



Blockchain for the Next Generation Internet



D7.3 PROJECT DISSEMINATION MATERIAL 2

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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 2” (D7.3), aims to establish all the related communication and dissemination activities on a structured basis, as well as setting up the main tools that 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 and second phases of ONTOCHAIN, comprising digital and graphic materials.
- Chapter 4 covers timing and schedule. A collaborative activity calendar has been 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 blockchain space, and the advocacy of ONTOCHAIN brand.

This deliverable is an updated version of D7.2 submitted in M3, detailing the initial project dissemination material. The main modifications included in the document refer to the dissemination materials prepared to support the launch of open call #2, which are presented in Chapter 3.

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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
OC	Open Call
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 7.3 Project Dissemination Material 2.

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, ONTOCHAIN explores 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.

As initially planned, this report has been updated before open call #2 and will be once again before open call #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 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 blockchain 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 hacking¹– 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 also ensures that market challenges are captured and acted upon.

Content marketing²– “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 is 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 are 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>

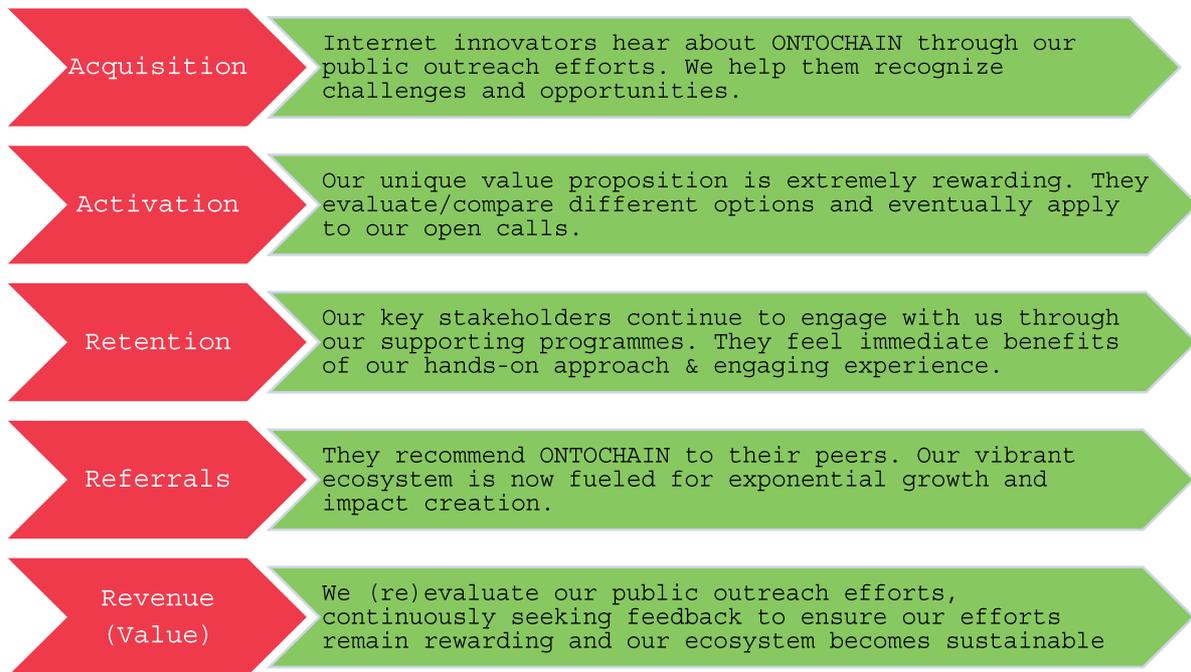


FIGURE 1: ONTOCHAIN AARRR FUNNEL

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?	4
Evaluation	How effective are our public outreach efforts?	5

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 are adopted. The inbound methodology helps putting 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 is to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in ONTOCHAIN. Each type of activities is 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 is committed to 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 enhances interactions and fosters closer links with its targeted audiences by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders;
- Empowerment. ONTOCHAIN interacts 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 blockchain;
- 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 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 must 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 and developers, experienced in blockchain, semantic web and other relevant technologies;
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 and developers, experienced in blockchain, semantic web and other relevant technologies	
Needs and expectations	Very clear value proposition; professional support 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

TABLE 3: INNOVATORS AND ENTREPRENURS COMMUNICATION ASSESSMENT

Tech & innovative entrepreneurs, startups and SMEs	
--	--

Needs and expectations	Very clear value proposition; professional support 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 €200k 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
Main narrative	<p>Discover how ONTOCHAIN creates comparative advantage in the context of Decentralised Ledger Technologies.</p> <p>Embrace digitalization to protect your business — survive and thrive in the digital age. Enter our framework for all the right expertise, technologies, and facilities.</p> <p>Join an EU-wide ecosystem.</p>
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	<p>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.</p> <p>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</p>
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 a 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, therefore incomplete or complete, 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

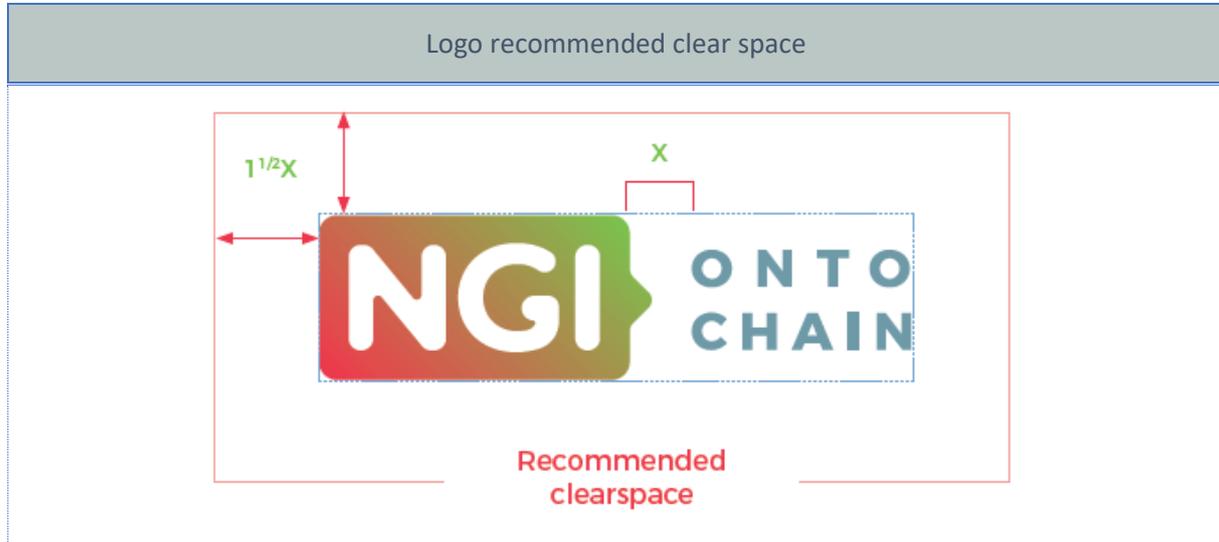
NGI acronym logo	ONTOCHAIN logo (Co-branding)
	

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

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

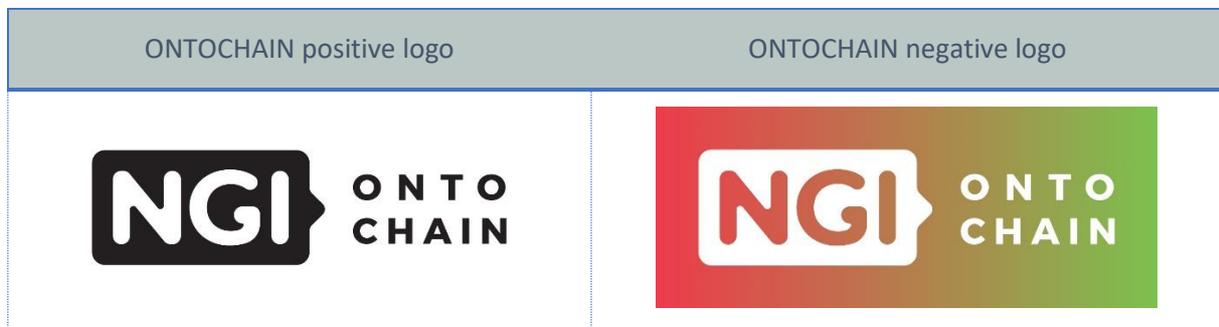
5 https://drive.ngi.eu/remote.php/webdav/NGI%20Brand%20Guidelines/NGI2.0_Brand%20guidelines_20190605_V1.0.pdf

TABLE 10: NGI ONTOCHAIN LOGO RECOMMENDED CLEAR SPACE



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

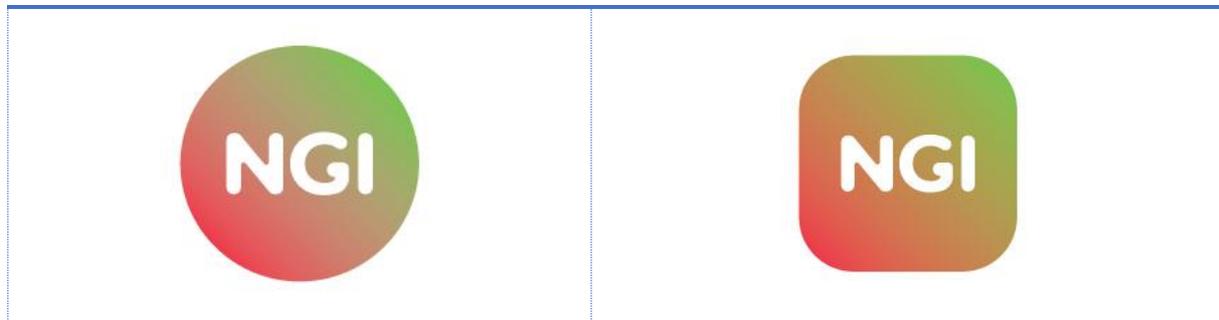
TABLE 11: ALTERNATIVE ONTOCHAIN LOGOS



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





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

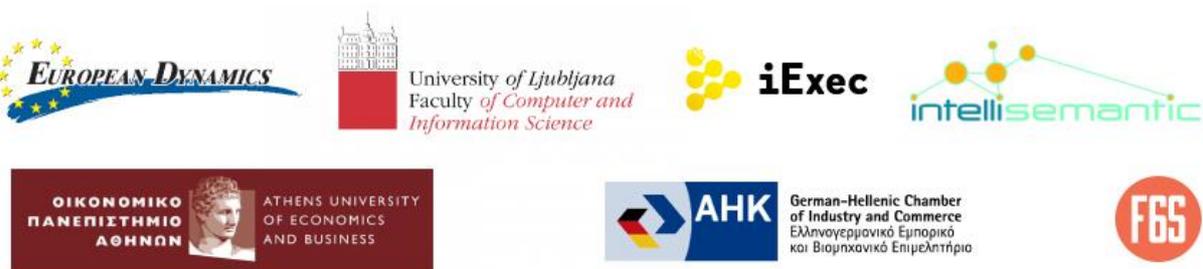


FIGURE 4: PARTNERS' LOGOS VERTICAL VERSION

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 palette of colours chosen contains the colours of a watermelon, a fresh fruit that can symbolically resemble the colourfulness of the semantic web:

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	Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@&!?=(<>+/-€	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: The ONTOCHAIN Open Call Flow and the ONTOCHAIN structure.

The ONTOCHAIN Open Call Flow illustrates the proposal’s evaluation process, from the eligibility check stage, until the moment the sub-grantee agreement is signed, or a rejection letter is sent.

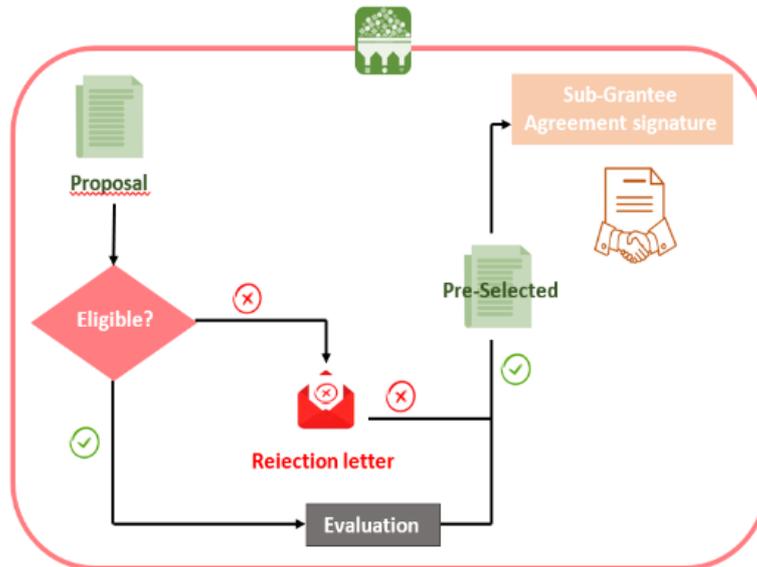


FIGURE 5: ONTOCHAIN OPEN CALL FLOW

The ONTOCHAIN structure illustrates ONTOCHAIN’s aim to elaborate an ecosystem of novel software used to build trustworthy applications with advanced knowledge management mechanisms for various domains, such as health, economy, mobility, public services, energy and sustainability, news, media, entertainment, Industry 4.0, tourism.

The merging of semantic web, trust and blockchain constitutes the backbone of this structure. Building it with relevant actors, such as internet technologists, researchers and innovators from both industrial and academic sectors, is the catalyst for the ONTOCHAIN ecosystem achievement.

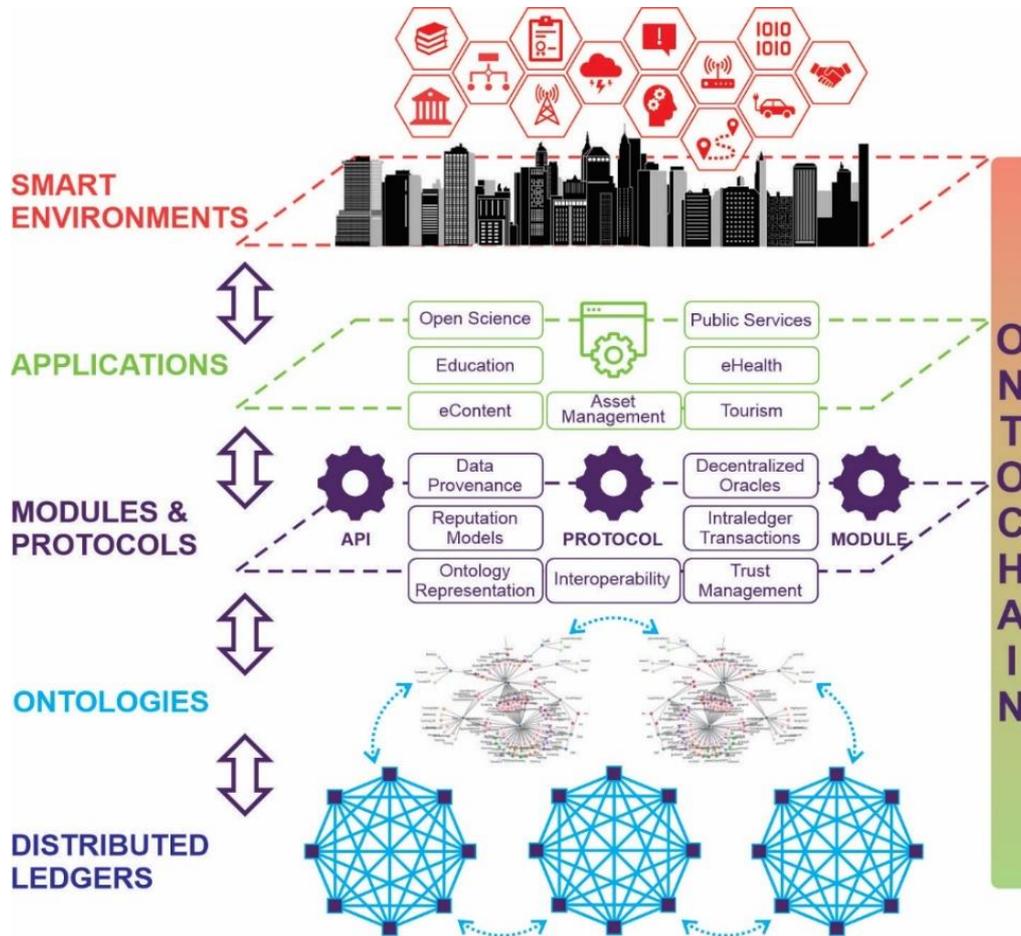


FIGURE 6: ONTOCHAIN STRUCTURE

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>NGI ONTO CHAIN</p> <p>Grant Agreement No: 957338 Call: H2020-ICT-2020-1 Topic: ICT-54-2020 Type of action: RIA</p> <p>DX.X DELIVERABLE TITLE SUBTITLE HERE</p> <table border="1"> <tr><td>WORK PACKAGE</td><td>WP Number</td></tr> <tr><td>TASK</td><td>Task Number</td></tr> <tr><td>DUE DATE</td><td>dd/mm/yyyy</td></tr> <tr><td>SUBMISSION DATE</td><td>dd/mm/yyyy</td></tr> <tr><td>DELIVERABLE LEAD</td><td>Name partner</td></tr> <tr><td>VERSION</td><td>0.X</td></tr> <tr><td>AUTHORS</td><td>Name Surname (Partner Y)</td></tr> <tr><td>REVIEWERS</td><td>Name Surname (Partner Y)</td></tr> <tr><td>ABSTRACT</td><td>One paragraph</td></tr> <tr><td>KEYWORDS</td><td></td></tr> </table> <p>Document Revision History</p> <table border="1"> <thead> <tr> <th>Version</th> <th>Date</th> <th>Description of change</th> <th>List of contributor(s)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	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		Version	Date	Description of change	List of contributor(s)					<p>NGI ONTO CHAIN</p> <p>Blockchain for the Next Generation Internet</p> <p>DOCUMENT COVER TITLE 5/09/2020</p>
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																													
Version	Date	Description of change	List of contributor(s)																										

TABLE 16: ONTOCHAIN PPT TEMPLATE

PowerPoint template



2.2 ONTOCHAIN CHANNEL MIX

ONTOCHAIN segments 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 is 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 are displayed on the website as well.

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/>

An “Hall of Fame” section has been created, with information about the most successful third parties/projects.

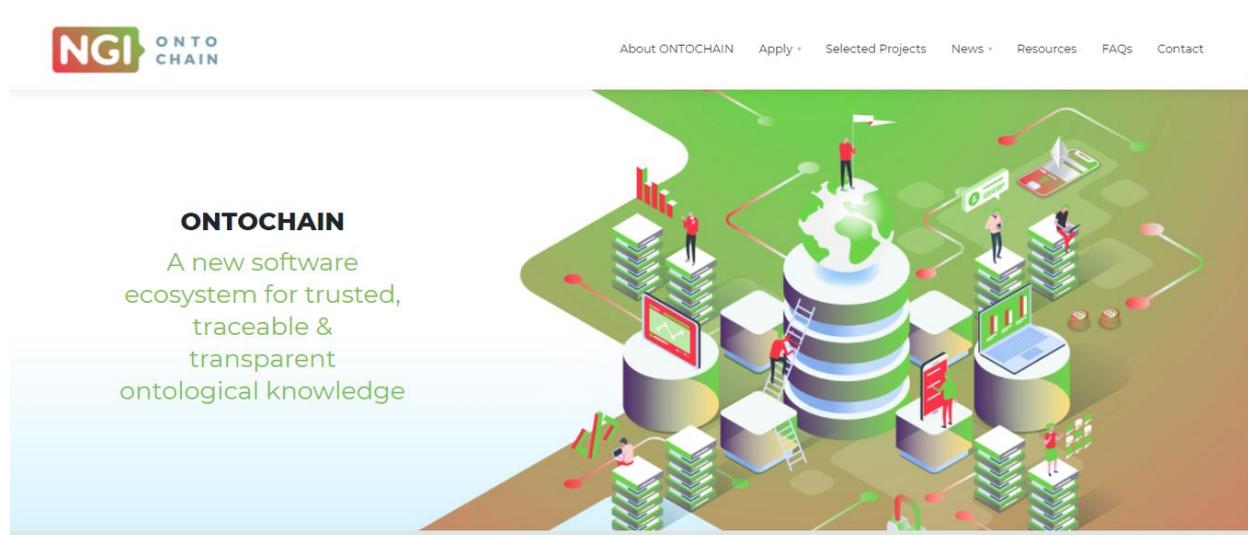


FIGURE 7: ONTOCHAIN WEBSITE SCREENSHOT

2.2.1.2 Influencers and Public Relations

ONTOCHAIN takes the PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influencing websites. To this end, ONTOCHAIN conducts 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 has been developed for circulation to journalists and tech blogs for coverage. The kit contains press releases, background information, visuals and contact points for interviews.

A number of specialized media channels are being targeted with press releases throughout the project duration.

2.2.1.3 Social Media & Digital Marketing

There are a variety of reasons why ONTOCHAIN heavily relies 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 are 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 seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, ONTOCHAIN emphasizes 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 should 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 should 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 should inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc.).

Digital channels used are F6S, Twitter, LinkedIn, Facebook. ONTOCHAIN presents 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 is used for channelling and managing the ONTOCHAIN open call applications and for the ONTOCHAIN community building. Likewise, visitors to the project website are redirected to the F6S platform and have access to the:

- ONTOCHAIN Application Form: <https://www.f6s.com/ontochain-open-call-2/apply>
- ONTOCHAIN Community: <https://www.f6s.com/ontochain-open-call-2/discuss>

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

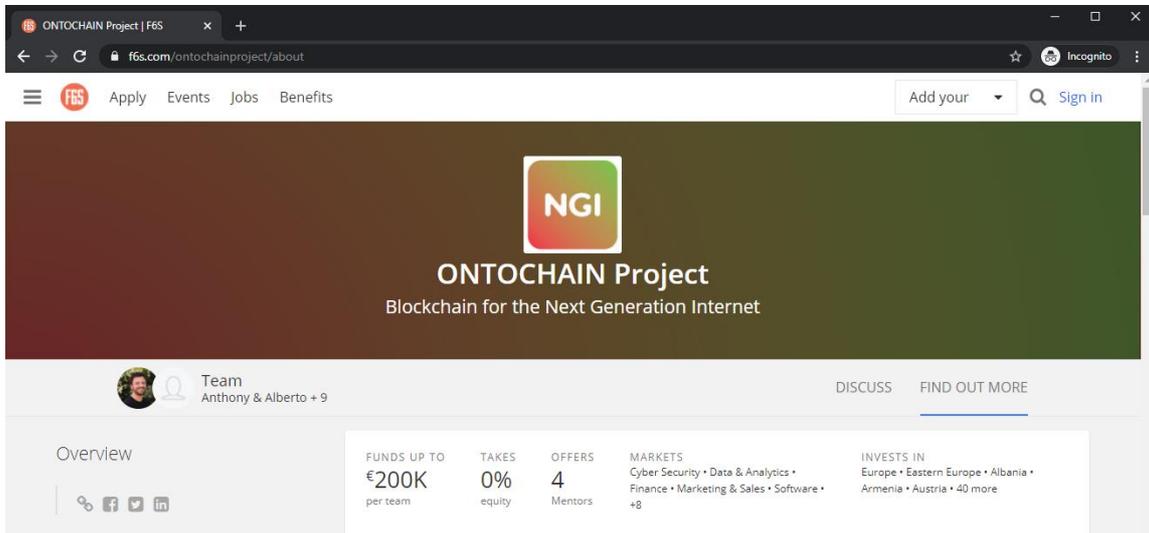


FIGURE 8: ONTOCHAIN F6S PAGE

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 takes 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.

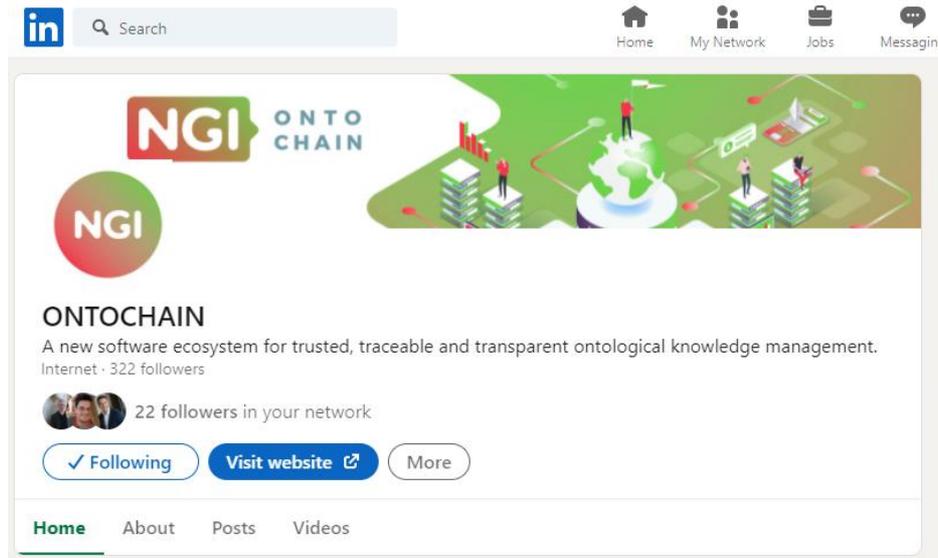


FIGURE 10: ONTOCHAIN LINKEDIN PROFILE

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

ONTOCHAIN also leverages 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 page ¹³ 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.

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

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

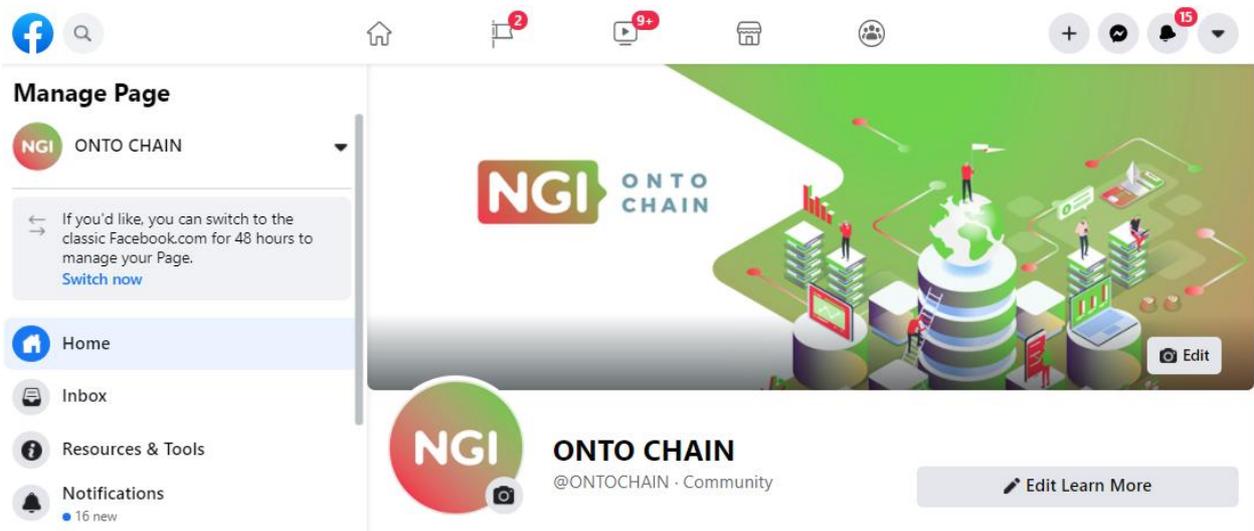


FIGURE 11: ONTOCHAIN FACEBOOK PROFILE

ONTOCHAIN Facebook page offers 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.

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 enables integration with most apps available, fostering its dissemination potential.

¹⁴<https://www.youtube.com/channel/UCcF7Ovd99lOKcIMGQdnhlvA>

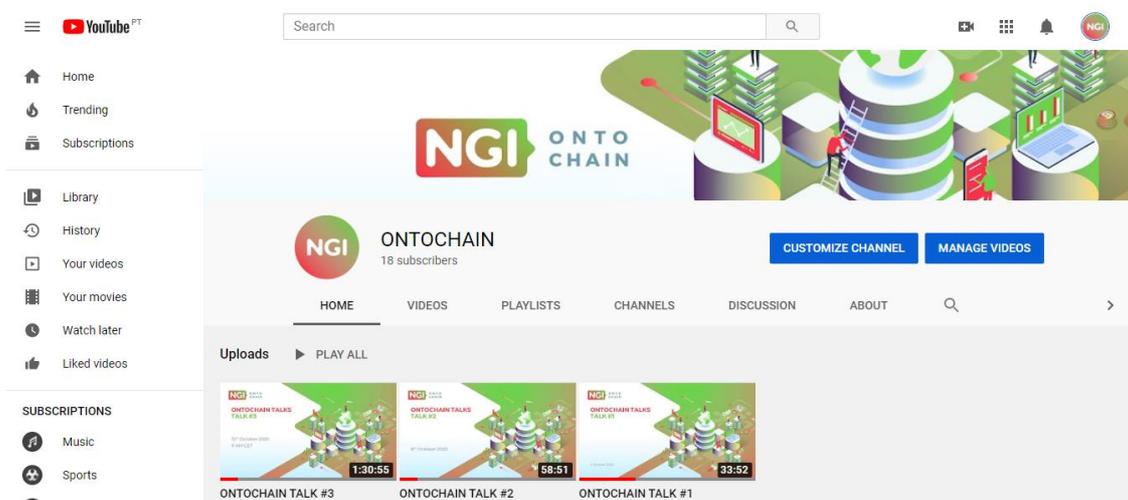


FIGURE 12: ONTOCHAIN YOUTUBE PROFILE

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.

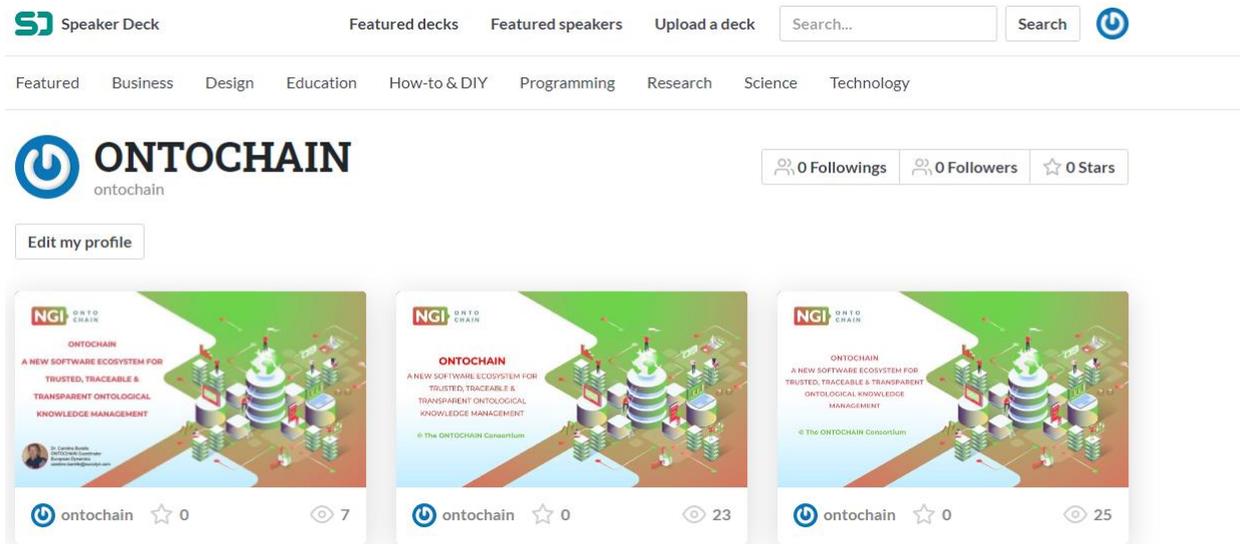


FIGURE 13: ONTOCHAIN SPEAKER DECK PROFILE

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

¹⁵ <https://hashtagify.me/>

2.2.1.3.8 Email outreach

2.2.1.3.8.1 Newsletter

An online newsletter is issued, 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 are included in the newsletters when applicable.

The ONTOCHAIN partners are 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 is circulated to collect information and news.

Website visitors may subscribe to the project newsletter. The newsletter is sent by email to subscribers (an option for it is 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 should 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 are used on the different digital channels. The need for the following templates has been identified:

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.

Section 3 presents the materials already developed. Further materials will be created throughout the project, as needed.

2.2.2 Offline communication & marketing

For placement of tech/ social/ economic achievements and results, ONTOCHAIN also targets 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 Promotional material

Promotional materials following the project's visual identity are 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 are organised within and by the consortium in the different phases of the programme. They are 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.

2.2.2.2.2 Open Call Webinars

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

2.2.2.3 Networks and liaisons with other relevant initiatives and projects

The consortium joins forces and creates 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 blockchain 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	
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.

TABLE 29: NGI TRUBLO

 NGI TruBlo	
Brief info	NGI TruBlo has its focus on disinformation and distributed trust. The question: How can we develop new tools, platforms or software modules against malicious disinformation? How can we help our communities with new approaches where the content we see can be trusted?

Shared interests	Cross promotion of open calls, activities and events.
-------------------------	---

TABLE 30: NGI DAPSI

 NGI DAPSI	
Brief info	The NGI Data Portability and Services Incubator (DAPSI) empowers internet innovators to develop human-centric solutions in the Data Portability field.
Shared interests	Cross promotion of open calls, activities and events.

TABLE 31: NGI ASSURE

 NGI ASSURE	
Brief info	The goal of NGI Assure is to support projects that design and engineer reusable building blocks for the Next Generation Internet as part of a complete, strong chain of assurances for all stakeholders regarding the source and integrity of identities, identifiers, data, cyber-physical systems, service components and processes.
Shared interests	Cross promotion of open calls, activities and events.

TABLE 32: FED4FIRE+

 Fed4FIRE+	
Brief info	Fed4FIRE+ is the largest worldwide federation of experimental Internet facilities in Next Generation Internet (NGI) area supporting and offering testbeds based on technologies ranging from wireless, wired, 5G, IoT, big data, cloud services, and open flow. Through the federation of these infrastructures – a single entry point to execute technical tests – innovative experiments can be run.

Shared interests	Cross promotion of open calls, activities and events.
-------------------------	---

Other RIAs projects funded under NGI will be monitored and incorporated to the list above.

Beyond the NGI ecosystem, ONTOCHAIN aims to 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 is adopted, which allows for a regular publication of press releases:

- The articles and press releases are 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 is possible to achieve a wide European outreach.
- Once results are available, the news are success story oriented.

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

TABLE 33: MEDIA CHANNEL EXAMPLES LIST

Media channels/platforms	URL
OpenLedger	https://openledger.info/
Bits on Blocks	https://bitsonblocks.net/
BREAKERMAG	https://breakeromag.com/
Hackernoon	https://hackernoon.com/tagged/blockchain

Media channels/platforms	URL
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/
BTC-ECHO	https://www.btc-echo.de/
CoinSpectator Blog	https://blog.coinspector.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/

Media channels/platforms	URL
Innovation Review	http://www.innovationreview.eu/
eWeek	https://www.eweek.com/
Bits on Blocks	https://bitsonblocks.net/

2.2.4 Scientific publications

ONTOCHAIN fosters 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 are encouraged and promoted.

TABLE 33: 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 project 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 and press release template.

2 - Open call dissemination material, specially designed for the promotion of the first and second open calls of the project.

- Postcard, banner, press release, social media posts and 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, an ONTOCHAIN poster design has been developed to be used in a wide variety of situations, from small meetings, to workshops or bigger events.

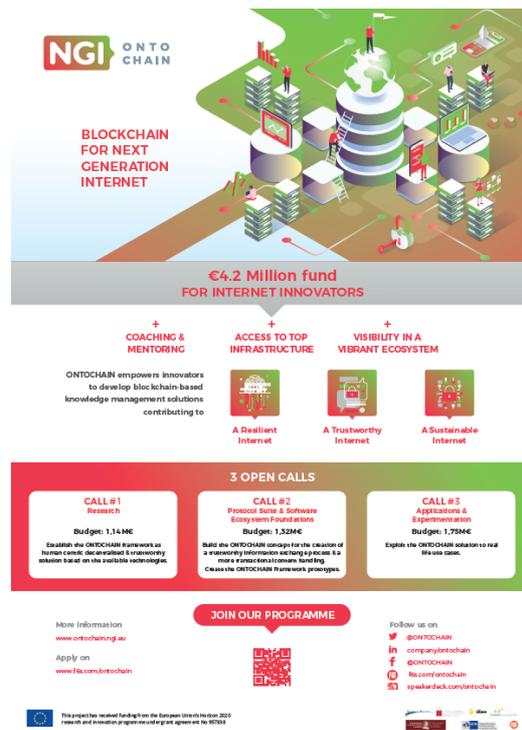


FIGURE 14: POSTER

3.1.2 Roll-up

To establish the visibility of ONTOCHAIN at major logistics conferences and in person meetings, an ONTOCHAIN roll-up design has 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.

NGI ONTOCHAIN

BLOCKCHAIN FOR NEXT GENERATION INTERNET

€4.2 Million fund FOR INTERNET INNOVATORS

+ **COACHING & MENTORING** + **ACCESS TO TOP INFRASTRUCTURE** + **VISIBILITY IN A VIBRANT ECOSYSTEM**

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

A Resilient Internet **A Trustworthy Internet** **A Sustainable Internet**

3 OPEN CALLS

<p>CALL #1 Research</p> <p>Budget: 1,14M€</p> <p>Establish the ONTOCHAIN framework as human centric, decentralised & trustworthy solution based on the available technologies.</p>	<p>CALL #2 Protocol Suite & Software Ecosystem Foundations</p> <p>Budget: 1,32M€</p> <p>Build the ONTOCHAIN concept for the creation of a trustworthy information exchange process & a secure transactional content handling. Create the ONTOCHAIN Framework prototype.</p>	<p>CALL #3 Applications & Experimentation</p> <p>Budget: 1,75M€</p> <p>Exploit the ONTOCHAIN solution to real life use cases.</p>
--	---	---

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

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, was 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

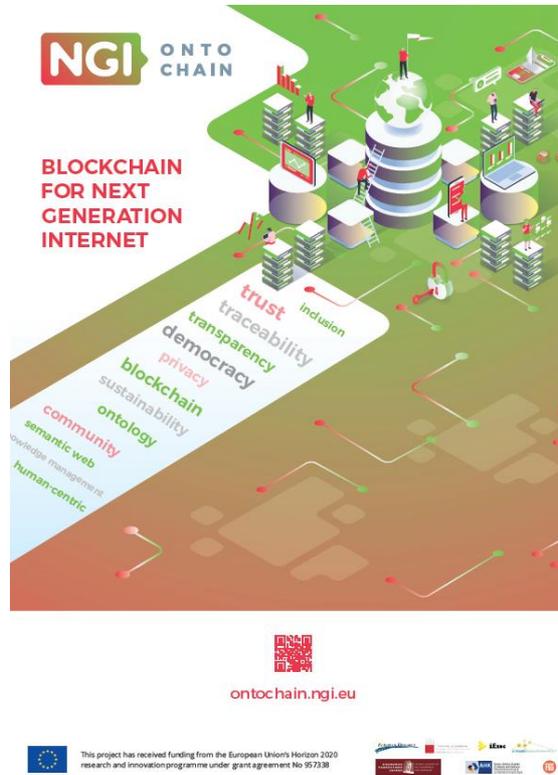


FIGURE 20: NOTEBOOK

3.1.3.6 Stickers



FIGURE 21: STICKERS

3.1.3.7 Table card template



FIRSTNAME
LASTNAME
 Organisation name

FIGURE 22: TABLE CARD

3.1.3.8 Badge ID

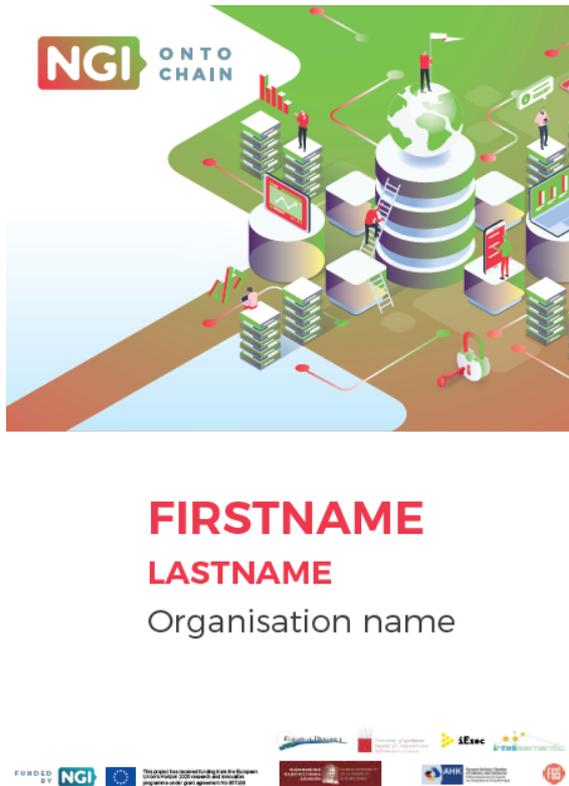


FIGURE 23: ID BADGE

3.1.4 Social media headers

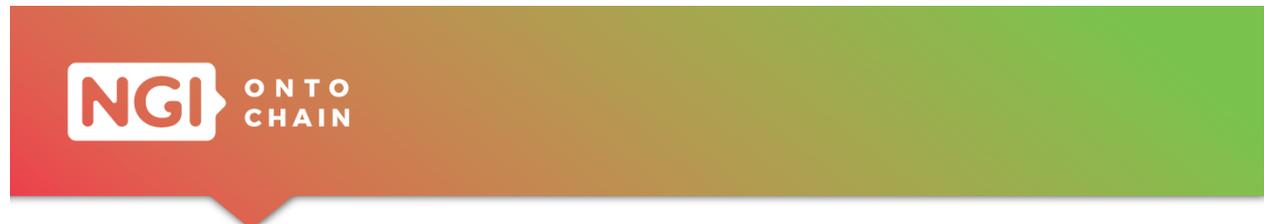


FIGURE 24: HEADER WITH ONTOCHAIN LOGO

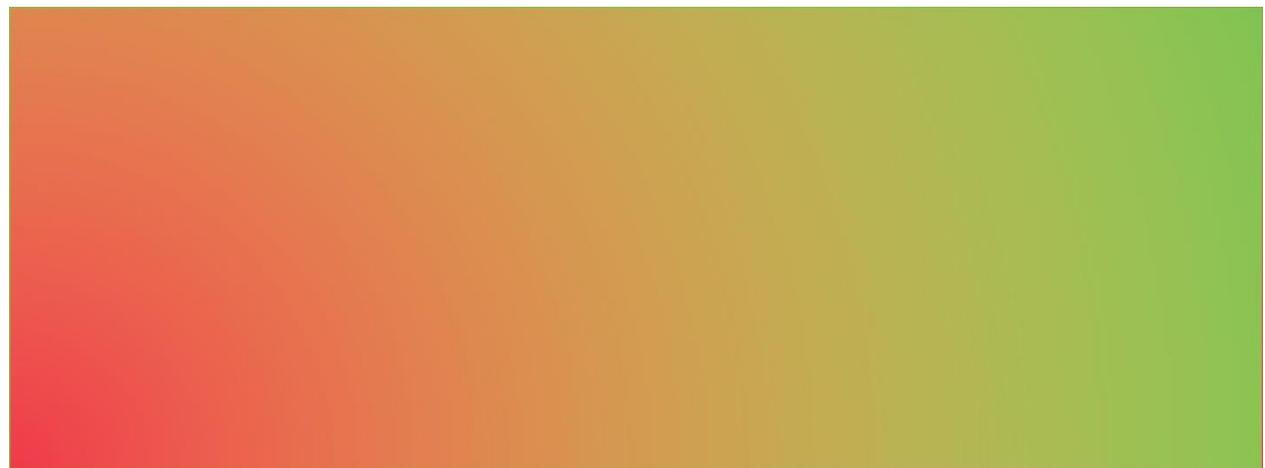


FIGURE 25: GENERIC HEADER



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, which can be easily adapted to the different situations, enabling the fast production of social media content while ensuring branding consistency.



FIGURE 27: SOCIAL MEDIA POST TEMPLATES

3.1.6 Newsletter template

A newsletter template has also been designed, comprising several styles of blocks (text, image, or a combination of both). This allows to easily display different types of content, whilst respecting the visual identity of ONTOCHAIN.

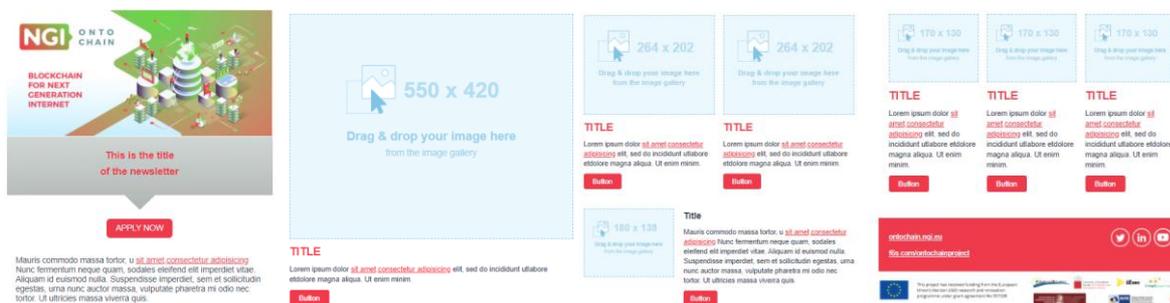


FIGURE 28: NEWSLETTER TEMPLATE

3.1.7 Press release template

In order to facilitate the media notification about ONTOCHAIN news, a press release template has also been developed, in Word format, following the ONTOCHAIN visual identity.



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.

- o 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



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.

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.



FIGURE 29: OC1 POSTCARD (FRONT)

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



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FIGURE 30: POSTCARD (BACK)

3.2.2 Banner

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BLOCKCHAIN FOR NEXT GENERATION INTERNET

APPLICATIONS ARE OPEN!

Up to €123k for INTERNET INNOVATORS

- + COACHING & MENTORING
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FIGURE 31: OC1 BANNER

3.2.3 Social media posts

The first ONTOCHAIN open call run for a period of two months. Different post templates were developed, to be published on ONTOCHAIN’s social network accounts (Twitter, Facebook and LinkedIn) during the open call period.

TABLE 34: OC1 SOCIAL MEDIA POST TEMPLATES

#	Topic	Twitter	Facebook	LinkedIn
1	Open call launch	<p>📢📢 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📢📢</p> <p>💰 up to €123k equity-free funding</p> <p>🔧 technical support and 🖥️ access to</p> <p>📡 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 🖥️ access to</p> <p>📡 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</p> <p>📡 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>Apply now! And let your 👁️ vision see the light of day 🌟</p> <p>📄 Open Call Info: http://www.ontochain.ngi.eu/apply</p>	<p>👤 Internet innovators, are you ready for the @ontochain challenges?</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>👤 Internet innovators, are you ready for the @ontochain challenges?</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>

#	Topic	Twitter	Facebook	LinkedIn
		<p>✳️ □ Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>✳️ □ Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</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>
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.ontochain.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.ontochain.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.ontochain.ngi.eu/apply</p> <p>✳️ □ Apply via http://f6s.com/ontochain/apply</p> <p>#blockchain #semanticweb #funding #opencall</p>

#	Topic	Twitter	Facebook	LinkedIn
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>
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>🚀 Last call for #internet #innovators!</p>	<p>🚀 Last call for #internet #innovators!</p>

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

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:

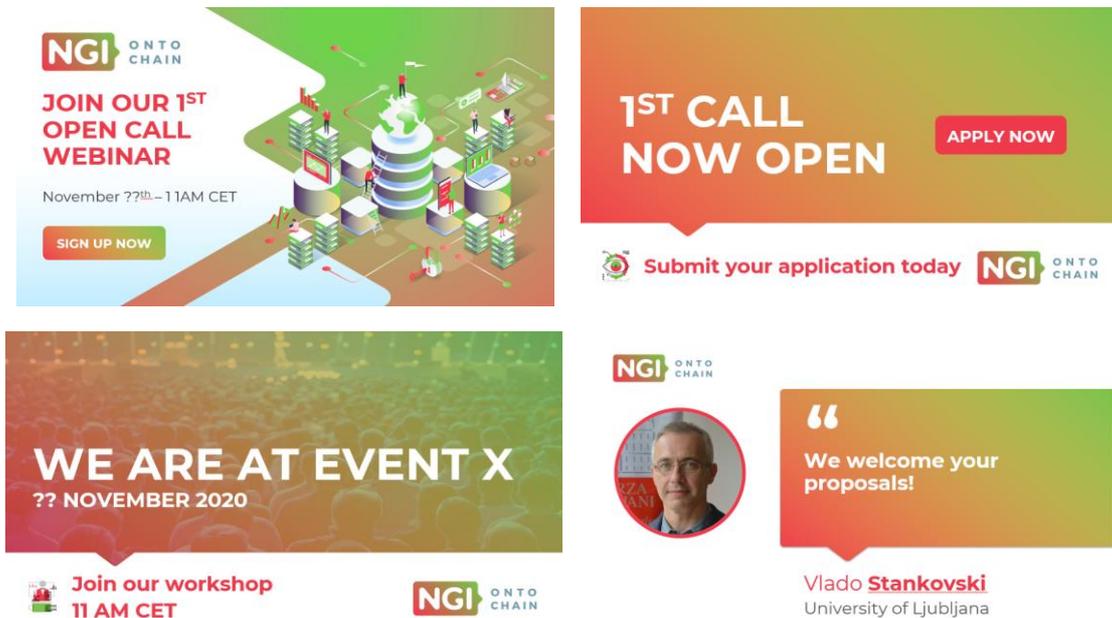


FIGURE 32: OC1 SOCIAL MEDIA POST VISUALS’ TEMPLATES

3.2.4 Email templates

3.2.4.1 Email template to potential applicants

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

TABLE 35: EMAIL TEMPLATE TO POTENTIAL APPLICANTS

<p>Subject line: You are invited to join ONTOCHAIN - Get up to €123K, technical support, coaching and access to top infrastructure</p>
<p>Hello,</p> <p>My name is [NAME] from [ORGANIZATION]. I am contacting to invite you to join the vibrant ONTOCHAIN programme!</p> <p>We found out about your profile on [RESOURCE/WEBSITE] and think you'd be a great fit.</p> <p>What's in it for you?</p> <ul style="list-style-type: none"> • 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. <p>Applications are open on F6S until January 15th at 17:00 CET!</p> <p>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'.</p> <p>Don't miss the opportunity and start now your application: www.f6s.com/ontochain/apply</p> <p>We hope to see you there!</p> <p>For more information please visit our website:</p> <p>www.ontochain.ngi.eu</p> <p>Best regards,</p> <p>[NAME]</p>

3.2.4.2 Email template to intermediaries

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 36: 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 Email template to partner projects

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 37: 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 Email to press and media contacts

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 38: 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 was sent targeting the different audiences defined in this document.

TABLE 40: 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.

Press contact

Email: ontochain@ngi.eu

Website: ontochain.ngi.eu

Being at the very initial phase of the project, the open call 1 dissemination materials aimed to deliver simple messages, not going into too much technical details, and it was meant to reach all targeted innovators.

3.3 SECOND OPEN CALL DISSEMINATION MATERIAL

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

3.3.1 Postcard

As a valuable communication material, a new version of the postcard was developed to reflect the open call 2 novelties, namely: the new topics defined, the benefits for applicants and the deadline for submitting an application.

NGI ONTOCHAIN

BLOCKCHAIN FOR NEXT GENERATION INTERNET

APPLICATIONS ARE OPEN!

Up to €145k for INTERNET INNOVATORS

- + COACHING & MENTORING
- + ACCESS TO TOP INFRASTRUCTURE
- + VISIBILITY IN A VIBRANT ECOSYSTEM

Apply until **September 15, 2021, at 17:00 CEST** via F6S platform

FIGURE 33 OC2 POSTCARD (FRONT)

IMPLEMENT THE ONTOCHAIN PROTOCOL SUITE & SOFTWARE ECOSYSTEM FOUNDATIONS AROUND 6 CHALLENGES

- DECENTRALIZED ORACLES
- MARKET MECHANISMS
- INTEROPERABILITY & API GATEWAYS
- NETWORK DESIGN AND SCALABILITY
- SEMANTIC BASED MARKETPLACES
- DATA PROVENANCE

Other topics may be considered

JOIN OUR PROGRAMME

More information
ontochain.ngi.eu

Apply on
www.f6s.com/ontochain-open-call-2

Follow us on

- @ONTOCHAIN
- company/ontochain
- @ONTOCHAIN
- f6s.com/ontochain-open-call-2
- 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 34: OC2 POSTCARD (BACK)

3.3.2 Banner

Following a similar approach, also a new version of the banner was developed, to reflect the second open call topics, benefits and deadline.

NGI ONTOCHAIN

BLOCKCHAIN FOR NEXT GENERATION INTERNET

APPLICATIONS ARE OPEN!

Up to €145k for INTERNET INNOVATORS

OPEN CALL TOPICS

- DECENTRALIZED ORACLES
- MARKET MECHANISMS
- INTEROPERABILITY & API GATEWAYS
- NETWORK DESIGN AND SCALABILITY
- SEMANTIC BASED MARKETPLACES
- DATA PROVENANCE

Other topics may be considered

JOIN OUR PROGRAMME

Apply until
September 15, 2021, at 17:00 CEST
via F6S platform

More information
www.ontochain.ngie.u

Apply on
www.f6s.com/ontochain-open-call-2

Follow us on
 @ONTOCHAIN
 company/ontochain
 @ONTOCHAIN
 f6s.com/ontochain-open-call-2
 speakdeck.com/ontochain

COACHING & MENTORING ACCESS TO TOP INFRASTRUCTURE VISIBILITY IN A VIBRANT ECOSYSTEM

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

FIGURE 35: OC2 BANNER

3.3.3 Social media posts

The second ONTOCHAIN open call will run for a period of two months, during which regular publications will be made on ONTOCHAIN’s social network accounts (Twitter, Facebook and LinkedIn). The table below shows the templates prepared.

TABLE 39: OC2 SOCIAL MEDIA POST TEMPLATES

#	Topic	Twitter	Facebook	LinkedIn
1	Open call launch	<p>📢 @ONTOCHAIN 2nd #opencall is here! 🚀</p> <p>💰 Grants up to €145k 🔧 technical support and 🖥️ access to 📡 Infrastructure</p> <p>#Blockchain and #semanticweb #innovators: apply now!</p>	<p>If you weren't able to take full advantage of the benefits offered by the ONTOCHAIN programme, the good news is... 📢 @ONTOCHAIN 2nd #opencall has just been launched!</p> <p>Offering to #blockchain and #semanticweb #innovators:</p>	<p>📢 #Blockchain and #semanticweb #innovators: This is your opportunity to apply for @ONTOCHAIN 2nd #opencall!</p> <p>Get: 💰 Grants up to €145k (equity-free) 🔧 technical support and</p>

#	Topic	Twitter	Facebook	LinkedIn
		<p> <input type="checkbox"/> Open Call Info: https://ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via: https://www.f6s.com/ontochain-open-call-2/apply</p> <p>#horizoneurope #horizon2020 #h2020 #funding</p>	<p> Grants up to €145k (equity-free)</p> <p> technical support and access to Infrastructure</p> <p>Start your application today!</p> <p> <input type="checkbox"/> Find out how at: https://ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via: https://www.f6s.com/ontochain-open-call-2/apply</p> <p>#horizoneurope #horizon2020 #h2020 #funding</p>	<p> access to Infrastructure</p> <p>Learn more & start your application today:</p> <p> <input type="checkbox"/> Open Call Info: https://ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via: https://www.f6s.com/ontochain-open-call-2/apply</p> <p>#horizoneurope #horizon2020 #h2020 #funding</p>
2	Calling internet innovators	<p>#Internet innovators</p> <p> ONTOCHAIN</p> <p>#opencall 2 is calling for you!</p> <p>Are you up for the challenge , of developing blockchain-based knowledge management solutions?</p> <p>Apply now:</p> <p> <input type="checkbox"/> Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via https://www.f6s.com/ontochain-open-call-2/apply</p>	<p> Hey #internet innovators!</p> <p>ONTOCHAIN #opencall 2 is calling for you!</p> <p>Your mission: develop blockchain-based knowledge management solutions</p> <p>Are you up for the challenge? </p> <p>Apply now:</p> <p> <input type="checkbox"/> Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via https://www.f6s.com/ontochain-open-call-2/apply</p>	<p>ONTOCHAIN #opencall 2 is calling for #internet innovators!</p> <p>Your mission: develop blockchain-based knowledge management solutions</p> <p>Are you the right fit for this challenge? </p> <p>Apply now:</p> <p> <input type="checkbox"/> Open Call Info: http://www.ontochain.ngi.eu/apply</p> <p> <input type="checkbox"/> Apply via https://www.f6s.com/ontochain-open-call-2/apply</p>

#	Topic	Twitter	Facebook	LinkedIn
3	Webinar	<p>📢 Next Wednesday we'll be answering your burning questions about ONTOCHAIN #opencall 2, live on air!</p> <p>Come find out:</p> <ul style="list-style-type: none"> 👉 What is ONTOCHAIN 👉 Open Call topics 👉 Eligibility criteria 👉 How to apply <p>Save your spot: 📄 https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb</p>	<p>📢 Next Wednesday we'll be answering all your burning questions about ONTOCHAIN #opencall 2, live on air!</p> <p>Join our team, to find out:</p> <ul style="list-style-type: none"> 👉 What is ONTOCHAIN 👉 What are the Open Call topics/challenges 👉 What are the eligibility criteria 👉 How to apply <p>Save your spot now: 📄 https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb #funding</p>	<p>📢 Next Wednesday we are hosting a webinar to answer all your questions about ONTOCHAIN #opencall 2!</p> <p>Agenda includes:</p> <ul style="list-style-type: none"> ✓ What is ONTOCHAIN ✓ What are the Open Call topics/challenges ✓ What are the eligibility criteria ✓ How to apply <p>Secure your spot: 📄 https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb #funding</p>
4	Calling internet innovators	<p>📣 #Internet innovators: ONTOCHAIN has an exciting opportunity for you.</p> <p>Become part of 🌀 a new software ecosystem for #trusted, #traceable & transparent #ontological knowledge!</p> <p>Apply by September 15:</p>	<p>Are you an #Internet innovator?</p> <p>Then you don't want to miss this exciting opportunity:</p> <p>🌀 Collaborate in the development of ONTOCHAIN new software ecosystem for #trusted, #traceable & transparent #ontological knowledge!</p> <p>Apply by September 15:</p>	<p>ONTOCHAIN is calling #internet innovators for an exciting mission:</p> <p>🌀 Collaborate in the development of ONTOCHAIN new software ecosystem for #trusted, #traceable & transparent #ontological knowledge!</p> <p>Apply by September 15: 📄 http://f6s.com/ontochain/apply</p>

#	Topic	Twitter	Facebook	LinkedIn
		✳️ http://f6s.com/ontochain/apply	✳️ http://f6s.com/ontochain/apply	
5	Webinar	<p>ONTOCHAIN #opencall 2 webinar: 📅 Make sure you saved the date on your calendar!</p> <p>Have all your burning 🔥 questions answered and get inside tips 🧑🏻‍🔬 🧑🏻‍🔬 on the application process.</p> <p>📅 28th July, 11:00am CEST</p> <p>https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb #funding</p>	<p>Have you added the ONTOCHAIN #opencall 2 webinar to your 📅 calendar?</p> <p>If you're thinking of applying, or are already half-way through your application, then this webinar is for you!</p> <p>Have all your burning 🔥 questions answered and get inside tips 🧑🏻‍🔬 🧑🏻‍🔬 on the application process.</p> <p>📅 28th July, 11:00am CEST</p> <p>https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb #funding</p>	<p>Make sure you add the ONTOCHAIN #opencall 2 webinar to your 📅 calendar!</p> <p>This will be a useful webinar whether if you're thinking of applying, or are already half-way through your application.</p> <p>Have all your burning 🔥 questions answered and get inside tips 🧑🏻‍🔬 🧑🏻‍🔬 on the application process.</p> <p>📅 28th July, 11:00am CEST</p> <p>https://www.f6s.com/ontochain-open-call-2-webinar</p> <p>#blockchain #semanticweb #funding</p>
6	Invitation to meet at (Event to be defined)	<p>Join us at @eventX!</p> <p>Presenting: 🧑🏻‍🔬“(presentation theme)</p> <p>Reach out to say 🤝 hello & find out more about the benefits that</p>	<p>Are you at @eventX?</p> <p>👉 Then don't miss our presentation 🧑🏻‍🔬“(presentation theme)</p> <p>Reach out to say 🤝 hello & find out more about the benefits that</p>	<p>@eventX is a mandatory stop for the #blockchain community... so we couldn't miss it!</p> <p>Join our presentation 🧑🏻‍🔬“(presentation theme)</p>

#	Topic	Twitter	Facebook	LinkedIn
		<p>ONTOCHAIN programme can offer you.</p> <p> (time & date)</p> <p> (link)</p>	<p>ONTOCHAIN programme can offer you.</p> <p> (time & date)</p> <p> (link)</p>	<p>Come say hello & find out more about the benefits that ONTOCHAIN programme can offer you.</p> <p> (time & date)</p> <p> (link)</p>
7	Webinar recording	<p>You asked for the recording, we provide! </p> <p>Watch the replay of today's webinar about ONTOCHAIN #opencall 2 here </p>	<p>How useful would it be to have access to the recording of today's webinar, about ONTOCHAIN #opencall 2?</p> <p>You ask, we provide! </p> <p>Watch the replay here </p>	<p>Couldn't attend today's webinar, but would like to learn more about ONTOCHAIN #opencall 2?</p> <p>We are here to help!</p> <p>You can now watch the replay </p>
8	Last call	<p> Hurry up, #blockchain & #semanticweb innovators!</p> <p>Don't miss the chance of being selected to receive up to €145k equity-free #funding & access a range of support services.</p> <p> Apply by 15 September: https://www.f6s.com/ontochain-open-call-2/apply</p> <p>#horizoneurope #horizon2020 #h2020</p>	<p> The deadline is approaching! </p> <p>Don't miss the chance of being selected to receive up to €145k equity-free #funding & access a range of support services.</p> <p>Applications to ONTOCHAIN #opencall 2 close on September 15th, 17:00 CET</p> <p> Apply via: https://www.f6s.com/ontochain-open-call-2/apply</p> <p>#horizoneurope #horizon2020 #h2020</p>	<p> Last call for #blockchain and #semanticweb innovators!</p> <p>Don't miss the chance of being selected to receive up to €145k equity-free #funding & access a range of support services.</p> <p>Applications to ONTOCHAIN #opencall 2 close on September 15th, 17:00 CET</p> <p> Apply via: https://www.f6s.com/ontochain-open-call-2/apply</p>

#	Topic	Twitter	Facebook	LinkedIn
			#blockchain #semanticweb	#horizoneurope #horizon2020 #h2020

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

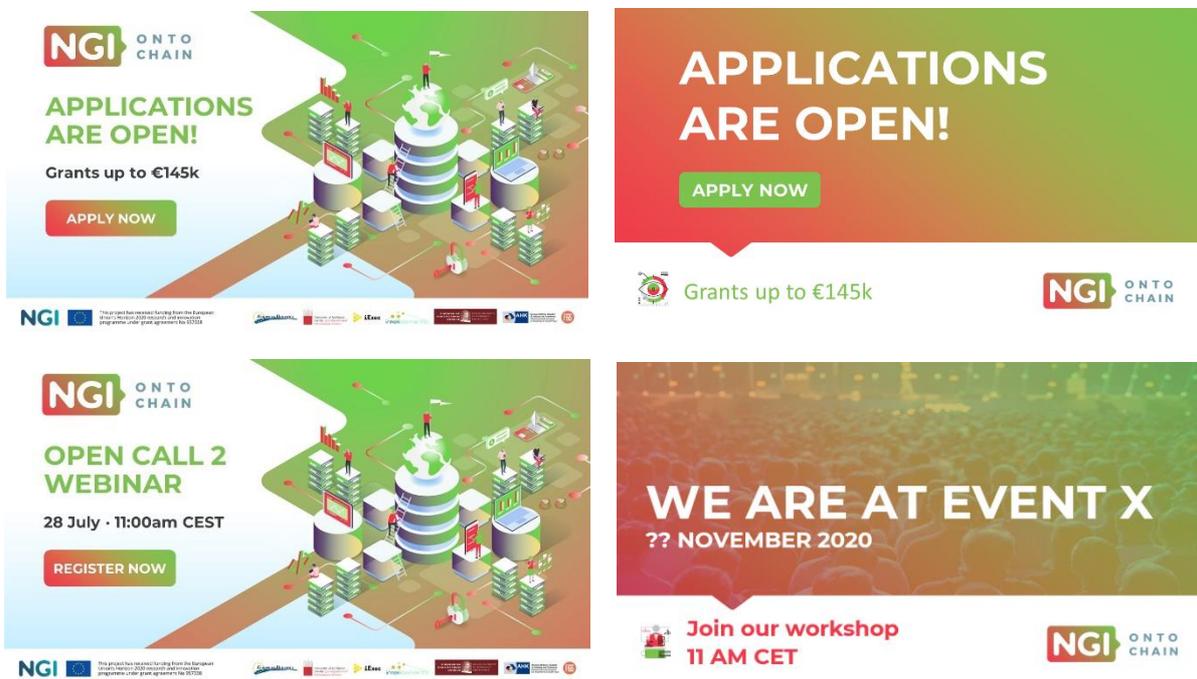


FIGURE 36: OC2 SOCIAL MEDIA POST VISUALS' TEMPLATES

3.3.4 Email templates

3.3.4.1 Email template to potential applicants

The following e-mail template was created to directly invite potential applicants to submit a proposal to the second open call.

TABLE 40: EMAIL TEMPLATE TO POTENCIAL APPLICANTS OC2

Subject line: You are invited to join ONTOCHAIN - Get up to €145K, technical support, coaching and access to top infrastructure

Hello,

My name is [NAME] from [ORGANISATION]. I am inviting you to join the vibrant ONTOCHAIN programme!

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

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 you?

- Grants up to €145K (equity-free)
- Free access to top infrastructure (iExec and MyIntelliPatent)
- Free training & coaching
- Visibility & promotion

Applications are open on [F6S](#) until the 15th of September at 17:00 CEST.

Don't miss this opportunity and start your application now: <http://f6s.com/ontochain-open-call-2/apply>

A [webinar](#) will be held on the **28th of July**, at 11:00am CEST, providing more information about the programme and the application process: <https://www.f6s.com/ontochain-open-call-2-webinar>

We hope to see you there!

For more information go to <https://ontochain.ngi.eu/apply> where you can find a detailed guide for applicants.

Stay tuned by following us on [social media](#) or signing up for our [newsletter](#)!

Best regards,
[NAME]

3.3.4.2 Email template to intermediaries

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 second open call dissemination activities.

TABLE 41: EMAIL TEMPLATE FOR INTERMEDIARIES OC2

Subject line: [NAME OF INTERMEDIARY]: ONTOCHAIN Open Call 2 - Grants up to €145K for internet innovators in your network

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I think the ONTOCHAIN 2nd open call can be an interesting opportunity for the internet innovators in your community.

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

What's in it for participants?

- Grants up to €145K (equity-free)
- Free access to top infrastructure (iExec and MyIntelliPatent)
- Free training & coaching
- Visibility & promotion

Potential applicants can find more information on <https://ontochain.ngi.eu/apply>

Applications are open on [F6S](https://www.f6s.com/ontochain-open-call-2/apply) until the **15th of September** at 17:00 CEST. <https://www.f6s.com/ontochain-open-call-2/apply>

A [webinar](https://www.f6s.com/ontochain-open-call-2-webinar) will be held on the **28th of July, at 11:00am CEST**, providing potential applicants more information about the programme and the application process: <https://www.f6s.com/ontochain-open-call-2-webinar>

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

- A text suggestion and visuals for social media
- Press Release
- Banner
- Postcard
- Project logos

Thank you for your time,
[NAME]

3.3.4.3 Email template to partner projects

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

TABLE 42: EMAIL TEMPLATE FOR PARTNER PROJECTS OC2

Subject line: Request to [PARTNER PROJECT NAME]: Your help is needed to disseminate the ONTOCHAIN 2nd Open Call

Dear [NAME],

As a partner of [PARTNER PROJECT NAME], I would like to ask your help to disseminate an opportunity that can be of interest to your project community: the 2nd Open Call of our exciting project ONTOCHAIN.

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.

Applications to ONTOCHAIN 2nd Open Call are open until 15 September at 17:00 CEST.

Could you **help us disseminate this opportunity** through a blog post, on social media, or in your newsletter? We would really appreciate it!

[Here](#) you can find a kit with different communication materials. Feel free to use them:

- A text suggestion and visuals for social media
- Press Release
- Banner
- Postcard
- Project logos

Thank you for your time,

[NAME]

3.3.4.4 Email to press and media contacts

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

TABLE 43: EMAIL TEMPLATE TO PRESS AND MEDIA OC2

Subject line: Story for [NAME OF PRESS ORGANISATION]: ONTOCHAIN Open Call 2 | € 1.3 Million to support blockchain-based solutions

Hello,

My name is [NAME] from [ORGANIZATION]. I am contacting you because I believe this story can be of interest to your readers.

ONTOCHAIN, a project funded by the European Commission, is looking for internet innovators to co-develop a software ecosystem for trusted, traceable, and transparent ontological knowledge management.

Selected participants receive:

- Grants up to €145K (equity-free)
- Free access to top infrastructure (iExec and MyIntelliPatent)
- Free training & coaching
- Visibility & promotion

Applications are open on F6S until 15 September at 17:00 CEST:

www.f6s.com/ontochain-open-call-2/apply

I am attaching the official press release and some visuals that you are free to use.

For more information go to <https://ontochain.ngi.eu/> or feel free to get in touch with me.

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]

3.3.5 Press release

To notify the media about the ONTOCHAIN second open call, a press release was prepared, targeting the different audiences defined in this document.

TABLE 44: PRESS RELEASE OC2



PRESS RELEASE
JULY 2021

€1.3 MILLION OPEN CALL FOR INTERNET INNOVATORS TO DEVELOP BLOCKCHAIN-BASED SOLUTIONS

ONTOCHAIN APPLICATIONS ARE OPEN

GRANTS UP TO €145K, FREE COACHING AND ACCESS TO TOP INFRASTRUCTURE

The EU-funded project ONTOCHAIN is calling internet innovators to apply for its second open call and co-develop a new software ecosystem for trusted, traceable, and transparent ontological knowledge management.

A total budget of € 1.320.000 is available to support the best proposals. Participants will get grants up to €145k (equity-free funding), free coaching and free access to top infrastructure (iExec and MyIntelliPatent).

“Through ONTOCHAIN Open Call 1, 17 teams of high-level innovators got the opportunity to specify the core design aspects of the ONTOCHAIN ecosystem, which will be implemented by the teams selected in Open Call 2. Reaching this second stage of the ONTOCHAIN project cannot be more exciting, as we will see now the ecosystem growing and taking its concrete shape, for enabling trustworthy content and trustworthy information handling in the Next Generation Internet.

We expect that Open Call 2 selected applicants will take over with the same enthusiasm as all the stakeholders so far involved and make a brilliant contribution to enable a more distributed and transparent internet.” Caroline Barelle, ONTOCHAIN Coordinator.

How it works?

Applicants have to submit a proposal under one of the following topics:

- Decentralized oracles for ONTOCHAIN

- Market mechanisms for ONTOCHAIN
- ONTOCHAIN interoperability & API Gateways
- ONTOCHAIN Network Design and scalability
- Semantic based marketplaces for ONTOCHAIN
- Data Provenance in ONTOCHAIN

Proposals on different topics are also considered, as long as they serve as a building block of the ONTOCHAIN infrastructure, and contribute to the overall ONTOCHAIN objective:

“Develop scalable blockchain, decentralized reputation systems and semantic web technologies, in order to achieve trustworthy content handling and information exchange as well as trustworthy service exchange in the next generation Internet/social networks for vital sectors of the European economy.”

Up to 12 projects will be selected to join an up to 10-month supporting programme.

How to apply?

Applications are open on F6S until the 15th of September 2021, at 17:00 CEST:

<https://www.f6s.com/ontochain-open-call-2/apply>

A special webinar will be held on the 28th of July, at 11:00am CEST, providing potential applicants more information about the programme and the application process:

<https://www.f6s.com/ontochain-open-call-2-webinar>

For more information about the ONTOCHAIN open call go to

<https://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/Interfaces 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 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.

Press Contact and Social Media

Email: ontochain@ngi.eu

Website: ontochain.ngi.eu

Twitter: <https://twitter.com/ONTOCHAIN>

LinkedIn: <https://www.linkedin.com/company/ontochain/>

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

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

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 is regularly monitored to allow for adjustments and modifications according to the project progress.

TABLE 445: 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-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	
	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 are available on the ONTOCHAIN project shared folder.

5 MONITORING & EVALUATION

All outreach activities are 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 are 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 are 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 is used.

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

TABLE 46: 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) ○ 1 Leaflet (Source: Partners’ regular reporting) ○ 3 brochures (Source: Partners’ regular reporting) ○ 1 Project video (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 presentations 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 Technical factsheet 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.

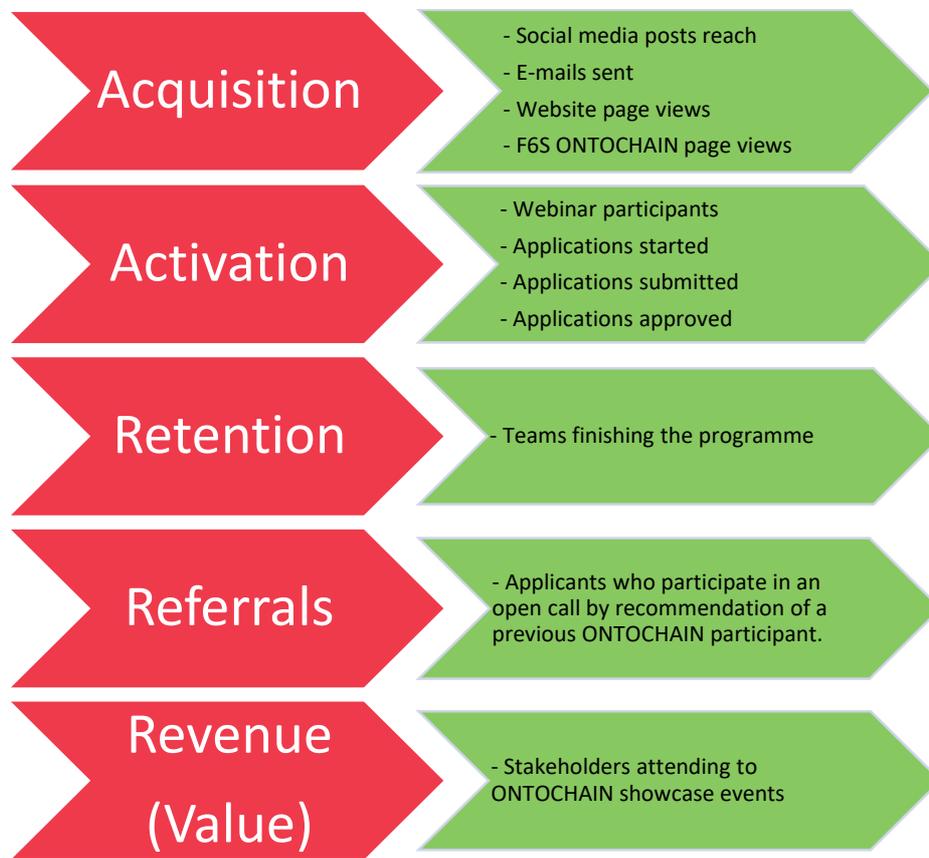


FIGURE 37: ONTOCHAIN AARRR FUNNEL

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 helps 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.

The dissemination plan designed in this report is considered as a living plan that should 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



elements

COLOR

PANTONE	1787C	7488C	5425C
CMYK	0/92/68/0	56/0/83/0	67/27/28/6
RGB	239/58/76	123/194/78	111/154/168
HEX	#e8a4c	#7bc24e	#6f9aa8

TYPO

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ & ! ? = () < > + / €

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ & ! ? = () < > + / €

versions

POSITIVE



NEGATIVE



SUPPORTING GRAPHICAL ELEMENT

CIRCLE



SQUARE



GRAPHICAL DISSEMINATION MATERIAL

PowerPoint template



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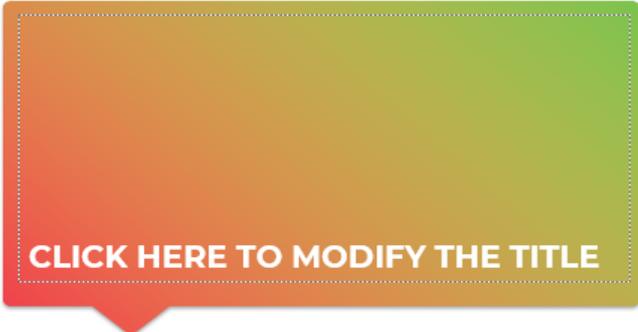
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 - Fifth level



7



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05/09/2020



Grant Agreement No: 957338
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 Topic: ICT-54-2020
 Type of action: RIA

DX.X DELIVERABLE TITLE

SUBTITLE HERE

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

Document Revision History

Version	Date	Description of change	List of contributor(s)

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Banners and headers





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OPEN CALL TOPICS

- DECENTRALIZED ORACLES
- MARKET MECHANISMS
- INTEROPERABILITY & API GATEWAYS
- NETWORK DESIGN AND SCALABILITY
- SEMANTIC BASED MARKETPLACES
- DATA PROVENANCE

Other topics may be considered

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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 prototype.

CALL #3 Applications & Experimentation

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

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+
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A Trustworthy Internet



A Sustainable Internet

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Explore the ONTOCHAIN solution to real life use cases.

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Organisation name



FIRSTNAME

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