



## Blockchain for the Next Generation Internet



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# D2.7 COMMUNICATION CAMPAIGN EVENTS REPORT 3

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31/08/2022



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## D2.7 COMMUNICATION CAMPAIGN EVENTS REPORT 3

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<b>ABSTRACT</b>	This report presents the work done by the ONTOCHAIN consortium regarding participation or organisation of events for promoting ONTOCHAIN third Open Call.
<b>KEYWORDS</b>	Communication, dissemination, events

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## EXECUTIVE SUMMARY

The purpose of this document is to present the events at which ONTOCHAIN's third Open Call was promoted and their impact.

The main goals of these events were to:

- Present the Open Call and explain its contribution to the development of the ONTOCHAIN software ecosystem
- Attract quality applicants and motivate them to submit a proposal
- Answer applicants' questions about the programme and the application process
- Get the ONTOCHAIN community to jointly discuss the current challenges of a trustworthy internet, that ONTOCHAIN can help solving

The ONTOCHAIN third Open Call was open from 23 May to 25 July 2022. To achieve the goals previously mentioned, the ONTOCHAIN consortium focused on two different types of events.

- Two events fully organised by the consortium, exclusively focused on promoting ONTOCHAIN and its Open Call 3 to potential applicants.

Event	Type	Date
ONTOCHAIN Summit	Hybrid	1-2 June 2022
Open Call Webinar	Online	5 July 2022

**TABLE 1: EVENTS ORGANISED BY THE ONTOCHAIN CONSORTIUM**

- Two events organised by other entities, in which the ONTOCHAIN consortium presented the project and the Open Call 3, thus taking advantage of the communities already nurtured by these entities.

Event	Type	Date
Expo Dubai	In-person	28 March 2022
NGI Pitching and Matchmaking Event	Online	8 June 2022

**TABLE 2: EVENTS ATTENDED BY THE ONTOCHAIN CONSORTIUM**

The ones organised by the consortium were the two ONTOCHAIN events since the project launch that achieved the highest number of participants (135 and 88).

The recordings of the first ONTOCHAIN in-person event – the ONTOCHAIN Summit – were shared on [YouTube](#) and this is currently the ONTOCHAIN event with the highest number of views on YouTube ever (1,532 at the time of this report).

These are only two of the indicators that express the quantitative impact of the events where ONTOCHAIN third Open Call was promoted, as shown in the table below.

Indicator	Value
Views of the ONTOCHAIN Summit page and the News articles about all OC3 events on ONTOCHAIN website	4,415
Views of the ONTOCHAIN Summit and OC3 webinar pages on F6S	2,767
Views of the post mentioning the ONTOCHAIN Summit on the EU Blockchain Observatory & Forum website	511
People reached via ONTOCHAIN newsletters mentioning the OC3 events	196
Social media groups to which the OC3 events were submitted for publication or published	87
Registrations for the ONTOCHAIN Summit and Open Call webinar	257
Attendees at the ONTOCHAIN Summit and OC3 webinar	+223
Views of the slides presented at the ONTOCHAIN Summit and OC3 webinar (Speaker Deck)	217

Views of the ONTOCHAIN Summit and OC3 webinar recordings

1,783

**TABLE 3: EVENTS INDICATORS**

The consortium was able to present ONTOCHAIN and its third Open Call at four events, two of which fully organised by the ONTOCHAIN team. These efforts resulted in the attraction and involvement of a high number of potential applicants.

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## ABBREVIATIONS

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CEST	Central European Summer Time
EU	European Union
NGI	Next Generation Internet
OC	Open Call
RIA	Research and Innovation Action

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## INTRODUCTION

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This deliverable, named “Communication campaign events report 3” (D2.7), was developed as part of the ONTOCHAIN project. It aims to describe the events where the consortium presented ONTOCHAIN third Open Call, which ran from 23 May to 25 July 2022.

The document is comprised of the following chapters:

- Chapter 1 – **Objectives and strategy**: presents the events’ objectives and the strategy defined for the dissemination
- Chapter 2 – **Events**: details the events at which ONTOCHAIN, and more specifically its Open Call 3, were promoted
- Chapter 3 – **Impact**: shows the number of people reached
- Chapter 4 - **Conclusions**: presents the conclusions of the deliverable

# 1 OBJECTIVES AND STRATEGY

The goal of the ONTOCHAIN third Open Call was to attract good applicants, to accomplish the two Open Call goals:

- To complete the missing blocks of the ONTOCHAIN infrastructure
- To exploit the ONTOCHAIN infrastructure, designed and implemented respectively through ONTOCHAIN OC1 and ONTOCHAIN OC2, for real life use cases, that cover real need of individuals in terms of trustworthy data/services exchange and trustworthy content handling, from various vertical domains/vital sectors of the European economy

As presented in the deliverable “D7.2 – Dissemination material”, the ONTOCHAIN success depends on the ability to attract and engage the stakeholders identified at the beginning of the project:

ONTOCHAIN's target groups	
1. Tech/internet researchers	4. Accelerators and other innovation support entities
2. Tech & innovative entrepreneurs, start-ups and SMEs	5. Authorities and policy makers
3. Corporates and industry	6. Investors

**TABLE 4: ONTOCHAIN'S TARGET GROUPS**

More specifically, these target audiences are related to specific domains, such as: Semantic Web, Software Engineering, Blockchain, Cryptography, Internet of Things, AI, Digital Twin, Cloud, Fog, Edge, Smart environment, Web Ontology Languages, Distributed Ledger Technology, Big Data, Dublin Core Metadata, P2P Economy, P2P Network, Decentralized Oracles, Decentralized Reputation Models, Decentralized Reputation Systems, Smart Contracts, Ontology Engineering, Ecosystem Economy, Standardisation.

In this sense, the strategy for the Open Call 3 events focused once again on two out of the six target groups identified: the tech/internet researchers, and the tech & innovative entrepreneurs, start-ups and SMEs.

In addition to the targeted groups, the consortium designed the secondary objectives for the Open Call 3 events:

- Present the Open Call and explain its contribution to the ONTOCHAIN software ecosystem
- Attract quality applicants and motivate them to submit a proposal
- Answer applicants' questions about the programme and the application process
- Get the ONTOCHAIN community to jointly discuss the current challenges of a trustworthy internet, that ONTOCHAIN can help solving

Finally, to reach out the selected target audience and meet the defined objectives, the ONTOCHAIN consortium was able to organize and/or participate in a total of four events, in the period that preceded the Open Call launch and during the Open Call period (23 May to 25 July 2022).

The strategy for disseminating these events took advantage of the existing ONTOCHAIN's channels and ecosystem contacts, presented in the table below, as well as the consortium partners own channels.

ONTOCHAIN's channels	Ecosystem contacts
○ Website	○ Media contacts
○ Social Media pages and groups	○ Intermediaries contacts
○ Newsletter and e-mail	○ Potential applicants contacts
○ ONTOCHAIN's community on F6S	

**TABLE 5: ONTOCHAIN'S CHANNELS AND ECOSYSTEM CONTACTS USED IN THE DISSEMINATION ACTIVITIES**

The next chapter presents each of the four events in detail, as well as the dissemination activities implemented for each one.

## 2 EVENTS

The promotion of the ONTOCHAIN third Open Call at events was carried out by the consortium on four different moments:

- Two events fully organised by the consortium, exclusively focused on promoting ONTOCHAIN and its Open Call to potential applicants.
- Two events organised by other entities, in which the ONTOCHAIN consortium presented the project and the Open Call, thus taking advantage of the communities already nurtured by these entities.

### 2.1 EVENTS ORGANISED BY THE ONTOCHAIN CONSORTIUM

#### 2.1.1 ONTOCHAIN Summit

**Name of the event:** ONTOCHAIN Summit

**Website of the event:** [www.ontochainsummit.eu](http://www.ontochainsummit.eu)

**Date:** 1-2 June 2022

**Event concept:** The ONTOCHAIN Summit for Trustworthy Internet was the first in-person event organised by the ONTOCHAIN consortium: a 2-day event focused on the ONTOCHAIN software ecosystem development.

This was an opportunity to engage with the ONTOCHAIN community, that presented key software services, demonstrations and funding opportunities (grants up to €119.5k), and to join an open discussion on specific technological aspects that aim at trustworthy data exchange and knowledge management. Discussion topics included the semantic marketplace, application-level proofs, tokenomics, cross-chain interoperability, oracles, blockchain-based knowledge management.

The event was live-streamed, allowing remote participants to follow the presentations, as well as participate in real time with questions for the speakers and answers to the polls launched during the event.



## Speakers:

- **5 invited speakers**
  - Rapolas Lakavičius | Policy Office at European Commission-Directorate-General for Communications Networks, Content & Technology (DG CONNECT)
  - Ioannis Vlachos | EU Blockchain Observatory and Forum & Commercial Director for EMEA at Energy Web
  - Ignacio Alamillo-Domingo | Director at Astrea La Infopista Jurídica S.L.
  - António Damasceno | EU Project Manager at F6S, WP Leader at NGI TruBlo
  - Jakob Zwiers | Project Manager Innovation, Information and Communication Technology, Blockchain & IT-Security at Berlin Partner for Business and Technology
- **5 members of the ONTOCHAIN Consortium**
  - Caroline Barelle | ONTOCHAIN Project Coordinator & Research Scientist and EU Project Manager at European Dynamics
  - Vlado Stankovski | ONTOCHAIN technical coordinator & Professor of Computer Science at University of Ljubljana
  - Anthony Simonet-Boulogne | ONTOCHAIN core partner & Head of Research & Innovation at iExec
  - Thanasis Papaioannou | ONTOCHAIN core partner & Principal Investigator at Athens University of Economics and Business
  - Alberto Ciaramella | ONTOCHAIN core partner & CEO and founder at IntelliSemantic
- **10 innovators selected in Open Call 1 and Open Call 2**
  - Branimir Rakić | Founder & Chief Technical Officer at Trace Labs
  - Juan Miguel Navarro | Professor at UCAM university & ADOS and AirTrace technical coordinator
  - Lorenzo Gigli | Software Architect at VAIMEE
  - Roberto García | Associate Professor & Deputy Vice-Rector for Research and Transfer at Universitat de Lleida
  - Junaid Arshad | Associate Professor at the Birmingham City University
  - Iñaki Fernández Pérez & Diego Valdeolmillos | CARECHAIN project
  - Alex Norta | CEO and owner at Dymaxion OU, scientist and teacher
  - Willem-Jan van den Heuvel | CTO at D-Visor
  - Mirek Sopek | Founder of MakoLab, Tomasz Pawlik & Dominik Kuziński
  - Andreas Hofmann | Co-Founder of PiSwap

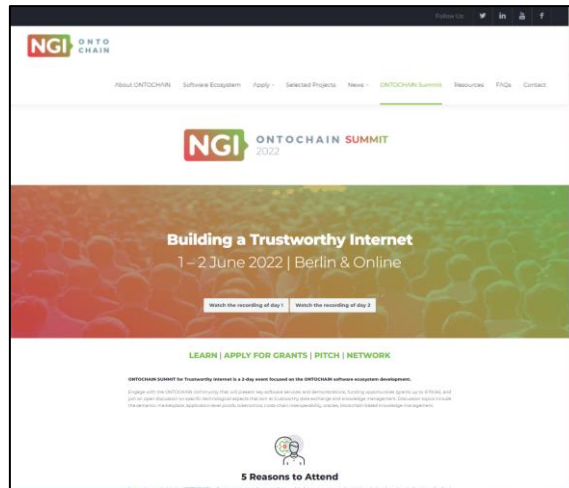
- 10 innovators with an idea that could contribute to the ONTOCHAIN software ecosystem
  - Julien Carbonnell | Urban Data Scientist
  - Marc Green | Software Architect in Cybersecurity
  - Pekka Makela | CEO at UNITT
  - Paul Massey | Founder and CEO at tabled.io
  - Muhammad Kashif Mehboob Khan | working on multiple funded & commercial projects in blockchain
  - Alex Norta | CEO and owner of Dymaxion OU, scientist and teacher
  - Willem-Jan van den Heuvel | CTO at D-Visor
  - Uljana Reinsalu | Researcher at TalTech university on intelligent IoT devices
  - Sumit Kishore | Product lead (co-founder) of an AML and risk assessment of crypto/digital assets at Consensys
  - Geert Machtelinckx | Threefold Tech

**Target groups:** Software developers, Innovators, Start-ups, Companies and Research organizations

### **Dissemination:**

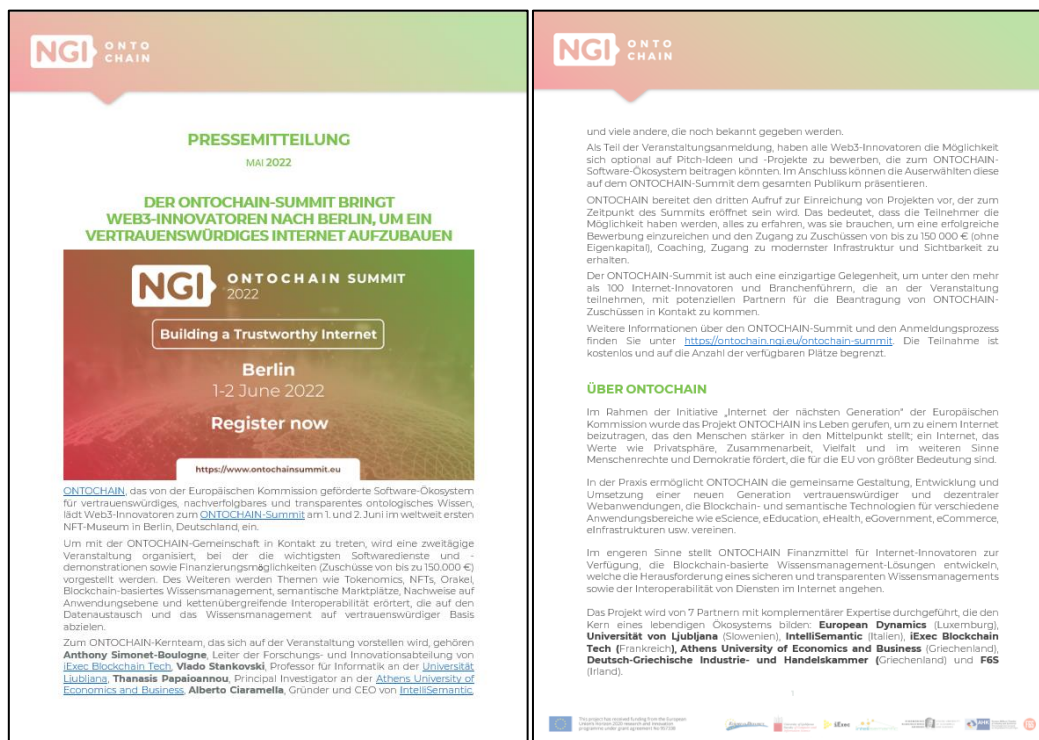
Being this one of the main events organised by the consortium to specifically promote the OC3, the promotion of the ONTOCHAIN Summit was made through several channels, namely:

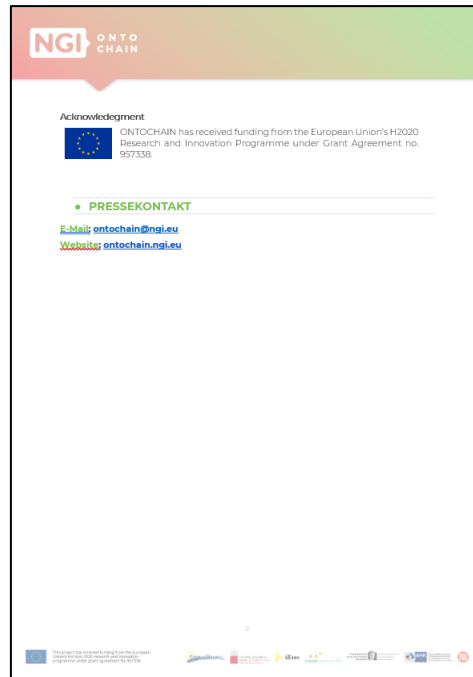
1. A dedicated section on the ONTOCHAIN website, with the event presentation, benefits, speakers, agenda, instructions on how to register and info about the venue.



**FIGURE 1: ONTOCHAIN SUMMIT DEDICATED PAGE**

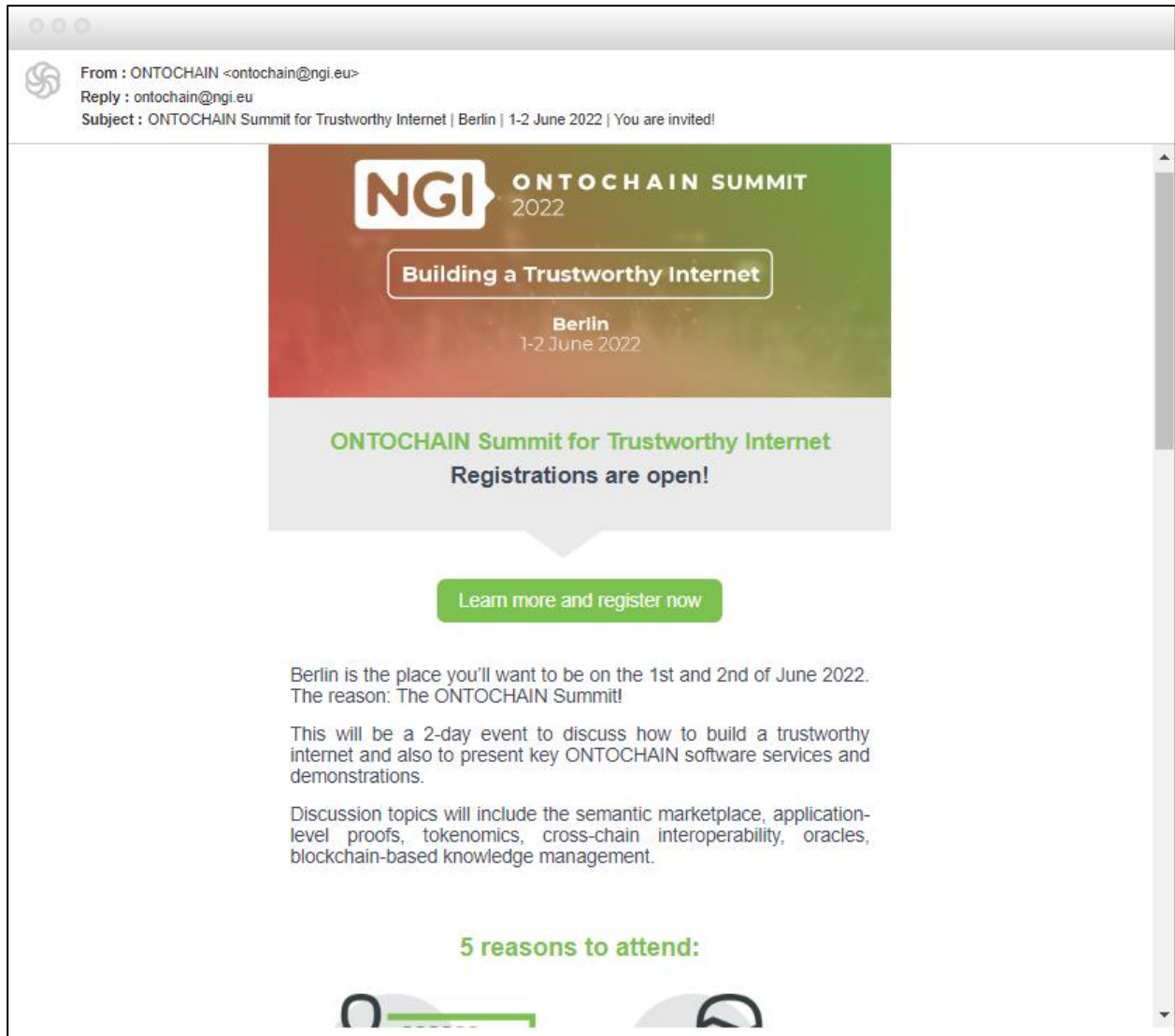
2. A dedicated press release, translated to German





**FIGURE 2: ONTOCHAIN SUMMIT PRESS RELEASE IN GERMAN**

3. An issue of the ONTOCHAIN newsletter was released on 20 April to 179 contacts, fully dedicated to the ONTOCHAIN Summit.



**FIGURE 3: ONTOCHAIN NEWSLETTER DEDICATED TO THE ONTOCHAIN SUMMIT**

4. Mentioned in all OC3 launch communications made until the event day:
  - Website article
  - Press release
  - Newsletter
  - E-mails sent to potential applicants and intermediaries, promoting the Open Call

Subject: [NAME OF INTERMEDIARY]: ONTOCHAIN last Open Call - Grants up to €119.500 for internet innovators in your network

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I think the third and last ONTOCHAIN open call can be an interesting opportunity for the internet innovators in your community.

ONTOCHAIN is a project funded by the European Commission to empower internet innovators to develop blockchain-based knowledge management solutions that form part of its novel protocol suite and software ecosystem.

#### What's in it for participants?

- Grants up to €119.500 (equity-free)
- Free access to top infrastructure (iExec and MyIntelliPatent)
- Free training & coaching
- Visibility & promotion
- Joint exploitation

Potential applicants can find more information on <https://ontochain.ngi.eu/apply>  
Applications for this third and last open call are open on [F6S](https://www.f6s.com/ontochain-open-call-3/apply) until the 25th of July 2022 (17.00 CEST): <https://www.f6s.com/ontochain-open-call-3/apply>

Applicants can also join the upcoming **ONTOCHAIN Summit** on the **1st and 2nd of June, in Berlin or online**, to learn more about the open calls and the ONTOCHAIN software ecosystem: [www.ontochainsummit.eu](http://www.ontochainsummit.eu).

Please do spread this opportunity. Here you can find a kit with different communication materials. Feel free to use them:

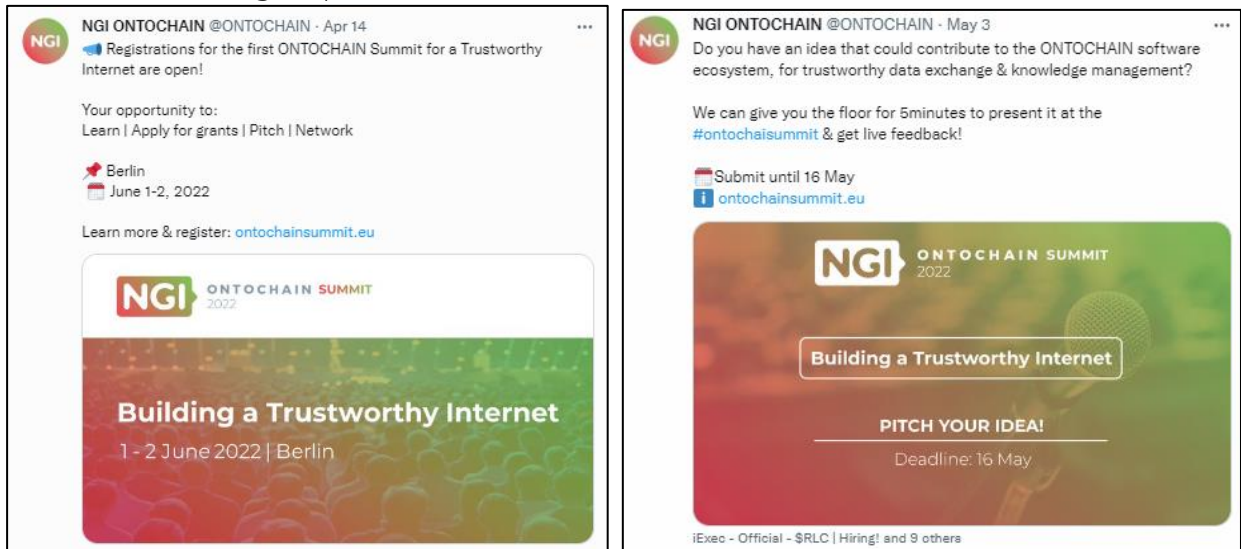
- A text suggestion and visuals for social media
- Press Release

- Banner
- Postcard
- Project logos

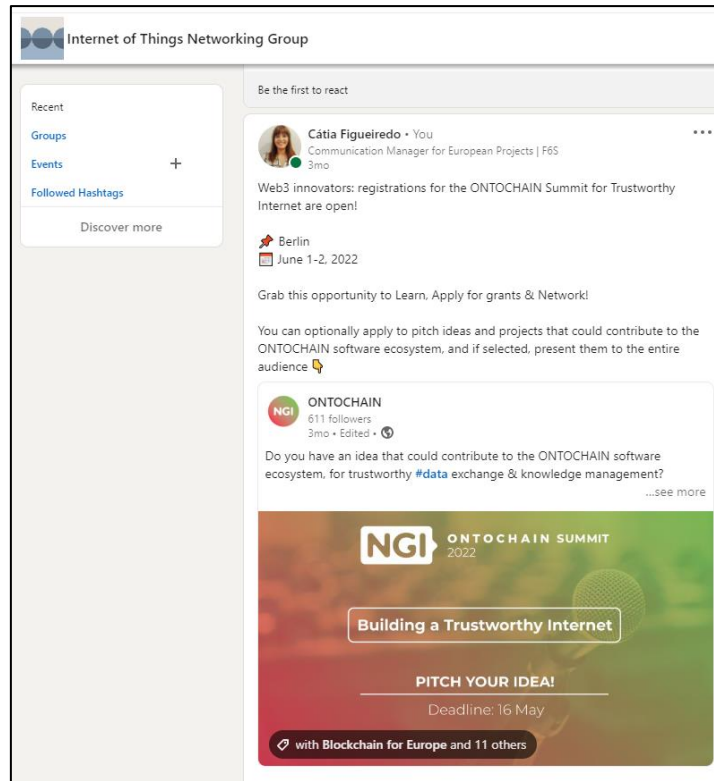
Thank you for your time,  
[NAME]

**TABLE 6: TEMPLATE USED FOR AN OC3 COMMUNICATION TO INTERMEDIARIES, INCLUDING THE ONTOCHAIN SUMMIT**

5. Specific social media posts, on ONTOCHAIN’s pages and on relevant LinkedIn / Facebook groups



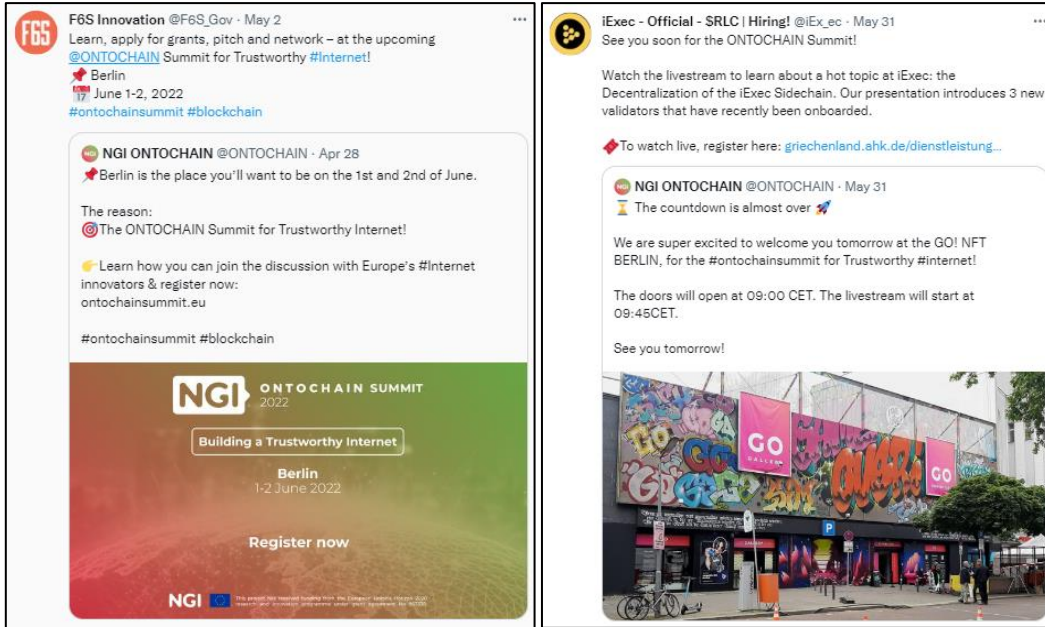
**FIGURE 4: EXAMPLES OF SOCIAL MEDIA POSTS PROMOTING THE ONTOCHAIN SUMMIT**



**FIGURE 5: EXAMPLE OF A POST ON A LINKEDIN GROUP PROMOTING THE ONTOCHAIN SUMMIT**

- Promoted on the consortium partners social media pages





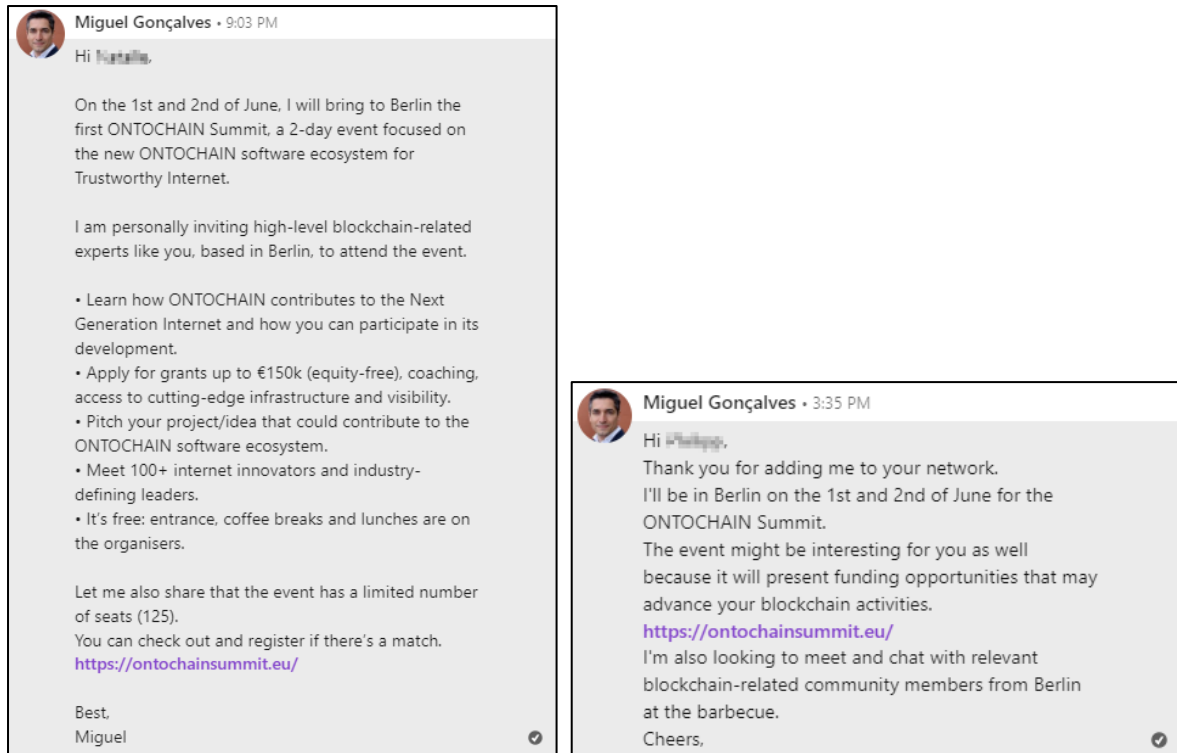
**FIGURE 6: EXAMPLES OF POSTS ON THE CONSORTIUM PARTNERS SOCIAL MEDIA PAGES**

7. A social media paid campaign was run on LinkedIn and Twitter



**FIGURE 7: EXAMPLES OF THE ADS USED ON THE SOCIAL MEDIA CAMPAIGNS**

8. Direct messages were sent via LinkedIn to Blockchain Experts



**FIGURE 8: EXAMPLES OF MESSAGES SENT VIA LINKEDIN**

9. Direct messages sent to the followers of ONTOCHAIN's pages on F6S platform (members of the ONTOCHAIN ecosystem)



Apply by 25th of July 2022 at 17.00 CEST.

Info: <https://ontochain.ngi.eu/apply>

Apply via: <https://www.f6s.com/ontochain-open-call-3/apply>

Join the ONTOCHAIN Summit on the 1st and 2nd of June, in Berlin or online, to learn more about the open call and the ONTOCHAIN software ecosystem: [www.ontochainsummit.eu](http://www.ontochainsummit.eu)

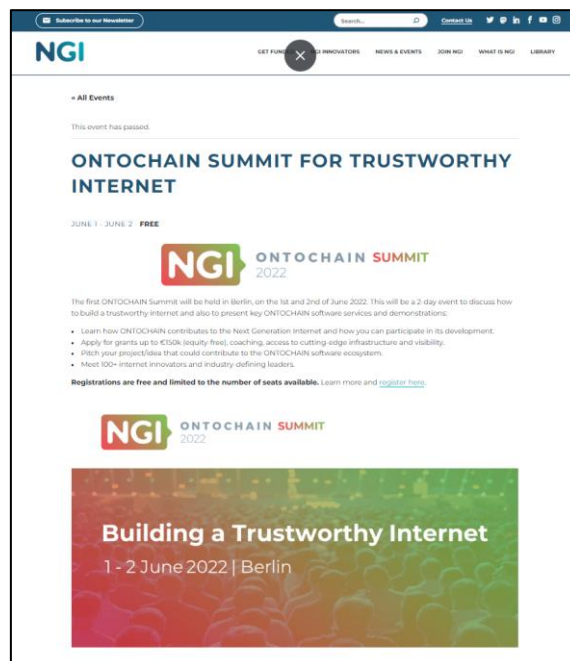
We hope to see you there!

Cheers,

Cátia

**TABLE 7: EXAMPLE OF A MESSAGE SENT THROUGH F6S PLATFORM**

10. An entry on the events section of the NGI Portal



**FIGURE 9: ONTOCHAIN SUMMIT PROMOTION ON NGI PORTAL**

11. An entry on the EU Blockchain Observatory & Forum



FIGURE 10: POST ON THE EU BLOCKCHAIN OBSERVATORY & FORUM

12. A dedicated page on the F6S platform, listed on the events section

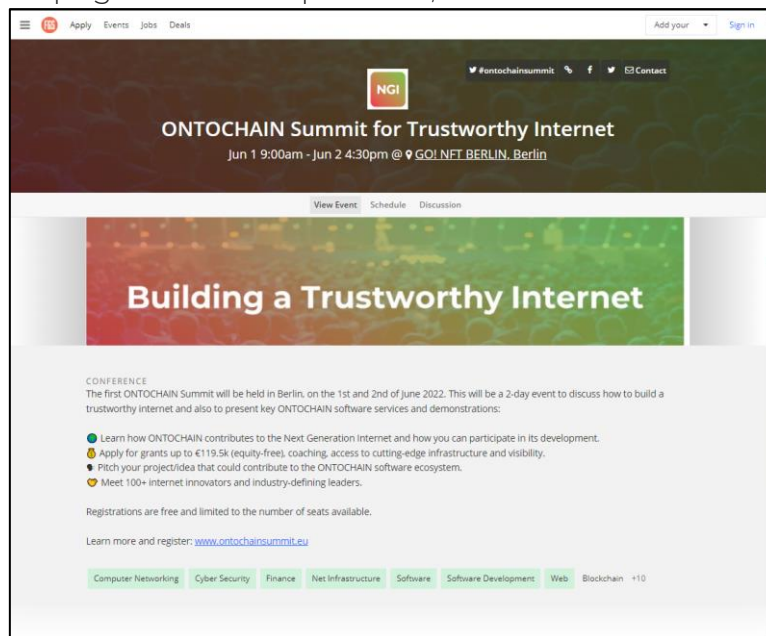


FIGURE 11: ONTOCHAIN SUMMIT EVENT PAGE ON THE F6S PLATFORM

13. Included in blockchain-related events calendars

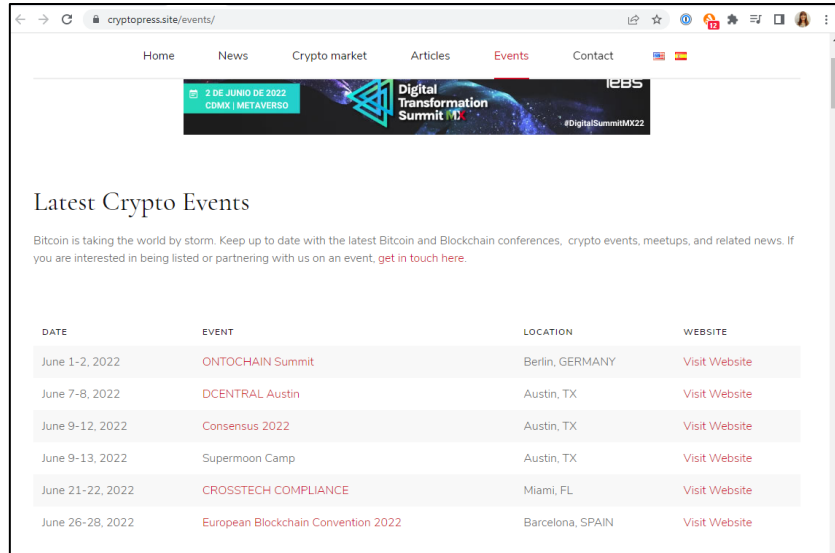


FIGURE 12: EXAMPLE OF AN EVENTS CALENDAR WITH THE ONTOCHAIN SUMMIT

14. Synergies were established with three entities that became the Event Supporting Partners: Berlin Partner, EU Blockchain Observatory and Forum and Forum and December Labs

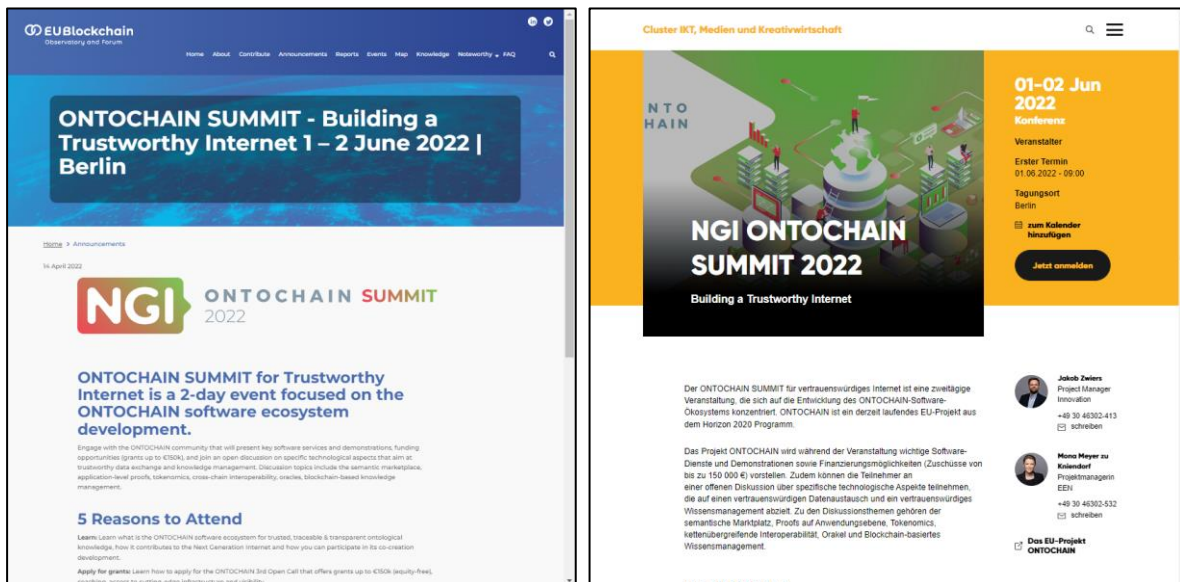


FIGURE 13: EXAMPLES OF THE PROMOTION MADE BY THE ONTOCHAIN SUMMIT SUPPORTING PARTNERS

**Registration platform:** Registrations for the event were made through the website of the consortium partner AHK at [https://griechenland.ahk.de/dienstleistungen/projektberatung/ontochain/registra\\_tion](https://griechenland.ahk.de/dienstleistungen/projektberatung/ontochain/registra_tion)

**Venue:** The event took place at the GO! NFT Museum at Berlin (Germany). It was livestreamed through the [ONTOCHAIN YouTube channel](#) and the remote speakers joined via Zoom.

**Participants:** A total of 150 persons (including speakers and consortium) registered for the event: 98 as in-person attendees; 52 as remote attendees. The event had 40 in-person participants in total. In addition, the livestream of day 1 achieved 41 Peak concurrents<sup>1</sup> and 31 on the second day. 16 speakers have also joined remotely. So, the total number of people participating in this event was higher than 135.

**Outputs and views:**

During and after the event, several participants have shared posts on social media about their participation at the ONTOCHAIN Summit, in addition to the coverage being made on the ONTOCHAIN’s social media pages too.



**FIGURE 14: EXAMPLES OF POSTS/TWEETS MADE BY PARTICIPANTS ATTENDING THE ONTOCHAIN SUMMIT**

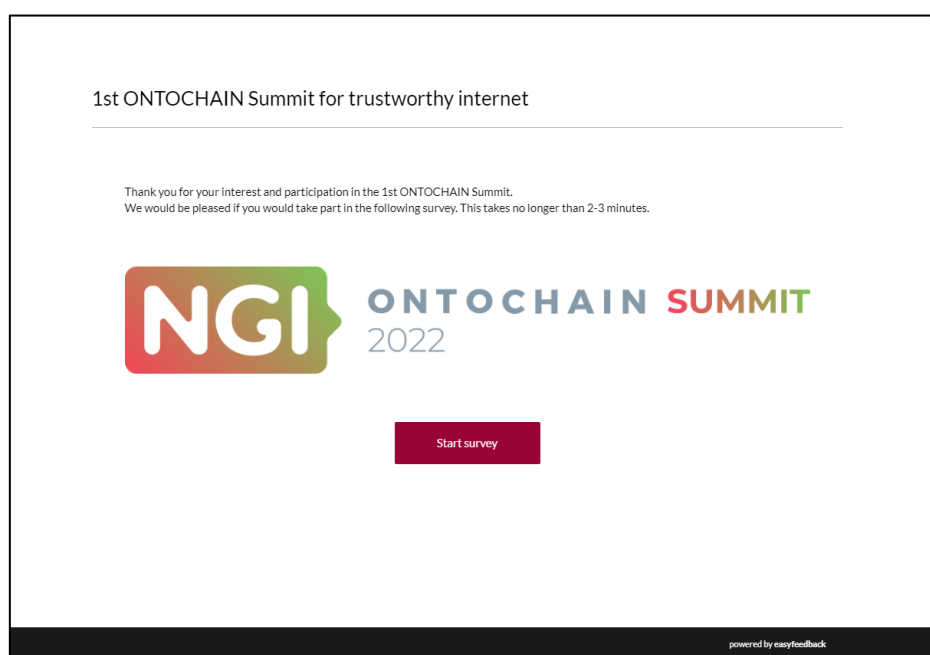
<sup>1</sup> The highest number of views during the stream.

Right after the livestream, the recordings were also shared on ONTOCHAIN's [YouTube account](#), social media pages and [website](#). Currently, they register a total number of 1,532 views: day 1 recording with 1.1154 views and day two with 387.

The slides presented are also available on the [ONTOCHAIN Speaker Deck](#) account and [ONTOCHAIN's website](#), currently registering 173 views.

### Follow-up:

A survey has been sent to the registered participants, in order to collect their feedback about the event. In this same e-mail, they were provided with the links for the event recordings and invited to sign up for the ONTOCHAIN's newsletter.



**FIGURE 15: SURVEY SENT AFTER THE ONTOCHAIN SUMMIT**

An article has also been prepared and shared through ONTOCHAIN's website and newsletter, presenting the main outcomes of the event.



**FIGURE 16: ARTICLE PRESENTING ONTOCHAIN SUMMIT MAIN OUTCOMES**

## 2.1.2 Open Call Webinar

**Name of the event:** ONTOCHAIN Open Call #3 webinar

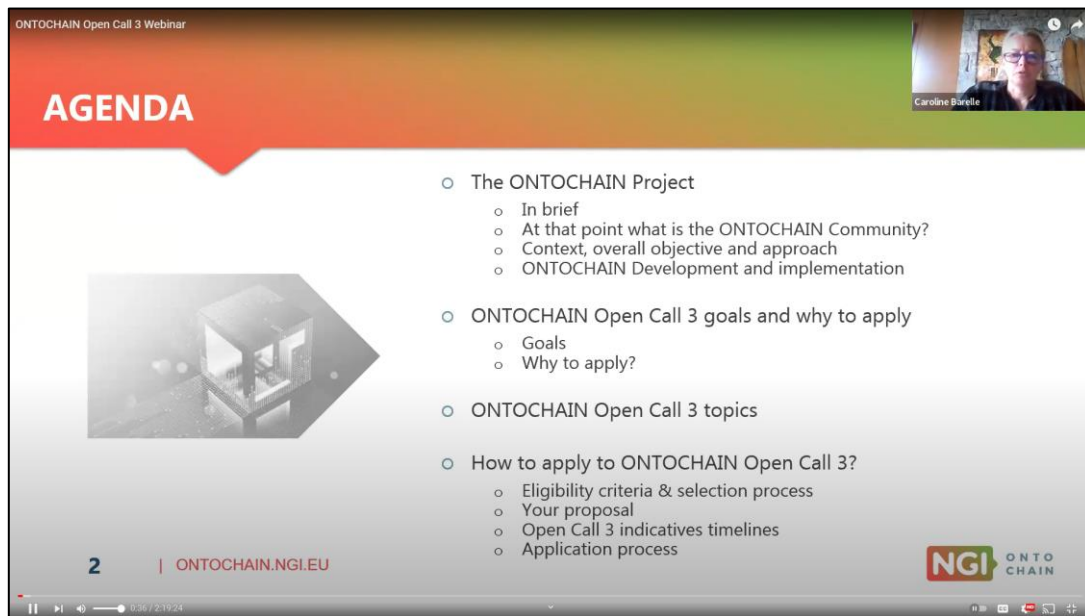
**Website of the event:** <https://www.f6s.com/ontochain-open-call-3-webinar/>

**Date:** 5 July 2022

**Event concept:** Open call webinar, organised by the ONTOCHAIN consortium, with two main goals:

- Present the Open Call
- Answer potential applicants' questions, regarding the programme, the Open Call specificities and the application process





**FIGURE 17: SCREENSHOT OF THE OPEN CALL #3 WEBINAR**

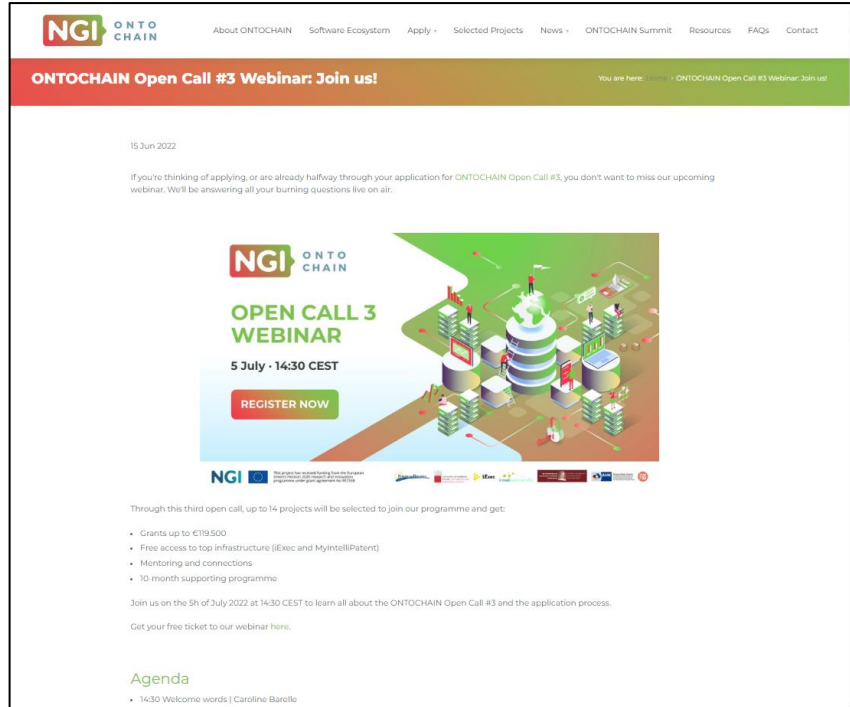
### Speakers:

- Caroline Barelle (ED), presenting an overview of the project
- Vlado Stankovski (UL) & Thanasis Papaioannou (AUEB), presenting the OC3 & its topics
- Caroline Barelle (ED), presenting the application process

**Target groups:** Internet technologists, researchers, developers and innovators.

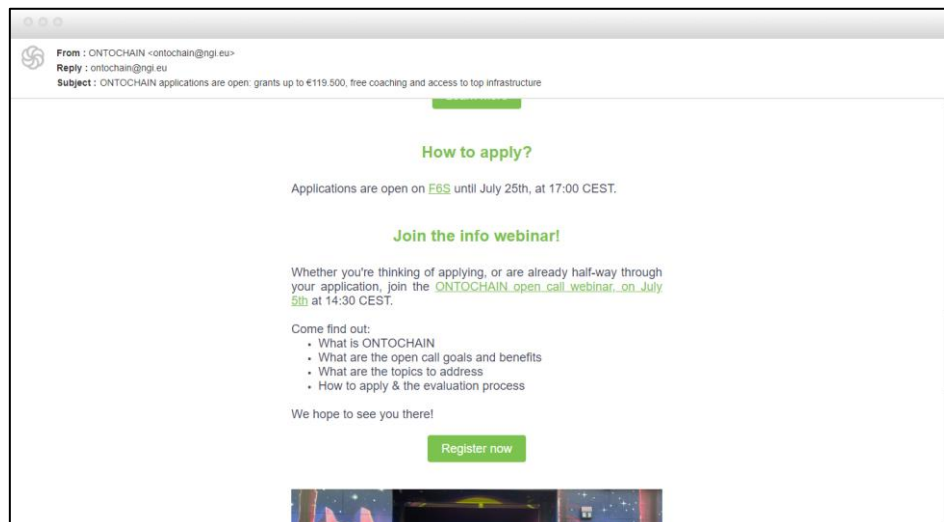
**Dissemination:** This being the second main event organised by the consortium to promote the OC, the communication campaign of the webinar covered several channels, namely:

1. A news article published on ONTOCHAIN website



**FIGURE 18: NEWS ARTICLE ABOUT THE OC WEBINAR ON ONTOCHAIN'S WEBSITE**

2. A newsletter sent on 29 June to the mailing list of the 196 current subscribers.



**FIGURE 19: SECTION OF THE NEWSLETTER WITH THE OC3 WEBINAR**

3. Posts about the webinar, on ONTOCHAIN’s social media pages and on groups



FIGURE 20: EXAMPLE OF A SOCIAL MEDIA POST PROMOTING THE OC3 WEBINAR

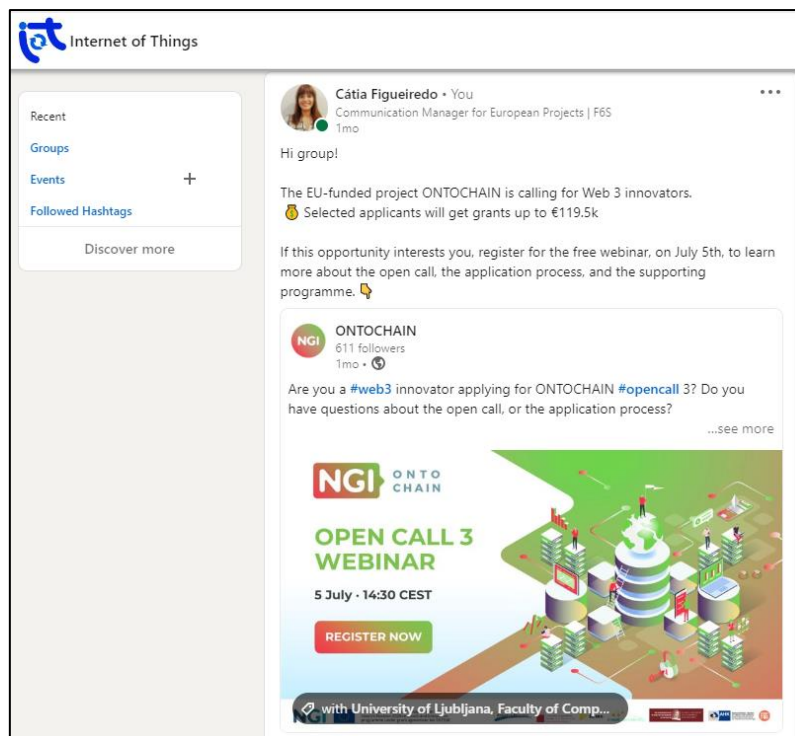
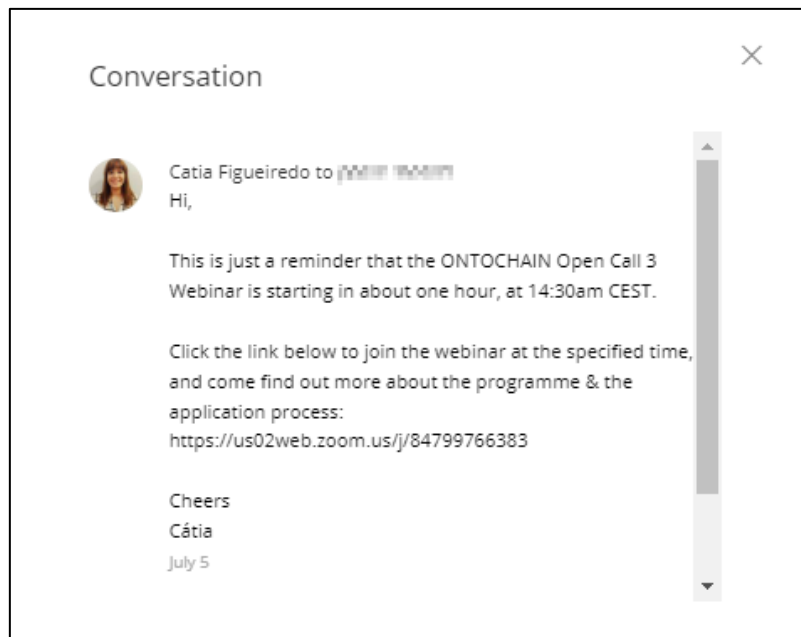


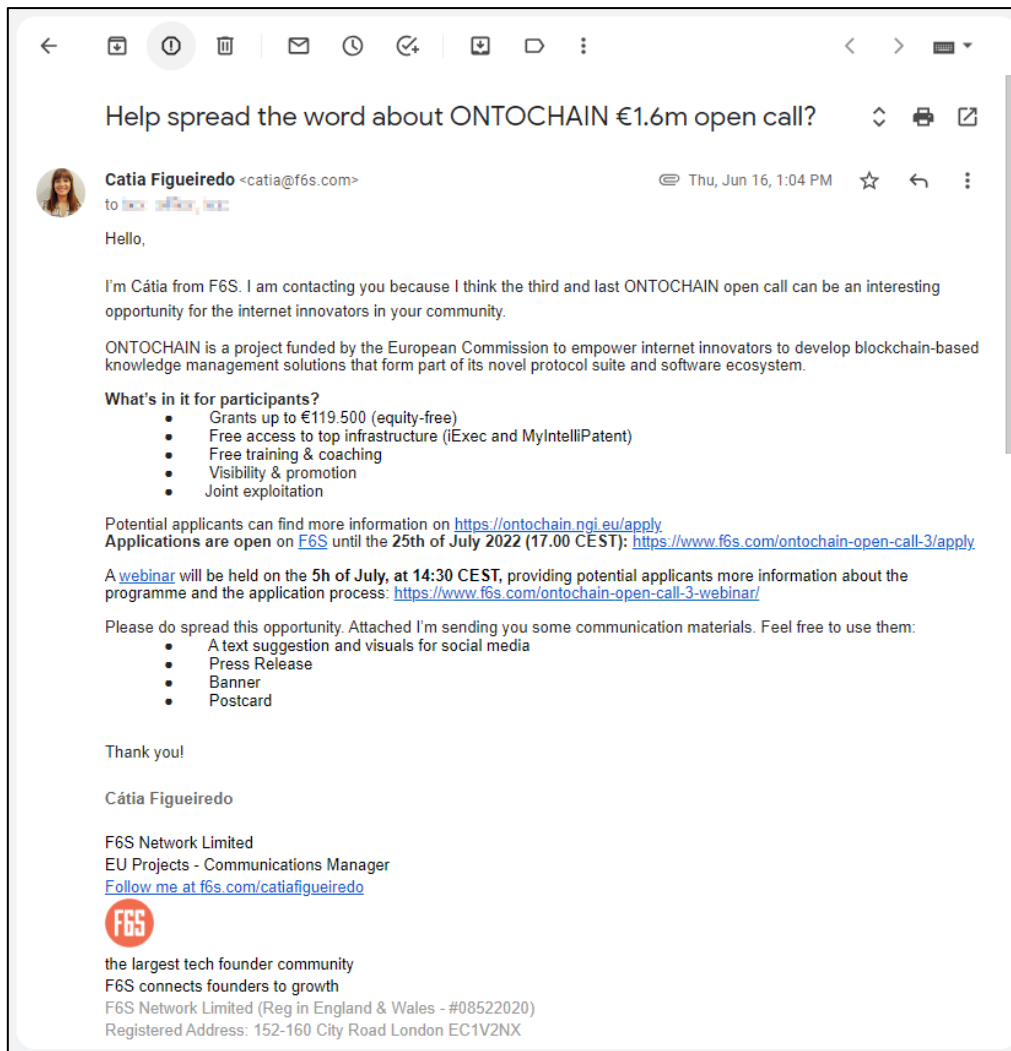
FIGURE 21: EXAMPLE OF A POST ABOUT OC3 WEBINAR ON A LINKEDIN GROUP

4. Direct messages sent to the followers of ONTOCHAIN's pages on F6S platform (members of the ONTOCHAIN ecosystem):
  - Promoting the event
  - Sending a reminder to all registrants on the morning of the event



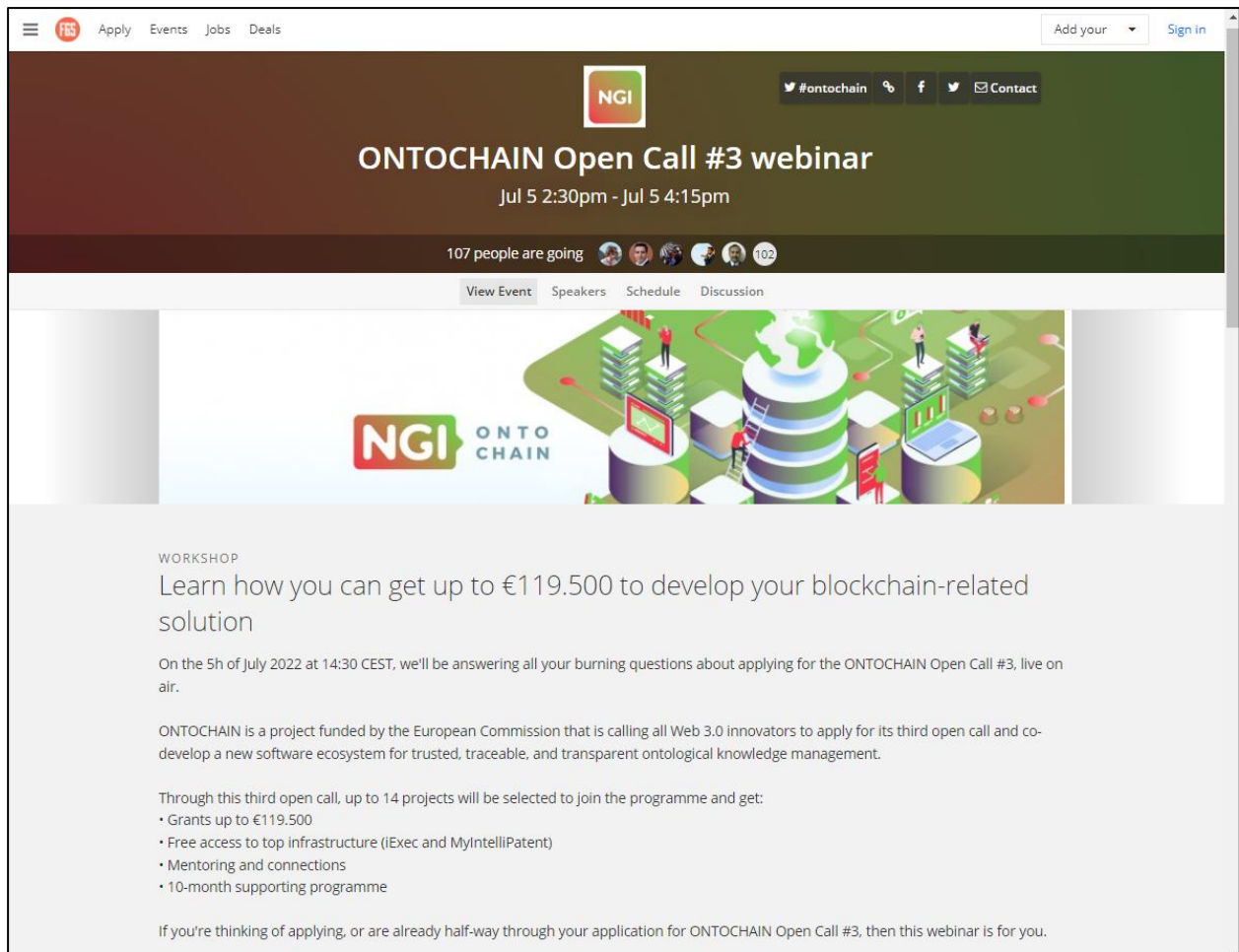
**FIGURE 22: EXAMPLE OF A MESSAGE SENT THROUGH F6S PLATFORM**

5. Mentioned in all OC3 launch communications made, after the ONTOCHAIN Summit:
  - Website article update
  - Press release update
  - E-mails sent to potential applicants and intermediaries, promoting the Open Call



**FIGURE 23: EXAMPLE OF AN E-MAIL MENTIONING THE OC3 WEBINAR**

**Registration platform:** Registrations for the event were made through the F6S platform on <https://www.f6s.com/ontochain-open-call-3-webinar/>

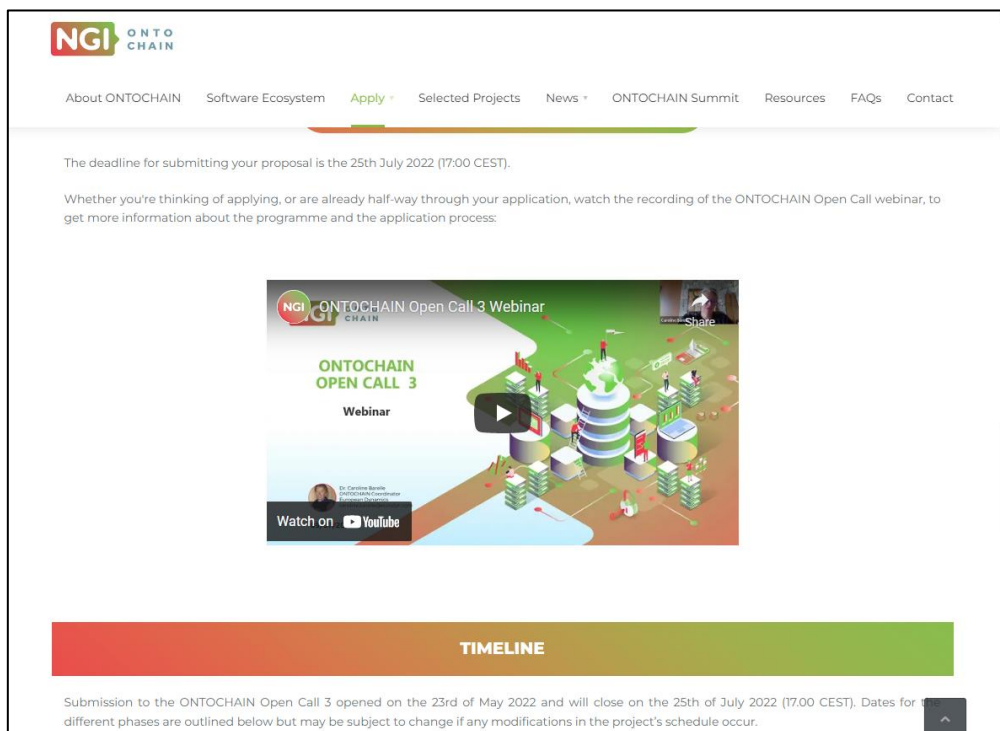


**FIGURE 24: OC3 WEBINAR PAGE ON F6S**

**Conference platform:** The registrants were invited to join the session using the Zoom webinar feature, enabling a live experience, and accessing interactive tools such as the Q&A box for placing their questions.

**Participants:** A total of 107 people registered for the webinar and 88 attended the session.

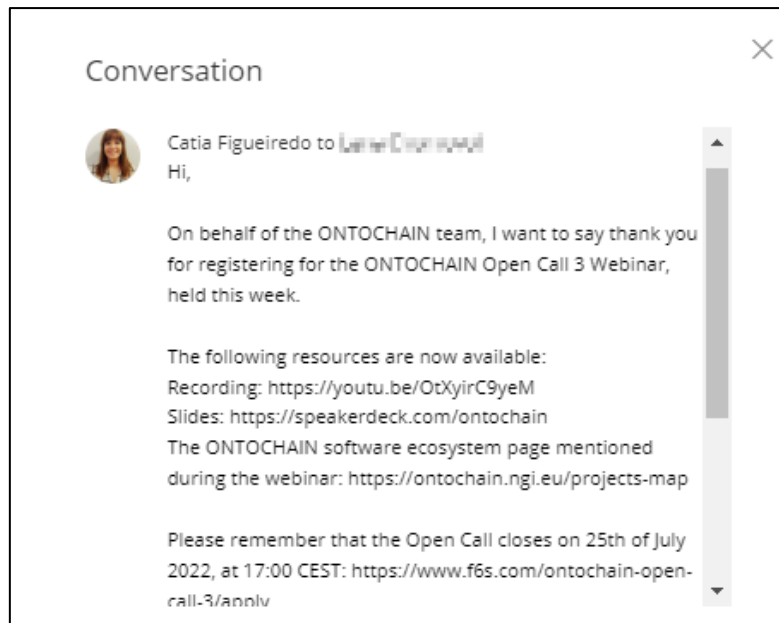
**Outputs and views:** After the event the [recording](#) of the session has been shared on ONTOCHAIN's YouTube account, social media pages and website. The recording has 251 views at the time of this report.



**FIGURE 25: RECORDING OF THE OC3 WEBINAR RECORDING ADDED TO THE ONTOCHAIN'S WEBSITE**

The [slides](#) presented were also made available on the ONTOCHAIN Speaker Deck account, currently registering 44 views.

**Follow-up:** After the event, a message was sent via F6S to everyone that registered, to thank them for their interest and send them both the recording and the slides presented.



**FIGURE 26: FOLLOW UP MESSAGE SENT AFTER THE WEBINAR**

## 2.2 EVENTS ATTENDED BY THE ONTOCHAIN CONSORTIUM

### 2.2.1 EXPO Dubai

**Name of the event:** Conference “Strengthening the Blockchain Ecosystems in the Spirit of Sustainable Future Collaboration” at EXPO Dubai

**Date:** 28 March 2022

**Event concept:** The Conference “Strengthening the Blockchain Ecosystems in the Spirit of Sustainable Future Collaboration” took place at the Slovenian EXPO Pavillion, at EXPO Dubai. It was organised by the Slovenian Ministry of Economic Development and Technology together with the designated body for INATBA Chapter, ADGM, and in cooperation with SPIRIT Slovenia, Business development Agency, Blockchain for Trusted Data Ecosystems Digital Innovation Hub, and Climate Chain Coalition.

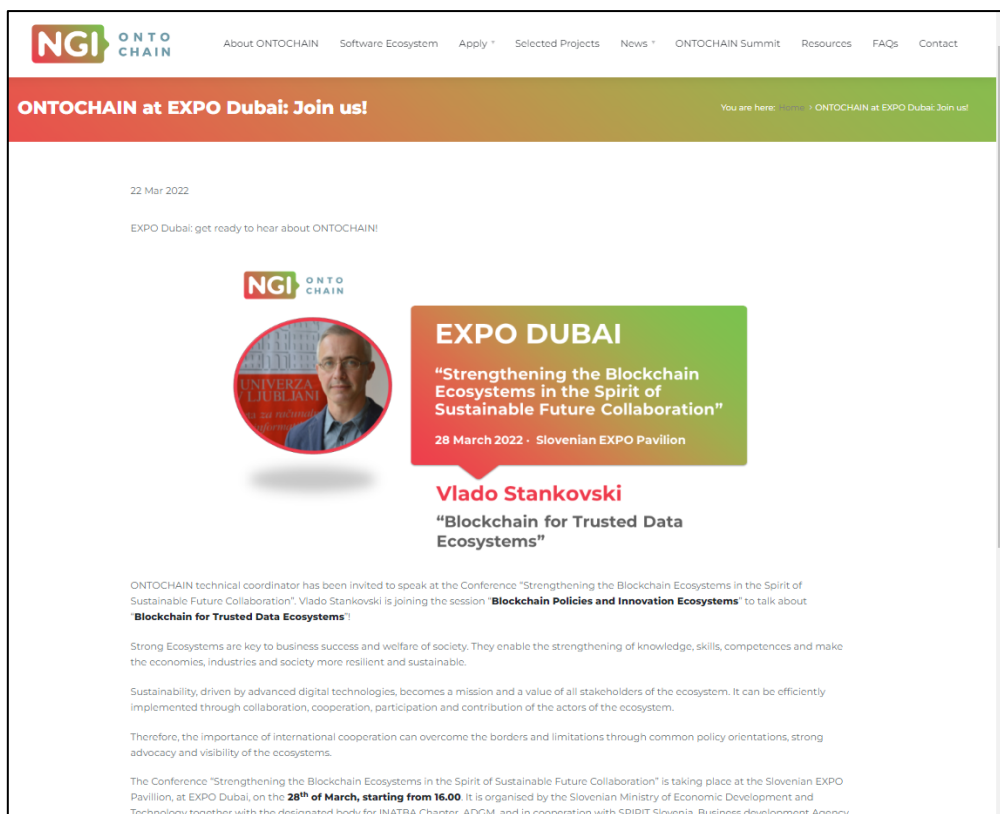


This conference was the first step to start to create co-habitation system between Slovenia, EU and UAE, MENA Region, with the prospects to build a collaboration with African Union, as well.

**ONTOCHAIN participation:** Vlado Stankovski (University of Ljubljana), ONTOCHAIN technical coordinator, was invited to speak at the Conference and do a presentation about the development of the ONTOCHAIN project.

**Target groups:** start-ups, policy makers, regulators and governments.

**Dissemination:** The consortium focused the dissemination efforts on promoting this conference on ONTOCHAIN website and social media channels.



**FIGURE 27: NEWS ARTICLE ABOUT ONTOCHAIN PARTICIPATION AT EXPO DUBAI**



**FIGURE 28: EXAMPLE OF A SOCIAL MEDIA POST ABOUT ONTOCHAIN PARTICIPATION AT EXPO DUBAI**

**Registration platform:** Registrations for the conference were made via a webform, managed by the organisers.

**Venue:** The conference took place at the Slovenian EXPO Pavillion, at EXPO Dubai.

## 2.2.2 NGI Pitch and Matchmaking Event

**Name of the event:** NGI Pitch and Matchmaking Event

**Website of the event:** <https://business.ngi.eu/join-now/events/ngi-pitch-and-matchmaking-event/>

**Date:** 8 June 2022

**Event concept:** NGI TETRA project has organised a hybrid event named “NGI Pitch and Matchmaking Event”, as final event of the Project. This event was intended to the whole NGI Community, and structured in two parts:

- Morning session: dedicated to TETRA materials (guidelines, reports, recordings, etc.) available for NGI innovators; Overview of the NGI Initiative and its impact; Upcoming Open Calls
- Afternoon session: dedicated to a Pitch competition with external investors as jury members; Matchmaking session and TETRA Alumni

**ONTOCHAIN participation:** Caroline Barelle (European Dynamics), Project Coordinator, was invited to do a 15-minute presentation in the morning session, in the slot “NGI Open Calls and initiatives: insights from the Projects”, during which she had the opportunity to present ONTOCHAIN Open Call 3.

**Target groups:** NGI Community, as well as non-NGI participants.

**Dissemination:** The consortium work promoting this event focused on the slot at which ONTOCHAIN Open Call 3 was presented, and took advantage of the significant community of followers on the ONTOCHAIN social media pages.



**FIGURE 29: EXAMPLE OF A SOCIAL MEDIA POST ABOUT ONTOCHAIN PARTICIPATION AT NGI PITCH AND MATCHMAKING EVENT**

**Registration platform:** Registrations for the event were made via [https://ec.europa.eu/eusurvey/runner/TETRA\\_Event](https://ec.europa.eu/eusurvey/runner/TETRA_Event)

**Conference platform:** ONTOCHAIN speaker joined the event via Zoom and it was broadcasted via YouTube.

### 3 IMPACT

The events organised by the ONTOCHAIN consortium promoting OC3 had two main target groups: tech/internet researchers; and tech & innovative entrepreneurs, start-ups and SMEs.

The impact of the dissemination efforts can be seen in the number of people reached during the promotion of these events, in the number of people who attended them and also in the number of times that the recordings or the slides presented in the events were seen afterwards.

The table below presents a list of indicators that express the quantitative impact of the ONTOCHAIN Open Call 3 events.

Indicator	Value
Views of the ONTOCHAIN Summit page and the News articles about all OC3 events on ONTOCHAIN website	4,415
Views of the ONTOCHAIN Summit and OC3 webinar pages on F6S	2,767
Views of the post mentioning the ONTOCHAIN Summit on the EU Blockchain Observatory & Forum website	511
People reached via ONTOCHAIN newsletters mentioning the OC3 events	196
Social media groups to which the OC3 events were submitted for publication or published	87
Registrations for the ONTOCHAIN Summit and Open Call webinar	257
Attendees at the ONTOCHAIN Summit and OC3 webinar	+223

Views of the slides presented at the ONTOCHAIN Summit and OC3 webinar (Speaker Deck)	217
Views of the ONTOCHAIN Summit and OC3 webinar recordings	1,783

**TABLE 8: EVENTS INDICATORS**

## 4 CONCLUSIONS

The participation of the consortium in two events and the organization of two more events fully dedicated to ONTOCHAIN, namely to the Open Call 3, made it possible to keep strengthening the ONTOCHAIN community and attract new potential applicants for the third Open Call of the programme.

The two events organised by the consortium can be considered very successful, as these were the two ONTOCHAIN events since the project launch that achieved the highest number of participants (135 and 88).

The ONTOCHAIN Summit was the first in-person event organised by the consortium, in a period still affected by some of the COVID-19 pandemic's restrictions, and, therefore, the one with the strongest communication campaign. These efforts resulted not only in a high number of total participants (in-person/online), but this is in fact the ONTOCHAIN event with the highest number of views on YouTube ever (1,532 at the time of this report).

The events organised by the ONTOCHAIN consortium at which the OC3 was promoted managed to attract a total of 223 participants. The number of people reached was however much higher, considering the 1,783 views of the events recordings, the 4,415 views of the ONTOCHAIN website pages dedicated to OC3 events, and the number of participants at the two events to which the ONTOCHAIN consortium was invited to make a presentation.

## APPENDIX A

### SOCIAL MEDIA GROUPS TO WHICH THE OC2 EVENTS WERE SUBMITTED FOR PUBLICATION OR PUBLISHED

Social Media	Group Name	Link
Facebook	BIG DATA & PREDICTIVE ANALYTICS GROUP	<a href="https://www.facebook.com/groups/1001528919973310/">https://www.facebook.com/groups/1001528919973310/</a>
Facebook	Big Data & Big Data Analytics	<a href="https://www.facebook.com/groups/214914325234824/">https://www.facebook.com/groups/214914325234824/</a>
Facebook	Math for Artificial Intelligence & Big Data	<a href="https://www.facebook.com/groups/mathfordata-science/">https://www.facebook.com/groups/mathfordata-science/</a>
Facebook	Big Data Beginners	<a href="https://www.facebook.com/groups/bigdatabeginners/">https://www.facebook.com/groups/bigdatabeginners/</a>
Facebook	Big Data Processing	<a href="https://www.facebook.com/groups/BigDataProcessing/">https://www.facebook.com/groups/BigDataProcessing/</a>
Facebook	Big Data, Data Science, Data Mining & Statistics	<a href="https://www.facebook.com/groups/bigdatastatistics/">https://www.facebook.com/groups/bigdatastatistics/</a>
Facebook	DATA SCIENCE SCIENTISTS GROUP	<a href="https://www.facebook.com/groups/1257540794316060/">https://www.facebook.com/groups/1257540794316060/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/OffSec/">https://www.facebook.com/groups/OffSec/</a>
Facebook	Women in CyberSecurity	<a href="https://www.facebook.com/groups/WomenInCyberSec/">https://www.facebook.com/groups/WomenInCyberSec/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/6340489103/">https://www.facebook.com/groups/6340489103/</a>
Facebook	Cyber security for Beginners	<a href="https://www.facebook.com/groups/520954975287331/">https://www.facebook.com/groups/520954975287331/</a>
Facebook	Cybersecurity Professionals	<a href="https://www.facebook.com/groups/cybernetworking/">https://www.facebook.com/groups/cybernetworking/</a>
Facebook	CYBERSECURITY	<a href="https://www.facebook.com/groups/shahidzafar/">https://www.facebook.com/groups/shahidzafar/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/1161336190924840/">https://www.facebook.com/groups/1161336190924840/</a>
Facebook	Internet of Things Enthusiasts	<a href="https://www.facebook.com/groups/InternetofThingsEnthusiasts/">https://www.facebook.com/groups/InternetofThingsEnthusiasts/</a>
Facebook	Internet of Things	<a href="https://www.facebook.com/groups/142499275947997/">https://www.facebook.com/groups/142499275947997/</a>
Facebook	Internet of Things (IoT) Club	<a href="https://www.facebook.com/groups/1370367439641183/">https://www.facebook.com/groups/1370367439641183/</a>

Facebook	Internet of Things - Italia	<a href="https://www.facebook.com/groups/286603328173718/">https://www.facebook.com/groups/286603328173718/</a>
Facebook	Internet of Things ( IoT) Free Learning Community	<a href="https://www.facebook.com/groups/iotmena/">https://www.facebook.com/groups/iotmena/</a>
Facebook	Internet of Things	<a href="https://www.facebook.com/groups/752767291474669/">https://www.facebook.com/groups/752767291474669/</a>
Facebook	IoT - Internet Of Things	<a href="https://www.facebook.com/groups/1125433194144700/">https://www.facebook.com/groups/1125433194144700/</a>
Facebook	Internet of Things, IoT Internet of things technologies	<a href="https://www.facebook.com/groups/1255859424440417/">https://www.facebook.com/groups/1255859424440417/</a>
Facebook	IoT - Internet Of Things	<a href="https://www.facebook.com/groups/IoTGroup/">https://www.facebook.com/groups/IoTGroup/</a>
Facebook	Startups, Small Business, Self Employed, Entrepreneurs, Investors, Fintech	<a href="https://www.facebook.com/groups/londonstartupsgroup/">https://www.facebook.com/groups/londonstartupsgroup/</a>
Facebook	London Startups and Entrepreneurs	<a href="https://www.facebook.com/groups/1689518491358686/">https://www.facebook.com/groups/1689518491358686/</a>
Facebook	Barcelona Startup for Entrepreneurs	<a href="https://www.facebook.com/groups/barcelonastartup/">https://www.facebook.com/groups/barcelonastartup/</a>
Facebook	Startup/ Tech events and activities in Tallinn	<a href="https://www.facebook.com/groups/1385055815038384/">https://www.facebook.com/groups/1385055815038384/</a>
Facebook	How to Start a Startup @ETH Zurich	<a href="https://www.facebook.com/groups/start.a.startup.zurich/">https://www.facebook.com/groups/start.a.startup.zurich/</a>
LinkedIn	Big Data and Analytics	<a href="https://www.linkedin.com/groups/4332669/">https://www.linkedin.com/groups/4332669/</a>
LinkedIn	Big Data, Analytics, Business Intelligence & Visualization Experts Community	<a href="https://www.linkedin.com/groups/23006/">https://www.linkedin.com/groups/23006/</a>
LinkedIn	IoT, Internet of Things, M2M, Smart Cities, Connected Home, Edge Computing, IIOT and Big Data	<a href="https://www.linkedin.com/groups/8356116/">https://www.linkedin.com/groups/8356116/</a>
LinkedIn	Data Mining, Statistics, Big Data, Data Visualization, AI, Machine Learning, and Data Science	<a href="https://www.linkedin.com/groups/152247/">https://www.linkedin.com/groups/152247/</a>
LinkedIn	Big Data, Machine Learning, Data Science, Artificial Intelligence, IoT & Blockchain	<a href="https://www.linkedin.com/groups/3990648/">https://www.linkedin.com/groups/3990648/</a>
LinkedIn	Data Warehouse - Big Data - Hadoop - Cloud - Data Science - ETL	<a href="https://www.linkedin.com/groups/1824590/">https://www.linkedin.com/groups/1824590/</a>
LinkedIn	IT Leadership   Operations   Security   DevOps   Cloud   SaaS   AI   Risk & Compliance   Big Data	<a href="https://www.linkedin.com/groups/3732005/">https://www.linkedin.com/groups/3732005/</a>
LinkedIn	KNuggets AI, Big Data, Data Science, Machine Learning group	<a href="https://www.linkedin.com/groups/54257/">https://www.linkedin.com/groups/54257/</a>
LinkedIn	Big Data   Data Science   Machine Learning   Deep Learning   Artificial Intelligence	<a href="https://www.linkedin.com/groups/762547/">https://www.linkedin.com/groups/762547/</a>



LinkedIn	Big Data   Data Science   A.I.   IoT   Machine Learning   Robotics   RPA   CHATBOT   Blockchain   Quantum	<a href="https://www.linkedin.com/groups/1807351/">https://www.linkedin.com/groups/1807351/</a>
LinkedIn	Big Data   Artificial Intelligence   Machine Learning   Predictive Analytics   Data Mining   Data Science	<a href="https://www.linkedin.com/groups/5096075/">https://www.linkedin.com/groups/5096075/</a>
LinkedIn	Big Data - Data Warehouse - IoT - Cloud - AI - Machine Learning Group	<a href="https://www.linkedin.com/groups/2668462/">https://www.linkedin.com/groups/2668462/</a>
LinkedIn	The Big Data Institute - IOT, Big Data Analytics, Cloud Computing, Blockchain	<a href="https://www.linkedin.com/groups/4495391/">https://www.linkedin.com/groups/4495391/</a>
LinkedIn	Advanced Analytics - Big Data, R, Cloud Computing for Risk (Credit, Mkt, Ops), Finance and Compliance	<a href="https://www.linkedin.com/groups/53716/">https://www.linkedin.com/groups/53716/</a>
LinkedIn	Artificial Intelligence, Deep & Machine Learning, AI, Big Data, Virtual Assistants, Chatbots	<a href="https://www.linkedin.com/groups/1906826/">https://www.linkedin.com/groups/1906826/</a>
LinkedIn	The Big Data forum	<a href="https://www.linkedin.com/groups/6534193/">https://www.linkedin.com/groups/6534193/</a>
LinkedIn	Big Data Developers Group	<a href="https://www.linkedin.com/groups/12014753/">https://www.linkedin.com/groups/12014753/</a>
LinkedIn	A STARTUP SPECIALISTS GROUP Online Global Network for Entrepreneurs, Startups (Business Jobs Careers)	<a href="https://www.linkedin.com/groups/56766/">https://www.linkedin.com/groups/56766/</a>
LinkedIn	On Startups - The Community For Entrepreneurs	<a href="https://www.linkedin.com/groups/2877/">https://www.linkedin.com/groups/2877/</a>
LinkedIn	Future Technology: Artificial Intelligence, Robotics, IoT, Blockchain, Bitcoin   Startups (BIG)	<a href="https://www.linkedin.com/groups/2066916/">https://www.linkedin.com/groups/2066916/</a>
LinkedIn	Retail Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2237694/">https://www.linkedin.com/groups/2237694/</a>
LinkedIn	Media & Entertainment Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2194960/">https://www.linkedin.com/groups/2194960/</a>
LinkedIn	Health & Biotechnology Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2237623/">https://www.linkedin.com/groups/2237623/</a>
LinkedIn	Media & Startups - Executives	<a href="https://www.linkedin.com/groups/4262835/">https://www.linkedin.com/groups/4262835/</a>
LinkedIn	Tech Innovation   Tech StartUps	<a href="https://www.linkedin.com/groups/3726466/">https://www.linkedin.com/groups/3726466/</a>
LinkedIn	Startups 2021 ► Entrepreneurs · Founders · Mentors · Accelerators · Seed Funding · Venture Capital	<a href="https://www.linkedin.com/groups/3755987/">https://www.linkedin.com/groups/3755987/</a>

LinkedIn	Internet of Things	<a href="https://www.linkedin.com/groups/73311/">https://www.linkedin.com/groups/73311/</a>
LinkedIn	IoT ' Internet of Things	<a href="https://www.linkedin.com/groups/3735067/">https://www.linkedin.com/groups/3735067/</a>
LinkedIn	Internet of Things IoT   Artificial Intelligence AI   Digital Transformation   Telecoms   Automation	<a href="https://www.linkedin.com/groups/4376214/">https://www.linkedin.com/groups/4376214/</a>
LinkedIn	IIoT (Industrial Internet of Things) and Industrial Ethernet	<a href="https://www.linkedin.com/groups/164020/">https://www.linkedin.com/groups/164020/</a>
LinkedIn	IoT - Internet Of Things	<a href="https://www.linkedin.com/groups/3176577/">https://www.linkedin.com/groups/3176577/</a>
LinkedIn	IoT Internet of Things Developers Group	<a href="https://www.linkedin.com/groups/12023108/">https://www.linkedin.com/groups/12023108/</a>
LinkedIn	Internet of Things Networking Group	<a href="https://www.linkedin.com/groups/1805181/">https://www.linkedin.com/groups/1805181/</a>
LinkedIn	Internet of Things Talent Directory	<a href="https://www.linkedin.com/groups/8265998/">https://www.linkedin.com/groups/8265998/</a>
LinkedIn	IoT- Internet of Things, eHealth, Smart Cities, Applications for Future Internet	<a href="https://www.linkedin.com/groups/2982575/">https://www.linkedin.com/groups/2982575/</a>
LinkedIn	The Internet of Things Experience	<a href="https://www.linkedin.com/groups/1796022/">https://www.linkedin.com/groups/1796022/</a>
LinkedIn	Enterprise and Industrial Internet of Things (IoT) Insights Community	<a href="https://www.linkedin.com/groups/8473654/">https://www.linkedin.com/groups/8473654/</a>
LinkedIn	Internet of Things Belgium	<a href="https://www.linkedin.com/groups/5186831/">https://www.linkedin.com/groups/5186831/</a>
LinkedIn	Blockchain and Crypto startups, Decentralised Finance, Digital Assets, NFTs and CBDCs	<a href="https://www.linkedin.com/groups/5190684/">https://www.linkedin.com/groups/5190684/</a>
LinkedIn	Business Owners, Entrepreneurs and Startups	<a href="https://www.linkedin.com/groups/2106861/">https://www.linkedin.com/groups/2106861/</a>
LinkedIn	Blockchain (Enterprise) & IT/Cyber Enterprise Security Global Group	<a href="https://www.linkedin.com/groups/13576211/">https://www.linkedin.com/groups/13576211/</a>
LinkedIn	Software & Technology Professionals: Managers   HR   Recruiters   Blockchain   Investors (BIG)	<a href="https://www.linkedin.com/groups/1976445/">https://www.linkedin.com/groups/1976445/</a>
LinkedIn	Career Hub - Startups, Financing, Blockchain & Jobs	<a href="https://www.linkedin.com/groups/2881314/">https://www.linkedin.com/groups/2881314/</a>
LinkedIn	Information Technology, FinTech, Blockchain and Bitcoin Innovation	<a href="https://www.linkedin.com/groups/2154029/">https://www.linkedin.com/groups/2154029/</a>
LinkedIn	Developers - Android, iOS developer , Blockchain, Ethereum, Java, Ruby, .net, php, django, etc	<a href="https://www.linkedin.com/groups/54723/">https://www.linkedin.com/groups/54723/</a>
LinkedIn	Developers, Engineers & Techies: Python, Java, Javascript, C#, PHP   Blockchain   Investors	<a href="https://www.linkedin.com/groups/2066905/">https://www.linkedin.com/groups/2066905/</a>

LinkedIn	IT   Blockchain Developers, Traders (Bitcoin), Investors and Consultants (BIG)	<a href="https://www.linkedin.com/groups/2066923/">https://www.linkedin.com/groups/2066923/</a>
LinkedIn	Blockchain ‘	<a href="https://www.linkedin.com/groups/1922105/">https://www.linkedin.com/groups/1922105/</a>
LinkedIn	HFS Research: Automation, AI, Blockchain, Digital, and Smart Analytics in Business Operations	<a href="https://www.linkedin.com/groups/99434/">https://www.linkedin.com/groups/99434/</a>
LinkedIn	Digital Transformation: Discussion Forum for   Apps   IOT   AI   Blockchain   Cloud (Azure, AWS)	<a href="https://www.linkedin.com/groups/2703652/">https://www.linkedin.com/groups/2703652/</a>
LinkedIn	Semantic Web Research	<a href="https://www.linkedin.com/groups/129217/">https://www.linkedin.com/groups/129217/</a>
LinkedIn	PositiveBlockchain - blockchain & decentralized tech for social impact & SDGs	<a href="https://www.linkedin.com/groups/8671889/">https://www.linkedin.com/groups/8671889/</a>
LinkedIn	Next Generation Internet (NGI)	<a href="https://www.linkedin.com/groups/2206279/">https://www.linkedin.com/groups/2206279/</a>
LinkedIn	DeFi / Krypto Trading Start-ups Deutschland / Schweiz / Österreich	<a href="https://www.linkedin.com/groups/12653562/">https://www.linkedin.com/groups/12653562/</a>
LinkedIn	Blockchain Deutschland	<a href="https://www.linkedin.com/groups/13519490/">https://www.linkedin.com/groups/13519490/</a>
LinkedIn	Blockchain - Germany	<a href="https://www.linkedin.com/groups/22592798/">https://www.linkedin.com/groups/22592798/</a>
LinkedIn	Blockchain Startups & Co-founders Network	<a href="https://www.linkedin.com/groups/4286974/">https://www.linkedin.com/groups/4286974/</a>
LinkedIn	Berlin Startups - News, Events, Jobs	<a href="https://www.linkedin.com/groups/10467312/">https://www.linkedin.com/groups/10467312/</a>
LinkedIn	BerChain Community Group	<a href="https://www.linkedin.com/groups/13558094/">https://www.linkedin.com/groups/13558094/</a>

## EVENTS CALENDARS CONTACTED TO LIST OR THAT LISTED THE ONTOCHAIN SUMMIT

Name	Webpage
DecemberLabs	<a href="https://decemberlabs.com/blog/list-of-blockchain-cryptocurrency-conferences/">https://decemberlabs.com/blog/list-of-blockchain-cryptocurrency-conferences/</a>
Dev.Events	<a href="https://dev.events/EU/blockchain">https://dev.events/EU/blockchain</a>
Crypto Events	<a href="https://cryptoevents.global/bitcoin-blockchain-conferences-in-europe/">https://cryptoevents.global/bitcoin-blockchain-conferences-in-europe/</a>

Conference Index <https://conferenceindex.org/conferences/blockchain>

Bizzabo Blog <https://www.bizzabo.com/blog/blockchain-events>

Cointelegraph <https://cointelegraph.com/events>

CoinDesk <https://www.coindesk.com/events/>

BlockSocial <https://www.blocksocial.com/events/>

NGI <https://www.ngi.eu/events/>

EU Blockchain Observatory & Forum <https://www.eublockchainforum.eu/events>