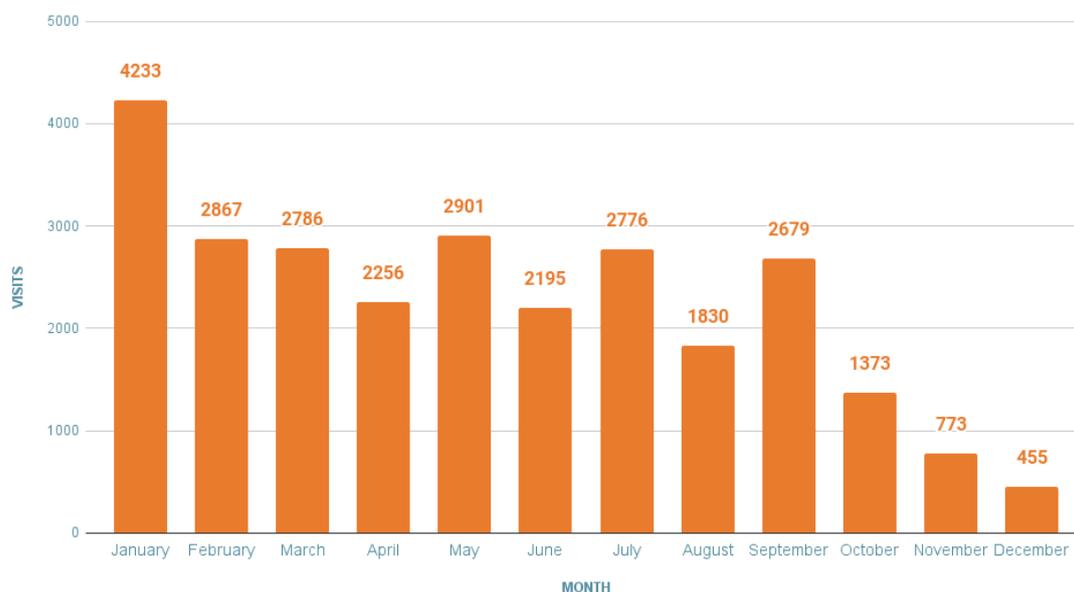
WEBSITE PAGE VIEWS PER VISIT 2023

Pageviews per visit 2023 (up to 31 Dec)
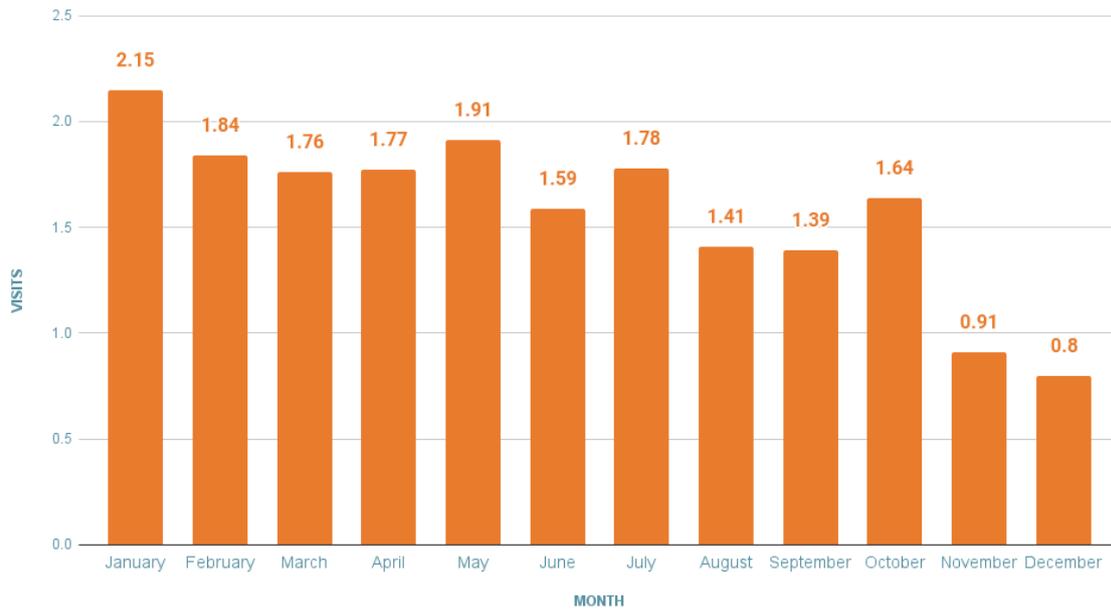
AVERAGE VISIT DURATION PER MONTH 2023

Avg. Visit Duration 2023 (up to 31 Dec)
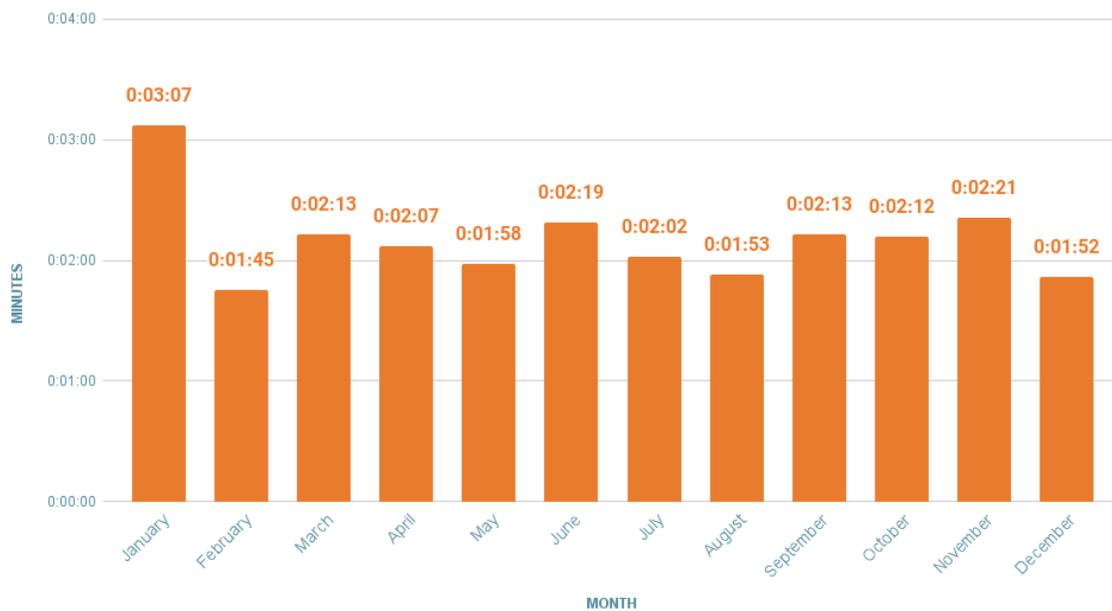
BOUNCE RATE 2023

Bounce rate 2023 (up to 31 Dec)

Month	Bounce Rate
January	53%
February	44%
March	56%
April	56%
May	55%
June	53%
July	53%
August	56%
September	54%
October	50%
November	46%
December	47%
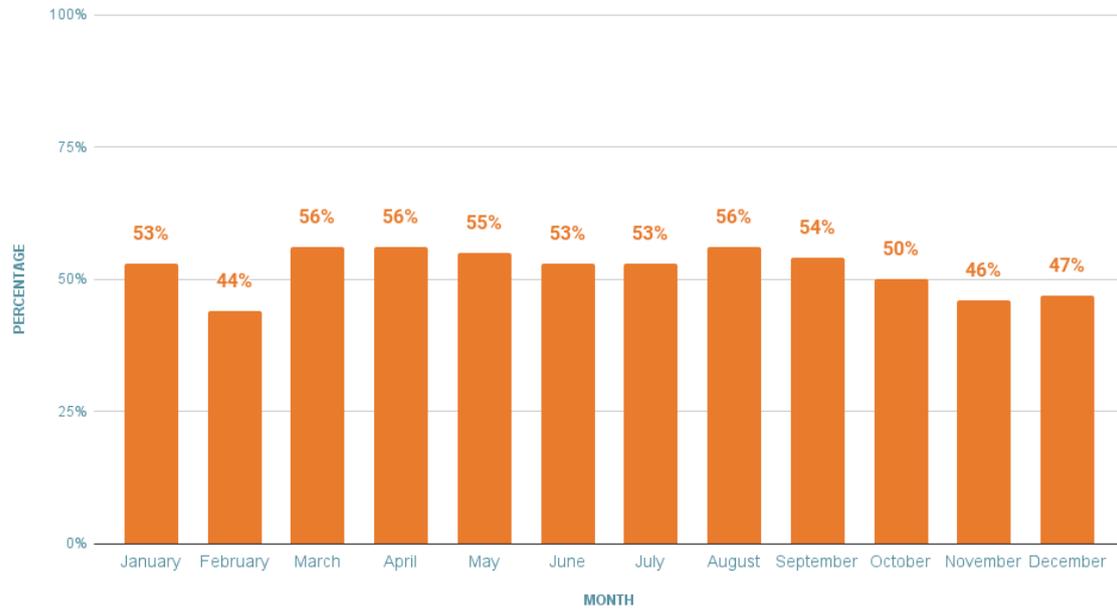
ACTIONS PER VISIT 2023

Actions per Visit 2023 (up to 31 Dec)

Month	Actions per Visit
January	2.88
February	2
March	2.375
April	2.4
May	2.5
June	2.625
July	2.46
August	2.375
September	2.475
October	2.68
November	2.675
December	2.6
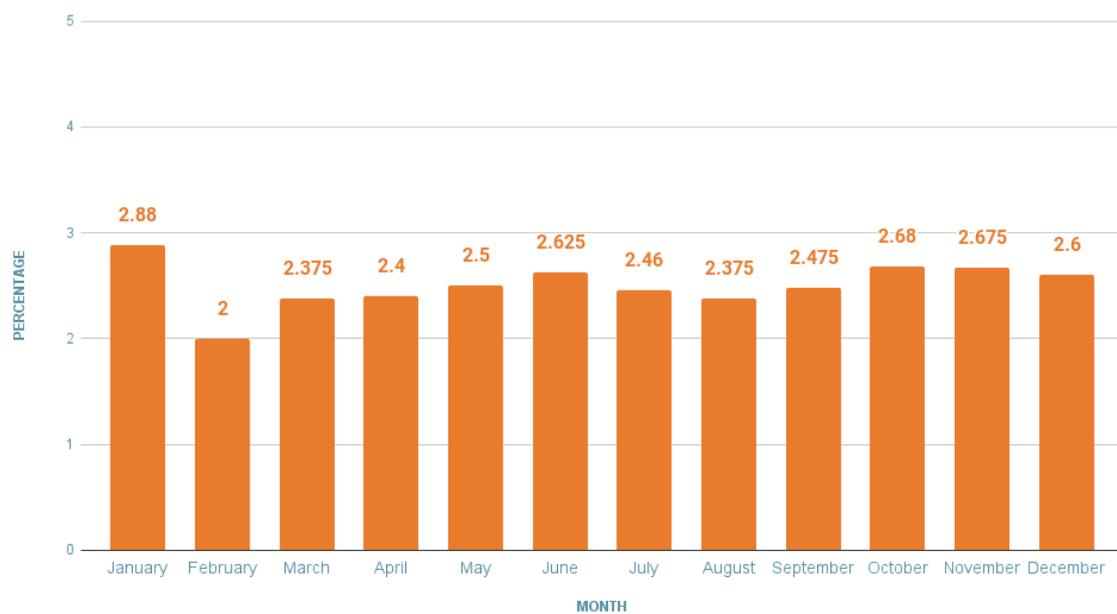
NEW VS RETURNING VISITS 2023

New vs Returning Visits

Legend: Returning Visits, New Visits

	Returning	New
January	33.00%	66.70%
February	29.70%	70.30%
March	32.80%	67.20%
April	32.00%	68.00%
May	27.50%	72.50%
June	35.00%	65.00%
July	34.90%	65.10%
August	29.20%	70.80%
September	35.20%	64.80%
October	46.50%	53.50%
November	48.50%	51.50%
December	35.80%	64.20%
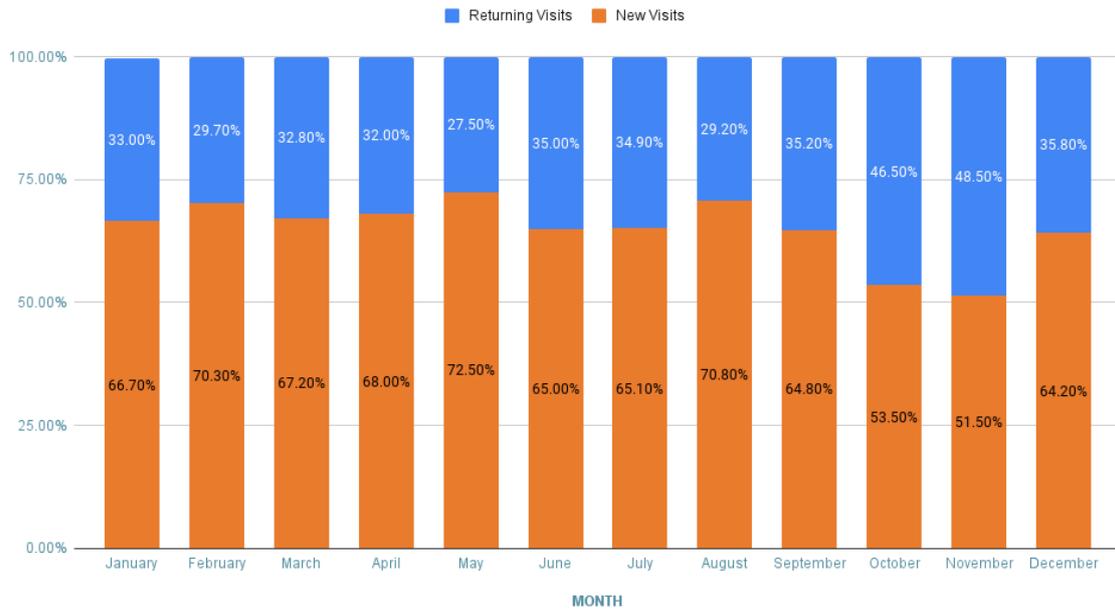
MONTH

NUMBER OF EVENT TYPE 2023

Event Types

Legend: Open Calls, Social, Newsletter, Document, Mailto

MONTH	Open Calls	Social	Newsletter	Document	Mailto
January	69.97%	18.48%	4.46%	3.63%	3.47%
February	71.05%	17.66%	8.01%	1.85%	1.44%
March	73.24%	18.98%	3.2%	2.85%	1.90%
April	77.99%	14.83%	3.2%	2.63%	1.20%
May	76.38%	12.06%	5.78%	3.27%	2.51%
June	83.17%	12.68%	1.46%	5%	0.73%
July	79.45%	13.70%	2.35%		1.76%
August	86.70%	6.44%	4%	1.72%	1.07%
September	84.84%	6.54%	5.0%	2.08%	1.49%
October	69.29%	12.04%	11.06%	4.42%	3.19%
November	69.05%	15.60%	10.79%	3.38%	1.17%
December	81.63%	11.56%	3.2%	2.72%	0.68%

TOP 10 PAGES BY TIME SPENT ON THE PAGE 2023

Total time spent by visitors

PAGES	TOTAL TIME SPENT BY VISITORS (IN HOURS)
/index	110:08:49
ngi-projects	135:54:41
opencalls	181:56:16
news	87:37:38
funded_solution	59:59:17
event	84:50:59
about	36:32:08
blog	34:55:43
discover-ngi-solutions	28:46:47
horizon-europe-calls	25:10:46
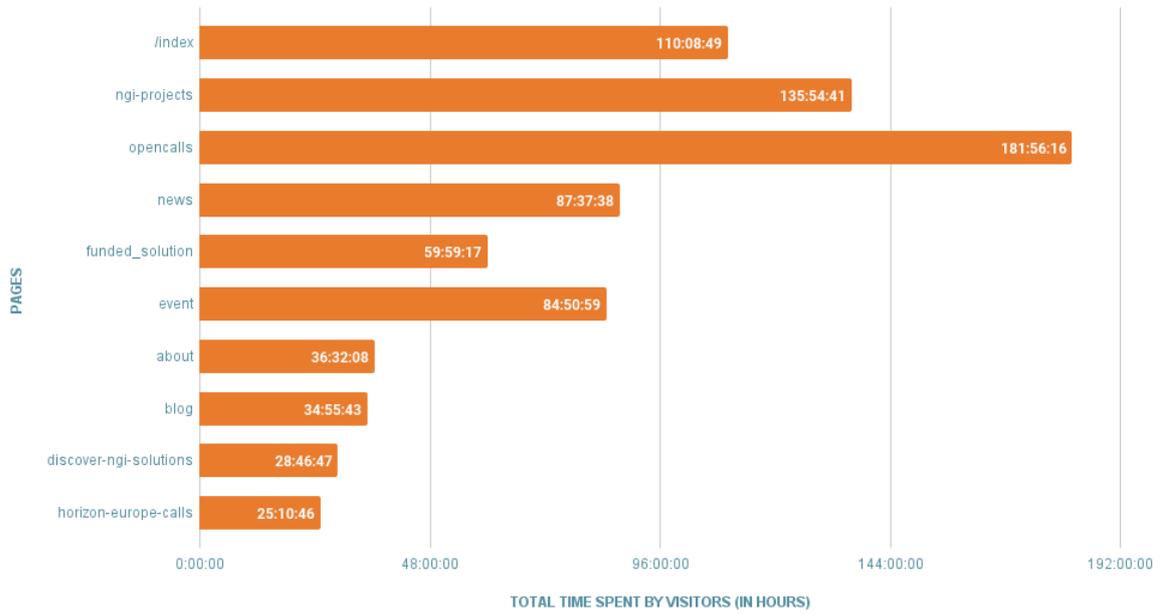
WEBSITE VISITS JULY 2022 UP TO DEC 31 2023

Visits per month
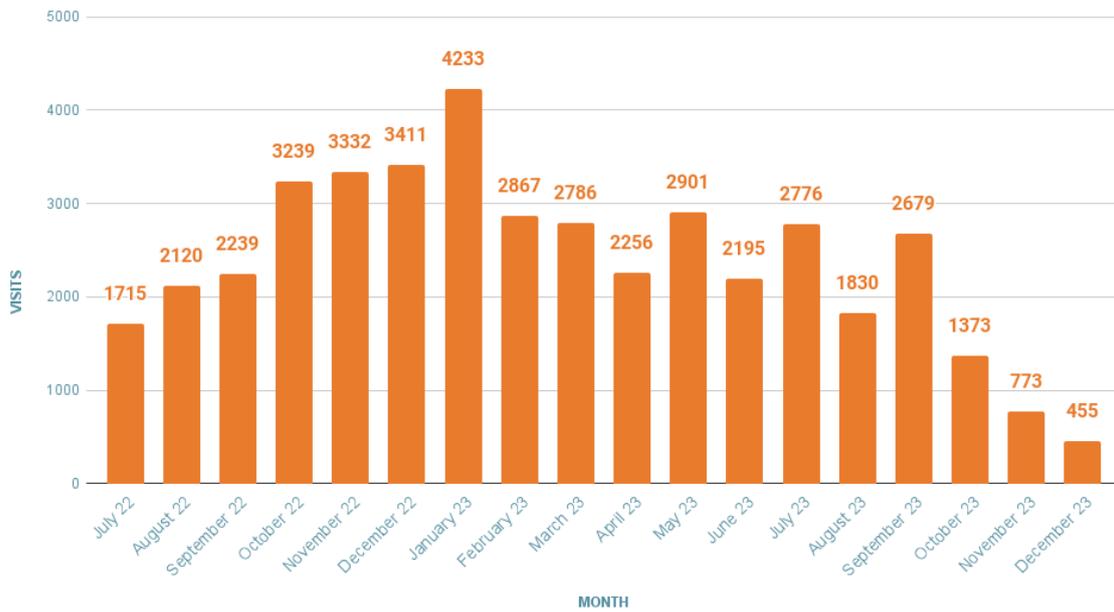
WEBSITE PAGE VIEWS PER VISIT JULY 2022 UP TO DEC 31 2023

Pageviews per visit
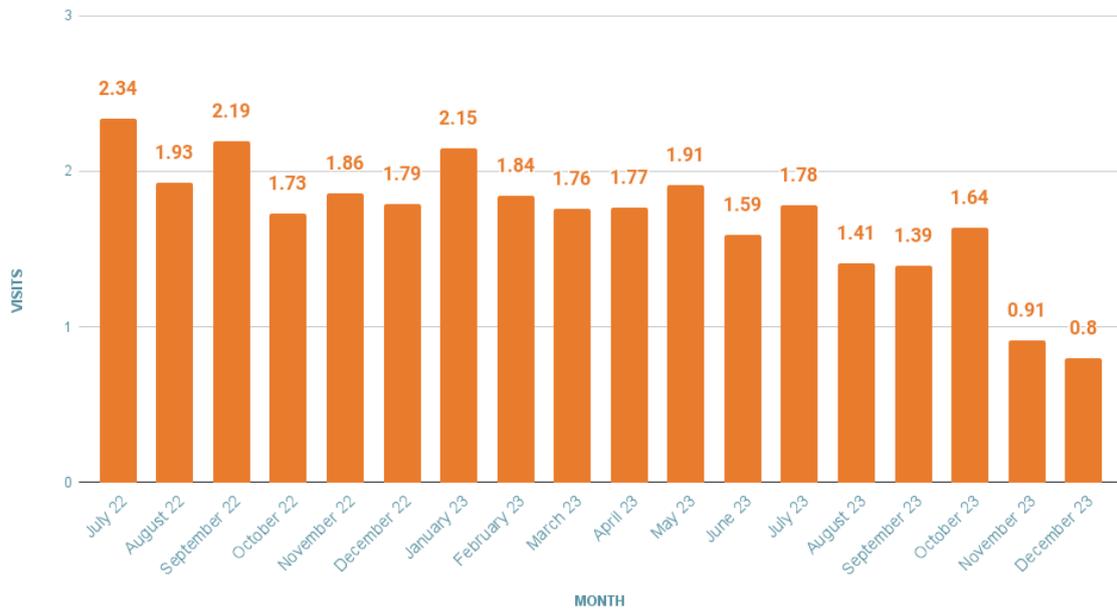
AVG. VISIT DURATION JULY 2022 UP TO DEC 31 2023

Avg. Visit Duration
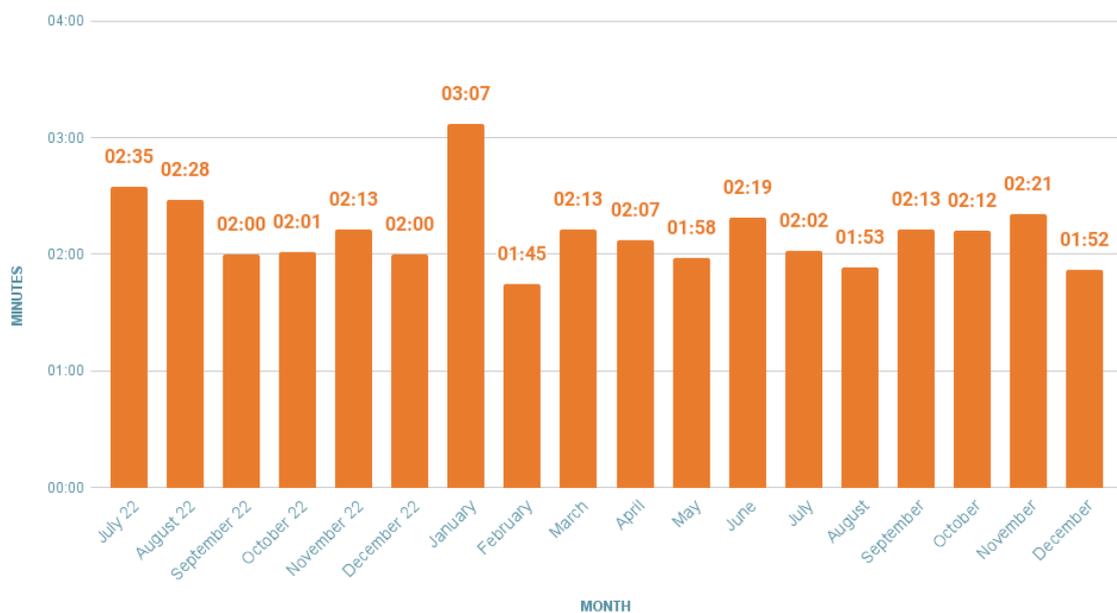
BOUNCE RATE JULY 2022 UP TO DEC 31 2023

Bounce rate 2023 (up to 31 Dec)
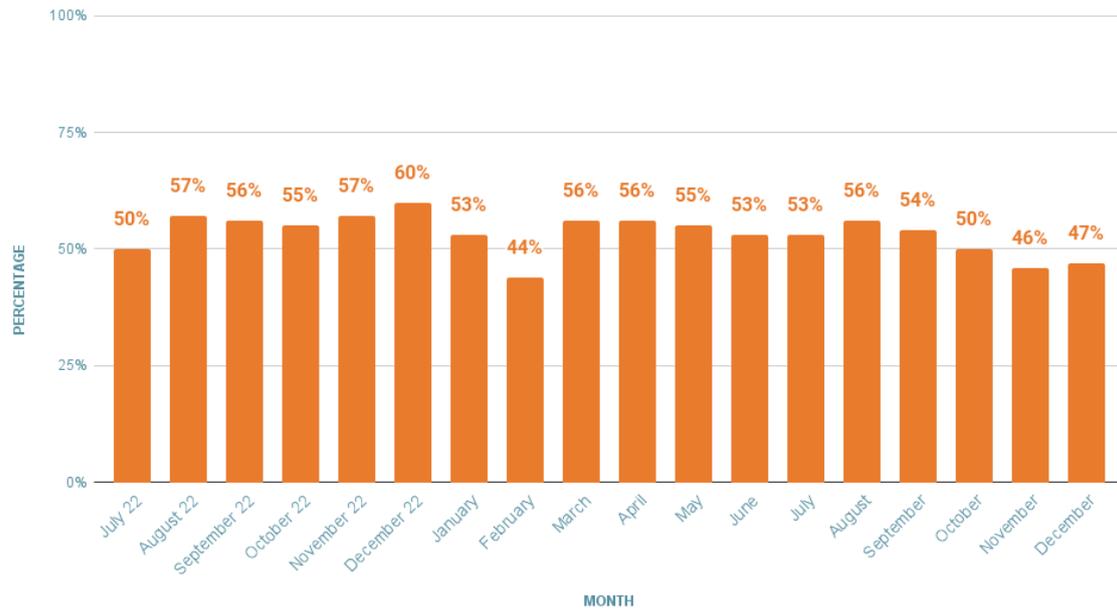
ACTIONS PER VISIT JULY 2022 UP TO DEC 31 2023

Actions per Visit
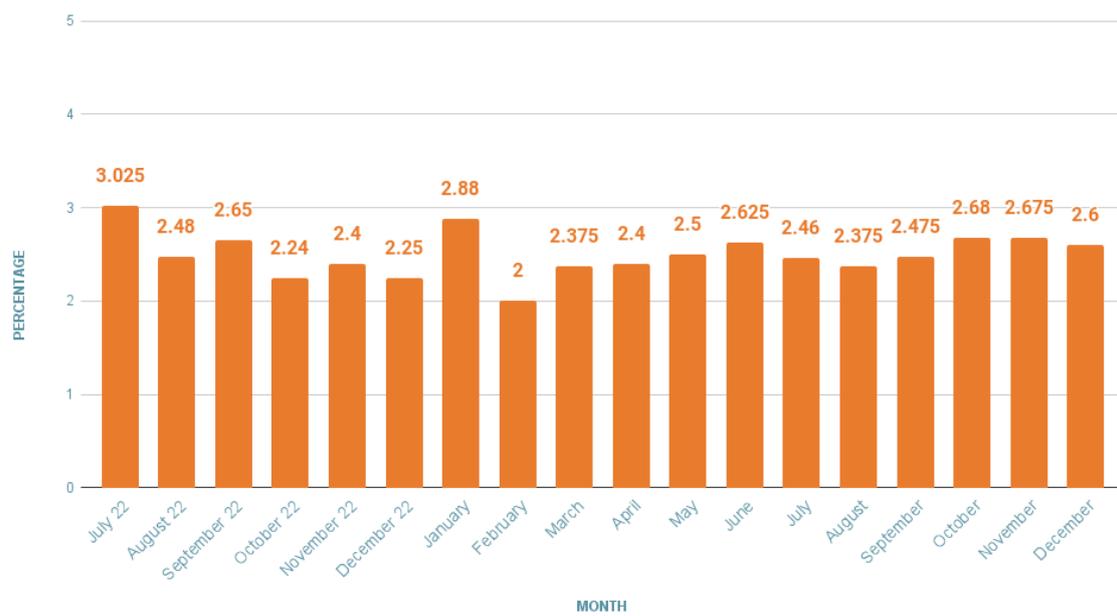
NEW VS RETURNING VISITS JULY 2022 UP TO DEC 31 2023

New vs Returning Visits
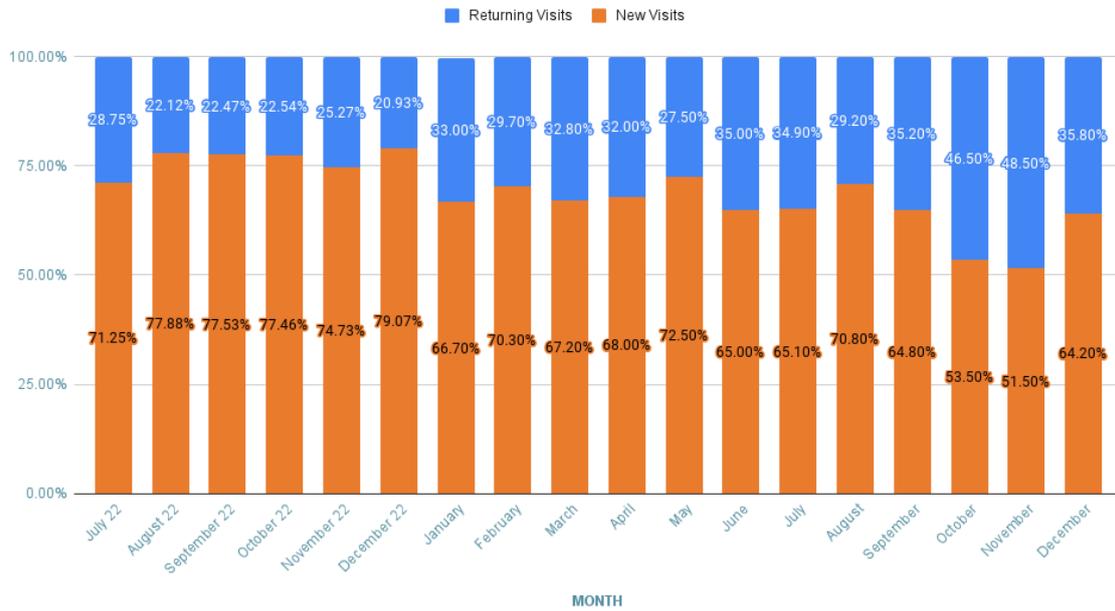
NUMBER OF EVENT TYPE JULY 2022 UP TO DEC 31 2023

Event Types

Top 10 pages by time spent on the page July 2022 up to Dec 31 2023

Total time spent by visitors
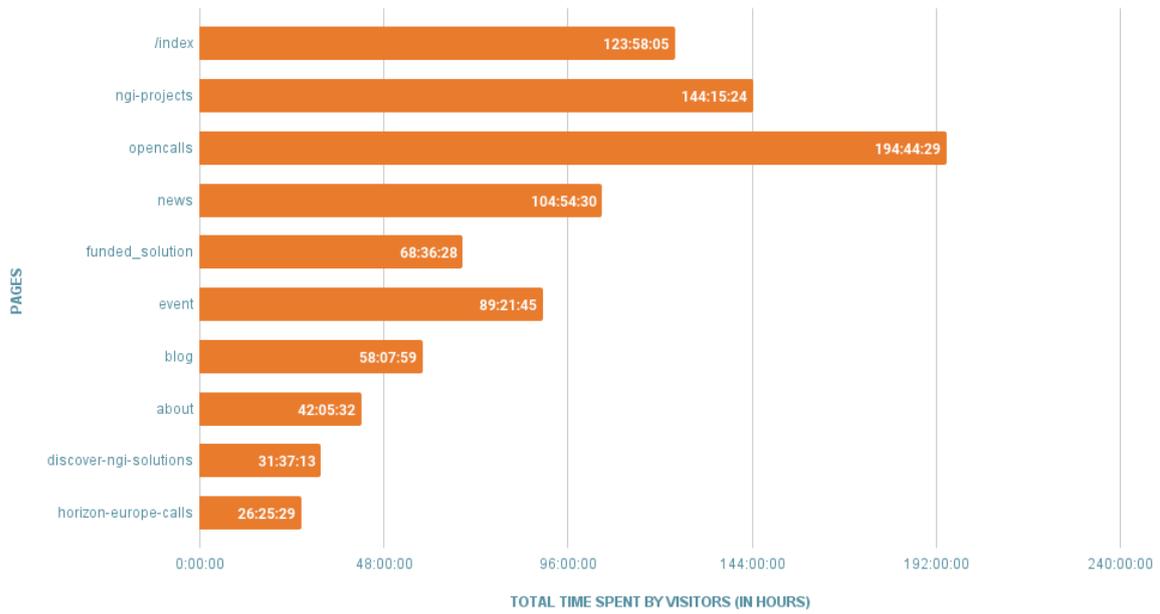
New vs Returning Visits July 2022 to 31 December 2023

New vs Returning Visits
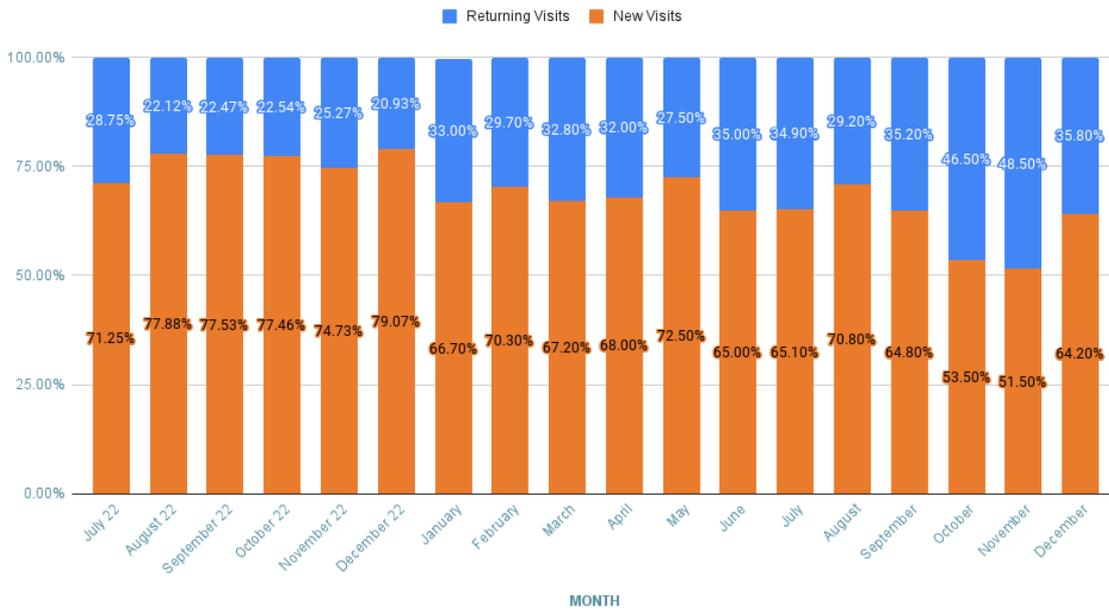
Top 10 pages by number of views
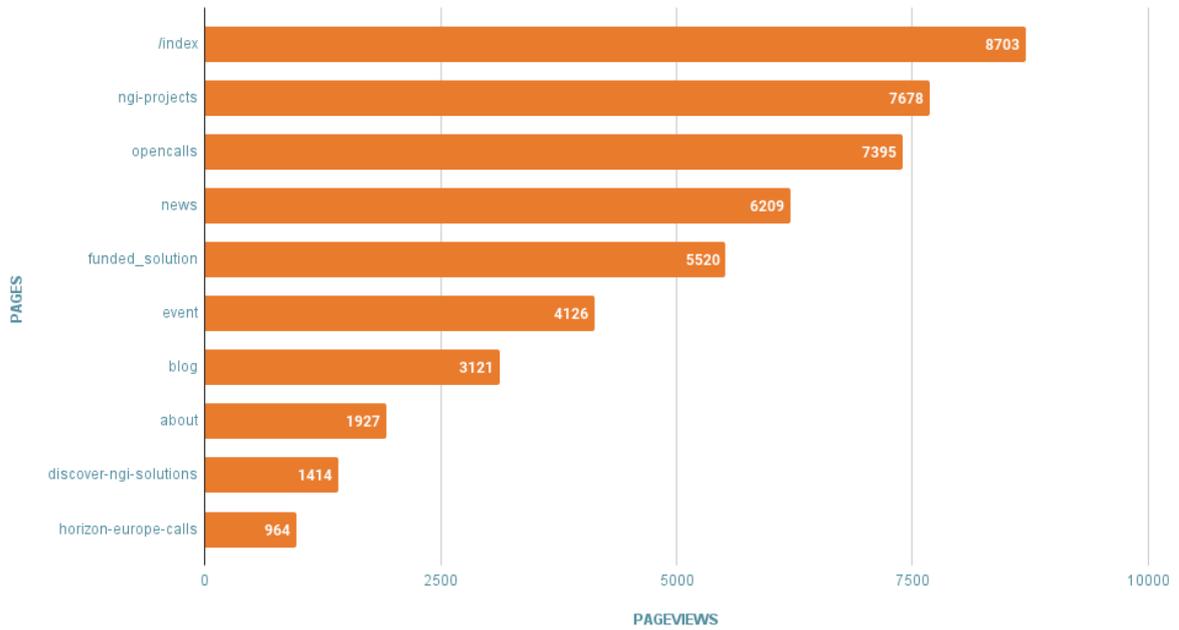
Total time spent by visitors
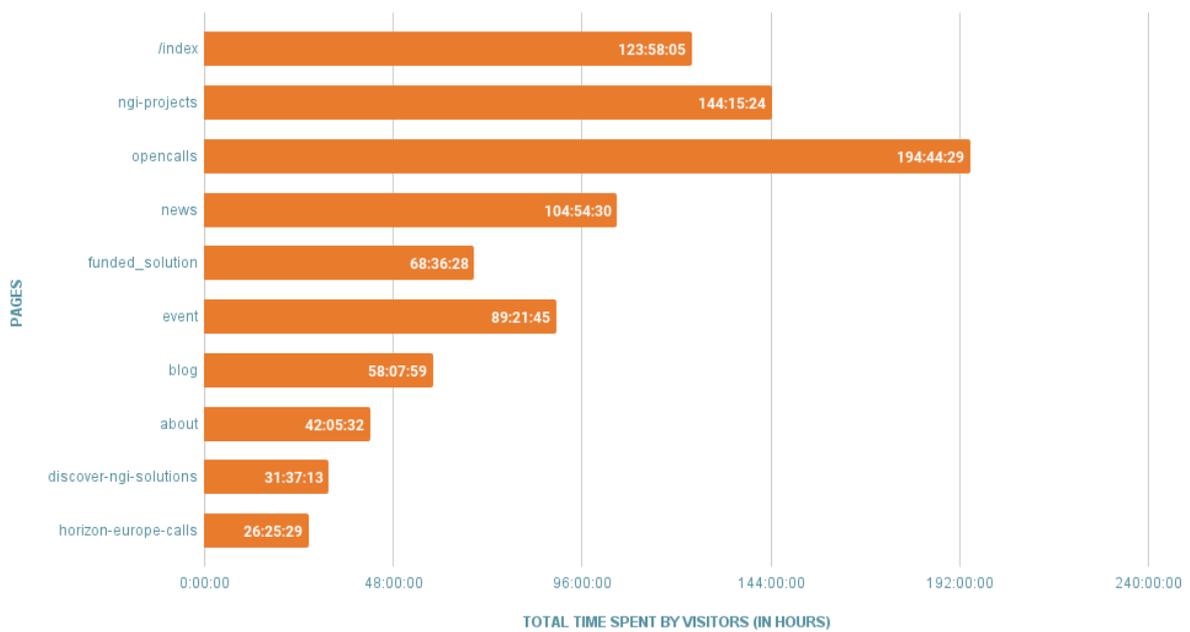
NGI Forum 2023 website statistics

NUMBER OF VISITS TO THE NGI FORUM WEBSITE

7,750 visits ✦ +343.6%

4 min 23s average visit duration ✦ -23.8%

62% visits have bounced (left the website after one page) ✦ +17%

2.2 actions (page views, downloads, outlinks and internal site searches) per visit ✦ -26.7%

63 max actions in one visit ✦ 0%

16,203 pageviews, **12,978** unique pageviews ✦ +221.2%

1 total searches on your website, **1** unique keywords ✦ +100%

26 downloads, **24** unique downloads ✦ +23.8%

372 outlinks, **346** unique outlinks ✦ +376.9%

VISITS THE WEEK BEFORE AND DURING THE EVENT

2,683 visits ✦ +268.5%

7 min 10s average visit duration ✦ +56.9%

47% visits have bounced (left the website after one page) ✦ -13%

2.8 actions (page views, downloads, outlinks and internal site searches) per visit ✦ +16.7%

63 max actions in one visit ✦ +186.4%

7,073 pageviews, **5,345** unique pageviews ✦ +333.1%

0 total searches on your website, **0** unique keywords ✦ -100%

6 downloads, **6** unique downloads ✦ +200%

156 outlinks, **145** unique outlinks ✦ +239.1%

MOST VISITED PAGES ON THE NGI FORUM 2023 WEBSITE BETWEEN 1 OCTOBER AND 20 NOVEMBER

PAGE URL	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
⬀ /index	22.6% 3,661	2,996	56%	00:01:01	63%	12.47s
⊞ agenda	20.6% 3,339	2,630	68%	00:01:40	74%	9.14s
⊞ registration	16.5% 2,673	2,010	38%	00:01:07	42%	3.36s
⊞ speakers	13.1% 2,126	1,897	78%	00:01:10	59%	6.03s
⊞ live-streaming	8.9% 1,438	929	33%	00:01:36	43%	3.46s
⬀ /agenda	3.8% 620	559	92%	00:00:38	98%	17.26s
⊞ practical-information	3.4% 544	465	34%	00:01:20	46%	3.38s
⊞ my-area	2% 331	268	25%	00:01:01	16%	1.58s
⊞ why-participate	1.9% 304	264	48%	00:00:56	31%	1.38s
⊞ login	1.8% 292	188	39%	00:00:25	11%	0.84s
⊞ contact	0.4% 60	52	33%	00:01:30	23%	1.02s
⊞ pictures	0.3% 43	36	73%	00:02:01	72%	6.49s
⊞ forgot-password	0.3% 42	21	0%	00:00:18	5%	0.36s
⊞ reset-password	0.2% 40	23	75%	00:00:20	26%	2.34s

MOST VISITED PAGES THE WEEK BEFORE THE EVENT

PAGE URL	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
⊞ agenda	1,859	26.1% 1,450	66%	00:01:53	75%	8.54s
⬀ /index	1,374	19.7% 1,091	42%	00:01:08	50%	6.32s
⊞ live-streaming	1,367	15.8% 875	31%	00:01:39	43%	3.45s
⊞ registration	958	12.7% 706	28%	00:01:08	35%	3s
⊞ speakers	756	12% 665	48%	00:02:00	41%	5.83s
⊞ practical-information	274	4.1% 230	36%	00:01:28	50%	1.74s
⊞ my-area	220	3.2% 179	43%	00:01:04	13%	1.55s
⊞ login	183	2.1% 114	33%	00:00:25	6%	0.6s
⊞ why-participate	113	1.7% 95	50%	00:01:08	35%	1.16s
⬀ /agenda	68	0.9% 49	69%	00:03:34	88%	28.79s
⊞ forgot-password	34	0.3% 17	0%	00:00:19	6%	0.38s
⊞ pictures	32	0.5% 26	90%	00:02:21	81%	5.51s
⊞ reset-password	30	0.3% 17	80%	00:00:21	24%	2.25s
⊞ contact	27	0.4% 24	0%	00:00:15	21%	0.54s

MOST VISITED PAGES DURING THE EVENT

PAGE URL	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
⊞ live-streaming	27.1% 1,198	779	29%	00:01:42	43%	3.57s
⊞ agenda	25.9% 1,146	892	66%	00:01:58	76%	8.75s
↗ /index	16% 707	570	38%	00:01:06	46%	7.69s
⊞ speakers	9.6% 427	374	38%	00:02:30	40%	6.27s
⊞ registration	7.4% 327	250	16%	00:01:02	21%	2.66s
⊞ practical-information	3.5% 156	129	38%	00:01:39	46%	1.96s
⊞ my-area	3.4% 150	137	67%	00:00:35	12%	1.74s
⊞ login	3.1% 137	88	33%	00:00:20	5%	0.66s
↗ /agenda	1.5% 65	46	69%	00:03:43	89%	29.18s
⊞ why-participate	1.1% 49	45	33%	00:01:35	27%	1.23s
⊞ forgot-password	0.6% 25	12	0%	00:00:19	0%	0.27s
⊞ reset-password	0.5% 20	11	100%	00:00:21	18%	2.51s
⊞ contact	0.2% 11	9	0%	00:00:11	11%	0.8s

7,750 visits

Countries   Worldwide   Visits

Country

COUNTRY	▼ VISITS
🇧🇪 Belgium	19.3% 1,493
🇺🇸 United States	14.1% 1,091
🇫🇷 France	13.6% 1,055
🇳🇱 Netherlands	7.7% 597
🇩🇪 Germany	6.9% 539
🇪🇸 Spain	5.8% 448
🇱🇺 Luxembourg	3.9% 304
🇬🇷 Greece	3.3% 253
🇫🇮 Finland	3.7% 288
🇮🇹 Italy	2% 154
🇬🇧 United Kingdom	1.9% 149
🇨🇭 Switzerland	1.4% 109
🇵🇱 Poland	1.3% 101
🇦🇹 Austria	1.2% 94
🇩🇰 Denmark	1.1% 87
🇨🇦 Canada	1.1% 86
🇸🇮 Slovenia	1.1% 84
🇲🇹 Malta	0.8% 58
🇮🇳 India	0.7% 55
🇵🇹 Portugal	0.7% 54
🇨🇿 Czechia	0.6% 45
🇸🇪 Sweden	0.6% 44
🇭🇺 Hungary	0.5% 41
🇷🇴 Romania	0.5% 39
🇧🇷 Brazil	30

"Romania" represents 0.5% of 7750 Visits in segment "All visits" with Country. This is 0.5% of all 7,750 Visits in Oct 1 – Nov 20, 2023.

Continent

CONTINENT ▲	VISITS
Africa	50
Asia	150
Central America	7
Europe	6,248
North America	1,185
Oceania	30
South America	70

ANNEX 2: SOCIAL MEDIA METRICS

VISIT PER SOCIAL NETWORK 2023

Social Networks

Legend: LinkedIn, Twitter, GitHub, Facebook, Youtube

MONTH	LinkedIn	Twitter	GitHub	Facebook	Youtube
January	61.11%	37.04%	0.00%	1.80%	0.00%
February	48.00%	44.00%	8.00%	0.00%	0.00%
March	56.00%	28.00%	12.00%	0.00%	4.00%
April	66.67%	16.67%	16.67%	0.00%	0.00%
May	46.15%	46.15%	0.00%	7.69%	0.00%
June	43.75%	31.25%	12.50%	12.50%	0.00%
July	36.36%	63.64%		0.00%	0.00%
August	76.47%	17.65%	0.00%	5.88%	0.00%
September	37.50%	6.25%	43.75%	12.50%	0.00%
October	66.67%	33.33%		0.00%	0.00%
November	25.00%	37.50%	37.50%	0.00%	0.00%
December	33.33%	33.33%	33.33%	0.00%	0.00%

VISIT PER SOCIAL NETWORK JULY 2022 UP TO DEC 31 2023

Social Networks

Legend: ■ Linked In ■ Twitter ■ GitHub ■ Facebook ■ Youtube ■ Hacker News ■ Telegram ■ Reddit

Month	Linked In	Twitter	GitHub	Facebook	Youtube	Hacker News	Telegram	Reddit
July 22	53.85%	30.77%			0.00% / 15.38%	7.69%		0.00%
August 22	60.00%	20.00%	20.00%		0.00%		20.00%	0.00%
September 22	38.89%	38.89%	22.22%			0.00%		0.00%
October 22	27.27%	63.64%	9.09%		0.00%	9.09%		0.00%
November 22	30.30%	27.27%	42.42%		0.00%	3.03%		6.06%
December 22	20.69%	72.41%		6.90%	0.00%	6.90%		0.00%
January	61.11%	37.04%			0.00%			0.00%
February	48.00%	44.00%	8.00%		0.00%			0.00%
March	56.00%	28.00%	12.00%		4.00%			0.00%
April	66.67%	16.67%	16.67%		0.00%			0.00%
May	46.15%	46.15%			7.69%	0.00%		0.00%
June	43.75%	31.25%	12.50%	12.50%	0.00%			0.00%
July	36.36%	63.64%				0.00%		0.00%
August	76.47%	17.65%			5.0% / 0.00%			0.00%
September	37.50%	6.25%	43.75%		12.50%	0.00%		0.00%
October	66.67%		33.33%			0.00%		0.00%
November	25.00%	37.50%	37.50%			0.00%		0.00%
December	33.33%	33.33%	33.33%			0.00%		0.00%

MONTH (y-axis) — x-axis: 0%, 25%, 50%, 75%, 100%

SOCIAL MEDIA ENTRY LINKS, JULY 2022 TO 31 DECEMBER 2023

VISIT PER SOCIAL NETWORK JULY 2022 UP TO DEC 31 2023

Social Networks

■ Linked In ■ Twitter ■ GitHub ■ Facebook ■ Youtube ■ Hacker News ■ Telegram ■ Reddit

MONTH	Linked In	Twitter	GitHub	Youtube	Hacker News	Reddit
July 22	53.85%	30.77%		0.00% 15.38%	7.69%	0.00%
August 22	60.00%	20.00%	20.00%	0.00%	20.00%	0.00%
September 22	38.89%	38.89%	22.22%		0.00%	0.00%
October 22	27.27%	63.64%		9.09% 0.00%	9.09%	0.00%
November 22	30.30%	27.27%	42.42%	0.00%	3.03% 6.06%	
December 22	20.69%	72.41%		6.90% 0.00%	6.90%	0.00%
January	61.11%	37.04%		0.00%	0.00%	
February	48.00%	44.00%		8.00% 0.00%		0.00%
March	56.00%	28.00%	12.00%	4.00%		0.00%
April	66.67%	16.67%	16.67%	0.00%		0.00%
May	46.15%	46.15%		7.69% 0.00%		0.00%
June	43.75%	31.25%	12.50%	12.50%	0.00%	0.00%
July	36.36%	63.64%			0.00%	0.00%
August	76.47%	17.65%		5.00% 0.00%		0.00%
September	37.50%	6.25%	43.75%	12.50%	0.00%	0.00%
October	66.67%	33.33%			0.00%	0.00%
November	25.00%	37.50%	37.50%		0.00%	0.00%
December	33.33%	33.33%	33.33%		0.00%	0.00%

0%   25%   50%   75%   100%

YOUTUBE METRICS, JANUARY 2023 TO 31 DECEMBER 2023

Subscription source	Subscribers ↓		Subscribers gained		Subscribers lost	
⦿ **Total**	**38**		**70**		**32**	
○ YouTube watch page	39	102.6%	39	55.7%	0	0.0%
○ Your YouTube channel	8	21.1%	23	32.9%	15	46.9%
○ YouTube search	4	10.5%	4	5.7%	0	0.0%
○ Other	-3	-7.9%	3	4.3%	6	18.8%
○ Subscriptions channel list	-3	-7.9%	0	0.0%	3	9.4%
○ Closed accounts	-4	-10.5%	0	0.0%	4	12.5%
○ YouTube home	-4	-10.5%	0	0.0%	4	12.5%

YOUTUBE METRICS, JULY 2022 TO 31 DECEMBER 2023

Subscription source	Subscribers ↓		Subscribers gained		Subscribers lost	
⦿ **Total**	**62**		**114**		**52**	
○ YouTube watch page	59	95.2%	60	52.6%	1	1.9%
○ Your YouTube channel	25	40.3%	44	38.6%	19	36.5%
○ YouTube search	4	6.5%	4	3.5%	0	0.0%
○ Subscriptions channel list	-5	-8.1%	0	0.0%	5	9.6%
○ Other	-7	-11.3%	5	4.4%	12	23.1%
○ Closed accounts	-7	-11.3%	0	0.0%	7	13.5%
○ YouTube home	-8	-12.9%	0	0.0%	8	15.4%

LINKEDIN FOLLOWERS GROWTH

LinkedIn Followers Growth (June 2022- December 2023)

X (EX-TWITTER) FOLLOWERS GROWTH

Twitter Followers Growth (June 2022- December 2023)

Funded by Horizon Europe
Framework Programme of the European Union
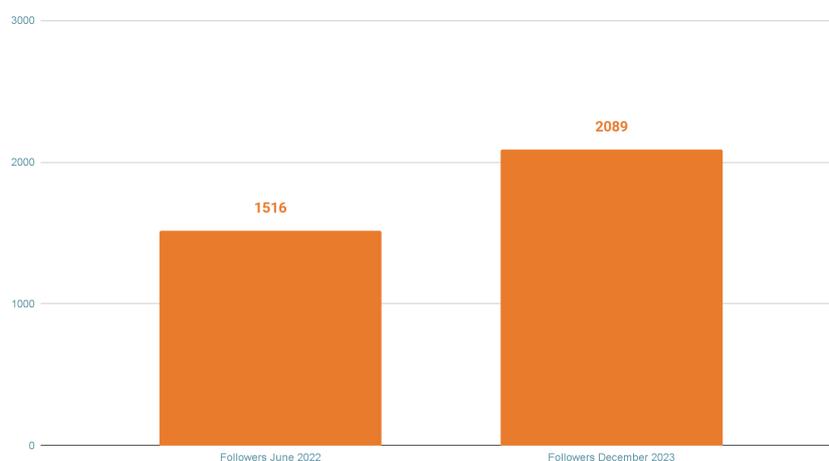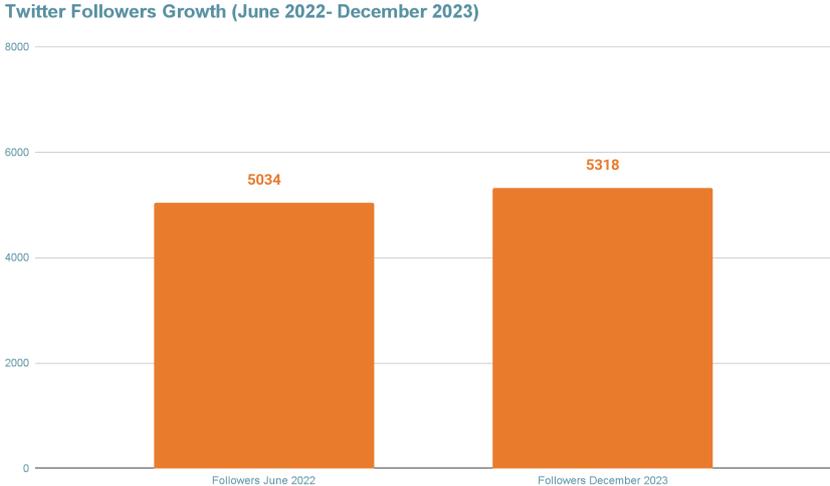
ANNEX 3: NEWSLETTER METRICS

EVOLUTION OF SUBSCRIBERS AND UNSUBSCRIBERS
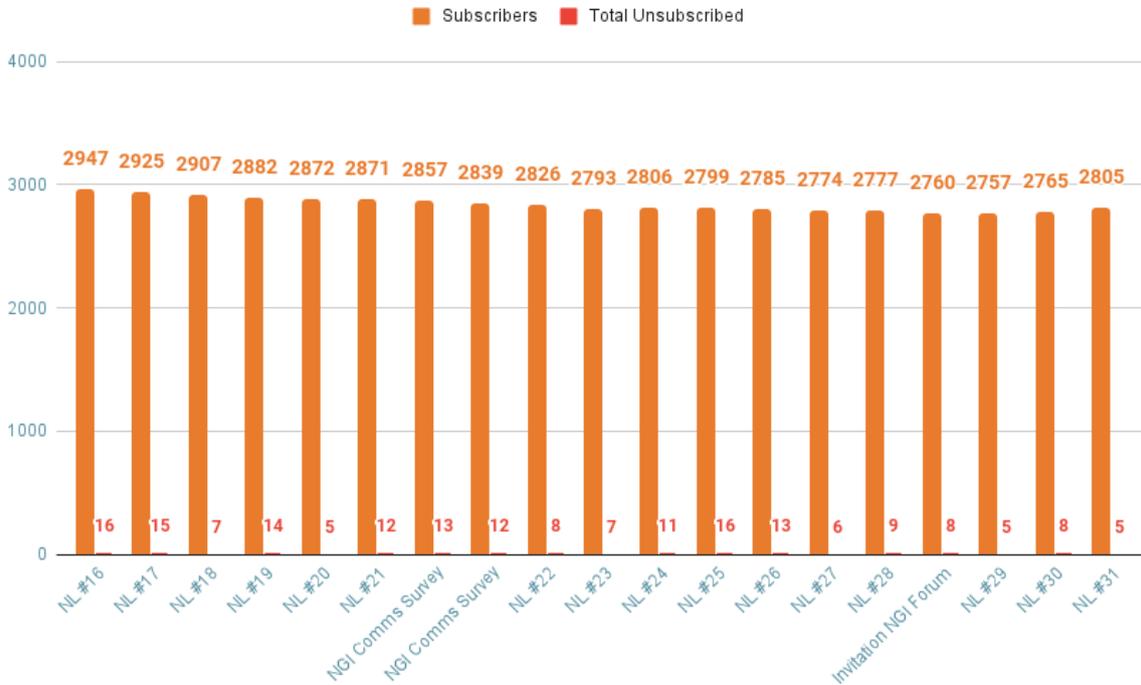
EVOLUTION OF SUBSCRIBERS AND NEWSLETTER OPENINGS

Subscribers and Total Openings

Funded by Horizon Europe
Framework Programme of the European Union
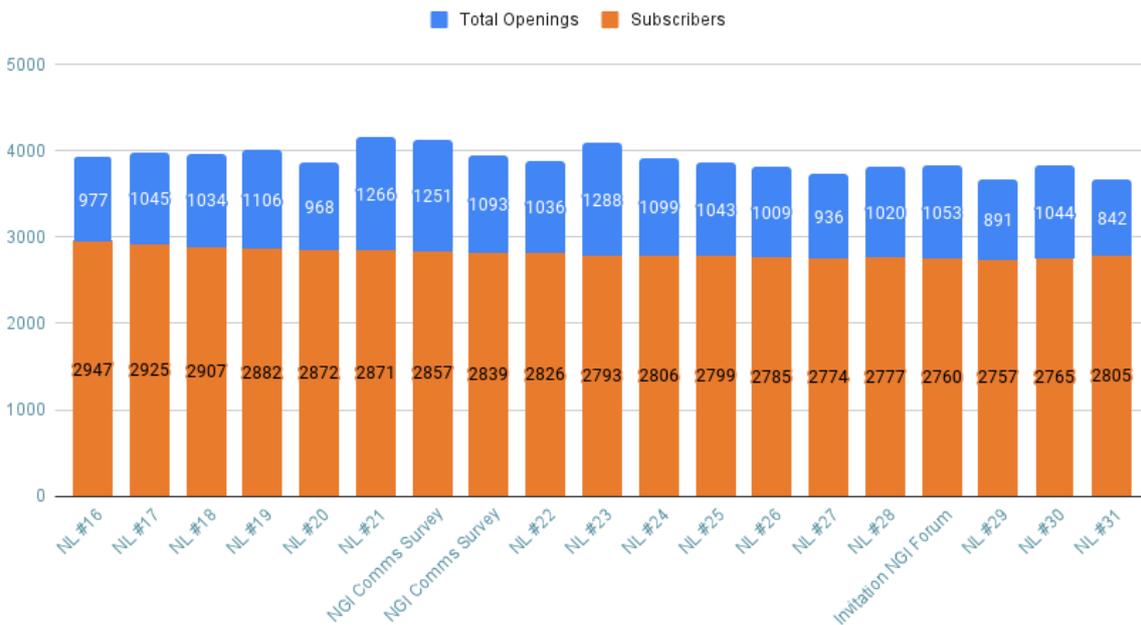
NGI Newsletter #31
Subject: NGI Initiative at work towards building an Internet of Trust in 2023

Sent on 22 Dec 2023

Total emails sent
2,805

Opened
30.44% 842

Clicked
2.35% 65

Unsubscribed
0.18% 5

Spam complaints
0.00% 0

Hard bounce
0.21% 6

Soft bounce
1.18% 33

Reading environment

● Webmail 91.05%
● Desktop 5.84%
● Mobile 3.11%

Top email clients

Email client	subscribers
Unknown	34.20%
Chrome	26.13%
Gmail	18.65%
Microsoft Edge	4.28%
Thunderbird	3.80%
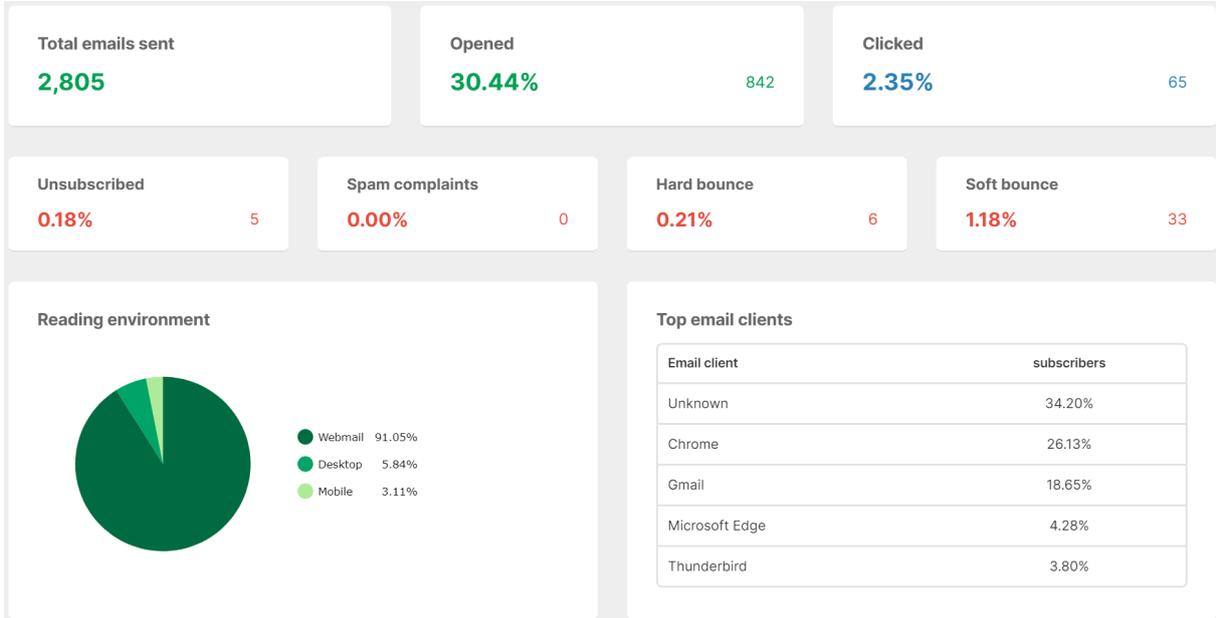
NGI Newsletter #30
Subject: Unveiling the European Vision for a Human-Centric Internet: Roberto Viola's Insights at NGI 2023

Sent on 31 Oct 2023

Total emails sent
2,765

Opened
38.10% 1,044

Clicked
3.39% 93

Unsubscribed
0.29% 8

Spam complaints
0.04% 1

Hard bounce
0.40% 11

Soft bounce
0.51% 14

Reading environment

● Webmail 92.40%
● Desktop 4.88%
● Mobile 2.72%

Top email clients

Email client	subscribers
Unknown	42.53%
Gmail	33.62%
Chrome	5.94%
Apple Mail	3.54%
Microsoft Edge	3.26%

NGI 4ALL.E
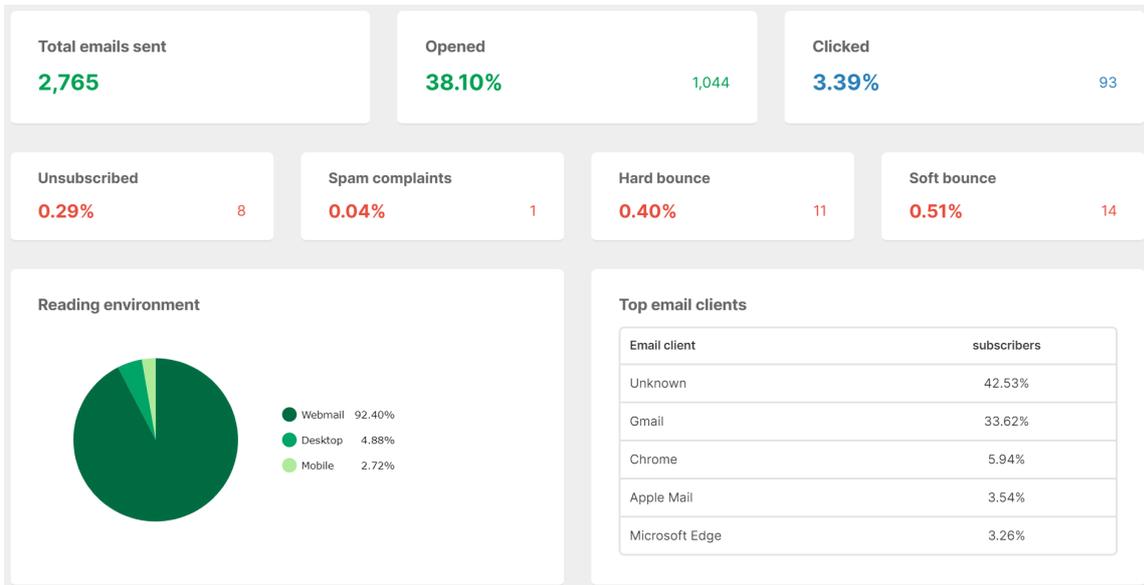
NGI Newsletter #29
Subject: Register Now: NGI Forum 2023, Shaping the Future of the Internet!

Sent on 29 Sep 2023

Total emails sent
2,757

Opened
32.58%   891

Clicked
3.36%   92

Unsubscribed
0.18%   5

Spam complaints
0.00%   0

Hard bounce
0.22%   6

Soft bounce
0.58%   16

Reading environment

● Webmail 91.69%
● Desktop   4.71%
● Mobile   3.60%

Top email clients

Email client	subscribers
Unknown	51.45%
Gmail	27.79%
Chrome	4.02%
Apple Mail	3.46%
Firefox	2.46%
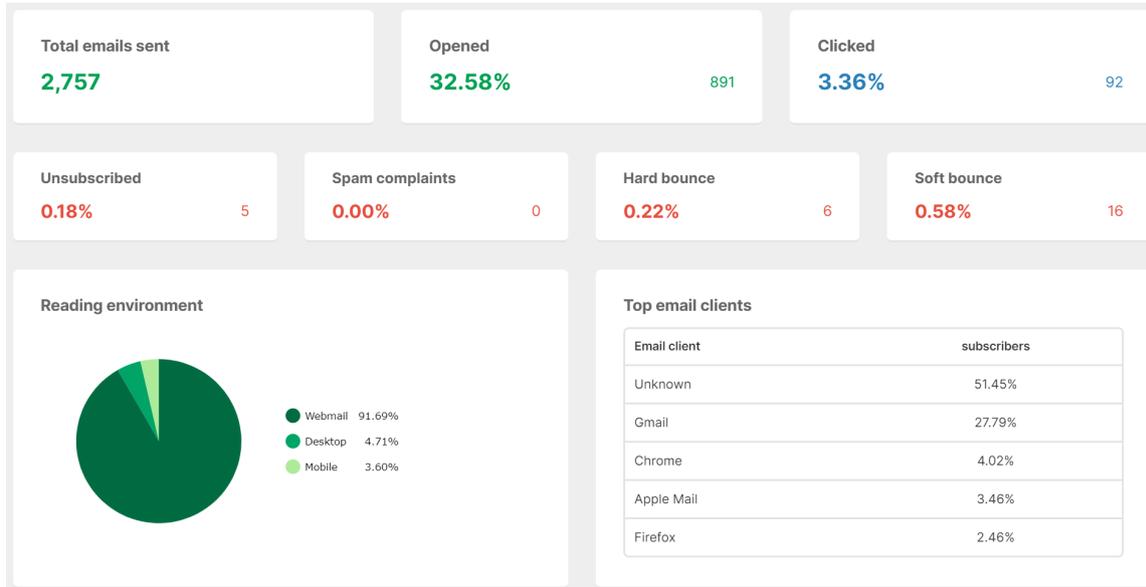
NGI FORUM 2023
Subject: Invitation: NGI Forum 2023 Navigating Towards the Future of the Internet

Sent on 15 Sep 2023

Total emails sent
2,760

Opened
38.51%   1,053

Clicked
5.82%   159

Unsubscribed
0.29%   8

Spam complaints
0.00%   0

Hard bounce
0.33%   9

Soft bounce
0.62%   17

Reading environment

● Webmail 91.39%
● Desktop   5.96%
● Mobile   2.65%

Top email clients

Email client	subscribers
Unknown	45.59%
Gmail	29.29%
Chrome	4.64%
Apple Mail	4.17%
Thunderbird	3.41%
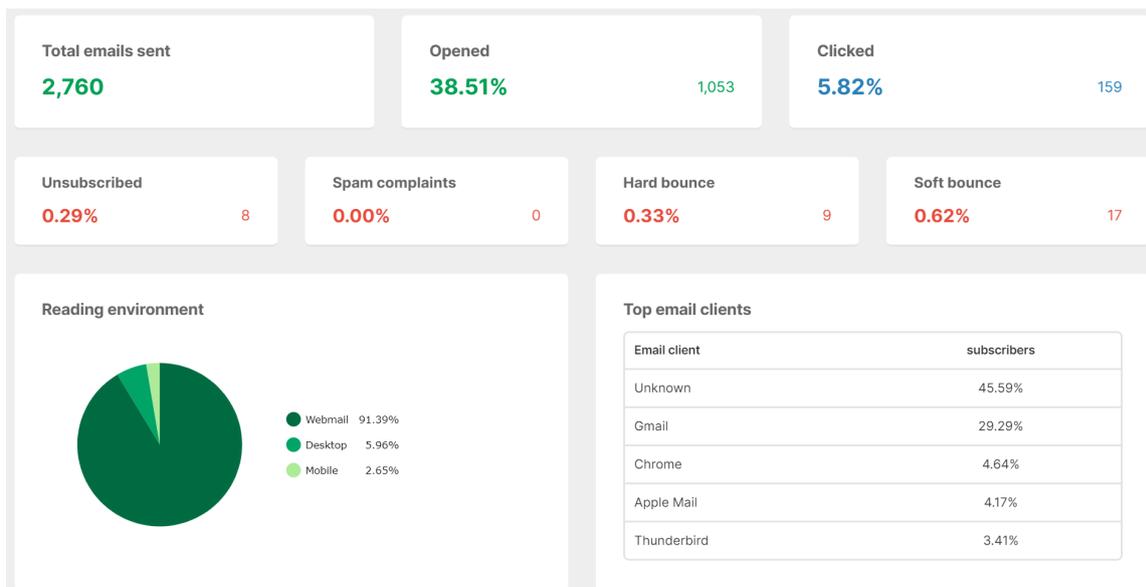
NGI NL #28
Subject: NGI Forum 2023 Brings Together Europe's Leading Innovators for an Internet of Trust

Sent on 31 Aug 2023

Total emails sent
2,777

Opened
37.13%   1,020

Clicked
4.51%   124

Unsubscribed
0.32%   9

Spam complaints
0.00%   0

Hard bounce
0.47%   13

Soft bounce
0.61%   17

Reading environment

● Webmail 92.12%
● Desktop   5.07%
● Mobile   2.82%

Top email clients

Email client	subscribers
Unknown	45.61%
Gmail	31.15%
Chrome	4.88%
Apple Mail	3.81%
Thunderbird	3.32%
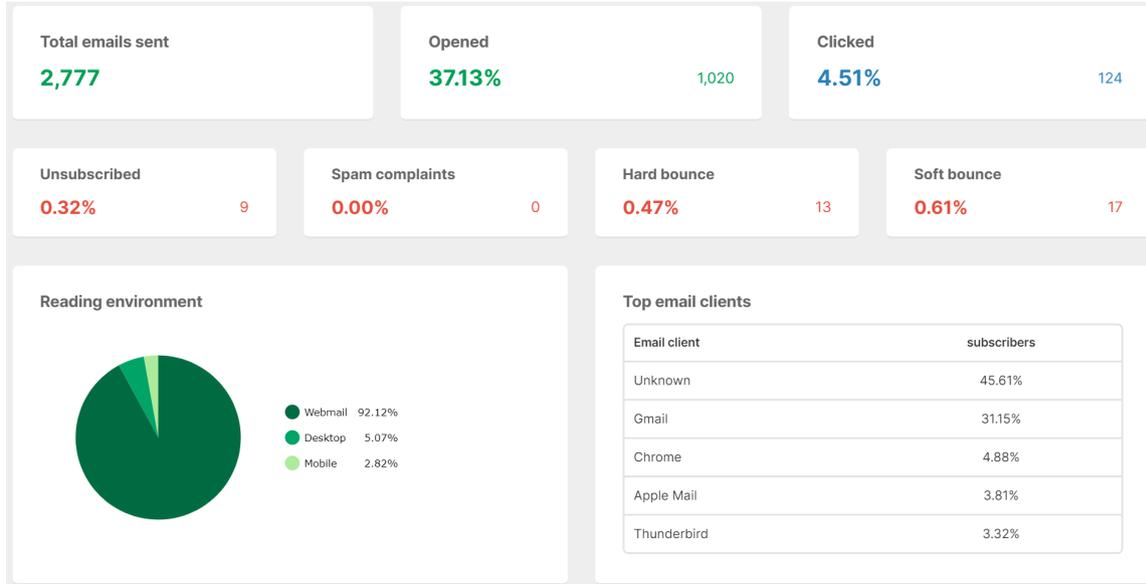
NGI NL #27
Subject: Tech Visionaries Unleashed: Discover the NGI Blog's Revolutionary Stories!

Sent on 31 July 2023

Total emails sent
2,774

Opened
34.07%   936

Clicked
4.00%   110

Unsubscribed
0.22%   6

Spam complaints
0.00%   0

Hard bounce
0.29%   8

Soft bounce
0.68%   19

Reading environment

● Webmail 93.74%
● Desktop   4.29%
● Mobile   1.96%

Top email clients

Email client	subscribers
Unknown	43.98%
Gmail	34.40%
Chrome	4.15%
Microsoft Edge	3.62%
Apple Mail	2.98%
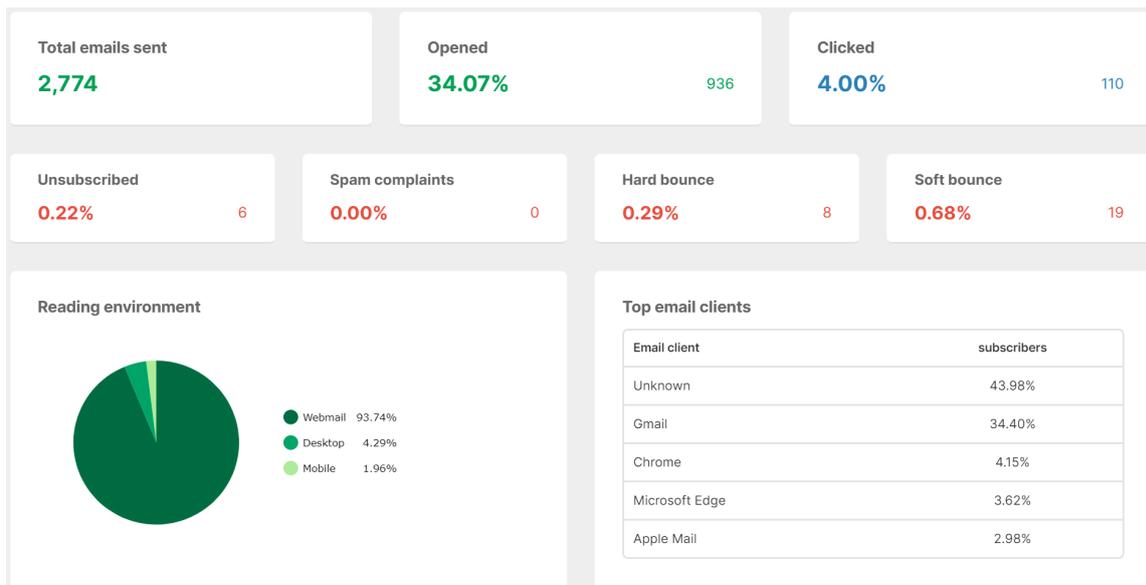
NGI NL #26
Subject: Revive Your Smartphone: Discover the Power of PostmarketOS!

Sent on 30 June 2023

Total emails sent	Opened		Clicked	
2,785	**36.69%**	1,009	**4.87%**	134

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.47%	13	**0.00%**	0	**0.54%**	15	**0.72%**	20

Reading environment

- Webmail 91.05%
- Desktop 5.21%
- Mobile 3.74%

Top email clients

Email client	subscribers
Unknown	44.19%
Gmail	32.09%
Chrome	3.64%
Apple Mail	3.54%
Chrome Webview	2.95%
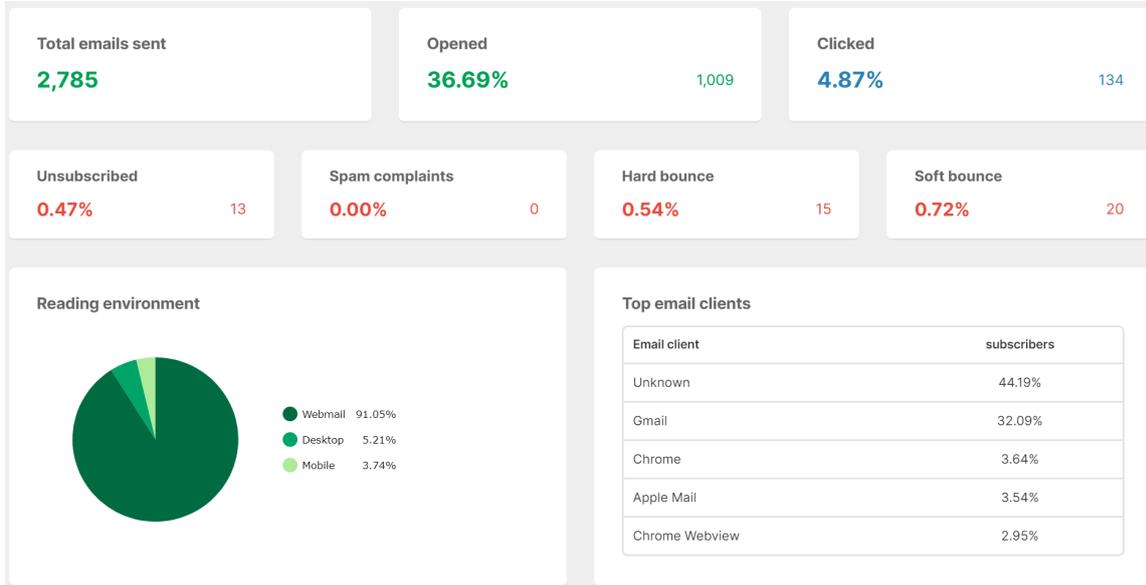
NGI NL #25
Subject: Unlocking Innovative Solutions: Explore KnowledgeX for Data-Driven Decision Making

Sent on 31 May 2023

Total emails sent	Opened		Clicked	
2,799	**37.74%**	1,043	**3.36%**	93

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.57%	16	**0.00%**	0	**0.39%**	11	**0.86%**	24

Reading environment

- Webmail 91.91%
- Desktop 5.17%
- Mobile 2.92%

Top email clients

Email client	subscribers
Unknown	42.98%
Gmail	32.19%
Chrome	7.93%
Apple Mail	3.63%
Chrome Webview	3.06%
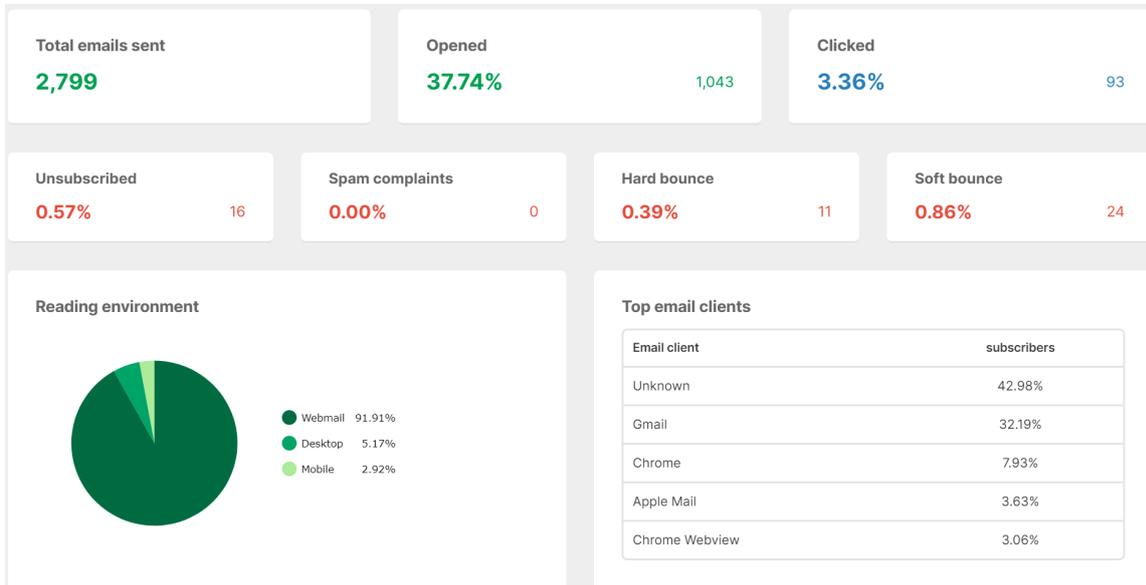
NGI NL #24
Subject: Check out the INFOGRAPHIC on tips to make the Internet safer!

Sent on 28 April 2023

Total emails sent	Opened	Clicked
2,806	**39.69%** 1,099	**3.79%** 105

Unsubscribed	Spam complaints	Hard bounce	Soft bounce
0.39% 11	**0.00%** 0	**0.21%** 6	**1.10%** 31

Reading environment

- Webmail 91.53%
- Desktop 5.33%
- Mobile 3.14%

Top email clients

Email client	subscribers
Unknown	41.94%
Gmail	34.69%
Chrome	3.71%
Apple Mail	3.53%
Microsoft Edge	3.44%
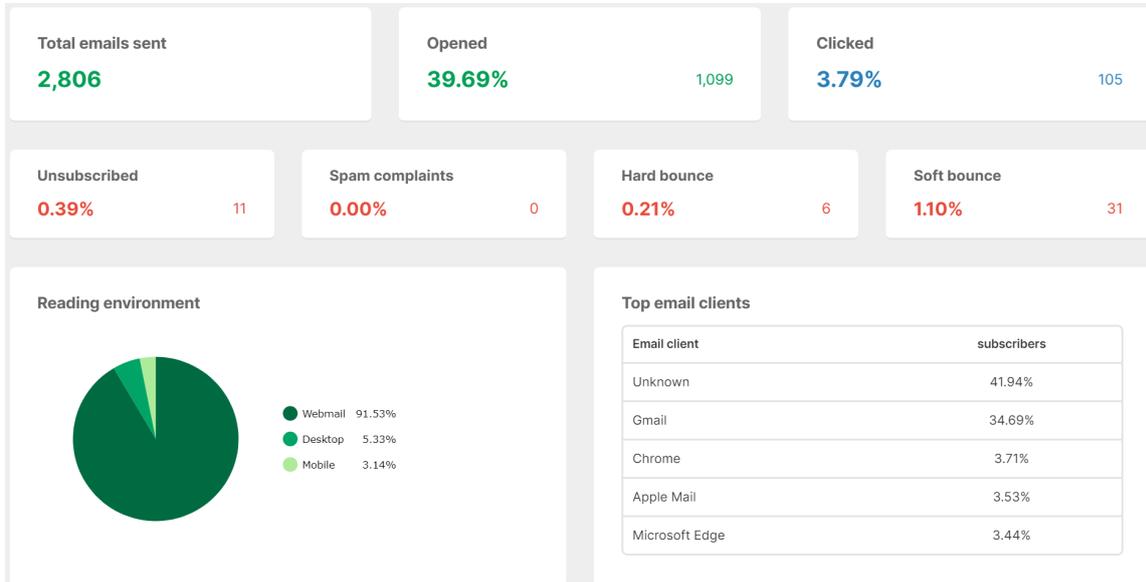
NGI NL #23
Subject: NGI innovators, NGI Open Source Webinars and NGI Trainings in your inbox

Sent on 20 Mar 2023

Total emails sent	Opened	Clicked
2,793	**46.53%** 1,288	**3.90%** 108

Unsubscribed	Spam complaints	Hard bounce	Soft bounce
0.25% 7	**0.00%** 0	**0.18%** 5	**0.72%** 20

Reading environment

- Webmail 92.86%
- Desktop 4.87%
- Mobile 2.27%

Top email clients

Email client	subscribers
Unknown	33.41%
Gmail	30.94%
Chrome	21.04%
Microsoft Edge	3.02%
Apple Mail	2.71%
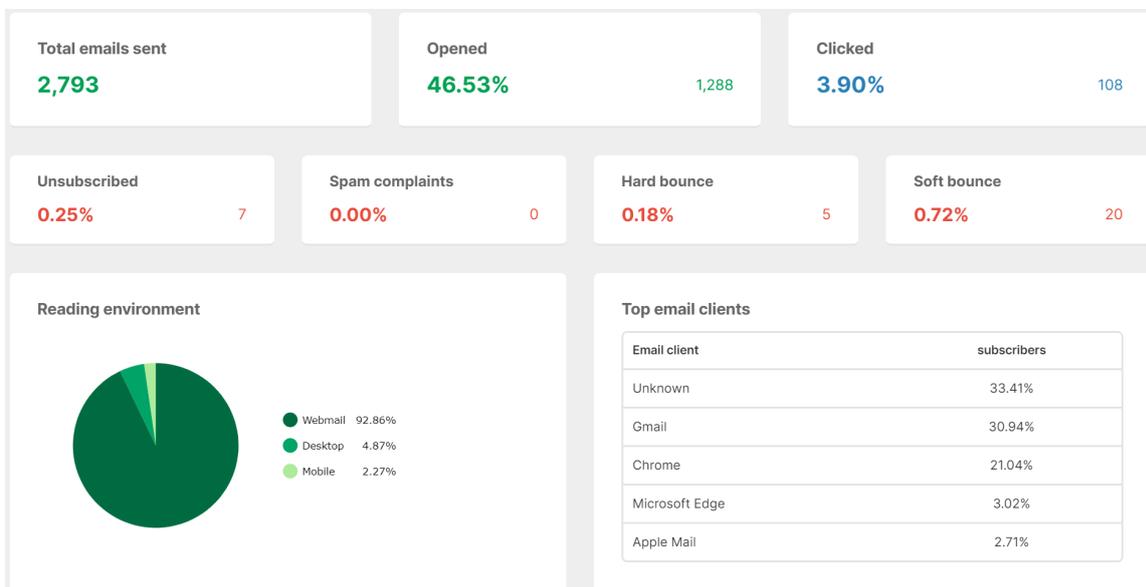
NGI NL #22
Subject: NGI Newsflash | Securing the financial future with Mopso

Sent on 28 Feb 2023

Total emails sent	Opened		Clicked	
2,826	**37.19%**	1,036	**4.06%**	113

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.28%	8	**0.00%**	0	**1.03%**	29	**0.39%**	11

Reading environment

- Webmail 93.17%
- Desktop 4.63%
- Mobile 2.20%

Top email clients

Email client	subscribers
Unknown	38.50%
Gmail	36.67%
Chrome	6.06%
Microsoft Edge	4.72%
Apple Mail	2.89%

NGI NL #Survey
Subject: Give your feedback about the NGI communications until tomorrow

Sent on 2 Feb 2023

Total emails sent	Opened		Clicked	
2,839	**38.77%**	1,093	**2.80%**	79

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.42%	12	**0.00%**	0	**0.32%**	9	**0.39%**	11

Reading environment

- Webmail 89.30%
- Desktop 8.65%
- Mobile 2.05%

Top email clients

Email client	subscribers
Unknown	38.96%
Gmail	33.42%
Chrome	7.90%
Apple Mail	5.99%
Microsoft Edge	3.54%

NGI NL #Survey
Subject: NGI Survey

Sent on 30 Jan 2023

Total emails sent
2,857

Opened
44.19%   1,251

Clicked
3.96%   112

Unsubscribed
0.46%   13

Spam complaints
0.00%   0

Hard bounce
0.28%   8

Soft bounce
0.63%   18

Reading environment

- Webmail   88.87%
- Desktop   7.87%
- Mobile   3.27%

Top email clients

Email client	subscribers
Gmail	33.73%
Unknown	33.33%
Chrome	11.72%
Apple Mail	5.34%
Microsoft Edge	4.23%

NGI NL #21
Subject: NGI Newsflash | Meet and greet our new NGI Expert Group!

Sent on 19 Jan 2023

Total emails sent
2,871

Opened
44.62%   1,266

Clicked
4.72%   134

Unsubscribed
0.42%   12

Spam complaints
0.00%   0

Hard bounce
0.38%   11

Soft bounce
0.80%   23

Reading environment

- Webmail   90.87%
- Desktop   6.46%
- Mobile   2.67%

Top email clients

Email client	subscribers
Unknown	32.55%
Gmail	29.41%
Chrome	21.18%
Apple Mail	3.92%
Microsoft Edge	3.29%

NGI NL #20
Subject: NGI Newsflash | Join the NGI high-level webinar & explore the latest evolution of Digital Commons!

Sent on 21 Dec 2022

Total emails sent	Opened		Clicked	
2,872	**34.08%**	968	**4.05%**	115

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.17%	5	**0.00%**	0	**0.35%**	10	**0.77%**	22

Reading environment

Webmail 89.21%
Desktop 8.27%
Mobile 2.52%

Top email clients

Email client	subscribers
Unknown	44.77%
Gmail	28.07%
Apple Mail	5.94%
Chrome	5.02%
Microsoft Edge	3.79%
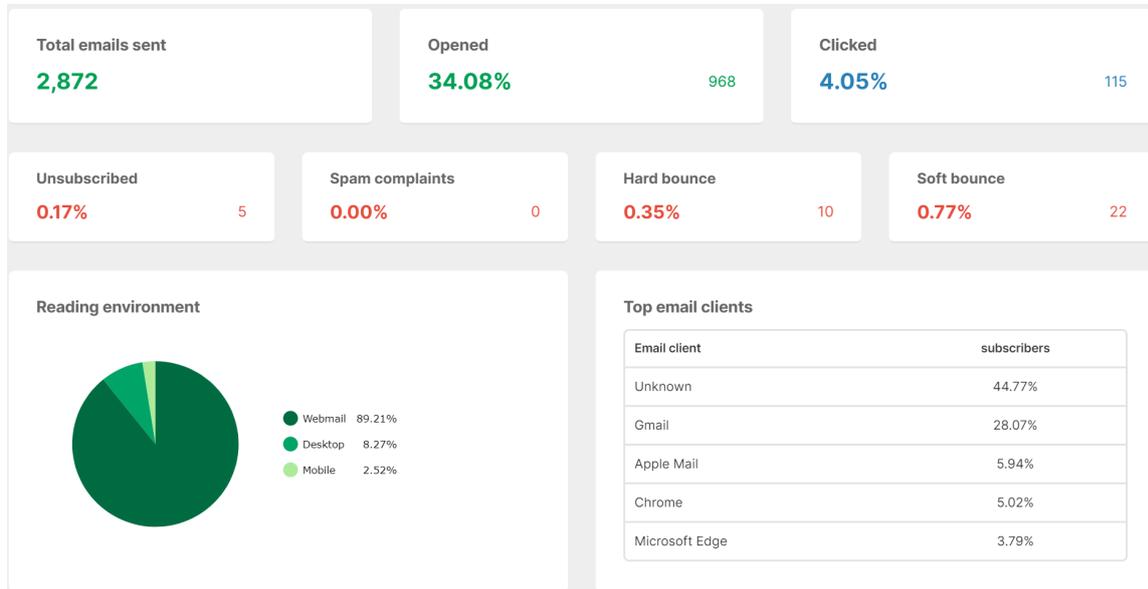
NGI NL #19
Subject: NGI Newsflash | 19 top-notch solutions to the challenges of Data Portability

Sent on 7 Nov 2022

Total emails sent	Opened		Clicked	
2,882	**38.79%**	1,106	**3.58%**	102

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.49%	14	**0.03%**	1	**0.38%**	11	**0.69%**	20

Reading environment

Webmail 88.81%
Desktop 9.41%
Mobile 1.78%

Top email clients

Email client	subscribers
Unknown	38.92%
Gmail	34.77%
Apple Mail	6.94%
Chrome	4.77%
Microsoft Edge	4.59%
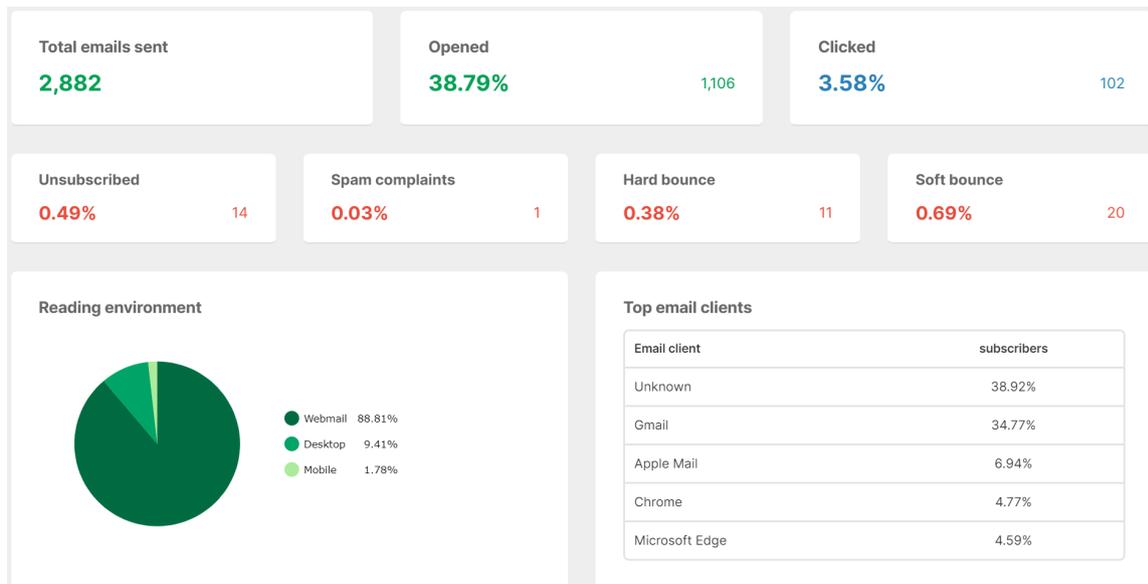
NGI NL #18
Subject: NGI Newsflash | NGI funds Libresilicon, ending the monopoly of big semiconductor manufacturers

Sent on 5 Oct 2022

Total emails sent	Opened		Clicked	
2,907	**36.24%**	1,034	**3.26%**	93

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.24%	7	**0.00%**	0	**0.86%**	25	**1.00%**	29

Reading environment

- Webmail 90.33%
- Desktop 7.72%
- Mobile 1.96%

Top email clients

Email client	subscribers
Unknown	39.39%
Gmail	37.37%
Apple Mail	5.86%
Chrome	3.75%
Thunderbird	3.36%

NGI NL #17
Subject: NGI Newsflash | The NGI fosters accessibility for all with its equity, diversity and inclusion mission

Sent on 31 Aug 2022

Total emails sent	Opened		Clicked	
2,925	**36.30%**	1,045	**4.06%**	117

Unsubscribed		Spam complaints		Hard bounce		Soft bounce	
0.51%	15	**0.00%**	0	**0.48%**	14	**1.09%**	32

Reading environment

- Webmail 90.53%
- Desktop 6.75%
- Mobile 2.72%

Top email clients

Email client	subscribers
Unknown	38.15%
Gmail	37.49%
Apple Mail	4.85%
Microsoft Edge	3.81%
Chrome	3.81%

NGI NL #16
Subject: NGI Newsletter | The NGI community continues to evolve and grow

Sent on 29 Jul 2022

Total emails sent
2,947

Opened
33.81%   977

Clicked
3.81%   110

Unsubscribed
0.54%   16

Spam complaints
0.00%   0

Hard bounce
0.58%   17

Soft bounce
1.36%   40

Reading environment

- Webmail 88.38%
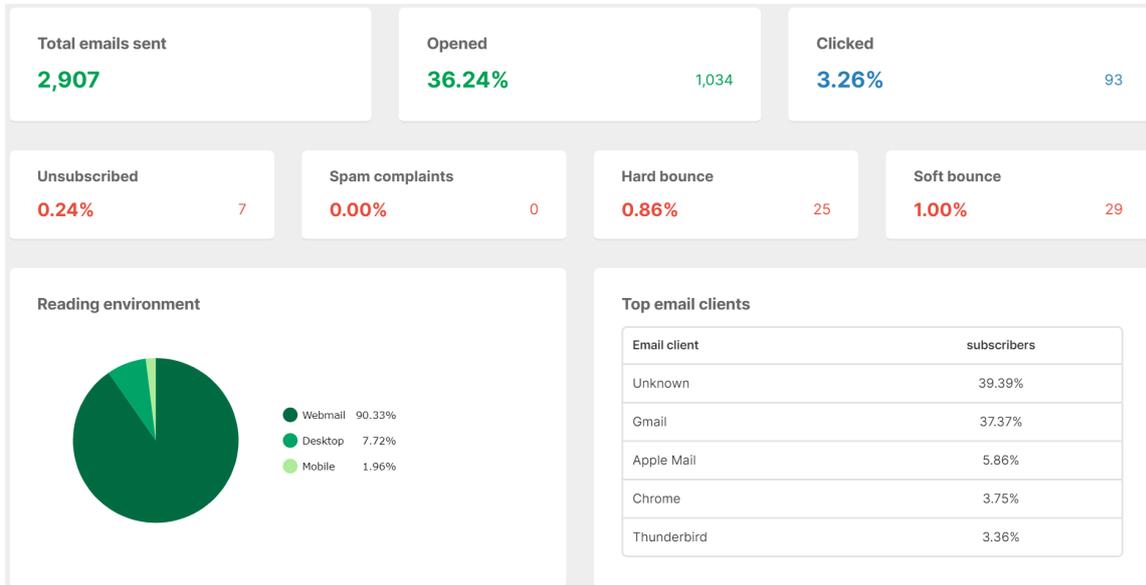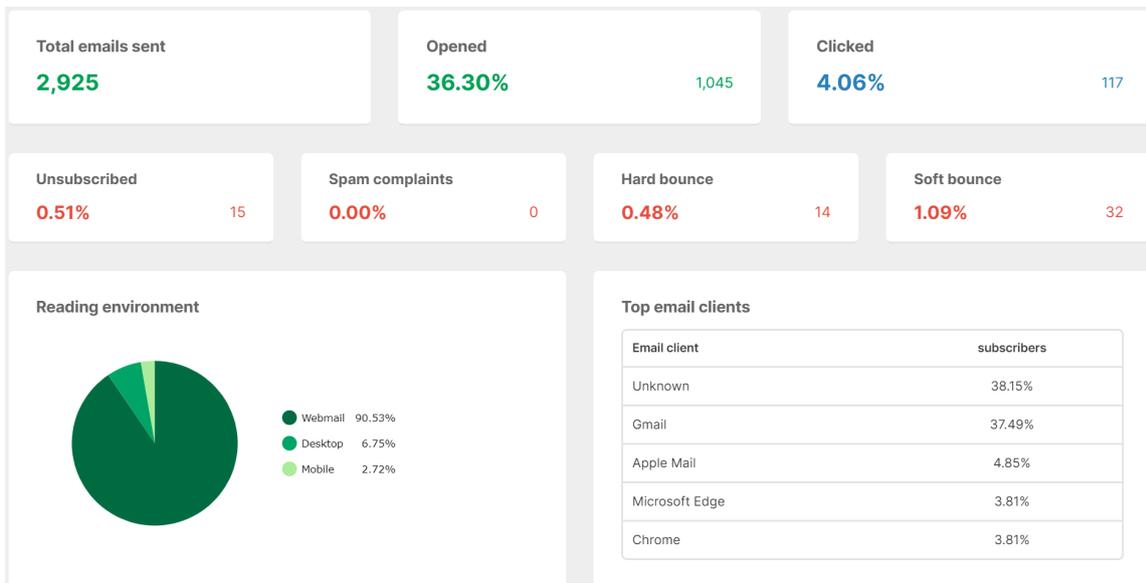- Desktop 8.47%
- Mobile 3.15%

Top email clients

Email client	subscribers
Unknown	41.79%
Gmail	28.95%
Apple Mail	5.50%
Microsoft Edge	4.89%
Chrome	4.18%