NEXT GENERATION INTERNET

NGI 4ALL

D2.3 NGI CHARISMA ACTIVITIES REPORT

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Abstract	The main objective of this deliverable is to report about the branding, storytelling, content curation, online presence reboots and promo materials development activities NGI4ALL has run in the first year of the project.

Keywords	NGI, branding, storytelling, communication, creativity, promotional materials, online communication

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CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to HUB4NGI project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

NGI Charisma (WP2) is the 'creative department' of the NGI Outreach Office (NGI4ALL project). It is in charge of the overall NGI branding, storytelling, online presence and content creation along with the design and distribution of NGI promotional multimedia materials. It works in accordance with the NGI marketing and communication strategy described in the *Deliverable D1.1.1 NGI Marketing and Communication Strategy and Plan* and in close cooperation with all the other WPs, working as an internal service developing the creative aspects and the contents needed to support all the marketing and communication and community building activities.

This deliverable reports on the activities and achievements carried out by NGI Charisma during Year 1, while analysing the weak spots and incremental/corrective actions to be put in place for Year 2, as also discussed with the NGI4ALL Project Officer at the EC. In detail:

- **Next Generation Internet (NGI) rebranding**. The rebranding of the Next Generation Internet has been at the core of the NGI Outreach Office activities in Year 1 (Jan-Dec 2019). The first semester of 2019 was dedicated to defining the strategy, creative brief and design of the new branding, which was presented in *Deliverable D2.1 NGI Brand Toolkit and Guidelines;* while the second semester (July – December 2019) was dedicated to the roll-out of the new brand across NGI communication channels, media and projects (see section 1).

- **NGI storytelling and content curation.** NGI Charisma defined a storytelling methodology to be applied across the board in order to engage a variety of audiences. NGI Charisma worked in collaboration with WP1 to train and engage all players (NGI projects, EC officers, NGI innovators in the content development process. It has developed a variety of content and products including: the NGI brochure, web news, NGI innovators' blogs, NGI newsflash and newsletters, whitepapers, events' reports and press notes (see section 2).

- **NGI portal and online presence reloaded.** The NGI portal and all the NGI-related social media and websites (e.g. NGI Map, NGI Forum website) have been visually revamped at M06 applying the new NGI branding: a detailed report was provided by the *Deliverable D2.2 NGI Online Presence Reloaded.* By definition, though, web-based media are living tools which must be constantly monitored, updated and refreshed. In the second half of the year, NGI Charisma supported all the NGI projects with their online rebranding, while welcoming and incorporating the mini websites of the newly-started projects (from November 2019 and ongoing). As the NGI Initiative produces a wide range of contents and it also aggregates information regarding relevant events, funding opportunities and institutional news, NGI Charisma is frequently working to improve the NGI portal's user experience, namely by fine-tuning and optimising the online contents' information architecture. Last but not least, the NGI portal has integrated the NGI Community, the NGI Map and the NGI Exchange Platform (managed by the NGI Forward project). Finally, the NGI Map has seen its third release with new interactive tools (see section 3).

- **NGI creativity and promotional materials.** The NGI Charisma creative department has developed a wide range of multimedia materials, including videos, animations, infographics, brochures and flyers. It has curated the overarching image of the NGI Forum (NGI's annual flagship event) and it has developed dedicated online advertising campaigns to promote the NGI Forum across social media (see section 4).

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ABBREVIATIONS

4YFN	Four Years from Now
CSA	Coordination and Support Action
EC	European Commission
GDPR	General Data Protection Regulation
ICT	Information and Communication Technology
IGF	Internet Governance Forum
IP	Internet Protocol
MWC	Mobile World Congress
NGI	Next Generation Internet
NGIO	NGI Outreach Office
RIA	Research and Innovation Action
TCP	Transmission Control Protocol
WP	Work Package

1 NGI NEW BRAND IDENTITY

As described in the *Deliverable D2.1 NGI Brand Toolkit and Guidelines*, the revamped NGI Brand achieves the following objectives:

Strategic objectives (long-term)

- Making the initiative better known (i.e. seen and recognised) to all target audiences and the general public.

Tactical objectives (mid-term)

- Contributing to the recognition of all projects funded by the program as an integral part of this major global initiative.

- Strengthen community feeling in the NGI community.

- Making the initiative better known (through its branding) so that it attracts more and better-quality potential open call participants.

Operational objectives (short-term)

- Creating a strong, appealing, impactful and highly recognisable NGI 'brand' that conveys – as far as possible – the NGI values.

- Implementing, or enforcing the implementation of this NGI branding across all communication channels.

In this section the continuous implementation of the new NGI brand throughout the NGI community is described.

1.1 SUCCESSFUL ROLL-OUT OF THE NGI NEW BRAND IDENTITY

Following the European Commission's approval of the NGI new brand identity in early May, the NGI Outreach Office has worked to deploy the roll-out plan, which was achieved as per the time plan outlined by Figure 1 below:

- NGI brand guidelines and assets (last week of May)

- Train the NGI community (started late May and still ongoing)

- Deploy the new NGI brand across online media (by the end of June)

- Deploy the new NGI brand across products and materials, such as: the NGI brochure, merchandising materials, new roll-ups and flyers (started in July and routinely since September)

- Apply the new NGI brand to the flagship NGI Forum event (online and offline) (by September)

- Assist and support the ongoing NGI projects' rebranding exercise (end of September)

- Assist the new NGI projects in the adoption of the NGI brand.
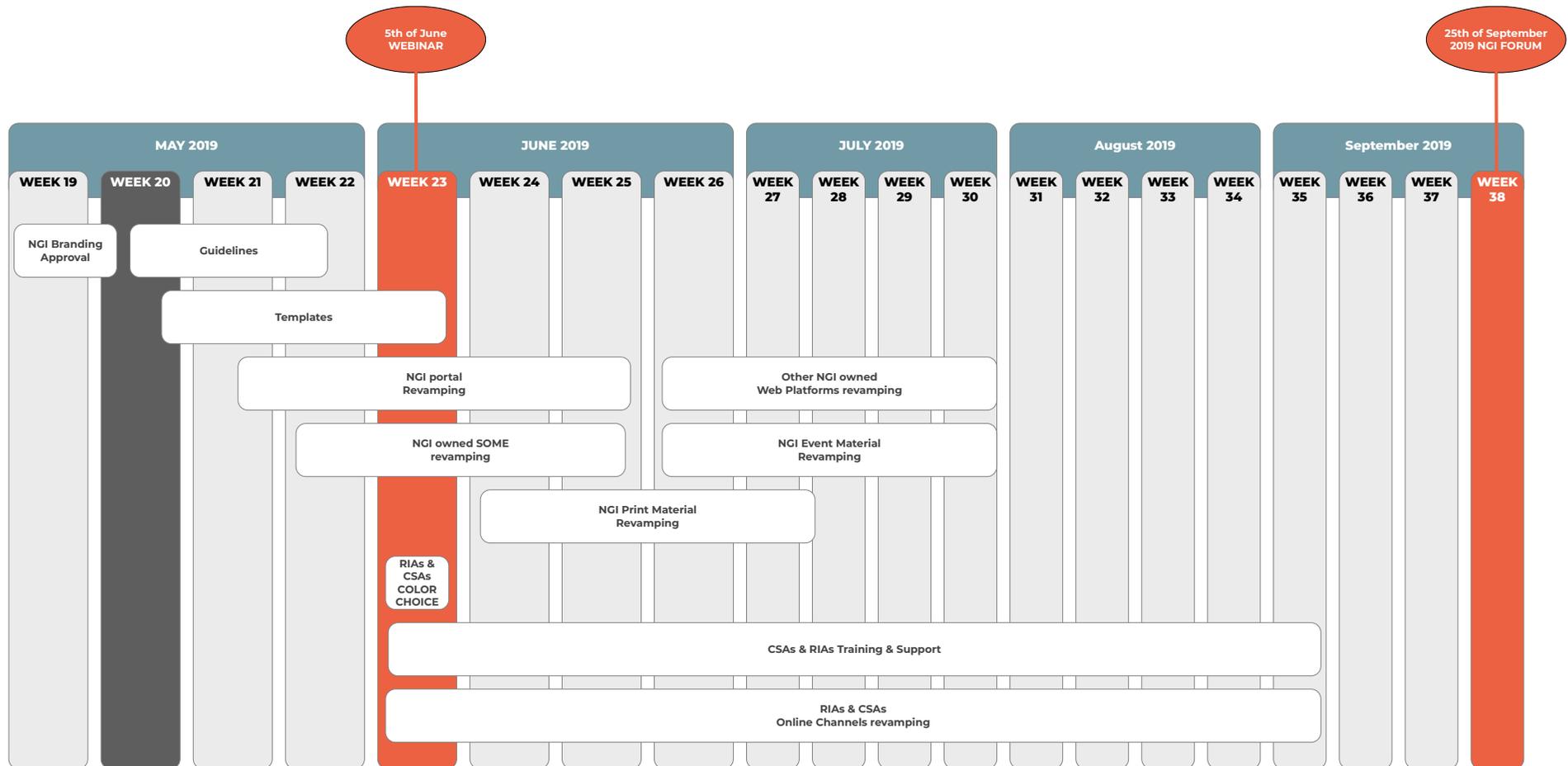
FIGURE 1. NGI BRANDING ROLL-OUT PLAN

1.1.1   NGI Outreach Office role in the branding process

The NGI Outreach Office presented the NGI brand identity to the NGI projects' coordinators in Brussels on 16 May, 2019. The NGI Brand Identity Guidelines, along with the logo assets and related templates were made available by the end of May to the whole community on the NGI online repository (https://drive.ngi.eu password protected). The NGI Task Force Communication Call held on 5 June, 2019 was dedicated to present the guidelines to the projects and to answer all questions raised regarding the application and customization of the new branding for each project. In the following weeks (till mid-September) the NGI Outreach Office team has dedicated time and resources to assist all projects in their rebranding exercise, helping them choose among the available colour combinations for their project's logos, supporting (where needed) the logo's design, suggesting variations. In the NGI Drive repository, we have created a dedicated folder 'NGI Projects Tag repository' where each project uploads their logos and templates which are compiled in an Excel file recording allocated 'colour gradients' to allow future projects to avoid duplication and to maintain a distinct identity. Furthermore, the NGI Outreach Office has monitored the brand application across media and events, suggesting amendments and corrective actions where required. Last but not least, the NGI projects' community keeps expanding with two new research and innovation projects that started in November 2019 (DAPSI and eSSIF-Lab) and two more in January 2020 (NGI Atlantic.eu and NGI Pointer), the NGI Outreach Office has therefore deployed all the necessary measures and tools to allow them to adopt, from the start, the NGI brand identity and integrate their web presence within the NGI portal and leverage upon/contribute to social media traffic. New projects will progressively be engaged in content creation, as they develop their specific activities, and kick-off their cascade funding programs. The upcoming NGI projects meeting, coordinated by the EC, on 3-4 February 2020, will give the NGIO the opportunity to reiterate some key information and provide any necessary clarification.

It is important to note that application of the NGI brand is a reiterative process, as the NGI initiative is a dynamic initiative, with new players coming on board and new marcom needs arising, as described in Figure 2 below, which see continuous adaptation, training, application and deployment.

FIGURE 2. NGI BRANDING APPLICATION: A REITERATIVE PROCESS

1.2 NEW NGI BRAND APPLICATIONS ACROSS THE NGI ECOSYSTEM

As mentioned above, the new NGI brand was deployed in a few months (mainly from March to September 2019) on all communication channels of the NGI communication ecosystem. Implementation has started on the channels controlled by the NGI Outreach Office, i.e. all websites and social channels as listed below (section 1.2.1), on promotional materials (section 1.2.2), and the various other NGI online and offline initiatives as listed in section 1.2.4. Following the information and training sessions that were given during the year, the projects also implemented the new brand image on all their channels, as specified in section 1.2.3.

1.2.1 NGI online

By the end of June, all NGI online media channels were rebranded using different formats as per the brand guidelines. Some old content (e.g. outdated news, blogs, social media posts and video) produced earlier on still carry the old brand, but this should be considered intrinsically part of the transition process. The focus is rather on the full deployment of the new brand across the new channels and materials, which is considered more relevant then re-editing outdated content that will become archived.

Media	URL	Brand application
NGI Portal	https://www.ngi.eu	Acronym version
NGI Map	https://www.ngi.eu/ngi-map/	Tag/Co-branding
NGI Social Media	**Twitter** https://twitter.com/NGI4eu **Facebook** https://www.facebook.com/NGI4EU/ **LinkedIn** https://www.linkedin.com/groups/2206279/ **Instagram** https://www.instagram.com/ngi4eu/ **YouTube** https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA	Icon

NGI Forum 2019 website	https://www.ngiforum.eu	
NGI Community	https://community.ngi.eu	 Tag/Co-branding

TABLE 1 : NGI ONLINE BRANDING

Satisfactory results are achieved for the ranking on two major search engines (Google.com and Bing.com), entering the key words 'Next Generation Internet'. As shown in Figure 3 the new branding is now (six months after the launch) starting to supersede the results carrying the old logo, we expect that by June 2020 (a year after the launch) the transition will be complete.
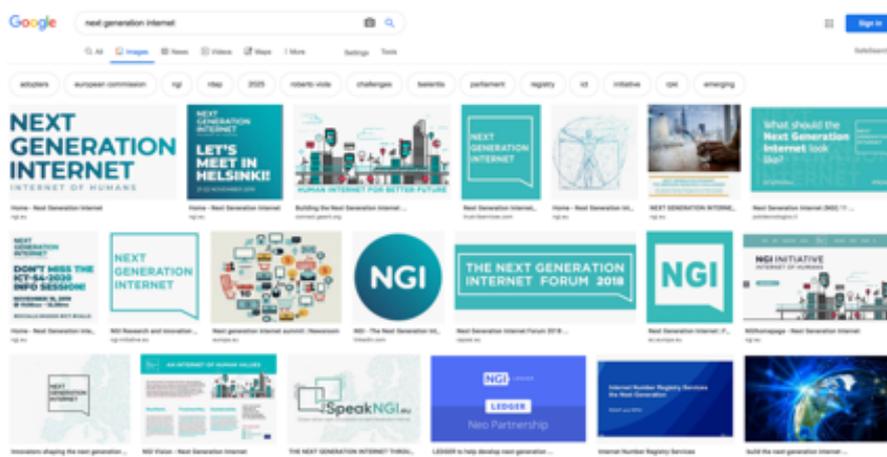
FIGURE 3. SEARCH ENGINE RESULTS FOR "NGI" IMAGES

1.2.2 Applying the new branding to NGI promotional materials

The new NGI brand has been applied to all promotional materials designed since June 2019, starting with the leaflet promoting the NGI Forum 2019. The new branding was applied to communication materials such as: the NGI brochure, posters, roll-ups, videos and online advertising; merchandising items distributed at the NGI Forum and subsequent events attended by the NGI projects and European Commission such as: notepads, bags, camera covers (see section 4 for more details on the promotional materials design and distribution). The projects have also applied their new brand to the promotional materials they have produced (e.g. flyers promoting open calls). The materials with the old brand (e.g. roll-ups) have been discontinued.

Following the training sessions on the NGI Brand Guidelines (see *Deliverable D2.1 NGI Comms Coaching Report* for more details), all active NGI projects developed their own 'interpretation' of the logo, in a 'Co-Branding' version. This process went smoothly for most projects, which did not have an existing or well-established brand image. Some reluctance was encountered from one project which had already developed its own brand identity. This was foreseen and they were given support and additional time to migrate to their new identity. As of January 2020, most of the references to their previous identity have been removed from the

communication materials and they are fairly aligned with the rest of the community. As mentioned above, four new projects have recently joined the NGI initiative. They adopted the guidelines provided immediately and they are developing their own version of the logo in a very qualitative and rapid way. It is important to note that the very nature of the brand image developed (a simple, modern, dynamic and highly readable logo, several versions adapted to various uses, and a colour range that can be easily customized) has made the adoption and appropriation of the brand image particularly easy and fast, as demonstrated by the appreciation expressed by the various stakeholders involved. Work remains to brand presentations (PowerPoint documents), and most importantly to create presentations which effectively impact on a specific audience: this will be the focus of one of the coaching sessions in 2020.

CSA/ RIA	Project	Website	Projects' "Co-branded" logos	Brand application social media
CSA	NGI4ALL (NGI Outreach Office)	https://www.ngi.eu/about/ngi4all/ (As NGI Outreach Office, only a short page is dedicated to our CSA)		
CSA	NGI Think Nexus	https://thinknexus.ngi.eu/		
CSA	NGI Explorers	https://explorers.ngi.eu/		
CSA	NGI Forward – NGI Exchange platform	https://exchange.ngi.eu/		
CSA	NGI Tetra	https://business.ngi.eu/		

RIA	NGI Ledger	https://ledgerproject.eu/		
RIA	NGI Trust	https://wiki.geant.org/display/NGITrust		
RIA	NGI Zero	https://nlnet.nl/discovery/ https://nlnet.nl/PET/		
Projects started between Nov 2019 and Jan 2020				
RIA	NGI Dapsi	https://www.ngi.eu/about/dapsi/		
RIA	NGI Atlantic	https://www.ngi.eu/about/ngiatlantic.eu/		
RIA	NGI eSSIF-Lab	NA		
RIA	NGI Pointer	NA	NA	NA

TABLE 2 : NGI PROJECTS' BRANDING

1.2.3 NGI Forum 2019: Branding of NGI events

The NGI Forum 2019 took place on 25 September, 2019 in Helsinki, Finland. The entire event and the related promotional materials (before, during and after) boasted the full deployment of the new brand.

FIGURE 4. NGI COBRANDED ADAPTION FOR THE NGI FORUM 2019

The NGI Forum 2019 event's logo carries the institutional colours of the NGI programme and it is adapted to its 'Co-branded' version, carrying the name and year of the event. The visual elements, fonts and colours were applied across the signage and events' promotional

materials, showcasing a great deal of customization and versatility. The NGI brand is clear, impactful, distinctive and highly recognizable across different media (offline and online), different treatments (video, infographic, photographic) and supports (signage, projection, desktop, printed materials and goodies). Furthermore, the presentations given by the NGI projects and the materials distributed by the projects at the event, reinforced the same brand image, without losing their own specificity and distinctiveness (given by the colour and graphics).

FIGURE 5. NGI FORUM: EXAMPLE OF PROMOTIONAL MATERIALS

1.3   IMPACT OF THE NEW NGI BRAND

The new NGI brand has been very well received and contributes to giving a dynamic and modern image of the NGI initiative, beyond the usual institutional references. The branding exercise has proven to be fairly easy to implement on multiple channels and media, online channels of course, but also PowerPoint presentations, paper documents, signage, or even goodies such as notepads or bags.

Our main sources of evaluation are either internal sources (e.g. partners of the NGI projects, innovators funded by the NGI programme, EC officers), or based on informal conversations with the public and the press, particularly during the events attended by the NGI initiative in the second half of the year, such as the IGF 2019 (November, Berlin), the Web Summit (November, Lisbon) and the ICT Day (September, Helsinki).

For a more structured analysis of the impact of the new brand on the awareness and memorability and the perceived values communicated by the new branding, a survey shall be carried out.

2 NGI STORYTELLING AND CONTENT CURATION

The NGI topics, ambitions, activities and players are quite complex, the technologies developed by the NGI innovators, can be perceived as 'intangible' and 'abstract'. Moreover, the political, social and economic implications at stake are ambitious and multi-layered. The players involved are many, encompassing international public institution such as the European Commission, to academia and researchers, to the 'geeks' and the start-ups. The NGI communication needs and the relevant audiences are as wide and multifaceted as its topics and activities (see *D1.1 NGI Marketing and Communication Strategy and Plan for the detailed analysis*). The NGI Outreach Office challenge is to make a narrative around the Next Generation Internet which resonates and engages different stakeholders, which is memorable and which attracts new players into the NGI arena. Mastering 'Storytelling' techniques and defining the 'NGI storytelling' pillars, while drafting NGI Stories are important Charisma (WP) tasks. Stories solidify abstract concepts and simplify complex messages. Taking a lofty, non-tangible concept and relating it using concrete ideas is one of the biggest strengths of storytelling in scientific communication and in business. Stories are a universal language of sorts. We all understand the story of the hero, of the underdog, or of heartbreak. Sharing in a story gives even the most diverse people a sense of commonality and community. Tapping into people's emotions and baring both the good and bad is how stories inspire and motivate, and eventually, drive action. Stories also foster brand loyalty. Creating a narrative around NGI not only humanizes it but also inherently makes it more tangible and 'actionable'. There are a few non-negotiable components that make for a great storytelling experience, for both the reader and teller. Good stories are:

- Entertaining. Good stories keep the reader engaged and interested in what's coming next.
- Educational. Good stories spark curiosity and add to the reader's knowledge bank.
- Universal. Good stories are relatable to all readers and tap into emotions and experiences that most people undergo.
- Organized. Good stories follow a succinct organization that helps convey the core message and helps readers absorb it.
- Memorable. Whether through inspiration, scandal, or humour, good stories stick in the reader's mind.

2.1 NGI STORYTELLING

The NGI Outreach Office has worked with the European Commission (*see Section 2.2.1 NGI Outreach Office and the EC - driving the NGI Storytelling*) to define the building blocks of the NGI storytelling, sharpen the NGI communication objectives (to be kept as lighthouses of all our editorial and contents curation activities) and to define the process to collect the inputs, draft, validate and distribute the NGI stories. An umbrella NGI narrative was defined and brought to life with the NGI Brochure, published in August 2019 (*see Section 2.3.4 NGI Brochure*) and a set of linked position papers (NGI stories) to convey the main messages to the final target audiences (*see Section 2.3 NGI Position Papers*). These featured a wide range of communications products and outputs which include organizing key events and giving live presentations and moderation; communications products in the form of brochures and position papers; online articles for the NGI website; social media messaging and visuals on NGI Twitter, Facebook and LinkedIn Platforms; communications visuals such as banners, posters and other visual aids for events; multi-media products such as videos, animations, infographics, and cards; as well as support to the NGI community's content through editing and publishing content

2.2   NGI STORYTELLING METHODOLOGY

The NGI story telling methodology was presented, in the form of a mind map as represented in Figure 6 below, at the Storytelling Brainstorming Workshop organised by the NGI Outreach Office with the European Commission in Brussels on 25 June, 2019 which allowed the NGI Outreach Office to align with the EC on the vision, objectives, storytelling building blocks. (*See section 2.2.1 NGI Outreach Office and the EC - driving the NGI Storytelling*).
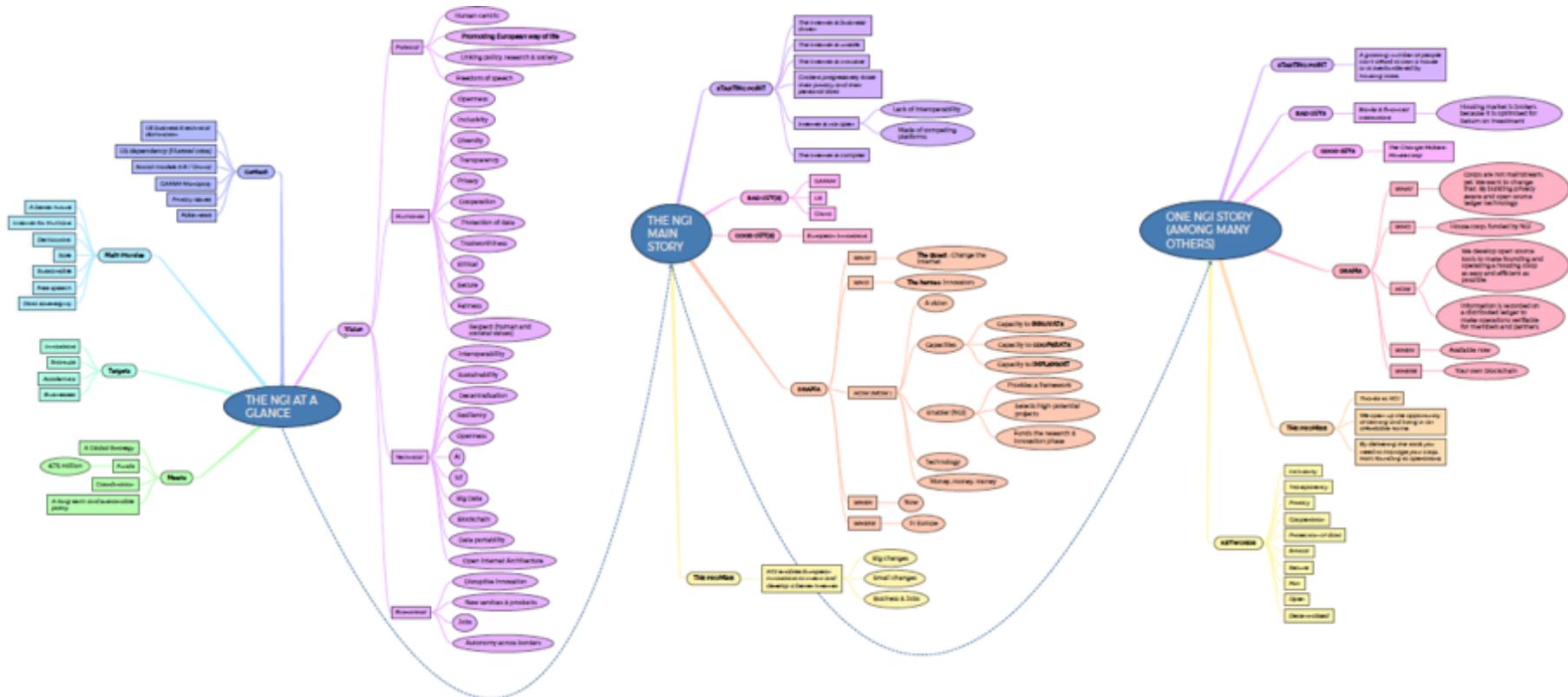
FIGURE 6. NGI STORYTELLING MIND MAP

NGI storytelling main objectives

The NGI storytelling main objectives have been refined, based on the shared Marketing and Communication Strategy (see *D1.1 NGI Marketing and Communication Strategy and Plan for the detailed analysis*) and ongoing discussions with the EC.

Awareness, popularity and recognition

o   Reflecting and promoting 'Internet of humans' core values
o   Creating a community for a human Internet

Engagement and interaction

o   Engaging new stakeholders (more and new participants to the open calls and NGI calls)
o   Defragmenting and connecting the community

Knowledge transfer

o   Promoting new functionalities, services, applications and technologies
o   Linking long-term research with applied research and innovation

NGI storytelling building blocks

In order to define the NGI storytelling basic elements, four main drivers/core points have been streamlined:

HUMAN-centricity / NGI Values

- Privacy and trust
- Openness
- Decentralisation
- Inclusivity and accessibility

R&I technology developments

- Privacy
- Decentralisation
- Search / Discovery
- e-identities
- Data service portability
- Internet architecture
- Blockchains
- Disinformation
- Collective Intelligence

Innovators / Community

- High-tech start-ups
- Developers communities

- Researchers

Policy dimension

- Promoting European values
- Privacy: GDPR
- Free flow of data
- Digital Single Market
- Linking policy, research and society

The messaging and outreach need to be valid and effective across all four main drivers, or even tailor the stories to specific sub-categories.

The Main NGI Story

The main NGI Story has been drafted following the storytelling pillars:

- The starting point: Internet of today is not open, is often unsafe, seems to be business driven-only, citizens fear lack of privacy and protection of their personal data
- The bad guys: big business and international policies not respectful of citizens' rights online
- The good guys: European institutions and European innovators
- The Drama:
  - What: build the Internet of Humans
  - Who: the heroes: European innovators
  - How (Wow): Vision, Capacities, Enablers (European funds), Technology
  - Why: for the benefit of the European society at large (but also to create jobs, foster innovation, lead the technology)
  - When: Now (since 2016) and for a long-term vision
  - Where: in Europe

The One and the Many - NGI Stories

NGI Innovators, represent one (among many) stories we are developing. For each innovator we identify the what, the who (letting the innovator talk in the first person and presenting his/her own experience, challenges and dream), the how: his/her vision and the enablers he/she has found (e.g. NGI funds), the why: the key benefit for the end-users, the tech peers, the when (their project's milestones and future development). The narrative and tones are adapted to different contexts, but the methodology is the same. The NGI Innovators are showcased at events: they are invited to present at the NGI events (e.g. the NGI Forum) but also at events we attend, such as the Web Summit 2019, where the NGI Innovators took the stage at the organized NGI workshop, and soon at the 4YFN event (February 2020). Their interviews, in video format are web streamed on the NGI YouTube channel and edited in blog posts in a dedicated section of the NGI portal. Their stories shall inspire other innovators, showcase the opportunities NGI offers and create a friendly ecosystem for networking and welcoming new players. The NGI innovators' stories resonate well, emotionally and practically: they represent the quest (innovation), the challenges (technical and economical), the prize (winning the grant), they tell stories of hard work, hope, fears and frustrations all emotions shared by start-ups, SMEs and researchers. Their stories are memorable and educational. The work of the NGI Outreach Office is to scout for the best stories, organize the information and curate it editorially,

finding the best "venue" for distribution across the NGI-owned channels and across multipliers (e.g. media).

2.2.1 NGI Outreach Office and the EC - driving the NGI storytelling

As mentioned above, a brainstorming storytelling workshop was held in Brussels on 25 June, 2019, hosted by Tipik, with EC coordination. The meeting had the objective of generating ideas about NGI to form a narrative with statements about NGI which to populate communications outputs. The main objectives were:

- Defining and/or sharpening the stories we tell about the NGI

- Aligning the NGI storytelling with strategic plans for its future

- Refining messages to specific targets audiences and channels

The audience and stakeholders were extracted from document D.1.1.1. An emphasis was given to original, creative solutions to a challenge, an objective. The brainstorming helped define the means and the storytelling to attract media and multipliers *(See Annex A 1 for the agenda of the NGI Storytelling Brainstorming Workshop).*

The work initiated in June 2019 continues through periodic calls between the NGI Outreach Office and the EC officers and it will be further exploited in January 2020 with a dedicated meeting in Brussels, aiming at aligning the content, messaging, networks and tools available to engage media and multipliers (such as editorialists, bloggers, influencers) to write and communicate about NGI funding opportunities, NGI projects and technology achievements.

2.2.2 Involvement of the whole NGI community in the NGI storytelling

The NGI community's participation and ownership of the storytelling is essential to pull together relevant contents, news and success stories. To encourage better inclusiveness of all the NGI actors the following activities were organized:

- A training session dedicated to the NGI storytelling, held online in the form of a webinar on 12 September 2019. The webinar 'How to tell your NGI Story' had an objective of helping the community tell their own NGI stories based on a common pattern and foundation which is the main NGI narrative. The recording of the webinar and the slides material are available online on the NGI online repository. Also see *Deliverable D2.1 NGI Comms Coaching Report* for more details.
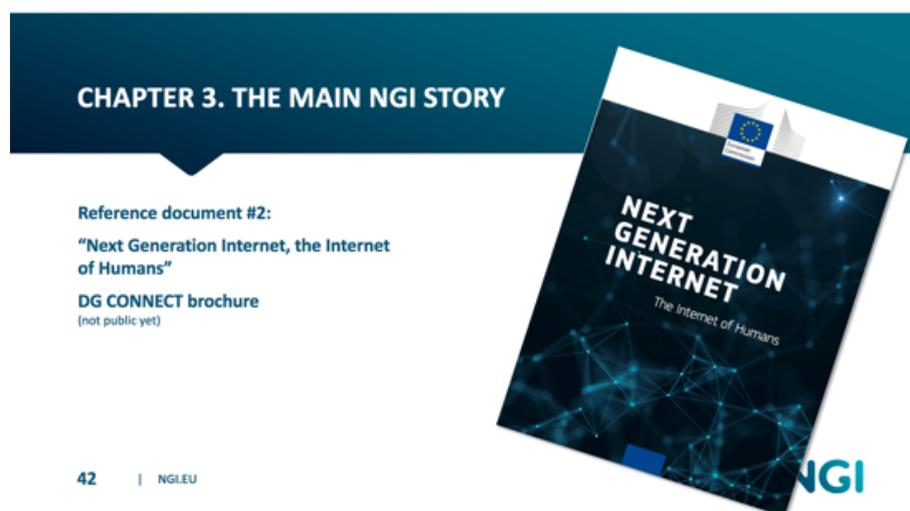

FIGURE 7. SLIDE PRESENTED DURING THE NGI STORYTELLING WEBINAR

- The NGI editorial team carried out one-to-one interviews with NGI projects' leaders and NGI innovators which were then published in the form of NGI position papers (see section 2.3), video interviews at the NGI Forum, and Blogs posts published on the NGI portal.

- The monthly NGI Task Force Communication calls represent another opportunity to encourage the community to share news, updates, reports from the projects' webinars and live workshops, share their contents (e.g. videos and slides shows) and coordinate the upcoming content agenda.

2.3 NGI POSITION PAPERS (NGI STORIES)

A series of NGI position papers, referred to internally as 'Story 1, overview of NGI'; 'Story 2, RIAs' and 'Story 3, NGI Projects' were conceptualised at the Brussels storytelling brainstorming. Each position paper was considered with a specific audience in mind.

2.3.1 NGI POSITION PAPER 1

NGI overview, for an Internet of humans is a four-page document, drafted by Martel with input from Tipik's copy writer. The document satisfies the following objectives:

- Set the scene, what is wrong with the existing Internet, which has led to a lack of public trust, such as misinformation and security flaws - and what can be done to ensure better evolution of systems with technological advances including IoT

- Give an overview of the NGI initiative that responds to people's fundamental needs, including trust, security and inclusion, and reflects the values and the norms that we enjoy in Europe

- Highlight three key areas of intervention: decentralisation and trust, security and resilience, collective intelligence and inclusion

- Reinforce NGI's role in building a vibrant NGI community to invest in Internet innovators as agents of change.

- Link: https://ngi.eu/wp-content/uploads/sites/48/2019/09/NGI-for-an-Internet-of-Humans-1.pdf

2.3.2 NGI POSITION PAPER 2

A narrative on the role and actions of Research and Innovation Actions (RIAs) highlighting the innovative cascading funding mechanism where 20 percent of the H2020 funding of LEDGER, NGI Trust and NGI Zero is invested in organising the calls, the selection, monitoring, mentoring and training of project participants, as well as building and growing the NGI community. Through an innovative cascade funding model, the remaining 80 percent is allocated to fund projects. Interviews with RIAs solicited direct quotes – pulled out to highlight key issues associated with NGI and the RIA role, such as:

- LEDGER for Data Governance, highlighting NGI as a community.

- NGI Trust for Privacy, highlighting NGI solutions are complimentary and can be rapidly scaled up

- NGI Zero PET for Privacy and Trust Enhancing Technologies, highlighting the benefits of working with NGI open standards

- NGI Zero Discovery to help change search engines in order to support European values.

- Link: https://ngi.eu/wp-content/uploads/sites/48/2019/12/NGI4ALL_NGI_RIAs_2019.pdf

2.3.3 NGI POSITION PAPER 3

A narrative highlighting the projects funded by NGI, with an overview of open calls and results, facts and figures (how many projects applied, from which countries, gender balance, latest EUR amount awarded etc), highlighting that the projects are the stars of NGI.

- NGI Story 3 links to the 'Who's NGI' Blog featuring individual blogs from projects.

At the time of writing this report, the NGI story 3 is in production and is planned to be published in February, 2020.

2.3.4 NGI BROCHURE

In July and August 2019, the NGI Outreach Office produced, at the request of DG CONNECT, a brochure describing the NGI Initiative at-a-glance and The EC's 'NGI Key Priority' (which covers additional related topics beyond the NGI Initiative in the areas of Internet of Things, Artificial Intelligence, Future media, Interactive technologies, Language technologies and inclusion). The introduction set the scene of the challenges and opportunities of the existing Internet, as well as a vision of tomorrow's Internet and how NGI is meeting these challenges to build an Internet of humans with increased trust, privacy, security and inclusivity, in line with European values. The format is an eight-page brochure + covers, in A5. The purpose of this brochure is to present the NGI initiative and NGI Key Priority to rather specialised audiences, in particular MEPs, Policy and Decision Makers, using a quantitative approach.

- The brochure is downloadable online at: https://ngi.eu/wp-content/uploads/sites/48/2019/09/NGI-Brochure_A5_HR_FinalPrinted.pdf

The NGI brochure addresses the following topics:

- The main idea which consists of designing and helping the emergence of a human Internet for a better future; today's Internet vs. tomorrow's Internet
- A presentation of the main lines of the programme and its current results
- The presentation of the main themes that are supported through concrete initiatives, in the form of key figures
- The future of the initiative, as well as future funding opportunities

The final product meets the objective of a brochure fit-for-purpose to convince readers of the importance and relevance of the initiative at-a-glance, through well-presented key figures and with very little editorial content. The brochure is part of a series produced by all departments of DG Connect and the cover and format are branded accordingly.

2.4 NGI NEWS EDITING

The NGI Outreach Office orchestrates the News editing, scheduling and publishing of the news produced by all the actors in the community: the EC, the NGI projects and NGI innovators. The news items cover a wide range of topics, including events, funding opportunities, webinars, communication initiatives, and other EC programmes relevant to the NGI initiative.

2.4.1 NGI News

News items are published on weekly basis on the NGI website with news about specific themes, events, or projects' achievements. The editorial curation varies as the source of the news varies as well. The news may be submitted to the NGI Outreach Office in a draft format (note: NGI projects have access to the NGI portal WordPress platform) and we refine, schedule and format the news online directly. In other cases, there is the request to create a news

around a specific event or initiative and our editorial team sources the information, interviews relevant stakeholders and curates the content. The approval process is also well defined, internal to the NGI Outreach Office for current news, while for more sensitive topics, final approval is provided by the EC.

Fifty-three news items were published in 2019 and are all available in the dedicated area of the NGI portal https://www.ngi.eu/news/

1. AI in Europe: Funding Hits EUR20 Billion, 8 January, 2019

2. NGI Impact measures and Benchmarks: report published, 10 January, 2019

3. Get Funding to join the Next Generation Internet, 6 February, 2019

4. NGI Looks forward to 4YFN, 6 February, 2019

5. NGI Open Calls for Digital Innovation: Roberto Viola, EC

6. Webinar published: EU-US collaboration on NGI, 21 February, 2019

7. NGI Awards and engagement @4YFN

8. Have Your Say: IoT in Europe, 8 March, 2019

9. NGI Salon @4YFN, 8 March, 2019

10. The What, Why and How of NGI open calls, 11 March, 2019

11. NGI Data Mapping Webinar: 27 March 14.00, 20 March, 2019

12. Watch the NGI open calls webinars online, 26 March, 2019

13. Watch our latest NGI videos, 3 April, 2019

14. Making the fair data economy a reality, Guest Blog, 10 April, 2019

15. European Language Grid: towards the primary platform for language technology in Europe, 15 April, 2019

16. Get involved: fill in Think Nexus' online survey, 16 April, 2019

17. NGI Open Calls: invitation to participate, 16 April, 2019

18. The EU launches NGI-related projects via FET and DLT4EU, 18 April, 2019

19. Launching our new book of radical visions for the future Internet, 7 May, 2019

20. NGI Explorers, 1st open call, 15 May, 2019

21. Innovators shaping the Next Generation Internet: The NGI early adopters' club, 24 May, 2019

22. Don't miss next NGI events, 30 May, 2019

23. LEDGER selects 16 human-centric projects working on decentralised technologies to enter its venture builder programme, 5 June, 2019

24. NGI initiative targets trustworthy, inclusive future Internet, 11 June, 2019

25. NLNet grants first Next Generation Internet Projects, 17 June, 2019

26. The Next Generation Internet Initiative launches the NGI Community, 2 July, 2019

27. The Next Generation Internet – A fresh look for an ever-growing community, 4 July, 2019

28. NGI-supported project 'Verifpal' simplifies encryption testing, 8 July, 2019

29. Next Generation Search and Discovery, 9 July 2019

30. NGI Explorers – 1st Open Call, 9 July, 2019

31. #NGIForum19 – Join us to reshape the Internet! 10 July, 2019

32. Ethical online search can help green the Internet, 23 July 2019

33. ICT-54-2020 call – Blockchain for the Next Generation Internet, 23 July, 2019
34. The NGI Explorers' first open call closes in 2 days, 29 July, 2019
35. H2020 ICT calls are open, let's build an Internet of humans, 7 August, 2019
36. SpeakNGI.eu: main contributions to the NGI Ecosystem, 12 August, 2019
37. The European data flow monitoring initiative, 14 August, 2019
38. User-friendly email encryption possible with identity-based cryptography, 20 August, 2019
39. Register to the NGI community and win free tickets to attend MyData 2019, 21 August, 2019
40. Next Generation Internet, for an Internet of Humans, 6 September, 2019
41. Data Principles for the Data Economy – Join the Discussion! 11 September, 2019
42. Next Generation Internet – The Internet of Humans, 18 September, 2019
43. NGI Supports Private Payment, User Friendly Data Vaults and Ethical Analytics, 19 Sept, 2019
44. NGI makes local meet-ups findable and political news searchable, 10 October, 2019
45. Come together at 'Convergence' the global Blockchain congress, 11 October, 2019
46. NGI Explorers first open call: results are out! 21 October, 2019
47. LEDGER funding for decentralised human-centric tech solutions, 5 November, 2019
48. NGI Trust 2nd open call webinar, 5 November, 2019
49. NGI Technology deep dive reveals ease of access to funding, 11 November, 2019
50. NGI and Future Internet Governance, 20 November, 2019
51. Easy Access to ICT funding and support through NGI RIA Experts, 5 December, 2019
52. NGI at the Internet Governance Forum 2019: Supporting the creation of tomorrow's Internet, 5 December, 2019
53. NGI Workshop on Trust – Frameworks at Thingscon 2019, 17 December, 2019

2.4.2 NGI Newsflashes and Newsletters

Newsletters are issued every quarter, compiling news throughout the previous three months and alerting the community to upcoming events. Newsletters issued throughout the reporting period are as follows:

- Newsletter 4, April, 2019
- Newsletter 5, July, 2019
- Newsletter 6, October, 2019
- Newsletter 7, December, 2019

Newsflashes are issued at frequent intervals to highlight specific topics in a timely manner. Newsflashes issued were as follows:

- NGI Calls, January, 2019
- NGI Open Calls + Roberto Viola + 4YFN, February, 2019
- NGI @ 4YFN, February 2019
- Open Calls and NGI National Webinars, March 2019
- NGI Salon: 30 Years of the Web, March, 2019
- ICT-54-2020, August 2019
- NGI Forum 2019 is coming, September 2019
- NGI Open Calls, November, 2019
- RIA's interviews + Who's NGI? December, 2019

All the Newsletters and Newsflashes issues are also available online in a dedicated section of the NGI portal https://www.ngi.eu/subscribe/

Press releases. *Deliverable D21 Annual Media and Press Coverage Report* provides a detailed report of the press activity conducted by the NGI Outreach Office in 2019. Here below we list the press releases issued this year, which are also available online the Press dedicated area https://www.ngi.eu/press/

- NGI for an Internet of Humans, August 2019
- NGI Forum 2019: Shaping the Internet of tomorrow, August, 2019, accompanied by the Position Paper 1, NGI For an Internet of Humans, August, 2019
- NGI Zero support scheme launched for Independent Researchers and Open Source Developers, 16 June, 2019
- 4YFN: Next Generation Internet Initiative to celebrate continuing success in BCN, NGI Award winners, March 2019
- 4YFN: The Next Generation Internet @4YFN EUR75 million up for grabs as NGI initiative courts Europe's top Internet Innovators, 25 February, 2019.

2.5 NGI STORYTELLING AT EVENTS

2.5.1 NGI FORUM

The NGI Forum is the flagship annual event that gathers together prominent researchers, innovators and policy makers at work on several fronts to restructure the Internet to be fit for the future we want, while we continue using it to help run our societies and economies. It represents a unique opportunity to tell the NGI story face-to-face, giving the opportunities to meet the 'heroes' the people shaping the Next Generation Internet, to interact and to pose questions. It materialises concepts, knowledge and skills, it gives the opportunity for networking and ask questions about the solutions adopted. It is also a source of great new stories to tell, while preparing the event and as outputs of the work carried out.

The 2019 edition took place on 25 September in Helsinki, Finland in co-location with the My Data 2019 Conference. The event included a mix of policy and specialist talks, open discussions and interactive working groups. Emphasis was given to stimulate discussion and the free exchange of ideas between policy makers, researchers, SMEs and start-ups, industry players, and civil society. Some of the main topics covered at NGI Forum 2019 included:

- Data governance and portability

- Privacy and trust enhancing technologies

- Discovery technologies and online identification

- Collective intelligence – from citizens science to open innovation

- Blockchain and distributed ledger technologies

The NGI Outreach Office was responsible for all arrangements of the event, including defining the agenda, contacting speakers, publicity for attendees, messaging of the importance of the event, on-stage presence to chair the proceedings, moderate panel sessions, and all the back stage work this entailed design of the NGI Forum promotional materials (see section 4 of this document), full photographic coverage and social media coverage of the event and recorded a series of videos with interview of the key speakers.

Speakers at the events featured:

- Welcome, Olivier Bringer, Head of Unit, DG CONNECT, European Commission

- The perspective of Finland, Mikko Koskinen, State Secretary, Finland

- The perspective of a digital city, Pia Pakarinen, Deputy Mayor of the City of Helsinki

- Inspirational speech, Martin Wezowski, Futurist and Chief Innovation Officer at SAP

- The next generation Internet – an Internet of humans, Roberto Viola, Director General at DG CONNECT

- NGI funding opportunities – upcoming H2020 calls, Ragnar Bergstrom, Head of Sector, DG CONNECT

- Looking at the future of NGI, Olivier Bringer, Head of Unit, DG CONNECT, European Commission

Panel sessions were as follows:

- *Shaping a new Internet* with Meeri Haataja, CEO of Saidot, Chair of Ethics Working Group in Finland's AI Programme, Teemu Ropponen, General Manager at MyData, Adrian Perrig, Professor at the Swiss Federal Institute of Technology, Zurich and Irene Lopez de Vallejo, Director Partnerships & Business Development at DEX.

- *Who's the NGI? – A community of researchers and innovators at work*, Michiel Leenaars, Director of Strategy at NLnet Foundation, NGI Zero, Nadim Kobeissi, Director of Symbolic Software, NGI Zero, Ruth Puente, Executive Programme Manager at Kantara Initiative, NGI Trust and Andres Sanchez Sandaz, Director at FundingBox Communities, LEDGER.

- *A human-centric approach to data governance* with Francesca Bria, DECODE Project Coordinator, Jaana Sinipuro, Director at SITRA, Cathy Mulligan, CTO of GovTech Labs and DataNet at UCL, and Olivier Bringer, Head of Unit at DG CONNECT.

Parallel Workshops (coordinated by the NGI Forward CSA) were held on the following subjects:

- Where next for online identities

- Mind meets machine: harnessing collective intelligence

- Policy to nourish innovation, NGI Trust Marks

- Blockchain in action

A full report of the NGI Forum is available online: https://ngi.eu/wp-content/uploads/sites/48/2019/11/NGIForum2019_report.pdf

The dedicated NGI Forum YouTube Playlist is available online: https://www.youtube.com/playlist?list=PLMry6uwmHiLZ9BbB4Vu6Tay6BARFaNoKo

An infographic (see Figure 8) summarizes the key numbers of the NGI Forum 2019:

406	40	33	4	1850	1,425,882
REGISTERED PEOPLE	COUNTRIES	SPEAKERS	WORKSHOPS	TWEETS	IMPRESSIONS

FIGURE 8. NGI FORUM: EXAMPLE OF INFOGRAPHICS PUBLISHED ACROSS MEDIA

A dedicated press engagement activity was carried before and after the events and is described in detail in *Deliverable D21 Annual Media and Press Coverage Report*.

2.5.2 NGI STORYTELLING AT OTHER EVENTS

The NGI initiative was promoted and presented at several events in 2019, here below a synopsis of our major activities and outcomes:

4YFN 2019, 25-27 February 2019, Barcelona

4YFN is among the key annual European events for start-ups and innovators, taking place in Barcelona, in conjunction with the Mobile World Congress (MWC). It showcases the latest tech start-up innovations from around the world, featuring start-up pitches, competitions and dedicated networking sessions.

NGI had a booth, a dedicated space in the EU projects lounge space and several workshop and award sessions at the 4YFN 2019. The NGI Outreach Office coordinated the communication and promotion efforts (before and during the event) and curated the image of the NGI booth and lounge. The communication materials still carried the old brand image (which was launched in June 2019).

- **The workshop NGI as a catalyst for Europe,** took place on Monday 25 February, 12.00pm. This workshop, organized by the Speak4NGI project, was a deep dive into European plans and new funding for NGI, bringing to the stage some examples of what is already being developed and testing by European NGI Early Adopters. More details are available online https://www.ngi.eu/event/ngi-as-a-catalyst-for-europe/

- **The NGI Startup Award ceremony** took place on Monday 25 February and recognized Europe's most disruptive entrepreneurs who are advancing revolutionary products, solutions and services destined to have a major impact on the internet of the future.

- **The workshop "The Future of NGI"** took place on 27 February, 2019 and saw over 50 people attending. The workshop featured inspiring innovators who debated and explored the main challenges and opportunities to shape the internet of the future and talk technology, policy and citizen empowerment. The expert panel presented their views on where the European research and innovation challenges and opportunities lie in the next 10-20 years and presented their "Internet 2030" vision in the context of the Next Generation Internet initiative. The panel included:

  - The Next Generation Internet – When humans do it better by Monique Calisti, CEO at Martel Innovate and NGI Outreach coordinator

  - Data futures and emerging business models – Putting humans at the centre by Mara Balestrini, CEO at Ideas for Change

  - Building desirable futures – Moonshots for Europe by Harald Neidhardt, CEO & Curator, Futur/io; CEO & Curator, MLOVE, Hamburg

  - Bridging the gap between the outputs of scientific research and the inputs needed by NGI innovators by Marc Torrens, Professor of Operations, Innovation and Data Science at ESADE Business School, Co-founder and Board Member at Strands, Inc

  - Next generation smart connectivity – the backbone of the future Internet society by Sergi Figuerola Fernandez, Chief Technology and Innovation Officer, i2CAT

FIGURE 9. "NGI FUTURE" WORKSHOP AT 4YFN 2019

A dedicated video playlist including the recording of the NGI Awards Ceremony at the 4YFN, interviews to NGI innovators attending the event and the promotion of NGI Funding opportunities is available online on the NGI YouTube channel:
https://www.youtube.com/playlist?list=PLMry6uwmHiLZZkNSJvzdvclTxZ3uoGeFp

WEBSUMMIT, 4-7 November 2019, Lisbon

The NGI Outreach Office supported the EC in the organization and promotion of the NGI workshop "NGI: Technology Deep-Dive" which was held on 7 November at the Web Summit. Selected NGI innovators presented the most powerful and promising technologies developed under the first year of the program, in the field of Privacy Enhancing Technologies (PET), Search and Discovery, Decentralized Data Governance and Blockchain. Moreover, current and future funding opportunities were presented. The speakers at the event:

- Olivier Bringer: Head of Unit – Next-Generation Internet, DG CNECT

- Stefano Foglietta: Program Officer – Next-Generation Internet, DG CNECT

- Aleksandar Jevremovic and Nuno Garcia: CASPER project – PET, AI, Child Protection

- Dominik Beron: Decentralize Messaging project – PET, Decentralized Data Governance, SSI

- Daniel Kastl: CONSENTO project – PET, Password Distributed Management

The NGIO provided the promotional materials (roll-up, flyers, bookmarks and merchandising materials) also attended the event (FundingBox) and contributed to the Open Calls promotion at the EC booth and through social media animation.

FIGURE 10. NGI MATERIALS DISTRIBUTED AT THE WEBSUMMIT 2019

IGF 2019, 25-29 November 2019, Berlin

The NGI Outreach Office coordinated, along with the EC, the NGI presence at the IGF Forum 2019 in Berlin. The booth offered the opportunity to meet with Internet innovators and policy makers. Tipik's staff manned the booth and offered their help to know more and better about the NGI Funding opportunities while inviting the visitors to join the NGI community and NGI Map to stay informed to all the news. A dedicated video playlist and slideshow presentation on the NGI Funding opportunities was presented on the screen at the booth.

FIGURE 11. NGI BOOTH AT THE IGF FORUM 2019

The participation to this high-level policy making event gave us also the chance to follow key speakers' presentations (such as Antonio Guterres, UN Secretary General, and the German Chancellor Angela Merkel) and provide a live coverage through the NGI Twitter channel. Last but not least, NGIO supported the EC officials being interviewed by the press at the event: see in the picture below Pearse O'Donohue interviewed on open and safe access.

FIGURE 12. PEARSE O' DONOHUE INTERVIEWED AT THE IGF FORUM 2019

2.6   MULTIMEDIA APPROACH

The NGI Outreach Office conceptualised multimedia content to encapsulate the themes and European values of NGI, namely: trust, security, privacy and inclusivity. These themes and values were the inspiration for a series of multimedia products which range from short video animations to extended interviews. To enhance each product, the creative team designs strong visuals in line with NGI branding which are instantly recognisable as NGI, using the theme colours of blue together with the catchphrase 'Internet of Humans'. In addition, a wide range of instructional videos have been added to the NGI YouTube channel, such as webinars and presentations.

Online book

In May, 2019, NGI (Engineroom project) produced an on-line book 'Finding ctrl: visions for the future internet", the interactive book brings together essays, interviews, stories and artworks reflecting on the internet's past and future, featuring thirty leading and emerging internet thinkers from over fifteen countries (and five continents). The book is available online at https://findingctrl.nesta.org.uk/?_ga=2.145631927.2086171414.1578926519-275435705.1578926519 and was cross promoted through the NGI channels.

NGI Innovators' Blog (Who's NGI)

The NGI Blog online (https://www.ngi.eu/blog/) evolved in 2019 to focus on interviews to selected NGI Innovators, winning the NGI open calls grants. The NGI Outreach Office outlined the interview's skeleton and has defined the calendar of the interviews (to mid 2020), in cooperation with the RIAs projects' coordinators who helped identifying the most interesting

stories. Particular attention is given to maintain a high level of personalization to each interview to allow the innovator to present their own personal experience, their technology solution but also their vision for the Internet of Humans. The editorial calendar makes sure to offer to the readers diversified contents in terms of nationality, gender, technology and organizations. So far, the following interviews have been published:

- Verifpal: a new effort to make it easy to verify the security of Internet protocols. By Dr Nadim Kobeissi, Professor at NYU Paris and Director of Symbolic Software

- Alyssa Ross talks security of operating systems

- Adam Tauber introduces Searx

NGI Webinars

NGI webinars, organized by the NGI RIA projects and featuring NGI funding opportunities, are promoted across the NGI channels and recordings are made available on a dedicated playlist on the NGI YouTube channel: https://www.youtube.com/playlist?list=PLMry6uwmHiLYq4sV6z4-i6-8i5F3BxMus

So far 11 videos have been uploaded and they represent the "educational" and technical part of the NGI Story, offering information, Q&A sessions and remote networking opportunities for new comers.

NGI Videos

At the inception of the NGI Outreach Office, Tipik shared an NGI Videos filming, editing and distribution recommendation document. The document (*See Annex 2*), had a specific focus on the videos to be produces at/for the 4YFN event, but conveys recommendations that are valid for all the NGI videos and are kept as guidelines for all the video produced by the NGIO.

- **NGI Award Ceremony at 4YFN.** The recording of the NGI Award Ceremony, celebrating excellence in human-centred solutions for tomorrow's internet is available on line https://youtu.be/Njb2vP3pZLE and it offers a good platform of promotion for early NGI innovators.

- **The Future of the Next Generation Internet.** It compiles the interviews recorded at the 4YFN 2019 Internet innovators discuss some challenges for the Next Generation Internet (NGI) initiative in Europe to tackle in the coming years. Speakers include: Dr Monique Calisti from Martel Innovate and the NGI Outreach Office, Mara Balestrini from Ideas for Change, Marc Torrens from ESADE Business School and Strands Inc, Harald Neidhardt from Futur/io and MLOVE, Sergi Figuerola from i2CAT and 5G Barcelona. The video is available online at https://youtu.be/C0Y1HK8GXos

- **Innovators interviews recorded at the NGI Forum 2019.** Videos filmed in the side-lines of the NGI Forum with key speakers were then edited and published in a video series as follows:

  - Digital Cities for Citizens. Pia Pakarinen, Deputy Mayor of the City of Helsinki wants to use digitalization to make her city the most functional in the world. She's getting citizens involved to make better services, especially education, through schools, libraries, museums and exhibitions.

  - The NGI Initiative. Olivier Bringer, Head of Unit at DG CONNECT, European Commission, explains NGI's vision of a community of Internet users who are in control of their data and their online identity. Investments in projects are resulting in technologies for a better Internet for all.

- <u>Solutions for The Future</u>. Martin Wezowski. Futurist Martin Wezowski looks at what happens when machine intelligence is matched with human ingenuity and gives us a tantalizing glimpse of a bright future that includes everybody.

- <u>Security and Business</u>. Adrian Perrig, Professor at the Department of Computer Science at ETH Zürich is working to make the Internet secure – it's a big task! Learn how a more secure Internet could mean faster communication with tremendous opportunities.

- <u>At the Service of European Citizens</u> Francesca Bria, DECODE Project Coordinator reminds us technology and data should address the issues citizens care about most: sustainable mobility, climate change, energy transition, sustainable housing and participatory democracy.

- <u>Joining the NGI Initiative</u>. Dr. Monique Calisti, NGI Outreach Office Director and CEO of Martel Innovate explains the Next Generation Internet initiative is open to everybody working to change and improve the Internet. The Internet belongs to all of us. Join us at ngi.eu

3 NGI PORTAL AND ONLINE PRESENCE RELOADED

The Deliverable *D2.2 NGI Online Presence Reloaded* (June 2019) provided a detailed report of the activities carried out to align the NGI online presence to the new brand identity and the steps taken to increase traffic, maximise usability and interactions. In this document the progress achieved at M12 (December 2019) is highlighted and the envisaged actions planned for the Year 2. Moreover, in the following sections the key performance indicators of the NGI online media (e.g. unique visitors, followers) are presented, but the deep analysis of the NGI community, traffic flow, users' behaviour between platforms is provided instead in the Deliverable *D3.1 NGI Community Demographics and Evolution.*

The NGI initiative has a wide presence online, through different platforms offering different interaction models with visitors.

- The NGI website www.NGI.eu
- The NGI map https://www.NGI.eu/NGI-map/ (hosted within the NGI domain)
- The NGI Forum website www.NGIforum.eu (carrying also speakers' presentations)
- The NGI Community (https://community.ngi.eu)
- The NGI Exchange Platform (https://exchange.ngi.eu)
- Quarterly newsletter and periodic newsflashes (also available in the NGI website)
- NGI projects websites
  - CSAs projects websites (linked from and to the NGI portal and within the ngi.eu domain)
    - https://thinknexus.ngi.eu
    - https://explorers.ngi.eu
    - https://exchange.ngi.eu
    - https://business.ngi.eu
  - RIAs projects websites (linked from and to the NGI portal but with independent domains)
    - https://ledgerproject.eu
    - https://wiki.geant.org/display/NGITrust
    - https://nlnet.nl/discovery/
    - More websites to be launched in Q1 2020 by newly started projects
- Several social media channels:
  - Twitter @NGI4EU and @NGI_Exp and more recently @NGIoT4EU
  - Facebook https://www.facebook.com/NGI4EU/
  - LinkedIn Community Group and a LinkedIn company Page https://www.linkedin.com/company/NGI4eu (which was opened to enable a faster research in the social media and tagging opportunity, which is not enabled for Community Group pages)
  - Instagram https://www.instagram.com/NGI4eu/
  - YouTube https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA
  - NGI projects social media channels (Twitter, LinkedIn and Facebook mainly)

3.1   NGI PORTAL EVOLUTION

3.1.1   Content Architecture evolution

As the NGI is a moving target and always evolving initiative the NGI portal content architecture needs to be frequently revised to better answer to new needs and players, while guaranteeing the best user experience. Therefore a few changes have been made since June 2019:

- Discover NGI
  - The NGI initiative (we streamlined the contents before presented in two different pages)
  - The NGI Map
  - NGI FAQ

At the time of writing the FAQs section is being reviewed and updated, in order to provide more factual information and guidance to the portal's visitors.

- What's New (instead of Stay tuned)
  - News
  - Blog
  - Press Releases and Media Clipping
  - Newsletter
- NGI Projects (Instead of Who does what)
  - NGI Outreach Office
  - Coordination and Support (to provide a clearer understanding of different type of projects within the NGI ecosystem)
  - Research and Innovation

The projects' pages are regularly updated and the new projects are invited to provide their contents to be showcased and directly linked from the NGI portal (along with their contact details). Furthermore, in Q1 of 2020 a different layout will be developed to present all the projects in one page, with a search tool allowing to select projects based on their role (RIA/CSAs), focus technology, cascading funding opportunities etc.

- The direct link to the NGI Community has been removed from the top menu
- Resources
  - White papers and Reports
  - Presentations
  - Deliverables (added)
  - Videos
  - Other documents
  - Links
- Events
  - Remove NGI Awards (outdated)
  - Replace with a sub-menu for selected events which need more visibility
- Get Funded (added a drop-down menu to direct to specific funding opportunities)
  - NGI Calls
  - ICT Calls
  - Fed4FIRE+ Calls

- Join NGI
  - Join NGI page showcases the 3 different opportunities / tools to join the NGI the 'NGI Map' the 'NGI Community' (managed by NGI4ALL), the NGI 'Exchange Platform' (managed by the NGI Forward project.
  - NGI community
  - Consultation: linking to the NGI consultation platform (hosted by the NGI domain and managed by the ended Speak4NGI project)
  - NGI Awards
- Contact us

The NGI Outreach Office has discussed internally and with the PO regarding the opportunity and the need to develop the NGI portal into a multilingual website (as indicated in the DoA). The analysis of the profile of the users, the prevalence of English as the "esperanto" in the technology market and among innovators, led to a decision to invest the time and resources available in further SEO optimization and content development, rather than in translation and website adaptation in multiple languages. This decision will be documented in a dedicated project's amendment.

3.1.2   SEO Optimization, keyword strategy, and mapping

Even though the NGI portal performance (in terms of visitors, page views etc) in 2019 has been satisfactory as described in Section 3.1.4 NGIO will further exploit potential audiences through the website SEO optimization of the following activities:

- **Keyword mapping**. In 2019 a framework of NGI related keywords has been developed through the Brandwatch social media analysis. This same framework can be refined and adopted to mirror the NGI portal's structure and contents. Keyword mapping is one of the key processes of on-page optimization, giving Google and other search engines the opportunity to analyse the relevance of each page and ultimately provide users the information they are searching for.

- The analysis of the NGI keywords will also help identify which words would make great URLs and those that should be saved for something like a blog post or downloadable asset.

- Maintain a high level of content curation, paying attention to keywords in titles, appropriate tagging etc. Create compelling meta titles and description for each new page created.

- Make sure the NGI web pages load fast (e.g. Optimizing images size, verifying host performance etc)

- Increase the quantity of quality backlinks (across EC initiatives, projects' partners, news websites etc).

3.1.3   NGI portal: results

From 1 January, 2019 to 31 December, 2019, the NGI.eu website received 31,757 unique users and 90,312-page views. This shows a clear and important increase in the generated web traffic, which has peaks in relation to events (in particular the participation to the 4YFN event in Barcelona in late February), promo campaigns, releases of newsletters/events, etc.

From the graphics below (Figure 13) it is also possible to see that peaks have been triggered by the announcement of the Open Calls and start of NGI RIAs, close to major events where

NGI Open Calls and related webinars have been promoted. The following pictures provide an overview of the performance of the website in the period considered.

FIGURE 13. NGI PORTAL, VISITORS AND PAGE VIEWS JAN-NOV 2019

It is also worth noticing (see Figure 14 below) that **around 15 percent of the traffic is now concentrated on the Open Calls pages**, where the readers may find the details of the funding opportunities.

	Page Title	Page Views ↓	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		90,312 % of Total: 100.00% (90,312)	74,157 % of Total: 100.00% (74,157)	00:02:17 Avg for View: 00:02:17 (0.00%)	49,046 % of Total: 100.00% (49,046)	62.86% Avg for View: 62.86% (0.00%)	54.31% Avg for View: 54.31% (0.00%)
1.	Home - Next Generation Internet	**19,050** (21.09%)	14,960 (20.17%)	00:01:48	13,911 (28.36%)	51.99%	50.65%
2.	NGI_TRUST Open Call - Next Generation Internet	**6,967** (7.71%)	5,917 (7.98%)	00:04:09	4,035 (8.23%)	76.20%	70.85%
3.	LEDGER - Next Generation Internet	**5,223** (5.78%)	4,618 (6.23%)	00:03:48	2,856 (5.82%)	75.34%	68.06%
4.	Ten Challenges for The Internet - Next Generation Internet	**4,118** (4.56%)	3,313 (4.47%)	00:02:38	3,256 (6.64%)	78.72%	78.99%
5.	Open Calls - Next Generation Internet	**3,323** (3.68%)	2,751 (3.71%)	00:01:57	1,728 (3.52%)	50.59%	45.83%
6.	NGI Community Map - Next Generation Internet	**2,576** (2.85%)	1,700 (2.29%)	00:01:44	704 (1.44%)	47.87%	39.17%
7.	NGI Open Calls - Next Generation Internet	**2,365** (2.62%)	2,033 (2.74%)	00:02:45	1,259 (2.57%)	52.89%	53.57%
8.	Future Events - Next Generation Internet	**2,129** (2.36%)	1,667 (2.25%)	00:01:34	605 (1.23%)	64.68%	37.95%
9.	EC ICT Calls - Next Generation Internet	**1,686** (1.87%)	1,444 (1.95%)	00:04:43	613 (1.25%)	56.26%	57.77%
10.	About - Next Generation Internet	**1,495** (1.66%)	1,244 (1.68%)	00:01:45	396 (0.81%)	59.69%	40.40%

FIGURE 14. NGI PORTAL, PAGE VISITS

3.2 NGI MAP EVOLUTION

3.2.1 NGI map: results

The NGI Map is now populated with **258 organizations** registered online. As shown in Figure 14 above, the NGI Map is among the top 10 most visited pages in the NGI portal, confirming it represents a useful source of information for the average visitor to the NGI website. Furthermore, the geographical distribution of the registered organizations shows that 10% are from Italy, 9% from Finland and UK, 8% from Belgium, 7% from Austria and Switzerland. In

terms of type of organizations, SMEs represent more than 60% of the NGI map actors, followed by Research Centres, 40% and Universities 32%. In the Deliverable *D3.1 NGI Community Demographics and Evolution* these data are compared with evidence gathered from other media online and a deep dive is performed on the demographics of different communities online and offline, to highlight the synergies, gaps and traffic flow.

3.2.2 NGI map revamping

As described in the Deliverable *D2.2 NGI Online Presence Reloaded* the NGI Map has undergone a three-phase revamping process. The first phase was completed in June, 2019 and described in the above-mentioned document.

The second release, in September, 2019 saw the publication of the following changes:

- New front end: new design, new look & feel in order to improve a user experience and user interface (UX). The icons, colours and branding position are completely aligned with the new NGI branding

- The NGI Map resides within the ngi.eu domain https://www.ngi.eu/ngi-map/

- The integration between the NGI Map and the NGI newsletter subscription process: users, while registering their organization may opt-in for the NGI newsletter and receive automatically the request for confirmation in their email (NGIO developed the integration between the NGI Map and Mailchimp)

- The NGI Map is successfully integrated in the NGI portal framework (maintaining therefore the NGI portal top menu)

- The search menu (on the left) was reorganized to make the search more friendly and the organizations have been renamed as follows in order to make them instantly recognizable:

  - Accelerator
  - Corporate
  - Coworking space
  - Civil Society Organization
  - Incubator
  - Influencer
  - Investor
  - NGI Contact point
  - National Public Research Funding Organization
  - Public Organization
  - Research Centre
  - SME
  - Start-up
  - University

- The organization's registration interface and steps have been re-analysed in detail and NGIO has reorganized the registration's steps, the options of the drop-down menus (e.g. Technology/Innovation area of interest) and information to reduce the steps and made the process as easy and quick as possible. Some editorial fine tuning has been deemed necessary as well to make sure the wording was correct and punctual.

- Two tutorial videos have been published (on NGI YouTube Channel) and linked from the map (https://www.ngi.eu/ngi-map/) along to provide assistance to a) Navigate the NGI Map b) How to register and edit an organization detail on the NGI Map. Moreover, two tutorials documents are available for consultation and for download

- Last but not least, since October 1st 2019 NGIO is monitoring the traffic generated on the NGI Map through Google analytics.
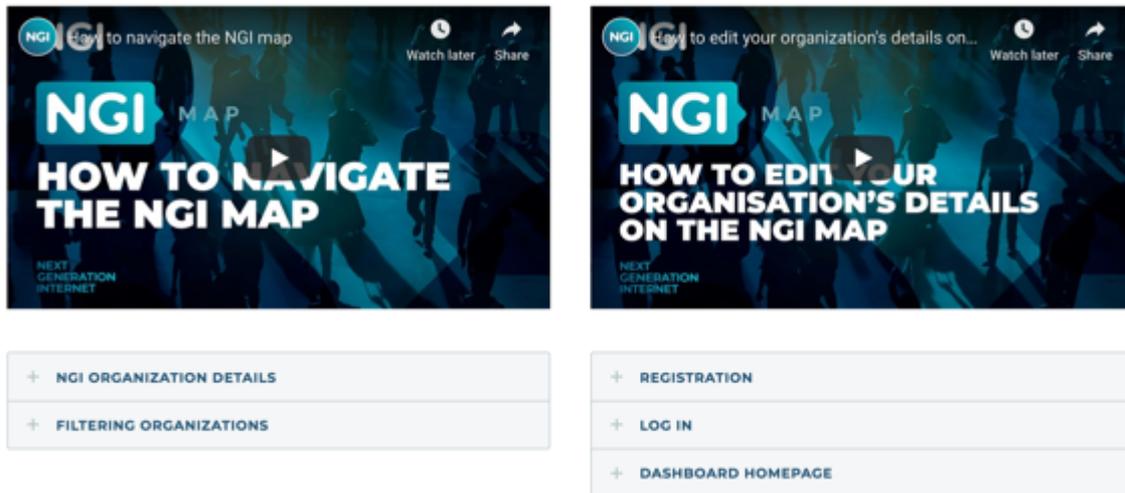

FIGURE 15. NGI MAP, SCREENSHOT OF THE HELP PAGE

In the third release, completed in December 2019, the following features have been implemented:

- **Events Layer**. A new layer added where all events, both those published by the organizations registered on the map and those published on the NGI Portal, are displayed on the map. They can be sorted by date or by country.
- **Stats Layer** Some statistics and anonymized data, provided by NGI Community Platform, are displayed both on the map and on a few charts. It is an interesting tool in order to keep a track of the evolution NGI Community.

FIGURE 16. NGI MAP STATISTICS DISPLAYED WITHIN THE MAP

The Next step, to be completed in Q1 of Year 2 (by March 2020) foresees the implementation of the following features:

- **Integration NGI MAP with NGI Twitter posts.** A new layer is planned to be developed on NGI Map presenting all the tweets related to the NGI ecosystem (mentioning @NGI4EU), as long as they are geo-tagged. They will be sorted by country. Moreover, the statistics layer will also show all data provided by Twitter about the NGI ecosystem.

It will be useful to improve the correlation among social networks, the NGI Portal and the NGI Community.

3.3   NGI SOCIAL MEDIA EVOLUTION

In 2019 the followers' base of the NGI social media channels has grown. The total **NGI social media audience counts on almost 20,000 followers**. All these followers interact with the NGI channels, posting comments, 'likes' and sharing content, having therefore a multiplier effect. Also worthy of consideration is the fact that the NGI social media channel enriches the search engine presence and helps to maintain a top ranking for relevant keywords, but also for tactical events mentioning, innovators' and/or NGI spokespersons and ambassadors. Since the inception of the NGI Outreach Office, the social media collaboration and synergies among the NGI projects has clearly intensified. Some projects post directly on the NGI channels (using the 'Buffer' application), all of them always mention the @NGI4EU account, creating more opportunities for visibility and allowing the NGI Outreach Office to timely share their contents. In 2020 the need has been identified to involve more the innovators on social media as well. Most of them are active on at least one social media channel, it must be ensured that they follow the NGI account, mention NGI4EU when relevant, and share contents. This will allow NGIO to further extend the NGI outreach, also among niche communities.

Twitter @NGI4EU https://twitter.com/NGI4eu – currently has 3,700 followers (+30% vs Dec 2018). Our editorial team publishes at least 1 Tweet per day (usually more) on relevant NGI content, upcoming events or sharing /curating relevant news stories. All CSAs and RIAs contribute, overseen by the NGIO.

Twitter @NGI_Exp https://twitter.com/NGI_EXP – leverages on the existing and inherited NGI Exp twitter channel (1,700 followers) to echo the NGI news across a more technical, research-oriented audience.

Facebook https://www.facebook.com/NGI4EU/ – currently followed by 419 enthusiasts, (+30% vs Dec 2018). We edit at least two posts per week (usually more), same/similar content to Twitter, but written in a Facebook-friendly style. All CSAs and RIAs contribute, overseen by NGIO.

Instagram https://www.instagram.com/ngi4eu/ – currently followed by 222 followers, we publish an average of one photo per week of NGI relevance. Instagram has a younger audience which is less aligned with the NGI focus. Therefore, the NGI Instagram account is maintained but is not considered a strategic priority.

YouTube https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA – NGIO regularly creates videos for the NGI channel. They can be interviews with stakeholders and EC representatives, promotional videos (join the NGI, participate in the Open Calls), and videos of the webinars. 15 new videos have been produced and published since the inception of the NGIO. So far, the NGI videos cumulated almost 9,000 views.

LinkedIn Group https://www.linkedin.com/groups/2206279/ – has over 11,117 members and allows the publication (and moderation) of contents of multiple players. It is very active and allows multiple voices and contributions.

LinkedIn Corporate page https://www.linkedin.com/company/ngi4eu/ – has almost 100 followers and the editorial team publishes at least 3 news per week (usually more) on relevant NGI content, upcoming events or sharing /curating relevant news stories.

4   NGI CREATIVITY AND PROMOTIONAL MATERIALS

Charisma's mission is to develop promotional messages and materials through creative and innovative approaches, combining art and design methodologies, that best convey the NGI breakthrough approach and solutions, addressing a multi-cultural, multi-disciplinary and multi-lingual audience. The added value benefits of contamination of the creative and editorial team with the NGI innovators and technologies makes it possible to spot new visual trends and apply innovative solutions to promotional materials online and offline. The team is in a constant state of 'creative conceptual expansion' stretching the boundaries of existing design concepts by creating graphic representations of the attributes of the technology innovation at the centre of NGIO's communication efforts.

4.1   NGI PROMOTIONAL MATERIALS

4.1.1   Online promotional materials

Social Media cards

It is alleged that 65 percent of us are visual learners and 90 percent of the information transmitted to the brain are visual images. With hundreds of social posts flooding social media followers' devices, visual content is vital to stand out from the rest of the noise. NGI's social media followers are looking for relatable, easy-to-understand content, with clear calls to action and information. Visuals are essential to generate social media interaction and data clearly show that they have a great impact:

- LinkedIn posts with images have a 98 percent higher comment rate on average

- Tweets that include visual content are three times more likely to get engagement

- Facebook posts with photos get more likes and comments

For this reason, the NGIO design team is constantly working to elaborate the content and information provided in the most appealing visual formats. The team uses a mix of infographics, which allow us to easily summarize complex data in bite-sized snippets and drive social engagement; charts for hard-hitting data or recent trends, team culture shots, and animated gifs which grab the readers' attention.

Moreover, for the NGI Forum, the NGIO created an online 'Promo Toolkit' including: social media cards, email signatures, website banners, videos and promotional text of different lengths. The promotional package was published on the event's website (https://www.ngiforum.eu/toolkit/) and made available to all the partners and attendees to contribute to the communication activity.

FIGURE 17. EXAMPLES OF NGI SOCIAL MEDIA CARDS

Videos

A promotional video was developed to promote and introduce the NGI workshop 'The future of NGI' at the 4YFN event.

Specific promotional videos have been developed to encourage people to register to the NGI Forum 2019, with a duration of 16 seconds.

FIGURE 18. SCREENSHOTS OF NGI VIDEOS

In December 2019 an animated video was produced (published also on the ngi.eu homepage), to share the NGI festive greetings. It proved to be pretty popular (also given the seasonality and short time of exposure), getting over 100 views in a few days.

All the promotional videos have been used across social media (Twitter, Facebook, LinkedIn). The NGI Forum videos have also been considered the most effective support to advertise the NGI Forum, promoting registrations on the Facebook and LinkedIn platform.

4.1.2 NGI flyers

From the beginning of the projects, four flyers were produced to promote the NGI initiative. The first one, with the old logo, was just an update of the previous NGI Flyer. Two others were dedicated to the NGI Forum 2019 (one before and one after the restyling of the NGI brand image).

FIGURE 19. THE NGI FORUM 2019 "BOOK NOW" FLYER

The latest, with a new bookmark format, was a flyer completely dedicated to promote the NGI Open Calls and it was distributed at the Web Summit 2019 (4-7 November, Lisbon) and at the IGF Forum (25-29 November, Berlin).

After the restyle, all new flyers were printed in a more sustainable way using only recycled paper.

FIGURE 20. THE "HOW TO GET FUNDED" BOOKMARK

4.1.3 NGI roll-up and posters

In 2019 five rollups and posters were created to disseminate the NGI initiative at the most important events related to our topics in Europe. Two of them were dedicated to the NGI Forum 2019 (one before and one after the restyling of the NGI brand image).
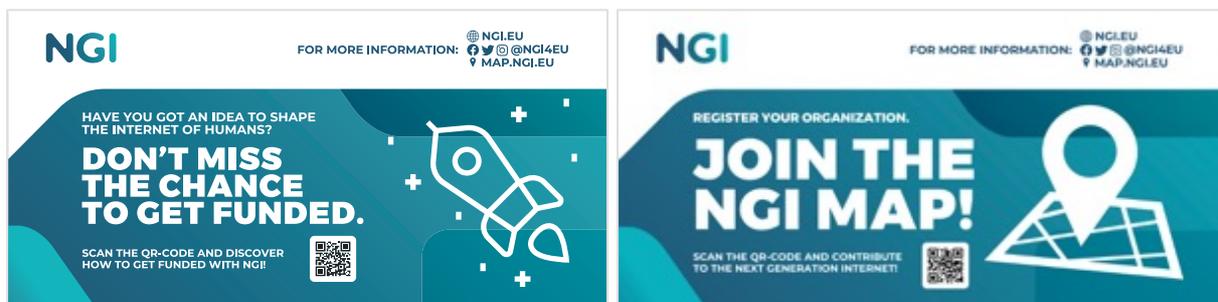

FIGURE 21. "HOW TO GET FUNDED" AND "JOIN THE MAP" POSTERS

FIGURE 22. THE NGI ROLL-UPS: GENERAL, COMMUNITY AND "HOW TO GET FUNDED"

FIGURE 23. ANOTHER VERSION OF THE "JOIN THE NGI MAP" POSTER

4.1.4 Other promotional materials

Other promotional materials, mainly produced to promote the initiative during the NGI Forum 2019 in Helsinki, consisted of a personalized tote bag (made with recycled cotton), a block note (made with recycled paper) and a webcam cover.

FIGURE 24. NGI PROMOTIONAL MATERIALS: TOTE BAGS AND BLOCK NOTES

5 NGI CHARISMA RESULTS MONITORING

5.1 NGI CHARISMA RESULTS: QUANTITATIVE ANALYSIS

Table 4 below details the KPIs (relevant to the activities carried out by the Charisma Work Package) achieved in Year 1 (Jan-Dec 2019). All the metrics have been achieved and, in most cases, overachieved.

	KPI	Target per Year	Achievement (M12)
Promotional Materials	Posters / rolls up created for dissemination / events	2-4	6
	Number of flyers designed	2-6	4 + 1 NGI generic visit card
	Number of flyers distributed (online + offline)	>2,500	4,000 (NGI flyers, NGI forum flyers, NGI brochure, NGI bookmarks)
	Videos published on NGI YouTube	>12	37 videos published in 2019 (15 videos produced by NGIOO)
	Merchandising	500	2,000 (notepads, camera covers, cotton bags)
White Papers/Documents/Reports	Published white papers, reports, road mapping and/or strategic and/or technical documents	>12	13 (including NGI4ALL deliverables)
Portal (website)	Number of visits / unique visitors	>3,000	31,757
	Number of pages visited	>5,000	90,312
	Average duration of visit	>1'30"	>1'55"
	Number of news published	>30	53 (+ Who's who NGI Blog + events)

	Number of file's downloads	>1,500	14,464
E-Newsletter / Newsflashes	Number of newsletters published	4	4
	Number of newsflashes	12+	9 (+ 3 dedicated emailing to promote the NGI Forum)
	Size of the target audience (baseline 1,005 at 31.12.18)	>500	1,762

TABLE 3 : KPIS RELEVANT TO THE TASKS MANAGED BY NGI CHARISMA

For the detailed KPI results regarding the NGI Portal, Social Media Channels, NGI Map please refer to the *Deliverable D3.5* which analyses the *NGI community demographics and evolution*

5.2 NGI CHARISMA RESULTS: QUALITATIVE ANALYSIS

The first year of operation has established the foundations of most of the work needed to develop a consistent and persuasive NGI brand identity and NGI storytelling. The first positive results are evident across the KPIs: the frequency, quality and variety of the content published across media. A lot of effort has been made to guarantee the editorial and branding orchestration among all the actors and this has been recognised by the community, in forms of appreciation of the effort and support provided to several NGI projects and in close, flexible and sometimes last-minute support to EC collateral initiatives. In the face of obstacles and constructive criticism (e.g. in the easiness of the NGI brand guidelines and/or in the application to the new NGI branding) lessons have been learned and NGIO has put in place corrective measures with a flexible and fast response. NGI Charisma cannot work without the close collaboration not only within the NGI4ALL consortium, but also with all the players active in the NGI community. An assessment of the projects' satisfaction is being conducted through informal talks and interviews to verify their needs and perspectives.

6 CONCLUSIONS AND NEXT STEPS

In Year 1, the NGI Charisma activities have been focused on a) the rebranding, and b) lay the foundations of the NGI storytelling in terms of methodology, process and communication objectives.

In Year 2, the NGI Charisma WP shall have all the tools ready and available to exploit all the communication opportunities, to continue the collaboration with the EC and the NGI players to feed the content editorial plan and to boost the NGI online prominence and reach across all media. It will be necessary to maintain the high level of brand consistency across media, engaging from the start with new projects joining the community. The increasing number of projects, partners involved, innovations funded and innovators participating in the process will offer a great opportunity to expand the communication outreach and produce relevant content.

The creativity level will be maintained at its highest standard and shall be synchronised with the content curation. The promotional materials will be adapted to the different target audiences and events, always keeping an eye on sustainability and cost-effectiveness.

In Year, 2 the NGIO aims to increase the cooperation (in terms of content creation, content distribution and promotional activities) with the other NGI CSAs. This would definitively allow a better proximity with specific audiences' interest. In particular:

- NGI Forward: the "Policy Office" of NGI. Their findings and outcomes in terms of Research and Policy road-mapping shall be widely disseminated across the NGI ecosystem, with a specific focus at the national and European level.
- NGI TETRA: the "business accelerator" for NGI. Their expertise, activities (e.g. workshops, mentoring and training etc) can be turned in interesting and valuable multimedia contents for SMEs, start-ups and innovators in general.

Last but not least, 2020 will mark the end of the Horizon 2020 framework programme and the launch of Horizon Europe. The NGI Charisma (especially in the editorial content planning and curation) shall closely coordinate with the NGI Outreach Office Management (NGI Pilot Work Package) and the EC to align the communication activities and support the vision and transition to the next framework programme.

ANNEX 1 – AGENDA OF THE NGI STORYTELLING BRAINSTORMING WORKSHOP

PRACTICAL INFORMATION

Location

Tuesday 25 June – Tipik.

Schedule

Session 1 – 11:00 > 13:00
- Benchmark
- Define and analyse
- Thematic approach of the brainstorming
- Animation – Philippe Félix, Katherine Anderson, Erik Morren

Session 2 – 14:30 > 16:00
- Brainstorming
- Animation – Philippe Félix, Katherine Anderson, Erik Morren

Participants:

EC:
- Ragnar Bergstrom
- Jorge Gasos

NGI4ALL
- Monique Calisti
- Katherine Anderson
- Philippe Félix
- Erik Morren
- Marie-France Locus
- David Sloane

OBJECTIVES

The Brainstorming aims at defining the best elements to build the strongest storytelling for NGI. In other words, to achieve NGI objectives, what content and which stories should we bring upfront and develop to convince media and multipliers to write and communicate about NGI, projects and achievements? We need a general NGI story and a set of linked sub-stories that can be used to convey the main messages to the final target audiences.

FORMAT

It is a brainstorming, typically an informal exercise, without accurate planning but with a clear objective. We consider very important to work within this format. A brainstorming is an exercise to generate ideas, thoughts, and to use some of these to form original, creative solutions to a challenge, an objective. In our project, this brainstorming will help defining the means and the storytelling to attract media and multipliers.

METHODOLOGY - PROGRAMME

Benchmark

o   We will introduce one example of successful storytelling.
o   We will ask the participants to present some personal samples of stories that impressed them.

Define and analyse the fundamentals for/from EC

NGI4ALL is fully aware and used to the messages but an update is welcome, as well as a vision of the future. So:
o   Update on the main messages to convey, with priorities.
o   To which ranked target audiences?
o   What do we want the audiences to understand – which call(s) to action(s)?
o   The updated overall political message & objectives.
o   Who are the best EC spokespersons (for interviews and conferences)?
o   What are the risks from EC's point of view?
o   The clearing process: at what stage/level does EC need to give the greenlight?

Brainstorming

o   The brainstorming will be organised around a set of themes and challenges (see below). And we will look into the best options to communicate, to tell stories about these.
o   The output will take top form of a set of formats of stories, project references, people, data.
o   NGI4ALL will prepare a summary of the brainstorming and list a series of recommended actions.

NGI KEY MESSAGES AND MESSAGING MATRIX

In order to maximize awareness and understanding of NGI, focus needs to be given to a core group of key messages. Given the breadth of messages available to NGI, honing those messages, agreeing on the most important messaging and relegating some of the messages to 'non-core' is a difficult, but important exercise. The messaging matrix on the following pages contains draft/example messages for a 'straw man' exercise to agree, modify or reject a variety of messages on the key themes or pillars of NGI.

NGI Messaging – key messages

*   NGI massively funds European innovative research projects that make it possible to imagine and develop a new Internet that is safer, more open, more respectful of people and more useful to all citizens.
*   NGI…
*   NGI…
*   NGI…
*   NGI…

What NGI is not

*   Exploiting personal data
*   Addressing large-scale cybersecurity and data breaches

NGI EC-centric messaging for EC communications, but not necessarily NGI core messaging:

NGI is an intervention area in Horizon Europe (2021-2027) to support the evolution of internet technologies, infrastructures and applications to design, deploy and use 5G and beyond-5G connectivity-based ecosystems to combine connectivity with the computing power of cloud and virtualized infrastructures, edge computing and novel smart devices to enable the provision of emerging user-centric and industrial applications with the required level of performance, trust and availability. In parallel to NGI, the EC gives support to experimentation with 'personal data spaces' through innovation actions funded under EC data economy strategy – to allow back end users the control on their personal data and allow them to exercise their rights under the GDPR.

NGI Messaging Matrix

Global issue (discuss)	NGI thematic pillar (immutable)	Statements	Projects – case study examples*
		Drafts/examples, for a 'straw man' exercise (accept, reject or refine the following	NGI Open Call 1: privacy and trust enhancing technologies, search and discovery; and decentralized

		statements)	data governance
			(material below is from LEDGER OC1 – this column can be populated with other past and future funding rounds* see below the matrix)
Monopoly of GAFA	Defragmenting and connecting	IoT, multimedia content and social media mean the internet has unprecedented collection and availability of data and information – NGI is helping citizens have ownership of their data. NGI is harnessing AI to extract meaning from data and embed autonomy and intelligence into networks, connected objects and service,	Decentralized data governance: CoBox – Building Blocks for a Cooperative Cloud. Heimdall – run your own cloud with email, calendar, storage. iGive2 [no link] – decentralized chronic disease management on a community platform that motivates healthy living.
Environmental awareness and the circular economy	Engaging new stakeholders	NGI encourages business cooperation and supports multidisciplinary culture and decentralization NGI encourages innovation from researchers, some €75 million is being dedicated to directly support internet innovators, from individual researchers, to developers, to start-ups and social innovators. Top internet innovators are accessing European funding because NGI offers opportunities cutting across technologies for accessible, small, focused and agile projects.	Ereuse – collaborative and circular consumption, reuse and recycling of electronics. Electraseed Fund – access to funds for small-scale clean energy projects. Food Data Market – inclusive Data Marketplace for sustainable food production, equal distribution of gains and digital sovereignty of citizens and farmers. House.coop – to develop housing coops to unlock home ownership. Merits – platform for eco-centric economy in Milan. Synergy [no link] – toolkit running on a distributed ledger providing financial services for cooperatives.
Open Data/Open science	Linking research with innovation	NGI inspires new ideas and fresh approaches in the overall internet ecosystem	Decentralized Science – distributed Open Science publication, a reviewer reputation network and transparent peer reviews.

			Unified Science – a token-based local economy in context of scientific collaboration and dissemination of academic knowledge.
Potential use of new technology is not yet realized	New Technologies	NGI supports advanced concepts and technologies such as blockchain, the Internet of Things, social media, interactive technologies, as well as technologies supporting multilingualism and accessibility	The Energy Commons Protocol - PROSUME, Blockchain-based platform to exchange and sell energy, especially renewables.

oneHEALTH – challenges proprietary health data of apps and wearables through a blockchain based interoperable registry. |
| | | NGI, together with the EU Blockchain Observatory and Forum to harness blockchain, enable new decentralized business and social modes based on direct and secure peer-to-peer transactions (together with the EU Blockchain Observatory and Forum) | Project Aiur - a knowledge validation engine combining blockchain and AI. |
| Christchurch Call to Action to eliminate extremist content online

Facial recognition technology raises alarm

Open Internet rules grant European end-users the right to access and distribute the lawful content and services of their choice

GDPR regulation

NIS Directive – EU-wide law on cybersecurity -> Cybersecurity Act

eIDAS framework, legal and technological framework for electronic identification and trust

Proposed EU legislation to get terrorist content off the web. | European values | NGI promotes the right to Privacy, trust, openness and inclusion

NGI is supporting awareness of on-line disinformation and combatting it.

NGI supports innovation to complement rule-making/regulation for a better internet for all.

NGI supports ground-breaking research and innovation to go hand in hand with the EC's regulatory framework.

NGI supports startups transform ideas into business opportunities by commercializing technologies for privacy-preserving data | Privacy and trust enhancing technologies

Consento - providing data privacy.

WorldBrain.io – battles misinformation and social polarization with collective web intelligence |

		analytics and developing intermediaries such as personal information management services.

NGI supports AI to deal with technological, legal and socio-economic aspects of AI with a view to put inplace conditions to develop AI while respecting European values.

NGI supports the EU single market – the largest in the world – to set standards for big data, artificial intelligence and automation, while upholding Europeans' values, rights and identities. | |
| **UNESCO** recommendations for combatting gender bias in AI applications

OECD Recommendation on AI

Beijing AI Principles | Human internet | NGI is building a human-centered internet

NGI is building the key technology building blocks of the internet of tomorrow and shaping its development towards an internet of humans | |

ANNEX 2 – NGIS VIDEOS : RECOMMENDATIONS

INTERNAL MEMO	
Subject:	4YFN Video recommendations
Version:	1.0
Date:	20190219
Author(s):	Paul Curtiz, Pierre-Yves Leveaux, Caroline Taylor, Marie-France Locus, Erik Morren, Philippe Félix

4YFN VIDEO RECOMMENDATIONS

1 TABLE OF CONTENT

Contents

2 REQUEST

Martel wants to shoot three videos at the 4YFN in Barcelona for the NGI initiative. Martel (in

charge of production) has asked Tipik for a range of recommendations. The videos earmarked for production by Martel are as follows:

1. Presenting the open calls through the voice of Pearse O' Donohue, Ledger project and Claire is trying to check for the other RIAs who will be on site.
2. Presenting the winners of the NGI awards
3. A generic "what NGI means to you in 3 words". (This has been done at previous events and Martel would like to shoot more to compile a multi-voice video).

Our recommendations cover choice of video, format, overarching content and distribution and dissemination channels. We have clearly identified the objective and target audience of each video as this is a crucial step in determining content and channels as well as in making sure that the products meet the NGI initiative's overarching communication objectives.

3 OVERARCHING OBJECTIVES AS WE DEFINE THEM

1. Recruit potential high-quality applicants for the open calls (this is a major communications objective of the consortium).
2. Explain the NGI Initiative to the wider world and demonstrate its potential to have a positive impact on people's lives.

Two of the videos we recommend meet objective 1 whilst the other meets objective 2.

4 VIDEO 1: RECRUITING FOR OPEN CALLS

Objective: encourage high-quality candidates who share NGIs values to apply for the open calls.

Target audience: this is a specialised target audience made up of researchers, SMEs and start-ups with varying degrees of knowledge of the NGI initiative (ranging from some to none at all).

Messaging: focus on the benefits for potential applicants of being part of the NGI community with a clear call to action to apply and appropriate links to the application process.

We should differentiate between researchers, high-tech SMEs and start-ups and SMEs with less direct connections to the field but who could nevertheless become important players in the development of NGI. While the first group may be aware of the ins and outs of NGI, those less specialised will not (they are still getting to grips with and understanding their place in the internet as we know it). Including them in our target is important because it broadens the reach of our message - and it doesn't preclude those in the first group from participating. This is not about dumbing down, but rather about opening participation to a wider audience and so hopefully attracting more applicants.

It is therefore essential to use short messages, avoiding jargon as much as possible. Whilst we can assume a degree of technical knowledge, we shouldn't assume that the main objectives of NGI are already well-known or understood.

4.1 DISSEMINATION CHANNELS

As this video is designed to recruit new projects to apply for funds, we recommend publishing it on networks where applicants will be the more willing to engage with it:

- directly on the NGI website (specific location to be discussed)
- on the NGI YouTube channel (please check our comment below)
- on the LinkedIn group (it will have to be posted by a personal account)
- and on Twitter.

We also propose boosting the video on Twitter with the objective of generating engagement (people clicking through to the site where they can apply). LinkedIn would be a good platform for this but as NGI doesn't have a LinkedIn page (only a group) we will need to rely on Twitter.

With a budget of €500 used over two weeks targeting tech enthusiasts in the EU27 and based on Twitter forecasts for the Technology B2B Industry (average CPC €0,24 and average CTR 2,01%) we could potentially generate 2 083 links clicks for 103K impressions.

These figures are examples only, we could increase the budget and adjust the target if required. It could make sense for example to focus on countries with low rates of participation in the initiative to optimise the spend and results.

The video could then be made available to multipliers to amplify the reach of the message. The video can also be uploaded on YouTube for archive purposes (1-minute videos are too short to generate meaningful views on YouTube).

5 VIDEO 2: CELEBRATING NGI AWARD WINNERS

Objective: inspire others to apply by showcasing top-notch results from existing projects.

Target audience: current and future NGI participants.

Messaging: the NGI produces ground-breaking results, join us and help build a strong, resilient and trustworthy internet for tomorrow.

Why produce a video on award winners?
A video on award winners can be perceived as self-congratulatory and aimed at a very small part of our wider audience. We should ask ourselves: "why are we making this video?"

It should, in fact, be a great opportunity to expand on video 1: the 'recruitment' video. This video should show people applying for grants that this is a fantastic chance to be a part of a large, long-term and truly impactful project. Therefore, the approach should not focus on the winners themselves but rather on why they participated; what they concretely achieved, how they managed; how it has changed/benefited their research/their business.

The video should also show that the NGI community is a thriving and is dynamic.

5.1 DISSEMINATION CHANNELS

This video is for people already aware and engaged with the NGI initiative and potential applicants. Our approach is as with video 1 as regards owned channels, without the paid element as we do not think boosting this video is of real use given its more restrictive audience.

6 VIDEO 3: THE MEANING OF NGI

We strongly recommend producing a video for the wider public, those who stand to benefit from rather than take part in this initiative. This video needs to lay out the alternative values-based vision NGI has for the internet and show how this change, if realised, will bring about concrete improvements in our future daily lives.

Objective: show how this EU investment will change our lives on a practical level. Demonstrate that if achieved this radical change to the internet will deliver a better life for all European citizens.

Target audience: ordinary citizens aged 16 up with little or no specialist knowledge of ICT.

Messaging: NGI research means you can have an internet you can trust, where data you share is protected, artificial intelligence works for you not against you, etc. (provide concrete examples of use of things).

This should be the simplest of all videos, explaining in very few words:
- What the current internet model is and what is wrong with it (WHY the NGI)
- What the NGI is
- What impact it will have on daily life

It should make clear to viewers that the EU is working for them by investing in NGI.
This video should be very short (30 seconds max.), it should be clear and accessible to a wide audience, without jargon or assumptions. In a perfect world it should probably be an animation: fast-paced and dynamic. If based on interviews it should be made of very short sound bites (5-7 seconds each) assembled to cover the messages listed above. If length is a problem for a subject-matter of this complexity and size we suggest developing a series of short thematic animations/videos for the general public (6-8) using the same conceptual idea but exploring different themes of NGI.

6.1 DISSEMINATION CHANNELS

As this is a generic video about NGI (an introduction to the initiative) it is intended for the general public. Therefore, we should avoid channels where the audience is already actively engaged with the NGI initiative (like the LinkedIn Group or the NGI website) but rather focus on "mass social networks" like Facebook and Instagram. The video could also be published on Twitter (with the right hashtags and mentions) to generate reach outside the NGI follower bases and to potentially reach multipliers and relays as ICT engaged influencers or specialised and generalist press and media.

We also propose boosting this video on Facebook and Instagram to raise awareness of the NGI initiative. We will target people in the EU-27 with interests in ICT, the Internet of Things and AI to ensure we get the most out of our budget. By using Instagram we would be able to reach out to a younger audience who are perhaps highly receptive to the message of an alternative model for the internet of the future.

With a budget of €500 over 14 days we could hope for the following results (amongst a potential audience of 7.8 million – this could be narrowed if we narrow the target audience)

- Reach: 116K to 392K total reach
- 10-sec views: 15,4 to 77K views

Profile of audience

This video could later be used for promotional campaigns and made available to multipliers to amplify the reach of the message. It can also be uploaded on YouTube for archive purposes (1min videos are too short to generate meaningful views on YouTube).

7 TIPS FOR SHOOTING

7.1 KEEP IT SHORT!

NGI4ALL is a dense, intricate topic. Interview candidates will most likely be specialists, stakeholders or policy-makers. It is often a challenge to keep their answers short and jargon-free. But the reality is that the video crew should be looking for 10 second segments which can be used as a key point in any of the videos suggested above.

One technique we use when doing such interviews is:

- first answer to the question: ask the interview candidate to keep it under 30 seconds (and usually the answer is around 1 minute);

- once the first answer has been recorded, ask the interview candidate to summarize that answer in 10 seconds - and do several takes if necessary. The first answer should help the person structure their thoughts, and this will make the second/short answer easier;

- include key figures that journalists can use to build their own stories.

This is not always possible - specialists are not always the best communicators - but the video crew should always keep in mind that a long-winded answer will be hard to cut down in editing while clear, concise and to-the-point answers can easily be recycled in further videos. Spending a bit more time with interview candidates to hone their answers can enhance the value of the content they are giving us. This is about quality vs quantity!

If at all possible, interview candidates should be prepped and possibly receive questions ahead of the event.

Another ESSENTIAL reason for keeping videos short is that social media audiences have a very short attention span. Audience attention usually peaks at 45 seconds. Anything over a minute is at risk of getting lost or receiving very few complete views.

> Our recommendation: videos 1 & 2 should be no longer than 1 minute.
>
> Video 3 should be no longer than 30 seconds with the key message being delivered in the first 5 seconds. This could be a series of 6-8 short videos built around the same concept but dealing with different themes of NGI.

7.2 GIVE YOUR VIDEOS A LONGER SHELF LIFE

While footage or interview answers filmed during a specific event can be relevant for illustrating a video on said event, the crew should always keep in mind the shelf life of the content they are gathering. In our fast-paced world, a video with clear indication that it is taking place in 2019 will have very little value next year.

Answers to questions should avoid dates and years, and the interviewer should ask the interviewee to rephrase if possible (for instance, instead of saying "in 2019 we hope to achieve..." the person could say "in the near future we hope to achieve...".

If that answer is still relevant next year, it can be used in a further video, whereas if it mentions a date or year it will clearly be outdated. Similarly, references to political figures who are in office now but may not be next year can also render a good answer unusable soon.

The same is true for visual identification. Filming someone with a specific display/banner in the background 'Barcelona 2019' may be pertinent for a video specifically promoting that event but will quickly be made obsolete by that same display. Keep your options open!

All communication around the NGI should be treated as being a part of one large communication campaign. When gathering material, always take a step back and ask yourself "how does this fit into the big picture?". This will ensure the material is coherent and in sync with the broad strategic communication lines and will also allow the material to be re-used at a later stage.

7.3 GET THE RIGHT MESSAGE OUT OF INTERVIEWEES

As video makers we are often faced with having to interview people who occupy high/strategic positions but who may not be great communicators. While we should keep in mind our objective – convey the message – it may be equally important for strategic or political reasons to have these people contribute.

The audience doesn't care that the person on screen is an important policy-maker or Director-General/Commissioner (and, reality-check, in many cases they do not know them). The audience cares about the message. If we are in charge of the message, we need to make sure it is being conveyed in a clear and engaging way.

Part of obtaining better/stronger material begins with putting them at ease. Explain who you are – they need to understand you are not there as a journalist fishing for some hot scoop but rather as someone who is involved in communicating the same message they are. Explain that you are after short, concise answers/statements which will have a better chance of reaching a wider audience than long-winded, in-depth contributions.
These high-level contributors usually have a full agenda, and often have very little time left for what they may see as "additional communication". It is important to make the most of the few minutes they will give you. Before filming, take a few seconds to remind them of the questions you will be asking, and let them think about their answer for a minute if needed.

The video crew needs to be able to assess if the material they have filmed is strong enough, regardless of the position of the interview candidate. If the person is a "must have", be prepared with a follow-up question which may reformulate the same question in a different light – this may prompt the person to give an answer from a different approach. If needed it may then be a good suggestion to ask the person to rephrase their answer to the original question.

Once the material is in the bag, based on the assessment made by the crew, you may need to ask several people the same question to get the best answer. (Note: this brings us back to the comment above about prepping interview candidates and/or having the questions ready before the event).

7.4 FORMAT: SQUARE VS 16:9

Any video for social media should be filmed while keeping in mind a square format (1080x1080 pixels). Square is currently the most convenient format for mobile devices as it takes up the largest 'screen real estate' without the user needing to rotate their smartphone in a horizontal position (audience studies show people don't like to rotate their device). Please note: it is still useful to film the videos in full frame (most likely 1920x1080 pixels) as this will allow the video to be edited for use on a large screen. However, film crews should keep the important visual info placed in the frame so that it can easily be edited in a square format.

Moreover, if we know during production stage that the main channels of dissemination for these videos will be Social Networks that are mostly accessed on mobile devices then a vertical format of the video could be produced (that could be used in Instagram or Facebook stories). These videos are gaining popularities on media that have a 'mobile-first' approach as they are take up even more 'screen real estate' than square video (see: https://www.forbes.com/sites/forbescommunicationscouncil/2018/02/02/the-rise-of-vertical-video-how-top-brands-are-adopting-a-new-content-format/)

Keep in mind a lot of people consume video on social media on the move: create a product (particularly for the general public) that works with the sound off too (using text for example).

8 ADDITIONAL THOUGHTS

8.1 NGI "LEXICON" VIDEO

The idea of having interview candidates react to "NGI in 3 words" sparked an additional idea: why not create an "NGI lexicon" video (possibly an animation), for a broad audience of citizens. We come up with a list of keywords and have someone explain their meaning in the context of NGI. This could even be a series of videos. Very short, teaser-like, 15 second videos.

"What's that NGI word?"

or (à la Siri)

"NGI, tell me what a resilient network ... means?"

This should be filmed or animated in a light and funny/positive way. This has great visual potential, would increase brand recognition and could be an easy multiplier video - if you've seen one and it is funny, you'll want to see more AND you'll want to share!

<u>**Script draft**</u>

Description	Voice-over
Navigating on a smartphone. We see blurred images of people, blurred applications or web interfaces.	"The internet of today is full of opportunities... and dangers.
Quick transition to an online shop (à la Amazon) but again most of it is blurred.	Who is in charge? Who benefits?
Quick transition to a dating app. Everything is blurred. Quick transition to a search engine. The answers are clear but the logos and sources are blurred.	Who is in control? Are we safe?
The interfaces slowly come into focus. Their background colour takes on the green/blue NGI4ALL tint	Europe wants an internet that can be trusted.
The interfaces are now clear. Large keywords appear over them: TRUSTED HUMAN VALUES PRIVACY DIVERSITY	An internet that respects human values, privacy and diversity. An internet that supports people's real needs and addresses tomorrow's challenges. Next Generation Internet. A human internet for a better future.
End logo and pack shot	Next Generation Internet. A human internet for a better future."

8.2 LIVE COVERAGE OF THE EVENT ON SOCIAL MEDIA

The event could be covered live on social media, content will have to be adapted to the platform and the target audience. For example:

- Twitter: teasing and announcement phase, asking projects that will be attending the event to contact you beforehand, then live update about the conference, live-tweeting workshops. Based on instantaneity and engagement opportunity provided during the event (use event hashtags and mention stakeholders in the tweets). Live video of a workshop sessions (via Telescope) could also be realised but not optimal (video and sound quality depends on equipment and won't be subtitled).

Audience: followers of the NGI account but also everyone that will follow the discussion on the hashtags. Content must be snackable (easy to digest) and mostly made for other EU funded projects and stakeholders.
Instagram: there are two ways to produce content on this channel – either in the newsfeed or ephemeral content in the form of Instagram stories.

Newsfeed: use only high-quality visuals. This doesn't have to be done during the event but a can be done a little bit after to make sure you have polished visuals branded with NGI logos. Short version of the videos produced (square format, 1m30 max, with animated texts and burned subtitles) can also be posted in the newsfeed.

- Stories: a bit similar to what will be posted on Twitter (teasing and announcement, asking for contact and feedback, publicising project that are presents) but with a more 'behind-the-scenes' approach. Short video stories of project winners can be produced at the same

time than video shooting (i.e.: What will NGI change for internet user in Europe – answers from a project winners). Make good use of the Instagram Stories interactive content (countdown to announce the present, ask for feedback using polls, source questions to be asked to speakers through the question stickers, use geolocation and post the hashtag in the stories). A live video could also be realised during a workshop session or a live Q&A with a project winner but remember to shoot vertically.

Audience: followers of the NGI account but also people following content via hashtags or geolocation based. Approach should be different than on Twitter, less on the expert side and more focus on communication towards the general public (no jargon, snackable content, straight to the point, vulgarised).

- Announcements of participation encouraging other users that will be present to network during the event could be made beforehand on LinkedIn. But more generally for Facebook and LinkedIn we would not recommend any "live" activities during the event but recommend waiting until the event videos have been produced as they will provide more added-value to the audience (also because the Facebook algorithm doesn't put forward updates that are too close in terms of frequency). A Facebook live could be set up, but we strongly suggest not to do this for this event, as the best live sessions on Facebook are the ones planned well in advance with appropriate equipment.