



# Blockchain for the Next Generation Internet



## D7.9 - YEARLY COMMUNICATION REPORT2

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## D7.9 - YEARLY COMMUNICATION REPORT2

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<b>ABSTRACT</b>	This document outlines the main communication and dissemination activities performed during the second year of the ONTOCHAIN project and its results.
<b>KEYWORDS</b>	Communication, dissemination, ecosystem building

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## EXECUTIVE SUMMARY

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The purpose of this document is to present all the communication and dissemination activities carried out in the second year of the ONTOCHAIN project (M13-M24).

The 12-month period covered by this report included activities run for the promotion of open calls 2 and 3, which resulted in several communication and dissemination activities geared towards attracting highly qualified applicants to the programme.

Simultaneously, and as the first components of the ONTOCHAIN software ecosystem were delivered, the consortium complemented the activities around the promotion of the open calls, with the dissemination of the results being achieved.

In the second year of the project, the consortium worked on the following pillars:

1. Implementation, assessment and adjustment of the communication **strategy** previously defined and corresponding plan
2. Creation of communication **materials** for each new campaign
3. Implementation of three major **campaigns**, which have been:
  - a. Open Call 2 launch (from 15/07/2021 to 15/09/2021, although only the last 15 days correspond to the period covered by this report) - see Table 6 for impact summary
  - b. Open Call 2 projects (from 16/12/2021 to 22/05/2022) - see Table 7 for impact summary
  - c. Open Call 3 (from 23/05/2022 to 25/07/2022) - see Table 8 for impact summary

As detailed in this report, these campaigns disseminated information through a multiplicity of channels, such as:

- a) The ONTOCHAIN Website
- b) Public Relations and Media
- c) ONTOCHAIN partner's websites and other communication channels

- d) Social media, as Twitter, LinkedIn, Facebook and F6S
- e) Events

As a result, 12 out of the 13 second-year goals were achieved or even exceeded, as presented in the table below.

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
Project website page visits	6,666	67,211	38,295	1,008.27%✓	10,000	672.11%✓
Social media followers	666	2,974	887	446.55%✓	1,000	297.40%✓
Newsletters and subscribers	6 333	8 224	4 86	133.33%✓ 67.27%	10 500	80% 44.80%
Press releases	6	10	6	166.67%✓	9	111.11%✓
Articles in third party newsletters	6	14	9	233.33%✓	9	155.56%✓
Leaflet	1	3	1	300%✓	1	300%✓
Brochures	-	-	-	0%	3	0%
Project video	1	26	17	2,600%✓	1	2,600%✓
Technical factsheet	-	-	-	-	1	0%
Articles in scientific journals	10	14	12	140%✓	15	93.33%
Articles in Industrial magazines	3	4	4	133.33%✓	4	100%✓
Workshops organised by the consortium	4	13	4	325%✓	6	216.67%✓

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
Presentations in conferences and/or invited talks in industry associated events	4	11	6	275%✓	6	183.33%✓
Hackathons	-	-	-	-	2	0%
Events participation	10	13	11	130%✓	15	86.67%

**TABLE 1: COMMUNICATION KPIS**

In the last year of the project, with no more open calls planned, the consortium will put the communication focus and efforts into nurturing ecosystem building and exploitation support activities. The organisation of 2 hackathons, as well as the development of brochures and technical data sheets with final outcomes of the project, are planned for the last 12 months of the ONTOCHAIN project.

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## ABBREVIATIONS

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AARRR	Acquisition, Activation, Retention, Referral and Revenue
DIH	Digital Innovation Hub
EEN	European Enterprise Network
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
OC	Open Call
NCP	National Contact Point
NGI	Next Generation Internet
RIA	Research and Innovation Action
SME	Small and Medium Enterprises
TBC	To be Confirmed
WP	Work Package

## 1 INTRODUCTION

This deliverable, named “Yearly Communication Report2” (D7.9), was developed as part of the ONTOCHAIN project. It aims to provide an outline of the dissemination and communication activities undertaken to promote ONTOCHAIN in the second year of the project, hence covering the period from 1 September 2021 to 31 August 2022.

The activities described in the report were based on two essential inputs:

- The deliverables D7.3 Project dissemination material2 and D7.4 Project Material3, that describe the communication and dissemination strategy of the ONTOCHAIN project and also compile the communication materials produced for its promotion during the period covered by this report.
- The deliverables D2.6 Communication campaign events report2 and D2.7 Communication campaign events report3, that describe the set of events held to promote ONTOCHAIN second and third open calls.

This deliverable presents the efforts made by all the consortium members during the twelve-month period, and comprises the following chapters:

- **Chapter 2 - Objectives:** this section presents the communication and dissemination goals of the project for its second year of implementation.
- **Chapter 3 – Strategy:** a brief summary of the communication and dissemination plan that was fully described in D7.2 Project dissemination material, and updated in D7.3 Project dissemination material2 and D7.4 Project Material3.
- **Chapter 4 - Campaigns:** the undertaken communication and dissemination activities are presented by campaigns. For each major campaign, the consortium presents the communication material developed specifically for that campaign and then the actions performed based on those materials.
- **Chapter 5 - Networks and liaisons with other relevant initiatives and projects:** presents the cross-promotion activities with other initiatives and projects.
- **Chapter 6 - Scientific Publications:** showcases the scientific publications referring ONTOCHAIN.
- **Chapter 7 - Monitoring & Impact:** provides a status of the communication and dissemination KPIs, for the second year of the project.

- Chapter 8 - Conclusions: presents the conclusions of the deliverable.



## 2 OBJECTIVES

ONTOCHAIN is a cascade funding project that promotes the co-creation and co-development of a new software ecosystem. In order to ensure compliance with the project objectives and corresponding KPIs, a communication strategy was defined at the beginning of the project to meet the following objectives:

- 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, software engineering, Internet of Things, AI, digital twins, cloud , smart environment, web ontology language, Ethereum, edge technologies, BIG data, Dublin Core Metadata, P2P Economy, P2P Network, Waves, smart oracles, decentralized oracles, SPARQL, smart contracts, off-chain computing, ontology engineering, ecosystem economy, standardisation;
- Capitalize upon ONTOCHAIN enablers to build and nurture favourable ecosystem and attract a critical mass for the research and development of innovative solutions;
- 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.

These objectives are reflected in the following dissemination and communication KPIs:

KPI	Second Year Goals (M24)	Three Year Goals (M36)
Project website page visits	6,666	10,000
Social media followers	666	1,000
Newsletters and subscribers	6 newsletters 333 subscribers	10 newsletters 500 subscribers
Press releases	6	9
Articles per year in third party newsletters	6	9

KPI	Second Year Goals (M24)	Three Year Goals (M36)
Leaflet	1	1
Brochures	-	3
Project video	1	1
Technical factsheet	-	1
Articles in scientific journals	10	15
Articles in industrial magazines	3	4
Workshops organised by the consortium	4	6
Presentations in conferences and/or invited talks in industry associated events	4 2	6 3
Hackathons	-	2
Events participation	10	15

**TABLE 2: COMMUNICATION KPIS**

## 2.1 SECOND YEAR FOCUS

The activities planned for the second year of the project were designed focusing on the goal to attract the right people to participate in the main ONTOCHAIN activities:

- Open Calls: attract a high number of highly qualified applicants to the 2 open calls run during this period.
- External Evaluation: recruitment of external experts to participate in the evaluation of the proposals submitted by the applicants.
- Scientific dissemination: share the first outcomes of the work being developed within the ONTOCHAIN project.

Within this set of priorities, it is easily understandable that the most challenging task was to recruit good applicants for the open calls, which will result in a good software

ecosystem, success stories, and allow a successful exploitation and sustainability of the project.

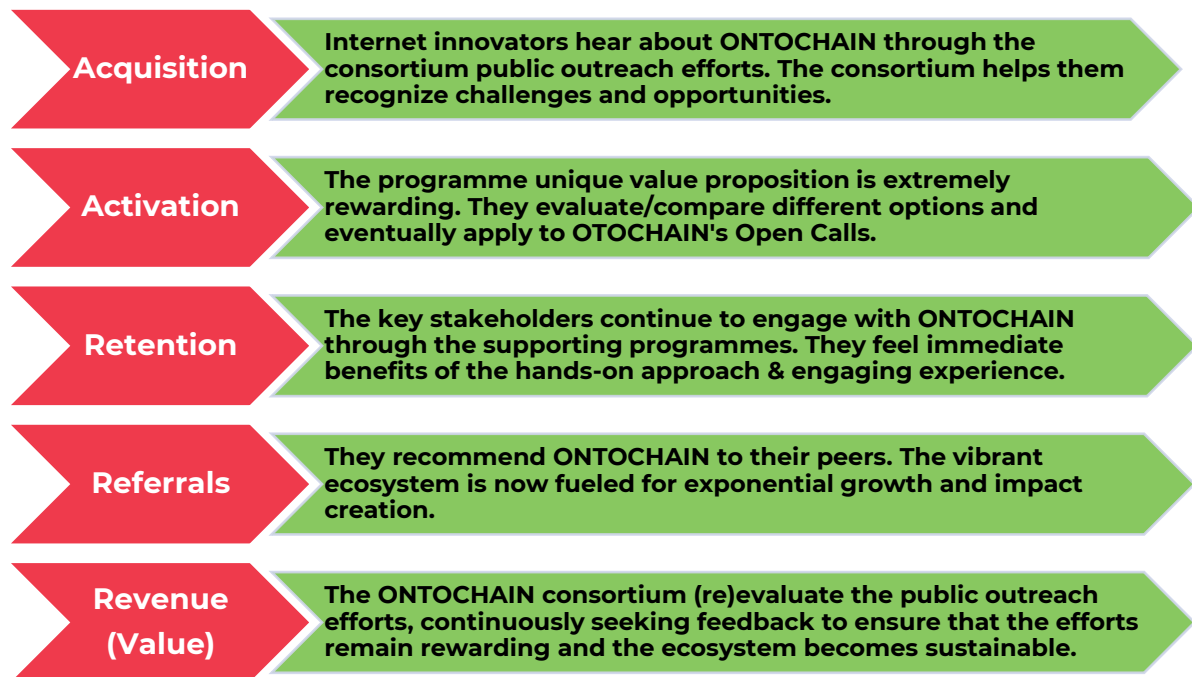


**FIGURE 1: ONTOCHAIN COMMUNICATION FOCUS**

### 3 STRATEGY

Right at the beginning of the project, a strategy was defined to serve as a matrix for all communication and dissemination actions to be implemented. This strategy was presented in “D7.2 Project dissemination material”, and updated in D7.3 Project dissemination material<sup>2</sup> and D7.4 Project Material<sup>3</sup>. A brief summary is here presented, for context.

ONTOCHAIN’s public outreach activities rely on the core principles of growth hacking, content marketing and the AARRR funnel. The main idea is to put the key stakeholders at the centre of a vibrant ecosystem, and foster their engagement through the ONTOCHAIN AARRR funnel presented below:



**FIGURE 2: ONTOCHAIN AARRR FUNNEL**

ONTOCHAIN produces tailored messages and engagement actions for each one of the identified target audiences:

1. Tech/internet researchers;
2. Tech & innovative entrepreneurs, start-ups and SMEs;
3. Corporates and industry;
4. Accelerators and other innovation support entities;

5. Authorities and policy makers;
6. Investors.

More specifically, these target audiences are related to specific domains, such as: Semantic Web, Software Engineering, Blockchain, Cryptography, Internet of Things, AI, Digital Twin, Cloud, Smart environment, Web Ontology Language, Ethereum, Distributed Ledger Technology, Hyperledger Fabric, Edge Technologies, BIG data, Dublin Core Metadada, P2P Economy, P2P Network, Nem, NEO, Stellar, Waves, Smart Oracles, Decentralized Oracles, Tezos, SPARQL, Decentralized Reputation Models, Decentralized Reputation Systems , Smart Contracts, Off-Chain Computing, Ontology Engineering, Ecosystem Economy, Standardisation.

In order to achieve more meaningful interactions with the 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 builds stakeholders respect and recognition, as well as cultivates trust in its ecosystem by leveraging hands-on expertise and thought leadership to market ONTOCHAIN's 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 the ecosystem to bypass obstacles in their ONTOCHAIN fuelled transformation journey.

To register and monitor all the communication and dissemination actions of the project and assess the impact of the strategy on regular basis, a communication master tool was developed and shared with the entire consortium.

	A	B	C
1			<b>Please fill in the corresponding sheets with information regarding:</b>
2	Repository	<a href="#">Ecosystem contacts</a>	Synergies to establish with other organizations, communities, networks, projects, initiatives, startup websites, etc..
3		<a href="#">Media Press contacts</a>	Synergies to establish with journalists, media channels, influencers, tech blogs
4		<a href="#">Social Media groups</a>	Social media groups to share information about ONTOCHAIN
5		<a href="#">Events suggestions</a>	Events at which ONTOCHAIN could be present
6	Reporting	<a href="#">Dissemination activities report</a>	ONTOCHAIN communication/dissemination activities performed
7		<a href="#">Events organised/attended</a>	Events where we presented ONTOCHAIN
8		<a href="#">Scientific publications report</a>	Scientific publications made about ONTOCHAIN
9		<a href="#">Standardization</a>	Contributions made to standards
10		<a href="#">Collaborations with other projects</a>	Activities performed in collaboration with other projects
11	Shortcuts	<a href="#">Project Success Stories</a>	
12		<a href="#">ONTOCHAIN Social Networks</a>	-
13		<a href="#">COMMS Partners Contacts</a>	-
14	Tracking	<a href="#">KPIs</a>	-
15		<a href="#">COMM Deliverables</a>	-
16		<a href="#">Press/websites mentions</a>	News / articles about ONTOCHAIN published on media, blogs, or other websites
17			
18			
19			

**FIGURE 3: ONTOCHAIN'S COMMUNICATION MASTER TOOL**

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## 4 CAMPAIGNS

---

Three major communication campaigns ran during the second year of the project:

- Open Call 2 launch
- Open Call 2 winners' presentation
- Open Call 3 launch

---

### 4.1 OPEN CALL 1

#### 4.1.1 Open Call 1 Campaign

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Although the Open Call 2 campaign ran from 15 July to 15 September 2021, this report only covers the last 15 days of the campaign (1 to 15 September 2021).

The full set of communication materials developed and made available in July 2021 (first year) for the dissemination of the ONTOCHAIN Open Call 2 can be found in “D7.8 – Yearly Communication Report”, as well as all the activities undertaken during the first year.

During the last 15 days of the campaign, the consortium increased its focus on:

- Motivating the people that were already aware of the ONTOCHAIN opportunity to apply for the programme;
- Having their questions about the Open Call, the application and the programme answered.

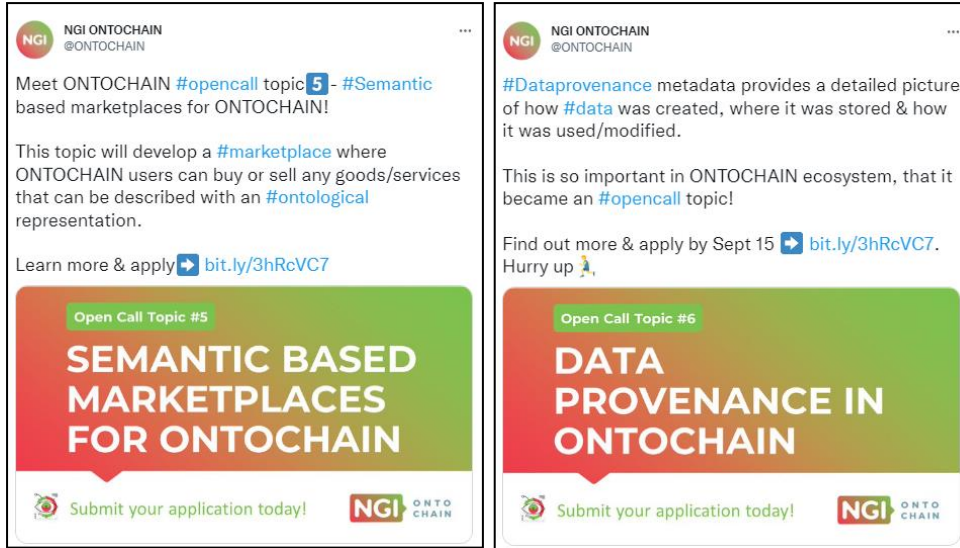
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#### 4.1.1.1 Social media

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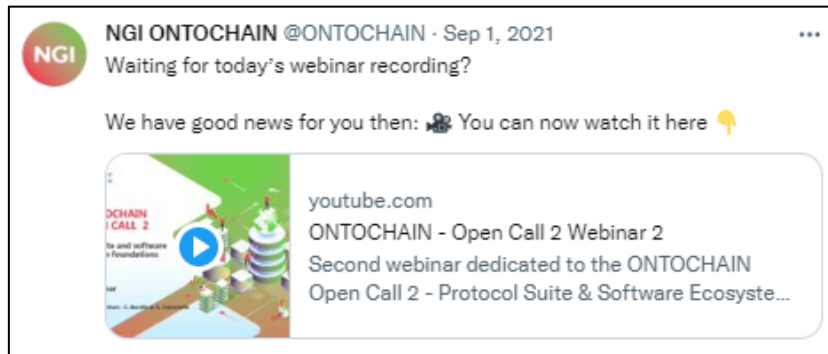
The final push promoting ONTOCHAIN second Open Call on social media was done in several ways:

- Through the publication of open call details, such as the topics



**FIGURE 4: POST/TWEET ABOUT OC2 TOPICS #5 AND #6**

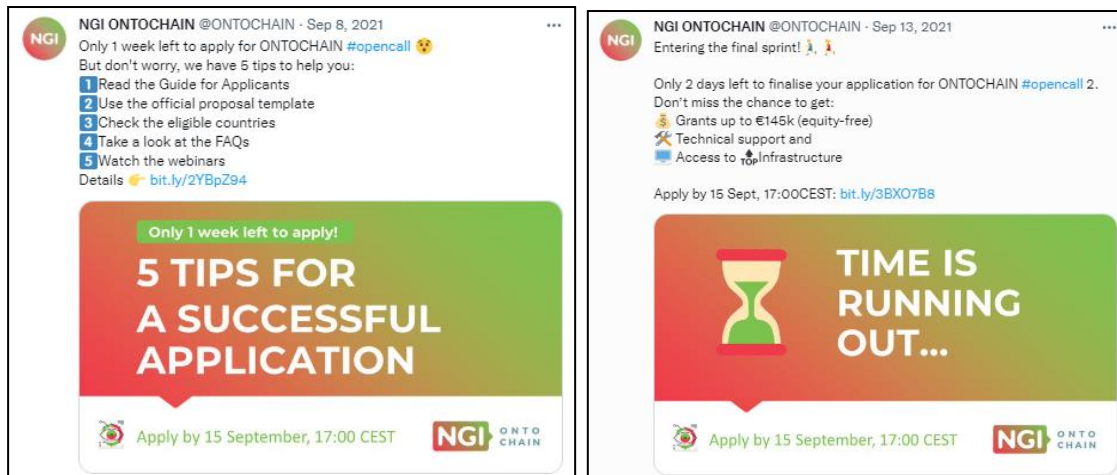
- Promotion of the Open Call second webinar



**FIGURE 5: EXAMPLE OF POSTS/TWEETS ABOUT OC2 WEBINAR 2**



- Reminders of the application deadline



**FIGURE 6: EXAMPLES OF POSTS/TWEETS HILIGHTING OC2 DEADLINE**

- A paid social media campaign running on Twitter and LinkedIn, targeting potential applicants, according to their locations and interests.



**FIGURE 7: EXAMPLE OF A TWEET USED ON THE OC2 SOCIAL MEDIA PAID CAMPAIGNS**

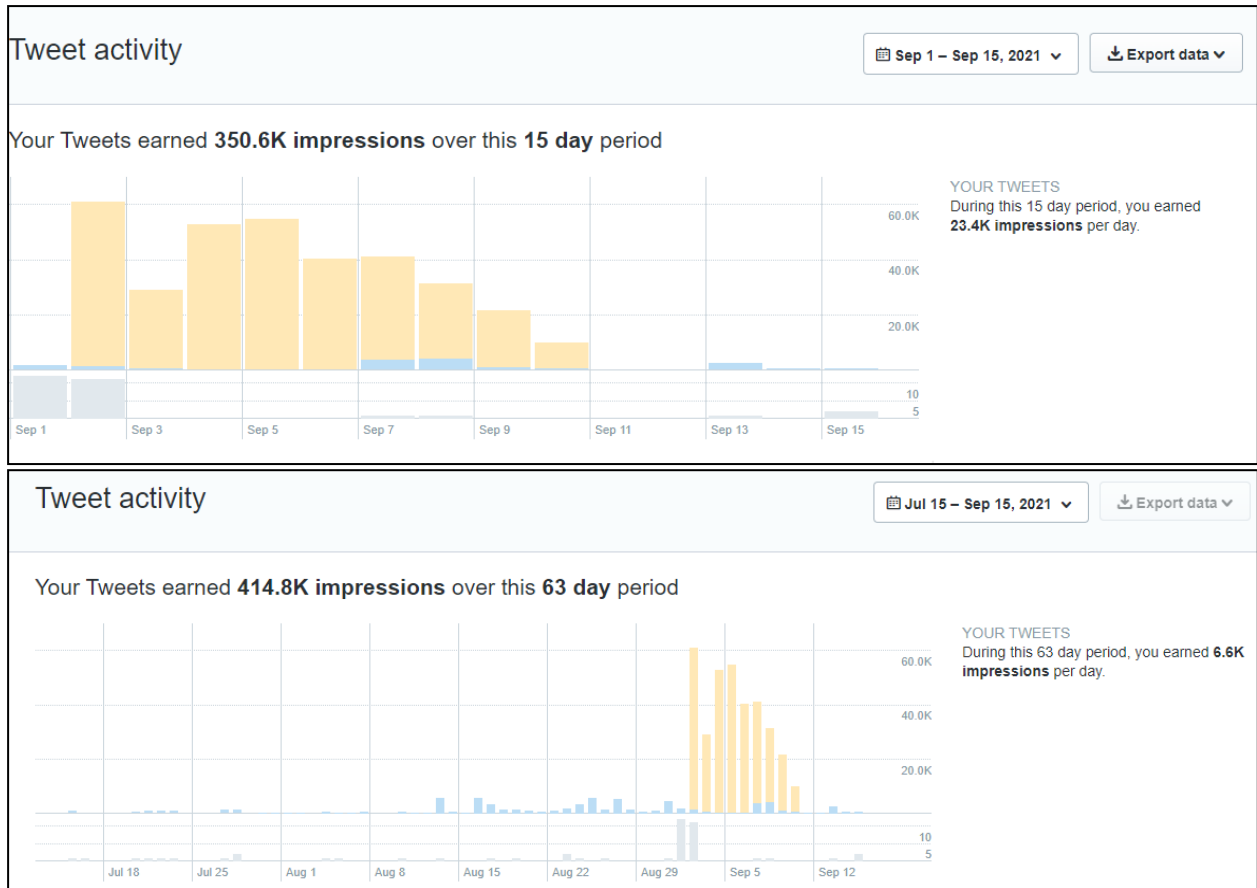
#### 4.1.1.1.1 Twitter

ONTOCHAIN's Twitter page: <https://twitter.com/ONTOCHAIN>

Twitter was the social media channel with better results. The following results were obtained on ONTOCHAIN's Twitter account:

Indicators	1 – 15 September (15 days)	Full campaign duration (63 days)
Tweets	8	25
Impressions	350.6k	414.8k
Likes	80	239
Retweets	24	76
Link clicks	25.9k	26k
Engagement rate	5.3%	2.0%

**TABLE 3: OC2 CAMPAIGN PERFORMANCE ON TWITTER**



**FIGURE 8: TWITTER STATISTICS DAHSBOARD – OC2 CAMPAIGN**

#### 4.1.1.2 LinkedIn

ONTOCHAIN's LinkedIn page: <https://www.LinkedIn.com/company/ontochain>

Regarding ONTOCHAIN's LinkedIn account, the following results<sup>1</sup> were obtained during the same period:

<sup>1</sup> At the time of this report, it was not possible to obtain a capture from LinkedIn displaying these results, as LinkedIn Analytics section only displays data up to the past 365 days. The results here reported were previously exported from LinkedIn by the consortium on a regular basis, throughout the Open Call duration, and stored on the project repository.

Indicators	1 – 15 September (15 days)	Full campaign duration (63 days)
Posts	7	22
Impressions	41,886	45,088
Clicks	322	456
Reactions	72	207
Shares	6	174

**TABLE 4: OC2 CAMPAIGN PERFORMANCE ON LINKEDIN**

#### 4.1.1.1.3 Facebook

ONTOCHAIN's Facebook page: <https://www.facebook.com/ONTOCHAIN>

Regarding ONTOCHAIN's Facebook page, the following results were obtained during the 15-day period:

Indicators	1 – 15 September (15 days)	Full campaign duration (63 days)
People reached	624	4,063
Posts	7	22
Engagements	23	296
Shares	0	118
Link Clicks	6	146

**TABLE 5: OC2 CAMPAIGN PERFORMANCE ON FACEBOOK**

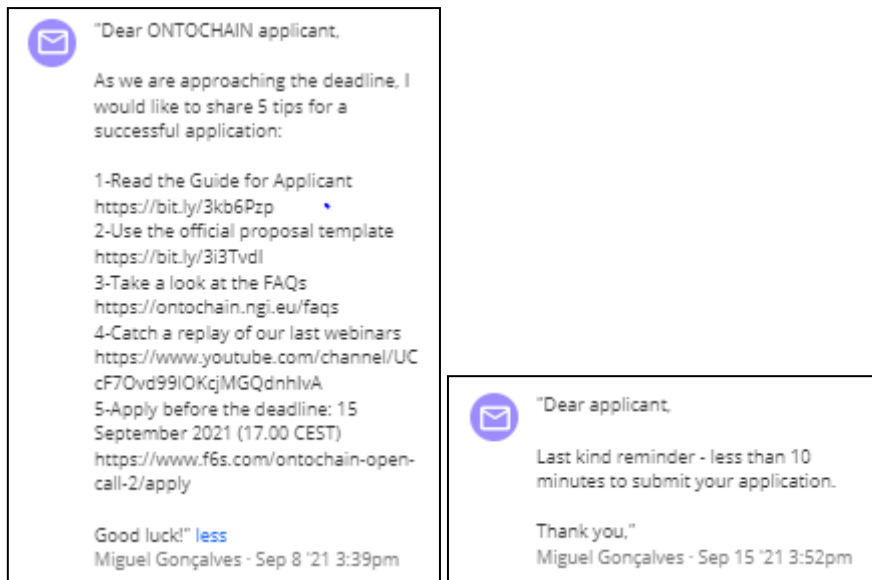


**FIGURE 9: FACEBOOK STATISTICS DAHSBOARD – OC2 CAMPAIGN**

#### 4.1.1.1.4 F6S

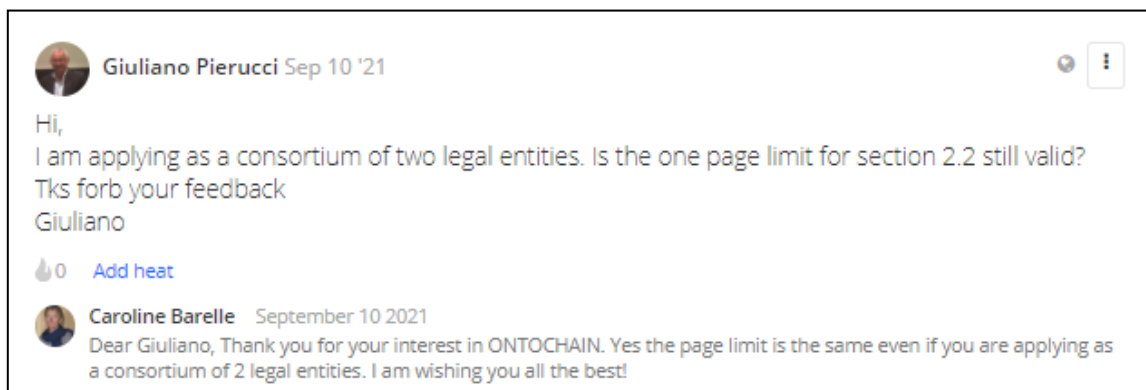
The F6S platform has been selected as the official tool used to receive and manage proposals for OC2. Activities in the last 15 days of the open call included:

- Sending direct messages to potential applicants reminding them of the deadline to apply



**FIGURE 10: EXAMPLE OF A DIRECT MESSAGES ABOUT OC2 SENT VIA F6S PLATFORM**

- o Answering the questions posted by potential applicants at the ONTOCHAIN page at F6S, publicly available to everyone.



**FIGURE 11: EXAMPLE OF THE INTERACTION WITH APPLICANTS AT THE ONTOCHAIN OC2 PAGE AT F6S**

### 4.1.1.2 Newsletter

A new issue of the ONTOCHAIN newsletter was prepared and sent out on 8 September to 135 subscribers. This issue reminded potential applicants of the programme benefits and provided a list of materials/tips to help them preparing a suitable application.

**NGI ONTOCHAIN**

**BLOCKCHAIN FOR NEXT GENERATION INTERNET**

**Only one week left to apply for ONTOCHAIN!**

Hello,

Are you applying for ONTOCHAIN Open Call #2? Please remember that you have only one week left to do it. Don't miss your chance to get:

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

Applications will close on 15 September 2021, at 17:00 CEST. But don't worry, we are here to help! Today we bring you some tips that will make the application process as easy as possible.

**Take a look at these 5 tips for a successful application:**

**TIP #1** **Read the Guide for Applicants**  
 Guidelines may not be the funniest thing to read, we know. But trust us. You'll want to read them! From the open call topics, to the eligibility criteria; from the evaluation process, to the financial support provided, from the preparation/submission of the proposals, to the technical support and infrastructures... these are all covered in the guide!

**TIP #2** **Use the official proposal template**  
 As you'll read in the guide for applicants, projects must be described on the ONTOCHAIN proposal template. So, make sure you don't lose this opportunity just because you didn't comply with a very simple guideline!

**TIP #3** **Check the eligible countries list**  
 ONTOCHAIN Open Call 2 is open to several countries. You can confirm if your country is included in the "eligible countries" list, simply by checking section 3.2 of the Guide for Applicants.

**TIP #4** **Take a look at the FAQs**  
 Having doubts during an application process is totally normal. That's why we prepared a "frequently asked questions" section on ONTOCHAIN website. So, whenever you have a doubt, search for your answer there.

**TIP #5** **Catch a replay of the webinars**  
 Now that you have plenty of information to read, we want to give you a break from all the reading and invite you to watch a replay of the Open Call Webinars. Here you can hear from the ONTOCHAIN team information about the project and the application process.

**Ready to submit your application?**  
 Apply now at <https://www.fgs.com/ontochain-open-call-2/apply>

ontochain.ngi.eu  
[fgs.com/ontochainproject](https://www.fgs.com/ontochainproject)

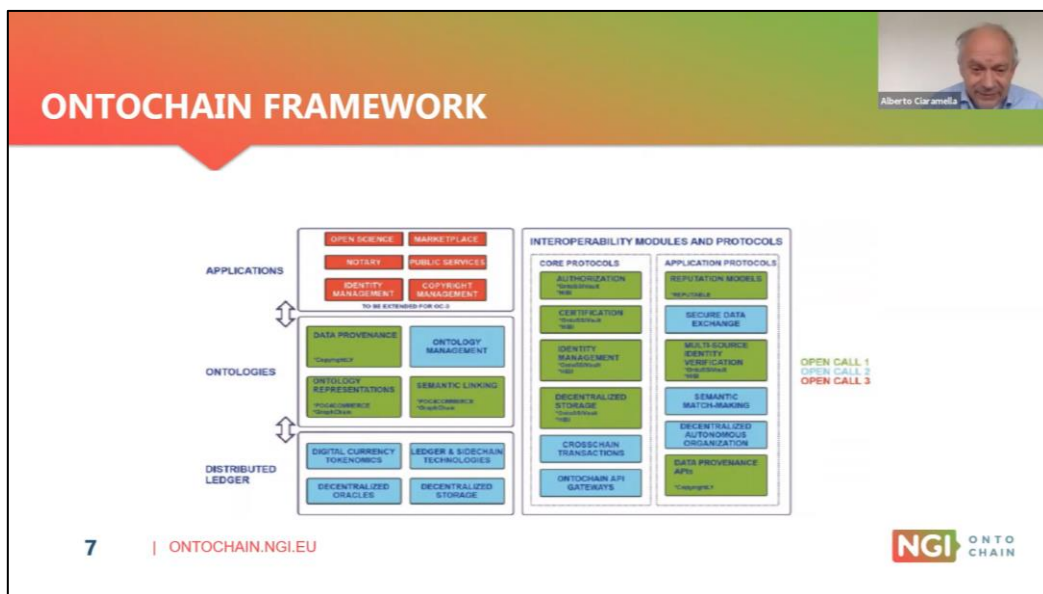
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957338

**FIGURE 12: ONTOCHAIN NEWSLETTER PROMOTING OC2**

### 4.1.1.3 Events

#### 4.1.1.3.1 ONTOCHAIN Open Call 2 webinar #2

As part of this campaign, a second webinar dedicated to OC2 has been organised and promoted by the ONTOCHAIN consortium. The session was held online on 1 September 2021.



**FIGURE 13: SCREENSHOT OF THE OC2 WEBINAR #2**

Having this webinar taken place on the first day of the period covered by this report, the dissemination activities took place in the weeks that preceded it. These are presented in “D2.6-Communication Campaign Events2”.

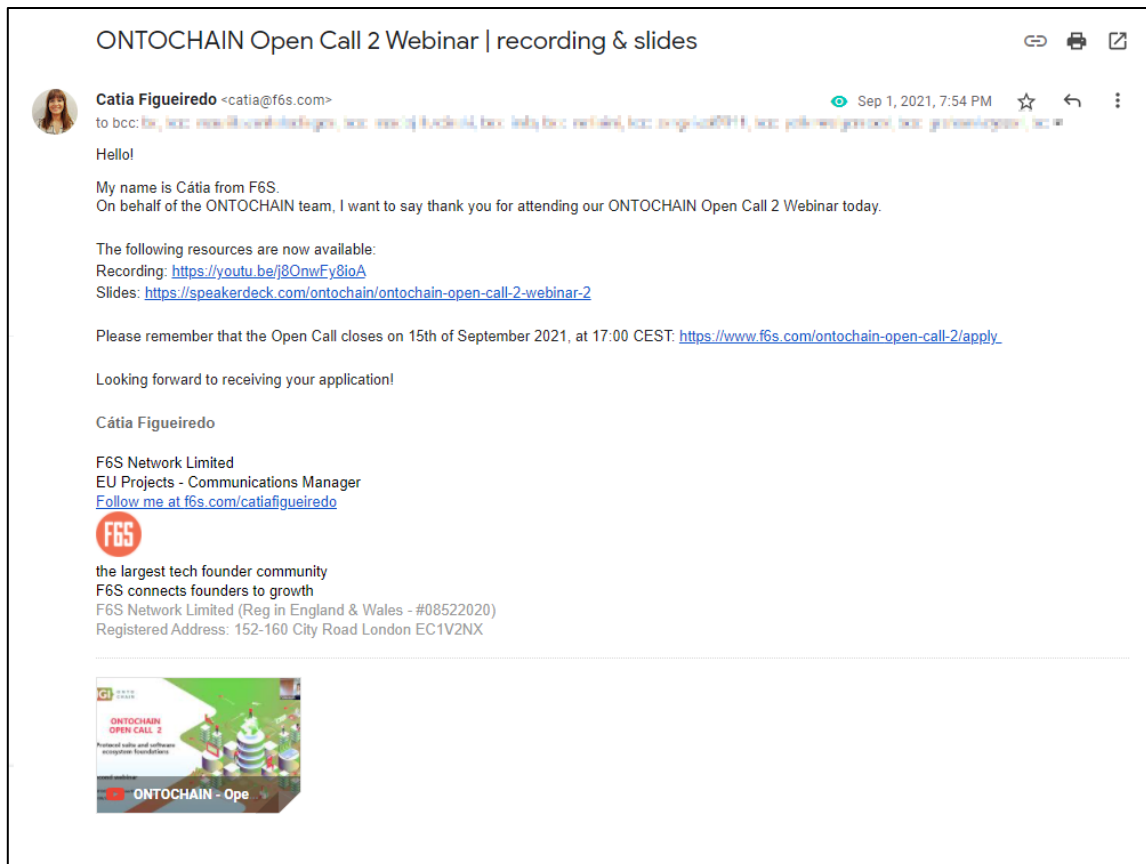
A total of 31 people registered for the webinar and 65 attended the session.

After the event the [recording](#) of the session has been shared on ONTOCHAIN’s YouTube account, social media pages and website. The recording has currently 114 views.

The [slides](#) presented were also made available on the ONTOCHAIN Speaker Deck account, currently registering 66 views.



Also, after the event, an e-mail was sent to all the participants, to thank them for their involvement and send them both the recording and the slides presented.



**FIGURE 14 :FOLLOW UP E-MAIL SENT TO OC2 WEBINAR #2 PARTICIPANTS**

#### 4.1.2 Campaign summary and impact

The Open Call 2 campaign run from 15 July to 15 September 2021. This report covers only the actions carried out from 1 September 2021.

To give a better overview of the full impact of the campaign, below are presented the numbers achieved for the 15 days covered in this report, as well as the ones achieved during the full campaign duration.

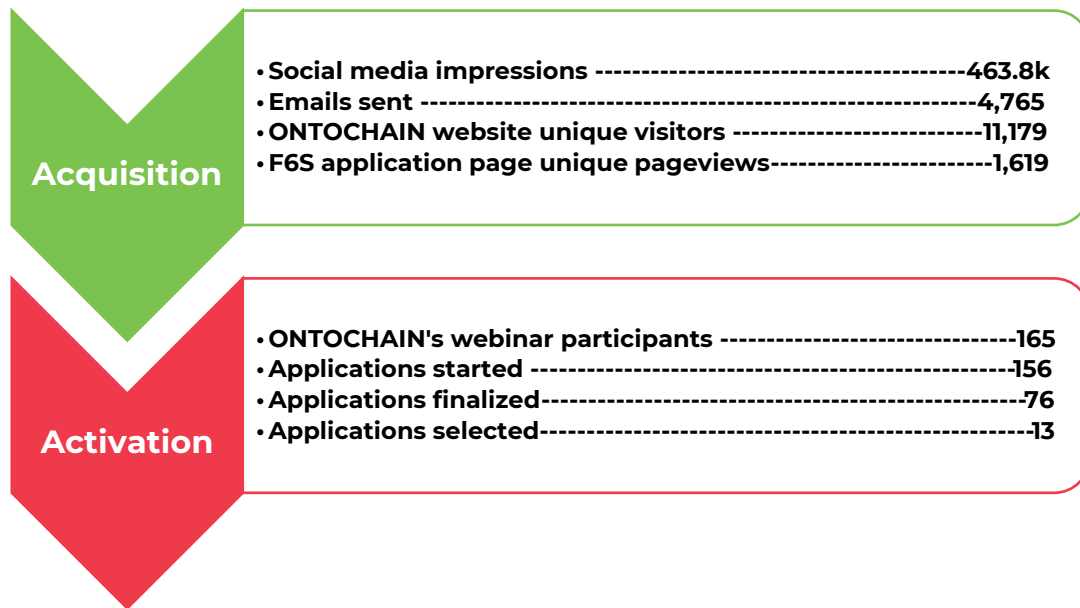
<b>Campaign name</b>	Open Call 2							
<b>Duration</b>	15 July 2021 to 15 September 2021 - 63 days							
<b>Dissemination activity</b>	<b>No. actions /posts</b>		<b>No. of impressions /opens /views</b>		<b>No. of attendees</b>		<b>No. of new followers</b>	
	<b>1-15 Sep</b>	<b>15 Jul-15 Sep</b>	<b>1-15 Sep</b>	<b>15 Jul-15 Sep</b>	<b>1-15 Sep</b>	<b>15 Jul-15 Sep</b>	<b>1-15 Sep</b>	<b>15 Jul-15 Sep</b>
Social media communication	22	69	393k	463.8k	-	-	55	232
Press releases	0	1	-	-	-	-	-	-
Events	3	4	-	-	65	+165	-	-
Articles on project website	0	3	66	417	-	-	-	-
Videos	1	2	202	488	-	-	-	-
Email outreach	1	2	65	4765	-	-	-	-

**TABLE 6: OPEN CALL 2 CAMPAIGN IMPACT**

The promotion of the second ONTOCHAIN open call was carried out in a way to maximise the number of high-quality applications and increase the efficiency of the process.

Looking at the Open Call 2 campaign results through the lens of the AARRR funnel, as presented below, it is possible to better understand the impact of the communication activities that guided the targeted audiences to the different phases of the funnel,

channelling potential applicants to the ONTOCHAIN website, to the ONTOCHAIN events, to start an application and to submit an application.



**FIGURE 15: ONTOCHAIN OC2 AARRR FUNNEL – 15 JULY TO 15 SEPTEMBER 2021**

The goal for this second Open Call was to attract 67 proposals. 76 were received, from 21 different countries, reflecting the wide geographic coverage of the campaign.

## 4.2 OPEN CALL 1 PROJECTS

Following the selection of the best projects submitted in OC2, an intense work has been done promoting these projects individually and their contribution to ONTOCHAIN.

Considering that the work developed by these teams is part of the global ONTOCHAIN software ecosystem, this promotion is obviously a continuous activity. However, we can consider that the effort dedicated to this campaign was more intense in the period between 16 December 2021 (day of the public announcement of the OC2 results) and 22 May 2022 (day before OC3 launch).

#### 4.2.1 Open Call 1 projects dissemination material

To support this campaign, a set of materials has been prepared and shared with ONTOCHAIN's partners, including a press release announcing the teams selected and a visual.



**FIGURE 16: VISUAL FOR ANNOUNCING THE OC2 SELECTED TEAMS**

In addition, another communication kit has been prepared specifically to support the teams announcing their achievement, including:

- A press release template and a visual
- Social media posts suggestions and visuals
- ONTOCHAIN's logos
- PPT presentation with guidelines for using ONTOCHAIN and NGI logos

**NGI ONTOCHAIN**

**PRESS RELEASE**  
DECEMBER 2021

**[NAME OF PROJECT] HAS BEEN SELECTED AS ONE OF THE BRIGHTEST PROJECTS FOR BUILDING THE NEXT GENERATION INTERNET IN EUROPE**

**[NAME OF INDIVIDUALS/ENTITIES INVOLVED IN THE PROJECT] [ARE OR IS] TAKING PART IN ONTOCHAIN, TO CO-DEVELOP A NEW SOFTWARE ECOSYSTEM FOR TRUSTED, TRACEABLE & TRANSPARENT ONTOLOGICAL KNOWLEDGE**

**WHAT IS ONTOCHAIN?**

ONTOCHAIN - Trusted, traceable and transparent ontological knowledge on blockchain, is a project funded by the European Commission, part of the European Commission's Next Generation Internet (NGI) initiative. It consists of a 3-years programme, with a budget to be distributed of 4.2M€.

The initiative enables internet innovators to develop Blockchain based knowledge management solutions that address the challenge of secure and transparent knowledge management, as well as service interoperability on the internet.

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.

[Project name] is taking part in ONTOCHAIN to [less than 100 word explanation of what your project involves].

**HOW WILL IT WORK?**

Following a first open call dedicated to "Research", ONTOCHAIN Open Call 2 was looking for well defined, open source software solutions, that could be used within the ecosystem to establish the necessary infrastructure, trading mechanisms and the ability to be actively used by the use-case applications to be defined in Open Call 3.

**Catia Figueiredo**  
Nov 23, 2021

Hello innovators!  
Please fill in the parts in red.  
Please include the EU emblem + text (in blue more)

**NGI ONTOCHAIN**

The projects now selected will contribute to build the ONTOCHAIN Framework prototype as a human centric, **decentralized** and trustworthy solution, according to 6 main 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

The ONTOCHAIN programme will be supporting these teams through an up to 10-months programme. 5-months support for short projects and 10-month support for long projects.

Each team will get up to €150k (equity-free). As part of the action, experts in diverse fields will also provide to beneficiaries technology development guidance, working methodology, as well as access to top infrastructure, training in business and data related topics, coaching, mentoring, visibility and community building support.

**FOLLOW OUR JOURNEY THROUGH ONTOCHAIN!**

Take a look at the ONTOCHAIN [innovators portfolio](#) to see more information about the projects selected.  
To read more about ONTOCHAIN please visit the website: [ontochain.ngi.eu](#)

**o 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>

Twitter	Facebook	LinkedIn
<p><b>Big announcement</b> 📢</p> <p>We have been selected to take part in @ONTOCHAIN and help building the Next Generation Internet.</p> <p>Follow our journey with the brightest #internet #innovators in Europe!</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>	<p><b>Big announcement</b> 📢</p> <p>We have been selected to take part in the @ONTOCHAIN programme and help building the Next Generation Internet.</p> <p>Follow our journey with the brightest internet innovators in Europe!</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>	<p><b>Big announcement</b> 📢</p> <p>We have been selected to take part in @ONTOCHAIN and help building the Next Generation Internet.</p> <p>Follow our journey with the brightest internet innovators in Europe!</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>
<p>📢 <b>Big news!</b></p> <p>We've been selected to take part in @ONTOCHAIN: a programme for the brightest #internet #innovators in Europe, to build a new software ecosystem for trusted, traceable &amp; transparent ontological knowledge.</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>	<p>Did you hear the news?</p> <p>📢 We've been selected to take part in @ONTOCHAIN: a programme for the brightest internet innovators in Europe, to build a new software ecosystem for trusted, traceable &amp; transparent ontological knowledge.</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>	<p>Did you hear the news?</p> <p>📢 We've been selected to take part in @ONTOCHAIN: a programme for the brightest #internet #innovators in Europe, to build a new software ecosystem for trusted, traceable &amp; transparent ontological knowledge.</p> <p>👉 <a href="https://bit.ly/3ymcuYw">https://bit.ly/3ymcuYw</a></p>
<b>Tag us in the post image, so that we can like/share your posts</b>		
	<a href="#">European Dynamics Group</a>	<a href="#">EUROPEAN DYNAMICS</a>
<a href="#">@Ex_ec</a>	<a href="#">Fakulteta za računalništvo in informatiko IEXEC</a>	<a href="#">University of Ljubljana, Faculty of Computer and Information Science iEXEC</a>
<a href="#">@IntelliSemantic</a>	<a href="#">Athens University of Economics and Business - Οικονομικό Παν. Αθηνών</a>	<a href="#">IntelliSemantic</a>
<a href="#">@STEconAUEB</a>	<a href="#">German Hellenic Chamber of Industry and Commerce</a>	<a href="#">Athens University of Economics and Business</a>
<a href="#">@ahkaermany</a>	<a href="#">F6S</a>	<a href="#">German Hellenic Chamber of Industry and Commerce</a>
<a href="#">@F6S_Gov</a>	<a href="#">Next Generation Internet - NGI</a>	<a href="#">F6S Innovation</a>
<a href="#">@NGI4eu</a>		<a href="#">NGI - The Next Generation Internet</a>
<b>And don't forget to also tag your project partners!</b>		

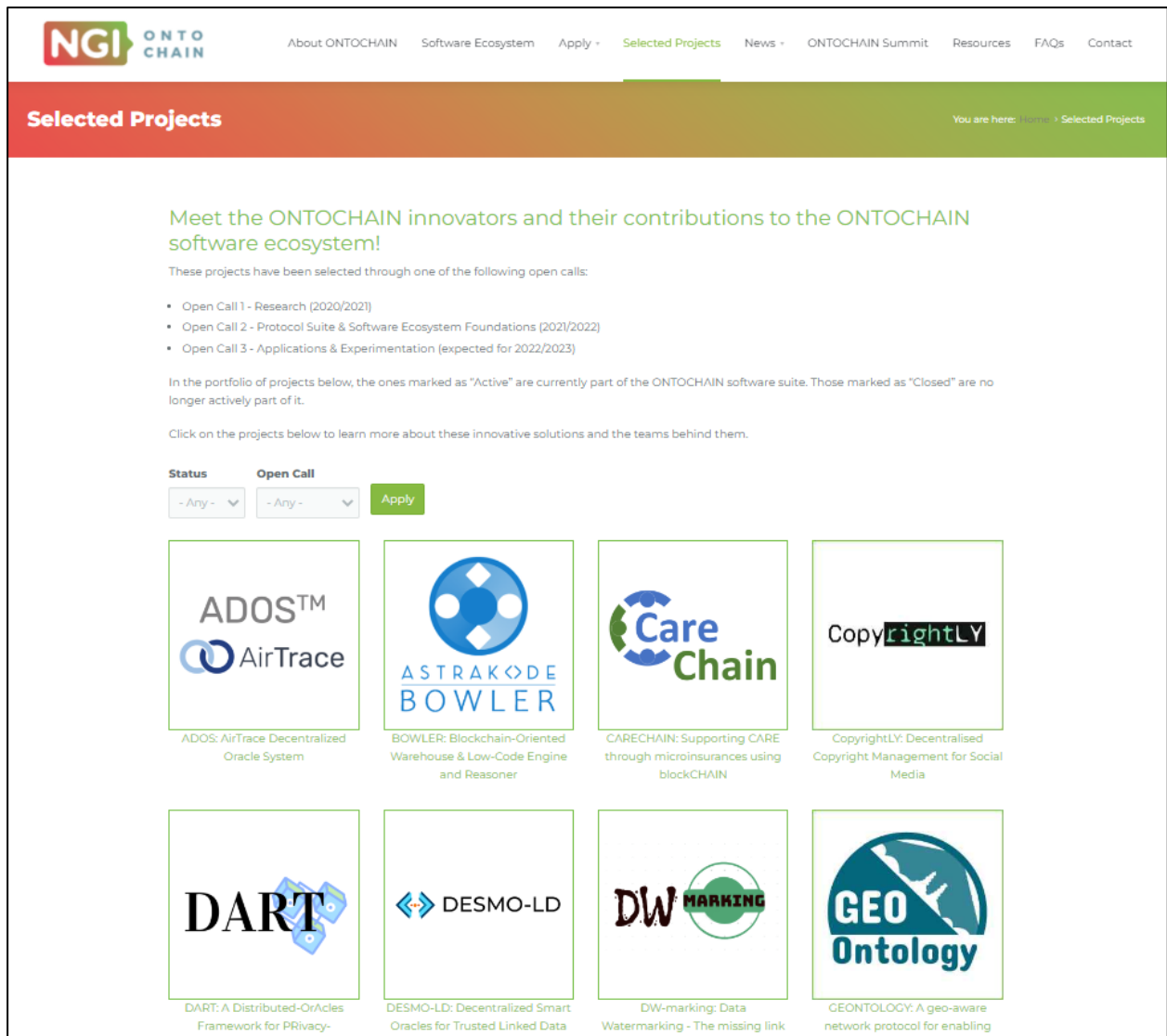


**FIGURE 17: EXAMPLES OF MATERIALS OF THE COMMUNICATION KIT PREPARED FOR THE OC2 SELECTED TEAMS**

## 4.2.2 Open Call 1 projects campaign

### 4.2.2.1 ONTOCHAIN website & newsroom

As the project advanced and the second batch of innovators were selected to join ONTOCHAIN, the website has been updated to showcase this new stage of the project.

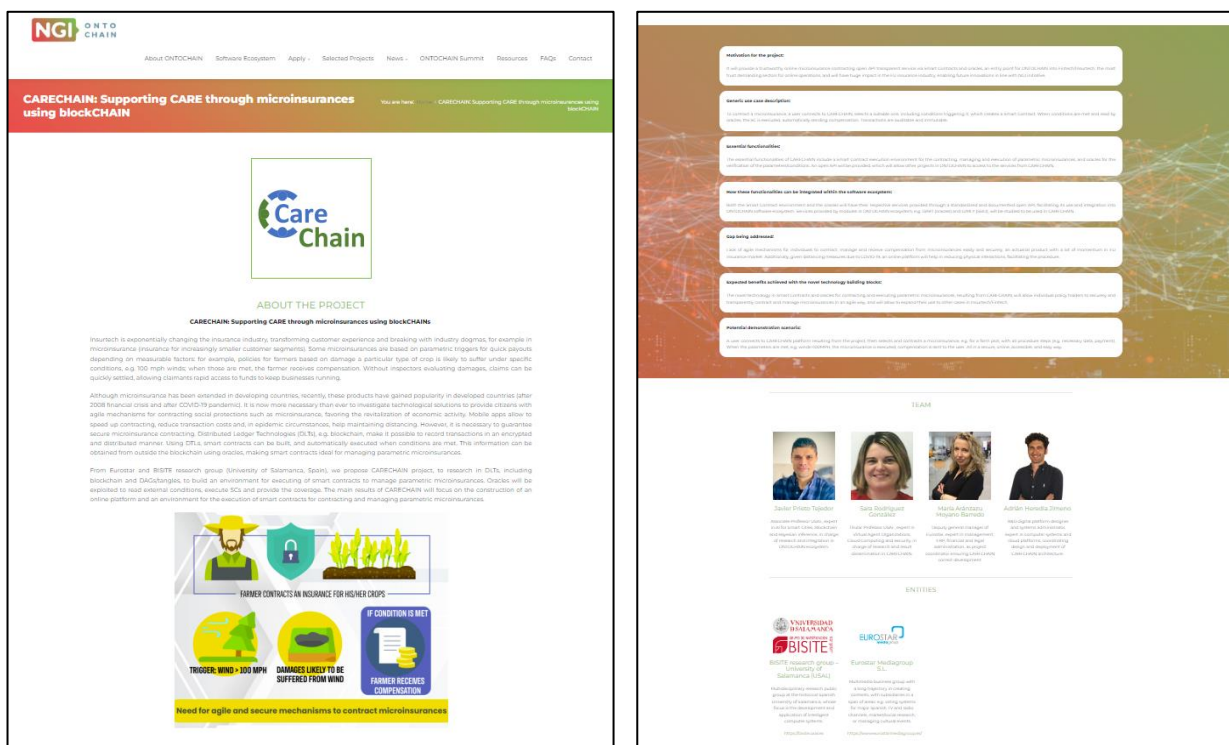


**FIGURE 18: ONTOCHAIN’S WEBSITE: SELECTED PROJECTS**

Dedicated pages for each team were created on the “[Selected Projects](#)” section of the website, with a detailed information comprising:

- The project logo (when applicable)
- Project name
- Short project description
- Motivation for the project
- Generic use case description
- Essential functionalities

- How these functionalities can be integrated within the software ecosystem
- Gap being addressed
- Expected benefits achieved with the novel technology building blocks
- Potential demonstration scenario
- The team members
- The entities (when applicable)



**FIGURE 19: EXAMPLE OF A PROJECT PAGE IN ONTOCHAIN'S WEBSITE**

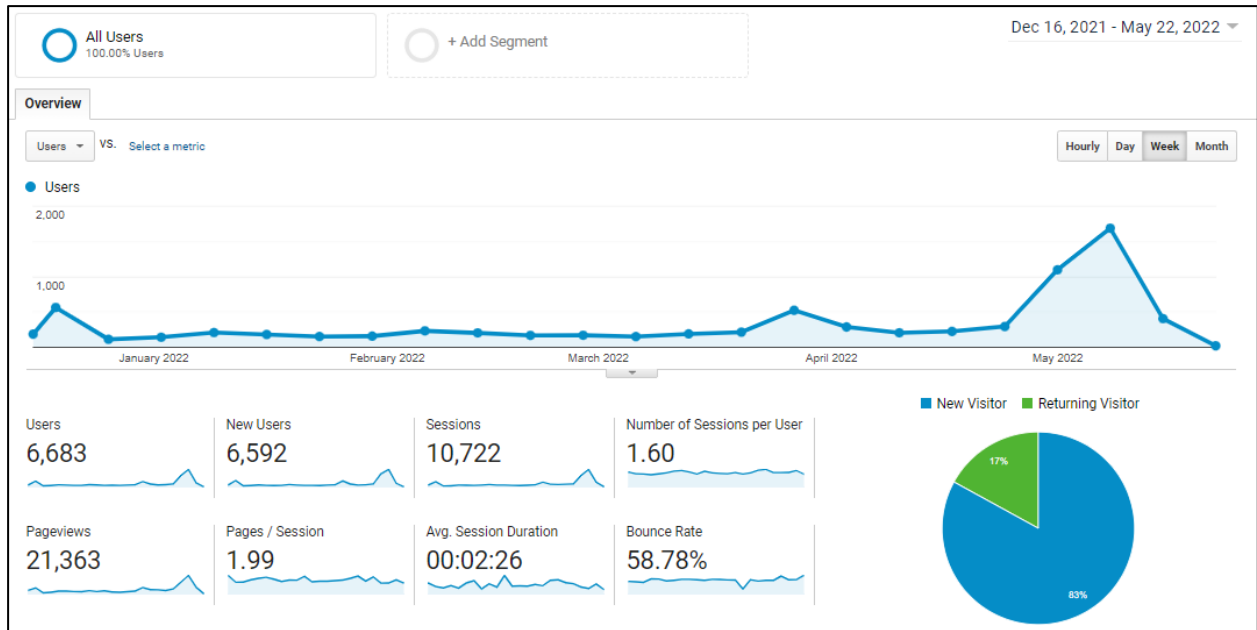
In addition, a series of interviews have been conducted with every team, providing more details about their projects, but also about the “team story”, how they heard about ONTOCHAIN and their expectations regarding the programme. These interviews have all been published on ONTOCHAIN’s website, in the [News a rea](#).



The screenshot shows the ONTOCHAIN website with a navigation bar at the top containing links for 'About ONTOCHAIN', 'Software Ecosystem', 'Apply', 'Selected Projects', 'News', 'ONTOCHAIN Summit', 'Resources', 'FAQs', and 'Contact'. The main header features the title 'Interview: Meet ADOS project!' and a breadcrumb trail 'You are here: Home > Interview: Meet ADOS project!'. The article content includes a date of '11 Feb 2022', a paragraph describing the ADOS project as an advanced AI-based oracle system for IoT data integrity, and a link to an interview with team member Juan Bautista Tomás Cabarrón. A photograph of Juan Bautista Tomás Cabarrón is displayed. Below the photo are two sections of text: 'How did you hear about ONTOCHAIN and what drove you to apply?' and 'Tell us a bit about the story behind your team. What drives you and what brought you together?'. The first section mentions receiving information from the F65 periodic newsletter and the key trigger being the fact that AirTrace is a platform that can benefit from decentralized oracles. The second section describes their work in blockchain projects for the past 4 years and their goal of creating a game-changer by integrating blockchain into IoT systems integrators' products.

**FIGURE 20: EXAMPLE OF AN INTERVIEW TO AN OC2 TEAM**

The performance of ONTOCHAIN’s website during this period, in terms of audience reached, resulted in 6,592 new users, as it can be seen in the following image.



**FIGURE 21: ONTOCHAIN’S WEBSITE AUDIENCE OVERVIEW - DATA FROM GOOGLE ANALYTICS (16 DECEMBER 2021 –23 MAY 2022)**

The communication of ONTOCHAIN support to the selected projects was also promoted by several of the selected teams, through their own webpages.

**BISITE** | WHO ARE WE? | GROUP | R&D+ | TRAINING | CONFERENCES | UNIVERSIDAD DE SALAMANCA

### How does CARECHAIN act in microinsurance underwriting?

CARECHAIN will provide a transparent open API service for trusted online microinsurance contracting through Smart Contracts and oracles, **an entry point for ONTOCHAIN in Fintech / Insurtech**, the most trust-demanding sectors for online transactions, and will have a major impact on the EU insurance industry, enabling future innovations in line with the NGI initiative.

To take out microinsurance, a user logs on to CARECHAIN, selects a suitable one, including the conditions that trigger it, which creates a smart contract. When the conditions are met and read by oracles, the SC is executed, automatically sending a compensation. Transactions are auditable and immutable.

**CARECHAIN's core functionalities include a Smart Contract execution environment for the contracting, management and execution of parametric microinsurance**, and oracles for the verification of parameters/conditions. An open API will be provided, which will allow other projects in ONTOCHAIN to access CARECHAIN services.

The CARECHAIN project is part of the European initiative **ONTOCHAIN**, which seeks to support academies and high-tech companies in the conceptualization, development, experimentation and integration of new Blockchain and Distributed Ledger technologies that aim to preserve the integrity and reliability of information and content.

*Juan Manuel Corchado to join the Board of...*  
25-10-2022

Follow @BISITE\_USAL

Follow 2.7K people are following this  
Be the first of your friends to

**COEXYA** | NOTRE OFFRE | COEXYA JOBS | CONTACT | FR / EN

Alain Broustail a été interviewé par Ontochain pour expliquer un peu plus en détail le projet NFTWATCH :

“ NFTWATCH est le premier projet open source visant à aider à la collecte et à l'agrégation de toutes les informations liées à NFT à l'aide de technologies sémantiques. ”

### Interview d'Alain Broustail

NFTWATCH est un projet soutenu par Ontochain, un programme d'innovation financé par la commission européenne visant à créer un écosystème dynamique et durable entre acteurs du web3 spécialisé dans les projets de manipulation de données complexes.

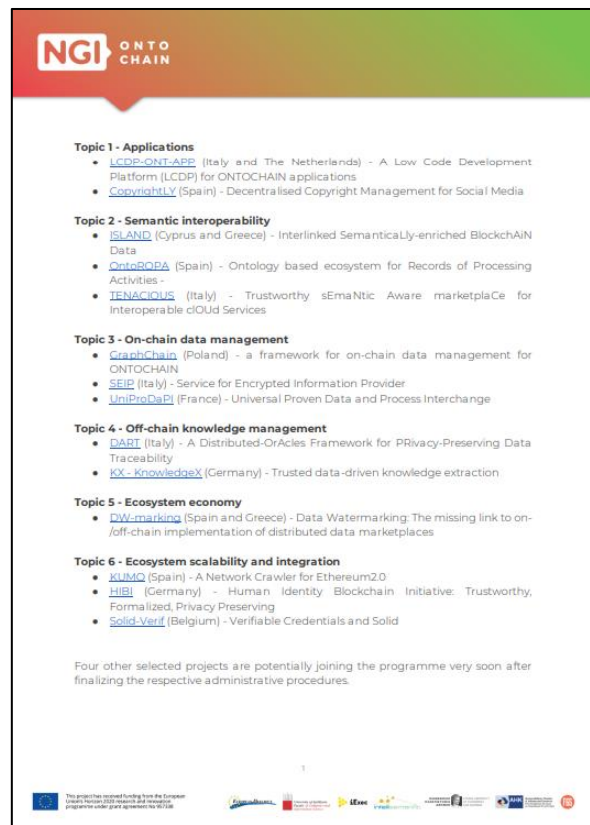
« Ontochain est une très bonne plateforme pour ce projet. Tout d'abord, c'est l'une des très rares communautés intéressées par le stockage de données décentralisé et capable de manipuler des données basées sur des graphes comme nous les traitons ». Dans cette interview, vous pourrez également retrouver le cheminement de ce projet.

Interview NFTWATCH

**FIGURE 22: EXAMPLES OF WEBSITES OF THE SELECTED TEAMS PRESENTING THE ONTOCHAIN SUPPORT**

## 4.2.2.2 Public Relations & Media

To promote the selected projects, a press release announcing the Open Call winners was shared with media organisations.



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**WHAT'S NEXT FOR THE SELECTED TEAMS?**

ONTOCHAIN will support the selected teams through a 7-months programme, granting the participants up to €123k (equity-free funding), free coaching and free access to top infrastructure.

"We stand ready to interact with the participants, to provide a collaboration infrastructure, management process, and most importantly share our ONTOCHAIN ideas, analytics and designs. Hence, we support all technical aspects of our joint software ecosystem. Most importantly, this includes integration! Our goal is to quickly converge together and agree all essential technology choices, functionalities, protocols and interfaces." – Vlado Stankovski, ONTOCHAIN Technical Coordinator.

During a 2-months period, the 18 teams will start by conceptualizing a research project for one of the open call topics.

The six best projects will then be selected to a second phase (4 months), to elaborate the concept proposed in phase one and prepare design specifications to be implemented in the Open call 2, dedicated to "Protocol suite and software ecosystem foundations".

Additionally, the best projects will be awarded for the publication of their outcomes.

**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

2

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

**NGI ONTOCHAIN**

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 **FBG** (Ireland).

**Acknowledgment**

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

**• PRESS CONTACT**

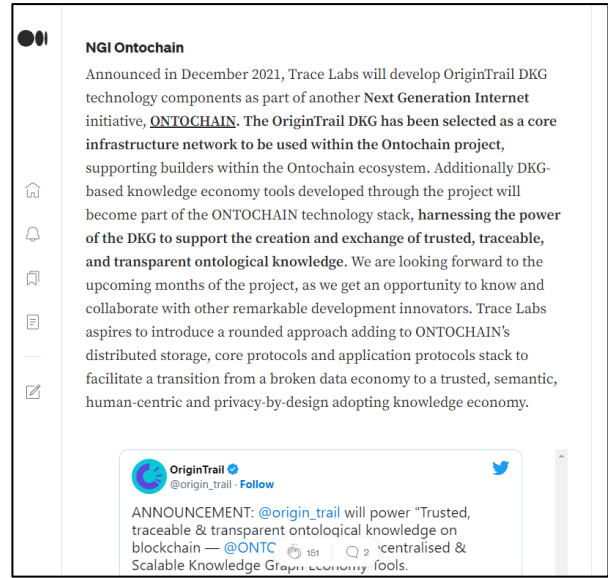
**Email:** [ontochain@ngi.eu](mailto:ontochain@ngi.eu)  
**Website:** [ontochain.ngi.eu](http://ontochain.ngi.eu)

3

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

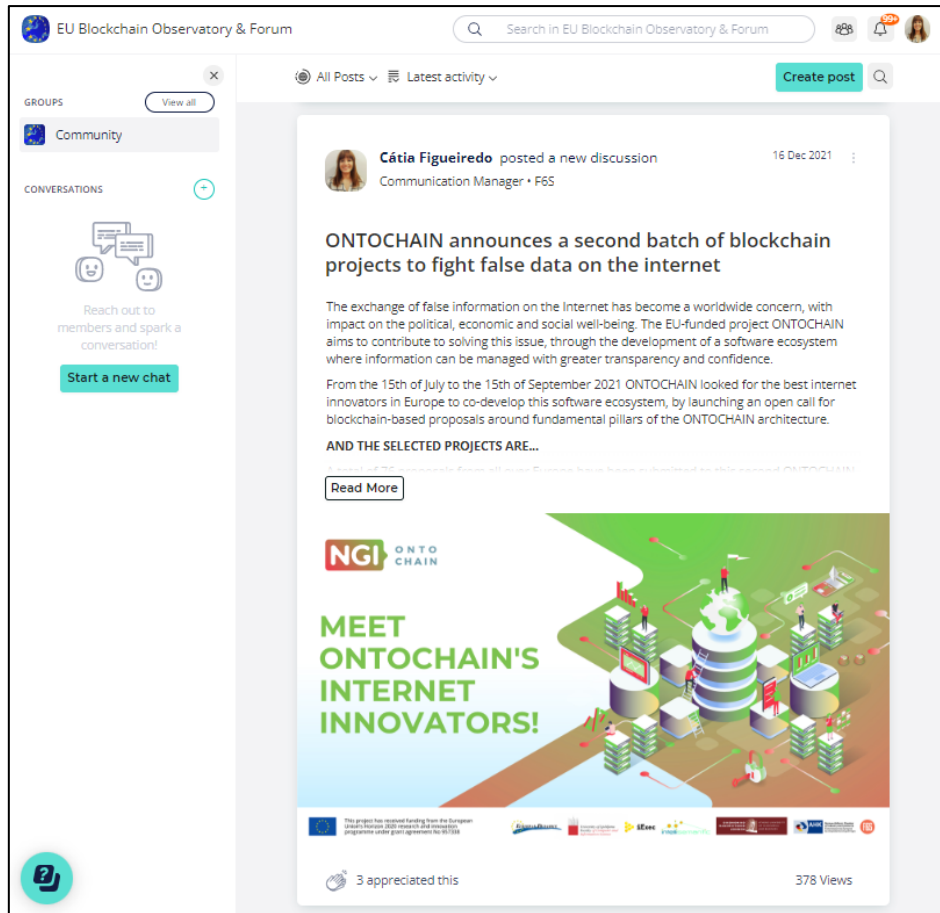
**FIGURE 23: PRESS RELEASE ANNOUNCING THE SELECTED TEAMS**

In addition, and following the communication activities undertaken by the teams, several articles have also been published on the media.



**FIGURE 24: EXAMPLES OF ARTICLES MENTIONING ONTOCHAIN RESULTING FROM THE TEAMS' COMMUNICATION ACTIVITIES**

Taking advantage of the online communities that partners have already established, this information was also shared through consortium members' digital channels, as well as other relevant online platforms, such as the European Blockchain Observatory and Forum, for example.



**FIGURE 25: EXAMPLE OF A PUBLICATION ABOUT OC2 WINNERS**

An overview of the coverage that has been given to the ONTOCHAIN teams by the more relevant online channels can be found in Annex A.

#### 4.2.2.3 Social media

The promotion on social media of the teams selected for ONTOCHAIN was done in several ways:

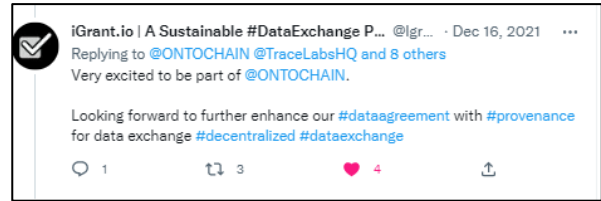
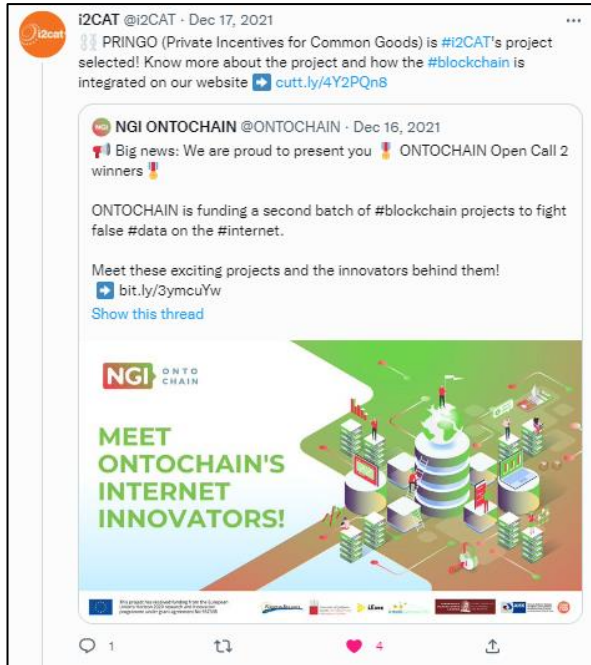
- Announcement of the projects selected



**FIGURE 26: EXAMPLE OF A POST/TWEET ANNOUNCING THE OC2 WINNERS**

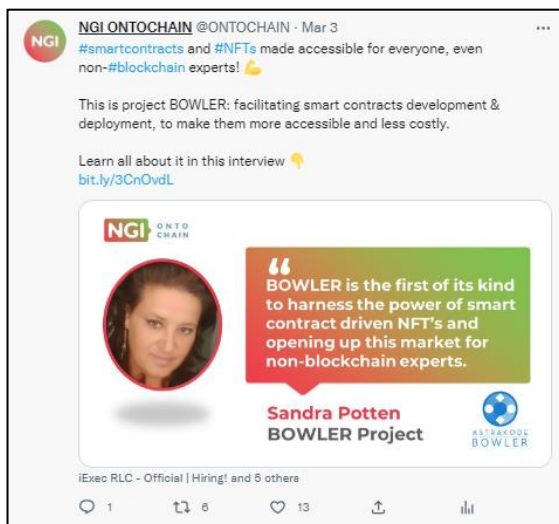
- Re-sharing posts made by the teams on their social media pages





**FIGURE 27: EXAMPLES OF POSTS/TWETS MADE BY THE TEAMS AND SHARED ON ONTOCHAIN'S PAGES**

- Interviews with the teams behind the projects



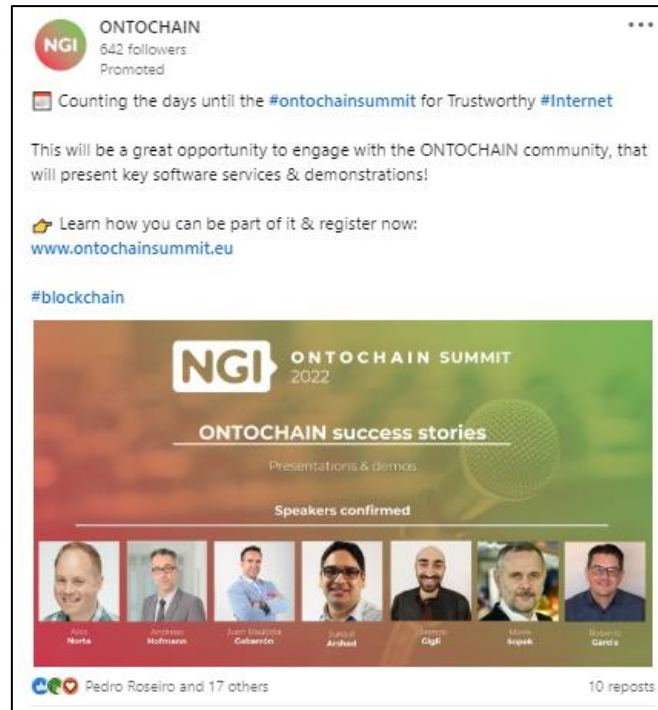
**FIGURE 28: EXAMPLES OF POSTS PROMOTING INTERVIEWS MADE WITH THE TEAMS**

- o Announcement of presentations made by ONTOCHAIN’s team at events



**FIGURE 29: EXAMPLE OF A POST ANNOUNCING A PRESENTATION BY ONTOCHAIN TEAMS AT AN EVENT**

- o A paid social media campaign, on LinkedIn and Twitter, announcing the presentation of OC2 success stories at the ONTOCHAIN Summit



**FIGURE 30: EXAMPLE OF A PROMOTED POST, PRESENTING OC2 SUCCESS STORIES**

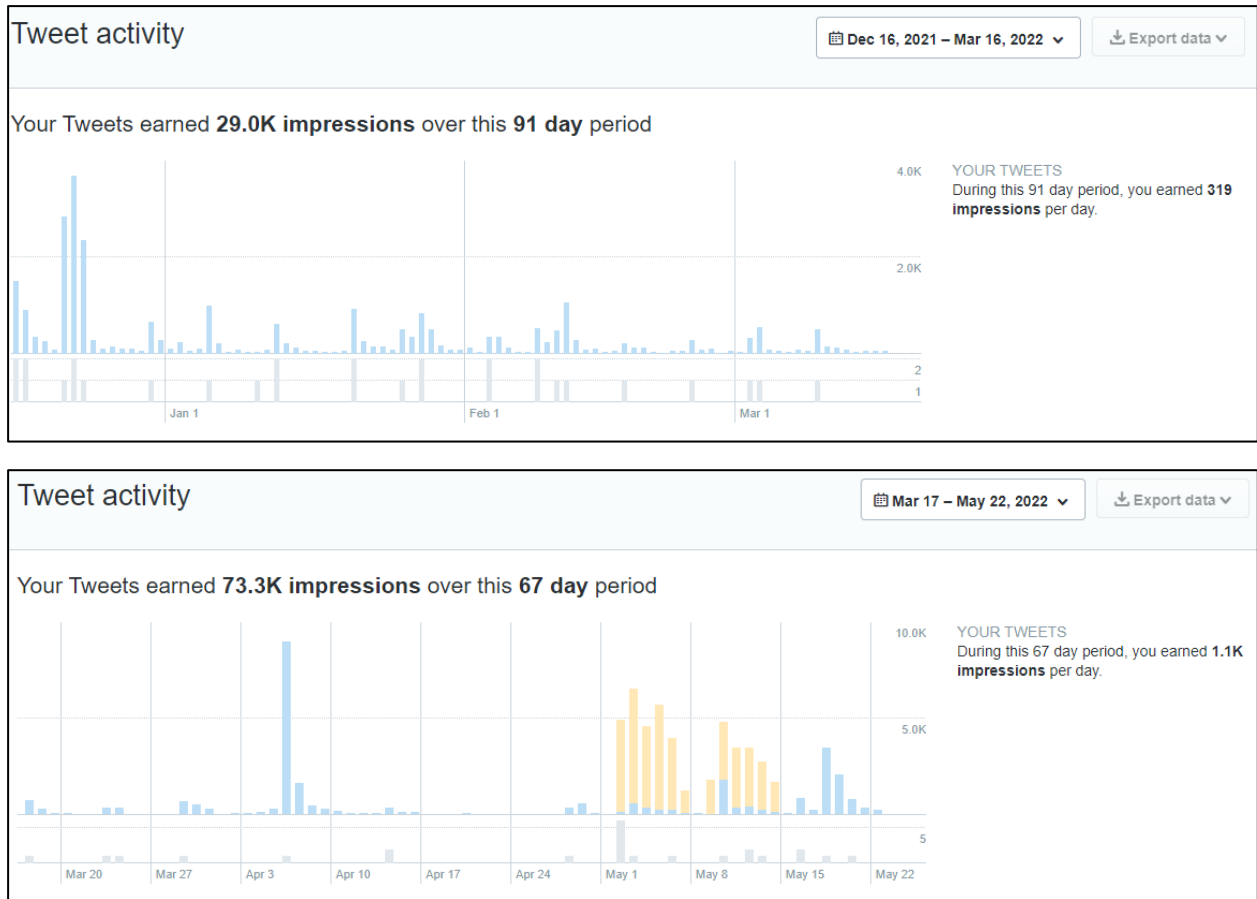
#### 4.2.2.3.1 Twitter

ONTOCHAIN’s Twitter page: <https://twitter.com/ONTOCHAIN>

The twitter account was the social media channel with the greatest reach also during this campaign period.

The following results were obtained:

- 36 tweets
- 102.3k impressions
- 798likes
- 215 retweets
- 3.6k clicks
- 3.9 % engagement rate



**FIGURE 31: TWITTER STATISTICS DAHSBOARD<sup>2</sup> - OC2 WINNERS CAMPAIGN**

#### 4.2.2.3.2 LinkedIn

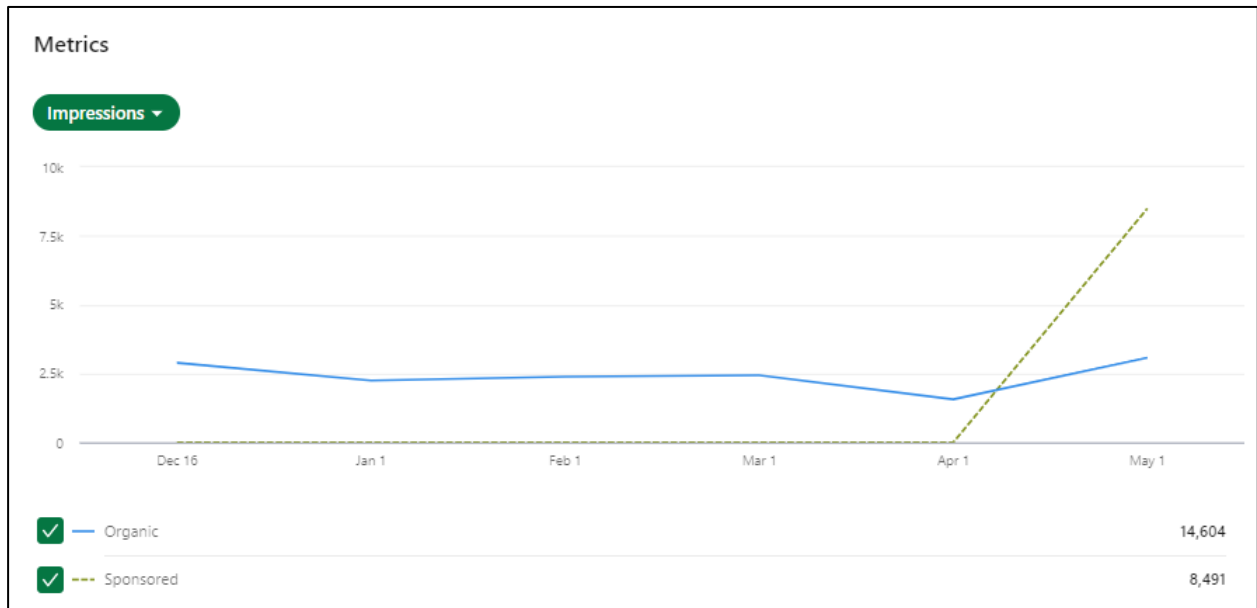
ONTOCHAIN’s LinkedIn page: <https://www.LinkedIn.com/company/ontochain>

During this campaign period, the following results were obtained:

- 35 posts
- 23.095 impressions
- 7991 unique impressions

<sup>2</sup> The data is displayed in 2 separate figures, due to Twitter Analytics dashboard not allowing to display long periods of time in one single chart.

- 669 clicks
- 452 reactions
- 82 shares



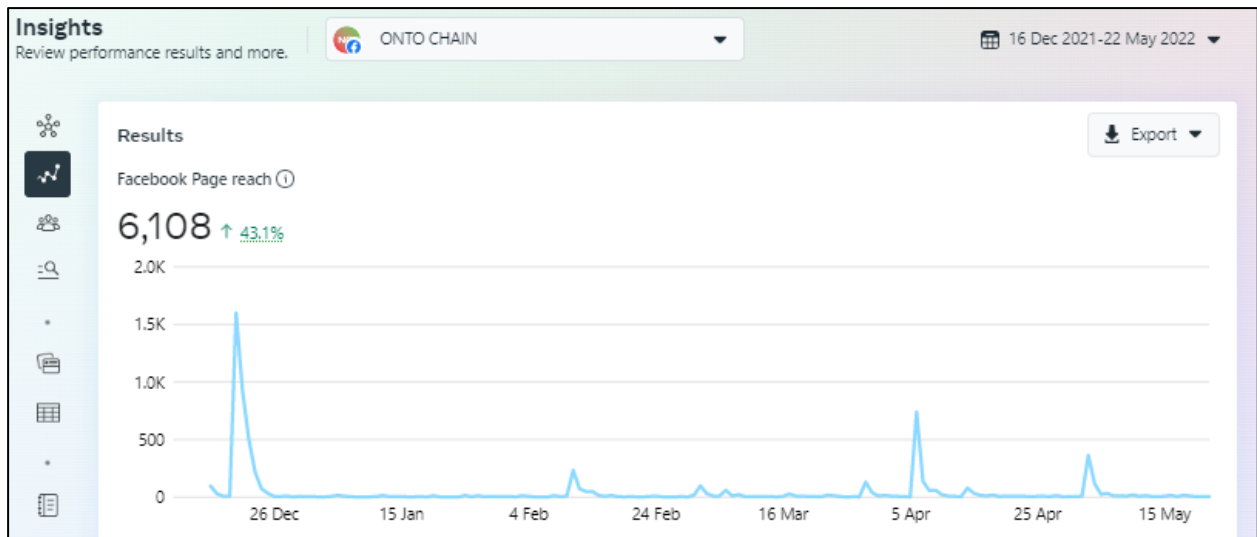
**FIGURE 32: LINKEDIN STATISTICS DAHSBOARD – OC2 WINNERS CAMPAIGN**

#### 4.2.2.3.3 Facebook

ONTOCHAIN’s Facebook page: <https://www.facebook.com/ONTOCHAIN>

Regarding Facebook, during this campaign period, the following results were obtained:

- 6,108 people reached
- 33 posts
- 107 engagements
- 160 shares
- 416 link clicks



**FIGURE 33: FACEBOOK STATISTICS DAHSBOARD – OC2 WINNERS CAMPAIGN**

#### 4.2.2.3.4 F6S

As previously referred, a specific page has been created on F6S platform for promoting ONTOCHAIN OC2. Once the teams have been selected, this page (<https://www.f6s.com/ontochain-open-call-2>) has been updated, in order to display the new projects chosen.

ONTOCHAIN Project portfolio companies

	<p><b>HODLNG, a Blockchain for LNG</b></p> <p>A business model to create the differentiated-product carbon-neutrality LNG</p> <p>Energy Finance 21 more</p>
	<p><b>AirTrace</b></p> <p>IoT data traceability, secure and guaranteed</p> <p>Manufacturing Defense &amp; Military 7 more</p>
	<p><b>AstraKode S.r.l.</b></p> <p>Facilitate innovative enterprise solutions development through low-code.</p> <p>Software Development B2B/Enterprise 3 more</p>
	<p><b>PRINGO</b></p> <p>Private Incentives for Common Goods</p> <p>Marketing &amp; Sales Incentive Programs</p>
	<p><b>Sword France</b></p> <p>Twinning global reach w/ local expertise to attain your digital objectives.</p> <p>B2B/Enterprise Data &amp; Analytics 6 more</p>
	<p><b>PiSWAP</b></p> <p>PERPETUAL NFT-SYNTHETICS</p> <p>Entertainment Gaming 5 more</p>
	<p><b>PolyCrypt</b></p> <p>Bringing modern cryptography to market</p> <p>Cyber Security Finance 3 more</p>
	<p><b>ISLAND</b></p> <p>Interlinked Semantically-enriched Blockchain Data</p> <p>Data &amp; Analytics Blockchain Smart Contracts</p>
	<p><b>OntoROPA</b></p> <p>Ontology based ecosystem for trustworthy Records of Processing Activities</p> <p>Cyber Security Software 3 more</p>
	<p><b>POC4COMMERCE</b></p> <p>Making ONTOCHAIN Practical for E-Commerce.</p> <p>Retail E-commerce Blockchain</p>

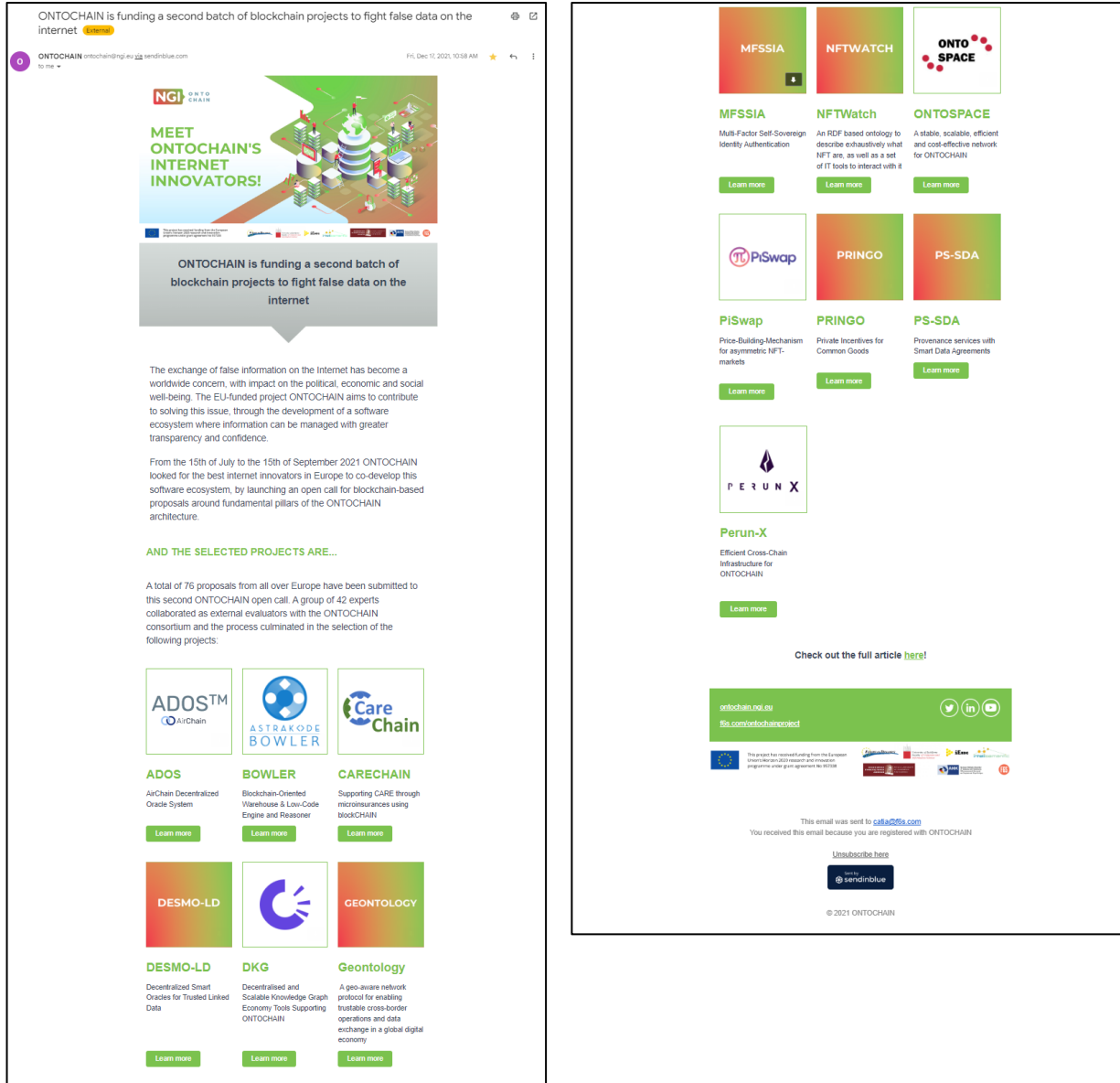
[See more](#)

**FIGURE 34: SECTION ON OC2 PAGE ON F6S DISPLAYING THE CORRESPONDING PAGES OF THE SELECTED APPLICANTS**

#### 4.2.2.4 E-mail outreach

The announcement of the selected projects was also made to ONTOCHAIN’s newsletter subscribers. This newsletter issue included a brief presentation of each

project, linking to the corresponding project page on ONTOCHAIN's website. It was sent to 159 subscribers.



**FIGURE 35: ONTOCHAIN NEWSLETTER ANNOUNCING THE PROJECTS SELECTED**



## 4.2.2.5 Events

### 4.2.2.5.1 Kick-off meeting

To welcome the teams selected for round 2, a kick-off event was held online. This event happened on 2 December 2022 and gathered 79 participants.

The agenda of the event included time slots for presenting the ONTOCHAIN project, the consortium and each of the selected projects individually.

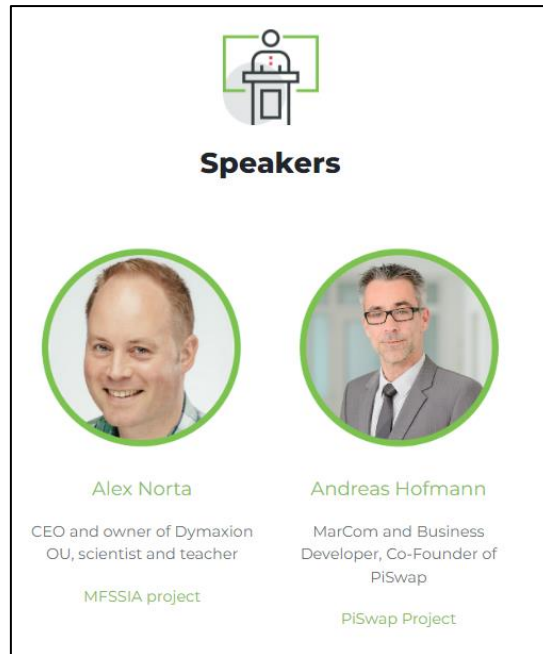


**FIGURE 36: KICK-OFF MEETING WITH ROUND 2 TEAMS**

### 4.2.2.5.2 ONTOCHAIN Summit

The success stories from OC2 had an important highlight also on the ONTOCHAIN Summit. Although this event only took place on the 1<sup>st</sup> and 2<sup>nd</sup> of June 2021 (after the period considered in this campaign), the public announcement of the speaker started in advance.

OC2 innovators were invited to share their projects achievements inside ONTOCHAIN, inspiring potential new applicants for OC3.

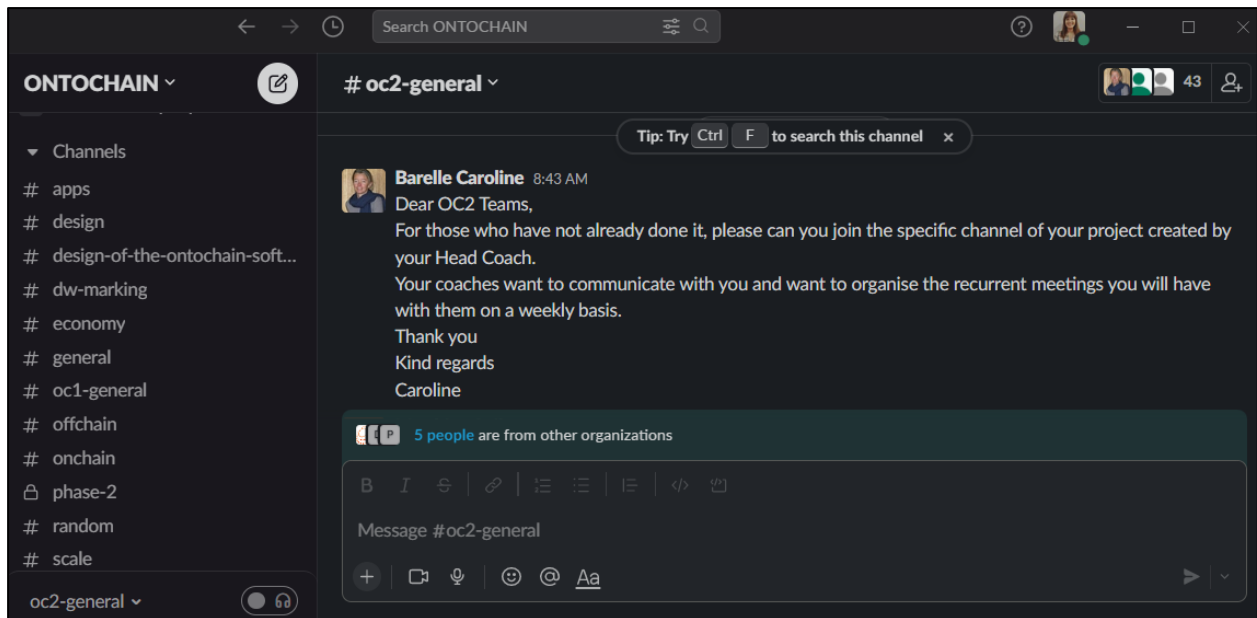


**FIGURE 37: EXAMPLES OF OC2 WINNERS IN THE ONTOCHAIN SUMMIT AGENDA**

#### 4.2.2.6 Internal communication tool

In order to communicate, share information, and collaborate with the teams in ecosystem building activities, new channels were created on the Slack workgroup devoted to the ONTOCHAIN ecosystem and the OC2 teams were invited to join them:

- A general channel with OC1 and OC2 winners, as well as ONTOCHAIN consortium partners;
- A dedicated channel to OC2 discussions only, as well as ONTOCHAIN consortium partners;
- Smaller channels for each team to communicate with its coach;
- Thematic channels to discuss specific topics.



**FIGURE 38: ONTOCHAIN SLACK WORKGROUP**

The workgroup has been an essential tool for ONTOCHAIN's daily activities, allowing communication between the different parties in an easy, quick and secure way.

### 4.2.3 Campaign summary and impact

A summary of the Open Call 2 projects campaign is presented in the table below:

Campaign name	Open Call 2 projects			
Duration	16 December 2021 to 22 May 2022 – 158 days			
Dissemination activity	No. actions /posts	No. of impressions /opens /views	No. of attendees	No. of new followers
Social media communication	104	131.3k	-	359

Press releases	1	213	-	-
Events	1	-	79	-
Articles on project website	15	2357	-	-
Videos	-	-	-	-
Email outreach	1	159	-	-

**TABLE 7: OPEN CALL 2 PROJECTS CAMPAIGN IMPACT**

## 4.3 OPEN CALL 2

Considering the good results obtained in the promotion of the 2 first open calls, a similar strategy has been adopted for Open Call 3, launched on 23 May 2022.

This section is divided in two sub-sections. The first one (4.3.1) presents the materials conceptualised and produced for the Open Call 3 dissemination. The second one (4.3.2) demonstrates all the dissemination actions carried out using those materials to promote the mentioned call.

### 4.3.1 Open Call 2 dissemination materials

In line with the dissemination and communication strategy, a full set of communication materials were developed and made available in M21 for the dissemination of ONTOCHAIN Open Call 3. They are extensively presented and described in “D7.4 Project dissemination material3” and a brief summary is presented below.

Item	Preview
Leaflet	
Banner	

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>🏢 Access to top Infrastructure</p> <p>💡 Joint exploitation</p> <p>Learn more: <a href="https://ontochain.ngi.eu/apply">https://ontochain.ngi.eu/apply</a></p> <p>Apply at: <a href="https://bit.ly/3sCu5JY">https://bit.ly/3sCu5JY</a></p> <p>#blockchain #h2020 #funding</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>🏢 Access to top Infrastructure</p> <p>💡 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></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>#blockchain #h2020 #funding</p>	<p>📢 #web3 innovators: your opportunity to apply for @ONTOCHAIN third #opencall is here!</p> <p>Get:</p> <p>💰 Grants up to €119.5k</p> <p>🛠️ Technical support</p> <p>🏢 Access to top Infrastructure</p> <p>💡 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></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>#blockchain #h2020 #funding</p>
2	Webinar	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall 3? 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</p> <p>🕒 14:30 CEST</p> <p><a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a></p>	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall 3? 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</p> <p>🕒 14:30 CEST</p> <p><a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a></p>	<p>Are you a #web3 innovator applying for ONTOCHAIN #opencall 3? 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</p> <p>🕒 14:30 CEST</p> <p><a href="https://bit.ly/3zEovuX">https://bit.ly/3zEovuX</a></p>

Visuals for social media posts



<p>Press release and email templates</p>	 <p><b>NGI ONTOCHAIN</b></p> <p><b>PRESS RELEASE</b> MAY 2021</p> <p><b>€ 1.6 MILLION OPEN CALL FOR WEB 3.0 INNOVATORS TO DEVELOP BLOCKCHAIN-RELATED SOLUTIONS</b></p> <p><b>ONTOCHAIN APPLICATIONS ARE OPEN</b></p> <p><b>GRANTS UP TO € 119.500, FREE COACHING AND ACCESS TO TOP INFRASTRUCTURE</b></p> <p>The EU-funded project <a href="#">ONTOCHAIN</a> 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.</p> <p>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.</p> <p>The <a href="#">ONTOCHAIN Open Call 3</a> 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</p>
--	--

**FIGURE 39: OPEN CALL 3 DISSEMINATION MATERIAL**

Specific materials have also been prepared for the promotion of the biggest event around OC3 promotion: the ONTOCHAIN Summit. These materials are extensively presented and described in “D7.4 Project dissemination material3” and a brief summary is presented below.

Item	Preview
Website graphics	
Event promo banners	
Event promo video	



<p>Social media posts templates</p>	<table border="1"> <thead> <tr> <th></th> <th>Twitter</th> <th>Facebook</th> <th>LinkedIn</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Your opportunity to: Learn   Apply for grants   Pitch   Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p> </td> <td> <p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Grab this opportunity to: Learn, Apply for grants, Pitch and Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p> </td> <td> <p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Bringing you the opportunity to: Learn, Apply for grants, Pitch &amp; Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p> </td> </tr> </tbody> </table>		Twitter	Facebook	LinkedIn	1	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Your opportunity to: Learn   Apply for grants   Pitch   Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Grab this opportunity to: Learn, Apply for grants, Pitch and Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Bringing you the opportunity to: Learn, Apply for grants, Pitch &amp; Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>
	Twitter	Facebook	LinkedIn						
1	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Your opportunity to: Learn   Apply for grants   Pitch   Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Grab this opportunity to: Learn, Apply for grants, Pitch and Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>	<p>ONTOCHAIN Summit for Trustworthy Internet: registrations are open!</p> <p>Bringing you the opportunity to: Learn, Apply for grants, Pitch &amp; Network</p> <p>Berlin</p> <p>June 1-2, 2022</p> <p>Learn more &amp; register now: <a href="http://www.ontochainsummit.eu">www.ontochainsummit.eu</a></p> <p>#ontochainsummit #blockchain</p>						
<p>Social media visuals templates</p>									

Event agenda



Engage with the ONTOCHAIN community that will present key software services and demonstrations, funding opportunities (grants up to €19.5k), 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	Panel/Presentations	Speakers
9:00	Doors Opening	
	Welcome words	
9:45	ONTOCHAIN	Carolina Baraña, ONTOCHAIN Project Coordinator & Research Scientist and EU Project Manager at Eurisem/Dynamics
	Berlin Partner for Business and Technology	Sebastian Zwiars, Project Manager Innovation   Information and Communication Technology   Blockchain & IT-Security
	Roundtable: Trustworthy Internet	Moderator: Vlado Stankowski, ONTOCHAIN technical coordinator & Professor of Computer Science at University of Ljubljana
10:00 - 11:30	European Commission- Directorate General for Communications Networks, Content & Technology (DG CONNECT)	Rapheal Lazaridou, Policy Officer
	European Blockchain Observatory and Forum	Yasmina Vlachou, EU Blockchain Observatory and Forum & Commercial Director for ENBA on Energy/EMC
	Aetna La Indipenta Jurística S.L.	Ignacio Avelillo Domínguez, Director
	NGI TruBle	Antonio Demaregno, EU Project Manager at FBG, VDF Leader at TruBle
	Coffee Break	
11:30 - 13:15	ONTOCHAIN Software ecosystem	Moderator: Vlado Stankowski, ONTOCHAIN technical coordinator &

Press Release



PRESS RELEASE  
APRIL 2022


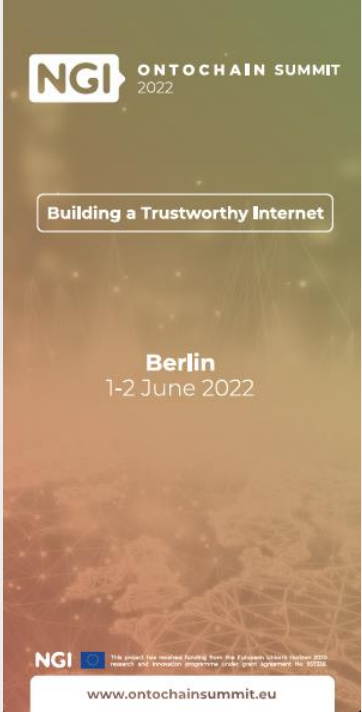
ONTOCHAIN SUMMIT BRINGS WEB 3 INNOVATORS TO BERLIN TO BUILD A TRUSTWORTHY INTERNET

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

<p>Backdrop &amp; Podium</p>	
<p>Roll-up</p>	



**FIGURE 40: ONTOCHAIN SUMMIT PROMOTION MATERIAL**

### 4.3.2 Open Call 2 campaign

Several areas were added or updated on the ONTOCHAIN website to promote the Open Call 3 (OC3):

- Homepage
  - “Apply” section on the main menu was updated for leading to a subpage dedicated to the open call
  - “Join us and apply!” button in the middle section of the page
  - A short description of OC3 goals and benefits

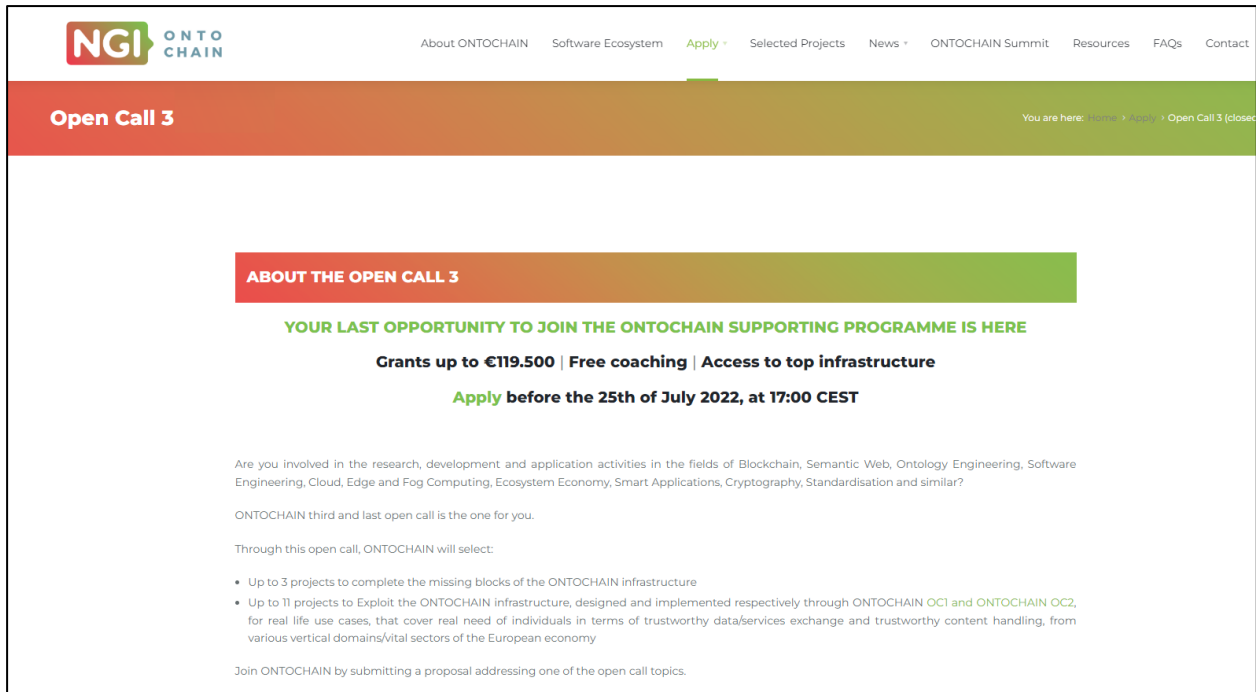


**FIGURE 41: SECTION OF THE HOMEPAGE DEDICATED TO OC3**

- Apply page

Launched on the day of the call opening, this page comprised all the necessary information for candidates to successfully submit applications to the open call. The page contained:

- Open and closing dates of the open call
- Information about the targeted groups
- Topics to be addressed in the open call
- Supporting programme descriptions
- ONTOCHAIN Background information
- Eligibility criteria
- An “Apply now on F6S” button linked to the application form
- Timeline information
- Open call documents:
  - Guide for applicants
  - Proposal template
  - Additional applicant(s) information template
  - Administrative forms preparation template



**FIGURE 42: OC3 PRESENTATION PAGE**

- Frequently asked questions page

This page has been updated with questions relating to the specificities of open call 3.

How to participate?

---

- How do I apply?
- Can I submit several projects to one specific call?
- Can I apply for the three calls?
- What is the deadline to apply for the first call?
- What is the deadline to apply for the second call?
- What is the deadline to apply for the third open call?**

Submission to the ONTOCHAIN Open Call 3 opened on the 23rd May 2022 (12:00 PM CEST) and closed on the 25th July 2022 (17:00 CEST).

---

- What are the funding criteria?
- What information is required for the application?

**FIGURE 43: FAQs PAGE TO REFLECT OC3 QUESTIONS**

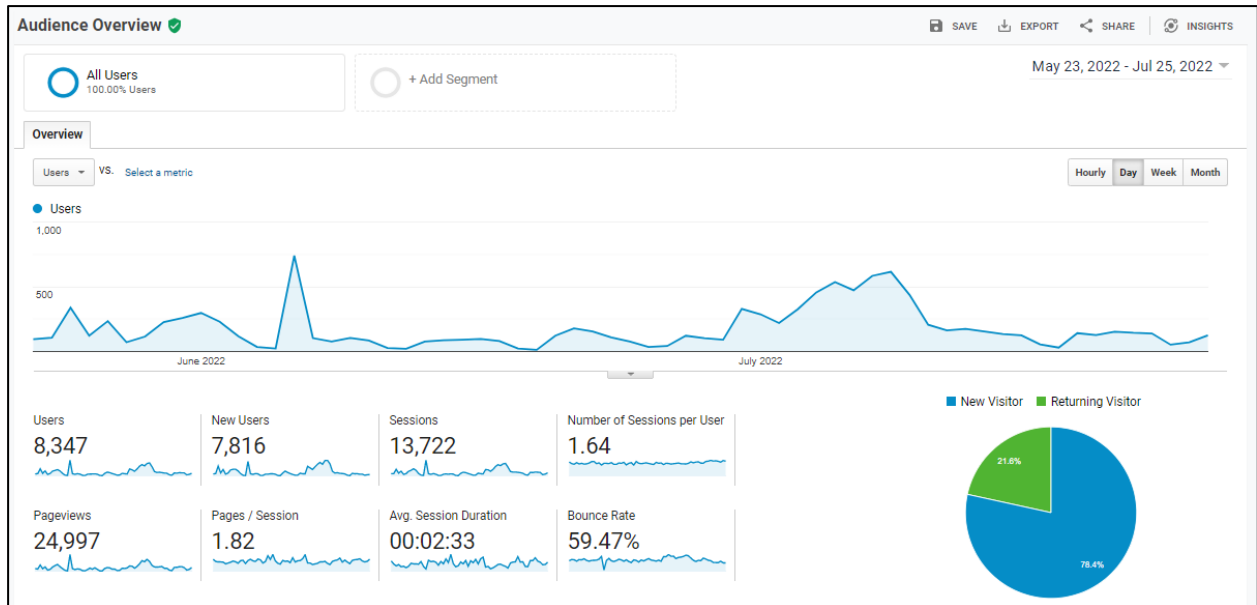
- News page
  - 1 article about the opening of the call was published
  - 1 news about ONTOCHAIN webinar published
  - 1 news about the call for external evaluators published

The screenshot shows the website's news section for the '€1.6 million open call for web 3.0 innovators to develop blockchain-related solutions'. The page features a navigation bar with links like 'About ONTOCHAIN', 'Software Ecosystem', and 'Apply'. The main content includes a date '23 May 2022', a sub-header 'ONTOCHAIN applications are open: grants up to €119,500, free coaching and access to top infrastructure', and a large central graphic with the text 'BLOCKCHAIN FOR NEXT GENERATION INTERNET' and 'APPLICATIONS ARE OPEN!'. To the right, there are sections for 'OPEN CALL TOPICS' (Infrastructure and Applications), 'JOIN OUR PROGRAMME' with a deadline of 'JULY 25, 2022, at 17:00 CEST', and social media links. At the bottom, there are logos for funding partners like the European Union and various academic institutions.

**FIGURE 44: NEWS ABOUT OC3 PUBLISHED ON THE WEBSITE**

The multiple communication and dissemination actions performed brought 7,816 new visitors to the project website, as it can be observed in the figure below.





**FIGURE 45: ONTOCHAIN'S WEBSITE AUDIENCE OVERVIEW - DATA FROM GOOGLE ANALYTICS (23 MAY – 25 JULY 2022)**

### 4.3.2.1 Public Relations & Media

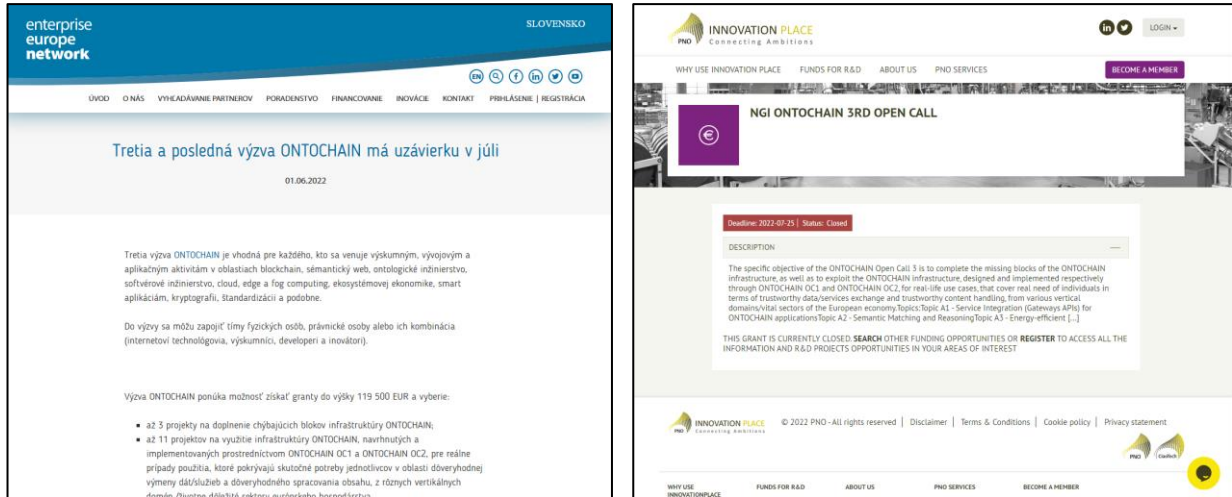
To share the news with media organisations, a press release presenting ONTOCHAIN OC3 has been prepared and sent.



**FIGURE 46: EXTRACTS OF THE PRESS RELEASE ABOUT OC3 SENT TO MEDIA ORGANISATIONS**

The materials were sent by e-mail to the key contacts of the ONTOCHAIN ecosystem previously identified (press/media organisations, academia, blockchain and semantic web related organisations, incubators, science parks, accelerators, Digital Innovation Hub, EU-funded projects, H2020 National Contact points, European Enterprise Network members, open call promoters, among others.). By the OC3 launch time, this list had a total of 1,299 e-mails.

This activity resulted in several publications about ONTOCHAIN OC3, in different languages.

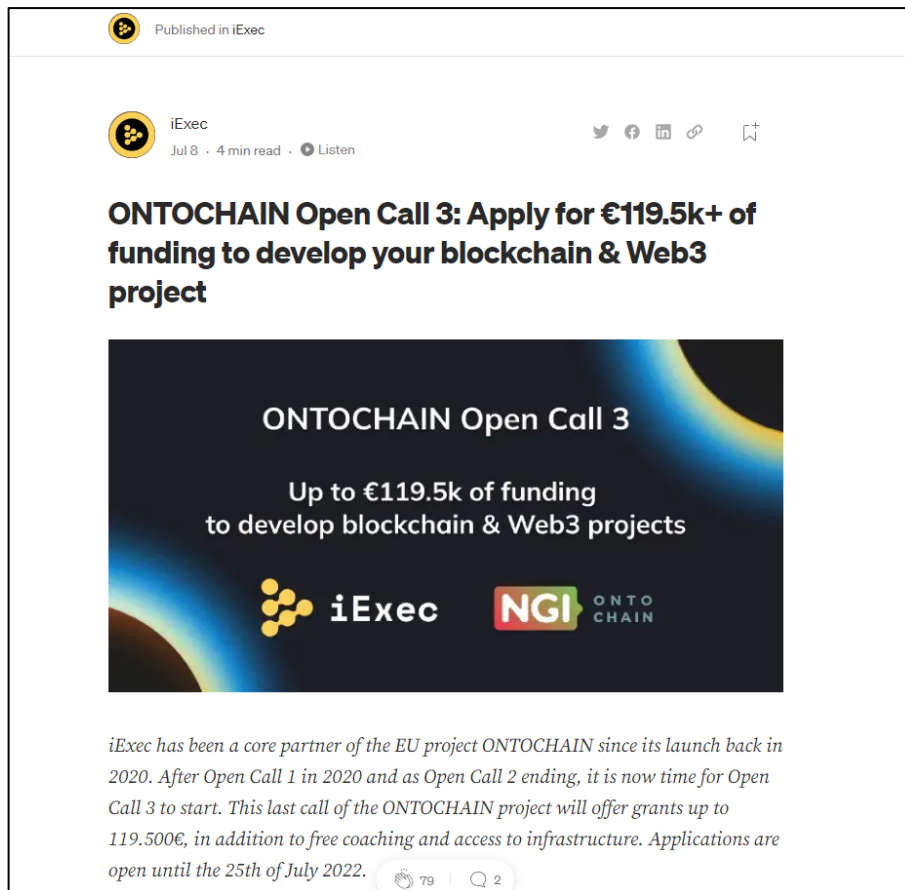


**FIGURE 47: EXAMPLES OF PUBLICATIONS USING THE MATERIALS PROVIDED**

An overview of the coverage that has been given to the ONTOCHAIN OC3 can be found in the “[Resources](#)” area of project website and in Annex A.

### 4.3.2.2 ONTOCHAIN partners’ websites and communication channels

The OC3 communication kit - containing a press release, visuals, social media posts and e-mail templates - was also shared with all consortium partners to spread the news with each partner network.



**FIGURE 48: EXAMPLE OF OC3 ANNOUNCEMENT THROUGH PARTNERS' CHANNELS**

### 4.3.2.3 AHK Network

The German Hellenic Chamber of Industry and Commerce while designing the ONTOCHAIN Summit concept internally and through the process of preparation for the Summit, selected targeted contacts that could offer valuable input.

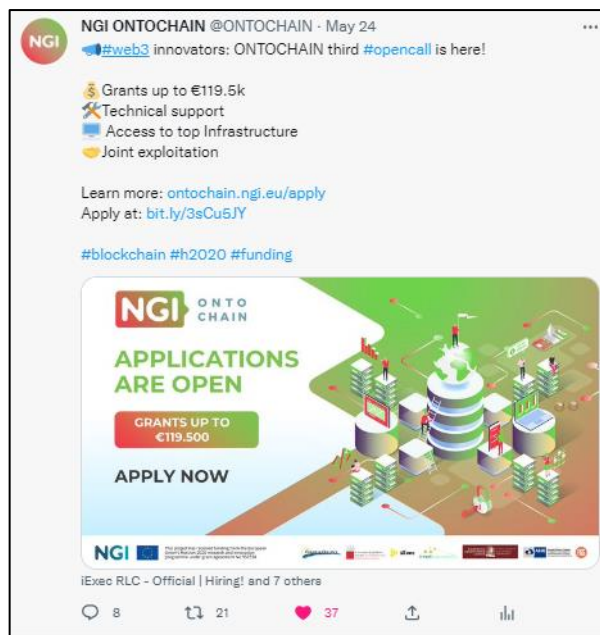
In this process, Instructor contact with the central Office of German CCIs - DIHK | Deutscher Industrie- und Handelskammertag e.V. and a meeting with experts from GTAI Germany Trade and Invest took place in order to discuss strategical issues about the organisation of the Summit such as locations, venues, target groups etc. Furthermore, the Digital Hub Initiative funded by the German Federal Ministry of Economic Affairs and Climate Change was also contacted.

In the period of promotion of the event, with the aim of reaching out to a broader audience, the press department of IHK Berlin Chamber of Industry and Commerce also supported the action as well as DIHK through its department for Digital Economy, Infrastructure and Regional Policy.

#### 4.3.2.4 Social media

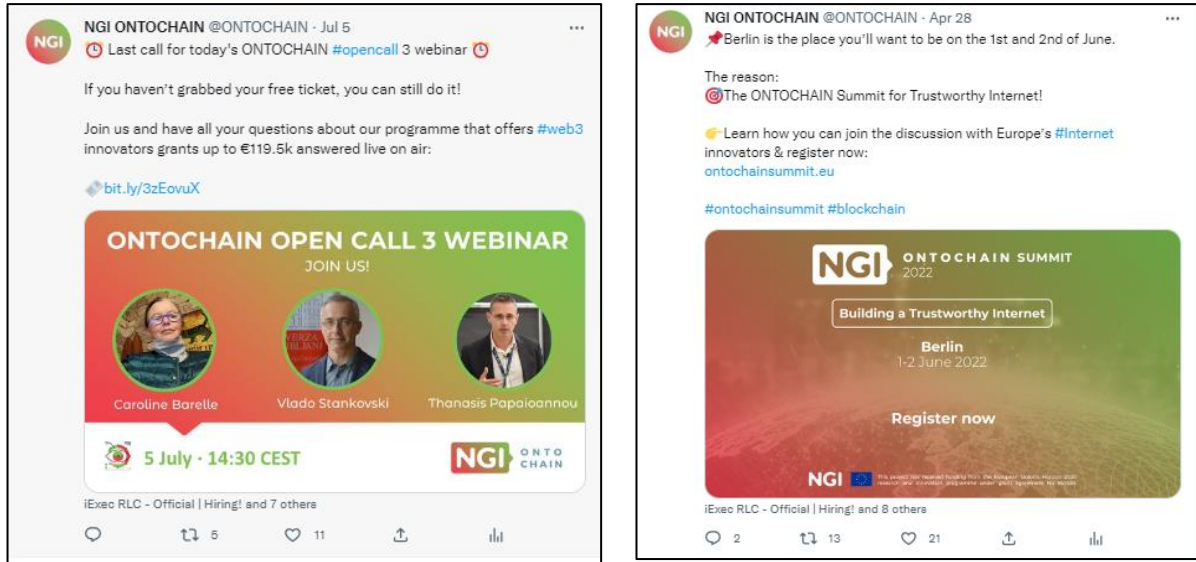
Also on social media, the strategy used for promoting OC3 was similar to the one adopted for OC1 and OC2, which presented good results. The promotion of ONTOCHAIN third open call on social media was done in several ways:

- Through the publication of open call details, such as benefits and topics



**FIGURE 49: POST/TWEET ANNOUNCING OC3 LAUNCH**

- Announcement of open call events



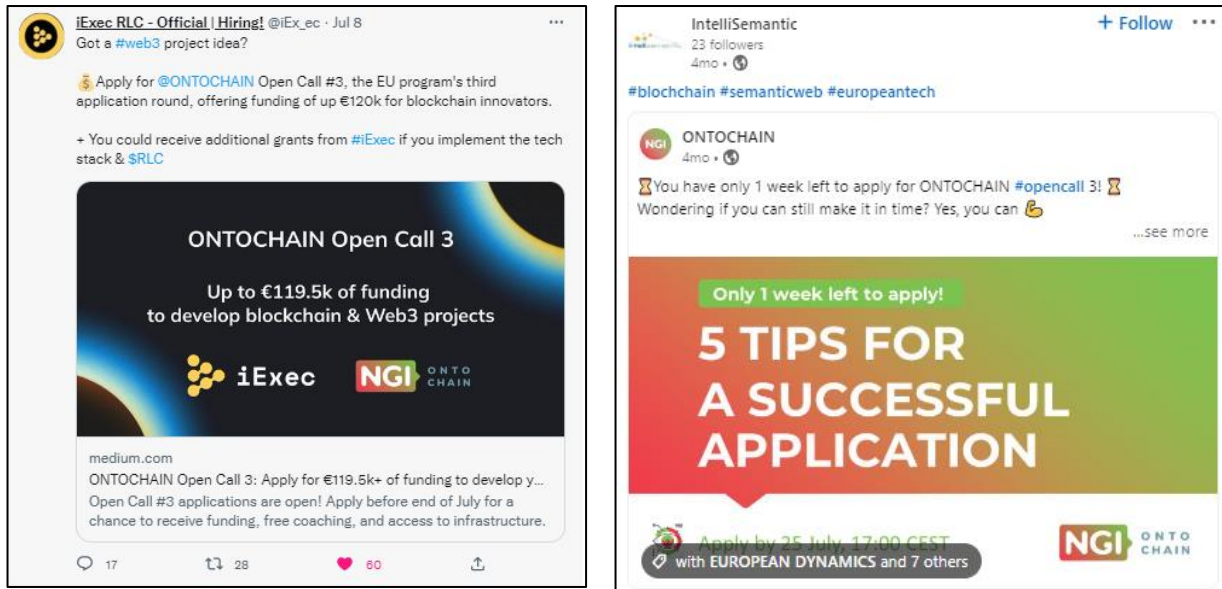
**FIGURE 50: EXAMPLES OF POSTS/TWEETS PROMOTING THE OC3 EVENTS**

- o Announcement of the call for Experts to evaluate OC3 proposals



**FIGURE 51: EXAMPLE OF POST/TWEET CALLING FOR EXPERTS TO EVALUATE OC3 PROPOSALS**

In addition to the publications made on ONTOCHAIN’s channels on social media, publications on the partners own accounts were also made.



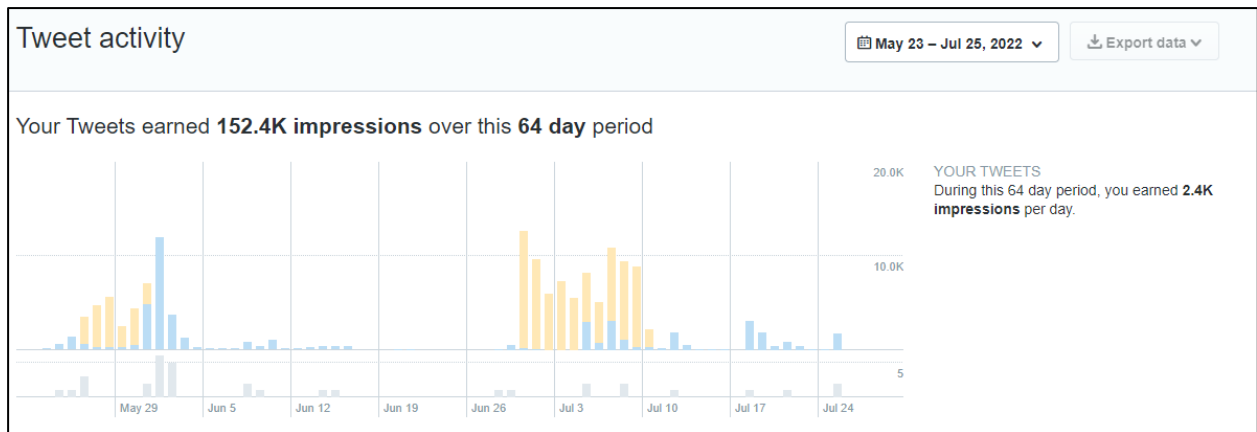
**FIGURE 52: EXAMPLE OF POSTS/TWEETS PUBLISHED BY ONTOCHAIN'S PARTNERS**

#### 4.3.2.4.1 Twitter

ONTOCHAIN’s Twitter page: <https://twitter.com/ONTOCHAIN>

Twitter was once again the social media channel with better results. The following results were obtained on ONTOCHAIN’s Twitter account in the period between 23 May and 25 July 2022 (64 days):

- 29 tweets
- 152.4k impressions
- 620 likes
- 213 retweets
- 8.1k link clicks
- 5.4% engagement rate



**FIGURE 53: TWITTER STATISTICS DAHSBOARD – OC3 CAMPAIGN**

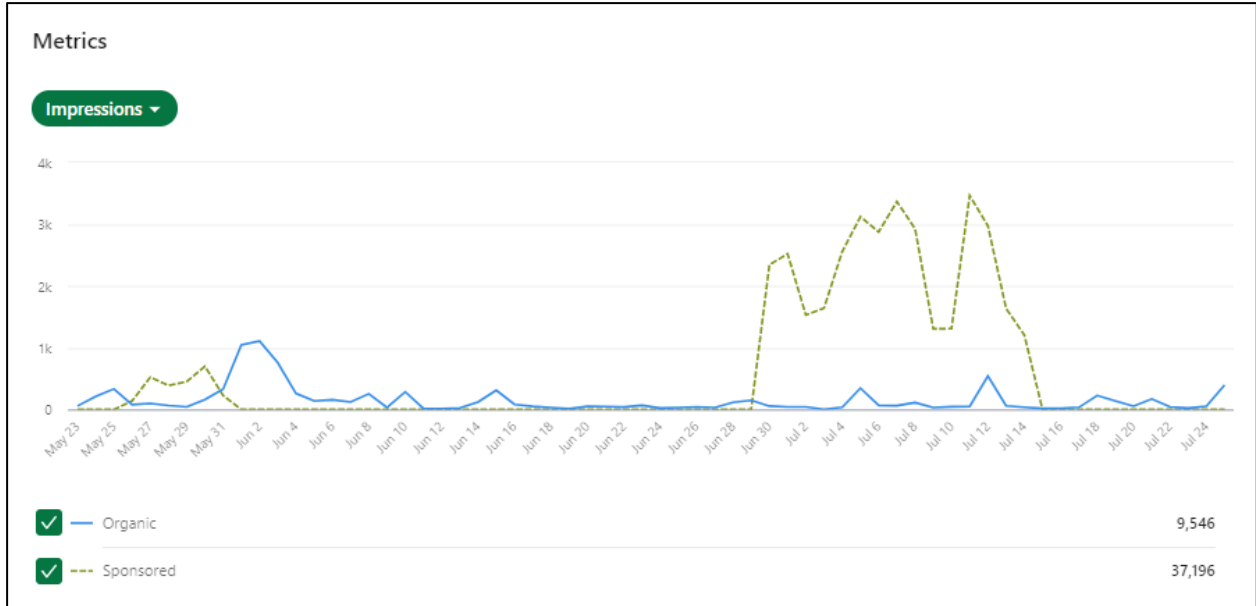
#### 4.3.2.4.2 LinkedIn

ONTOCHAIN's LinkedIn page: <https://www.Linkedin.com/company/ontochain>

Regarding ONOCHAIN's LinkedIn account, the following results were obtained during the same period:

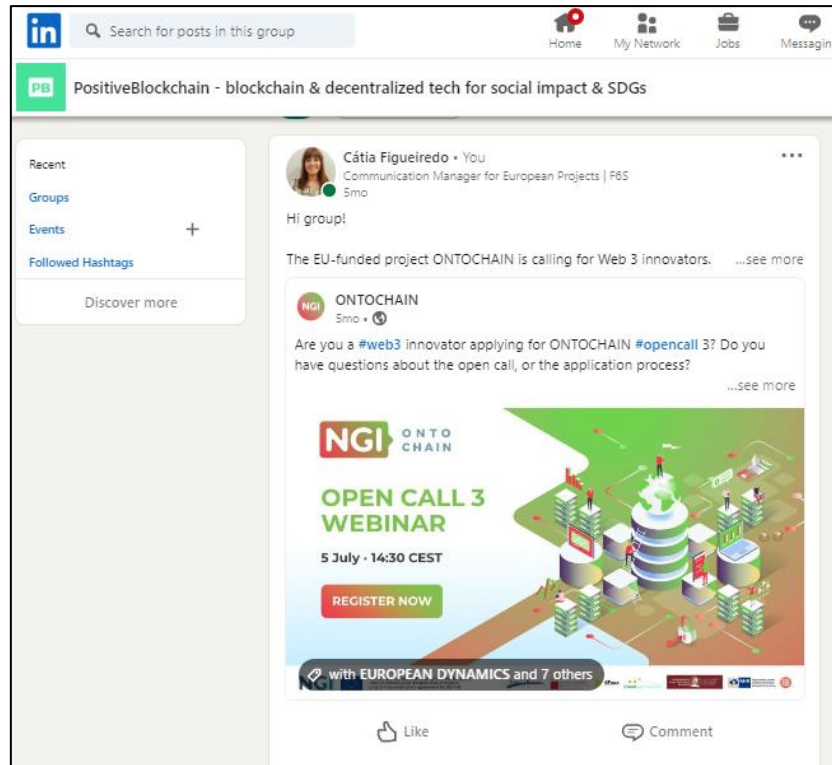
- 21 posts
- 46, 742 impressions
- 631 clicks
- 334 reactions
- 104 shares





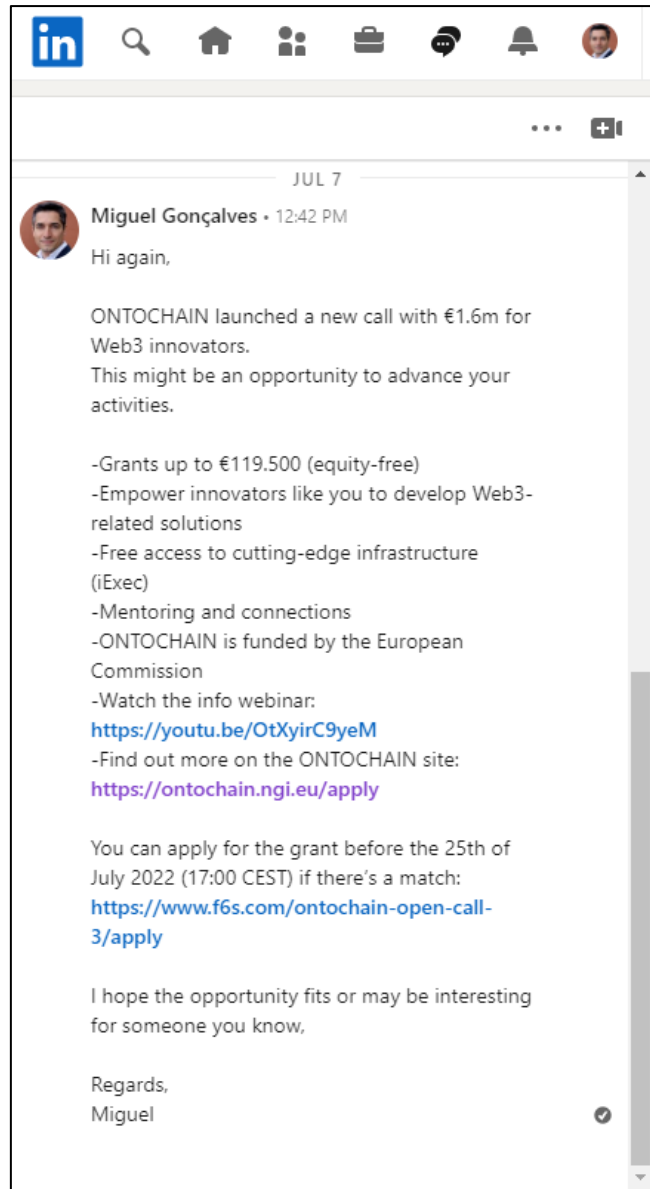
**FIGURE 54: LINKEDIN STATISTICS DAHSBOARD – OC3 CAMPAIGN**

In addition to the publications made on ONTOCHAIN's page on LinkedIn, the consortium took once again advantage of the groups of professionals existing on this network. Annex B presents the LinkedIn groups where OC3 has been submitted.



**FIGURE 55: EXAMPLE OF AN OC3 POSTS SHARED ON A LINKEDIN GROUP**

Finally, private messages were sent to professionals related to ONTOCHAIN’s topics, letting them know about the opportunity and inviting them to apply to OC3.



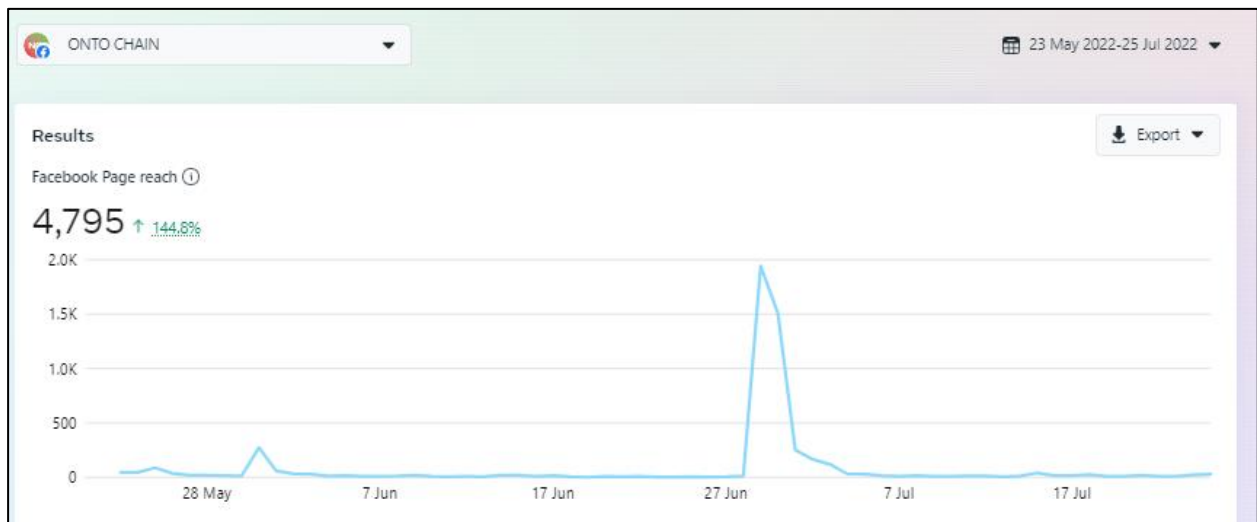
**FIGURE 56: EXAMPLE OF PRIVATE MESSAGES ABOUT OC3 ON LINKEDIN**

#### 4.3.2.4.3 Facebook

ONTOCHAIN's Facebook page: <https://www.facebook.com/ONTOCHAIN>

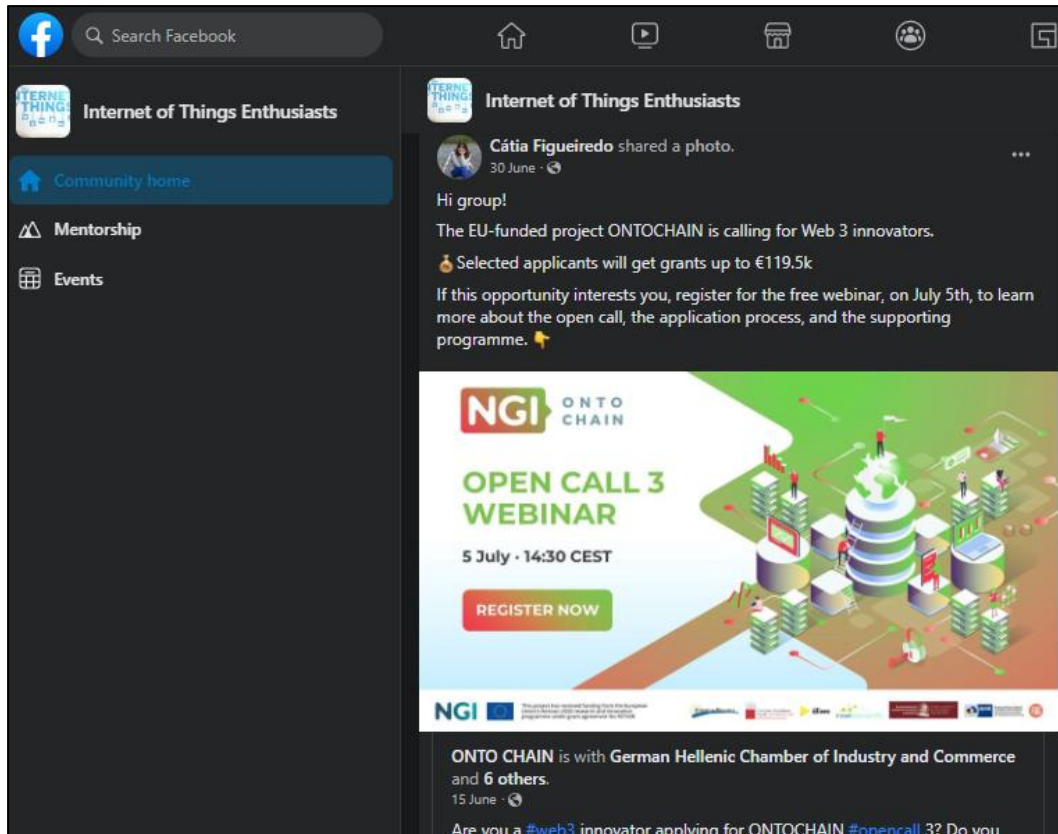
Regarding ONTOCHAIN's Facebook page, the following results were obtained:

- 4,795 people reached
- 20 posts
- 107 engagements
- 30 shares
- 33 link clicks



**FIGURE 57: FACEBOOK STATISTICS DAHSBOARD – OC3 CAMPAIGN**

Also on Facebook, the consortium used the existing groups for promoting ONTOCHAIN’s open call. Annex B presents the Facebook groups where posts about OC3 were submitted.



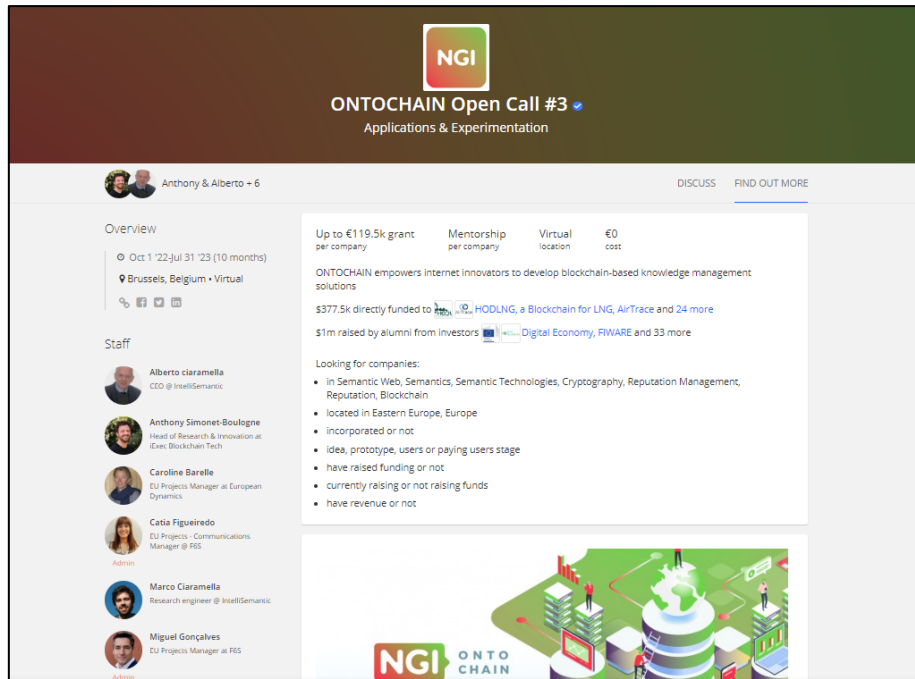
**FIGURE 58: EXAMPLE OF AN OC3 POST SHARED ON A FACEBOOK GROUP**

#### 4.3.2.4.4 F6S

The F6S platform has been selected as the official tool used to receive and manage proposals for OC3 too.

Within F6S platform, ONTOCHAIN's ecosystem was updated with information about the open call 3:

- o ONTOCHAIN Open Call 3 about page (<https://www.f6s.com/ontochain-open-call-3/about>) with information about the open call value proposition and link to the application form



**FIGURE 59: OC3 PAGE ON F6S**

- ONTOCHAIN discuss page (<https://www.f6s.com/ontochain-open-call-3/discuss>)
  - A page dedicated to the interaction between potential applicants and the ONTOCHAIN team, where questions about the project and the open call were answered.

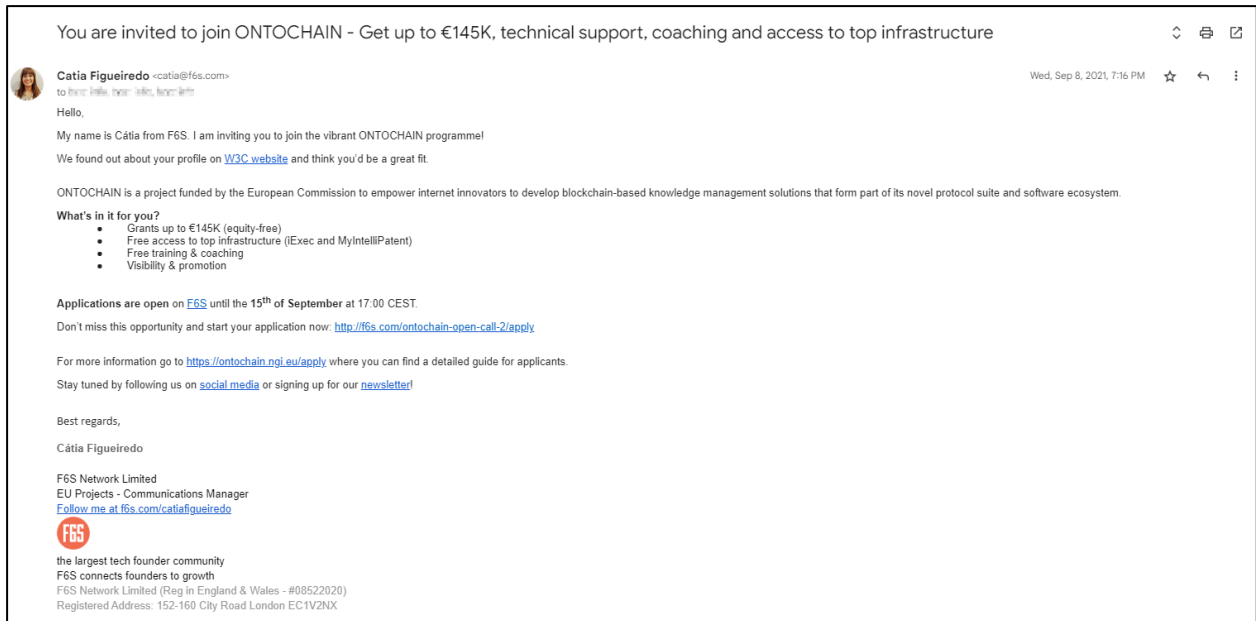


**FIGURE 60: OC3 DISCUSS PAGE ON F6S**

- ONTOCHAIN apply page
  - This page comprised general information about the ONTOCHAIN project, links to all the open call documents necessary to successfully submit proposals and the application form.

#### 4.3.2.5 E-mail outreach

In addition to the intermediaries identified in the ONTOCHAIN ecosystem database, and contacted by e-mail, the consortium also reached out to potential applicants directly. A total of 364 potential applicants (companies and researchers) have been contacted.



**FIGURE 61: EXAMPLE OF A DIRECT E-MAIL SENT TO A POTENTIAL OC3 APPLICANT**

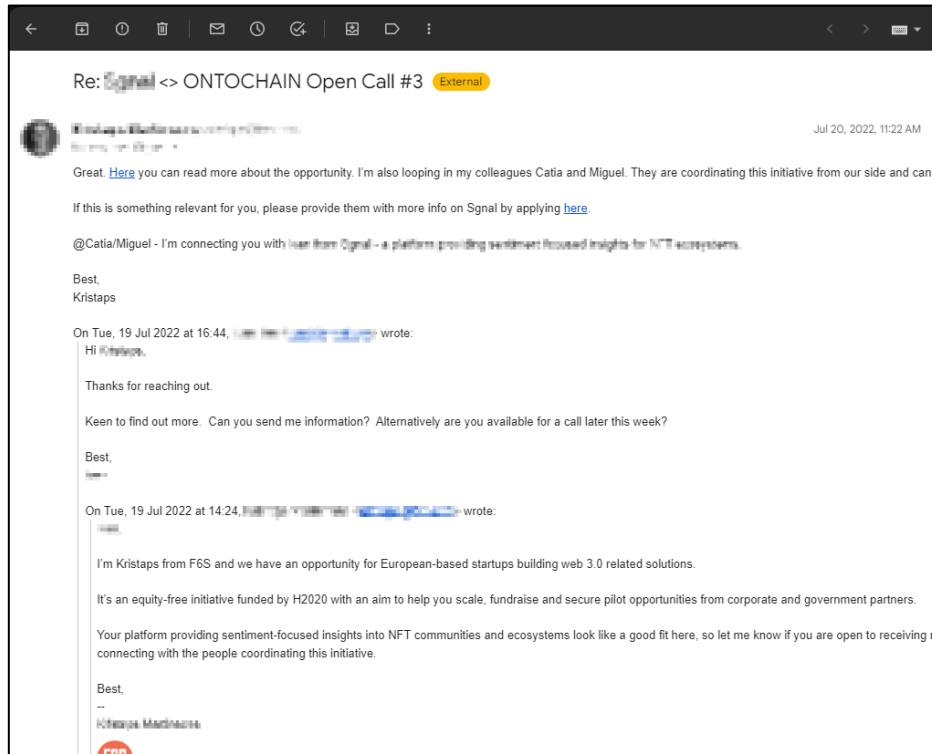
Moreover, the news was shared among the start-ups and SMEs registered on F6S. A targeted message was shared based on keywords related to the ONTOCHAIN OC3 topics. This resulted in 213 emails sent.



**FIGURE 62: TARGETED MESSAGE SENT TO F6S USERS**

The F6S scouting team has also identified and directly reached out to 18 potential applicants.





**FIGURE 63: DIRECTED CONTACT WITH A POTENTIAL APPLICANT VIA THE F6S SCOUTING TEAM**

Finally, regarding ONTOCHAIN’s newsletters, 2 issues promoting OC3 were sent during the period covered by this report:

- “ONTOCHAIN Summit for Trustworthy Internet | Berlin | 1-2 June 2022 | You are invited!” sent on 20 April to 179 subscribers.
- “ONTOCHAIN applications are open: grants up to €119.500, free coaching and access to top infrastructure” sent on 29 June, to 196 subscribers.

**NGI ONTOCHAIN**

**BLOCKCHAIN FOR NEXT GENERATION INTERNET**

**ONTOCHAIN applications are open  
€1.6 million for Web 3 innovators  
Apply until July 25th (17:00 CEST)!**

ONTOCHAIN is calling all Web 3 innovators to apply for its third open call and co-develop a new software ecosystem for trusted, traceable, and transparent ontological knowledge management.

A total budget of € 1.673.000 is available to empower the best projects.

Apply by submitting a proposal under one of the following topics:

**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

**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

**What's in it for you?**

- Grants up to €112.5k (equity-free)
- Free access to top infrastructure (iExec and MyintelliPlanet)
- Free training & coaching
- Visibility & promotion

**Learn more**

**How to apply?**

Applications are open on [FIS](#) until July 25th, at 17:00 CEST.

**Join the info webinar!**

Whether you're thinking of applying, or are already half-way through your application, join the ONTOCHAIN open call webinar on [July 25th](#) at 14:30 CEST.

Come find out:

- What is ONTOCHAIN
- What are the open call goals and benefits
- What are the topics to address
- How to apply & the evaluation process

We hope to see you there!

**Register now**

**Missed the ONTOCHAIN Summit? The recordings and presentations are already available!**

The ONTOCHAIN community had its first in-person gathering at the ONTOCHAIN Summit for Trustworthy Internet, on the 1st and 2nd of June. This was an exciting opportunity to discuss the future of the ONTOCHAIN software ecosystem, including what is expected with ONTOCHAIN open call #3.

Did you miss it? Or would you like to check out the slides presented and watch a replay of the event? Good news then: you can.

**Find out more**

For more information about the ONTOCHAIN open call 3 go to <https://ontochain.ngi.eu/apply> where you can find a detailed guide for applicants.

**ontochain.eu**  
**@ontochaineu**

**FIGURE 64: ONTOCHAIN NEWSLETTER SENT PROMOTING OC3**

## 4.3.2.6 Events

### 4.3.2.6.1 ONTOCHAIN Summit

The ONTOCHAIN Summit for Trustworthy Internet was the first in-person event organised by the ONTOCHAIN consortium: a 2-day event focused on the ONTOCHAIN software ecosystem development. It took place on the 1<sup>st</sup> and 2<sup>nd</sup> of June, in Berlin.

This was an opportunity to engage with the ONTOCHAIN community, that presented key software services, demonstrations and funding opportunities (grants up to €119.5k), and to join an open discussion on specific technological aspects that aim at trustworthy data exchange and knowledge management.

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



**FIGURE 65: ONTOCHAIN SUMMIT GROUP PICTURE**

The promotion of this event was made through several channels, as detailed in “D2.7 Communication campaign events 3”, namely:

- A dedicated webpage
- Press release in English and German
- A special edition of the ONTOCHAIN newsletter
- Mentioned in all OC3 launch communications made until the event day

- Social media posts, on ONTOCHAIN's pages and on relevant LinkedIn / Facebook groups
- Direct messages sent to the followers of ONTOCHAIN's pages on F6S platform
- An entry on the events section of the NGI Portal
- An entry on the EU Blockchain Observatory & Forum
- A dedicated page on the F6S platform, listed on the events section
- Included in blockchain-related events calendars
- Through the Event Supporting Partners channels

A total of 150 persons (including speakers and consortium) registered for the event: 98 as in-person attendees; 52 as remote attendees. The event had 40 in-person participants in total. In addition, the livestream of day 1 achieved 41 Peak concurrent and 38 on the second day. 16 speakers have also joined remotely. So, the total number of people participating in this event was higher than 135.

Right after the livestream, the recordings were also shared on ONTOCHAIN's [YouTube account](#), social media pages and [website](#). Currently, they register a total number of 2,258 views: day 1 recording with 1,500 views and day two with 758.

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

#### 4.3.2.6.2 ONTOCHAIN Open Call 3 webinar

As part of the campaign a webinar dedicated to OC3 has been organised and promoted by the ONTOCHAIN consortium.

The promotion of this event, that took place on the 5<sup>th</sup> of July, was made through several channels, namely:

- A news article published on ONTOCHAIN website
- A newsletter sent on 29 June to the mailing list of the 196 current subscribers.
- Posts about the webinar, on ONTOCHAIN's social media pages and on groups
- Direct messages sent to the followers of ONTOCHAIN's pages on F6S platform (members of the ONTOCHAIN ecosystem):
  - Promoting the event
  - Sending a reminder to all registrants on the morning of the event

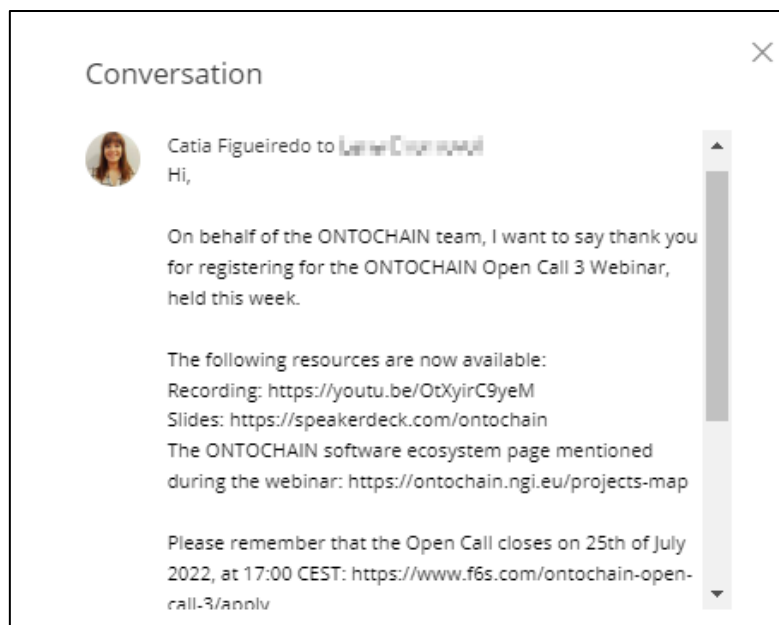
- Mentioned in all OC3 launch communications made, after the ONTOCHAIN Summit:
  - Website article update
  - Press release update
  - E-mails sent to potential applicants and intermediaries, promoting the Open Call

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

After the event the [recording](#) of the session has been shared on ONTOCHAIN's YouTube account, social media pages and website. The recording has 284 views at the time of this report.

The [slides](#) presented were also made available on the ONTOCHAIN Speaker Deck account, currently registering 74 views.

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



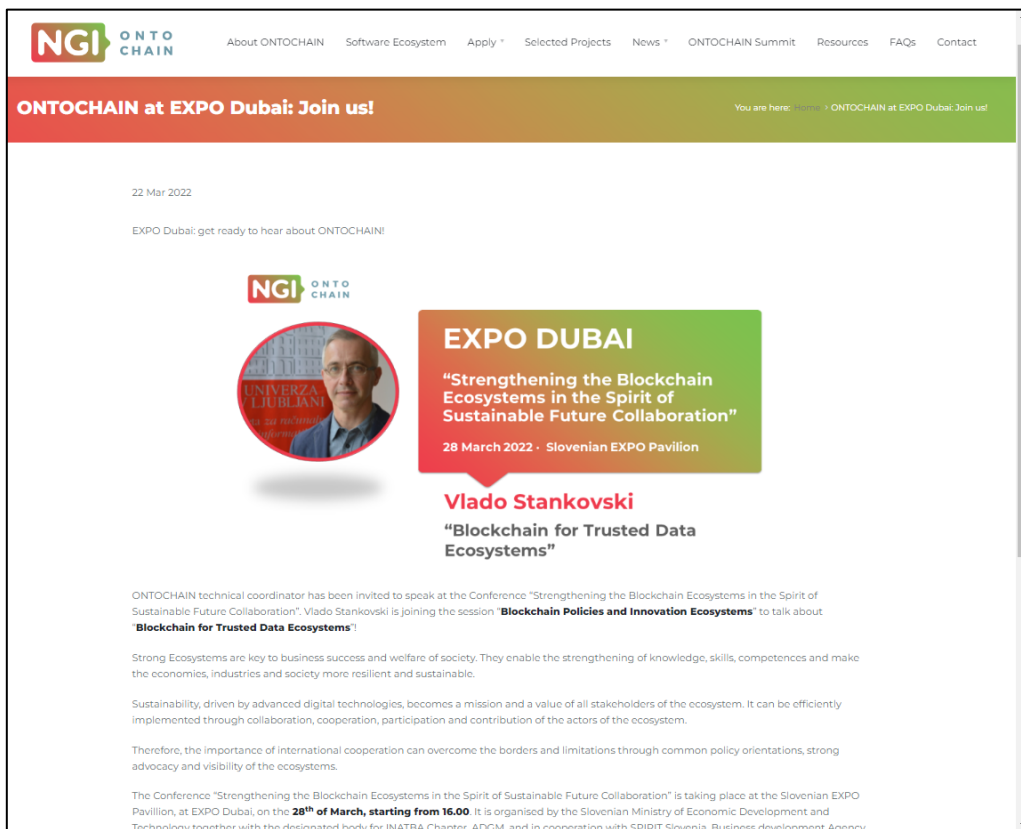
**FIGURE 66: FOLLOW UP MESSAGE SENT AFTER THE OC3 WEBINAR**

### 4.3.2.6.3 EXPO Dubai

The Conference “Strengthening the Blockchain Ecosystems in the Spirit of Sustainable Future Collaboration” took place at the Slovenian EXPO Pavillion, at EXPO Dubai, on 28 March 2022.

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

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



**FIGURE 67: NEWS ARTICLE ABOUT ONTOCHAIN PARTICIPATION AT EXPO DUBAI**

#### 4.3.2.6.4 NGI Pitch and Matchmaking Event

NGI TETRA project has organised a hybrid event named “NGI Pitch and Matchmaking Event”, on 8 June, as final event of the Project.

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

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



**FIGURE 68: EXAMPLE OF A SOCIAL MEDIA POST ABOUT ONTOCHAIN PARTICIPATION AT NGI PITCH AND MATCHMAKING EVENT**

ONTOCHAIN speaker joined the event via Zoom and it was broadcasted via YouTube.

### 4.3.3 Campaign summary and impact

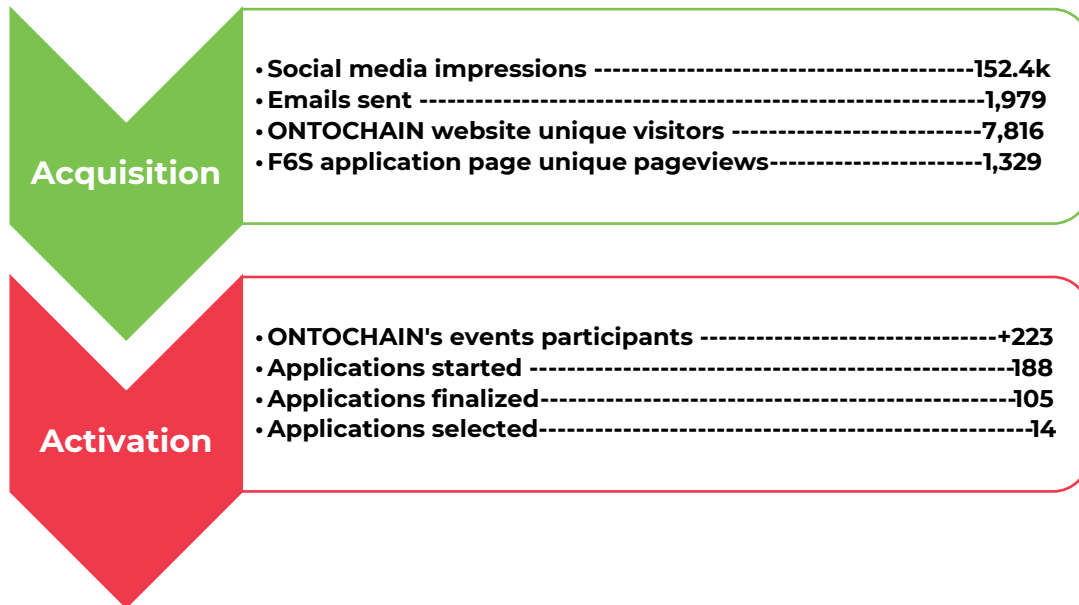
A summary of the Open Call 3 Campaign is presented in the table below:

<b>Campaign name</b>	Open Call 3			
<b>Duration</b>	23 May to 25 July 2022 – 64 days			
<b>Dissemination activity</b>	<b>No. actions /posts</b>	<b>No. of impressions /opens /views</b>	<b>No. of attendees</b>	<b>No. of new followers</b>
Social media communication	70	152.4k	-	140
Press releases	2	200	-	-
Events	4	-	+223	-
Articles on project website	4	302	-	-
Videos	3	2,542	-	-
Email outreach	8	1,979	-	-

**TABLE 8: OPEN CALL 3 CAMPAIGN IMPACT**

Looking at the Open Call 3 campaign results through the lens of the AARRR funnel, as presented below, it is possible to better understand the impact of the communication activities that guided the targeted audiences to the different phases of the funnel, channelling potential applicants to the ONTOCHAIN website, to the ONTOCHAIN events, to start an application and to submit an application.





**FIGURE 69: ONTOCHAIN OC3 AARRR FUNNEL**

The goal for this third Open Call was to attract 67 proposals. 105 were received from 22 different countries, reflecting the wide geographic coverage of the campaign.

## 5 NETWORKS AND LIAISONS WITH OTHER RELEVANT INITIATIVES AND PROJECTS

In this second year, the ONTOCHAIN consortium has once again joined forces and created 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.

### 5.1 NGI OUTREACH OFFICE

As an NGI project, ONTOCHAIN has intensively collaborated with the NGI Outreach Office to enhance the visibility of the project. More specifically by:

- Publishing news about ONTOCHAIN on the NGI website
- Adding ONTOCHAIN's event to the calendar on the NGI website
- Sharing several posts on the NGI social media pages
- Sending press releases prepared by the ONTOCHAIN consortium to the NGI database of media organisations
- Participating in the monthly NGI Communication Task Force meetings
- Cross-promoting events and news

### 5.2 NGI TETRA

As an NGI project, ONTOCHAIN established collaborations with other NGI projects that share the same vision – to build a human-centric internet.

An example of this collaboration was the “NGI Pitch and Matchmaking Event” organised by NGI TETRA, where ONTOCHAIN participated as a speaker, on the 8<sup>th</sup> of June 2022.

### 5.3 EUROPEAN BLOCKCHAIN OBSERVATORY , FORUM

A close collaboration has been established with the EU Blockchain Observatory and Forum, reflected in several activities/channels:

- Publication of information about ONTOCHAIN OC3 activities, namely the ONTOCHAIN Summit, on their website and newsletter

- Participation of an EU Blockchain Observatory and Forum representative at the ONTOCHAIN Summit as a speaker
- Post/ repost ONTOCHAIN information on EU Blockchain Observatory & Forum social media pages

The EU Blockchain Observatory & Forum was a supporting partner of the ONTOCHAIN Summit.

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## 5.4 BERLIN PARTNER

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Berlin Partner works on economic growth, promotes business, technology and innovation, and presents the advantages of the capital to companies, investors and talents. The ONTOCHAIN consortium identified this entity as a key partner to help promote the ONTOCHAIN Summit among the local community.

After an online meeting to discuss synergies, Berlin Partner became supporting partner of the event. This support was reflected in several actions:

- E-mail shared with their blockchain-related contacts
- Publication of articles on the [Cluster IKT \(digital-bb.de\)](https://www.digital-bb.de), [Detail \(een-bb.de\)](https://www.een-bb.de) and their website <https://www.digital-bb.de/eventdetail/ngi-ontochain-summit-2022>.

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## 5.5 BERCHAIN

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Berchain is an active Blockchain Community at Berlin. Aware of the key contribution that this entity could give to promoting ONTOCHAIN Summit across the blockchain community in Berlin, the ONTOCHAIN consortium reached out to them.

This resulted in the promotion of the ONTOCHAIN Summit on Berchain social media pages, as well as on their slack group.

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## 5.6 INATBA

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INATBA is the International Association for Trusted Blockchain Applications. The ONTOCHAIN consortium got in touch with this entity and a meeting was held to

discuss two main topics: inviting an INATBA speaker for the ONTOCHAIN Summit and asking them to spread the word about ONTOCHAIN OC3 among their network.

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## 5.7 STREAMR

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Streamr is a decentralized real-time data network. A representative of Streamr got in touch with the ONTOCHAIN consortium via the project website, to discuss possible synergies.

An online meeting was held on the 20<sup>th</sup> of January to better present both Streamr and the ONTOCHAIN project and discuss potential complementarities.

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## 5.8 FILECHAIN

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The ONTOCHAIN website was the channel used by a representative of Filechain too, to get in touch with the ONTOCHAIN consortium to discuss potential collaboration. Filechain's platforms offer decentralized solutions targeting start-ups and more established players who want to reduce their operational costs and streamline their operations.

A meeting was held on the 24<sup>th</sup> of February to explore potential synergies.

## 6 SCIENTIFIC PUBLICATIONS

As defined in “D7.4 Project Dissemination Material3”, 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.

The reflex is the number of scientific publications published in the second year of the project by both the ONTOCHAIN consortium partners, as well as the third parties selected through the open calls.

Partner	Type of publication	Title	Year of publication
GraphChain team	Publication in conference proceeding/workshop	<a href="#">A Distributed Graph Data Storage in Ethereum Ecosystem</a>	2021
CopyrightLY team	Publication in conference proceeding/workshop	<a href="#">CopyrightLY: Blockchain and Semantic Web for Decentralised Copyright Management</a>	2021
POC4COMMERCE team	Publication in conference proceeding/workshop	<a href="#">Semantic Representation as a Key Enabler for Blockchain-Based Commerce</a>	2021
Island team	Publication in conference proceeding/workshop	<a href="#">An Interlinked Semantically-enriched Blockchain Data Framework</a>	2021

Partner	Type of publication	Title	Year of publication
AUEB, UL, IEXEC, ED, and IS	Publication in conference proceeding/workshop	<a href="#">Smart Contract for cross-border AI model management</a>	2021
KnowledgeX team	Publication in conference proceeding/workshop Process Mining 2021 (ICPM)	<a href="#">Process Mining in Trusted Execution Environments: Towards Hardware Guarantees for Trust-aware Inter-organizational Process Analysis</a>	2021
POC4COMMERCE team	Publication in conference proceeding/workshop	<a href="#">Blockchains through ontologies: the case study of the Ethereum ERC721 standard in OASIS</a>	2022
POC4COMMERCE team	Article in journal	<a href="#">A Behaviouristic Semantic Approach to Blockchain-based E-Commerce</a>	2022
GraphChain team	Article in journal	<a href="#">Technological foundations of Ontological ecosystems on the 3rd generation Blockchains</a>	2022
MFSSIA team	Publication in conference proceeding/workshop	<a href="#">A Blockchain Implementation for Configurable Multi-Factor Challenge-Set</a>	2022

Partner	Type of publication	Title	Year of publication
		<a href="#">Self-Sovereign Identity Authentication</a>	
Reputable team, AUEB	Article in journal	<a href="#">REPUTABLE-A Decentralized Reputation System for Blockchain-Based Ecosystems</a>	2022
ONTOSPACE	Publication in conference proceeding/workshop	<a href="#">Interwoven Hash of Vicious Circle Free Graph</a>	2022

**TABLE 9: SCIENTIFIC PUBLICATIONS IN THE SECOND YEAR OF ONTOCHAIN**

In addition, two other papers have been developed:

- o A preliminary short paper developed by AUEB, UL, ED, iExec, IS and published on the ONTOCHAIN Website - [A Blockchain-based, Semantically-enriched Software Framework for Trustworthy Decentralized Applications](#) (2022);
- o A white paper developed by PiSwap team and published on their webpage - [An NFT Swap Protocol](#) (2022).

ONTOCHAIN’s contribution can be seen not only in terms of the number of scientific publications prepared, but also in terms of quality. As an example, the paper “Process Mining in Trusted Execution Environments: Towards Hardware Guarantees for Trust-aware Inter-organizational Process Analysis” won the best presentation award at the ICPM conference workshop for Trust, Privacy, and Security Aspects in Process Analytics.



**FIGURE 70: BEST PRESENTATION AWARD CERTIFICATE**

Finally, other publications have been started and are expected to be published in the first months of year 3:

Partner	To be submitted/ presented at	Title
AUEB	Gecon 2022	A Business Model for Multi-Tiered Decentralized Software Frameworks: The Case of ONTOCHAIN.
MFSSIA	1st International Workshop on Blockchain Security and Scalability (BSS2022)	A Blockchain Implementation for Configurable Multi-Factor Challenge-Set Self-Sovereign Identity Authentication



Partner	To be submitted/ presented at	Title
PS-SDA	TBC	Data Exchange Agreements - Making data transactions trustworthy, auditable and immutable
UL, AUEB, ED	Semantic Web and Blockchain Technologies Journal	Challenges and Research Trends, Journal of Web Semantics
All partners	TBC	A Blockchain-based, Semantically-enriched Software Framework for Trustworthy Decentralized Applications

**TABLE 10: SCIENTIFIC PUBLICATIONS NOT PUBLISHED YET**

## 7 MONITORING AND IMPACT

This section presents the results of the evaluation performed on the dissemination activities, considering the metrics defined in “D7.4 Project Dissemination Material 3”.

The monitoring and evaluation strategy outlined in D7.4 has proven to be efficient, guiding an analysis process based on several pre-defined metrics for each of the platforms used in ONTOCHAIN's communication activities. Following this strategy, several actions have been regularly analysed and subjected to measurement, and improvements made throughout the first year of the project.

What follows is a summary of the KPIs defined for the entire duration of the project and the results achieved in the second 12 months, followed by a more detailed presentation of the goals partially/fully achieved already.

### 7.1 SUMMARY OF ONTOCHAIN COMMUNICATION KPIS

The table below summarises the KPIs defined for the online communication.

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
Project website page visits	6,666	67,211	38,295	1,008.27%✓	10,000	672.11%✓
Social media followers	666	2,974	887	446.55%✓	1,000	297.40%✓
Newsletters and subscribers	6 333	8 224	4 86	133.33%✓ 67.27%	10 500	80% 44.80%
Press releases	6	10	6	166.67%✓	9	111.11%✓
Articles in third party newsletters	6	14	9	233.33%✓	9	155.56%✓
Leaflet	1	3	1	300%✓	1	300%✓
Brochures	-	-	-	0%	3	0%
Project video	1	26	17	2,600%✓	1	2,600%✓
Technical factsheet	-	-	-	-	1	0%

**TABLE 11: ONLINE COMMUNICATION KPIS**

As reflected in the table above, some of the digital actions not only achieved the goals for the second year, but also for the entire duration of the project, such as the website page visits, the followers on social media, articles in third parties' newsletters, press releases, leaflets, or videos.

The KPIs defined for the Offline Communication are summarised below:

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
Articles in scientific journals	10	14	12	140%✓	15	93.33%
Articles in Industrial magazines	3	4	4	133.33%✓	4	100%✓

**TABLE 12: OFFLINE COMMUNICATION KPIS**

It is understandable and expected that more scientific publications got produced in the second half of the project as the main focus of the first half was to produce the ONTOCHAIN software ecosystem building blocks. This is reflected in the 12 scientific articles presented in the second year of the project only.

Finally, regarding Events KPIs, the performance achieved is presented below:

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
Workshops organised by the consortium	4	13	4	325%✓	6	216.67%✓
Presentations in conferences and/or invited talks in industry	4	11	6	275%✓	6	183.33%✓
	2	1	0	50%	3	33.33%

KPI	Second Year Goal (M24)	Second Year Result (M24)	Second Year Result (M13-24 only)	Implementation rate (M24)	3-year goal (M36)	Implementation rate (M36)
associated events						
Hackathons	-	-	-	-	2	0%
Events participation	10	13	11	130%✓	15	86.67%

**TABLE 13: EVENTS KPIS**

As the first components of the ONTOCHAIN ecosystem got delivered, the number of events where the ONTOCHAIN consortium and third parties had the opportunity to present the project outcomes increased. The consortium has already surpassed the goals of workshops organised and presentations in conferences planned for the entire duration of the project.

## 7.2 WEBSITE STATISTICS

One of the most important metrics to analyse within the scope of ONTOCHAIN's dissemination channels is the official website. This is the main vehicle for interested parties to learn about the project and to decide if they want to participate in it. Furthermore, all communication activities made by the partners or in the project's official channels send the user to the website, as an important step for the user journey, which is ideally:

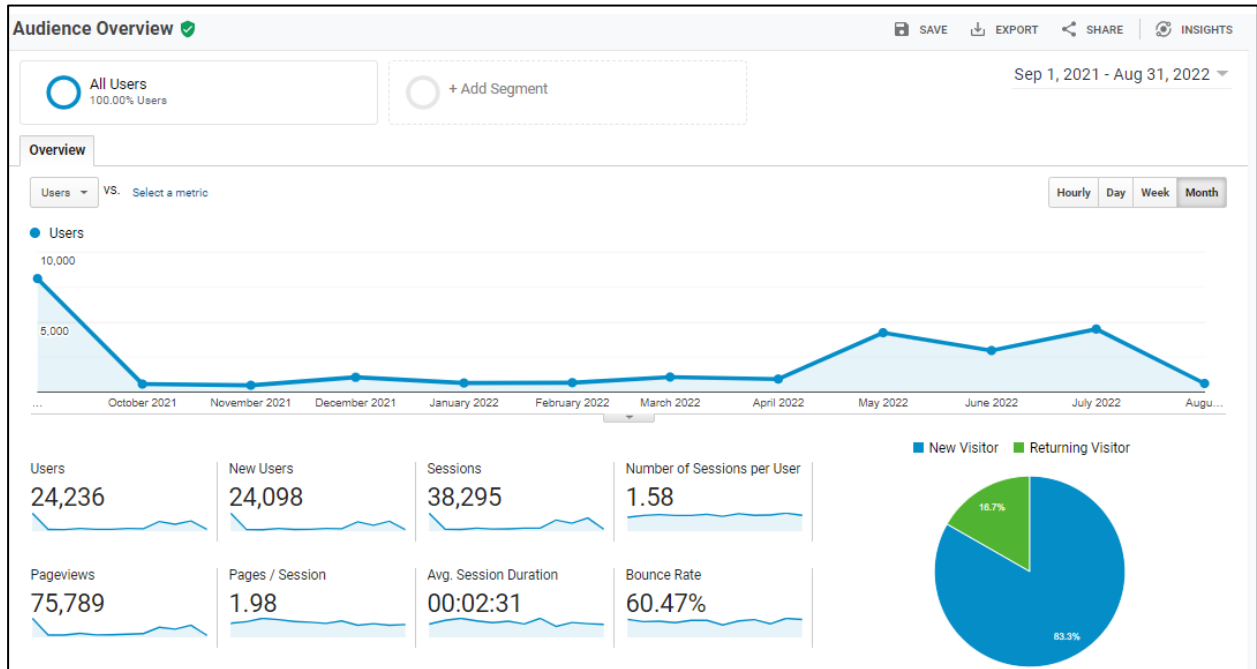


**FIGURE 71: ONTOCHAIN'S USER JOURNEY**

Google Analytics is used for this analysis, as a tool that allows for all website-related data to be measured and accessible at all moments.

The user journey is periodically analysed, in order to have a better understanding about the different pages' performance, therefore supporting future activities. This includes the analysis of the most visited pages, the path that the visitors take after entering the website, and the amount of time spent in every page.

In the image below an overview of the ONTOCHAIN's audience in this second year of the project is presented:



**FIGURE 72: ONTOCHAIN'S WEBSITE AUDIENCE OVERVIEW - DATA FROM GOOGLE ANALYTICS (SEP 2021-AUG 2022)**

These are substantial values that show the high interest around the project and the success of the dissemination efforts, particularly during the second and third open calls.

The KPI defined for the entire ONTOCHAIN project was 10,000 page visits. 38,295 sessions were registered in the second year only.

## 7.3 SOCIAL MEDIA FOLLOWERS

As presented before, ONTOCHAIN created four main social media channels (Twitter, LinkedIn, Facebook and F6S) and has been active in producing and posting quality content. The results can be seen in the metrics analysed for the four channels bellow.

- Twitter – 1320 Followers
- LinkedIn – 621 Followers
- Facebook – Followers: 65
- ONTOCHAIN on F6S – Members: 968

ONTOCHAIN has built a large community around its social media channels. The KPI defined for the entire project was 1,000 Social media followers. By the end of the second year, the ONTOCHAIN consortium almost tripled that goal with 2,974 followers.

## 7.4 NEWSLETTER

Four ONTOCHAIN newsletters have been sent during the period covered in this report. The following table shows the evolution of the number of subscribers, as well as statistics for each of the newsletter campaigns.

Subject/Topic	Date	No. Subscribers	Opening rate
5 Tips for a successful application   ONTOCHAIN Open Call #2	08 Sept 2021	135	43.08%
ONTOCHAIN is funding a second batch of blockchain projects to fight false data on the internet	17 Dec 2021	159	46.15%
ONTOCHAIN Summit for Trustworthy Internet   Berlin   1-2 June 2022   You are invited!	20 Apr 2022	179	41.06%
ONTOCHAIN applications are open: grants up to €119.500, free coaching and access to top infrastructure	29 Jun 2022	196	45.63%

**TABLE 14: ONTOCHAIN'S NEWSLETTER CAMPAIGNS**

The KPI defined for the project duration is 10 newsletters and 500 subscribers. By the second year, 8 newsletters had been issued in total and 224 subscribers were attracted.

## 7.5 PRESS RELEASES

The next table summarises the press releases prepared and sent out during the second twelve months of the project.

Title	Date
<b>ONTOCHAIN announces a second batch of blockchain projects to fight false data on the internet</b>	December 2021
<b>Internet Trust and Citizen Empowerment: Both EU priorities and opportunities for the Internet innovators</b>	February 2022
<b>ONTOCHAIN summit brings web 3 innovators to Berlin to build a trustworthy internet</b>	April 2022
<b>€ 1.6 million open call for web 3.0 innovators to develop blockchain-related solutions</b>	May 2022
<b>iExec to provide Pilot Infrastructure for ONTOCHAIN</b>	June 2022
<b>ONTOCHAIN summit takes Web 3 innovators one step closer to trustworthy internet</b>	June 2022

**TABLE 15: PRESS RELEASES PREPARED**

The KPI defined for the entire project is 9 press releases. 6 were shared in the second year only - not considering here the translated versions, neither the press release template developed to support the communication by the selected teams.

## 7.6 THIRD PARTY NEWSLETTERS

Regarding references to ONTOCHAIN activities by third party newsletter, the following table illustrates the non-exclusive results of this activity.



Publication	Featured	Date
NGI	Internet trust and citizen empowerment	March 2022
NGI	ONTOCHAIN Summit	April 2022
EU Blockchain Observatory & Forum	ONTOCHAIN Summit	May 2022
BDVA weekly digest for projects	ONTOCHAIN Summit	May 2022
Beta-i	ONTOCHAIN Summit	May 2022
Beta-i	OC3	June 2022
BDVA weekly digest for projects	OC3	June & July 2022
EU Blockchain Observatory & Forum - Daily Digest Community	OC3	June 2022
NGI	ONTOCHAIN Summit outputs	July 2022

**TABLE 16: REFERENCES TO ONTOCHAIN BY THIRD-PARTY NEWSLETTERS**

The KPI defined for the entire project is 3 articles per year in third party newsletters. The ONTOCHAIN consortium achieved 9 publications in this 12-month period.

## 7.7 LEAFLET

A leaflet/postcard was designed for promoting the third open call. The digital version of the leaflet was a key element of the open call dissemination materials. It was also distributed in print format at the ONTOCHAIN Summit.

The KPI defined for the project duration was 1 leaflet. The consortium designed 1 leaflet in the first year of the project only.

## 7.8 VIDEO

The following table summarises the content presented by ONTOCHAIN consortium partners and open call winners in video format:

Topic	Year of publication
OC2 webinar 2	2021
GECON 2021 Workshop	2021
European Blockchain Week 2021 presentation	2021
10 Open Call 1 demos	2021
ONTOCHAIN Summit promo video	2022
ONTOCHAIN Summit – day 1	2022
ONTOCHAIN Summit – day 2	2022
OC3 Webinar	2022

**TABLE 17: VIDEOS DEVELOPED**

A total of 17 videos have been made available in this second year. The project goal was 1 video.

## 7.9 ARTICLES IN SCIENTIFIC JOURNALS

As detailed in section “6 – Scientific Publications”, several publications have been submitted in the second year and others were also started and are expected to be published in the first months of year three.

The following table highlights only the articles already published.

Partner	Type of publication	Title	Year of publication
GraphChain team	Publication in conference proceeding/workshop	<a href="#">A Distributed Graph Data Storage in Ethereum Ecosystem</a>	2021
CopyrightLY team	Publication in conference proceeding/workshop	<a href="#">CopyrightLY: Blockchain and Semantic Web for Decentralised Copyright Management</a>	2021
POC4COMMERCE team	Publication in conference proceeding/workshop	<a href="#">Semantic Representation as a Key Enabler for Blockchain-Based Commerce</a>	2021
Island team	Publication in conference proceeding/workshop	<a href="#">An Interlinked Semantically-enriched Blockchain Data Framework</a>	2021
AUEB, UL, IEXEC, ED, and IS	Publication in conference proceeding/workshop	<a href="#">Smart Contract for cross-border AI model management</a>	2021
KnowledgeX team	Publication in conference proceeding/workshop Process Mining 2021 (ICPM)	<a href="#">Process Mining in Trusted Execution Environments: Towards Hardware Guarantees for Trust-aware Inter-organizational Process Analysis</a>	2021

Partner	Type of publication	Title	Year of publication
POC4COMMERCE team	Publication in conference proceeding/workshop	<a href="#">Blockchains through ontologies: the case study of the Ethereum ERC721 standard in OASIS</a>	2022
POC4COMMERCE team	Article in journal	<a href="#">A Behaviouristic Semantic Approach to Blockchain-based E-Commerce</a>	2022
GraphChain team	Article in journal	<a href="#">Technological foundations of Ontological ecosystems on the 3rd generation Blockchains</a>	2022
MFSSIA team	Publication in conference proceeding/workshop	<a href="#">A Blockchain Implementation for Configurable Multi-Factor Challenge-Set Self-Sovereign Identity Authentication</a>	2022
Reputable team, AUEB	Article in journal	<a href="#">REPUTABLE-A Decentralized Reputation System for Blockchain-Based Ecosystems</a>	2022
ONTOSPACE	Publication in conference proceeding/workshop	<a href="#">Interwoven Hash of Vicious Circle Free Graph</a>	2022

**TABLE 18: ARTICLES IN SCIENTIFIC JOURNALS**

The KPI defined for the entire project was 15 to 20. 12 publications were presented in the second year of the project only.

## 7.10 ARTICLES IN INDUSTRY MAGAZINES

Information about the ONTOCHAIN project has been published in a several publications (presented in ONTOCHAIN's website and Annex A), including in industry magazines. The table below summarises articles about the work being done within ONTOCHAIN:

Magazine	Article title	Year of publication
Computer Hoy	<a href="#">Tecnología para todos: Blockchain para gestionar los derechos de autor</a>	2021
Namecoin News	<a href="#">iExec Sidechain to Serve as the Main Blockchain for ONTOCHAIN</a>	2022
Cointelegraph	<a href="#">Universidad Católica de Murcia en España trabaja en proyecto blockchain con IA y dispositivos IoT</a>	2022
Science   Business	<a href="#">The EU prioritises Internet trust and citizen empowerment</a>	2022

**TABLE 19: ARTICLES PUBLISHED IN MAGAZINES**

The KPI defined for the project duration was 4 articles in magazines. Four have been achieved in this 12-month period.

## 7.11 WORKSHOPS ORGANISED BY THE CONSORTIUM

The table below shows the workshops organised by the consortium in the first 12 months of the project.

Event	Date
Gecon 2021	September 2021
Open Call 2 Webinar 2	September 2021
ONTOCHAIN Summit	June 2022
Open Call 3 Webinar	July 2022

**TABLE 20: WORKSHOPS ORGANISED BY THE CONSORTIUM**

The KPI defined for the project duration was 6 workshops organised by the consortium. 4 were organised in the second year of the project only.

## 7.12 PRESENTATIONS IN CONFERENCES AND/OR 2 INVITED TALKS IN INDUSTRY ASSOCIATED EVENTS

Regarding presentations in conferences and/or invited talks in industry associated events, the table below summarises the 6 conferences at which ONTOCHAIN was presented, by consortium partners and open call winners:

Conferences	Date
European Blockchain Week	September 2021
Gecon 2021	September 2021
30th International Electrotechnical and Computer Science Conference ERK 2021	September 2021
14th International Symposium on Intelligent Distributed Computing (POC4COMMERCE team)	September 2021
2nd Workshop on Trust, Privacy and Security Aspects in Process Analytics (KnowledgeX team)	October 2021
EXPO Dubai	March 2022

**TABLE 21: CONFERENCES WHERE ONTOCHAIN WAS PRESENTED**

The KPI defined for the project duration was 6 presentations at conferences. The consortium and the third parties presented in 6 conferences in the second year of the project only.

## 7.13 EVENTS PARTICIPATION

The next table details the events at which ONTOCHAIN participated in this second year of the project.

Event	Date
WebSummit	November 2021
PaasPop festival (Bowler team participation)	April 2022
ETHAmsterdam (DESMO-LD team participation)	April 2022
GAIA-X Healthcare event (PS-SDA team participation)	April 2022
Blockchain and Metaverse in Catalonia – BxCAT (PRINGO team participation)	May 2022
NGI Pitching and Matchmaking Event	June 2022
Viva Technology (Bowler team participation)	June 2022
The Smart Services and Data Summit - SDDS'22 (Bowler team participation)	June 2022
European Cloud and Identity Conference 2022 (PXC team participation)	June 2022
Privacy Research Day, CNIL (PS-SDA team participation)	June 2022
SummerSoc. International Summer School on Service Oriented Computing (Bowler team participation)	July 2022

**TABLE 22: EVENTS PARTICIPATION**

The KPI defined for the project duration was 15 events. The consortium and the third parties attended 11 in the second year of the project only.

## 8 CONCLUSIONS

After a first year of ONTOCHAIN communication activities strongly dedicated to designing the ONTOCHAIN's communication strategy, developing the support materials and raising awareness/attracting innovators to ONTOCHAIN open calls, on the second year of ONTOCHAIN, in addition to this, the consortium has started progressively shifting the communication focus and efforts into disseminating the first results obtained.

The brand and visual identity were strengthened throughout the second year and implemented in several new graphic materials, which were created to accommodate every need communication-wise. These materials were once again shared among the consortium partners and used in different platforms, ensuring that ONTOCHAIN used various means to reach out to its stakeholders.

ONTOCHAIN continued following a strategy to be close to its audience, mainly through social media, the F6S platform, the newsletters and events, ensuring a continuous relationship with its followers and stakeholders. It took advantage of different channels to deliver news, promote its third open call, and showcase its selected projects, which increased the chances of reaching to more people, and having a higher engagement.

The main tools and channels have been successfully used during the second period of the project, as is the case of the website, social media channels, and email. These channels kept registering a continuous growth over time.

New synergies have been created and matured.

The knowledge being generated inside the ONTOCHAIN project was shared at several events and via the publication of a high number of scientific publications, prepared by both consortium members as well as supported projects.

As result of all these activities, 12 out of the 13 second-year goals were achieved or even exceeded and 9 of them already reached the target for the entire project duration.

The second year of ONTOCHAIN dissemination activities exceeded once again the expectation.



## ANNEX A

### MEDIA COVERAGE

<b>Campaign name</b>	Open Call 2 projects
<b>Duration</b>	16 December 2021 to 22 May 2022 – 158 days
<b>Article title</b>	<b>Medium</b>
<a href="#">ONTOCHAIN OPEN CALL RESULTS FOR BLOCKCHAIN BASED PROPOSALS</a>	NGI
<a href="#">BISITE Group and Eurostar Mediagroup develop CARECHAIN, an initiative that applies blockchain to microinsurance</a>	BISITE Research Group
<a href="#">Qu'est-ce-que le projet NFTWATCH ?</a>	Coexya
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	Cartagena Actualidad
<a href="#">La UCAM participa en la creación de la red 'blockchain' de referencia en Europa</a>	LA VERDAD
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	UCAM
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	Murcia Noticias

<a href="#">El proyecto ADOS integra dispositivos IoT y blockchain para dar más fiabilidad a la información</a>	ESMARTCITY
<a href="#">AirTrace, entre los 100 proyectos más disruptivos del mundo</a>	Diario de Almería
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	UCAM
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	UCAM
<a href="#">17/01/2022 La UCAM y la empresa Cubic Fort Consultores encabezan un proyecto de red blockchain</a>	Popular Televisión R.Murcia
<a href="#">La UCAM participa en la creación de la red 'blockchain' de referencia en Europa</a>	La Verdad
<a href="#">La UCAM participa en la creación de la red blockchain de referencia en Europa</a>	La Opinión de Murcia
<a href="#">La UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	Murcia Diaro
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	murcia.com
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	COPE
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	Fundación Séneca
<a href="#">UCAM y Cubic Fort participan en la creación de la red blockchain de referencia en Europa</a>	Cubic Fort

<a href="#">CUBIC FORT Y LA CREACIÓN DE LA RED BLOCKCHAIN REFERENTE EN EUROPA</a>	Madridinnova
<a href="#">El proyecto ADOS integra dispositivos IoT y blockchain para dar más fiabilidad a la información</a>	ESMARTCITY
<a href="#">Universidad Católica de Murcia en España trabaja en proyecto blockchain con IA y dispositivos IoT</a>	Cointelegraph
<a href="#">OriginTrail supported by NGI ONTOCHAIN</a>	Reddit
<a href="#">Twitter thread breaking down the significance of ONTOCHAIN announcement</a>	Reddit
<a href="#">OriginTrail (Decentralized Knowledge Graph)</a>	Wikipedia
<a href="#">OriginTrail bi-yearly report — H2 2021   Making humanity's most important assets discoverable, verifiable and valuable</a>	Medium
<a href="#">ONTOCHAIN case study update</a>	Reddit

<b>Campaign name</b>	Open Call 3
<b>Duration</b>	23 May to 25 July 2022 – 64 days
<b>Article title</b>	<b>Medium</b>
<a href="#">ONTOCHAIN SUMMIT - Building a Trustworthy Internet 1 – 2 June 2022   Berlin</a>	EU Blockchain Observatory & Forum
<a href="#">ONTOCHAIN Summit for Trustworthy Internet (1 - 2 June 2022   Berlin)</a>	Reddit

<a href="#">ONTOCHAIN SUMMIT FOR TRUSTWORTHY INTERNET</a>	NGI
<a href="#">ONTOCHAIN Summit</a>	NGI Newsletter
ONTOCHAIN Summit for Trustworthy Internet: registrations are open	EU Blockchain Observatory & Forum Newsletter
<a href="#">ONTOCHAIN Summit</a>	BDVA Newsletter
<a href="#">ONTOCHAIN APPLICATIONS ARE OPEN</a>	NGI
<a href="#">Tercera convocatòria ONTOCHAIN: blockchain per a la propera generació d'Internet</a>	gencat.cat
<a href="#">UE: ONTOCHAIN - Ajuts a la recerca i la innovació en la nova generació de l'Internet</a>	Universtitat de Girona
<a href="#">NGI ONTOCHAIN SUMMIT 2022</a>	EEN
<a href="#">NGI ONTOCHAIN SUMMIT 2022</a>	Cluster IKT, Medien und Kreativwirtschaft
<a href="#">NGI ONTOCHAIN 3RD OPEN CALL</a>	Innovation Place
<a href="#">La test Crypto Events</a>	Cryptopress
<a href="#">€119.5k available under ONTOCHAIN...</a>	FUNDSFORNGOS
<a href="#">Tretia kaskádová výzva ONTOCHAIN pre dôveryhodnejší internet</a>	grantUP
<a href="#">Tretia a posledná výzva ONTOCHAIN má uzávierku v júli</a>	ERA PORTÁL LOVENSKO
<a href="#">NGI ONTOCHAIN SUMMIT 2022</a>	Berlin Partner
<a href="#">ONTOCHAIN – open call 3</a>	Pécs-Baranya i Kereskedelmi és Iparkamara
<a href="#">ONTOCHAIN Summit for Trustworthy Internet</a>	EVENTOS OPEN SOURCE
<a href="#">Tretia a posledná výzva ONTOCHAIN má uzávierku v júli</a>	Enterprise Europe Network Slovensko
<a href="#">What's Going On In Crypto – May 29-June 4</a>	FullyCrypto
<a href="#">ONTOCHAIN</a>	Startarium
<a href="#">Next Generation Internet: lanciato il 3° bando del progetto ONTOCHAIN</a>	First
<a href="#">NGI ONTOCHAIN 3rd Open Call – Applications &amp; Experimentation</a>	NGI
<a href="#">NGI ONTOCHAIN 3RD CALL</a>	Plumtri

<a href="#">È aperto il 3° bando del progetto NGI ONTOCHAIN per la selezione di innovatori del Web 3.0</a>	POLOICT
<a href="#">Cascade Funding for Digital Topics</a>	NCP Flanders
<a href="#">Webinar ONTOCHAIN Open Call 3</a>	DIHBU
<a href="#">FINANCIACIÓN CASCADA</a>	FI Group
<a href="#">Aktuelle Ausschreibungen</a>	Universität Graz
<a href="#">ONTOCHAIN 3RD OPEN CALL</a>	Systematic Paris Region
<a href="#">OntoChain Summit</a>	EventIntel
<a href="#">ONTOCHAIN Open Call 3: Apply for €119.5k+ of funding to develop your blockchain &amp; Web3 project</a>	Medium
ONTOCHAIN Summit	BDVA weekly digest for projects
ONTOCHAIN Summit for Trustworthy Internet: registrations are open	EU Blockchain Observatory & Forum newsletter
Building a Trustworthy Internet	Beta-i Newsletter
ONTOCHAIN	Beta-i Newsletter
ONTOCHAIN Open Call 3	BDVA weekly digest for projects
ONTOCHAIN: € 1.6 million open call for web 3.0 innovators to develop blockchain-related solutions	EU Blockchain Observatory & Forum - [20 Jun] Daily Digest Community
<a href="#">NGI ONTOCHAIN SUMMIT</a>	NGI newsletter

## ANNEX B

### SOCIAL MEDIA GROUPS TO WHICH INFO ABOUTOC2 WAS SUBMITTED FOR PUBLICATION OR PUBLISHED

Social Media	Group Name	Link
Facebook	BIG DATA & PREDICTIVE ANALYTICS GROUP	<a href="https://www.facebook.com/groups/1001528919973310/">https://www.facebook.com/groups/1001528919973310/</a>
Facebook	Big Data & Big Data Analytics	<a href="https://www.facebook.com/groups/214914325234824/">https://www.facebook.com/groups/214914325234824/</a>
Facebook	Math for Artificial Intelligence & Big Data	<a href="https://www.facebook.com/groups/mathfordatascience/">https://www.facebook.com/groups/mathfordatascience/</a>
Facebook	Big Data Beginners	<a href="https://www.facebook.com/groups/bigdatabeginners/">https://www.facebook.com/groups/bigdatabeginners/</a>
Facebook	Big Data Processing	<a href="https://www.facebook.com/groups/BigDataProcessing/">https://www.facebook.com/groups/BigDataProcessing/</a>
Facebook	Big Data, Data Science, Data Mining & Statistics	<a href="https://www.facebook.com/groups/bigdatastatistics/">https://www.facebook.com/groups/bigdatastatistics/</a>
Facebook	DATA SCIENCE SCIENTISTS GROUP	<a href="https://www.facebook.com/groups/1257540794316060/">https://www.facebook.com/groups/1257540794316060/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/OffSec/">https://www.facebook.com/groups/OffSec/</a>
Facebook	Women in CyberSecurity	<a href="https://www.facebook.com/groups/WomenInCyberSec/">https://www.facebook.com/groups/WomenInCyberSec/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/6340489103/">https://www.facebook.com/groups/6340489103/</a>
Facebook	Cyber security for Beginners	<a href="https://www.facebook.com/groups/520954975287331/">https://www.facebook.com/groups/520954975287331/</a>

Facebook	Cybersecurity Professionals	<a href="https://www.facebook.com/groups/cybernetworking/">https://www.facebook.com/groups/cybernetworking/</a>
Facebook	CYBERSECURITY	<a href="https://www.facebook.com/groups/shahidzafar/">https://www.facebook.com/groups/shahidzafar/</a>
Facebook	Cyber Security	<a href="https://www.facebook.com/groups/1161336190924840/">https://www.facebook.com/groups/1161336190924840/</a>
Facebook	Internet of Things Enthusiasts	<a href="https://www.facebook.com/groups/InternetofThingsEnthusiasts/">https://www.facebook.com/groups/InternetofThingsEnthusiasts/</a>
Facebook	Internet of Things	<a href="https://www.facebook.com/groups/142499275947997/">https://www.facebook.com/groups/142499275947997/</a>
Facebook	Internet of Things (IoT) Club	<a href="https://www.facebook.com/groups/1370367439641183/">https://www.facebook.com/groups/1370367439641183/</a>
Facebook	Internet of Things - Italia	<a href="https://www.facebook.com/groups/286603328173718/">https://www.facebook.com/groups/286603328173718/</a>
Facebook	Internet of Things ( IoT) Free Learning Community	<a href="https://www.facebook.com/groups/iotmena/">https://www.facebook.com/groups/iotmena/</a>
Facebook	Internet of Things	<a href="https://www.facebook.com/groups/752767291474669/">https://www.facebook.com/groups/752767291474669/</a>
Facebook	IoT - Internet Of Things	<a href="https://www.facebook.com/groups/1125433194144700/">https://www.facebook.com/groups/1125433194144700/</a>
Facebook	Internet of Things, IoT Internet of things technologies	<a href="https://www.facebook.com/groups/1255859424440417/">https://www.facebook.com/groups/1255859424440417/</a>
Facebook	IoT - Internet Of Things	<a href="https://www.facebook.com/groups/IoTGroup/">https://www.facebook.com/groups/IoTGroup/</a>
Facebook	Startups, Small Business, Self Employed, Entrepreneurs, Investors, Fintech	<a href="https://www.facebook.com/groups/londonstartupsgroup/">https://www.facebook.com/groups/londonstartupsgroup/</a>
Facebook	London Startups and Entrepreneurs	<a href="https://www.facebook.com/groups/1689518491358686/">https://www.facebook.com/groups/1689518491358686/</a>
Facebook	Barcelona Startup for Entrepreneurs	<a href="https://www.facebook.com/groups/barcelonastartup/">https://www.facebook.com/groups/barcelonastartup/</a>
Facebook	Startup/ Tech events and activities in Tallinn	<a href="https://www.facebook.com/groups/1385055815038384/">https://www.facebook.com/groups/1385055815038384/</a>
Facebook	How to Start a Startup @ETH Zurich	<a href="https://www.facebook.com/groups/start.a.startup.zurich/">https://www.facebook.com/groups/start.a.startup.zurich/</a>

LinkedIn	Big Data and Analytics	<a href="https://www.linkedin.com/groups/4332669/">https://www.linkedin.com/groups/4332669/</a>
LinkedIn	Big Data, Analytics, Business Intelligence & Visualization Experts Community	<a href="https://www.linkedin.com/groups/23006/">https://www.linkedin.com/groups/23006/</a>
LinkedIn	IoT, Internet of Things, M2M, Smart Cities, Connected Home, Edge Computing, IIOT and Big Data	<a href="https://www.linkedin.com/groups/8356116/">https://www.linkedin.com/groups/8356116/</a>
LinkedIn	Data Mining, Statistics, Big Data, Data Visualization, AI, Machine Learning, and Data Science	<a href="https://www.linkedin.com/groups/152247/">https://www.linkedin.com/groups/152247/</a>
LinkedIn	Big Data, Machine Learning, Data Science, Artificial Intelligence, IoT & Blockchain	<a href="https://www.linkedin.com/groups/3990648/">https://www.linkedin.com/groups/3990648/</a>
LinkedIn	Data Warehouse - Big Data - Hadoop - Cloud - Data Science - ETL	<a href="https://www.linkedin.com/groups/1824590/">https://www.linkedin.com/groups/1824590/</a>
LinkedIn	IT Leadership   Operations   Security   DevOps   Cloud   SaaS   AI   Risk & Compliance   Big Data	<a href="https://www.linkedin.com/groups/3732005/">https://www.linkedin.com/groups/3732005/</a>
LinkedIn	KDnuggets AI, Big Data, Data Science, Machine Learning group	<a href="https://www.linkedin.com/groups/54257/">https://www.linkedin.com/groups/54257/</a>
LinkedIn	Big Data   Data Science   Machine Learning   Deep Learning   Artificial Intelligence	<a href="https://www.linkedin.com/groups/762547/">https://www.linkedin.com/groups/762547/</a>
LinkedIn	Big Data   Data Science   A.I.   IoT   Machine Learning   Robotics   RPA   CHATBOT   Blockchain   Quantum	<a href="https://www.linkedin.com/groups/1807351/">https://www.linkedin.com/groups/1807351/</a>
LinkedIn	Big Data   Artificial Intelligence   Machine Learning   Predictive Analytics   Data Mining   Data Science	<a href="https://www.linkedin.com/groups/5096075/">https://www.linkedin.com/groups/5096075/</a>



LinkedIn	Big Data - Data Warehouse - IoT - Cloud - AI - Machine Learning Group	<a href="https://www.linkedin.com/groups/2668462/">https://www.linkedin.com/groups/2668462/</a>
LinkedIn	The Big Data Institute - IOT, Big Data Analytics, Cloud Computing, Blockchain	<a href="https://www.linkedin.com/groups/4495391/">https://www.linkedin.com/groups/4495391/</a>
LinkedIn	Advanced Analytics - Big Data, R, Cloud Computing for Risk (Credit, Mkt, Ops), Finance and Compliance	<a href="https://www.linkedin.com/groups/53716/">https://www.linkedin.com/groups/53716/</a>
LinkedIn	Artificial Intelligence, Deep & Machine Learning, AI, Big Data, Virtual Assistants, Chatbots	<a href="https://www.linkedin.com/groups/1906826/">https://www.linkedin.com/groups/1906826/</a>
LinkedIn	The Big Data forum	<a href="https://www.linkedin.com/groups/6534193/">https://www.linkedin.com/groups/6534193/</a>
LinkedIn	Big Data Developers Group	<a href="https://www.linkedin.com/groups/12014753/">https://www.linkedin.com/groups/12014753/</a>
LinkedIn	A STARTUP SPECIALISTS GROUP Online Global Network for Entrepreneurs, Startups (Business Jobs Careers)	<a href="https://www.linkedin.com/groups/56766/">https://www.linkedin.com/groups/56766/</a>
LinkedIn	On Startups - The Community For Entrepreneurs	<a href="https://www.linkedin.com/groups/2877/">https://www.linkedin.com/groups/2877/</a>
LinkedIn	Future Technology: Artificial Intelligence, Robotics, IoT, Blockchain, Bitcoin   Startups (BIG)	<a href="https://www.linkedin.com/groups/2066916/">https://www.linkedin.com/groups/2066916/</a>
LinkedIn	Retail Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2237694/">https://www.linkedin.com/groups/2237694/</a>
LinkedIn	Media & Entertainment Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2194960/">https://www.linkedin.com/groups/2194960/</a>
LinkedIn	Health & Biotechnology Management and Technology   Startups   Blockchain (BIG)	<a href="https://www.linkedin.com/groups/2237623/">https://www.linkedin.com/groups/2237623/</a>

LinkedIn	Media & Startups - Executives	<a href="https://www.linkedin.com/groups/4262835/">https://www.linkedin.com/groups/4262835/</a>
LinkedIn	Tech Innovation   Tech StartUps	<a href="https://www.linkedin.com/groups/3726466/">https://www.linkedin.com/groups/3726466/</a>
LinkedIn	Startups 2021 ' Entrepreneurs · Founders · Mentors · Accelerators · Seed Funding · Venture Capital	<a href="https://www.linkedin.com/groups/3755987/">https://www.linkedin.com/groups/3755987/</a>
LinkedIn	Internet of Things	<a href="https://www.linkedin.com/groups/73311/">https://www.linkedin.com/groups/73311/</a>
LinkedIn	IoT ' Internet of Things	<a href="https://www.linkedin.com/groups/3735067/">https://www.linkedin.com/groups/3735067/</a>
LinkedIn	Internet of Things IoT   Artificial Intelligence AI   Digital Transformation   Telecoms   Automation	<a href="https://www.linkedin.com/groups/4376214/">https://www.linkedin.com/groups/4376214/</a>
LinkedIn	IIoT (Industrial Internet of Things) and Industrial Ethernet	<a href="https://www.linkedin.com/groups/164020/">https://www.linkedin.com/groups/164020/</a>
LinkedIn	IoT - Internet Of Things	<a href="https://www.linkedin.com/groups/3176577/">https://www.linkedin.com/groups/3176577/</a>
LinkedIn	IoT Internet of Things Developers Group	<a href="https://www.linkedin.com/groups/12023108/">https://www.linkedin.com/groups/12023108/</a>
LinkedIn	Internet of Things Networking Group	<a href="https://www.linkedin.com/groups/1805181/">https://www.linkedin.com/groups/1805181/</a>
LinkedIn	Internet of Things Talent Directory	<a href="https://www.linkedin.com/groups/8265998/">https://www.linkedin.com/groups/8265998/</a>
LinkedIn	IoT- Internet of Things, eHealth, Smart Cities, Applications for Future Internet	<a href="https://www.linkedin.com/groups/2982575/">https://www.linkedin.com/groups/2982575/</a>
LinkedIn	The Internet of Things Experience	<a href="https://www.linkedin.com/groups/1796022/">https://www.linkedin.com/groups/1796022/</a>
LinkedIn	Enterprise and Industrial Internet of Things (IoT) Insights Community	<a href="https://www.linkedin.com/groups/8473654/">https://www.linkedin.com/groups/8473654/</a>
LinkedIn	Internet of Things Belgium	<a href="https://www.linkedin.com/groups/5186831/">https://www.linkedin.com/groups/5186831/</a>
LinkedIn	Blockchain and Crypto startups, Decentralised	<a href="https://www.linkedin.com/groups/5190684/">https://www.linkedin.com/groups/5190684/</a>

	Finance, Digital Assets, NFTs and CBDCs	
LinkedIn	Business Owners, Entrepreneurs and Startups	<a href="https://www.linkedin.com/groups/2106861/">https://www.linkedin.com/groups/2106861/</a>
LinkedIn	Blockchain (Enterprise) & IT/Cyber Enterprise Security Global Group	<a href="https://www.linkedin.com/groups/13576211/">https://www.linkedin.com/groups/13576211/</a>
LinkedIn	Software & Technology Professionals: Managers   HR   Recruiters   Blockchain   Investors (BIG)	<a href="https://www.linkedin.com/groups/1976445/">https://www.linkedin.com/groups/1976445/</a>
LinkedIn	Career Hub - Startups, Financing, Blockchain & Jobs	<a href="https://www.linkedin.com/groups/2881314/">https://www.linkedin.com/groups/2881314/</a>
LinkedIn	Information Technology, FinTech, Blockchain and Bitcoin Innovation	<a href="https://www.linkedin.com/groups/2154029/">https://www.linkedin.com/groups/2154029/</a>
LinkedIn	Developers - Android, iOS developer , Blockchain, Ethereum, Java, Ruby, .net, php, django, etc	<a href="https://www.linkedin.com/groups/54723/">https://www.linkedin.com/groups/54723/</a>
LinkedIn	Developers, Engineers & Techies: Python, Java, Javascript, C#, PHP   Blockchain   Investors	<a href="https://www.linkedin.com/groups/2066905/">https://www.linkedin.com/groups/2066905/</a>
LinkedIn	IT   Blockchain Developers, Traders (Bitcoin), Investors and Consultants (BIG)	<a href="https://www.linkedin.com/groups/2066923/">https://www.linkedin.com/groups/2066923/</a>
LinkedIn	Blockchain '	<a href="https://www.linkedin.com/groups/1922105/">https://www.linkedin.com/groups/1922105/</a>
LinkedIn	HFS Research: Automation, AI, Blockchain, Digital, and Smart Analytics in Business Operations	<a href="https://www.linkedin.com/groups/99434/">https://www.linkedin.com/groups/99434/</a>
LinkedIn	Digital Transformation: Discussion Forum for   Apps   IOT   AI   Blockchain   Cloud (Azure, AWS)	<a href="https://www.linkedin.com/groups/2703652/">https://www.linkedin.com/groups/2703652/</a>

LinkedIn	Semantic Web Research	<a href="https://www.linkedin.com/groups/129217/">https://www.linkedin.com/groups/129217/</a>
LinkedIn	PositiveBlockchain - blockchain & decentralized tech for social impact & SDGs	<a href="https://www.linkedin.com/groups/8671889/">https://www.linkedin.com/groups/8671889/</a>
LinkedIn	Next Generation Internet (NGI)	<a href="https://www.linkedin.com/groups/2206279/">https://www.linkedin.com/groups/2206279/</a>
LinkedIn	DeFi / Krypto Trading Start-ups Deutschland / Schweiz / Österreich	<a href="https://www.linkedin.com/groups/12653562/">https://www.linkedin.com/groups/12653562/</a>
LinkedIn	Blockchain Deutschland	<a href="https://www.linkedin.com/groups/13519490/">https://www.linkedin.com/groups/13519490/</a>
LinkedIn	Blockchain - Germany	<a href="https://www.linkedin.com/groups/22592798/">https://www.linkedin.com/groups/22592798/</a>
LinkedIn	Blockchain Startups & Co-founders Network	<a href="https://www.linkedin.com/groups/4286974/">https://www.linkedin.com/groups/4286974/</a>
LinkedIn	Berlin Startups - News, Events, Jobs	<a href="https://www.linkedin.com/groups/10467312/">https://www.linkedin.com/groups/10467312/</a>
LinkedIn	BerChain Community Group	<a href="https://www.linkedin.com/groups/13558094/">https://www.linkedin.com/groups/13558094/</a>