



Blockchain for the Next Generation Internet



D7.2 PROJECT DISSEMINATION

MATERIAL

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ABSTRACT	This document outlines key principles behind the project's communication, growth hacking, ecosystem building activities and liaisons with relevant networks/ initiatives and accordingly presents a set of communication materials.
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EXECUTIVE SUMMARY

This deliverable, named “Project Dissemination Material” (D7.2), aims to establish all the related communication and dissemination activities on a structured basis as well as setting up the main tools that will enable the consortium to address relevant audience with appropriate materials and events in order to promote project results and contribute to the exploitation activities.

This document is comprised of the following chapters:

- Chapter 1 provides the strategic context for planning and delivering our outreach activities at the regional, national and pan-European-scale. This chapter introduces the inbound marketing methodology and its ethos of attracting, converting, closing and delighting the audience. Finally, here we offer an in-depth overview of the project’s target groups and their journey through ONTOCHAIN over time.
- Chapter 2 offers an overview of tools, channels, and activities. ONTOCHAIN channel mix is introduced, consisting of a dynamic newsroom section and social media content, influencer/ PR outreach, as well as in-person marketing.
- Chapter 3 presents the project dissemination materials developed for the first phase of ONTOCHAIN comprising digital and graphic materials.
- Chapter 4 covers timing and schedule. A collaborative activity calendar will be introduced, for both digital and in-person communication. This is to allow for flexibility to the schedule and provide opportunities for real-time engagement with our audience and key stakeholders.
- Chapter 5 addresses monitoring and ongoing evaluation of the ONTOCHAIN outreach plan’s efficiency. The chapter introduces a governance/oversight model for the coordination of ONTOCHAIN communication activities and offers an overview of partners’ responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communications, engagement with European SMEs, policy makers, investors and other stakeholders from the data portability space, and the advocacy of ONTOCHAIN brand.

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ABBREVIATIONS

AARRR Acquisition, Activation, Retention, Referral and Revenue

CA Consortium Agreement

DoA Description of Action

DIH Digital Innovation Hub

DLT Decentralised Ledger Technologies

EEN European Enterprise Network

EC European Commission

EU European Union

GA Grant Agreement

GIF Graphic Interchange Format

INATBA International Association for Trusted Blockchain Applications

KPI Key Performance Indicator

NCP National Contact Point

NGI Next Generation Internet

PDF Portable document format

SME Small and Medium Enterprises

WP Work Package

INTRODUCTION

This document is developed as part of the ONTOCHAIN project and it represents Deliverable 7.2: Project Dissemination Material.

This report introduces the communication strategy, the lean content marketing methodology, and the growth-hacking principles that relate to ONTOCHAIN brand, dissemination and ecosystem building activities. Moreover, the report presents a list of dissemination materials specially designed according to the outlined strategy to meet the clear and well-defined KPIs, that reflect strategic goals and objectives of ONTOCHAIN. It also includes a strategic stakeholder analysis. This is to help understanding their expectations and attitudes as they relate to ONTOCHAIN as well as craft the narrative and key messages to be delivered. A detailed activity plan is presented together with tools and channels to be used.

To spread its messages across, ONTOCHAIN explore the following opportunities: NGI projects and stakeholders, influencers and networks, industry events, content creation and search marketing, social media, video, and so forth. Close attention is paid to marketing and promotional activities during the open calls.

The report heavily relies on seeking complementarities and mutual benefits with current initiatives, projects and programmes (both EU and industry driven) to maximize outreach and engagement.

It will be updated before the launch open call #2 and #3 to prove the overall value of ONTOCHAIN growth-hacking efforts and set further guidance.

The ONTOCHAIN's dissemination and exploitation efforts are heavily rooted in the high-level objectives of the project, mainly those related to O1.3:

- To create a mechanism to enable the word for all phases of the project to be spread to the correct audiences. This mechanism will include dissemination/ marketing experts that are members of the ONTOCHAIN consortium (F6S, GHCCI) who will build a network (with a significant number of satellite nodes around Europe) to assure that all target groups learn and get involved in the open discussion that the project will initiate early, even immediately after its official start.

And the WP7 objective:

- To ensure wide dissemination and communication to all potential interested parties and the widest audience during and after the ONTOCHAIN lifecycle.

1 STRATEGY

1.1 METHODOLOGY

ONTOCHAIN's public outreach activities will rely on the core principles of growth hacking. The main idea is to put our key stakeholders at the centre of a vibrant ecosystem they actually need – an immersive, engaging and focused data portability partnership program.

Basic definitions of adopted methodologies and how they are going to be applied to our communication, growth hacking and ecosystem building activities are given below:

Growth hacking ¹– Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods. Growth hacking, as it is applied to ONTOCHAIN, involves experimenting with different tools, channels, activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.

Content marketing ²– “The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.” In the same way, ONTOCHAIN content will be designed and customized to attract, engage, delight our key stakeholders.

AARRR funnel/ framework (Pirate metrics) ³ – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable metric goals for the business. As the AARRR is a part of Growth Hacking, within ONTOCHAIN, it is used as a central metric system for the classification of ONTOCHAIN content marketing activities, appropriate channels for the distribution of it and successful acceptance of the ONTOCHAIN's value proposition. Moreover, all KPIs will be distributed in accordance to these stages of the funnel diagram.

1 <https://growthhackers.com/about/sean-ellis>

2 <https://contentmarketinginstitute.com/what-is-content-marketing/>

3 <http://theleanstartup.com/principles>

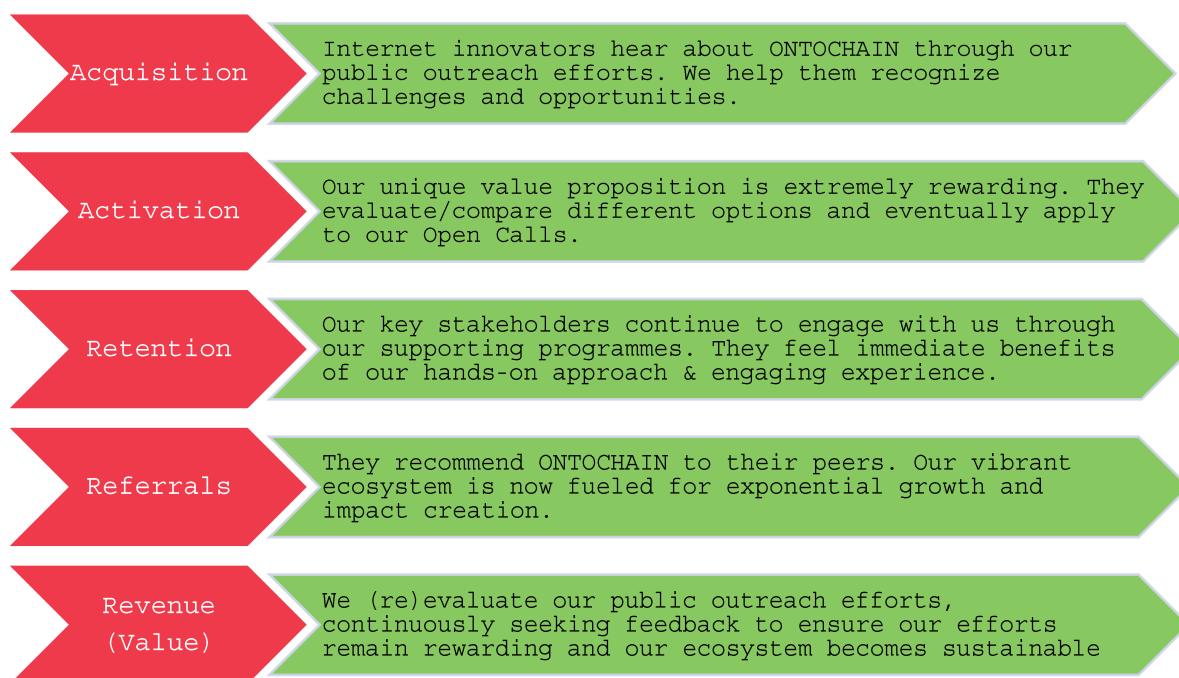


FIGURE 1: ONTOCHAIN AARRR FUNNEL

1.1.1 Approach

ONTOCHAIN approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be taken into consideration to grow the impact of our communication, growth hacking and ecosystem building activities. The following table lists a set of activities and associated questions to be discussed in the following chapters.

TABLE 1: SET OF ACTIVITIES AND ASSOCIATED QUESTIONS

Activity	Critical question	Chapter
Targeting	Who is our target audience? What is our message?	1
Methods	How are we going to reach that audience?	2
Content Development	What types of content does our audience find relevant?	2
Timing	When is the right time to reach our target audience?	3

Evaluation	How effective are our public outreach efforts?	4
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To bring together blockchain related researchers, innovators, SMEs, investors, accelerators, corporates, communities and other ecosystem players (e.g. policy makers), to promote networking among them, but also raise deeper understanding on the benefits of the dynamics of the ONTOCHAIN programme, best practices of inbound marketing will be adopted. The inbound methodology will put ONTOCHAIN in front of its stakeholders at the moment when they are actually looking for what ONTOCHAIN has to offer – a new software ecosystem for trusted, traceable and transparent ontological blockchain-based knowledge management.

Unlike the outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound is about them (i.e. our key stakeholders).

Inbound marketing, as it is applied to ONTOCHAIN, involves strategic planning, content development, distribution across the most meaningful channels available, including online, print, and in-person, as well as metrics for the various stages of the ONTOCHAIN growth funnel.

The overall purpose of our inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in ONTOCHAIN. Each type of activities will be aimed at reaching one or more of the above levels across the different audiences through the tools, channels and activities described in Chapter 2.

1.2 PRINCIPLES

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

- Long-term relationship building and earning trust. ONTOCHAIN will build stakeholders respect and recognition, as well as cultivate trust in its ecosystem by leveraging hands-on expertise and thought leadership to market our main offerings to key ecosystem players;
- Personalized, multi-channel communication. ONTOCHAIN will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders;
- Empowerment. ONTOCHAIN will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their ONTOCHAIN fuelled transformation journey.

1.3 OBJECTIVES

In order to ensure compliance to objectives proposed and the respective KPIs, our communication, growth hacking and ecosystem building activities aim to promote the ONTOCHAIN programmes and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

- Establish buzz, raise awareness and visibility for ONTOCHAIN;
- Engage the wider community of innovators linked with topics such as blockchain, semantic web, web ontology, DTL, decentralized reputation models, trust, privacy, cryptography, cybersecurity;
- Capitalize upon ONTOCHAIN enablers to build and nurture favourable ecosystem and attract a critical mass for the research and development of innovative solutions based on service and data portability;
- Drive a high number of quality applications to ONTOCHAIN Open Calls;
- Work with other relevant initiatives (NGI, EU and industry driven) to cross-promote success stories and leverage communication resources;
- Establish a bidirectional communication path with policy making bodies across sectors.

1.4 TARGET AUDIENCES

1.4.1 Focus

With 70% of the total budget of the ONTOCHAIN project oriented to fund third parties, it is easily understandable that the main focus of ONTOCHAIN communication efforts must be in recruiting good applicants for the open calls which will therefore result in good success stories to be told and allow for the successful exploitation and sustainability of the project.



FIGURE 2: MAIN FOCUS OF ONTOCHAIN COMMUNICATION

It is also important to be aware that the communication cannot be limited to these elements.

1.4.2 Narrative evolution

The following is an indicative list of themes/ topics to be addressed to trigger the sense of urgency for ONTOCHAIN, raise awareness for the necessity to build the next generation blockchain to deploy across industries and urge key stakeholders to apply to our Open Calls.

Attract

- What's ONTOCHAIN? How does it really work? Is this a smart path to take for you?
- Is ONTOCHAIN right for me? The ultimate guide to ONTOCHAIN Programme.
- Why do blockchain innovators choose to work with ONTOCHAIN?

Convert

- 12 Reasons you should join ONTOCHAIN to take your blockchain-based idea to the next level.
- 10 Reasons why you are ready to join ONTOCHAIN programme.
- 5 signs you are perfect to apply for the ONTOCHAIN programme

Close

- What does joining ONTOCHAIN mean?
- What should you know before joining ONTOCHAIN?
- ONTOCHAIN as a gateway to technology disruption

Delight

- 5 ways ONTOCHAIN can fuel new businesses
- Want to better connect with blockchain experts? Consider ONTOCHAIN
- How developers and users can get more out of ONTOCHAIN?
- ONTOCHAIN Spotlight: Lessons from the first phase

1.4.3 Target groups and targeted messages

The ONTOCHAIN communication needs to be tailored to the specific needs of the different target audiences of the project. This section identifies the 6 target audiences of the project:

1. Tech/internet researchers;
2. Tech & innovative entrepreneurs, startups and SMEs;
3. Corporates and industry;
4. Accelerators and other innovation support entities;
5. Authorities and policy makers;
6. Investors.

Furthermore, it presents an exercise of understanding the expectations of each target audience, which allows to address them through the appropriate communication channels.

TABLE 2: TECH/INTERNET RESEARCHERS COMMUNICATION ASSESSMENT

Tech/internet researchers	
Needs and expectations	Very clear value proposition; professional incubation programme; user friendly application form; clear application guidelines and burden-free participation procedures; business coaching and technical support; contribute to set the path of the future internet in Europe.
Main narrative	ONTOCHAIN can offer you up to €200k in non-equity funding, mentorship, access to top infrastructure and relevant networks, enabling your research/vision to see the light of day. Carrying

ONTOCHAIN's bold message will further secure your position as an opinion leader.

Communication channels	Website, social networks, F6S, newsletter, events, online media,
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TABLE 3: INNOVATORS AND ENTREPRENEURS COMMUNICATION ASSESSMENT

Tech & innovative entrepreneurs, startups and SMEs	
Needs and expectations	Very clear value proposition; professional incubation programme; user friendly application form; clear application guidelines and burden-free participation procedures; business coaching and technical support to reach the market; access to corporates.
Main narrative	<p>ONTOCHAIN can offer you up to €20k in non-equity funding, mentorship and access to relevant networks, to support the development of your technology/concept and finally introduce it to the market.</p> <p>Customize your technology for concrete market applications in high potential sectors. Join the ONTOCHAIN ecosystem and exploit new market opportunities.</p>
Communication channels	Website, social networks, F6S, newsletter, events, online media,

TABLE 4: CORPORATES & INDUSTRY COMMUNICATION ASSESSMENT

Corporates / Industry	
Needs and expectations	Curated high-quality disruptive and scalable technologies

	Discover how ONTOCHAIN creates comparative advantage in the context of Decentralised Ledger Technologies.
Main narrative	Embrace digitalization to protect your business – survive and thrive in the digital age. Enter our framework for all the right expertise, technologies, and facilities. Join an EU-wide ecosystem.
Communication channels	Website, social networks, F6S, newsletter, events, online media, white papers, professional networks

TABLE 5: ACCELERATORS COMMUNICATION ASSESSMENT

Accelerators and other innovation support entities	
Needs and expectations	Funding opportunities for their startups; coaching supported targeting blockchain startups; facilitated access to top infrastructure, corporates and investors.
Main narrative	Looking for additional support mechanisms to offer to your startups? ONTOCHAIN is a blockchain focused innovation ecosystem that supports the development of future human-centric internet. ONTOCHAIN framework is the gateway to high-potential, market-oriented business ideas. Access opportunities to invest in disruptive solutions pre-vetted by a network of experts before digitization takes root in these sectors
Communication channels	Website, social networks, F6S, newsletter, events, online media, professional networks

TABLE 6: AUTHORITIES AND POLICY MAKERS COMMUNICATION ASSESSMENT

Authorities and policy makers

Needs and expectations	Leverage the potential of blockchain and demonstrate how it is a key asset for the economy and society; foster blockchain related innovations and the development of new businesses.
Main narrative	Discover how ONTOCHAIN creates comparative advantage in the context of your region's smart specialization strategy. Join us on an EU-wide industry digitization frontier.
Communication channels	Publications targeting policy makers, social networks, events, online media

TABLE 7: INVESTORS COMMUNICATION ASSESSMENT

Investors	
Needs and expectations	Curated high-quality deal flow.
Main narrative	If you're looking for an opportunity to invest in an technology that can grow exponentially on a yearly basis, look no further! Access blockchain investment opportunities pre-vetted by our network of industry experts.
Communication channels	Events, one to one meetings, direct communication, email, online media

2 CHANNELS, TOOLS AND ACTIVITIES

2.1 VISUAL IDENTITY

The goal here is to conceptualize our overall values into visual and digital communication and deliver a strong and coherent visual identity through different touch points, from the ONTOCHAIN website to social media. Our visual identity is a complete language that, when expressed consistently over time, communicates our values and attitude, establishes our voice and builds an emotional connection with our audiences. It is a concise, digestible and coherent package.

In order to build a distinctive, stand out visual identity for ONTOCHAIN, the following needs were emphasized:

- Quality, reliability, efficiency and agility: bring the aesthetic appeal to our (digital) presence, communicate with diverse audience, tell compelling stories;
- Uniqueness and differentiation: bring a cutting-edge character to every aspect of the ONTOCHAIN ecosystem.

2.1.1 Name

The name of the project is **"Trusted, traceable and transparent ontological knowledge on blockchain"**. The project acronym is **'ONTOCHAIN'**.

As a project funded under the EC's Next Generation Initiative it is also possible to use the acronym **"NGI ONTOCHAIN"**

2.1.2 Project descriptions

The following is a list of projects descriptions of different sizes to be used on different places, from social media bios to ONTOCHAIN partner's websites.

One-line description

ONTOCHAIN with a €6 M fund marries the Semantic Web with Blockchain to deliver a new software ecosystem for trusted, traceable and transparent ontological knowledge management.

One paragraph description

ONTOCHAIN with a €6 M fund marries the Semantic Web with Blockchain to deliver a novel software ecosystem for trusted, traceable and transparent

ontological knowledge management. ONTOCHAIN, which is developed under the European Commission's Next Generation Internet initiative, explores and delivers novel interoperable on-chain and off-chain data, ontology, knowledge and information management methods. The ONTOCHAIN software ecosystem consists of a novel protocol suite grouped into high-level application protocols, such as data provenance, reputation models, decentralised oracles, market mechanisms, ontology representation and management, privacy aware and secure data exchange, multi-source identity verification, value sharing and incentives and similar, and core protocols that include smart contracts, authorisation, certification, event gateways, identity management and identification, secure and privacy aware decentralised storage, data semantics and semantic linking, ONTOCHAIN optimisation and similar. The NGI ONTOCHAIN software ecosystem will demonstrate its potential in high impact domains, such as eHealth, eGovernment, eEducation, eCommerce, decentralised infrastructures and similar in order to achieve trustworthy information exchange and trustworthy and transactional content handling.

Two paragraph description

The NGI ONTOCHAIN project empowers internet innovators to develop blockchain-based knowledge management solutions that form part of its novel protocol suite and software ecosystem. By using ONTOCHAIN, a variety of new applications may emerge in areas such as trustworthy web and social media, trustworthy crowdsensing, trustworthy service orchestration, and decentralised and unsupervised online social networks as a few of its application domains.

ONTOCHAIN will build its software ecosystem in close cooperation with the scientific and professional communities involving end-users and experts in various domains including Semantic Web, Linked Data, ontology engineering, blockchain interoperability, knowledge management, distributed and decentralised computing, business models for trusted knowledge, and similar. Three open calls are foreseen that will refine the initial ONTOCHAIN architecture and provide detailed design and implementation of its interoperable system components. With a total funding of €6 M the open calls will distribute a total amount of €4.2 M focusing on research, foundations and applications in three consecutive steps. The project aims at building a community of users and developers of the ONTOCHAIN software ecosystem.

Three paragraph description

Under the European Commission's Next Generation Internet (NGI) initiative, the ONTOCHAIN project empowers internet innovators with a

novel software ecosystem that can be used to build trustworthy applications with advanced knowledge management mechanisms in various domains. These include trustworthy web and social media, trustworthy crowdsensing, trustworthy service orchestration, and decentralised and unsupervised online social networks and similar domains.

The ONTOCHAIN project supports academia and high-tech companies in its three consecutive research and innovation phases: Phase 1: Research (research proposals, awards, and challenges for conferences), Phase 2: Protocol Suite & Software Ecosystem Foundations (prototypes and solutions) and Phase 3: Applications and Experimentation (prototypes and solutions). Specific marketable solutions will be developed for domains such as health, economy, mobility, public services, energy and sustainability, news, media, entertainment, Industry 4.0, tourism and so on. The ONTOCHAIN Consortium provides coaching and mentoring for the stakeholders towards our common goal to deliver a software ecosystem for trusted knowledge management in dynamic ecosystems of actors and resources with novel on-chain and off-chain data, metadata, ontologies, knowledge and information methods. This will process will lead towards an ONTOCHAIN community, a group of researchers and innovators that have stakes in the marriage between the Semantic Web and Blockchain.

The project is operated by 7 partners with complementary expertise that form the core of a vibrant ecosystem: **European Dynamics** (Luxembourg), **University of Ljubljana** (Slovenia), **IntelliSemantic** (Italy), **iExec Blockchain Tech** (France), **Athens University of Economics and Business** (Greece), **German Hellenic Chamber of Commerce and Industry** (Greece) and **F6S** (Ireland).

One-page description

During the past few hundred years humanity has generated an immense body of knowledge. With the invention of the Internet, the Semantic Web and associated services, it is now possible for people World-wide to participate in the generation and use of knowledge more than it has been ever before. However, many Internet-based services have become in past decades too influential and they present only their viewpoint to a great number of people.

People should be empowered by means for collective organisation, contribution and use of knowledge by using methods that support plurality and democracy. In this context, the two incompleteness theorems, published by Kurt Gödel in 1931 provide us with two options: we can build logic systems that are either consistent and therefore incomplete or complete and therefore inconsistent. ONTOCHAIN aims at exploring the

limits of knowledge management solutions that can essentially be trusted within highly decentralised and dynamically evolving ecosystems.

Semantic Web and Blockchain need to marry at some point to provide a trusted knowledge backbone for the Next Generation Internet. They both have their commonalities, for example, ontologies are formal, explicit specifications of shared conceptualisations, while blockchains are tamper-evident, shared digital ledgers that record transactions in a public or private peer-to-peer network. Renowned Shakespearean director Terry Hands described Shakespeare's plays as having 'their feet in the mud and their eyes on the stars', and Shakespearean is the way followed by the NGI ONTOCHAIN project. While being practical and addressing user needs in several application domains including trustworthy web and social media, trustworthy crowdsensing, trustworthy service orchestration, and decentralised and unsupervised online social networks, the project aims high to achieve an ONTOCHAIN architecture and software ecosystem components design that may scale to the size of the Internet and serve the trusted knowledge and information needs of humanity.

Today, semantically complex, decentralised and dynamically evolving ecosystems that are in great need for trusted knowledge management exist in many domains of human endeavour. This includes health, economy, mobility, public services, energy and sustainability, news, media, entertainment, Industry 4.0, tourism and so on. The project will explore many such domain and seek to find representative use cases for implementation. Essential novelty of ONTOCHAIN are also its business models that apply to such trusted knowledge intensive ecosystems of actors and resources.

NGI ONTOCHAIN explores and delivers novel interoperable on-chain and off-chain data, ontology, knowledge and information management methods. The NGI ONTOCHAIN software ecosystem consists of a novel protocol suite grouped into high-level application protocols, such as data provenance, reputation models, decentralised oracles, market mechanisms, ontology representation and management, privacy aware and secure data exchange, multi-source identity verification, value sharing and incentives and similar, and core protocols that include smart contracts, authorisation, certification, event gateways, identity management and identification, secure and privacy aware decentralised storage, data semantics and semantic linking, ONTOCHAIN optimisation and similar. The NGI ONTOCHAIN software ecosystem will demonstrate its potential in high impact domains for trustworthy information exchange and trustworthy and transactional content handling.

ONTOCHAIN will build its software ecosystem in close cooperation with the scientific and professional communities involving end-users and experts in various domains including Semantic Web, Linked Data, ontology engineering, blockchain interoperability, knowledge management,

distributed and decentralised computing, business models for trusted knowledge, and similar. Three open calls are foreseen that will refine the initial ONTOCHAIN architecture and provide detailed design and implementation of its interoperable system components. The open calls will distribute a total amount of 4.2 M focusing on research, foundations and applications in three consecutive steps. The project aims at building a community of users and developers of the ONTOCHAIN software ecosystem.

The ONTOCHAIN project supports academia and high-tech companies in its three consecutive research and innovation phases: Phase 1: Research (research proposals, awards, and challenges for conferences), Phase 2: Protocol Suite & Software Ecosystem Foundations (prototypes and solutions) and Phase 3: Applications and Experimentation (prototypes and solutions). The ONTOCHAIN Consortium provides coaching and mentoring for the stakeholders towards our common goal to deliver a software ecosystem for trusted knowledge management with novel on-chain and off-chain data, metadata, ontologies, knowledge and information methods. This process will lead towards an ONTOCHAIN community, a group of researchers and innovators that have stakes in the marriage between the Semantic Web and Blockchain.

The project is operated by 7 partners with complementary expertise that form the core of a vibrant ecosystem: **European Dynamics** (Luxembourg), **University of Ljubljana** (Slovenia), **IntelliSemantic** (Italy), **iExec Blockchain Tech** (France), **Athens University of Economics and Business** (Greece), **German Hellenic Chamber of Commerce and Industry** (Greece) and **F6S** (Ireland).

2.1.3 EU funding information

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:

TABLE 8: EU EMBLEM AND TEXT



This project has received funding from the European Union's H2020 research and innovation programme under Grant Agreement no 957338



In addition, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals⁴ provided by the EU.

2.1.4 Logo

The ONTOCHAIN logo follows the NGI2.0 Brand Guidelines⁵ which proposes a consistent identity for all the projects under the NGI initiative. The result is a co-branding logo with the NGI letters on the left, and an "arrow" pointing to ONTOCHAIN text on the right.

TABLE 9: NGI AND NGI ONTOCHAIN LOGOS

NGI acronym logo	ONTOCHAIN logo (Co-branding)
	

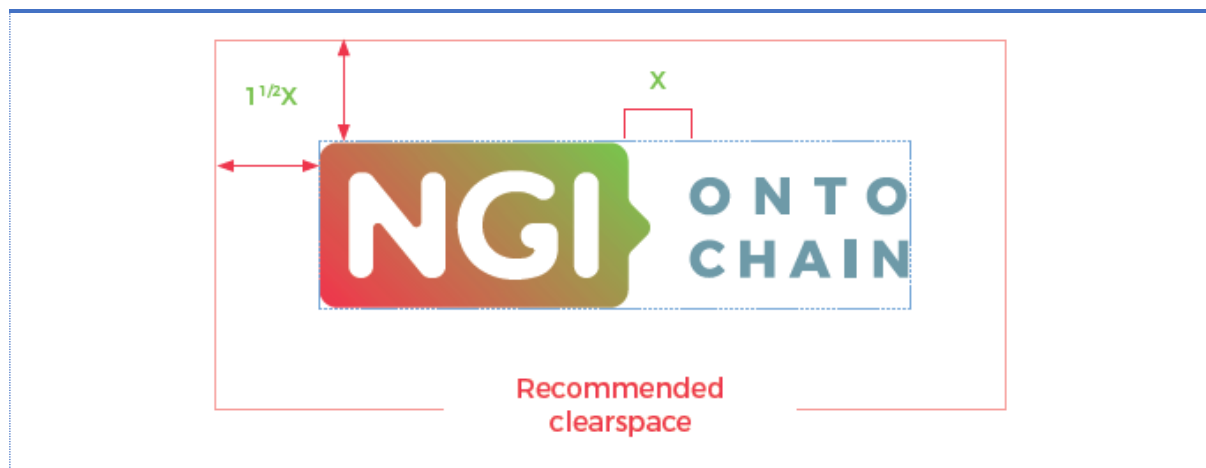
To ensure that the logo maximizes visibility and impact the following clear space is recommended.

TABLE 10: NGI ONTOCHAIN LOGO RECOMMENDED CLEAR SPACE

Logo recommended clear space



⁴ https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

⁵ https://drive.ngi.eu/remote.php/webdav/NGI%20Brand%20Guidelines/NGI2.0_Brand%20guidelines_20190605_V1.0.pdf





For the logo to be applicable to the various possible backgrounds, a positive and negative version of the logo were also created.

TABLE 11: ALTERNATIVE ONTOCHAIN LOGOS

ONTOCHAIN positive logo	ONTOCHAIN negative logo
	

Two icon version of the logo (circle and square) are also available to be applied on social networks and other pertinent locations.

TABLE 12: ONTOCHAIN ICONS

ONTOCHAIN circle icon logo	ONTOCHAIN square icon logo
	

2.1.5 ONTOCHAIN Partners' logos

To easily identify the partners involved in the project two illustrations compiling the ONTOCHAIN partners' logos have been developed:



FIGURE 3: PARTNERS' LOGOS HORIZONTAL VERSION




FIGURE 4: PARTNERS' LOGOS VERTICAL VERSION

2.1.6 Colour palette

When we looked at the psychology of colour, we learned that red represents passion, energy and adventure, and green symbolizes growth, harmony, freshness. These were all important adjectives that reflected the type of ecosystem and community the consortium wants to create. As a result, the following colour palette was defined:

TABLE 13: ONTOCHAIN COLOUR PALETTE

ONTOCHAIN colour palette information			
COLOR			
PANTONE	1787C	7488C	5425C

CMYK	0/92/68/0	56/0/93/0	67/27/28/6
RGB	239/58/76	123/194/78	111/154/168
HEX	#ef3a4c	#7bc24e	#6F9AA8

2.1.7 Typography

The project communication materials adopt the typography recommended by the NGI Outreach Office – the Monserrat font.

TABLE 14: ONTOCHAIN TYPOGRAPHY

Typography information	
Montserrat Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@&!?=(<>+/-€	Montserrat Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@&!?=(<>+/-€

2.1.8 Diagrams

The following diagrams were developed to better illustrate the project to its target users. The diagrams are used in the communication activities and materials, and all partners have access to them. These diagrams are:

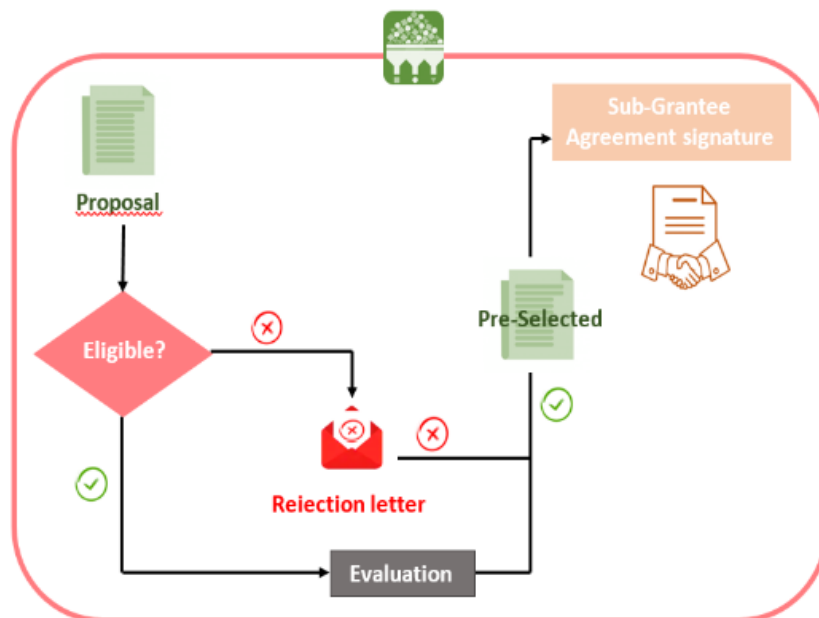


FIGURE 5: ONTOCHAIN OPEN CALL FLOW

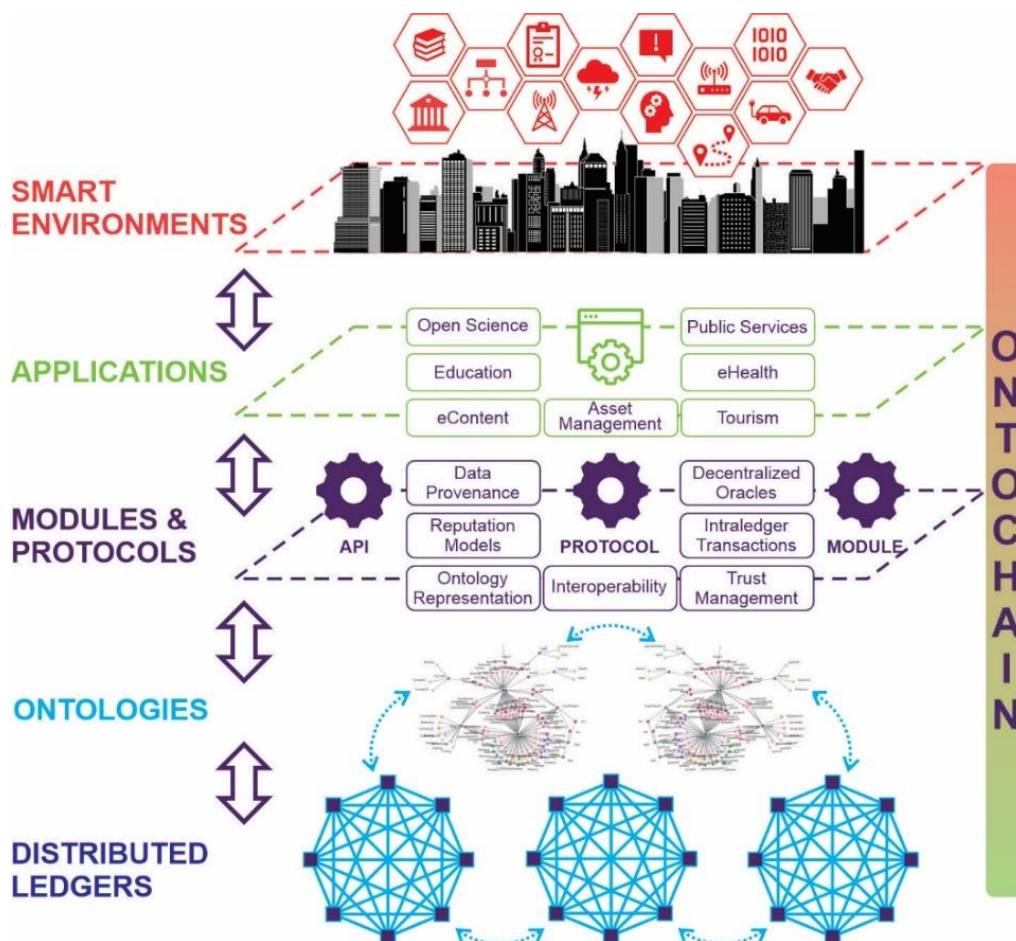


FIGURE 6: ONTOCHAIN STRUCTURE


2.1.9 Templates

ONTOCHAIN consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project's share folder system on ProofHub. Partners should use the ONTOCHAIN PowerPoint template when presenting the project and/or its outcomes at internal and external events.

TABLE 15: ONTOCHAIN DOC TEMPLATES

Deliverable word template	General document word template
 <p>The deliverable word template features the NGI ONTOCHAIN logo at the top left. Below it is the European Union flag and grant information: Grant Agreement No. 957338, Call: H2020-ICT-2020-1, Topic: ICT-64-2020, Type of action: RIA. The main title area is labeled 'DX.X DELIVERABLE TITLE' and 'SUBTITLE HERE'. Below this is a table for metadata: WORK PACKAGE (WP Number), TASK (Task Number), DUE DATE (dd/mm/yyyy), SUBMISSION DATE (dd/mm/yyyy), DELIVERABLE LEAD (Name partner), VERSION (DX), AUTHORS (Name Surname (Partner Y)), REVIEWERS (Name Surname (Partner Y)), ABSTRACT (One paragraph), and KEYWORDS. At the bottom is a 'Document Revision History' table with columns: Version, Date, Description of change, and List of contributor(s).</p>	 <p>The general document word template features the NGI ONTOCHAIN logo at the top left. Below it is the title 'Blockchain for the Next Generation Internet'. The main title area is labeled 'DOCUMENT COVER TITLE' with the date '5/09/2020'. The background of the template is a colorful illustration of a cityscape with various buildings and a large globe in the center, representing a global network or blockchain.</p>

TABLE 16: ONTOCHAIN PPT TEMPLATE

PowerPoint template
 <p>The PowerPoint template features the NGI ONTOCHAIN logo at the top left. Below it is a large text box labeled 'CLICK TO ADD TITLE' and a smaller text box labeled 'Click to add subtitle'. Below these is a 'Location' and 'Date' section. The background of the template is a colorful illustration of a cityscape with various buildings and a large globe in the center, representing a global network or blockchain. At the bottom, there is a row of logos for the European Union, European Dynamics, University of Ioannina, iExec, intelisemantic, and other partners.</p>

2.2 ONTOCHAIN CHANNEL MIX

ONTOCHAIN will segment its communication, growth hacking and ecosystem building activities into three categories – online, offline and in-person when possible.

2.2.1 Digital channel promotion

The digital channels include: ONTOCHAIN website, newsroom (i.e. blog & events section), social media, newsletter, F6S. Tools to be used to find, monitor, and respond to mentions on digital channels include Hashtagify⁶, Hootsuite⁷, Twitter Search⁸, IfThisThenThat⁹, Buzzsumo¹⁰, TweetDeck¹¹, and more.

2.2.1.1

Website & Newsroom

Created under the ngi.eu domain, the ONTOCHAIN website (available at <https://ontochain.ngi.eu/>), is the main outreach tool of the project and will be updated on a regular basis. All communication materials and dissemination activities aim to redirect stakeholders to the project website, where all the relevant information about ONTOCHAIN can be found. The website provides easy access to the Open Call system provided by F6S, as well as access to relevant information for applicants. In addition, the website provides general information on the project, the consortium, news and events. A contact form and social media profiles are easily reached, and public deliverables and newsletters will be displayed on the website as well. In the future, it will contain a Hall of Fame section with information about the most successful third parties/projects.

6 <https://hashtagify.me/>

7 <https://hootsuite.com/>

8 <https://twitter.com/search-advanced>

9 <https://ifttt.com/>

10 <https://buzzsumo.com/>

11 <https://tweetdeck.twitter.com/>



FIGURE 7: ONTOCHAIN WEBSITE DRAFT SCREENSHOT

2.2.1.2 Public Relations

Influencers and

ONTOCHAIN will take the PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influencing websites. To this end, ONTOCHAIN will conduct the following:

- Generate a list of influencers and key contacts ONTOCHAIN can reach out to;
- Get familiar with people involved in the content distribution of our target sites, and draft personalized emails and follow-ups to start relevant conversations and explore possibilities for cross-promotion and partnerships;
- Closely monitor traffic referrals and links to ontochain.ngi.eu.

Furthermore, a dedicated press kit will be developed for circulation to journalists and tech blogs for coverage. The kit will contain press releases, background information, article suggestions and contact points for interviews.

A number of specialized media channels will be targeted with press releases.

2.2.1.3 Digital Marketing

Social Media &

There are a variety of reasons why ONTOCHAIN will heavily rely on the use of social media marketing. The following is a list of the four most beneficial reasons we have considered:

- Boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience;
- Improve lead generation (e.g. by hosting live videos);
- Foster lasting relationships with key stakeholders;
- Learn from parallel initiatives/ projects, etc.

To ensure the biggest impact, our social media activities will be aligned with our broader communication objectives and values, effectively considering the needs of target audience, as well as the nuances between different social media platforms. Moreover, we will seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, ONTOCHAIN will emphasize stakeholder engagement and interaction with followers, placing premium on quality over quantity.

The following rule illustrates a roadmap to help maintain diversity of interactions and messages across ONTOCHAIN's social media channels:

- 1/3 of social content will serve to demystify the ONTOCHAIN offer, raise the sense of urgency, and trigger call-to-action (i.e. apply to ONTOCHAIN Open Calls);
- 1/3 of social content will be focused on sharing challenges ideas and success stories from top influencers, innovators, and experts in topics related to ONTOCHAIN;
- 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc.).

Digital channels to be used are F6S, Twitter, LinkedIn, Facebook. ONTOCHAIN will present unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the ONTOCHAIN advantage).

2.2.1.3.1 F6S

The ONTOCHAIN F6S page is available on <https://www.f6s.com/ontochainproject/>. It provides information about the project, including the project website and the team, and it will be used for channelling and managing the ONTOCHAIN Open Call applications and for the ONTOCHAIN community building. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the:

- ONTOCHAIN Application Form: <https://www.f6s.com/ontochain/apply>
- ONTOCHAIN Community: <https://www.f6s.com/ontochain/discuss>

Through F6S the consortium will also announce ONTOCHAIN events (e.g. webinars).

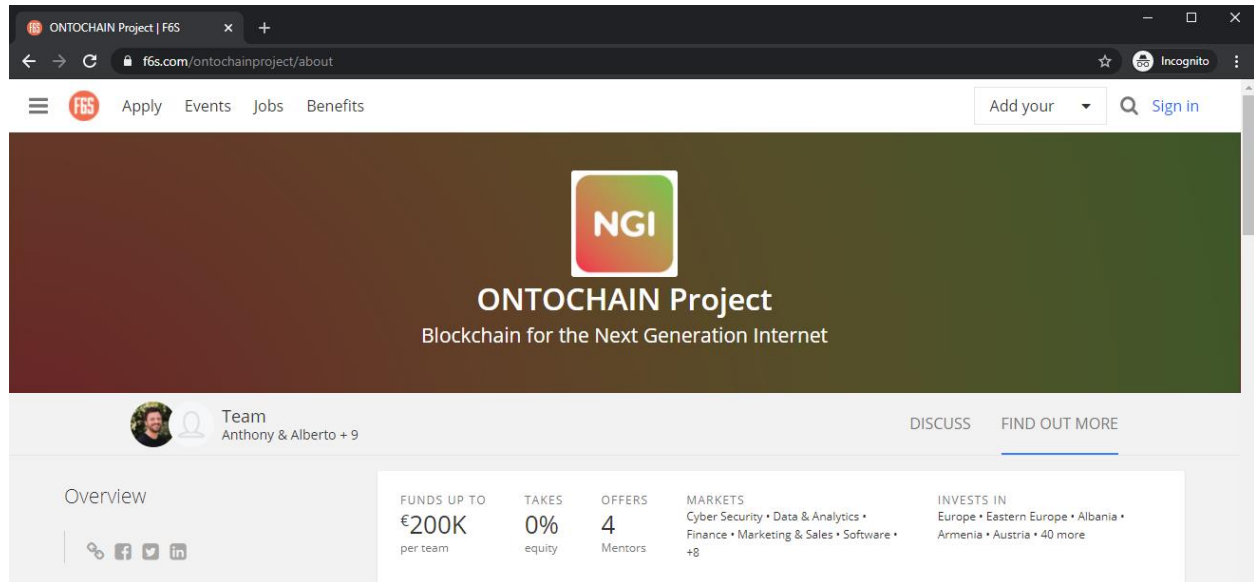


FIGURE 8: ONTOCHAIN F6S PAGE

2.2.1.3.2 Twitter

A Twitter profile was created to provide high-quality information and key trends related to the ONTOCHAIN project (@ONTOCHAIN). Through Twitter, ONTOCHAIN aims to generate thought leadership, grow influence and be informative. ONTOCHAIN will take advantage of this networking platform to develop a community of leading researchers, innovators, and entrepreneurs in the semantic web and blockchain fields.



FIGURE 9: ONTOCHAIN TWITTER PROFILE

2.2.1.3.3 LinkedIn

Under the global NGI LinkedIn page ¹²a showcase type of LinkedIn page was created for ONTOCHAIN.

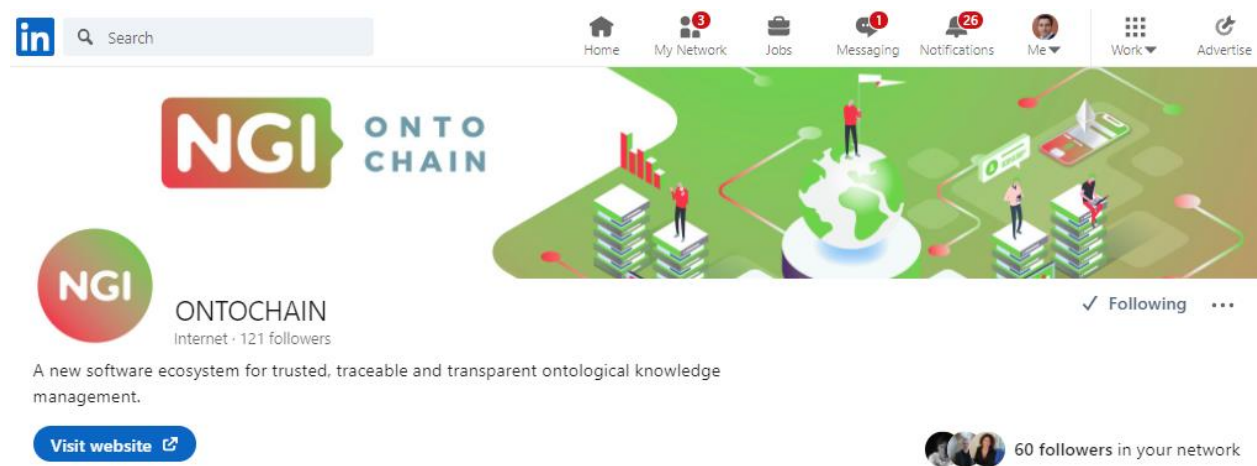


FIGURE 10: ONTOCHAIN LINKEDIN PROFILE

¹² <https://www.linkedin.com/showcase/ontochain>

The page is open to all who are interested in learning about ONTOCHAIN. Through LinkedIn, we will strategically engage our audience and encourage them to share their opinions.

ONTOCHAIN will leverage the traction created by the NGI Office on LinkedIn through its group of over 11000 participants to re-post ONTOCHAIN content.

2.2.1.3.4 Facebook

A dedicated Facebook page¹³ has been created, to promote messages being professional, trustworthy, or funny, to engage the audience. With its sophisticated targeting measures, in the context of ONTOCHAIN, Facebook represents a massive opportunity for always-on lead generation.

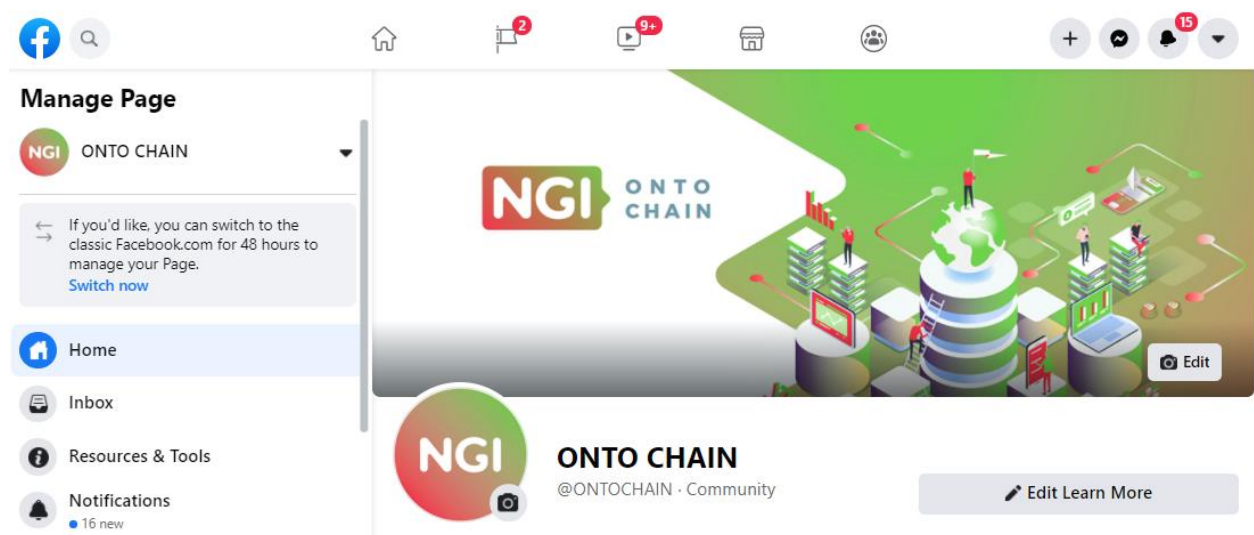


FIGURE 11: ONTOCHAIN FACEBOOK PROFILE

ONTOCHAIN Facebook page will offer different incentives (incl. videos, webinars, etc.), as well as a variety of topics which appeal to a wide range of needs of our identified target groups, to help build our ecosystem.

¹³ <https://www.facebook.com/ONTOCHAIN/>

2.2.1.3.5 YouTube

A YouTube channel¹⁴ was setup to host ONTOCHAIN videos such as promotional videos, interviews or webinars. YouTube is the number one video host platform in the world which helps in driving more visitors to our channel, contents and website. This platform also enable integration with most apps available, fostering its dissemination potential.

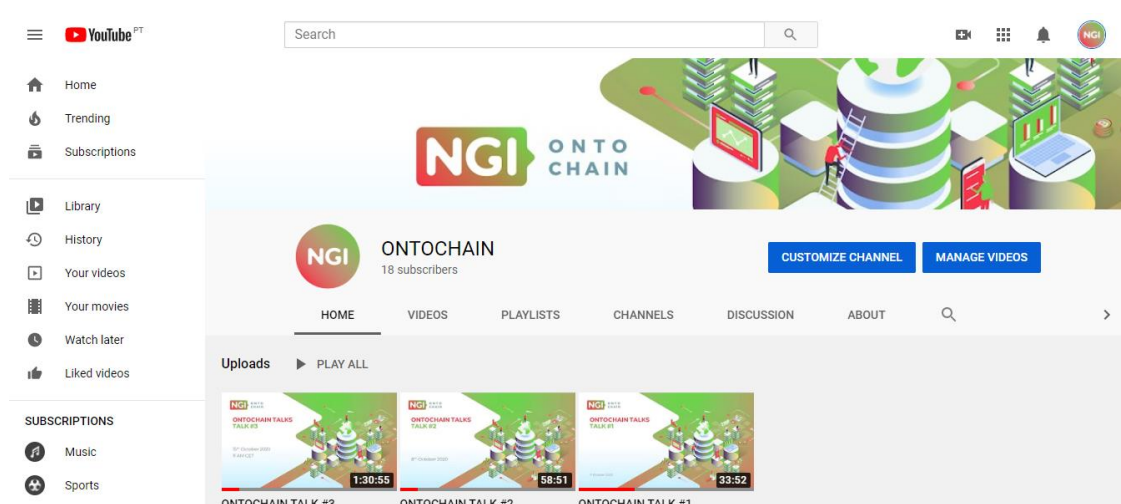


FIGURE 12: ONTOCHAIN YOUTUBE PROFILE

2.2.1.3.6 Speaker Deck

A Speaker Deck account was setup to host and easily share ONTOCHAIN presentations about the project himself, the open calls, the supported projects, etc. Speaker Deck allows ONTOCHAIN consortium to upload files (PowerPoint, PDF, Keynote, or OpenDocument presentations) either privately or publicly. The slide decks can then be viewed on the site itself or can be embedded on other sites.

¹⁴<https://www.youtube.com/channel/UCcF70vd991OKcjMGQdnhIvA>

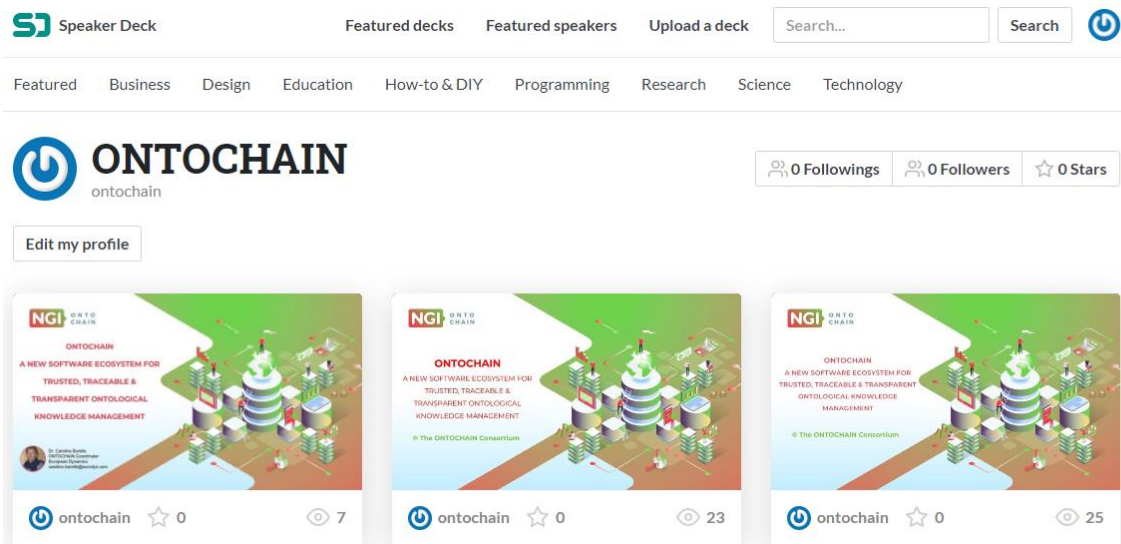


FIGURE 13: ONTOCHAIN SPEAKER DECK PROFILE

2.2.1.3.7 Hashtags

Hashtags make a post discoverable by other users who are browsing or searching for that hashtag. Hashtags can increase brand awareness, increase engagement, help to learn about our target groups and generate new leads. In order to accelerate ONTOCHAIN brand awareness and marketing effectiveness, the consortium use tools to help master hashtags to enhance social media performance such as hashtagify¹⁵. Based on ONTOCHAIN field of action it is easy to identify some hashtags: #blockchain, #semanticweb, and #cybersecurity. Using the hashtagify tool we found some correlation with other useful hashtags such as #IoT, #ai, #linkeddata, #bigdata. The mentioned hashtags have different levels of popularity. ONTOCHAIN consortium can use this information to choose the right hashtag for each situation depending on the intended promotion width. Use the ones with the lowest popularity for a more restricted audience, or the most popular for a wider reach.

TABLE 17: ONTOCHAIN HASHTAG ANALYSIS

Hashtag	Popularity	Hashtag	Popularity
#bitcoin	81	#edgecomputing	45.9
#IoT	79	#decentralization	44.8

¹⁵ <https://hashtagify.me/>

#ai	77.8	#linkeddata	42.9
#blockchain	77.3	#semanticweb	39.9
#bigdata	77.1	#fogcomputing	38.8
#cybersecurity	73.9	#digitaltwins	36.2
#cryptocurrency	73.4	#graphdb	36.1
#ethereum	69.9	#decentralisation	34.6
#opensource	63.7	#knowledgegraph	34..2
#dataprivacy	50.1	#sparql	33.8
#smartcontracts	49.7	#postquantum	12.7

2.2.1.3.8 Email outreach

2.2.1.3.8.1 Newsletter

An online newsletter will be developed, providing regularly information on the ONTOCHAIN news, and highlighting the open calls, the latest project developments and activities, events, success stories, etc. News articles developed for the project website will be included in the newsletters if applicable.

The ONTOCHAIN partners will be asked to contribute to the newsletter with image and text content regarding their WP activities. Third parties are welcome to provide relevant content to the newsletters – a form will be circulating to collect information and news.

Website visitors may subscribe to the project newsletter. The newsletter will be sent by email to subscribers (an option for it will be made available in the project website) and shared on the ONTOCHAIN's social networks.

2.2.1.3.8.2 ONTOCHAIN email

An e-mail account under the ngi.eu domain was created by the NGI Outreach Office for ONTOCHAIN (ontochain@ngi.eu) to serve as a principal contact point for stakeholders.

2.2.1.3.8.3 Email tagline

The addition of a **tagline** under each partner email's signature is another way to continuously promote ONTOCHAIN.

Example: Check out the ONTOCHAIN project: www.ontochain.ngi.eu
€4.2M fund for blockchain innovators.

2.2.1.3.9 Partner's online channels

The ONTOCHAIN project has 7 partners from 6 European countries operating in a variety of industries. Partners will contribute to the ONTOCHAIN dissemination activities, making use of their well-established networks and communication channels: organisation's websites, social networks (Facebook, LinkedIn, Twitter, SlideShare, etc.), regular newsletters, networks.

2.2.1.3.10 Digital content templates

Digital content templates following the project's visual identity will be used on the different digital channels. The following templates are under development, and further materials will be created throughout the project, as needed:

1. Images: profile and cover pictures, and post templates to use on social media;
2. Newsletter template: to use as the basis to the email campaigns;
3. Audio-visuals - animation video/GIF: to share in the various communication channels and demonstrate at events;
4. Call Poster and Postcard in PDF: to share on the website, via e-mail or social media.

2.2.2 Offline communication & marketing

For placement of tech/ social/ economic achievements and results, ONTOCHAIN will also target magazines, periodicals, and newsletters of EU and national associations and networks. Examples include: The Server Side, ZDNet, InfoQ, Computerworld, Programmez!, TechTarget, Linuxmag, GigaOM, NGI, CORDIS Research.EU Magazine, Horizon: the EU Research & Innovation Magazine, etc.

2.2.2.1

material

Promotional

Promotional materials following the project's visual identity will be used during internal and external events, as well as in one-to-one meetings. The following list of materials has been developed and is duly presented in section 3 of the present document:

1. Roll-up: to promote ONTOCHAIN during events and raise awareness of the project
2. Poster: to promote ONTOCHAIN during events and raise awareness of the project
3. Call Postcard: to promote the open call
4. Sticker: to handout to ONTOCHAIN teams during project activities and share during dissemination actions
5. T-shirt, pen, notebook, badge ID, table ID badge: to use during project activities and share during dissemination actions

All promotional material can be found under the ONTOCHAIN project shared folder.

2.2.2.2

In person

Communication & Marketing

There are two types of events in the ONTOCHAIN project, as described below:

2.2.2.2.1 ONTOCHAIN Events

ONTOCHAIN events will be organised within and by the consortium in the different phases of the programme. They will be part of the services offered to the selected innovators in the open calls, such as the technical trainings and coaching, but also oriented to the wider audience (conferences, webinars, hackathons) to promote the project and the topics it addresses attracting relevant stakeholders to build a vibrant ecosystem.

Open Call Webinars

In the frame of the ONTOCHAIN Open Calls, a series of online events/webinars will be organized - all aimed at the demystifying ONTOCHAIN programme to potential applicants including a deep dive into eligibility criteria and the application/ evaluation process. We will also guide them through the programme details. The team will dedicate plenty of time for Q&A. For those who might miss the session, ONTOCHAIN will put up a recording on the ONTOCHAIN YouTube channel.

2.2.2.3

Networks and

liaisons with other relevant initiatives and projects

The consortium will join forces and create synergies with projects and initiatives (notably established EU actions) related to the topic of the ONTOCHAIN project to ensure a scalable impact of its ecosystem, by developing the following activities:

- Cross promotion of open calls, activities and events;
- Participation in events and conferences;
- Knowledge sharing.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks.

These networks include the: EEN, DIHs, NCPs, INATBA, European Blockchain Observatory and Forum, Digital SME Alliance, Startup Europe, European cluster collaboration platform, and other organisations and associations related to the ONTOCHAIN domains.

To facilitate outreach and engagement, ONTOCHAIN setup an outreach list, a living document with contacts to these innovation intermediaries.

2.2.2.3.1 Complementarities with H2020 Projects Supporting ONTOCHAIN Ecosystem

There is currently a large number of NGI projects being implemented where members of the consortium are either involved or have direct links with these projects' consortium members. Given its importance, an analysis of possible synergies with each project is presented below:

TABLE 18: NGI4ALL


 NGI4ALL	
Brief info	NGI4ALL coordinates the NGI Outreach Office (NGIO). This will create a strong, fresh and persistent Next Generation Internet brand at the core of a new approach to run communication and marketing for the NGI programme
Shared interests	Generate greater resonance and impact of ONTOCHAIN initiative in the scientific community, in the media, towards policy makers and the public.

TABLE 19: NGI THINK NEXUS


 Think Nexus	
Brief info	Think NEXUS aims to reinforce EU-US collaboration, through its dedicated Think Tank, involving major stakeholders (researchers, entrepreneurs, policy makers) from both sides of the Atlantic on NGI-related topics in three Focus Areas: Science and Technology, Innovation and Entrepreneurship and Policy.
Shared interests	Boost the strategic research, industrial partnerships and policy compliances among the respective communities of the NGI areas.

TABLE 20: NGI EXPLORERS


 NGI Explorers	
Brief info	Immersive missions to the United States for Top European Internet researchers and innovators, providing them with the skills, the network and the resources to accelerate their ambitious ideas. The program seeks to empower these change-makers to position Europe into the powerhouse of the Next Generation Internet.
Shared interests	Catalyse the success of ONTOCHAIN innovators

TABLE 21: NGI FORWARD

 NGI Forward	
Brief info	Helping the European Commission set out a strategy, as well as a policy and research agenda for the years ahead

	to build an internet that is more democratic, inclusive and resilient.
Shared interests	Map early signals of emerging technologies and identifying associated policy needs.

TABLE 22: NGI TETRA


	NGI Tetra
Brief info	TETRA project provides business support to third parties awarding NGI open calls.
Shared interests	Business support for ONTOCHAIN successful third parties

TABLE 23: NGI LEDGER



	NGI Ledger
Brief info	LEDGER promotes and support the creation of minimum viable products (MVPs) where privacy by design, openness and data governance are at the core of their proposition.
Shared interests	Cross promotion of open calls, activities and events. Explorer the opportunity to integrate block-chain based solutions between the two projects.

TABLE 24: NGI TRUST

	NGI Trust
Brief info	NGI TRUST supports the development of a human-centric Internet by developing a stronger European ecosystem of

	researchers, innovators and technology developers in the field of privacy and trust enhancing technologies.
Shared interests	Cross promotion of open calls, activities and events.

TABLE 25: NGI ZERO


 NGI Zero	
Brief info	NGI0 provides grants to individual researchers and developers as well as small teams to work on important new ideas and technologies that contribute to the establishment of the Next Generation Internet.
Shared interests	Setting high standards in terms of security, privacy, accessibility, open source licensing, documentation, etc.

TABLE 26: NGI ATLANTIC



 NGI Atlantic	
Brief info	NGI Atlantic goal is to provide the organisational and financial framework that will drive the cascade funding of the EU-based research and innovators in carrying out NGI related experiments built on top of EU - US experimental platforms.
Shared interests	Catalyse the success of ONTOCHAIN innovators

TABLE 27: NGI ESSIF-LAB

 NGI eSSIF-Lab	
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Brief info	NGI eSSIF-Lab aims to advance the broad uptake of SSI as a next generation, open and trusted digital identity solution for faster and safer electronic transactions via the Internet, as well as in real life.
Shared interests	Cross promotion of open calls, activities and events. Explore the opportunity to integrate the technologies developed by the innovators of both projects.

TABLE 28: NGI POINTER

 NGI POINTER	
Brief info	NGI-POINTER' aims to find ambitious "NGI architects" to change the underlying fabric of the internet and the web, by supporting promising bottom-up projects that are able to build, on top of state-of-the-art research, scalable protocols and tools to assist in the practical transition or migration to new or updated technologies, whilst keeping European Values at the core.
Shared interests	Cross promotion of open calls, activities and events.

Other RIAs projects recently funded under NGI will be monitored and incorporated to the list above. This is the case of TruBlo that has recently started.

Beyond the NGI ecosystem, ONTOCHAIN will network and liaise with other relevant EU projects (e.g. REACH, Block.IS, Block Start, Blockchers, EUNOMIA, WEVERIFY, SOCIALTRUTH, DECODE, OPERANDO), and relevant EU/global-scale initiatives (BDVA, European AI Alliance, AIOTI, EIT Digital, etc.).

2.2.3 General media

This communication activity refers to the development of newspaper articles, external blog posts, and online articles at selected publications.

The following media strategy will be adopted, which will allow for a regular publication of press releases:

- The articles and press releases will be developed by the consortium.
- All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient. Through the local efforts from all partners it will be possible to achieve a wide European outreach.
- Once results are available, the news will be success story oriented.

The developed press releases will be sent to a certain number of media channels and platforms, to amplify the impact and visibility of the project.

TABLE 29: MEDIA CHANNEL EXAMPLES LIST

Media channels/platforms	URL
OpenLedger	https://openledger.info/
Bits on Blocks	https://bitsonblocks.net/
BREAKERMAG	https://breakermag.com/
Hackernoon	https://hackernoon.com/tagged/blockchain
Blockchain and the law	https://www.blockchainandthelaw.com/
Cisco Blog	https://blogs.cisco.com/
Blockchain and the law	https://medium.com/blockchain-at-berkeley
newsBTC	https://www.newsbtc.com/
BITCOIN Magazine	https://bitcoinmagazine.com/
bitcoin.fr	https://bitcoin.fr/
Coinspeaker	https://www.coinspeaker.com/

Media channels/platforms	URL
BTC-ECHO	https://www.btc-echo.de/
CoinSpectator Blog	https://blog.coinspectator.com/
CoinDesk	https://www.coindesk.com/
The Server Side	https://www.theserverside.com/
InfoQ	https://www.infoq.com/
GigaOM	https://gigaom.com/
Computerworld	https://www.computerworld.com/
Programmez!	https://www.programmez.com/
TechTarget	https://www.techtarget.com/
ZDNet	https://www.zdnet.com/
Information Week	https://www.informationweek.com/
Linuxmag	https://www.linux-magazine.com/
Innovation Review	http://www.innovationreview.eu/
eWeek	https://www.eweek.com/
Bits on Blocks	https://bitsonblocks.net/

2.2.4 Scientific publications

ONTOCHAIN will foster substantial advance in the research field of blockchain-based knowledge management solutions. Therefore, scientific publications, articles in scientific journals and industry papers by ONTOCHAIN partners and third parties will be encouraged and promoted.

TABLE 30: LIST OF SCIENTIFIC JOURNALS

Scientific journals	
Journal of Web Semantics	ACM Transactions on Software Engineering and Methodology
ACM Transactions on the Web	Computers Standards and Interfaces
World Wide Web - Internet and Web Information Systems	Science of Computer Programming Journal
Transactions on Knowledge and Data Engineering	Journal of Systems and Software
Knowledge and Information Systems	International Journal on Semantic Web and Information Systems
IEEE Transactions on Software Engineering	

3 PROJECT DISSEMINATION MATERIALS

In this section, the dissemination materials of the first project phase are presented in two categories:

- 1 - General project dissemination material, that can be used throughout all the project.
 - Roll-up, poster, promotional merchandise (t-shirt, bag, pen, notebook, badge ID, table card template, sticker), social media post templates, newsletter template, press release template,
- 2 - First Open Call dissemination material, specially designed for the promotion of the first open call of the project.
 - Postcard, press release, social media posts, email templates.

3.1 GENERAL PROJECT DISSEMINATION MATERIAL

3.1.1 Poster (A3)

Posters can be used anywhere, inside or outdoors. They offer high visibility anywhere people gather or pass by. In addition, a A3 format exponentially increases the number of locations where they can be printed. Therefore, a ONTOCHAIN poster design have been developed to be used in a wide variety of situations, from small meetings, to workshops or bigger events.

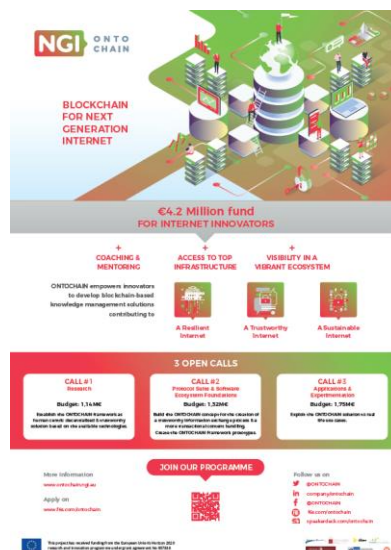


FIGURE 14: POSTER

3.1.2 Roll-up

To establish the visibility of ONTOCHAIN at major logistics conferences and in person meetings, an ONTOCHAIN roll-up design have been developed. It follows the original visual identity of ONTOCHAIN in order to facilitate the recognition of the roll-up as one of the parts of the ONTOCHAIN visual elements family, both online and offline.

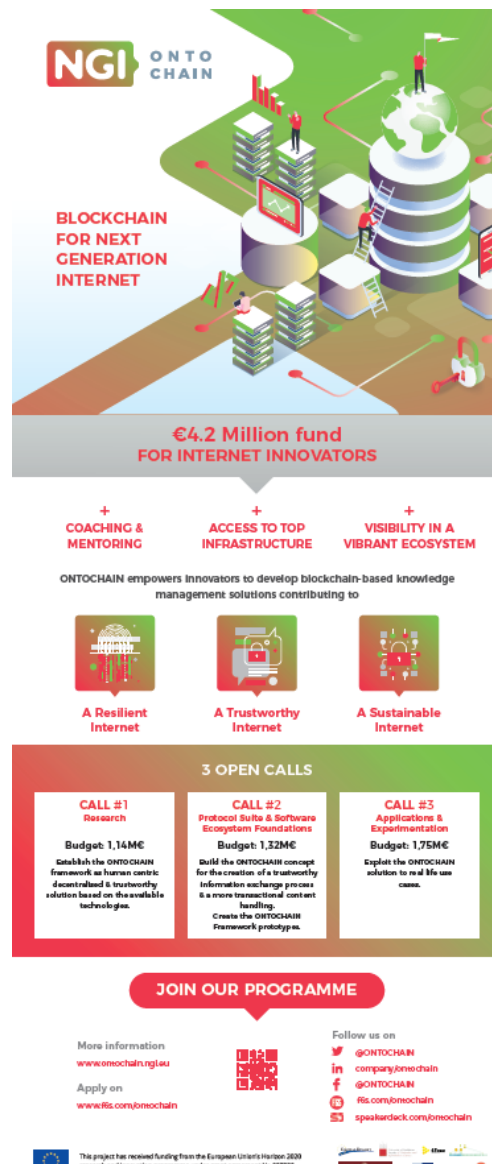


FIGURE 15: ROLL-UP

3.1.3 Promotional merchandise

To be distributed as handouts at events, a set of promotional merchandise products, with the ONTOCHAIN branding, were designed to attract the attention of the attendees and create meeting and presentation opportunities.

3.1.3.1

T-shirt



FIGURE 16: T-SHIRT

3.1.3.2

Bag



FIGURE 17: BAG

3.1.3.3

Pen



FIGURE 18: PEN

3.1.3.4

Cap



FIGURE 19: CAP

3.1.3.5

Notebook

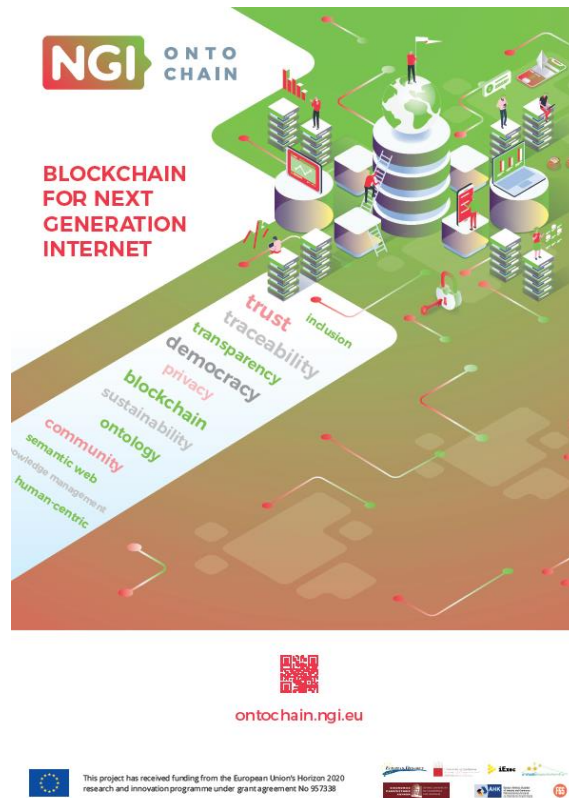


FIGURE 20: NOTEBOOK

3.1.3.6

Stickers



FIGURE 21: STICKERS

3.1.3.7
template

Table card



FIRSTNAME
LASTNAME
Organisation name

FIGURE 22: TABLE CARD

3.1.3.8

Badge ID



FIRSTNAME

LASTNAME

Organisation name





FIGURE 23: ID BADGE

3.1.4 Social media headers



FIGURE 24: HEADER WITH ONTOCHAIN LOGO



FIGURE 25: GENERIC HEADER



FIGURE 26: ONTOCHAIN HEADERS WITH ILLUSTRATION

3.1.5 Social media post templates

To promote the various activities implemented by the consortium a set of social media post illustrations has been developed to be easily adapted to the different situation, enabling the fast production of social media content while ensuring branding consistency.



FIGURE 27: SOCIAL MEDIA POST TEMPLATES

3.1.6 Newsletter template

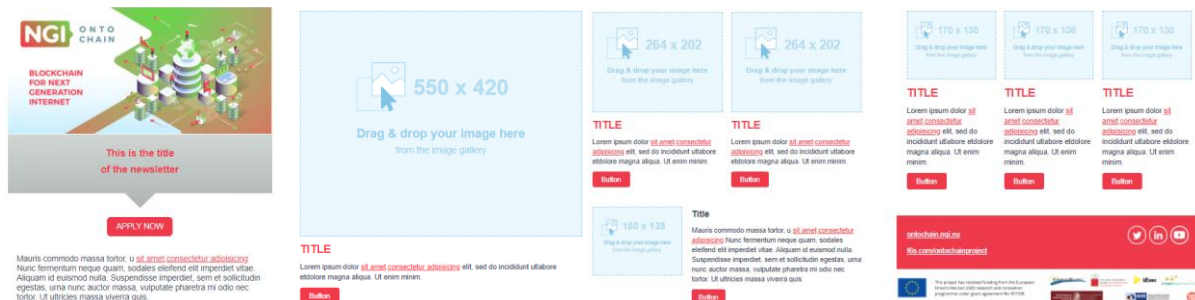


FIGURE 28: NEWSLETTER TEMPLATE

3.1.7 Press release template

PRESS RELEASE

TITLE 1

TITLE 2

TITLE 3

1 H1 TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1.1 H2 TITLE¹

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1.1.1 H3 Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum².

1.1.1.1 H4 Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

¹ This is the footnote

² This is the second footnote



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957338



3.2 FIRST OPEN CALL DISSEMINATION MATERIAL

The content presented in this subsection was specifically designed for the promotion of the first open call of the project.

The amount of funding support and the start and end dates of the first ONTOCHAIN open call indicated in the dissemination materials presented in this document are provisional, since, to date, they are not yet

definitively defined by the consortium and approved by the European Commission. The open call period may suffer changes that will have an impact on the communication materials.

3.2.1 Postcard

The postcard is a great communication material due to its diversity of use. It has the potential to be turned into a digital and dynamic visual component saving it as a Graphic Interchange Format (.GIF). Easily sharable on social media or attached in emails.



Apply until **January 15, 2020, at 17:00 CET** via F6S platform

FIGURE 29: OC1 POSTCARD (FRONT)

**ESTABLISH THE ONTOCHAIN FRAMEWORK
AS A HUMAN CENTRIC, DECENTRALIZED AND
TRUSTWORTHY SOLUTION AROUND 6 CHALLENGES**



JOIN OUR PROGRAMME

More information
www.ontochain.ngi.eu

Apply on
www.f6s.com/ontochain



Follow us on

 @ONTOCHAIN
 company/ontochain
 @ONTOCHAIN
 f6s.com/ontochain
 speakerdeck.com/ontochain



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957338



FIGURE 30: POSTCARD (BACK)

3.2.2 Banner



NGI ONTOCHAIN

BLOCKCHAIN FOR NEXT GENERATION INTERNET

APPLICATIONS ARE OPEN!

Up to €123k for INTERNET INNOVATORS

COACHING & MENTORING

ACCESS TO TOP INFRASTRUCTURE

VISIBILITY IN A VIBRANT ECOSYSTEM

JOIN OUR PROGRAMME

Apply until
January 15, 2020, at 17:00 CET
via F6S platform

More information
www.ontochain.ngi.eu

Apply on
www.f6s.com/ontochain

Follow us on

 @ONTOCHAIN
 company/ontochain
 @ONTOCHAIN
 f6s.com/ontochain
 speakerdeck.com/ontochain

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957338
























































FIGURE 31: OC1 BANNER

3.2.3 Social media posts













The first ONTOCHAIN open call will run for a period of one or two months in which at least 8 posts will be published on ONTOCHAIN's social network accounts (Twitter, Facebook and LinkedIn).

TABLE 31: OC1 SOCIAL MEDIA POST TEMPLATES

#	Topic	Twitter	Facebook	LinkedIn
1	Open call launching	<p>📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢</p> <p>💰 up to €123k equity-free funding</p> <p>🔧 technical support and</p> <p>💻 access to  Infrastructure</p> <p>🏆 Internet innovators, you can now start your @ONTOCHAIN journey!</p> <p>📄 Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>🌟 Apply via http://f6s.com/ontochain/apply</p>	<p>📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢</p> <p>💰 up to €123k equity-free funding</p> <p>🔧 technical support and</p> <p>💻 access to  Infrastructure</p> <p>🏆 Internet innovators, you can now start your @ONTOCHAIN journey!</p> <p>📄 Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>🌟 Apply via http://f6s.com/ontochain/apply</p>	<p>📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢</p> <p>💰 up to €123k equity-free funding</p> <p>🔧 technical support</p> <p>💻 access to  Infrastructure</p> <p>🏆 Internet innovators, you can now start your @ONTOCHAIN journey!</p> <p>📄 Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>🌟 Apply via http://f6s.com/ontochain/apply</p>
2	Calling internet innovators	<p>🏆 Internet innovators, are you ready for the @ontochain challenges?</p>	<p>🏆 Internet innovators, are you ready for the @ontochain challenges?</p>	<p>🏆 Internet innovators, are you ready for the @ontochain challenges?</p>

#	Topic	Twitter	Facebook	LinkedIn
		<p>Apply now! And let your  vision see the light of day </p> <p>  Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>  Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Apply now! And let your  vision see the light of day </p> <p>  Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>  Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Apply now! And let your  vision see the light of day </p> <p>  Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p>  Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>
3	Webinar	<p>Are you applying to @ontochain (up to €123k + mentoring + top infrastructure)?</p> <p>Join our LIVE webinar   have all your burning  questions answered and get inside tips     on the application process.</p> <p>  Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Are you applying to @ontochain (up to €123k + mentoring + top infrastructure)?</p> <p>Join our LIVE webinar   have all your burning  questions answered and get inside tips     on the application process.</p> <p>  Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Are you applying to @ontochain (up to €123k + mentoring + top infrastructure)?</p> <p>Join our LIVE webinar   have all your burning  questions answered and get inside tips     on the application process.</p> <p>  Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>

#	Topic	Twitter	Facebook	LinkedIn
4	Calling internet innovators	<p>📢 Calling all #internet innovators!</p> <p>We are open and waiting to receive your applications before 15 January</p> <p>📄 Open Call Info: http://www.ontocha.in.ngi.eu/apply</p> <p>📌 Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>📢 Calling all #internet innovators!</p> <p>We are open and waiting to receive your applications before 15 January</p> <p>📄 Open Call Info: http://www.ontocha.in.ngi.eu/apply</p> <p>📌 Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>📢 Calling all #internet innovators!</p> <p>We are open and waiting to receive your applications before 15 January</p> <p>📄 Open Call Info: http://www.ontocha.in.ngi.eu/apply</p> <p>📌 Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>
5	Webinar	<p>Only few weeks left to apply to @ontochain!</p> <p>Boost your application now - join our LIVE webinar 🗣️ to ask us all your burning application questions 🗣️</p> <p>📌 Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Only few weeks left to apply to @ontochain!</p> <p>Boost your application now - join our LIVE webinar 🗣️ to ask us all your burning application questions 🗣️</p> <p>📌 Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Only few weeks left to apply to @ontochain!</p> <p>Boost your application now - join our LIVE webinar 🗣️ to ask us all your burning application questions 🗣️</p> <p>📌 Save your spot via: http://f6s.com/ontochain/about</p> <p>#blockchain #semanticweb #funding #opencall</p>

#	Topic	Twitter	Facebook	LinkedIn
6	Invitation to meet at (Event to be defined)	<p>Are you going to @event-X?!</p> <p>Check out our workshop on  ??th Nov, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Are you going to @event-x?!</p> <p>Join our workshop on  ??th Nov, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Are you going to @event-x?!</p> <p>Join our workshop on  ??th Feb, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>
7	Webinar recording	<p>Did you miss our webinar? 😬</p> <p>No worries! 😊</p> <p>You can catch a replay right here! </p> <p> YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Did you miss our webinar? 😬</p> <p>No worries! 😊</p> <p>You can catch a replay right here! </p> <p> YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Did you miss our webinar? 😬</p> <p>No worries! 😊</p> <p>You can catch a replay right here! </p> <p> YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>
8	Last call	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding & access a range of support services.</p>	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding & access a range of support services.</p>	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding & access a range of support services.</p>

#	Topic	Twitter	Facebook	LinkedIn
		Deadline 15/01/2021 #blockchain #semanticweb #funding #opencall	Deadline 15/01/2021 #blockchain #semanticweb #funding #opencall	Deadline 15/01/2021 #blockchain #semanticweb #funding #opencall

In order to increase the visibility of each post, retain the viewers' attention, and reinforce the different messages, a set of post illustrations were developed.

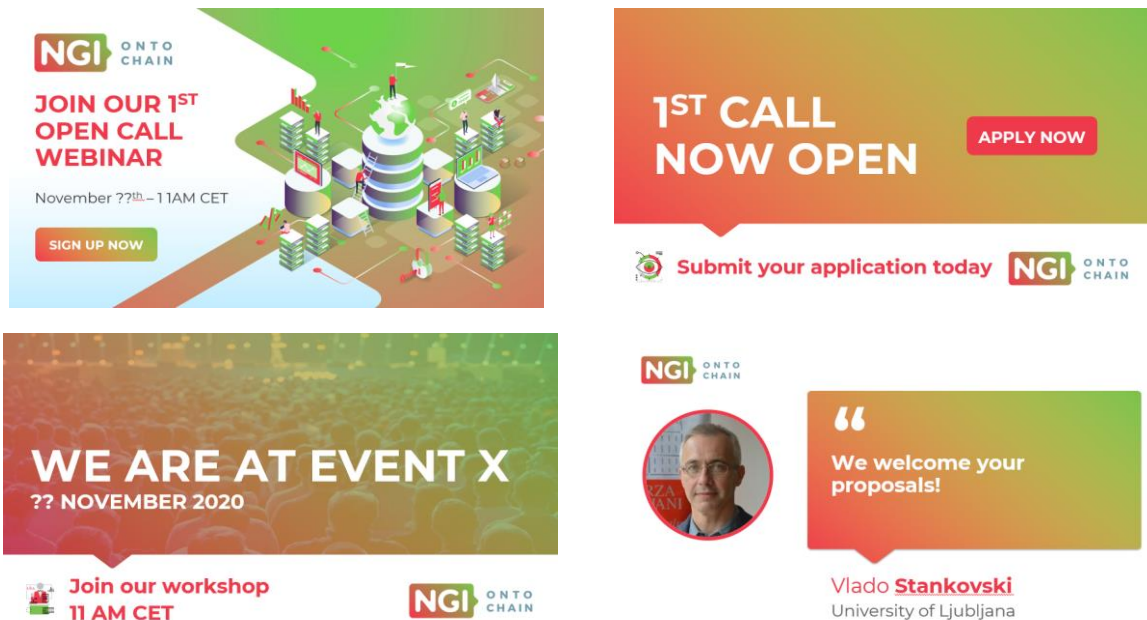


FIGURE 32: OC1 SOCIAL MEDIA POST VISUALS' TEMPLATES

3.2.4 Email templates

3.2.4.1 potential applicants

Email template to

The following e-mail template was created to directly invite potential applicants.

TABLE 32: EMAIL TEMPLATE TO POTENCIAL APPLICANTS

Subject line: You are invited to join ONTOCHAIN - Get up to €123K, technical support, coaching and access to top infrastructure

Hello,

My name is [NAME] from [ORGANIZATION]. I am contacting to invite you to join the vibrant ONTOCHAIN programme!

We found out about your profile on [RESOURCE/WEBSITE] and think you'd be a great fit.

What's in it for you?

- Up to €123K equity-free funding
- Free access to top infrastructure
- Free training & coaching
- The opportunity to establish the ONTOCHAIN framework as human centric decentralised & trustworthy solution based on the available technologies.

Applications are open on F6S until January 15th at 17:00 CET!

Check the guidelines before applying, stay tuned by following us on social media or signing up to our newsletter, and participate in our next webinar 'ONTOCHAIN Info Session'.

Don't miss the opportunity and start now your application: www.f6s.com/ontochain/apply

We hope to see you there!

For more information please visit our website:

www.ontochain.ngi.eu

Best regards,

[NAME]

3.2.4.2 intermediaries

Email template to

The following e-mail template was created to involve intermediaries such as accelerators and other innovation support entities, corporates and industry, authorities, and investors, in the open call dissemination activities.

TABLE 33: EMAIL TEMPLATE FOR INTERMEDIARIES

Subject line: [NAME OF INTERMEDIARY]: You are invited to ONTOCHAIN!
Up to €123K for internet innovators in your network

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I think the ONTOCHAIN open call can be is very interesting 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 your community?

- Up to €123K equity-free funding
- Free access to top infrastructure
- Free training & coaching
- The opportunity to establish the ONTOCHAIN framework as human centric decentralised & trustworthy solution based on the available technologies.

Potential applicants can find more information on www.ontochain.ngi.eu

Applications are open on F6S until January 15th at 17:00 CET!

www.f6s.com/ontochain/apply

Please do share this opportunity - I am sending a social media post that you can share and some visuals attached.

!📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢!
 💰 up to €123k equity-free funding
 🛠️ technical support and
 💻 access to 📡 Infrastructure

🏆 Internet innovators, you can now start your @ONTOCHAIN journey!

📄 Open Call Info: <http://www.ontochain.ngi.eu/apply>
 ✳️ Apply via <http://f6s.com/ontochain/apply>

Thank you for your time,
 [NAME]

3.2.4.3 partner projects

Email template to

The following e-mail template was created to disseminate ONTOCHAIN's open call through the communication channels of all the projects in which the partners are involved.

TABLE 34: EMAIL TEMPLATE FOR PARTNER PROJECTS

Subject line: Request from [NAME YOUR ORGANISATION]: Your help is needed in disseminating the ONTOCHAIN open call

Dear [NAME],

As a partner of [NAME YOUR ORGANISATION/PROJECT], we wanted to ask for your help in disseminating the Open Call of one of our exciting projects, ONTOCHAIN (supported by the European Commission).

Could you post a blog, tweet, or send out in your newsletter? We would really appreciate it!

Newsletter text

Title: ONTOCHAIN Open Call for internet innovators

Text: ONTOCHAIN is looking for internet innovators, to build a new software ecosystem for trusted, traceable, and transparent ontological knowledge management. Get up to €123K equity-free funding, free technical support, access to top infrastructure, and the opportunity to shape the next generation internet. Apply until January 15th: <https://ontochain.ngi.eu>

Social media post

!📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢!

💰 up to €123k equity-free funding

🤝 coaching and

💻 access to 📡 Infrastructure

🏆 Internet innovators, you can now start your @ONTOCHAIN journey!

📄 Open Call Info: <http://www.ontochain.ngi.eu/apply>

🌐 Apply via <http://f6s.com/ontochain/apply>

Thank you for your time,

[NAME]

3.2.4.4 media contacts

Email to press and

In order to introduce the ONTOCHAIN's open call press release to the press and media entities, the following e-mail template was created.

TABLE 35: EMAIL TEMPLATE TO PRESS AND MEDIA

Subject line: Story for [NAME OF PRESS ORGANISATION]: New €4.2 Million fund and supporting programme for internet innovators

Hello,

My name is [NAME] from [ORGANIZATION]. I am contacting you because I think this story can be very interesting for your readers.

ONTOCHAIN, a project funded by the European Commission, is looking for internet innovators in Europe, including in [YOUR COUNTRY], to

build a new software ecosystem for trusted, traceable, and transparent ontological knowledge management.

Selected participants get?

- Up to €123K equity-free funding
- Free access to top infrastructure
- Free training & coaching
- The opportunity to establish the ONTOCHAIN framework as human centric decentralised & trustworthy solution

Applications are open on F6S until January 15th at 17:00 CET!

www.f6s.com/ontochain/apply

For more information please visit our website:

www.ontochian.ngi.eu

If you do cover ONTOCHAIN, we would love to hear about it and help to promote your article!

Thank you for your time,

Best wishes,

[NAME]

P.S. I am attaching the official press release and a few visuals that you can use.

3.2.5 Press release

To notify the media about the ONTOCHAIN open call a press release will be sent targeting the different audiences defined in this document.

TABLE 36: PRESS RELEASE



New €4.2 Million fund to empower internet innovators to develop blockchain-based solutions

ONTOCHAIN applications are open

Get up to €123k (equity-free funding), free coaching and free access to top infrastructure

The EU-funded project ONTOCHAIN has €4.2 Million euros to develop a new software ecosystem for trusted, traceable and transparent ontological knowledge management, and is looking for internet innovators to co-create it.

18 proposals will be selected in the first open call of the project to produce functional and technical specifications for the ONTOCHAIN framework.

Through a 7-month supporting programme, participants will get up to €123k (equity-free funding), free coaching and free access to top infrastructure.

"Today, the digital life is an extension of our physical world and demands the same critical, moral and ethical thinking. By bringing ONTOCHAIN to you and building it with you we expect to contribute to a more distributed and transparent internet that respect and promote the fundamental values of diversity, equality, privacy and participation." Caroline Barelle, ONTOCHAIN Coordinator

How it works?

In the first phase of the programme the 18 selected projects will start by conceptualizing a research project for one of the following topics:

- Applications
- Semantic interoperability
- On-chain data management
- Off-chain knowledge management
- Ecosystem economy
- Ecosystem scalability and integration

Six of them will proceed to the second phase to elaborate the concept proposed in phase one and prepare design specifications to be implemented.

Applications are open

Applications are open on F6S until January 15th, at 17:00 CET.

www.f6s.com/ontochain/apply

More information about the ONTOCHAIN open call on:

<http://www.ontochain.ngi.eu/apply>

About ONTOCHAIN

ONTOCHAIN marries the Semantic Web with Blockchain to deliver a novel software ecosystem for trusted, traceable and transparent ontological knowledge management. ONTOCHAIN, which is developed under the European Commission's Next Generation Internet initiative, explores and delivers novel interoperable on-chain and off-chain data, ontology, knowledge and information management methods. The ONTOCHAIN software ecosystem consists of a novel protocol suite grouped into high-level application protocols, such as data provenance, reputation models, decentralised oracles, market mechanisms, ontology representation and management, privacy aware and secure data exchange, multi-source identity verification, value sharing and incentives and similar, and core protocols that include smart contracts, authorisation, certification, event gateways, identity management and identification, secure and privacy aware decentralised storage, data semantics and semantic linking, ONTOCHAIN optimisation and similar. The NGI ONTOCHAIN software ecosystem will demonstrate its potential in high impact domains, such as eHealth, eGovernment, eEducation, eCommerce, decentralised

infrastructures and similar in order to achieve trustworthy information exchange and trustworthy and transactional content handling.

The project is operated by 7 partners with complementary expertise that form the core of a vibrant ecosystem: **European Dynamics** (Luxembourg), **University of Ljubljana** (Slovenia), **IntelliSemantic** (Italy), **iExec Blockchain Tech** (France), **Athens University of Economics and Business** (Greece), **German Hellenic Chamber of Commerce and Industry** (Greece) and **F6S** (Ireland).

Acknowledgment



ONTOCHAIN has received funding from the European Union's H2020 Research and Innovation Programme under Grant Agreement no. 957338.

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The project dissemination material, as presented in this document, aims to support project partners to successfully promote ONTOCHAIN and its first open call through various formats and communication channels. Dissemination and communication of open calls will consist of a joined coordinating effort.

Being at the very initial phase of the project the content aims to deliver simple messages, not going into too much technical details, and its meant to reach all targeted innovators.

This dissemination material is crafted to be all dynamic and flexible. It allows the project team to adapt to future developments, especially considering Advisory Board suggestions, lessons learned and project initial activities.

4 SCHEDULE & TIMING

The table below represents indicative frequency and tentative dates for posting on ONTOCHAIN main communication channels. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project progress.

TABLE 37: ONTOCHAIN COMMUNICATION SCHEDULE

	YEAR 1												YEAR 2												YEAR 3												
	Sep-20	Oct-20	nov-20	dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	nov-21	dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	nov-22	dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Website																																					
Social networks																																					
Newsletters																																					
Events	According to events calendar																																				
Press releases																																					

Main points of the communication plan:

- The communication activities are led by F6S, with a strong contribution from all partners
- The WP leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.
- All partners should prepare their communication activities according to this plan. All partners play a crucial role in communicating the project at a local, national and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the ONTOCHAIN consortium in reaching out to the target stakeholders with the maximum impact.

All communication materials will be available on the ONTOCHAIN project shared folder.

5 MONITORING & EVALUATION

All outreach activities will be subject of a regular follow-up. To monitor week-over-week and month-over-month performance on our key channels of growth, the following tools will be adopted:

- Email insights & reporting sheet
- Custom Google Analytics reporting dashboards
- Social media dashboards & reporting

These tools/ spreadsheets are stored on the project's shared folder and will be updated on a monthly basis. Moreover, each partner is required to periodically provide brief reports on their outreach activities.

In order to track and benchmark KPIs a Monthly Outreach Reporting Dashboard will be used.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of ONTOCHAIN outreach activities, and set further guidance regarding communication, growth hacking and ecosystem building.

TABLE 38: ONTOCHAIN COMMUNICATION KPIS

Online Communication	Offline Communication	In-person Communication
<ul style="list-style-type: none"> ○ 10,000 Project website pageviews (Source: Google Analytics) ○ 1000 Social media followers (Source: Accounts' data) ○ 10 Newsletters, 500 subscribers (Source: Partners' regular reporting) ○ 9 Press releases (Source: Partners' regular reporting) ○ 3 articles per year in third party newsletters (Source: Partners' regular reporting) 	<ul style="list-style-type: none"> ○ 15-20 articles in scientific journals (Source: Partners' regular reporting) ○ 4-6 articles in industrial magazines (Source: Partners' regular reporting) 	<ul style="list-style-type: none"> ○ 6 workshops organised by the consortium (Source: Partners' regular reporting) ○ 6 presentation in conferences and/or 3 invited talks in industry associated events (Source: Partners' regular reporting) ○ 2 hackathons (Source: Partners' regular reporting) ○ 15 events participation (Source: Partners' regular reporting)

Online Communication	Offline Communication	In-person Communication
<ul style="list-style-type: none"> ○ 1 Leaflet (Source: Partners' regular reporting) ○ 3 brochures (Source: Partners' regular reporting) ○ 1 Project video (Source: Partners' regular reporting) ○ 1 Technical factsheets produced for each demonstration (Source: Partners' regular reporting) 		

AARRR funnel process indicators

The following table presents the indicators related to each phase of the growth hacking AARRR funnel.

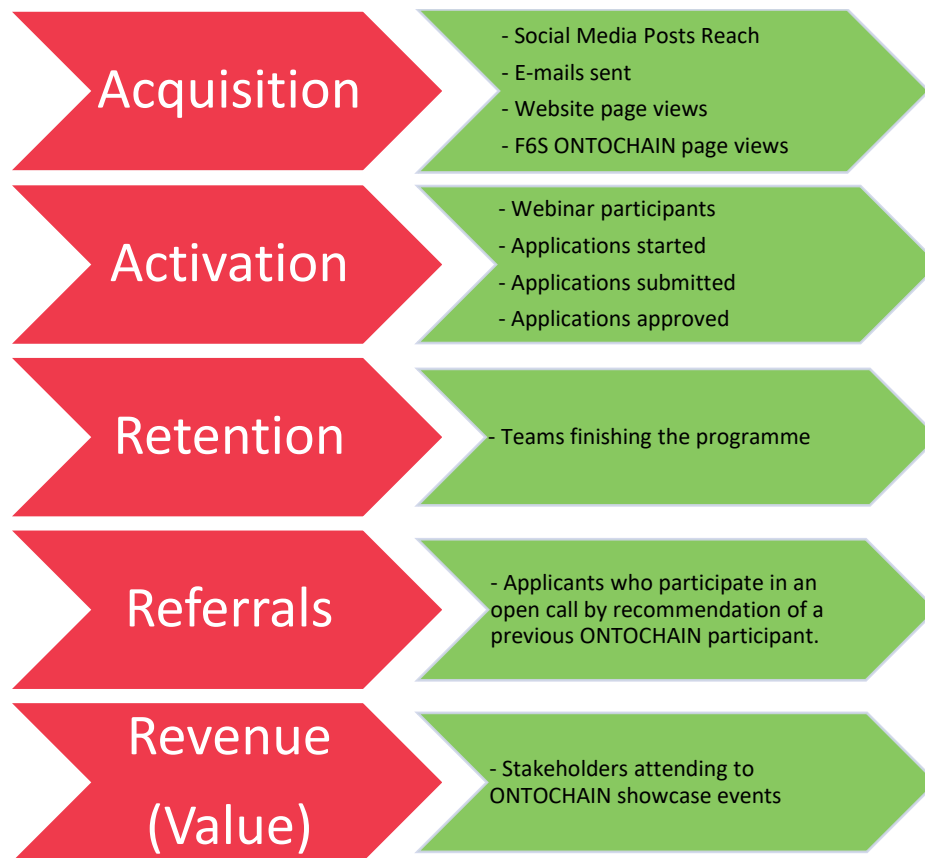


FIGURE 33: ONTOCHAIN AARRR FUNNEL

6 CONCLUSION

This deliverable is crafted to be all-inclusive and dynamic - outlining tools, techniques, materials and timelines, with the ultimate goal being to help ONTOCHAIN stay sharp and focused, relevant and connected. ONTOCHAIN is committed to a coherent approach, especially to issues concerning establishing an engaging and differentiated experience through meaningful channels and messages that resonate. As a result, this will help us reach our specific audience with personalized message and offer.

This deliverable has identified the project's key target audiences and the key messages to deliver. It has also defined the visual identity concept of the project, i.e. its logo, the colour palette applied to the presented dissemination and communication materials, templates made available for the consortium partners and so on.

The deliverable has concluded with the definition of a detailed action plan for ONTOCHAIN's dissemination and communication activities, together with the process to be followed to monitor and evaluate the dissemination and communication activities.


Since the project is still in an early phase, the dissemination plan designed in this report will be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.

APPENDIX A

BRAND GUIDE

NGI ONTOCHAIN LOGO GUIDELINES

construction



Recommended clearspace

elements

COLOR

	1787C	7488C	5425C
PANTONE	1787C	7488C	5425C
CMYK	0/92/68/0	56/0/85/0	67/27/28/6
RGB	239/58/76	123/194/78	111/154/168
HEX	#e15a4c	#7bc24e	#6f9a8b

TYP0

Montserrat Regular


0123456789@&!?=()<>+/€

Montserrat Bold


0123456789@&!?=()<>+/€

versions

POSITIVE




NEGATIVE




SUPPORTING GRAPHICAL ELEMENT

CIRCLE



SQUARE



GRAPHICAL DISSEMINATION MATERIAL

PowerPoint template



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WORK PACKAGE	WP Number
TASK	Task Number
DUE DATE	dd/mm/yyyy
SUBMISSION DATE	dd/mm/yyyy
DELIVERABLE LEAD	Name partner
VERSION	0.X
AUTHORS	Name Surname (Partner Y)
REVIEWERS	Name Surname (Partner Y)
ABSTRACT	One paragraph
KEYWORDS	

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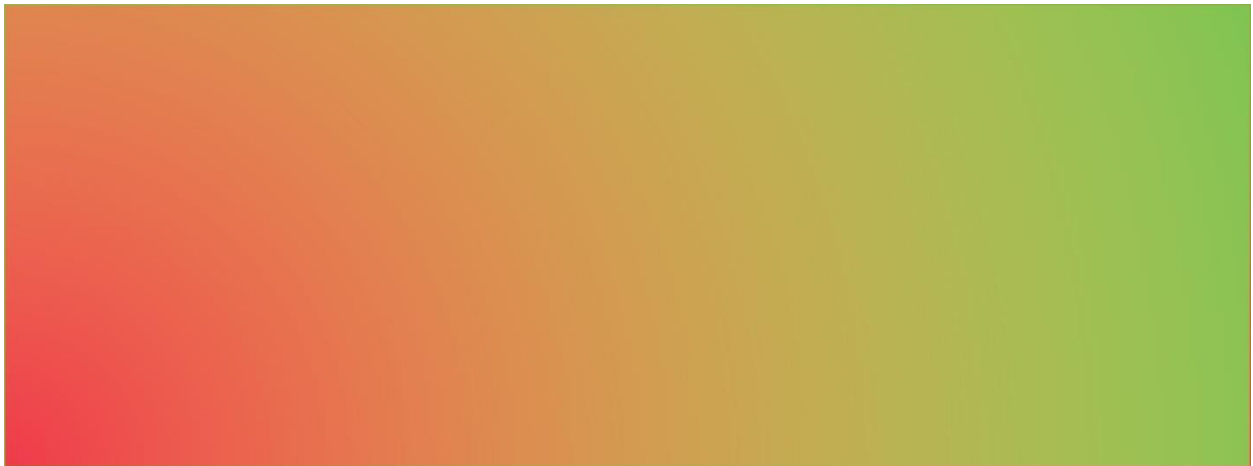
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ONTOCHAIN empowers innovators to develop blockchain-based knowledge management solutions contributing to



A Resilient
Internet



A Trustworthy
Internet



A Sustainable
Internet

3 OPEN CALLS

CALL #1 Research

Budget: 1,14M€
Establish the ONTOCHAIN framework as human centric decentralised & trustworthy solution based on the available technologies.

CALL #2 Protocol Suite & Software Ecosystem Foundations

Budget: 1,32M€
Build the ONTOCHAIN concept for the creation of a trustworthy information exchange process & a more transactional content handling.
Create the ONTOCHAIN Framework prototypes.

CALL #3 Applications & Experimentation

Budget: 1,75M€
Exploit the ONTOCHAIN solution to real life use cases.

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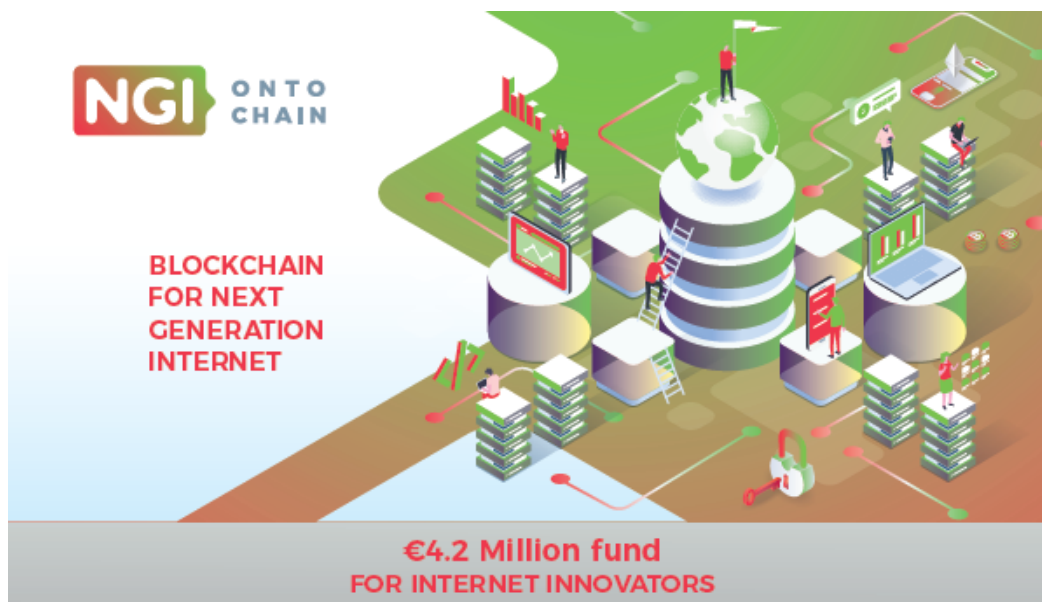
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