D6.2: Communication and Outreach Strategy

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Responsible Partner:	PROTOKOL
Authors:	Alla Aboudaka (PROTOKOL), Erica Martinelli (PROTOKOL)
Contributing Partners:	PROTOKOL
Reviewers:	Evrim Tan (KU Leuven) Vlado Stankovski (Uni Ljubljana) Nuria Rodriguez Lopez (Izertis) Vincenzo Savarino (ENG)
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v.1.3	29/09/2023	Alla Aboudaka (PROTOKOL)	Final version with all partners' comments solved

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List of Abbreviations

Abbreviation	Definition
EBSI	European Blockchain Services Infrastructure
FAQs	Frequently Asked Questions
KPI	Key Performance Indicators
UN	United Nations
WHO	World Health Organization
WP	Work Package
NGO	Non-governmental organization

1 Executive Summary

The Communication and Outreach Strategy for the EBSI-VECTOR project is designed to serve as a comprehensive guide for effectively disseminating the project's outcomes and achievements. As a key initiative funded by the European Union, EBSI-VECTOR focuses on strengthening the European Blockchain Services Infrastructure (EBSI) through the implementation of advancements in verifiable credentials, interoperability, scalability, and governance, specifically in the fields of education and social security. This strategy sets out in meticulous detail the various methods that will be utilised to engage distinct yet intersecting categories of stakeholders, ensuring the project's impact resonates across both technical and non-technical communities.

Objective Overview

The Strategy establishes four foundational pillars that support its outreach aims:

- **Technical Community Outreach:** Aimed at bridging the knowledge gap in the fast-evolving area of blockchain technologies, especially in the context of EBSI. This will involve disseminating peer-reviewed research findings, technological updates, and progress in credential revocation, consent management, and multiple verifiable presentations

- **Use-Case Outreach:** Focused on demonstrating the real-world applicability of EBSI-VECTOR in education and social security sectors, this segment aims to translate intricate technical solutions into practical benefits. Success stories, case studies, and interactive sessions will be targeted at decision-makers and professionals in these sectors to underline the project's contributions

- **Legal and Policy Outreach:** Given the growing nature of blockchain technology and its overlap with law and policy, this aim is directed at regulatory bodies, policymakers, and legal professionals. The emphasis will be on articulating the legal frameworks and ethical considerations that EBSI-VECTOR addresses, contributing to the current discussion in this area

- **Public Opinion and Awareness Building**: Often the most overlooked but highly impactful, this objective seeks to engage the wider public. Through skilled use of social media platforms, public speeches, and informational content like Frequently Asked Questions

(FAQs) and how-to guides, the plan aims to demystify blockchain technology and its societal benefits.

Methodology

To achieve these aims, the strategy utilises a diverse toolkit of communication channels and methods, tailored to suit each audience. From academic journals and whitepapers to social media campaigns and public webinars, each tool is chosen for its effectiveness in reaching the targeted demographic.

Monitoring and Adaptability

Recognising that effective communication is a dynamic process, the Strategy also offers mechanisms for ongoing monitoring and feedback. This will involve utilising analytics tools and regular stakeholder feedback to adjust the communication approaches as the project develops.

Compliance and Alignment

To ensure alignment with the project's other strategic elements, such as the Ecosystem Building Strategy (WP6) and the Dissemination and Communication Plan (WP7), the Outreach and Communication Strategy reaffirms its focus on complementary, non-overlapping dissemination activities. It also stresses strict adherence to the guidelines and agreements mandated by the EU funding bodies, especially article 17.4 of the Grant Agreement which mandates the inclusion of the EU emblem and reference to the co-funded programme in any project related publication.

By adopting a targeted yet holistic approach, this Communication and Outreach Strategy aims to widen the project's reach, deepen its impact, and ensure its enduring influence on the blockchain landscape in Europe and beyond.

2 Introduction

2.1 Background

The European Blockchain Services Infrastructure (EBSI) represents an innovative stride toward integrating blockchain technologies into essential societal frameworks such as education and social security. As part of this initiative, the EBSI-VECTOR project has been conceived to enhance and broaden the capabilities of EBSI by focusing on verifiable credentials, interoperability, scalability, and governance. Funded by the European Union through the Digital Europe Programme, EBSI-VECTOR embodies a holistic approach, attending to both the technical intricacies and broader contextual concerns like legal frameworks and stakeholder engagement.

While the project harbours the potential to revolutionise multiple domains, the real power of innovation lies not just in its conception but in its effective communication and acceptance by a diverse set of stakeholders. This document outlines the Communication and Outreach Strategy aimed at ensuring that the advancements realised within the EBSI-VECTOR project are aptly communicated, understood, and leveraged by all relevant entities, ranging from technical experts and policymakers to the general public.

2.2 Importance of Outreach and Communication

In a fast-paced digital age, innovations are meaningful only if they are widely adopted and integrated into existing systems. Information dissemination and stakeholder engagement are, therefore, critical for any project's success, more so for one that is as technologically and socially consequential as EBSI-VECTOR.

Effective outreach can:

1) **Build Credibility**: By consistently providing accurate and timely information, the project can establish itself as a reliable authority in the blockchain sphere
2) **Drive Adoption**: Clearly articulated benefits and demonstrable successes can encourage more organisations and sectors to integrate EBSI solutions
3) **Facilitate Collaboration**: Publicising the project's objectives and milestones can attract like-minded entities and foster collaborative ventures that could be mutually beneficial

4) **Influence Policy**: Well-researched findings and testimonials can serve as strong points of reference for policymakers

5) **Educate and Empower:** Information dissemination is key to empowering the public to make informed decisions, thus driving societal acceptance and individual participation in the EBSI ecosystem.

2.3 Scope of this Document

This Strategy focuses on designing and implementing a multidimensional outreach and communication plan that can evolve dynamically as the EBSI-VECTOR project progresses. It will outline the key messages to be conveyed, the targeted audiences, the channels of communication, the methods and materials to be used, as well as the metrics to evaluate the effectiveness of the outreach activities.

By adhering to this strategy, the EBSI-VECTOR project aims to optimise its impact, contributing not just to the technical blockchain community but also adding value to society at large.

3 Outreach and Communication Objective

3.1 Main Objectives

The outreach and communication efforts for the EBSI-VECTOR project are aligned with the broader project objectives, which aim to build a robust, interoperable, and scalable EBSI ecosystem. Within this context, the outreach and communication activities have specific objectives:

1) **Raise Awareness**: Elevate the visibility of the EBSI-VECTOR project, its objectives, and its achievements among key stakeholders, including public administrations, organisations, policymakers, and citizens
2) **Engage and Collaborate:** Foster effective engagement with stakeholders from different sectors to provide a platform for collaboration and co-creation, ensuring that the project remains agile and responsive to real-world needs and opportunities
3) **Educate and Inform**: Through targeted educational content and informational pieces, enable stakeholders to understand the relevance, utility, and applicability of the EBSI-VECTOR project in specific sectors, notably education and social security
4) **Drive Adoption:** Utilise targeted communication channels to encourage adoption of the project's technologies and methodologies, focusing on its verifiable credential use-cases and other key deliverables
5) **Advocate and Influence:** Leverage the project's success stories, case studies, and demonstrable impacts to advocate for favourable regulatory environments and policies.
6) **Build a Sustained Community:** Develop and maintain a community of interested stakeholders who will continue to support, utilise, and evolve the project's deliverables beyond the project's official lifespan.

3.2 Secondary Objectives

While the main objectives serve as the backbone of the outreach and communication strategy, several secondary objectives add layers of specificity and directionality:

1) **Technical Outreach:** Generate interest and awareness in the scientific community, focusing on advancements in blockchain technology and verifiable credentials, thereby inviting scrutiny, feedback, and collaboration

2) **Ethical and Legal Communication:** Promote the project's ethical stances and legal frameworks, aiming to set industry standards and encourage responsible technological adoption

3) **Geographical Reach**: Although the project is rooted in the European context, a secondary objective is to generate interest and possibly seed adaptation in other regions, thus contributing to global advancements in blockchain technology and applications

4) **Feedback Mechanism:** Establish two-way communication channels for the purpose of collecting stakeholder feedback, enabling project refinements and pivoting where necessary

5) **Sustainability**: Highlight the project's long-term sustainability plans, thereby attracting interest for post-project continuation and adaptation.

By pursuing these objectives, the EBSI-VECTOR project aims to extend its impact far beyond its immediate scope, influencing broader shifts in technology adoption, policy-making, and public perception.

4 Target Audiences

The EBSI-VECTOR project is multifaceted, encompassing technical development, use-case deployment, legal frameworks, and stakeholder engagement. Accordingly, the target audiences for outreach and communication activities are diverse, as also specified in the Dissemination and Communication Plan (WP7). Identifying the right audiences is crucial for crafting effective messages and choosing appropriate dissemination channels. Below are the primary and secondary target audiences:

4.1 Primary Target Audiences

1) **Public Administrations and Organisations:** These entities are the most direct beneficiaries of the EBSI-VECTOR's capabilities in verifiable credentials, particularly in the realms of education and social security
2) **Regulators and Policymakers**: The decisions of this group will have a lasting impact on the adoption and scalability of EBSI-VECTOR's solutions
3) **Scientific and Research Community**: Academics, researchers, and technologists who can scrutinise, validate, and further the project's technical contributions
4) **Private Businesses**: While the project is EU-funded, its technologies have applications that are relevant to private businesses, especially those dealing with verifiable credentials
5) **Civil Society**: Citizens at large who will eventually be end-users of applications developed on the EBSI-VECTOR platform, particularly in areas like education and social welfare.

4.2 Secondary Target Audiences

1) **Non-Governmental Organisations (NGOs)**: Entities focused on educational access, social welfare, and digital identities could find the project's outcomes to be highly relevant
2) **International Bodies:** Organisations like the United Nations, World Health Organisation, and others that have a vested interest in secure and interoperable digital services
3) **Legal and Ethical Entities**: Firms and organisations concerned with the legal and ethical implications of blockchain and digital credentials
4) **Investment and Entrepreneurial Community:** Though EU-funded, the project's innovations might attract venture interest for spin-offs or additional functionalities in the future

5) **General Public:** Raising general awareness about the project contributes to its overall acceptance and the adoption rate of its end applications.

Special Focus Groups related to Educational and Social Security Use Cases:
1) **Education Sector Stakeholders**: Including educational institutions and ed-tech companies
2) **Social Security Agencies**: Both at the national and European level.

For each target audience, tailored communication strategies will be developed to ensure maximum impact and engagement. The characteristics and needs of each target group stem from the ones defined in the Ecosystem strategy (Deliverable 6.1) and the Dissemination and Communication Plan (Deliverable 7.1).

5 Outreach Channels and Tools

Given the diversity of our target audiences, a multifaceted approach utilising a variety of channels and tools is essential for effective communication and outreach. The following channels have been selected based on their reach, effectiveness, and appropriateness for our audiences:

5.1 Digital Media

1) **EBSI-VECTOR Platform:** The ad-hoc Platform developed by WP6 (Task 6.3) provides useful documentation, best practices and a communication channel for stakeholders interested in participating and upscale the educational credentials and social security use case

2) **Project Website:** A dedicated, regularly updated website will present all project-related information, publications, news, and updates. This is provided by WP 7 (deliverable 7.2), and it will be managed by IZERTIS

3) **Social Media Platforms:** LinkedIn, X-Twitter, Mastodon, YouTube, and specialised blockchain or educational forums will be used to engage with professionals and the general public. Social media posts will be tailored to the specific audiences most prevalent on each platform and will employ predetermined hashtags as defined in the Dissemination and Communication Plan (WP 7)

4) **Online Webinars and Workshops:** These online events will target professionals, regulators, and the academic community. They will provide a deep dive into the project's objectives, technical components, and implications for stakeholders, as well as collect their feedback

5) **Newsletters and Bulletins:** Regularly published digital newsletters will keep all stakeholders updated about the project's progress, achievements, and upcoming events.

5.2 Traditional Media

1) **Press Releases:** Key milestones of the project will be communicated to the broader public via press releases distributed to major media outlets in the technology, education, and social security sectors

2) **White Papers and Academic Journals:** Significant research findings will be published in academic journals to reach the scientific community. White papers will target industry professionals and regulators

3) **Flyers and Brochures:** These will be made available at relevant events and can be distributed to institutions in the education and social security sectors.

5.3 Direct Engagement

1) **Stakeholder Meetings and Roundtables:** These will be primarily targeted at regulators, policymakers, and professionals in the education and social security sectors
2) **User Feedback Surveys:** These surveys will target civil society and end-users to gauge public opinion and gather feedback for further improvements
3) **Participation in Conferences and Trade Shows:** Attending these events will provide networking opportunities and the ability to present the project to a wide array of stakeholders
4) **Educational Workshops:** These will be targeted at end-users in the education and social security sectors, teaching them how to best utilise the EBSI-VECTOR platform for their needs.

5.4 Internal Communication Tools

1) **Intranet and Project Repository**: An internal platform will be used for efficient communication among the project partners
2) **Regular Updates and Reports**: These will be generated to keep all project partners aligned and informed about the project's status and any critical updates.

Each channel will be used strategically, depending on the type of information to be disseminated, the target audience, and the most effective way to reach them. To effectively reach the target audience and maximise each communication channel and tool, the Communication and Dissemination Strategy will actively coordinate with the partner organisations overseeing the Ecosystem Strategy (T6.1), the Innovation platform (T6.3), the Dissemination and Communication Plan (T7.1) and the workshops (T7.3).

6 Audience Segmentation and Targeting Strategy

Understanding the target audience is crucial for any successful outreach and communication strategy. By knowing who we are trying to reach, we can tailor our messages and select the most appropriate channels for maximum impact. Below are the different segments we aim to target through our outreach and communication activities.

Table 1 - Audience segmentation and targeting strategy

Audience Segment	Why They Matter	How to Reach Them
Public Administrators and Policymakers	These individuals have the capacity to enact policies that can either help or hinder the adoption of EBSI-VECTOR services. They also represent institutions that are critical to the project's success.	Specialised reports, participation in policy-related events, and one-on-one meetings.
Academia and Research Institutions	The academic community provides a reservoir of critical analysis, potential technical improvements, and future project enhancements.	Through academic journals, webinars, and direct engagement at research-focused events.
Industry Professionals	The academic community provides a reservoir of critical analysis, potential technical improvements, and future project enhancements.	Via professional social media platforms like LinkedIn, industry-specific webinars, and workshops.
Civil Society and End-Users	Ultimately, the system will be for their benefit. Public opinion can influence institutional adoption.	Through broader media coverage, educational webinars, and surveys to understand their needs and concerns.

European Institutions	They provide political and financial backing for the project and are crucial stakeholders for widespread adoption.	Regular reporting, participation in EU-sponsored events, and one-on-one briefings.

6.1 Outreach Metrics and KPIs

To understand the effectiveness of our outreach strategy, metrics will be crucial. Here are some metrics that we'll use to measure our outreach efforts:

Table 2 - Outreach metrics and KPIs

Metric	Description
Website Traffic	Regular analytics to check the amount and type of engagement on the project website.
Social Media Engagement	Tracking likes, shares, and comments to gauge the public's interest and involvement.
Webinar and Workshop Attendance	Numbers and demographics of attendees, as well as feedback obtained through post-event surveys.
Media Coverage	The number of times EBSI-VECTOR is mentioned in the press, as well as the quality and context of those mentions.
Stakeholder Engagement	The number of stakeholders engaged through meetings, events, and direct communication.
Feedback and Surveys	Qualitative and quantitative data obtained through different feedback mechanisms.

Internal Engagement	Measurement of effective internal communication through team surveys and project milestone completions.

By regularly evaluating these metrics, we can iteratively improve our outreach and communication activities to ensure that we are consistently meeting our KPIs.

7 Channels and Tactics

Given the nature and scope of EBSI-VECTOR, a multi-channel approach is essential for effective communication and outreach. Below, we outline the various channels and tactics that would be most effective for reaching our target audiences, and that would be implemented in coordination with WP7.

Table 3 - Channels and Tactics

Channel	Description	Tactics
Online Platforms	Project Website: Continually updated with project milestones, publications, and upcoming events.	Tactic: Regular blog posts about the progress, technical advancements, and other notable achievements.
	Professional Social Media: Primarily LinkedIn for engaging industry professionals and policymakers.	Tactic: Biweekly posts, occasional in-depth articles or interviews with project members.
	Academic Networks: ResearchGate, Academia.edu, and others for sharing peer-reviewed papers and articles.	Tactic: Upload each academic publication, invite scholarly debates and feedback.
Offline Platforms	Industry Conferences: Ideal for in-person networking with industry professionals.	Tactic: Participate as panel speakers, set up project booths for direct engagement.
	Academic Seminars: Great opportunities to delve into the technical and academic aspects of EBSI-VECTOR.	Tactic: Presentation of research findings, future objectives, followed by a Q&A session.
	Policy Roundtables: For targeted outreach to policymakers.	Tactic: Preparation of policy briefs, one-on-one discussions.

	Community Outreach: Direct engagement with the public to gauge societal impact.	Tactic: Community meetings and workshops on benefits of EBSI-VECTOR services.
Traditional Media	Press Releases: To announce significant milestones, partnerships, or other major news.	Tactic: Send a curated list of journalists covering technology, education, and social welfare.
	Opinion Articles: To contribute expert views to mainstream media.	Tactic: Monthly opinion pieces by project leads in high-impact media outlets.
Stakeholder-Specific Communication	Newsletters: Bi-monthly updates to all registered stakeholders.	Tactic: Customisation based on stakeholders' field of interest.
	Annual Reports: Comprehensive coverage of what has been achieved during the year.	Tactic: Distribution to all partners, stakeholders, and European institutions involved in the project.

7.1 Immediate Communication Priorities

An immediate priority is the creation of foundational materials such as PDFs or one-pagers that outline the key aspects of the EBSI verifiable credentials use cases. These documents will be invaluable for stakeholders, including regulators. Task groups or partners will be designated to develop these materials within a specified timeframe.

7.2 Risk Management and Contingencies

For each of the above channels and tactics, a corresponding set of potential risks and contingency plans will be outlined to ensure the strategy's resilience. For example:

- **Risk**: Low engagement on professional social media
- **Contingency**: Reassess the type and timing of posts, possibly engaging a professional social media strategist
- **Risk**: Poor attendance at webinars

- **Contingency**: Survey the target audience for preferred times and topics and consider paid advertising to boost attendance.

Understanding that any outreach activity comes with its own set of challenges, the project will be prepared to adapt and modify the tactics as needed based on the Outreach Metrics and KPIs.

8 Collaboration Mechanisms and Synergies with Other Work Packages and Tasks

8.1 Introduction

The T6.2 EBSI-Vector Communication & Outreach Strategy is designed to integrate with multiple Work Packages and Tasks across the project, as well as with relevant third parties including the EBSI team, for a unified, coherent approach. The following elaboration outlines the specific activities and collaboration mechanisms that will be employed to achieve optimal synergy.

Table 4 - Activities and Collaboration Mechanisms

Activity in T6.2	Collaborating Task/WP	Mechanism	Description
Stakeholder Identification and Mapping	T6.1, T7.1	Joint Meetings	Converging for bi-weekly meetings to align our stakeholder identification and ensure we are not duplicating efforts. Shared access to stakeholder databases.
Development of Outreach Materials	T7.2	Shared Content Calendar	Monthly meetings to align our dissemination strategies and develop a shared content calendar to avoid overlap and duplication.
Social Media Campaigns	T7.2	Content Synchronisation	Synchronised social media posts, based on a shared calendar, with weekly coordination meetings to ensure alignment of the messaging.
Webinars and Virtual Events	T6.3, T7.2	Joint Event Planning	Collaborative planning and execution of events to ensure consistency in messaging and increased outreach. Monthly meetings for planning and review.

Activity in T6.2	Collaborating Task/WP	Mechanism	Description
Newsletters and Updates	T7.2	Content Alignment	Bi-monthly meetings to align newsletter content, including feature updates, policy papers, and best practices.
Community Building Activities	T6.1, T6.3, T7.1, T7.3	Tool Integration	Integration of community building tools developed in T6.3 into our outreach and engagement activities. Quarterly check-ins to evaluate success metrics.
Feedback and Continuous Improvement	T7.1, T7.2, T7.3, T4.1	Feedback Loops	Regularly scheduled sessions to evaluate feedback received from various channels including webinars, social media, newsletters, and surveys. Adapting the strategy in real-time for continuous improvement.

In order to ensure an effective collaboration among Work Packages and partner organisations as outlined in Table 4, we streamline internal communication channels for the creation and dissemination of various communication materials. Each partner will support specific duties for content generation or information provision thereby enhancing accountability and efficiency in our outreach and engagement activities. Table 5 illustrates the tentative allocation of activities and content creation among partner organisations.

Table 5 - Tentative planning

Activity	Type	Date	Responsible partner(s)	Related WP-Task
Kick-off meeting	Event	July 2023	ENG	WP1 - T1.1
Create project website	Platform	July - November 2023	IZERTIS	WP7 - T7.2

Create the EBSI-VECTOR Platform	Platform	December 2023 - end of the project	Uni Ljubljana	WP6 - T6.3 WP6 - T6.4
Update project website with publications, news, events	Platform	Bi-weekly starting from December 2023	IZERTIS	WP7 - T7.2
Creation of social media posts (LinkedIn, X-Twitter)	Communication material	Weekly starting from December 2023	IZERTIS	WP7 - T7.2
Meeting with EBSI team on communication material and outreach	Event	October 2023	Protokol IZERTIS	
Conduct workshops with stakeholders	Event	From Q1 2024	Protokol	WP6 - T6.3 T6,2 WP7 - T7.2, T7.3
Publish newsletters and project updates	Communication material	From Q2 2024	IZERTIS	WP7 - T7.2
Prepare surveys to collect stakeholders feedback	Communication material	From Q3 2024	IZERTIS MSG	WP7 - T7.3
Publish press releases	Communication material	From Q3 2023	IZERTIS	WP7 - T7.2
Create promotional material (Flyers and brochures)	Communication material	Starting from November 2023	IZERTIS	WP7 - T7.1
Publish papers in academic	Communication	December 2023	KU Leuven	

journals	material			
First annual dissemination and communication report	Monitoring	July 2024	IZERTIS Protokol	WP7 - T7.5
Second annual dissemination and communication report	Monitoring	July 2025	IZERTIS Protokol	WP7 - T7.8
Final project workshop	Event	Q3 2025	IZERTIS Protokol	WP7 - T7.3
Attend industry conferences, stakeholders roundtables and meetings	Event	From Q1 2024	Protokol All partners	WP6 - T6.3 WP7 - T7.2

8.2 Synergistic Relationships Across Tasks

To offer a comprehensive, bird's-eye view of how our T6.2 EBSI-Vector Vector Communication & Outreach Strategy is interlinked with other tasks and work packages, we present the following flowchart. This visual guide serves to clarify the multiple layers of interaction, collaboration mechanisms, and synergies that we aim to establish and maintain throughout the project. By following the directional arrows and nodes, we can readily understand the multi-dimensional relationships that bring about a cohesive and impactful project execution.
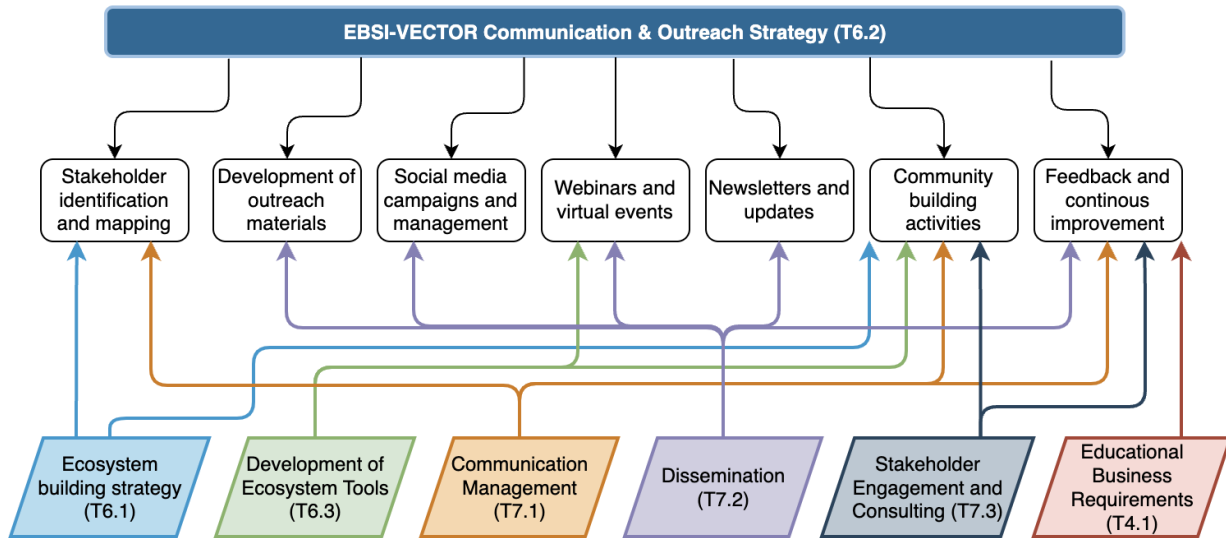
Figure 1 - Synergistic Relationships Across Tasks

8.3 Conclusion

The above framework aims to institutionalise collaboration and synergy among different work packages and tasks. Through this structured approach, T6.2 aspires to not only achieve its objectives but also to amplify the impact of other tasks and work packages in the project. This section serves as an actionable guide for how T6.2 will align and interact with various other components of the project to ensure a holistic and efficient approach.

9   Outreach Metrics and KPIs

Monitoring and evaluating the outreach and communication activities is crucial for understanding the impact and effectiveness of our efforts. To this end, we will identify Key Performance Indicators (KPIs) and metrics for each channel and tactic employed. WP 7 will contribute to monitor some of these KPIs as they contribute to the overall Dissemination and Communication Plan.

Online Platforms Project Website

Table 6 - Online Platforms Project Network

Metrics	Description
Monthly site visits	Measure the number of visits to the project website each month.
Bounce rate	Track the percentage of visitors who navigate away from the site after viewing only one page.
Average session duration	Measure the average time visitors spend on the website per session.

KPIs: Aim for a 20% increase in organic site visits each quarter, and a decrease in bounce rate by 10% over the project timeline.

Based on WP7 Dissemination and communication plan, website access is expected to be 250 (M6), 2.250 (M12), 5.000 (M18) and 8.000 (M24). Website users are expected to be 500 (M12), 1.200 (M18) and 2.000 (M24).

Professional Social Media (LinkedIn and X-Twitter)

Table 7 - Professional social media

Metrics	Description
Engagement rate	Calculate the percentage of people who engage with the content in their feed.

Metrics	Description
New followers	Track the number of new followers gained.
Click-through rate	Measure the proportion of users who clicked on a link or post.

KPIs: Gain 1,000 new followers and achieve an engagement rate of at least 3% on all posts. Social media publications target values are 2 at M6, 6 at M12, 15 at M18 and 20 at M24. These KPIs will be monitored in collaboration with WP7.

Academic Networks

Table 8 - Academic Networks

Metrics	Description
Number of reads	Count the number of times academic papers are accessed.
Citations	Track the number of times the papers are cited by others.
Feedback received	Measure the feedback received from readers and scholars.

KPIs: Aim for at least 100 reads per academic paper and five citations within the first year of publication.

Offline Platforms Industry Conferences

Table 9 - Offline Platforms Industry Conferences

Metrics	Description
Number of booth visits	Count the number of visitors to the project booth at conferences.
Cards exchanged	Track the number of business cards exchanged for networking.

Metrics	Description
Follow-up meetings scheduled	Measure the number of follow-up meetings scheduled after the conference.

KPIs: Aim for at least 50 meaningful interactions per conference and at least five follow-up meetings.

Academic Seminars

Table 10 - Academic Seminars

Metrics	Description
Attendee numbers	Count the number of attendees at academic seminars.
Questions asked	Track the number of questions asked during the Q&A sessions.
Invitations to collaborate	Measure the inquiries about potential collaborations.

KPIs: Aim for an average attendance of 100 persons and at least two collaboration inquiries.
Target value for events attendance: 5 at M6, 10 at M12, 15 at M18, and 20 at M24.

Policy Roundtables

Table 11 - Policy Roundtables

Metrics	Description
Number of policymakers attended	Count the number of policymakers present at roundtables.
Follow-up interactions	Measure the number of follow-up discussions or engagements with policymakers.

KPIs: Aim for attendance by at least five key policymakers per roundtable and one follow-up discussion.

Community Outreach

Table 12 - Community Outreach

Metrics	Description
Attendance	Count the number of attendees at community meetings and workshops.
Community feedback	Gather feedback from the community about the impact and utility of services.
Surveys	Measure responses from surveys conducted during outreach events.

KPIs: Aim for over 80% positive feedback on the impact and utility of EBSI-VECTOR services.

Traditional Media Press Releases

Table 13 - Traditional Media Press Releases

Metrics	Description
Number of outlets	Count the number of media outlets that covered the press release.
Audience reached	Measure the estimated audience reached through the press release.

KPIs: Aim for coverage by at least three major tech journals for each press release. Target values for media appearance are 1 at M6, 2 at M12, 3 at M18 and 4 at M24.

Opinion Articles

Table 14 - Opinion Articles

Metrics	Description
Reader views	Count the number of views each opinion article receives.
Social shares	Track the number of times the articles are shared on social media.

KPIs: Aim for at least 500 views and 50 shares per opinion article.

Stakeholder-Specific Communication Newsletters

<div align="center">Table 15 - Stakeholder-Specific Communication Newsletters</div>

Metrics	Description
Open rate	Calculate the percentage of recipients who open the newsletters.
Click-through rate	Measure the proportion of recipients who click on links within the newsletters.

KPIs: Maintain an open rate of at least 40% and a click-through rate of at least 10%. Newsletter will be monitored through suitable tools used to launch newsletter campaigns (e.g. Mailchimp). Target values are 1 at M6, 2 at M12, 3 at M18 and 4 at M24.

Annual Reports

<div align="center">Table 16 - Annual Reports</div>

Metrics	Description
Downloads	Count the number of times the annual reports are downloaded.
Stakeholder feedback	Measure the feedback received from stakeholders.

KPIs: Aim for at least 200 downloads per annual report and 90% positive stakeholder feedback.

By regularly evaluating these KPIs, we'll be able to adapt our tactics and better achieve our outreach objectives, ensuring that EBSI-VECTOR is well-received across its different stakeholder groups.

10 Risks & Risks management

Table 17 - Risks & Risks management

Description	Probability	Severity	Proposed Mitigation Measures
Low Monthly Visits to Project Website	Medium	Moderate	Increase content updates, and invest in SEO
Low Engagement on LinkedIn Posts	Low	Moderate	Reevaluate content strategy and post at optimal times
Low Reads and Citations in Academic Networks	Low	High	Cross-promote in other academic platforms and social media
Poor Booth Traffic at Industry Conferences	Medium	High	Better pre-event marketing and on-site promotions
Low Attendance at Academic Seminars	Low	Moderate	Send personalised invites and provide incentives for attendance
Poor Policymaker Turnout at Roundtables	High	High	Leverage networks and directly engage with offices prior to event
Negative Community Feedback	Low	High	Conduct regular community surveys and adapt strategies accordingly
Lack of Media Coverage for Press Releases	Medium	Moderate	Engage in direct pitching to journalists
Low Engagement on Opinion Articles	Medium	Low	Promote through multiple channels and adapt content style

Description	Probability	Severity	Proposed Mitigation Measures
Low Newsletter Open Rate	Low	Moderate	A/B testing for subject lines, content optimization
Poor Annual Report Downloads	Low	Moderate	Promote via multiple channels and offer executive summaries

11 Target Audience and Stakeholder Segmentation

In this section, we delve into the different groups that are integral to the EBSI-VECTOR project. Identifying and understanding these various stakeholders is crucial for a focused and effective outreach strategy. By segmenting them into categories, we can tailor our engagement methods to meet the unique needs and expectations of each group. This section aims to provide a comprehensive framework for this segmentation, articulating the rationale behind each classification and the proposed engagement strategy for maximising the impact on the project's success.

Table 18 - Target Audience and Stakeholder Segmentation

Target Audience	Rationale	Channels	Frequency	KPIs
Regulators and Policy Makers	Facilitate legal frameworks for EBSI adoption	Virtual Round Tables, Policy Briefs, Direct Engagement	Quarterly	Number of policy briefs downloaded, attendance in round tables, legislation influenced
Academic and Research Community	Contribute to project rigour and effectiveness	Peer-reviewed Journals, Conferences, Webinars	Bi-annually	Number of citations, conference attendees, engagement in webinars
Public Administrations and Organizations	Primary entities leveraging EBSI, early involvement is key	Workshops, Direct Consultation, White Papers	Quarterly	Number of workshops held, engagement in consultations, downloads of white papers
Private Sector and Businesses	Involved in post-funding	Industry Conferences,	Bi-annually	Number of businesses engaged, feedback

Target Audience	Rationale	Channels	Frequency	KPIs
	sustainability and adoption	Webinars, Consultation		provided, partnership agreements
General Public	Public opinion affects project success	Social Media, Blogs, Newsletters	Monthly	Social media engagement, blog reads, newsletter subscriptions
Standardisation Bodies	Align project with European and global standards	Technical Briefs, Meetings, Conferences	Annually	Number of meetings held, documentation influenced, collaboration with existing bodies

All the planned activities included in the Communication and Outreach Strategy, their implementation and impact will be communicated on a regular basis to WP 7 to ensure that they are registered, and their overall impact is assessed thus allowing for rapid adjustment. The above-mentioned activities will be registered in the Dissemination and Communication monitoring tool shared through the project repository, as stated in the Dissemination and Communication plan.

12 Key Messages and Content Strategy

In this section, we address the cornerstone of any successful outreach strategy: the key messages and the content that conveys them. Tailored to the varying needs of our diverse target audiences, the content aims to resonate with the different stakeholder groups involved in or impacted by the EBSI-VECTOR project.

12.1 Message Pillars

For our outreach strategy to be coherent and impactful, we need to build upon a set of foundational messages—these are our "message pillars."

1) **Trust & Security:** Demonstrating the robustness and security enhancements that EBSI-VECTOR brings to the EBSI
2) **Interoperability & Scalability:** Highlighting the project's work on ensuring that the EBSI framework is both interoperable with existing systems and scalable to meet future demands
3) **User-Centric Approach:** Underlining the project's commitment to meet the needs of end-users, particularly focusing on the fields of education and social security
4) **Legal & Ethical Compliance:** Emphasising the project's diligence in crafting a legal and ethical framework, in collaboration with European Commission workgroups and policy actors
5) **European Impact & Sustainability:** Discussing the broad and sustainable European impact that the project aims to achieve, including plans for long-term viability.

12.2 Content Types

Different types of content will be used to convey these messages to various stakeholder groups:

1) **Whitepapers and Technical Documents**: For policymakers, academic researchers, and technical experts
2) **Webinars and Workshops:** For the scientific community, industry professionals, and public administrations
3) **Public Awareness Campaigns:** For the general public, focusing on accessible language and multimedia elements

4) **Newsletters:** Regular updates for all stakeholders to keep them informed about the project's progress and key milestones

5) **Interactive Demos**: Aimed at businesses, these would showcase the utility of EBSI-VECTOR in real-world scenarios

6) **Legal Briefs:** Detailed yet understandable documents outlining the legal frameworks applicable to the EBSI-VECTOR implementations.

We recognise the valuable contributions already made by the EBSI team. Our collaboration strategy will involve not only creating our unique EBSI-Vector project content but also making judicious use of existing materials from the EBSI team. This dual approach will amplify our outreach efforts and encourage collaboration between the projects.

12.3 Content Calendar

To ensure a consistent and strategic rollout of content, a content calendar will be developed, mapping out what will be released, when, and through what channels. This will be particularly useful for synchronising the project's multiple moving parts and stakeholders.

12.4 Conclusion

In aligning the content strategy with the needs of our segmented audiences, we make it easier to measure the impact of our outreach and adapt strategies as needed. This section lays down the foundation for how the EBSI-VECTOR project will articulate its value proposition to its various stakeholders, enhancing the chance of the project's success in the broader European context.

13 Communication Channels and Tools

13.1 Introduction

Selecting the right communication channels and tools is crucial for the effective dissemination of our key messages. Each channel has its own set of advantages, limitations, and audience reach. Therefore, it's vital to choose those that align well with our outreach objectives and stakeholder needs.

13.2 Primary Channels

1) **Project Website:** A central hub for all information related to EBSI-VECTOR, featuring updates, whitepapers, webinars, and a variety of other resources
2) **Social Media Platforms:** LinkedIn, X-Twitter, Mastodon and other platforms for real-time updates, engaging with the community, and amplifying our reach
3) **Academic Journals**: For publishing research findings and technical advancements, primarily aimed at the scientific community
4) **Industry Magazines:** To reach professionals and business leaders interested in blockchain technology and its applications
5) **Newsletters:** For direct communication with our stakeholders, providing regular updates and key information in a digestible format
6) **Webinars and Workshops:** Virtual and, when possible, in-person events to facilitate deeper engagement and knowledge sharing.

13.3 Secondary Channels

1) **YouTube:** For video content, such as interviews, panel discussions, and explainer videos
2) **Podcasts:** Partnering with established platforms to reach a broader but still targeted audience
3) **Community Forums:** Places like Reddit, and industry-specific forums to create a grassroots level of engagement
4) **Press Releases:** Distributed to media outlets to gain coverage in newspapers, online news websites, and television news.

13.4 Tools for Management and Analytics

1) **Customer Relationship Management (CRM) System**: To track interactions with various stakeholders and to schedule follow-ups
2) **Social Media Management Tools:** For scheduling posts and tracking engagement metrics.
3) **Google Analytics /Matomo:** For website performance tracking
4) **Survey Tools:** For collecting feedback and insights from stakeholders
5) **Webinar Software:** For hosting and archiving online events.

13.5 Conclusion

Having a multi-channel approach allows us to tailor our outreach strategy to meet the needs of our diverse stakeholder groups effectively. Coupled with robust tools for management and analytics, these channels will enable us to reach our objectives efficiently while also allowing for timely course corrections.

14 Monitoring and Evaluation Framework

The essence of a successful outreach and communication strategy lies not just in meticulous planning and execution but also in robust monitoring and evaluation. This section outlines the parameters we will use to evaluate the efficacy of our communication efforts, the tools that will be utilised, and the frequency of assessments.

14.1 Key Performance Indicators (KPIs)

Table 19 - Key Performance Indicators (KPIs)

KPI	Method of Measurement	Frequency	Target
Website Traffic	Google Analytics/ Matomo	Monthly	10% Increase MoM
Social Media Engagement	Likes, Shares, Comments	Weekly	500 engagements per week
Stakeholder Participation	Surveys, Webinars	Quarterly	200 active participations
Academic Citations	Academic databases	Annually	5 citations per year
Media Coverage	Number of articles, mentions	Quarterly	At least 2 quality articles
Stakeholder Feedback	Surveys and Direct Feedback	After major milestones	85% positive feedback

14.2 Monitoring Tools

1) **Google Analytics / Matomo:** For in-depth analysis of website engagement metrics

2) **CRM System:** To monitor stakeholder engagement and manage communications
3) **Social Media Analytics Tools**: To quantify social media engagement
4) **Feedback Forms:** Integrated into webinars and workshops for real-time feedback
5) **Citation Tracking Software:** To monitor academic influence.

14.3 Evaluation Plan

1) **Quarterly Review:** Conduct a comprehensive review every quarter to assess the performance against KPIs and make any necessary adjustments to the strategy
2) **Stakeholder Surveys:** These will be sent out bi-annually to gauge the effectiveness of our engagement
3) **Annual Report:** An in-depth analysis at the end of each year, measuring performance across all KPIs and setting the course for the next year.

14.4 Mechanisms and Workflow for Quality Assurance

To maintain the quality and relevance of our outreach materials, a review committee will be established. This committee will consist of representatives from key project tasks and will review and approve all materials prior to public dissemination. This will ensure that our communication is consistent and aligns with our project goals.

14.5 Risk and Mitigation

Table 20 - Risk and Mitigation

Description	Probability	Severity	Proposed Mitigation Measures
Low website traffic	Medium	High	Improve SEO, paid advertising
Poor stakeholder engagement	Low	High	Reassess messaging, conduct focus groups
Negative Media Coverage	Low	Medium	Crisis management plan
Technical Failures	Low	High	Backup systems, technical support

14.6 Conclusion

A well-defined monitoring and evaluation framework will not only help us in achieving our objectives but also in identifying the areas for improvement. Regular checks and adjustments ensure that the strategy remains agile and effective in the dynamically changing environment that is the blockchain industry.

15 Conclusions and Future Directions

The final section of this document encapsulates the holistic vision of our outreach and communication strategy. In an increasingly interconnected and fast-paced digital landscape, building a robust, interoperable, and scalable EBSI ecosystem is a non-trivial task. It requires concerted efforts across technical and non-technical domains, including stakeholder engagement and effective communication. This strategy aims to lay down a roadmap to facilitate this multidimensional challenge.

15.1 Summary of Key Points

- **Outreach Objectives:** The primary goal is to engage with different stakeholders, including regulators, policy makers, public administrations, private businesses, the scientific community, and the general public, to foster a comprehensive and sustainable EBSI ecosystem
- **Target Audiences and Segmentation:** Detailed profiles of target stakeholders have been outlined, with tailored communication approaches for each segment
- **Communication Channels and Tools:** A multi-channel approach leveraging online and offline mediums has been described, with focus on adaptability and engagement
- **Monitoring and Evaluation Framework:** A set of KPIs, monitoring tools, and evaluation plans have been established to ensure the effectiveness of the outreach and communication activities
- **Risk Management:** Potential risks have been identified along with their probability, severity, and mitigation measures to pre-emptively address any issues that may arise.

15.2 Future Directions

1) **Quarterly Revisions:** Given the fast-paced changes in the blockchain industry and regulatory landscapes, a quarterly revision of the strategy is recommended
2) **Collaboration with Other Work Packages:** Align outreach efforts with other WPs for more holistic project execution

3) **Continuous Stakeholder Engagement:** Given that stakeholder needs and contexts can change, ongoing engagement strategies, including regular surveys and updates, will be vital

4) **Expand Geographic Reach:** Initially focusing on EU Member States but eventually broadening the scope to include associated states and possibly beyond

5) **Iterative Learning:** Adapt the strategy based on the monitoring and evaluation framework to ensure optimal stakeholder engagement and outreach efficacy.

15.3 Conclusion

The EBSI-VECTOR outreach and communication strategy aims to be as dynamic and adaptable as the technology it seeks to promote. Through meticulous planning, targeted outreach, constant monitoring, and adaptive learning, we aim to facilitate the seamless integration of blockchain into the spheres of education and social security, in line with the EU's broader objectives. This is not just a strategy but a roadmap for an engaging and interconnected future for all stakeholders involved.

This document is intended to be a living document, subject to revisions and updates as the project evolves. We believe that this strategy lays a solid foundation upon which the EBSI-VECTOR project can build a vibrant, robust, and inclusive community.