



# Blockchain for the Next Generation Internet

## D7.4 PROJECT DISSEMINATION MATERIAL 3

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## D7.4 PROJECT DISSEMINATION MATERIAL 3

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<b>ABSTRACT</b>	This document outlines key principles behind the project's communication, growth hacking, ecosystem building activities and liaisons with relevant networks/initiatives. It also presents a set of communication materials, for promoting ONTOCHAIN, its open calls and the first ONTOCHAIN in-person event – the ONTOCHAIN Summit.
<b>KEYWORDS</b>	Strategy, communication, materials

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## EXECUTIVE SUMMARY

This deliverable, named “Project Dissemination Material 3” (D7.4), aims to support the communication and dissemination activities of ONTOCHAIN, by presenting the communication strategy planned by the consortium, as well as the relevant materials prepared to address the target audience, in order to promote the 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 ONTOCHAIN’s 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 it is presented 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 three ONTOCHAIN open calls, as well as the first in-person ONTOCHAIN event – the ONTOCHAIN Summit, comprising graphic materials prepared for digital and print purposes, and text templates to address different audiences.
- 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 and D7.3 submitted in M11, detailing the project dissemination material developed to support the project launch and the first two open calls. The main modifications included in the document refer to the dissemination materials prepared to support the launch of open call #3 and the first ONTOCHAIN in-person event – the ONTOCHAIN Summit, which are presented in Chapter 3, as well as the new channel (Zenodo) set up to disseminate the projects documents, presented in Chapter 2.



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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

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## INTRODUCTION

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This document is developed as part of the ONTOCHAIN project and it represents Deliverable 7.4 Project Dissemination Material 3.

This report reminds the communication strategy, the methodology, and the growth-hacking principles that relate to the ONTOCHAIN brand, dissemination and ecosystem building activities, defined in the beginning of the ONTOCHAIN project.

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.

As initially planned, this report has been updated upon the open call #3 dissemination campaign, 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 hacking**<sup>1</sup>– 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 marketing**<sup>2</sup>– “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.

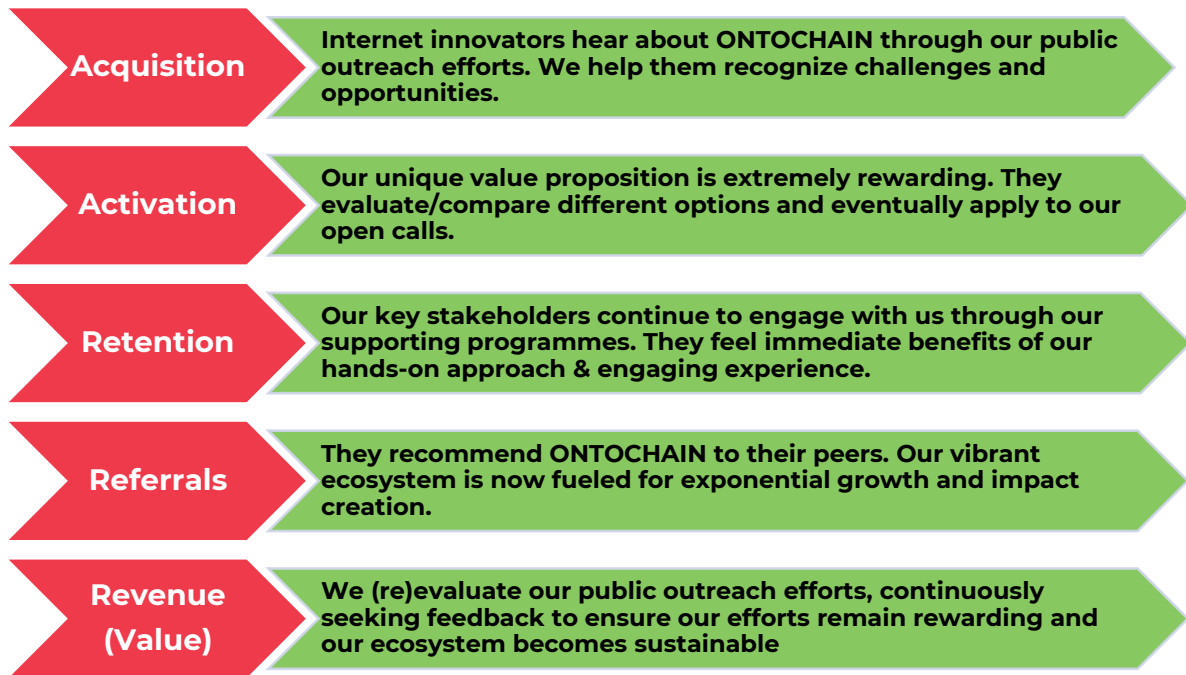
**AARRR funnel/ framework (Pirate metrics)**<sup>3</sup> – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable 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

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

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

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

the ONTOCHAIN’s value proposition. Moreover, all KPIs are distributed in accordance with these stages of the funnel diagram.



**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?	<b>2</b>
Content Development	What types of content does our audience find relevant?	<b>2</b>
Timing	When is the right time to reach our target audience?	<b>4</b>
Evaluation	How effective are our public outreach efforts?	<b>5</b>

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

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### 1.4.3 Target groups and targeted messages

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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**

<b>Tech/internet researchers and developers, experienced in blockchain, semantic web and other relevant technologies</b>	
Needs and expectations	<b>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.</b>
Main narrative	<b>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.</b>
Communication channels	<b>Website, social networks, F6S, newsletter, events, online media</b>

**TABLE 3: INNOVATORS AND ENTREPREENURS COMMUNICATION ASSESSMENT**

<b>Tech &amp; innovative entrepreneurs, startups and SMEs</b>	
Needs and expectations	<b>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.</b>

Main narrative	<p><b>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.</b></p> <p><b>Customize your technology for concrete market applications in high potential sectors. Join the ONTOCHAIN ecosystem and exploit new market opportunities.</b></p>
Communication channels	<b>Website, social networks, F6S, newsletter, events, online media</b>

**TABLE 4: CORPORATES & INDUSTRY COMMUNICATION ASSESSMENT**

<b>Corporates / Industry</b>	
Needs and expectations	<b>Curated high-quality disruptive and scalable technologies</b>
Main narrative	<p><b>Discover how ONTOCHAIN creates comparative advantage in the context of Decentralised Ledger Technologies.</b></p> <p><b>Embrace digitalization to protect your business — survive and thrive in the digital age. Enter our framework for all the right expertise, technologies, and facilities.</b></p> <p><b>Join an EU-wide ecosystem.</b></p>
Communication channels	<b>Website, social networks, F6S, newsletter, events, online media, white papers, professional networks</b>

**TABLE 5: ACCELERATORS COMMUNICATION ASSESSMENT**

<b>Accelerators and other innovation support entities</b>	
Needs and expectations	<b>Funding opportunities for their startups; coaching supported targeting blockchain startups; facilitated access to top infrastructure, corporates and investors.</b>
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	<b>Website, social networks, F6S, newsletter, events, online media, professional networks</b>

**TABLE 6: AUTHORITIES AND POLICY MAKERS COMMUNICATION ASSESSMENT**

<b>Authorities and policy makers</b>	
Needs and expectations	<b>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.</b>
Main narrative	<p>Discover how ONTOCHAIN creates comparative advantage in the context of your region's smart specialization strategy.</p> <p>Join us on an EU-wide industry digitization frontier.</p>
Communication channels	<b>Publications targeting policy makers, social networks, events, online media</b>

**TABLE 7: INVESTORS COMMUNICATION ASSESSMENT**

<b>Investors</b>	
Needs and expectations	<b>Curated high-quality deal flow.</b>
Main narrative	<b>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.</b>
Communication channels	<b>Events, one-to-one meetings, direct communication, email, online media</b>

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## 2 CHANNELS-TOOLS AND ACTIVITIES

### 2.1 VISUAL IDENTITY

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The goal here is to conceptualize ONTOCHAIN's 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. ONTOCHAIN's visual identity is a complete language that, when expressed consistently over time, communicates its values and attitude, establishes its voice and builds an emotional connection with the targeted 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 ONTOCHAIN's (digital) presence, communicate with diverse audience, tell compelling stories;
- Uniqueness and differentiation: bring a cutting-edge character to every aspect of the ONTOCHAIN ecosystem.

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#### 2.1.1 Name

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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”**.

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#### 2.1.2 Project descriptions

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



## One-line description

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

## One paragraph description

ONTOCHAIN with a €6 M fund marries the Semantic Web with Blockchain to deliver a novel software ecosystem for trusted, traceable and transparent ontological knowledge management. ONTOCHAIN, which is developed under the European Commission's Next Generation Internet initiative, explores and delivers novel interoperable on-chain and off-chain data, ontology, knowledge and information management methods. The ONTOCHAIN software ecosystem consists of a novel protocol suite grouped into high-level application protocols, such as data provenance, reputation models, decentralised oracles, market mechanisms, ontology representation and management, privacy aware and secure data exchange, multi-source identity verification, value sharing and incentives and similar, and core protocols that include smart contracts, authorisation, certification, event gateways, identity management and identification, secure and privacy aware decentralised storage, data semantics and semantic linking, ONTOCHAIN optimisation and similar. The NGI ONTOCHAIN software ecosystem will demonstrate its potential in high impact domains, such as eHealth, eGovernment, eEducation, eCommerce, decentralised infrastructures and similar in order to achieve trustworthy information exchange and trustworthy and transactional content handling.

## Two paragraph description

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

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

interoperability, knowledge management, distributed and decentralised computing, business models for trusted knowledge, and similar. Three open calls are foreseen that will refine the initial ONTOCHAIN architecture and provide detailed design and implementation of its interoperable system components. With a total funding of €6 M the open calls will distribute a total amount of €4.2 M focusing on research, foundations and applications in three consecutive steps. The project aims at building a community of users and developers of the ONTOCHAIN software ecosystem.

### Three paragraph description

Under the European Commission's Next Generation Internet (NGI) initiative, the ONTOCHAIN project empowers internet innovators with a novel software ecosystem that can be used to build trustworthy applications with advanced knowledge management mechanisms in various domains. These include trustworthy web and social media, trustworthy crowdsensing, trustworthy service orchestration, and decentralised and unsupervised online social networks and similar domains.

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

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

## One-page description

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

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

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

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

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

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

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

The project is operated by 7 partners with complementary expertise that form the core of a vibrant ecosystem: **European Dynamics** (Luxembourg), **University of Ljubljana** (Slovenia), **IntelliSemantic** (Italy), **iExec Blockchain Tech** (France), **Athens University**

of Economics and Business (Greece), German Hellenic Chamber of Commerce and Industry (Greece) and F6S (Ireland).

### 2.1.3 EU funding information

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

**TABLE 8: EU EMBLEM AND TEXT**



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

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

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals<sup>4</sup> provided by the EU.



### 2.1.4 Logo

The ONTOCHAIN logo follows the NGI2.0 Brand Guidelines<sup>5</sup> 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.

<sup>4</sup> [https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf)

<sup>5</sup> [https://drive.ngi.eu/remote.php/webdav/NGI%20Brand%20Guidelines/NGI2.0\\_Brand%20guidelines\\_20190605\\_V1.0.pdf](https://drive.ngi.eu/remote.php/webdav/NGI%20Brand%20Guidelines/NGI2.0_Brand%20guidelines_20190605_V1.0.pdf)

**TABLE 9: NGI AND NGI ONTOCHAIN LOGOS**

NGI acronym logo	ONTOCHAIN logo (Co-branding)
	

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

**TABLE 10: NGI ONTOCHAIN LOGO RECOMMENDED CLEAR SPACE**



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



**TABLE 11: ALTERNATIVE ONTOCHAIN LOGOS**

ONTOCHAIN positive logo	ONTOCHAIN negative logo

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

**TABLE 12: ONTOCHAIN ICONS**

ONTOCHAIN circle icon logo	ONTOCHAIN square icon logo

### 2.1.5 ONTOCHAIN Partners logos

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



**FIGURE 3: PARTNERS' LOGOS FOR HORIZONTAL PLACEMENTS**



**FIGURE 4: PARTNERS' LOGOS FOR VERTICAL PLACEMENTS**

### 2.1.6 Colour palette

When looking at the psychology of colour, the consortium 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			
<b>PANTONE</b>	<b>1787C</b>	<b>7488C</b>	<b>5425C</b>
<b>CMYK</b>	<b>0/92/68/0</b>	<b>56/0/93/0</b>	<b>67/27/28/6</b>
<b>RGB</b>	<b>239/58/76</b>	<b>123/194/78</b>	<b>111/154/168</b>
<b>HEX</b>	<b>#ef3a4c</b>	<b>#7bc24e</b>	<b>#6F9AA8</b>



## 2.1.7 Typography

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

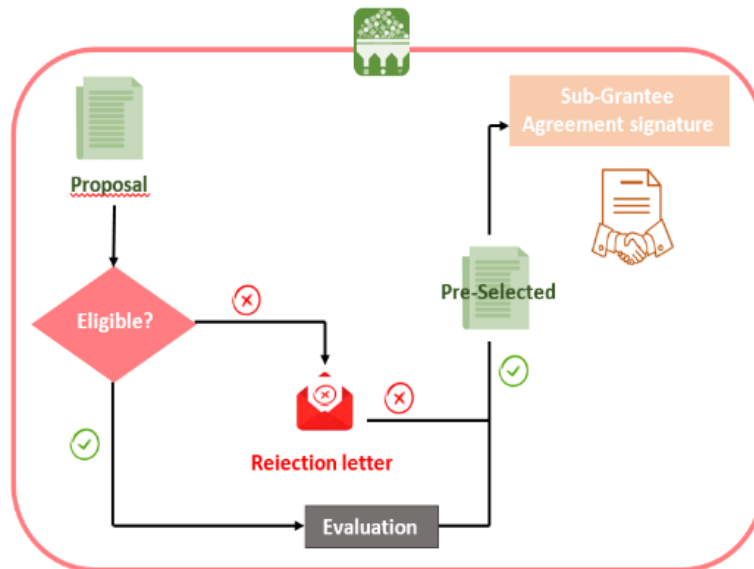
**TABLE 14: ONTOCHAIN TYPOGRAPHY**

Typography information	
<b>Montserrat Regular</b>	<b>Montserrat Bold</b>
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.

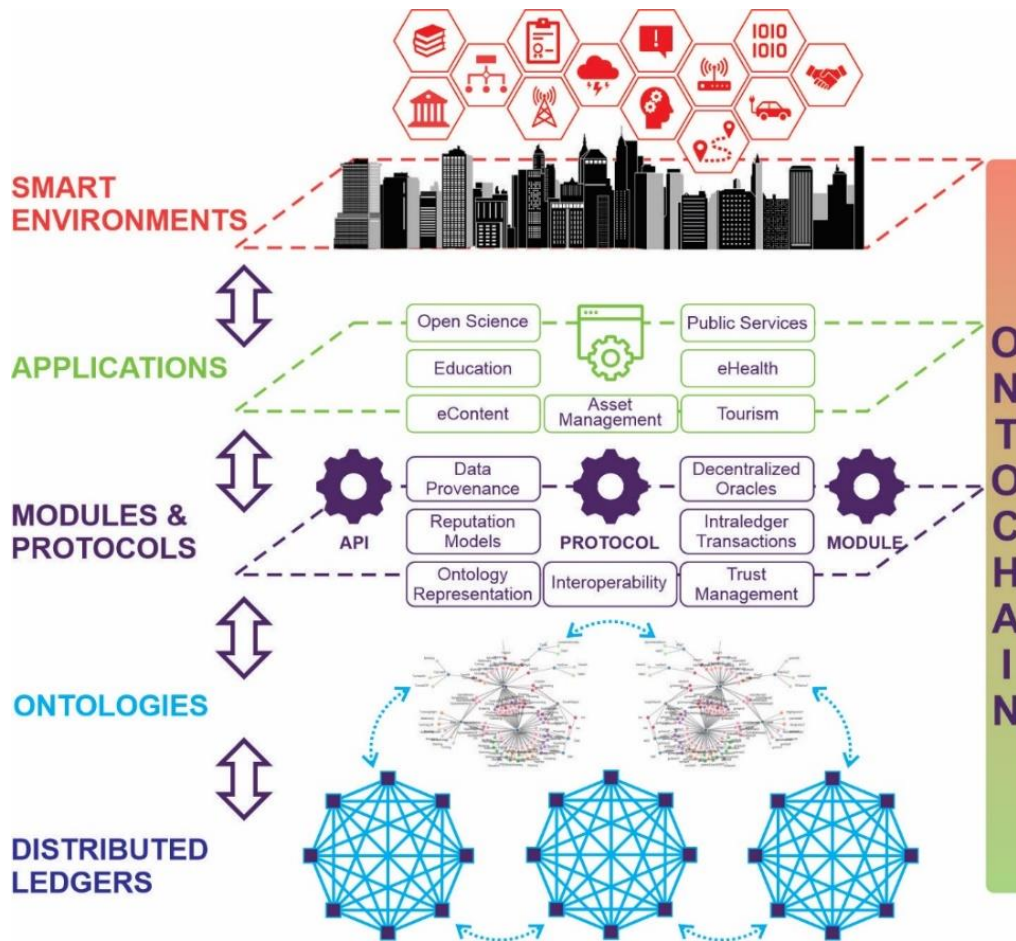
The ONTOCHAIN Open Call Flow illustrates the proposal’s evaluation process, from the eligibility check stage, until the moment the sub-grantee agreement is signed, or a rejection letter is sent.



**FIGURE 5: ONTOCHAIN OPEN CALL 1 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 ARCHITECTURE**

### 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

**TABLE 16: ONTOCHAIN PPT TEMPLATE**

**PowerPoint template**

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## 2.2 ONTOCHAIN CHANNEL MIX

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

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### 2.2.1 Digital channel promotion

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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 Hashtagify<sup>6</sup>, Hootsuite<sup>7</sup>, Twitter Search<sup>8</sup>, IfThisThenThat<sup>9</sup>, Buzzsumo<sup>10</sup>, TweetDeck<sup>11</sup>, and more.

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#### 2.2.1.1 Website & Newsroom

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Created under the [ngi.eu](https://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. An “Hall of Fame” section has been created, with information about the most successful third parties/projects.

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6 <https://hashtagify.me/>

7 <https://hootsuite.com/>

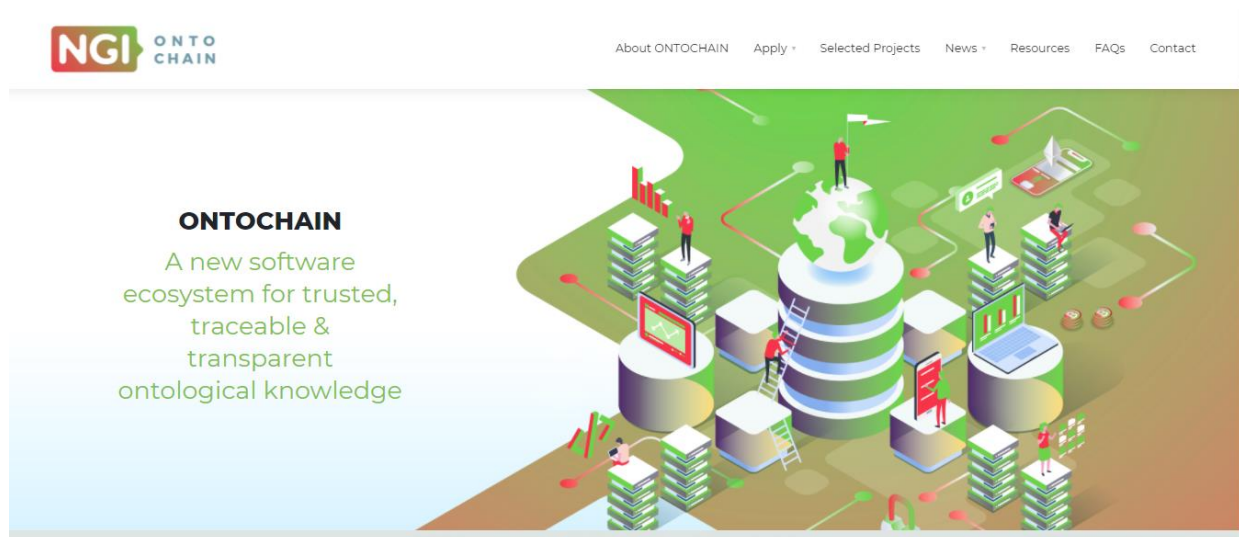
8 <https://twitter.com/search-advanced>

9 <https://ifttt.com/>

10 <https://buzzsumo.com/>

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





**FIGURE 7: ONTOCHAIN WEBSITE 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.

### 2.2.13 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 the consortium has 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, ONTOCHAIN's social media activities are aligned with the project broader communication objectives and values, effectively considering the needs of target audience, as well as the nuances between different social media platforms. Moreover, the consortium seeks to demonstrate the personality behind the ONTOCHAIN's brand and its 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.).

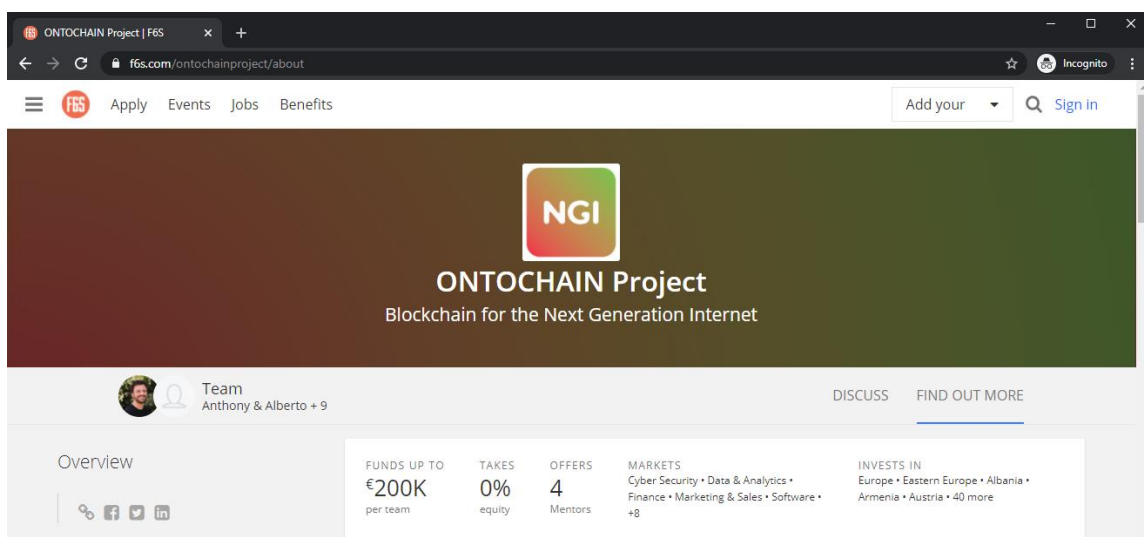
Digital channels used are F6S, Twitter, LinkedIn, Facebook. ONTOCHAIN presents unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the ONTOCHAIN advantage).

### 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.

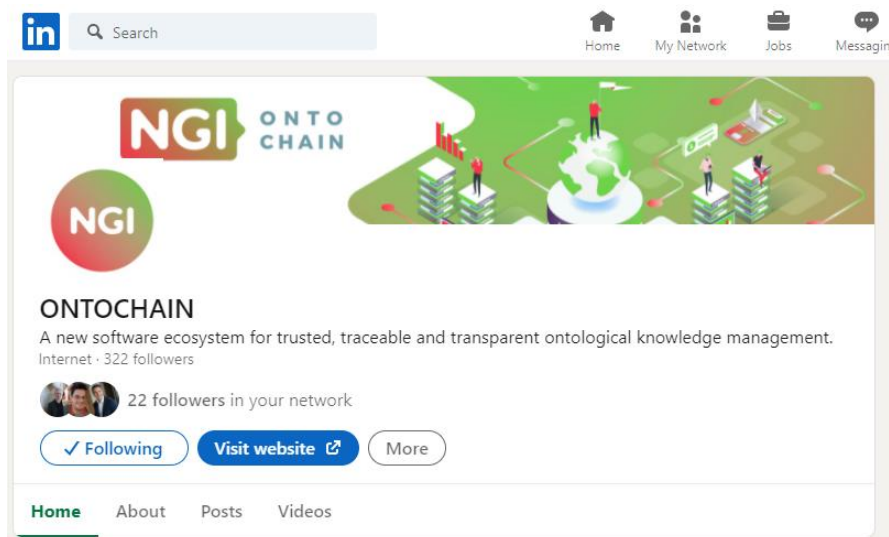




**FIGURE 9: ONTOCHAIN TWITTER PROFILE**

### 2.2.1.3.3 LinkedIn

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



**FIGURE 10: ONTOCHAIN LINKEDIN PROFILE**

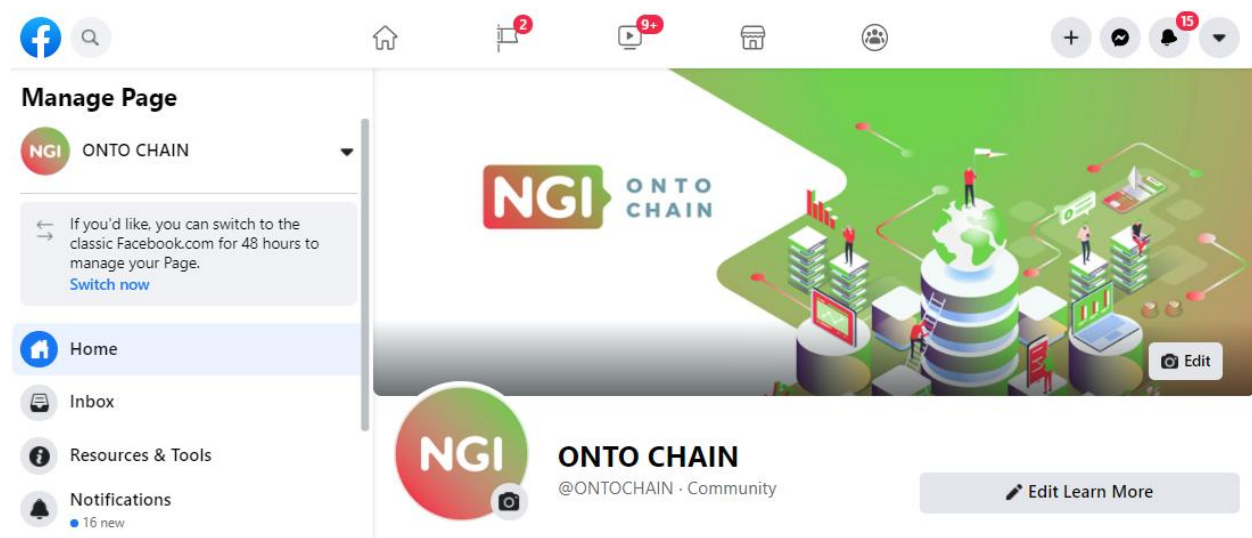
<sup>12</sup> <https://www.linkedin.com/showcase/ontochain>

The page is open to all who are interested in learning about ONTOCHAIN. Through LinkedIn, the consortium strategically engages ONTOCHAIN's 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.

### 2.2.13.4 Facebook

A dedicated Facebook page<sup>13</sup> has been created, to promote messages being professional, trustworthy, or funny, to engage the audience. With its sophisticated targeting measures, in the context of ONTOCHAIN, Facebook represents a massive opportunity for always-on lead generation.



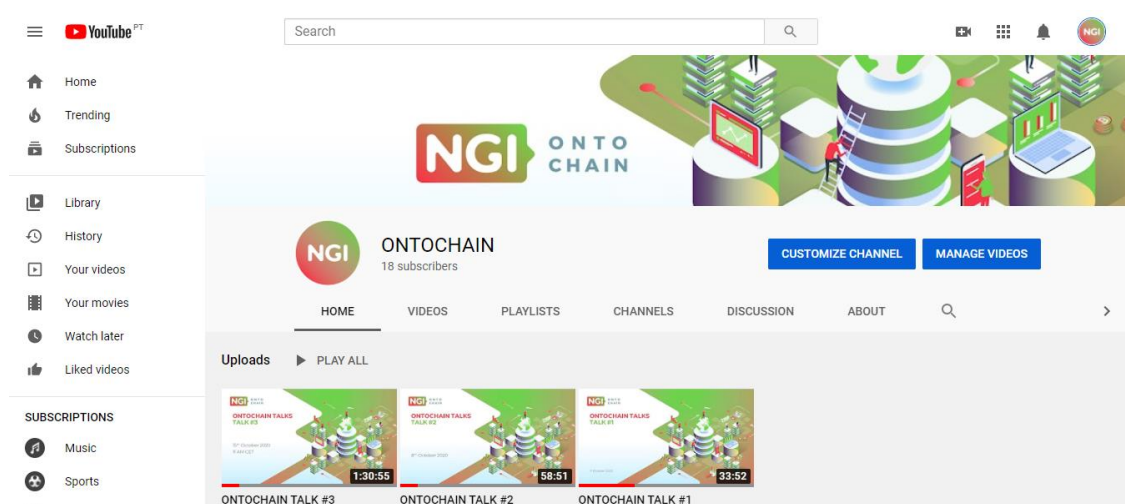
**FIGURE 11: ONTOCHAIN FACEBOOK PROFILE**

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

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 channel<sup>14</sup> 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.



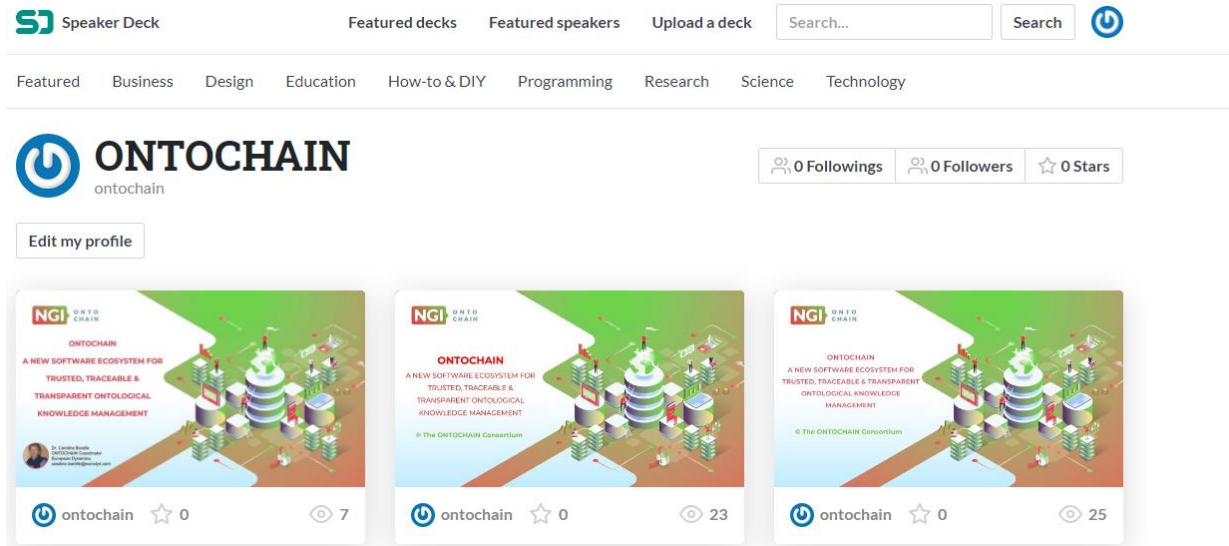
**FIGURE 12: ONTOCHAIN YOUTUBE PROFILE**

### 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,

<sup>14</sup><https://www.youtube.com/channel/UCcF7Ovd99lOKcjMGQdnhIvA>

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**

### 2.2.13.7 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 uses tools to help master hashtags to enhance social media performance such as hashtagify<sup>15</sup>. Based on ONTOCHAIN field of action it is easy to identify some hashtags: #blockchain, #semanticweb, and #cybersecurity. Using the hashtagify tool the consortium 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

<sup>15</sup> <https://hashtagify.me/>

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

### 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](mailto: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](http://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.



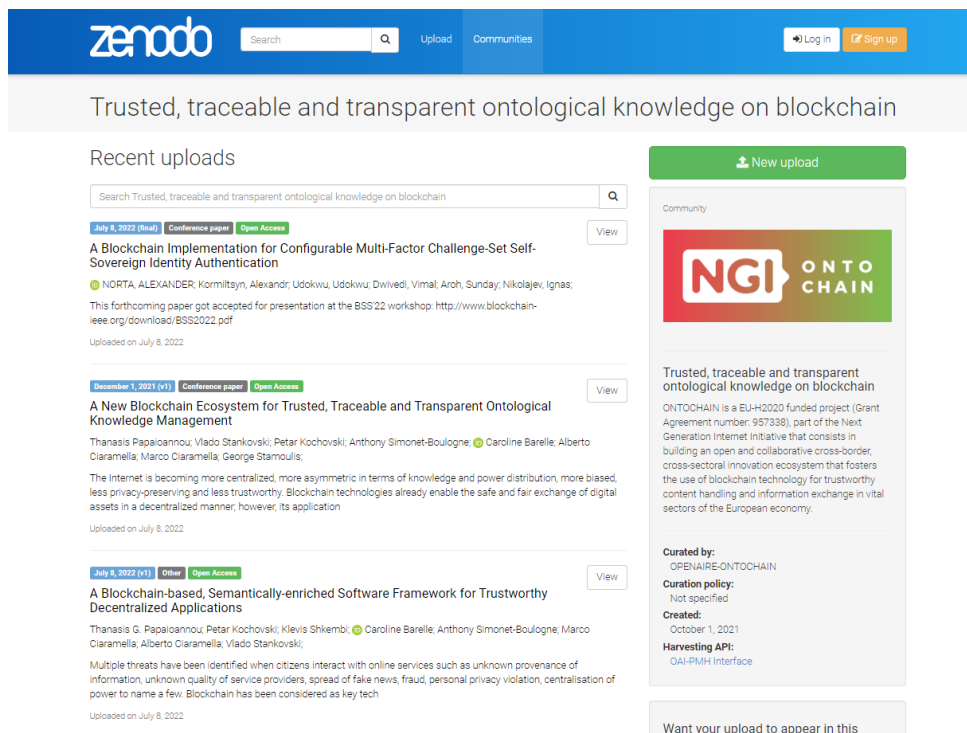
Section 3 presents the materials already developed. Further materials will be created throughout the project, as needed.

### 2.2.13.11 Zenodo

A dedicated area was created for ONTOCHAIN at Zenodo, named “Trusted, traceable and transparent ontological knowledge on blockchain”.

“Zenodo is an all-purpose open research repository. It was created by OpenAIRE and CERN to provide a place for researchers to deposit publications, datasets and other research artifacts such as code, posters, presentations...”<sup>16</sup>

By sharing here all the ONTOCHAIN public documents, the consortium contributes for open dissemination and to maximise impact targeting a scientific audience.



**FIGURE 14: ONTOCHAIN COMMUNITY AT ZENODO**

<sup>16</sup> <https://www.openaire.eu/faqs#article-id-1100>

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## 2.2.2 Offline communication , marketing

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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

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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.

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### 2.2.2.2 In person Communication & Marketing

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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 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**

 <span style="margin-left: 20px;">NGI Explorers</span>	
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**


 <span style="margin-left: 20px;">NGI Forward</span>	
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**


 <span style="margin-left: 20px;">NGI Tetra</span>	
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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.
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**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.

**TABLE 33: TRUBLO**

 NGI TRUBLO	
Brief info	TruBlo funds 45 early stage projects to explore "trusted content on future blockchains".
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	<a href="https://openledger.info/">https://openledger.info/</a>
Bits on Blocks	<a href="https://bitsonblocks.net/">https://bitsonblocks.net/</a>
BREAKERMAG	<a href="https://breakermag.com/">https://breakermag.com/</a>
Hackernoon	<a href="https://hackernoon.com/tagged/blockchain">https://hackernoon.com/tagged/blockchain</a>
Blockchain and the law	<a href="https://www.blockchainandthelaw.com/">https://www.blockchainandthelaw.com/</a>
Cisco Blog	<a href="https://blogs.cisco.com/">https://blogs.cisco.com/</a>
Blockchain and the law	<a href="https://medium.com/blockchain-at-berkeley">https://medium.com/blockchain-at-berkeley</a>
newsBTC	<a href="https://www.newsbtc.com/">https://www.newsbtc.com/</a>
BITCOIN Magazine	<a href="https://bitcoinmagazine.com/">https://bitcoinmagazine.com/</a>
bitcoin.fr	<a href="https://bitcoin.fr/">https://bitcoin.fr/</a>
Coinspeaker	<a href="https://www.coinspeaker.com/">https://www.coinspeaker.com/</a>

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

## 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 34: 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 three categories:

1 - General project dissemination material that can be used throughout all the projects.

- 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, second and third open calls of the project.

- Postcard, banner, press release, social media posts and email templates.
- 3 - Specific materials prepared to promote the first ONTOCHAIN Summit for Trustworthy Internet, and to be displayed/distributed at the event.
- Logo, website graphics, promo banners and promo video, social media posts, event agenda, press release, backdrop, podium, roll-up and promotional merchandise.

### 3.1 GENERAL PROJECT DISSEMINATION MATERIAL

#### 3.1.1 Poster »A2«

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.

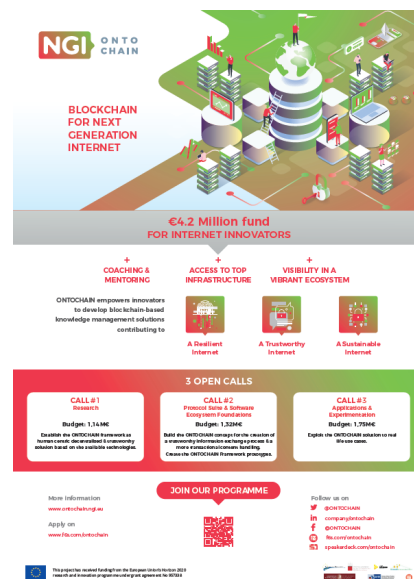


FIGURE 15: POSTER

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

More information: [www.ontochain.rug.nl](http://www.ontochain.rug.nl)

Apply on: [www.ris.com/ontochain](http://www.ris.com/ontochain)

Follow us on:

- @ONTOCHAIN
- company/ontochain
- @ONTOCHAIN
- ris.com/ontochain
- speakeardack.com/ontochain

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

**FIGURE 16: 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 17: T-SHIRT

#### 3.1.3.2 Bag



FIGURE 18: BAG

### 3.1.3.3 Pen



**FIGURE 19: PEN**

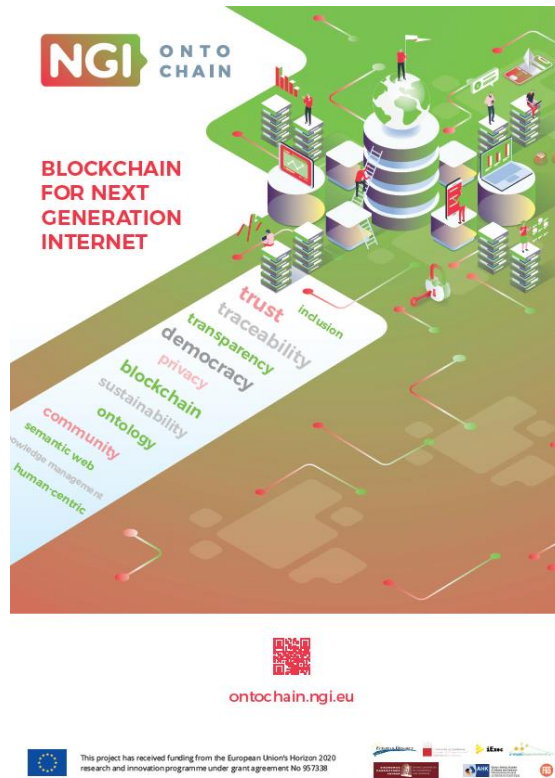
### 3.1.3.4 Cap



**FIGURE 20: CAP**



### 3.1.3.5 Notebook



**FIGURE 21: NOTEBOOK**

### 3.1.3.6 Stickers



**FIGURE 22: STICKERS**

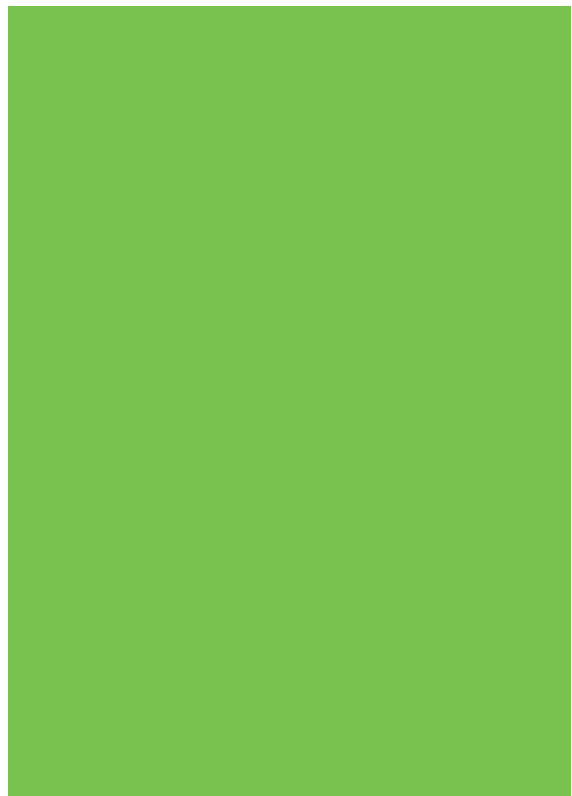
### 3.1.3.7 Table card template



**FIRSTNAME**  
**LASTNAME**  
 Organisation name

**FIGURE 23: TABLE CARD**

### 3.1.3.8 Badge ID



**FIGURE 24: ID BADGE**

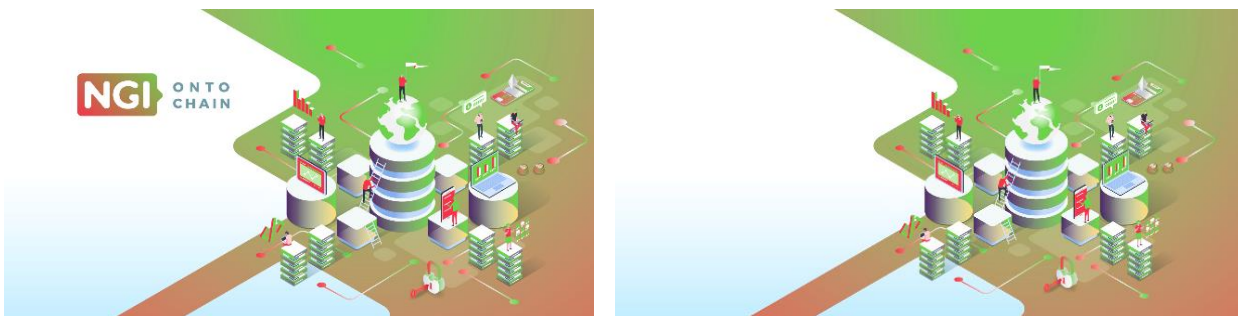
### 3.1.4 Social media headers



**FIGURE 25: HEADER WITH ONTOCHAIN LOGO**



**FIGURE 26: GENERIC HEADER**



**FIGURE 27: 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 28: 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.

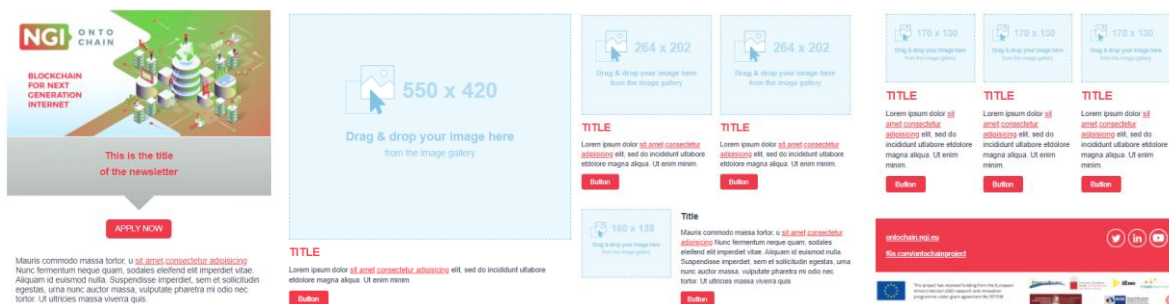
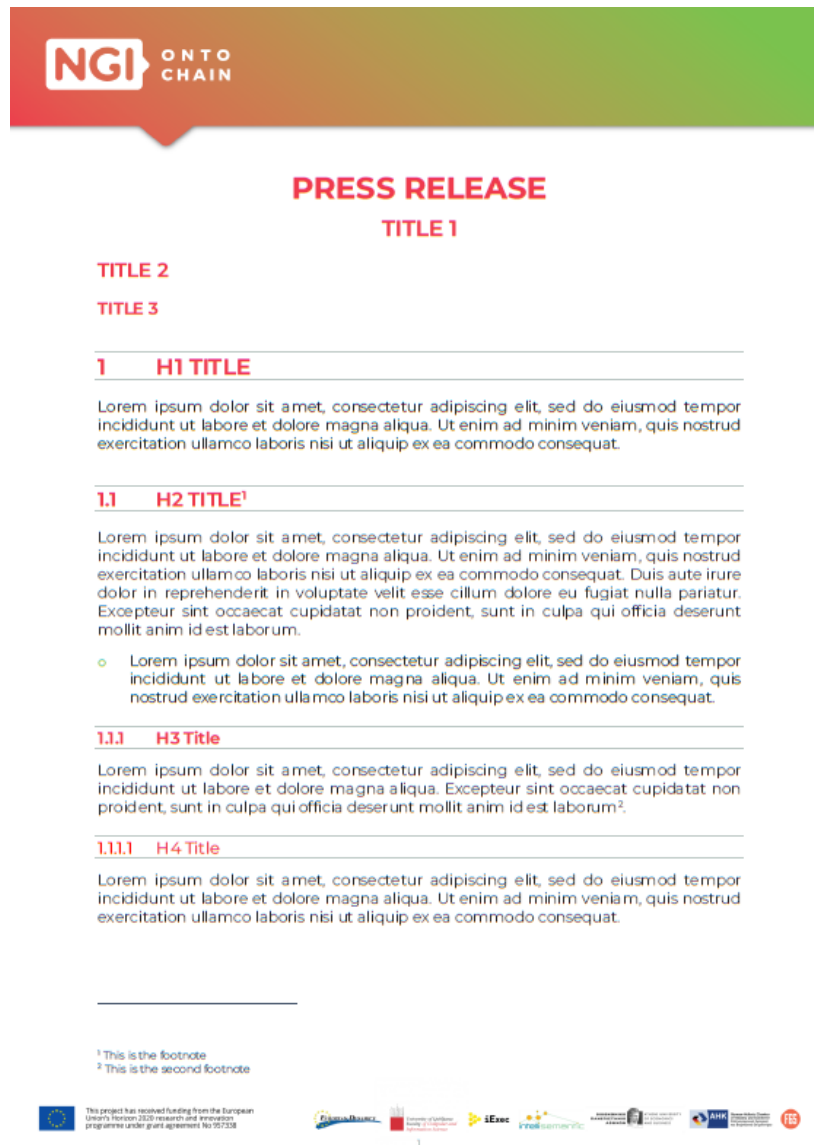


FIGURE 29: NEWSLETTER TEMPLATE



### 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.



## 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.



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

**FIGURE 30: OCI POSTCARD (FRONT)**

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



**JOIN OUR PROGRAMME**

More information  
[www.ontochain.ngi.eu](http://www.ontochain.ngi.eu)

Apply on  
[www.f6s.com/ontochain](http://www.f6s.com/ontochain)



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

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



**FIGURE 31: POSTCARD (BACK)**

**3.2.2 Banner**

**NGI ONTOCHAIN**

**BLOCKCHAIN FOR NEXT GENERATION INTERNET**

**APPLICATIONS ARE OPEN!**

**Up to €123k for INTERNET INNOVATORS**

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

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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 32: 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 35: 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</p> <p>📄 access to</p> <p>📡 Infrastructure</p> <p>👤 Internet innovators, you can now start your @ONTOCHAIN journey!</p> <p>📌 Open Call Info: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p>	<p>📣 ONTOCHAIN OPEN CALL IS OFFICIALLY LAUNCHED 📣</p> <p>💰 up to €123k equity-free funding</p> <p>🔧 technical support and</p> <p>📄 access to</p> <p>📡 Infrastructure</p> <p>👤 Internet innovators, you can now start your @ONTOCHAIN journey!</p> <p>📌 Open Call Info: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></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: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p>
2	Calling internet	<p>👤 Internet innovators, are you ready for the @ontochain challenges?</p>	<p>👤 Internet innovators, are you ready for the @ontochain challenges?</p>	<p>👤 Internet innovators, are you ready for the @ontochain challenges?</p>

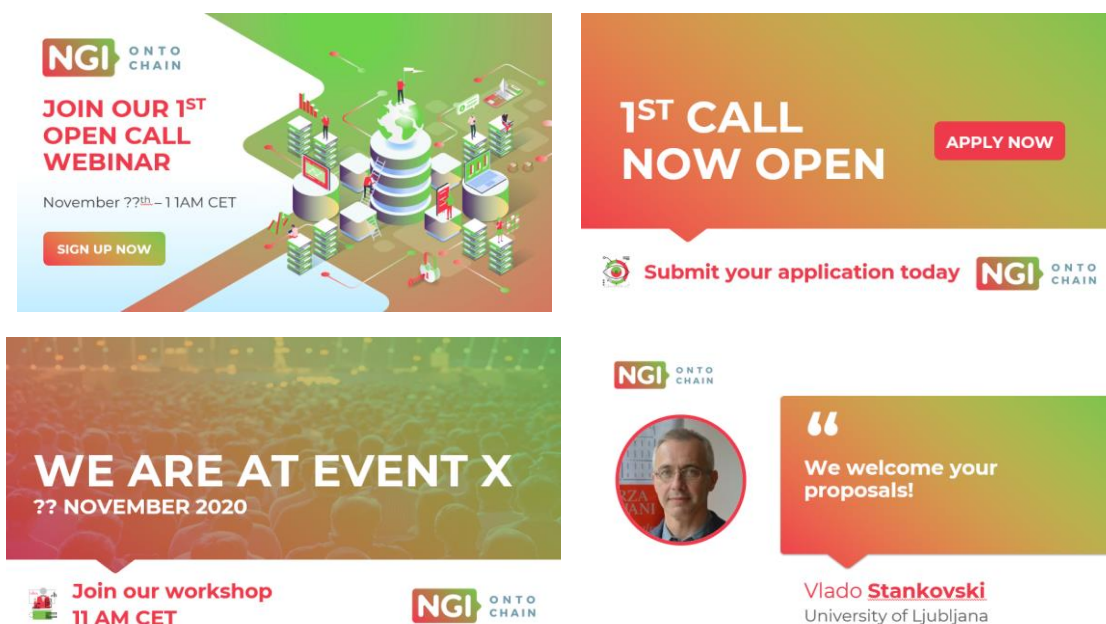
#	Topic	Twitter	Facebook	LinkedIn
	innovators	<p>Apply now! And let your  vision see the light of day </p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>	<p>Apply now! And let your  vision see the light of day </p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>	<p>Apply now! And let your  vision see the light of day </p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></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:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></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:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></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:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>
4	Calling internet	<p> Calling all #internet innovators!</p>	<p> Calling all #internet innovators!</p>	<p> Calling all #internet innovators!</p>

#	Topic	Twitter	Facebook	LinkedIn
	innovators	<p>We are open and waiting to receive your applications before 15 January</p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via  <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>	<p>We are open and waiting to receive your applications before 15 January</p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via  <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>	<p>We are open and waiting to receive your applications before 15 January</p> <p><b>i</b> Open Call Info:  <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a></p> <p>*Apply via  <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>
5	Webinar	<p>Only few weeks left to apply to @ontochain!</p> <p>Boost your application now - join our LIVE webinar 🗣️ to ask us all your burning application questions 🔥</p> <p>*Save your spot via:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></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:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></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:  <a href="http://f6s.com/ontochain/about">http://f6s.com/ontochain/about</a></p> <p>#blockchain            #semanticweb            #funding #opencall</p>
6	Invitation to meet at (Event	<p>Are you going to @event-X?!</p>	<p>Are you going to @event-x?!</p>	<p>Are you going to @event-x?!</p>

#	Topic	Twitter	Facebook	LinkedIn
	to be defined)	<p>Check out our workshop on  ??<sup>th</sup> Nov, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Join our workshop on  ??<sup>th</sup> Nov, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Join our workshop on  ??<sup>th</sup> Feb, at ?pm.</p> <p>We will be there for you!</p> <p>#blockchain #semanticweb #funding #opencall</p>
7	Webinar recording	<p>Did you miss our webinar? </p> <p>No worries! </p> <p>You can catch a replay right here! </p> <p>*YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Did you miss our webinar? </p> <p>No worries! </p> <p>You can catch a replay right here! </p> <p>*YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>	<p>Did you miss our webinar? </p> <p>No worries! </p> <p>You can catch a replay right here! </p> <p>*YouTube LINK</p> <p>#blockchain #semanticweb #funding #opencall</p>
8	Last call	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding &amp; access a range of support services.</p> <p>Deadline 15/01/2021</p>	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding &amp; access a range of support services.</p> <p>Deadline 15/01/2021</p>	<p> Last call for #internet #innovators!</p> <p>Apply to @ontochain open call to get a chance of being selected among the 18 teams who will receive up to €123k equity-free #funding &amp; access a range of support services.</p> <p>Deadline 15/01/2021</p>

#	Topic	Twitter	Facebook	LinkedIn
		#blockchain #semanticweb #funding #opencall	#blockchain #semanticweb #funding #opencall	#blockchain #semanticweb #funding #opencall

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



**FIGURE 33: 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 36: EMAIL TEMPLATE TO POTENCIAL APPLICANTS**

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

Hello,

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

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

What's in it for you?

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

Applications are open on F6S until January 15<sup>th</sup> at 17:00 CET!

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

Don't miss the opportunity and start now your application:  
[www.f6s.com/ontochain/apply](http://www.f6s.com/ontochain/apply)

We hope to see you there!

For more information please visit our website:

[www.ontochain.ngi.eu](http://www.ontochain.ngi.eu)

Best regards,

[NAME]



### 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 37: 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](http://www.ontochain.ngi.eu)

Applications are open on F6S until January 15<sup>th</sup> at 17:00 CET!

[www.f6s.com/ontochain/apply](http://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 38: 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 15<sup>th</sup>: <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 39: 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 15<sup>th</sup> at 17:00 CET!

[www.f6s.com/ontochain/apply](http://www.f6s.com/ontochain/apply)

For more information, please visit our website:

[www.ontochian.ngi.eu](http://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**



**NGI ONTOCHAIN**

**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 15<sup>th</sup>, at 17:00 CET.

[www.f6s.com/ontochain/apply](http://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](mailto:ontochain@ngi.eu)

Website: [ontochain.ngi.eu](http://ontochain.ngi.eu)

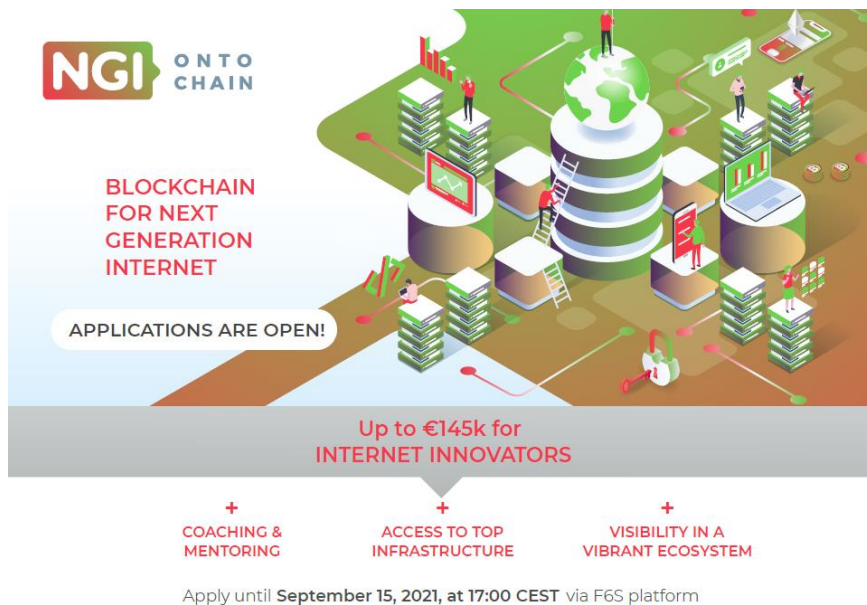
Being at the very initial phase of the project, the open call 1 dissemination materials aimed to deliver simple messages, not going into too much technical details, and it was meant to reach all targeted innovators.

### 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 applying.



**FIGURE 34 OC2 POSTCARD (FRONT)**



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



Other topics may be considered

JOIN OUR PROGRAMME

More information  
[ontochain.ngi.eu](http://ontochain.ngi.eu)

Apply on  
[www.f6s.com/ontochain-open-call-2](http://www.f6s.com/ontochain-open-call-2)



Follow us on

- @ONTOCHAIN
- company/ontochain
- @ONTOCHAIN
- f6s.com/ontochain-open-call-2
- speakerdeck.com/ontochain



FIGURE 35: 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.


















FIGURE 36: OC2 BANNER

### 3.3.3 Social media posts












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

**TABLE 40: 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> Open Call Info: <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a>  Apply via: <a href="https://www.f6s.com/ontochain-opencall-2/apply">https://www.f6s.com/ontochain-opencall-2/apply</a></p> <p>#horizoneurope #horizon2020 #h2020 #funding</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:  Grants up to €145k (equity-free)  technical support and  access to  Infrastructure</p> <p>Start your application today!</p> <p> Find out how at: <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a></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  access to  Infrastructure</p> <p>Learn more &amp; start your application today:  Open Call Info: <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a>  Apply via: <a href="https://www.f6s.com/ontochain-opencall-2/apply">https://www.f6s.com/ontochain-opencall-2/apply</a></p>













#	Topic	Twitter	Facebook	LinkedIn
			 Apply via: <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a>  #horizoneurope #horizon2020 #h2020 #funding	#horizoneurope #horizon2020 #h2020 #funding
2	Calling internet innovators	#Internet innovators  ONTOCHAIN #opencall 2 is calling for you!  Are you up for the challenge  , of developing blockchain-based knowledge management solutions?  Apply now:  Open Call Info: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a>  Apply via <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a>	 Hey #internet innovators!  ONTOCHAIN #opencall 2 is calling  for you!  Your mission: develop blockchain-based knowledge management solutions  Are you up for the challenge?   Apply now:  Open Call Info: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a>  Apply via <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a>	ONTOCHAIN #opencall 2 is calling for  #internet innovators!  Your mission: develop blockchain-based knowledge management solutions  Are you the right fit for this challenge?   Apply now:  Open Call Info: <a href="http://www.ontochain.ngi.eu/apply">http://www.ontochain.ngi.eu/apply</a>  Apply via <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a>
3	Webinar	 Next Wednesday we'll be answering your burning questions	 Next Wednesday we'll be answering all your burning questions about	 Next Wednesday we are hosting a webinar to answer all your questions

#	Topic	Twitter	Facebook	LinkedIn
		<p>about ONTOCHAIN #opencall 2, live on air!</p> <p>Come find out:</p> <ul style="list-style-type: none"> <li>👉 What is ONTOCHAIN</li> <li>👉 Open Call topics</li> <li>👉 Eligibility criteria</li> <li>👉 How to apply</li> </ul> <p>Save your spot: 📄 <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></p> <p>#blockchain #semanticweb</p>	<p>ONTOCHAIN #opencall 2, live on air!</p> <p>Join our team, to find out:</p> <ul style="list-style-type: none"> <li>👉 What is ONTOCHAIN</li> <li>👉 What are the Open Call topics/challenges</li> <li>👉 What are the eligibility criteria</li> <li>👉 How to apply</li> </ul> <p>Save your spot now: 📄 <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></p> <p>#blockchain #semanticweb #funding</p>	<p>about ONTOCHAIN #opencall 2!</p> <p>Agenda includes:</p> <ul style="list-style-type: none"> <li>✓ What is ONTOCHAIN</li> <li>✓ What are the Open Call topics/challenges</li> <li>✓ What are the eligibility criteria</li> <li>✓ How to apply</li> </ul> <p>Secure your spot: 📄 <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></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 &amp;</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</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 &amp;</p>

#	Topic	Twitter	Facebook	LinkedIn
		<p>transparent #ontological knowledge!</p> <p>Apply by September 15:</p> <p> <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p>	<p>for #trusted, #traceable &amp; transparent #ontological knowledge!</p> <p>Apply by September 15:</p> <p> <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p>	<p>transparent #ontological knowledge!</p> <p>Apply by September 15:</p> <p> <a href="http://f6s.com/ontochain/apply">http://f6s.com/ontochain/apply</a></p>
5	Webinar	<p>ONTOCHAIN #opencall2 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  <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></p> <p>#blockchain #semanticweb #funding</p>	<p>Have you added the ONTOCHAIN #opencall2 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  <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></p>	<p>Make sure you add the ONTOCHAIN #opencall2 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  <a href="https://www.f6s.com/ontochain-open-call-2-webinar">https://www.f6s.com/ontochain-open-call-2-webinar</a></p>

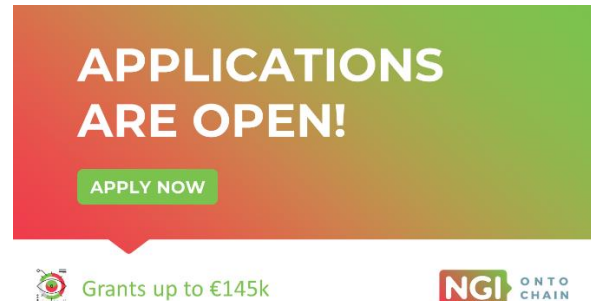
#	Topic	Twitter	Facebook	LinkedIn
			#blockchain #semanticweb #funding	#blockchain #semanticweb #funding
6	Invitation to meet at (Event to be defined)	<p>Join us at @eventX!</p> <p>Presenting: 👤“(presentation theme)</p> <p>Reach out to say 🙌 hello &amp; find out more about the benefits that ONTOCHAIN programme can offer you.</p> <p>📅 (time &amp; date)</p> <p>📄 (link)</p>	<p>Are you at @eventX? 🙌 Then don't miss our presentation 👤“(presentation theme)</p> <p>Reach out to say 🙌 hello &amp; find out more about the benefits that ONTOCHAIN programme can offer you.</p> <p>📅 (time &amp; date)</p> <p>📄 (link)</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> <p>Come say 🙌 hello &amp; find out more about the benefits that ONTOCHAIN programme can offer you.</p> <p>📅 (time &amp; 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>



#	Topic	Twitter	Facebook	LinkedIn
8	Last call	<p> Hurry up, #blockchain &amp; #semanticweb innovators!</p> <p>Don't miss the chance of being selected to receive up to 💰 €145k equity-free #funding &amp; access a range of  support services.</p> <p> Apply by 15 September: <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a></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 &amp; access a range of  support services.</p> <p>Applications to ONTOCHAIN #opencall 2 close on  September 15th, 17:00 CET</p> <p> Apply via: <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a></p> <p>#horizoneurope #horizon2020 #h2020 #blockchain #semanticweb</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 &amp; access a range of  support services.</p> <p>Applications to ONTOCHAIN #opencall 2 close on  September 15th, 17:00 CET</p> <p> Apply via: <a href="https://www.f6s.com/ontochain-open-call-2/apply">https://www.f6s.com/ontochain-open-call-2/apply</a></p> <p>#horizoneurope #horizon2020 #h2020</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 prepared.





**FIGURE 37: 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 41: EMAIL TEMPLATE TO POTENTIAL APPLICANTS OC2**

<p><b>Subject line: You are invited to join ONTOCHAIN - Get up to €145K, technical support, coaching and access to top infrastructure</b></p>
<p>Hello,</p> <p>My name is [NAME] from [ORGANISATION]. I am inviting you to join the vibrant ONTOCHAIN programme!</p>

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 42: 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](#) 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 43: 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 44: 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](http://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 45: PRESS RELEASE OC2**



**NGI ONTOCHAIN**

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 15<sup>th</sup> of September 2021, at 17:00 CEST:

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

A special webinar will be held on the 28<sup>th</sup> 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](mailto:ontochain@ngi.eu)

Website: [ontochain.ngi.eu](http://ontochain.ngi.eu)

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

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

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

## 3.4 THIRD OPEN CALL DISSEMINATION MATERIAL

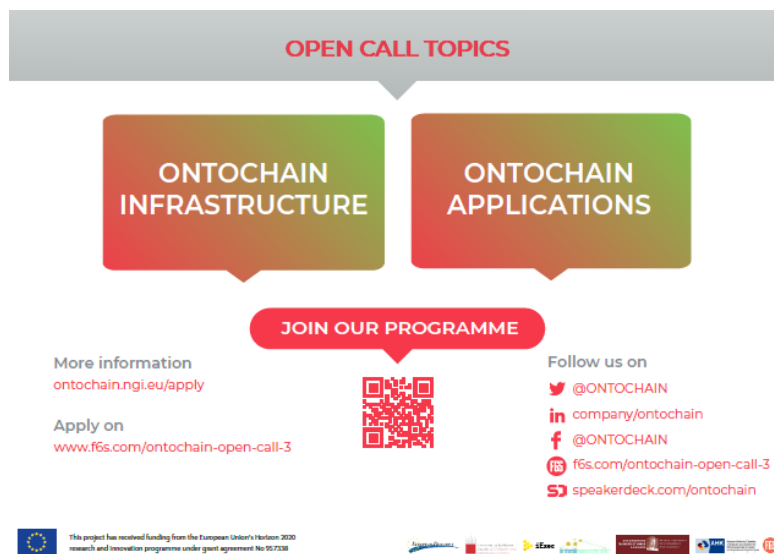
The content presented in this section was specifically designed for the promotion of the third open call of the project.

### 3.4.1 Postcard

As a valuable communication material in the first two open calls, a new version of the postcard was developed to reflect the open call 3 novelties, namely: the new topics, the benefits for applicants and the deadline for applying.



**FIGURE 38: OC3 POSTCARD (FRONT)**



**FIGURE 39: OC3 POSTCARD (BACK)**

### 3.4.2 Banner

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
















**FIGURE 40: OC3 BANNER**

### 3.4.3 Social media posts













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

**TABLE 46: OC3 SOCIAL MEDIA POST TEMPLATES**













#	Topic	Twitter	Facebook	LinkedIn
1	Open call launch	<p>📣 #web3 innovators: @ONTOCHAIN third #opencall is here!</p> <p>💰 Grants up to €119.5k</p> <p>🔧 Technical support</p>	<p>📣 Calling all #web3 innovators!</p> <p>@ONTOCHAIN third #opencall is looking for you.</p> <p>💰 Grants up to €119.5k</p> <p>🔧 Technical support</p>	<p>📣 #web3 innovators: your opportunity to apply for @ONTOCHAIN third #opencall is here!</p> <p>Get: 💰 Grants up to €119.5k</p>

#	Topic	Twitter	Facebook	LinkedIn
		<p> Access to top Infrastructure   Joint exploitation</p> <p>Learn more:  <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a>            Apply at:  <a href="https://bit.ly/3sCu5JY">https://bit.ly/3sCu5JY</a></p> <p>#blockchain            #h2020 #funding</p>	<p> Access to top Infrastructure   Joint exploitation</p> <p>Start your application today!</p> <p>Find out how at:  <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a>            Apply via:  <a href="https://www.f6s.com/ontochain-open-call-3/apply">https://www.f6s.com/ontochain-open-call-3/apply</a>            #blockchain #h2020 #funding</p>	<p> Technical support   Access to top Infrastructure   Joint exploitation</p> <p>Learn more &amp; start your application today.</p> <p>Open Call Info:  <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a>            Apply via:  <a href="https://www.f6s.com/ontochain-open-call-3/apply">https://www.f6s.com/ontochain-open-call-3/apply</a>            #blockchain #h2020 #funding</p>
2	Webinar	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall3? Do you have questions about the open call, or the application process?            Then you don't want to miss this webinar: we'll be answering all your questions live on air.</p> <p> 5 July 2022   14:30 CEST</p>	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall3? Do you have questions about the open call, or the application process?            Then you don't want to miss this webinar: we'll be answering all your questions live on air.</p> <p> 5 July   14:30 CEST    <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a></p>	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall3? Do you have questions about the open call, or the application process?            Then you don't want to miss this webinar: we'll be answering all your questions live on air.</p> <p> 5 July 2022   14:30 CEST    <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a></p>

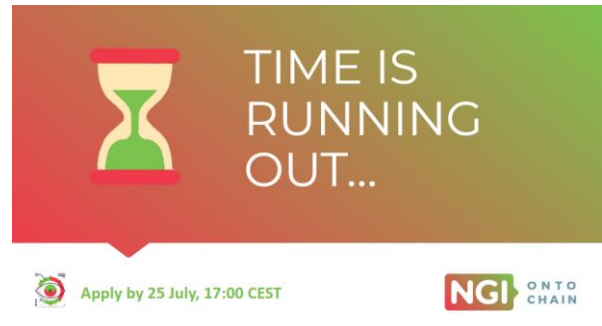


#	Topic	Twitter	Facebook	LinkedIn
		 <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a>		
3	Webinar	 Last call for today's ONTOCHAIN #opencall 3 webinar  If you haven't grabbed your free ticket, you can still do it! Join us and have all your questions about our programme that offers #web3 innovators grants up to €119.5k answered live on air:  <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a>	 Last call for today's ONTOCHAIN #opencall 3 webinar  If you haven't grabbed your free ticket, you can still do it! Join us and have all your questions about our programme that offers #web3 innovators grants up to €119.5k answered live on air:  <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a>	 Last call for today's ONTOCHAIN #opencall 3 webinar  If you haven't grabbed your free ticket, you can still do it! Join us and have all your questions about our programme that offers #web3 innovators grants up to €119.5k answered live on air:  <a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a>
4	Webinar recording	Did you ask for the recording of ONTOCHAIN's #opencall 3 webinar? You ask, we provide!  Here it is! ↓	How useful would it be to have access to the recording of ONTOCHAIN #opencall 3 webinar? You ask, we provide!  Watch the ▶ replay here ↓	Couldn't attend today's webinar, but would like to learn more about ONTOCHAIN #opencall 3? We are here to help! You can now watch the ▶ replay ↓



#	Topic	Twitter	Facebook	LinkedIn
5	Last call	<p> Hurry up, #web3 innovators!</p> <p>Don't miss the chance of being selected to receive up to 💰 €119.5k equity-free #funding &amp; access a range of  support services.</p> <p> Apply by 25 July: <a href="https://www.f6s.com/ontochain-open-call-3/apply">https://www.f6s.com/ontochain-open-call-3/apply</a></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 💰 €119.5k equity-free #funding &amp; access a range of  support services.</p> <p>Applications to ONTOCHAIN #opencall3 close on  July 25th, 17:00 CET</p> <p> Apply via: <a href="https://www.f6s.com/ontochain-open-call-3/apply">https://www.f6s.com/ontochain-open-call-3/apply</a></p> <p>#horizoneurope #horizon2020 #h2020 #blockchain #semanticweb</p>	<p> Last call for #web3 innovators!</p> <p>Don't miss the chance of being selected to receive up to 💰 €119.5k equity-free #funding &amp; access a range of  support services.</p> <p>Applications to ONTOCHAIN #opencall3 close on  July 25th, 17:00 CET</p> <p> Apply via: <a href="https://www.f6s.com/ontochain-open-call-3/apply">https://www.f6s.com/ontochain-open-call-3/apply</a></p> <p>#horizoneurope #horizon2020 #h2020</p>

A set of new post illustrations was also prepared, to increase the visibility of each post, retain the viewers' attention, and reinforce the different messages.



**FIGURE 41: OC3 SOCIAL MEDIA POST VISUALS' TEMPLATES**

### 3.4.4 Email templates

#### 3.4.4.1 Email template to potential applicants

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

**TABLE 47: EMAIL TEMPLATE TO POTENTIAL APPLICANTS OC3**

<p><b>Subject line: You are invited to join ONTOCHAIN - Get up to €119.500, technical support, coaching and access to top infrastructure</b></p> <p>Hello,</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------

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

Applications for this third and last open call are open on [F6S](#) until the 25th of July 2022 (17.00 CEST).

Don't miss this opportunity and start your application now:

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

Join our [webinar](#) on the 5h of July, at 14:30 CEST, to learn more about the programme and the application process: <https://www.f6s.com/ontochain-open-call-3-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](#)!

[NAME]

### 3.4.4.2 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 third open call dissemination activities.

**TABLE 48: EMAIL TEMPLATE FOR INTERMEDIARIES OC3**

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

Hello,

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

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

What's in it for participants?

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

Potential applicants can find more information on

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

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

A [webinar](#) will be held on the 5h of July, at 14:30 CEST, providing potential applicants more information about the programme and the application process: <https://www.f6s.com/ontochain-open-call-3-webinar/>

Please do spread this opportunity. Attached I'm sending you 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]

### 3.4.4.3 Email template to partner projects

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

**TABLE 49: EMAIL TEMPLATE FOR PARTNER PROJECTS OC3**

**Subject line: Request to [PARTNER PROJECT NAME]: Your help is needed to disseminate the ONTOCHAIN 3rd and last 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 3rd and last 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 for ONTOCHAIN 3rd Open Call are open until 25 July 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]

#### 3.4.4.4 Email to press and media contacts

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

**TABLE 50: EMAIL TEMPLATE TO PRESS AND MEDIA OC3**

**Subject line: Story for [NAME OF PRESS ORGANISATION]: ONTOCHAIN Open Call 3 | €1.673.000 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 €119.500 (equity-free)

- Free access to top infrastructure (iExec and MyIntelliPatent)
- Free training & coaching
- Visibility & promotion
- Joint exploitation

Applications for this third and last open call are open on F6S until the 25th of July 2022 (17.00 CEST).

<https://www.f6s.com/ontochain-open-call-3/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/apply> or feel free to get in touch with me.

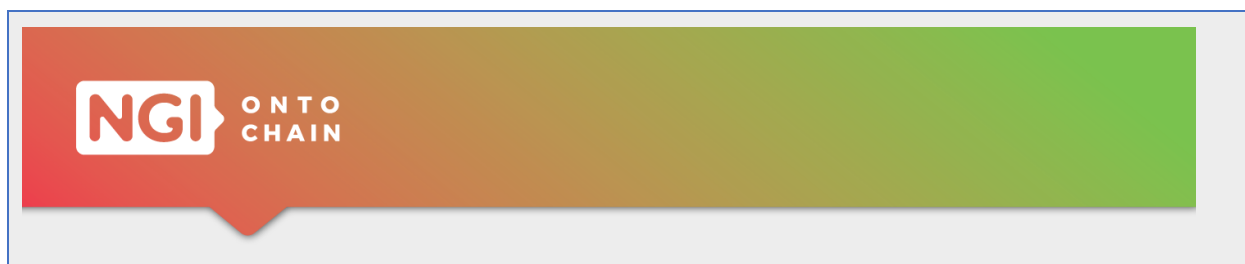
If you do cover ONTOCHAIN, we would love to hear about it and help to promote your article!

Thank you for your time,  
Best wishes,  
[NAME]

### 3.4.5 Press release

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

**TABLE 51: PRESS RELEASE OC3**





PRESS RELEASE

MAY 2022

## € 1.6 MILLION OPEN CALL FOR WEB 3.0 INNOVATORS TO DEVELOP BLOCKCHAIN-RELATED SOLUTIONS

ONTOCHAIN APPLICATIONS ARE OPEN

GRANTS UP TO € 119.500, FREE COACHING AND ACCESS TO TOP  
INFRASTRUCTURE

The EU-funded project [ONTOCHAIN](#) is calling all Web 3.0 innovators to apply for its third open call and co-develop a new software ecosystem for trusted, traceable, and transparent ontological knowledge management.

ONTOCHAIN offers a 10-month supporting programme with grants up to € 119.500 (equity-free), coaching, access to top infrastructure (iExec and MyIntelliPatent), visibility and joint exploitation opportunities. A total budget of € 1.673.000 is available to empower the best projects.

The [ONTOCHAIN Open Call 3](#) will support the development of interoperable and sustainable applications that employ both Semantic Web and Blockchain concepts to enhance data quality aspects (E.g. high-level semantics, completeness, data uniqueness, timeliness, validity, integrity, privacy, consistency, assets trading and monetization, tokenomics principles, the use of application-level proofs and decentralised digital identities) and the trustworthiness of data communication and handling processes. Applications should be able to build on top of software services of the [ONTOCHAIN ecosystem](#), and should cover real needs of end users from various vertical domains/vital sectors of the European economy.

### How it works?

Applicants must submit a proposal addressing one of the following topics:

#### ONTOCHAIN INFRASTRUCTURE

- Service Integration (Gateways APIs) for ONTOCHAIN applications
- Semantic Matching and Reasoning

- Energy-efficient and sustainable hosting infrastructure for the ONTOCHAIN software ecosystem and services

#### ONTOCHAIN APPLICATIONS

- Semantic Digital Logbooks for Companies, Buildings, Cars or similar
- Decentralised Fact Checking and Data Credibility for Social Content
- Decentralized Online Semantic Social Networks
- Semantic energy data management
- Smart City Applications relying on Trustworthy Semantic Metadata
- Automotive, e.g., electric vehicle charging, road side management, car insurance, communication interoperability
- Distribution Logistics / Supply Chains Using Trustworthy Semantic Data
- Data/Digital content /Multimedia marketplace, including social media
- Semantics-based DAO
- Decentralised Public Services & Common Goods
- Remote Presence/Working and Metaverse
- Any other application aligned with ONTOCHAIN objectives

Applications are open on [F6S](#) until the 25<sup>th</sup> of July 2022, at 17:00 CEST.

Potential applicants can join the [ONTOCHAIN Summit](#) on the 1<sup>st</sup> and 2<sup>nd</sup> of July to learn more about the ONTOCHAIN ecosystem and everything that is needed to submit a successful application.

After the evaluation process described in the [Guide for Applicant](#), up to 14 projects will be selected to join the programme.

All the information about the ONTOCHAIN Open Call 3 is available at:

<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](mailto:ontochain@ngi.eu)

Website: [ontochain.ngi.eu](http://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.

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## 3.5 ONTOCHAIN SUMMIT DISSEMINATION MATERIAL

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The materials presented in this section were specifically designed for the promotion of the first in-person ONTOCHAIN event – the ONTOCHAIN Summit, and to be displayed/distributed at the event.

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### 3.5.1 ONTOCHAIN Summit logo

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A dedicated logo was created for the first ONTOCHAIN Summit.

The consortium aimed to create a specific visual identity for this event that could contribute to its differentiation and to creating a long-lasting visual memory, while at the same time maintaining a visual connection with the ONTOCHAIN project identity.

The logo designed is therefore a variation of the ONTOCHAIN logo that follows its colour pallet, lettering, and shapes, as shown in the next figure.



**FIGURE 42: ONTOCHAIN SUMMIT LOGO**

### 3.5.2 Website graphics

A set of graphic elements have been designed specifically for the event dedicated page.

These elements consisted of:

- Backgrounds for the different sections of this page.



**FIGURE 43: ONTOCHAIN SUMMIT BACKGROUNDS**

- o And icons, to support a graphical differentiation of each section of the page – key benefits, agenda, speakers, pitching slot, supporting partners and registration.



**FIGURE 44: ONTOCHAIN SUMMIT ICONS**

### 3.5.3 Event promo banners

A set of banners was also designed, with different shapes and dimensions, easily adjustable to the specific sizes used by the different websites and newsletters contacted by the consortium to disseminate information about the event.







**FIGURE 45: ONTOCHAIN SUMMIT PROMO BANNERS**

### 3.5.4 Event promo video

To support the promotion of the event and grab the attention of social media users, a dedicated promo video was developed, highlighting the event theme and presenting the speakers.



**FIGURE 46: ONTOCHAIN SUMMIT PROMO VIDEO**



This video can be watched in the ONTOCHAIN YouTube channel:

<https://youtu.be/p3GwQIhlvco>









### 3.5.5 Social media posts

Being social media one of the channels identified to target ONTOCHAIN relevant audience, social media post templates have been prepared to be used not only in ONTOCHAIN social media channels, but also to share with administrators of other relevant social media pages.

**TABLE 52: ONTOCHAIN SUMMIT SOCIAL MEDIA POST TEMPLATES**

		Twitter	Facebook	LinkedIn
1	ONTOCHAIN Summit	@ONTOCHAIN Summit for Trustworthy Internet: #Internet: registrations are open!  Your opportunity to:  Learn   Apply for grants   Pitch   Network  Berlin  June 1-2, 2022  Learn more & register now:	@ONTOCHAIN Summit for Trustworthy Internet: registrations are open!  Grab this opportunity to:  Learn, Apply for grants, Pitch and Network  Berlin  June 1-2, 2022  Learn more & register now:	@ONTOCHAIN Summit for Trustworthy Internet: registrations are open!  Bringing you the opportunity to:  Learn, Apply for grants, Pitch & Network  Berlin  June 1-2, 2022  Learn more & register now:

		<a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a>  #ontochainsummit #blockchain	<a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a>  #ontochainsummit #blockchain	<a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a>  #ontochainsummit #blockchain
2	ONTOCHAIN Summit	<p> Berlin is the place you'll want to be on the 1st and 2nd of June.</p> <p>The reason:</p> <p> The @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p> Learn how you can join the discussion with Europe's top #Internet innovators &amp; register now:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> #ontochainsummit #blockchain	<p> Berlin is the place you'll want to be on the 1st and 2nd of June.</p> <p>The reason:</p> <p> The @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p> Discussion topics will include the #semantic marketplace, application-level proofs, #tokenomics, cross-chain #interoperability, #oracles, #blockchain-based knowledge management.</p> <p> Learn how you can join Europe's top</p>	<p> Berlin is the place you'll want to be on the 1st and 2nd of June.</p> <p>The reason:</p> <p>The @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p>Discussion topics will include the #semantic marketplace, application-level proofs, #tokenomics, cross-chain #interoperability, #oracles, #blockchain-based knowledge management.</p> <p> Learn how you can join Europe's top #Internet innovators</p>

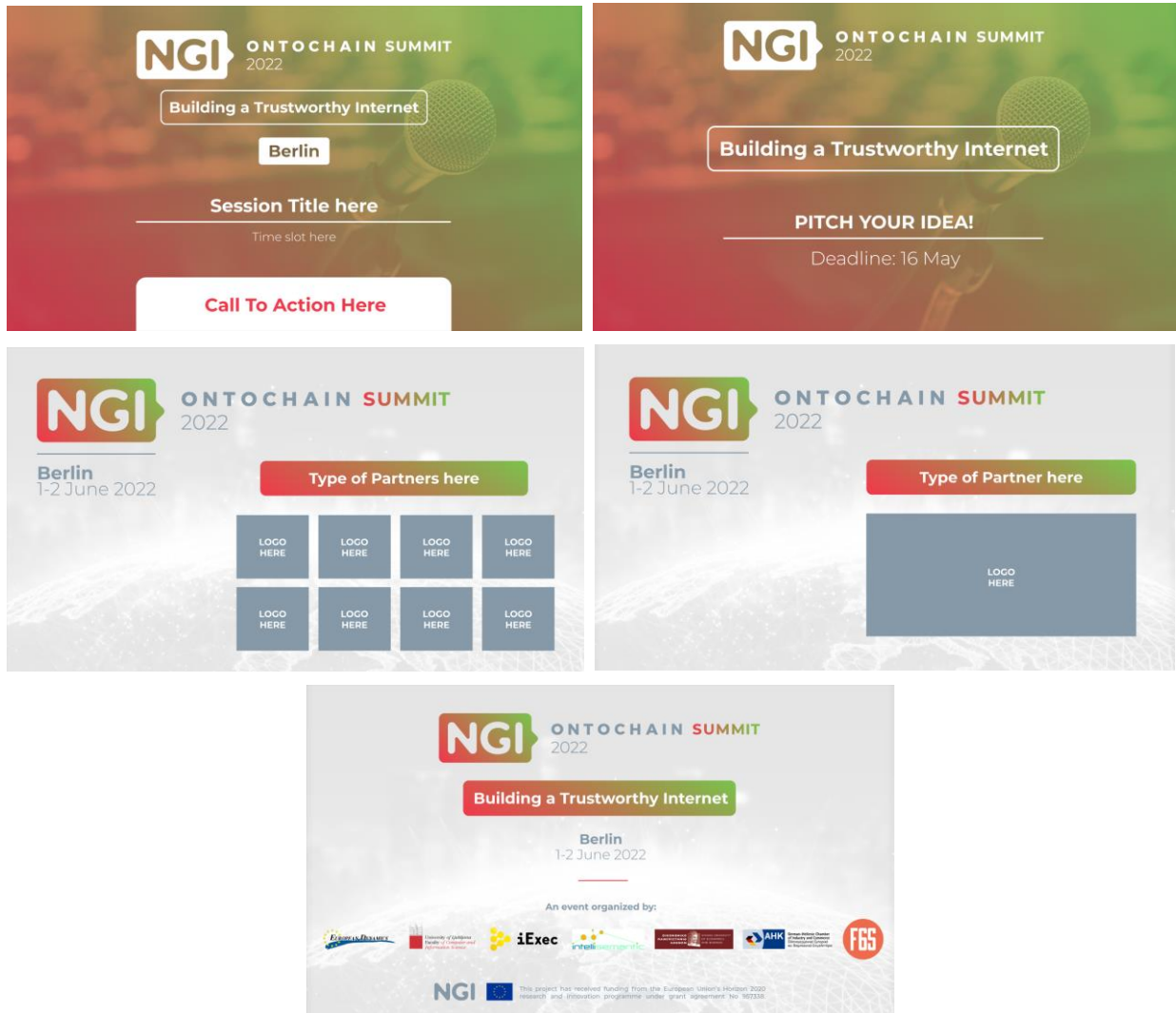
			<p>#Internet innovators &amp; register now:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit</p>	<p>&amp; industry-defining leaders:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit</p>
3	<p>ONTOCHAIN Summit</p>	<p>Learn, apply for grants, pitch and network – at the upcoming @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p> Berlin</p> <p> June 1-2, 2022</p> <p> Learn how you can be part of it &amp; register now:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>Learn, apply for grants, pitch and network – at the upcoming @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p> Berlin</p> <p> June 1-2, 2022</p> <p> Find out how you can be part of it &amp; register now:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>Learn, apply for grants, pitch and network – at the upcoming @ONTOCHAIN Summit for Trustworthy #Internet!</p> <p> Berlin</p> <p> June 1-2, 2022</p> <p>Learn how you can be part of it &amp; register now:</p> <p><a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>

To grab the social media users' attention, dedicated visuals were also prepared, covering the different types of posts planned to be done during the event promotion:

- Save the date

- Global event presentation
- Single speaker presentation
- Multiple speakers/session presentation
- Session presentation (without speakers)
- Call for pitches
- Organisers presentation
- Supporting partner presentation
- Multiple supporting partners presentation





**FIGURE 47: ONTOCHAIN SUMMIT SOCIAL MEDIA VISUALS**

### 3.5.6 Event agenda

An agenda template has been designed to enable participants' access to a presentation of all the panels and speakers of this 2-day event, in a PDF file, downloadable.





Engage with the ONTOCHAIN community that will present key software services and demonstrations, funding opportunities (grants up to €195k), and join an open discussion on specific technological aspects that aim at trustworthy data exchange and knowledge management. Discussion topics include the semantic marketplace, application-level proofs, tokenomics, cross-chain interoperability, oracles, blockchain-based knowledge management.

Time	Panels/Presentations	Speakers
9:00	<b>Doors Opening</b>	
9:45	Welcome words	
	ONTOCHAIN	Carolina Baralla, ONTOCHAIN Project Coordinator & Research Scientist and EU Project Manager at European Dynamics
	Berlin Partner for Business and Technology	Jakob Zwiars, Project Manager Innovation   Information and Communication Technology   Blockchain & IT-Security
10:00 – 11:15	<b>Roundtable: Trustworthy Internet</b>	Moderator: <b>Vlado Stankovski, ONTOCHAIN technical coordinator &amp; Professor of Computer Science at University of Ljubljana</b>
	European Commission- Directorate-General for Communications Networks, Content & Technology (DG CONNECT)	Rozalia Laskavibus, Policy Officer
	European Blockchain Observatory and Forum	Ivanna Vlachou, EU Blockchain Observatory and Forum & Commercial Director for EMEA at Energy Web
	Astrea La Infopista Jurídica SL NGI TruBio	Ignacio Alamillo-Domingo, Director Andrija Damasceno, EU Project Manager at P&S, WP Leader at TruBio
	<b>Coffee Break</b>	
11:30 – 13:15	ONTOCHAIN Software ecosystem	Moderator: <b>Vlado Stankovski, ONTOCHAIN technical coordinator &amp;</b>


**FIGURE 48: ONTOCHAIN SUMMIT AGENDA (FIRST PAGE)**

### 3.5.7 Press release

To notify the media about the ONTOCHAIN Summit, a press release was prepared and sent, targeting the different audiences defined in this document.



**TABLE 53: PRESS RELEASE ONTOCHAIN SUMMIT**



PRESS RELEASE  
APRIL 2022

**ONTOCHAIN SUMMIT BRINGS WEB 3 INNOVATORS TO BERLIN TO BUILD A TRUSTWORTHY INTERNET**

ONTOCHAIN APPLICATIONS ARE OPEN

GRANTS UP TO € 119.500, FREE COACHING AND ACCESS TO TOP INFRASTRUCTURE

[ONTOCHAIN](#), the software ecosystem for trusted, traceable and transparent ontological knowledge, funded by the European Commission, invites Web 3 innovators for the [ONTOCHAIN Summit](#) on June 1-2 at the world's first NFT museum in Berlin, Germany.

A two-day event to engage with the ONTOCHAIN community that will present its key software services and demonstrations, funding opportunities (grants up to €150k), and discuss topics including tokenomics, NFTs, oracles, blockchain-based knowledge management, semantic marketplaces, application-level proofs, and cross-chain interoperability, that aim at trustworthy data exchange and knowledge management.

The ONTOCHAIN core team to speak at the event include **Anthony Simonet-Boulogne**, Head of Research & Innovation at [iExec Blockchain Tech](#); **Vlado Stankovski**, Professor of Computer Science at the [University of Ljubljana](#), **Thanasis Papaioannou**, Principal Investigator at the [Athens University of Economics and Business](#), **Alberto Ciaramella**, founder and CEO of [IntelliSemantic](#), among many more to be announced.

As part of the event registration process, all Web 3 innovators can optionally apply to pitch ideas and projects that could contribute to the ONTOCHAIN software

ecosystem, and if selected present them to the entire audience at the ONTOCHAIN Summit.

ONTOCHAIN is preparing the launch of its third call for projects that will be open at the time of the Summit, meaning that attendees will have the opportunity to learn everything they need to submit a successful application and get access to grants up to €150k (equity-free), coaching, access to cutting-edge infrastructure and visibility.

The ONTOCHAIN Summit is also a unique opportunity to find partners to apply for the ONTOCHAIN grants, among the 100+ internet innovators and industry-defining leaders attending the event.

More information about the ONTOCHAIN Summit and how to register can be found at [www.ontochainsummit.eu](http://www.ontochainsummit.eu). Attendance is free and limited to the number of seats available.

## 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

Email: [ontochain@ngi.eu](mailto:ontochain@ngi.eu)

Website: [ontochain.ngi.eu](http://ontochain.ngi.eu)

## 3.5.8 Backdrop , Podium

A backdrop is an important element in an in-person event. As it is placed in a location that grabs the audience attention throughout the event, this is an effective means of passing across a message, emphasizing the theme of the event, and contributing to the brand recognition.

A backdrop was designed and produced specifically for this event, following the graphic language used in all the elements used to announce the event.



**FIGURE 49: ONTOCHAIN SUMMIT BACKDROP**

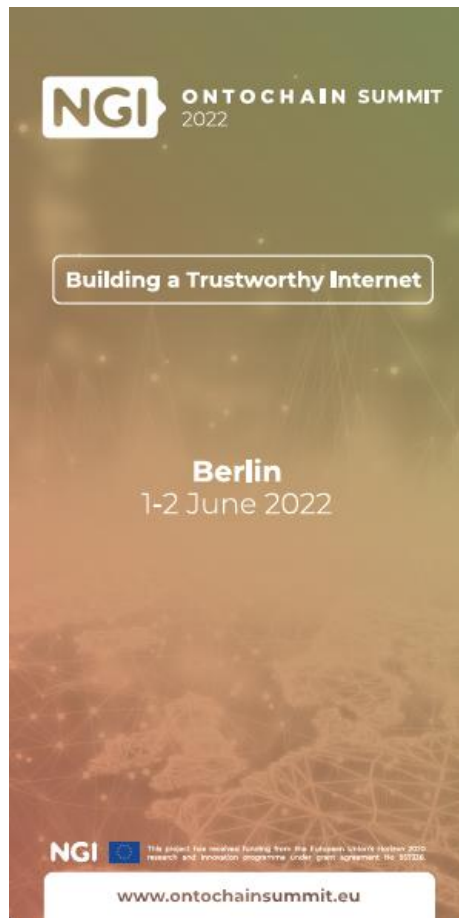
A podium was also prepared to support the speakers during their presentations, in accordance with the event graphic language.



**FIGURE 50: ONTOCHAIN SUMMIT PODIUM**

### 3.5.9 Roll-up

The design for a dedicated roll-up has been prepared, to be placed at the venue entrance. By respecting the event visual identity used in the event promotion, this allowed attendees to identify the place of the event more easily.



**FIGURE 51: ONTOCHAIN SUMMIT ROLL-UP**

### 3.5.10 Promotional merchandise

To be distributed as handouts at this event, a set of promotional merchandise products, with the ONTOCHAIN Summit branding, was designed:

- A notebook for attendees to take notes during the event.



**FIGURE 52: ONTOCHAIN SUMMIT NOTEBOOK**

- o A branded USB flash drive, as a handy tool that attendees can use on their day-by-day activities.



**FIGURE 53: ONTOCHAIN SUMMIT USB FLASHDRIVE**

- o An ONTOCHAIN Summit t-shirt, as another element to extend the memory of the event in the attendee's minds.





**FIGURE 54: ONTOCHAIN SUMMIT T-SHIRT**

- o A branded ONTOCHAIN Summit bag, to store the materials delivered at the event



**FIGURE 55: ONTOCHAIN SUMMIT BAG**

- o ID badges to easily identify attendees, speakers and organisers.



**FIGURE 56: ONTOCHAIN SUMMIT ID BADGES**



## 5 MONITORING , EVALUATION

All outreach activities are subject of a regular follow-up. To monitor week-over-week and month-over-month performance on the 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.

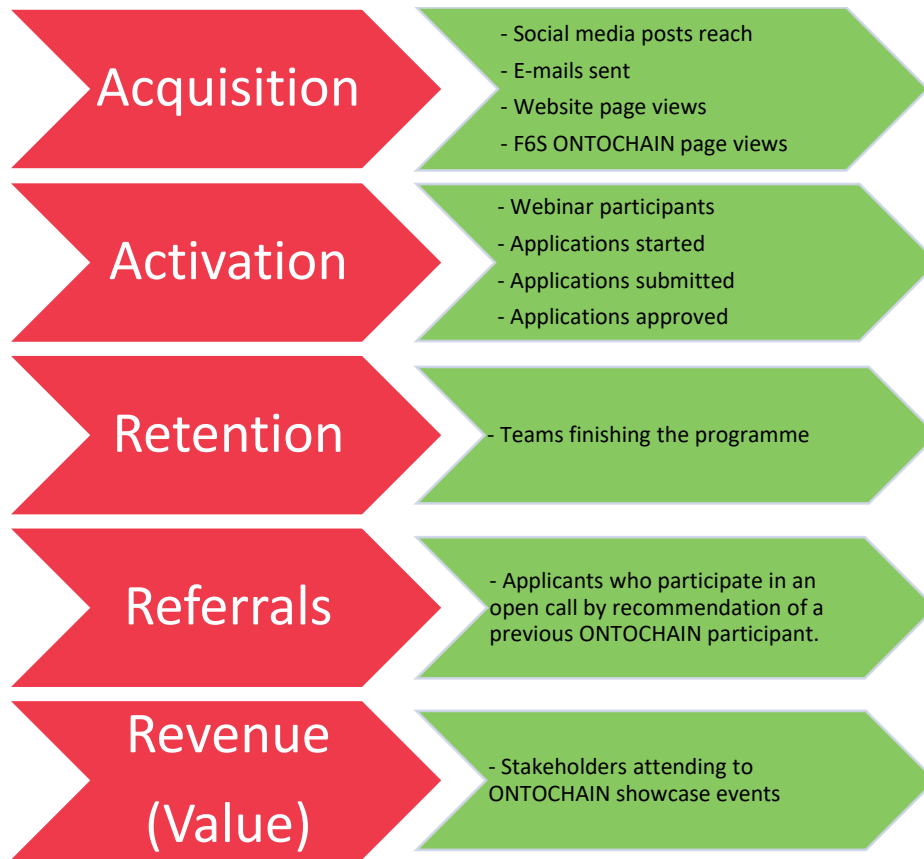
**TABLE 55: ONTOCHAIN COMMUNICATION KPIS**

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

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

### AARRR funnel process indicators

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



**FIGURE 57: ONTOCHAIN AARRR FUNNEL**



## 6 CONCLUSION

The strategy and the materials presented in this deliverable were designed to be all-inclusive and dynamic. The consortium outlines here tools, techniques, materials and timelines, with the ultimate goal being to help ONTOCHAIN stay sharp and focused, relevant and connected. ONTOCHAIN consortium is committed to maintain the coherent approach adopted since the project launch.

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

This updated version of the deliverable includes the communication material specifically developed for the third open call of the project and the ONTOCHAIN Summit that followed the ONTOCHAIN brand book guidelines.

The use and impact of these materials are described in the Yearly Communication Reports (D7.8; D7.9 and D7.10).

## APPENDIX A

## BRAND GUIDE

### NGI ONTOCHAIN LOGO GUIDELINES



elements

#### COLOR

PANTONE	1787C	7689C	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	#e83a4c	#7bc24e	#6f9aaf

#### TYPO

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@&!/?= ()<>+ /€

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@&!/?= ()<>+ /€

versions

#### POSITIVE



#### NEGATIVE



#### SUPPORTING GRAPHICAL ELEMENT

CIRCLE



SQUARE



GRAPHICAL DISSEMINATION MATERIAL

PowerPoint template



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



# NEXT GENERATION INTERNET

CLICK HERE TO MODIFY THE TITLE

[Click here to change the subtitle](#)

CLICK HERE TO MODIFY  
THE SECTION TITLE

[Click here to change the subtitle](#)

**CLICK TO ADD TEXT**

**Click here to change the subtitle**

- Click to change the styles of the mask text
  - Second level
    - Third level
      - Fourth level
      - Fifth level

**CLICK HERE TO MODIFY THE TITLE**

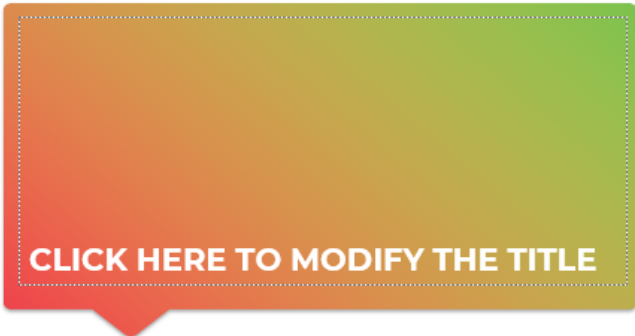
**Click here to change the subtitle**

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05/09/2020



Grant Agreement No: 957338  
 Call: H2020-ICT-2020-1  
 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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- DECENTRALIZED ORACLES
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- INTEROPERABILITY & API GATEWAYS
- NETWORK DESIGN AND SCALABILITY
- SEMANTIC BASED MARKETPLACES
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ONTOCHAIN empowers innovators to develop blockchain-based knowledge management solutions contributing to



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A Sustainable  
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#### 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€

Exploit the ONTOCHAIN solution to real life use cases.

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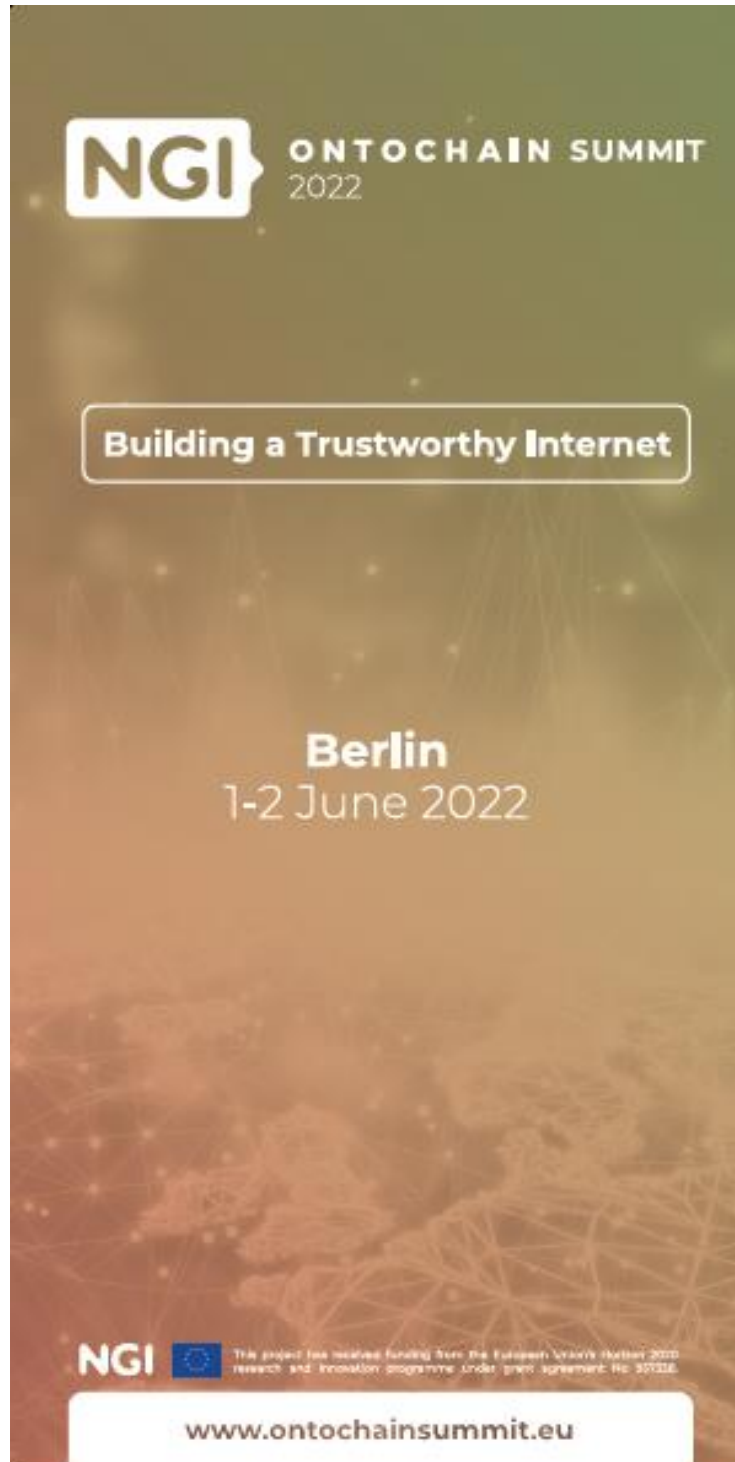


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**A Trustworthy Internet**



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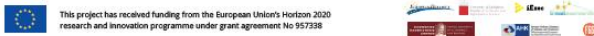
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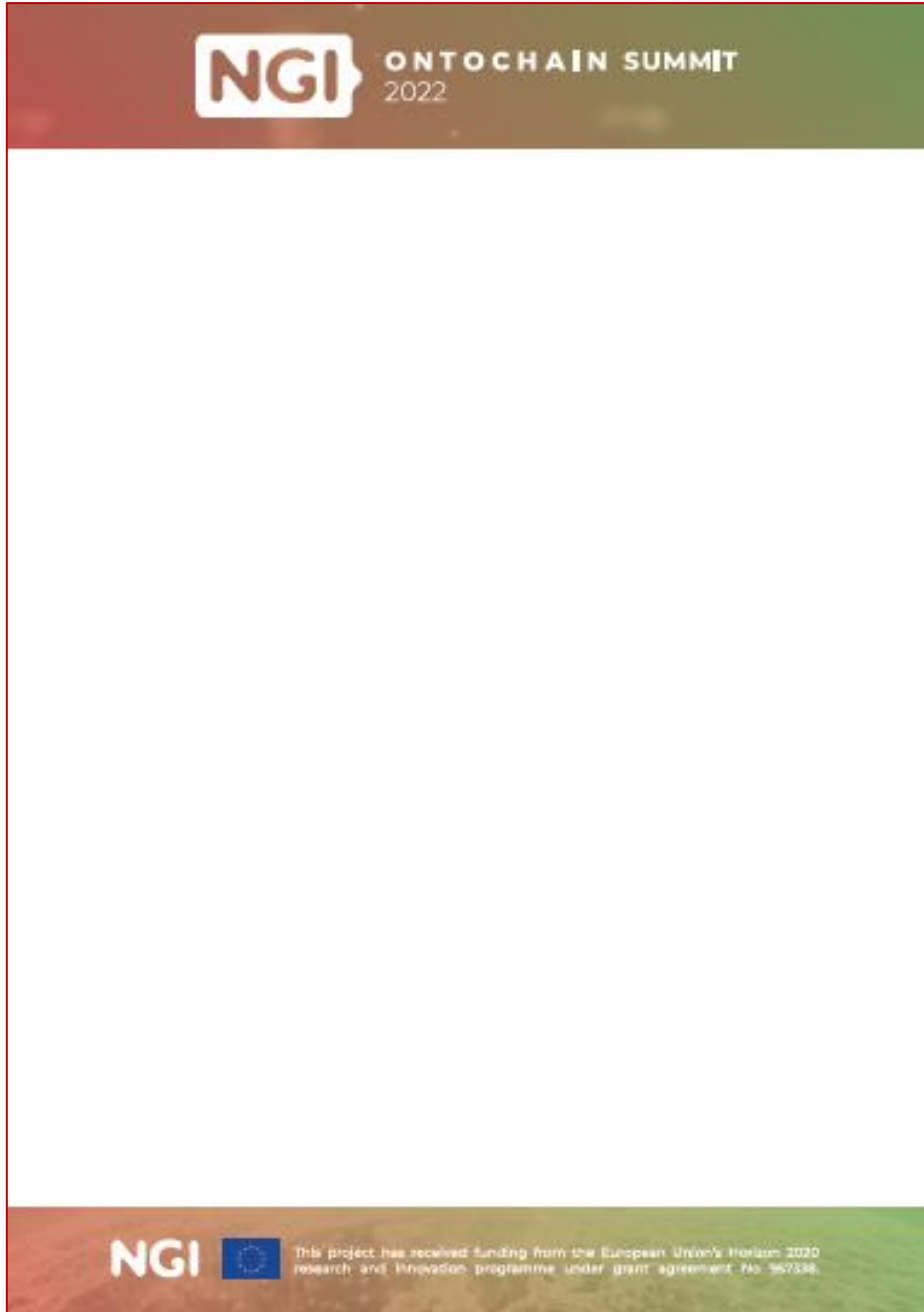


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