NEXT GENERATION INTERNET

NGI 4ALL

D3.4 GROWTH HACKING ACTIVITIES AND NGI AMBASSADORS PROGRAMME REPORT

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Abstract	This deliverable consists of the final version of the NGI community platform description as a follow-up of Deliverable D3.1, the 2nd report and the third describing the growth hacking activities run in the second reporting period, focusing on the lessons learned to better tailor future efforts.
Keywords	NGI, community, demographics, engagement and participation, behavioural pattern

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* 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

The **NGI community platform** (https://community.ngi.eu/) **was set-up** to gather and engage a growing community of stakeholders, by mainly leveraging on the Open Calls that the NGI Research and Innovation Actions (RIA) run, being these a first selling point for acquiring newcomers (applicants, namely startups and SMEs), but not the only stakeholders to attract.

The goal of the platform is to **attract and engage the players of the NGI ecosystem**, all the "doers" (start-ups, researchers, innovators), to create a dynamic community where synergies are found and content and crucial information is gathered.

As the first stakeholder's entry point, the platform is aimed at converting the deal-flow of applicants to the NGI RIAs open calls into active users within the community, by following a **growth hacking plan**, described in detail in D3.1 and updated in D3.2 and D3.3, to achieve the highest distribution of contents with minimum budget.

In D.3.1, the NGI community platform and growth hacking plan were laid out, the main features and services of the NGI community platform described (launched in April 2019 and publicly announced in July 2019), as well as the main players to be engaged. D.3.2 and D.3.3 described the implementation of the planned growth hacking activities pursued to ensure active engagement of users to the platform.

The current document is D3.4, describing the actions taken in the framework of the **NGI Community Growth Hacking Plan during the 3rd year of the NGI4ALL project,** including its 4 months extension (January 2021 to April 2022). It also presents the key achievements and overall analysis of the evolution and performance of the NGI community platform.

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ABBREVIATIONS

CPA	Cost per acquisition
CPC	Cost per Click
CSA	Coordination and Support Action
DAU	Daily Active Users
DoA	Description of the Action
GDPR	EU General Data Protection Regulation
IP	Internet Protocol
KPI	Key Performance Indicator
MAU	Monthly Active Users
NGI	Next Generation Internet
RIA	Research Innovation Action
ROI	Return on Investment
SMEs	Small and Medium Enterprises
SSO	Single Sign-On
TCP	Transmission Control Protocol
URL	Uniform Resource Locator
WAU	Weekly Active Users

1 NGI COMMUNITY GROWTH HACKING AND ACTION PLAN

The **NGI Community Growth Hacking Plan** aims to build an online community about the Next Generation Internet initiative in Europe.

The plan has been **structured following the Growth Hacking Funnel** (Figure 1) and the inbound marketing methodology, which have been integrated in a joint growth hacking funnel, with its **techniques and actions that will be detailed in this section**.
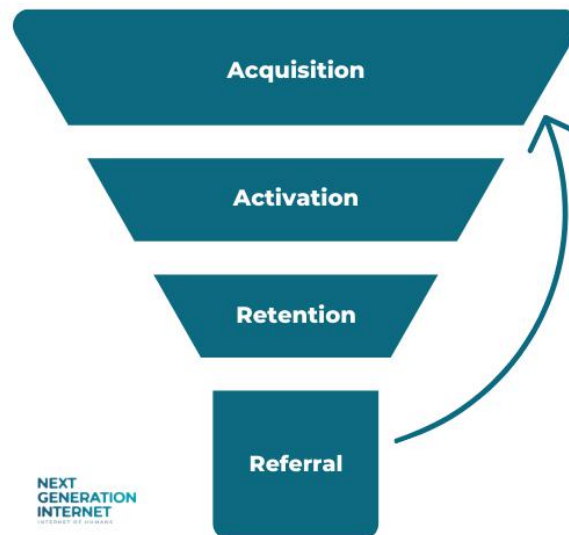
FIGURE 1: GROWTH HACKING FUNNEL OF THE NGI COMMUNITY.

As already explained in D3.1, the 'Revenue' step of the funnel was removed. Instead, the NGI online community platform aims at spreading the word about the NGI initiative to strengthen awareness, disseminating the success stories of NGI beneficiaries and promoting the solutions resulting from NGI Research and Innovation Actions, as well as at increasing the applicants for the NGI initiative open calls. All this will help to enhance the earlier adoption of Next Generation technologies by the European SMEs and mid-caps.

1.1 ACQUISITION – ATTRACT

The **first phase of the growth hacking funnel** focused on the acquisition of members, which means attracting them using inbound marketing techniques. As it can be the first contact a newcomer is going to have with the NGI initiative, it is important to develop some actions to create previous awareness and trust to **make that newcomer become a returning visitor**.

All activities in this regard up to month 24 of the project were described in D.3.2 and D3.3, and the actions explained hereunder are those carried out since then (December 2020 – April 2022), which have helped grow the NGI Community to a total of **3150 users** (as of 27.04.2022).

Moreover, in the period from December 2020 to the 27th April 2022, **573 members** joined the community. The new members are coming through different sources, mainly:

- NGI Research and Innovation actions, especially those which have themselves an online community in the FundingBox Spaces platform.

- NGI social media channels other than community, namely LinkedIn and Twitter.

- Other FundingBox Communities: as a result of cross-dissemination to other online communities with the same target, topic or scope as the NGI initiative, such as I4Trust, FundingBox, TOKEN (DLT4GOV) or the AI Community.

- Events: there is a significant number of new joiners resulting from events, to which "sidefire chats" have proven to be attractive to those participating in NGI or NGI-related events - notice we could basically only run online events since Spring 2020 because of the pandemic.

1.1.1 Influencer marketing (the NGI Ambassadors Programme)

The NGI ambassadors are proven individual or institutional experts highly recognised in fields related to the NGI initiative. They have to adhere to the values and the framework of the programme and show commitment to promote an human-centric approach to the Internet. Ideally, they have a proven online presence/reach and they are able to interact and impact at a European level.

Through the NGI Ambassadors, NGI4ALL has been collaborating with several prominent experts around the Next Generation Internet R&I areas, raising awareness and promoting the NGI values through their digital channels and offline events, and at the same time providing knowledge, expertise, opportunities for collaboration and valuable content to the online community.

The NGI Ambassadors programme has its own landing page on the NGI Community platform, describing the role of the ambassadors and the value proposition of the programme. It includes a dedicated online form for expert individuals and institutions to express their interest.
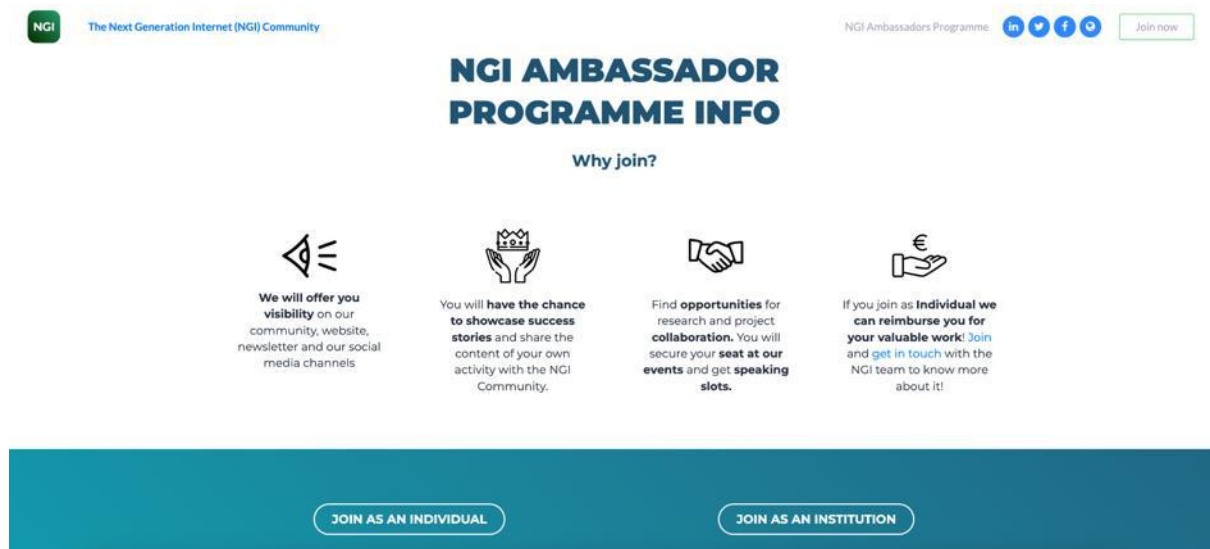

FIGURE 2: SCREENSHOT OF THE NGI AMBASSADORS LANDING PAGE UNDER THE NGI COMMUNITY (RETRIEVED ON 20/04/22)

Ambassadors are influencing multipliers of the NGI message. The proposed ambassadors have, beside their technical expertise, a leading role and a great reach across NGI-related communities. The role of the ambassador is crucial for acquisition purposes, as they help us

reach new potential NGI members, innovators, solution-makers and policy advocates. But, in most of the profiles, these figures can get down to unaware people from the general public and help spread the news about the existence of NGI and, most importantly, to normalise and mainstream the NGI approach and core values.

In the second reporting period, the following activities were carried out by NGI Ambassadors within the programme:

- 3 new ambassadors were onboarded:
    - Eurid and Cibervoluntarios as institutional ambassadors.
    - Damir Čaušević as an individual ambassador.
- **4 NGI Talks** were organised (see section *1.3.3 Content* for specifics)
- **7 Interviews** or featured articles with ambassadors were published (see section *1.3.3 Content* for specifics)
- **5 podcasts** available of a podcast series of NGI Architects, made by the NGI Pointer community managers, were added to the collection as expert talks.
- **2 articles by NGI Ambassadors**, i.e. Where are we heading with NGI? or Basics for building Next Generation Internet (by Damir Čaušević).

For further detail on the Ambassadors Programme and latest activities see **Section 3**.

IMPORTANT: following up on the indications of the EC, the NGI Ambassador Programme was basically suspended during the last 12 months of the project duration. The plan is indeed to revisit the whole programme in close coordination with the RIAs in the next Coordination and Support Action taking over from NGI4ALL.

1.1.2 SEM (Search Engine Marketing)

Raising awareness of the activities within the **NGI Community**, and the NGI initiative overall is key to attract new members and to convince them to adopt the NGI approach and to leverage on the programme's opportunities for solution providers and for end-users. Therefore, in order to catch the attention of people outside the NGI Environment, we have launched and run a Search Engine Advertising campaign within the period.

The campaign was active on **Google Ads**, from 13th January 2022 until 7th March 2022. 5 different ad groups were created, based on different NGI-related keyword groups: **"data trust", "digital identity", "self sovereign identity", "open source" and NGI project branded keywords** ("next generation internet", "essif-lab", "NGI Atlantic"…). All advertising segments pointed to the NGI Community landing page: community.ngi.eu and targeted EU and Associated countries.

The most relevant **results from the campaign** were:
- Overall, the ads got 7,750 impressions.
- A total of 277 users clicked on the ads.
- 10 new users signed up to the NGI Community coming from the search engine campaign.
- The total budget spent was 402€ across approximately 2 months.

- The average Cost per Click (CPC) of the campaign was very low: 1,45€. The average CPC in the technology sector is 2.09€[1].

  - The **best performing keyword** was "**open source**", with 156 clicks and an average 4,63% Click Through Rate (CTR) and 1,47€ CPC.
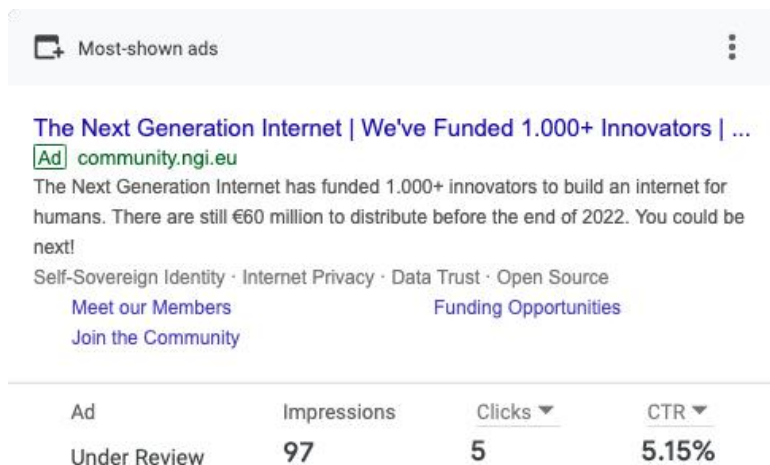
FIGURE 3: SAMPLE OF ONE OF THE SEARCH ADS USING NGI BRANDED KEYWORDS (RETRIEVED ON 20/04/22)

The main takeaway of the campaign was that **SEM campaigns are useful to give a push to specific content we want to expand beyond the frontiers of the NGI environment**. Although it is not the main source of traffic to the NGI community, it helps us reach profiles that are not familiar with the initiative without a very significant investment and resulting in a pretty high ROI.

1.1.3 NGI Community & Talks: Social media adverts

During this period, we have also carried out a social media campaign to attract newcomers to the community. We chose Twitter and Linkedin as the most valuable channels to carry out a campaign, especially the latter, in which InMail formats and more accurate targeting possibilities increase the potential for success.

From the WP3 NGI INSIGHT, a social media campaign with a focus on acquisition of new NGI community members has been carried out during the period from the 13th January to the 26th April 2022. After testing the best environments (search engines, Twitter ads, LinkedIn), and formats in the first week of the campaign, the majority of the resources and investment went to the best performing ones: LinkedIn InMail and LinkedIn sponsored images. In this campaign we also made an effort in order to point to underrepresented countries, as indicated in previous reviews.

The highlights of this in terms of **performance** are:

- All ads accumulated a total of 115,245 impressions and 6,817 clicks.

- The CPC was extremely low, €0.27 on Linkedin and €0.74 on Twitter, especially due to the very good performance of the LinkedIn InMail ads, which had a very high CTR.

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[1] According to the website *WordStream*: *Google Ads Benchmarks for YOUR Industry [Updated!]* (Irvine, M, 2022). Retrieved here on 20/04/2022.

- In terms of CTR, the campaign achieved an average of a 10.06% rate on LinkedIn, while the global average for this social channel is fixed between 0.44% to 0.65%[2]. On the contrary, the Twitter ads were discontinued as they were not showing figures better than 0,2% on CTR measurements.

- The LinkedIn Message ad (InMail ads) was the most successful format: with an investment of €1,253.15, the advertising set achieved 7,412 impressions, 6,425 clicks (0.2€ CPC), an impressive CTR of 86.68%.

Campaign Name		Objective	Impressions	Clicks	Average CPC	Average CTR	Spent
2 filtered of 7 campaigns		-	7,412	6,425	€0.20	86.68%	€1,253.15
NGI4ALL Community - inmail, UK, groups ID: 176784626 · Sponsored Messaging	•••	Website visits	849	644	€0.40	75.85%	€254.70
InMail, non-EU/UK, groups ID: 176796176 · Sponsored Messaging	•••	Website visits	6,563	5,781	€0.17	88.08%	€998.45

Filters (1) ▼   Columns: performance ▼   Breakdown ▼   Time range: 1/1/2022 - 4/30/2022 ▼

FIGURE 4 LINKEDIN INMAIL ADS PERFORMANCE - NGI COMMUNITY CAMPAIGN (RETRIEVED ON 10/04/22)

The highlights of the campaign in terms of **demographics** are:

- The most impacted profiles per job function were engineers (around 21%) and business developers (around 16%); while the best CTRs came from profiles dedicated to: IT (14%), Engineering (14%) and Quality Assurance and Marketing (both around 12%).

- The best results by industry, both by impressions and CTR, correspond to Information and Technology Services (22,5%), followed by Computer Software (10,5%) and Financial Services (5%).

- In terms of countries, the 10 most impacted countries are: Greece, Croatia, Romania, France, Bulgaria, Lithuania, Slovenia, Italy, Netherlands and Hungary.

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[2] According to the website *The Small Business blog: LinkedIn Ad Benchmarks 2022: Everything You Need To Know* (Campbell, S., 2022). Retrieved here on 20/04/2022.
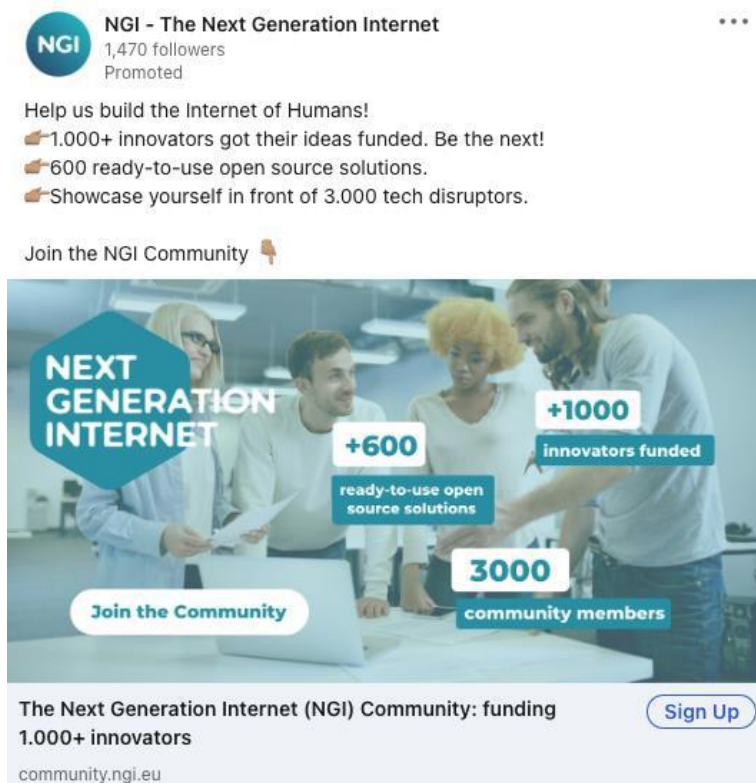
FIGURE 5: SAMPLE OF ONE OF THE LINKEDIN ADS FEATURING THE NGI COMMUNITY (RETRIEVED ON 20/04/22)

In addition to the community campaign, in the last weeks of the project, two short **online campaigns** were carried out to enhance more traffic to two NGI core contents: The **Who's NGI blog posts** and the **NGI Solutions Catalogue**, launched in the last weeks of the project, and to which the consortium put an extra effort to promote.

FundingBox launched a 5-day long Google display campaign and a 13-day long one on **Twitter,** pointing to community-based landing pages featuring the blog posts and the catalogue (Who's NGI blogs / NGI Solutions Catalogue). Besides defining the traditional NGI target groups, a special effort was put for the campaigns to **point to underrepresented countries**, as suggested by the EC in the last review.

Both from organic and paid means, **the posts got 606 and 615 views** in the community, respectively. Both campaigns' ads reached a total of **422,065 impressions**, out of which **1,163 turned into clicks**. The total spent on the campaign was **€615.51**, with an overall Cost per Click of €0.53. **Table 1** below breaks down the result of these campaigns in more detail:

TABLE 1: RESULTS OF THE SOCIAL MEDIA CAMPAIGN ON NGI CONTENT: WHO'S NGI COMPILATION AND NGI SOLUTIONS CATALOGUE

		Who's NGI compilation	NGI Solutions Catalogue
Impressions	**G Display**	21,607	26,820
	Twitter	189,529	184,109
	Total	**211,136**	**210,929**
Clicks	**G Display**	129	166

	Twitter	445	423
	Total	**574**	**589**
Av. CPC	**G Display**	€0.44	€0.35
	Twitter	€0.56	€0.59
	Average	€0.5	€0.47
Av. CTR	**G Display**	0.66%	0.62%
	Twitter	0.23%	0.23%
	Average	0.45%	0.43%
Spent	**G Display**	€56.58	€58.93
	Twitter	€250.00	€250.00
	Total	**€306.58**	**€308.93**

1.1.4 Events

Events are one of the most important activities when it comes to attraction (new members recruitment). WP3 activities have sometimes **leveraged on the work done by the consortium partners within WP2 NGI Charisma**, to take the opportunity to make more people aware of the community and other NGI channels and attract them to be part of the ecosystem. Some of the mentioned activities were:

- **Publishing events on the NGI online Community platform** and sharing them with other related communities in the FundingBox Spaces platform.

- **Promoting event tickets in the Community**, using contests to get referral on the members' mainstream social media (referral) while enhancing interaction with the community content and with other social media platforms. This is an example of a ticket giveaway on the occasion of the Transfiere R&D.

- **Enable "fireside chats" inside the community**, not only to inform of our participation and to trigger a parallel conversation for the members of the NGI community, but also to offer a place where attendees can further discuss in informal ways about the event topics.

- Taking NGI to **top European events**, namely, in the period reported, the Wolves Summit 2021, attended by 2087 participants from 60 countries, where several channels were used to **disseminate the NGI brand and the projects achievements**, resources and outcomes, such as:

  - An onsite NGI booth

  - An online NGI booth with a full agenda of online dissemination sessions for the whole duration of the event (such as online workshops by NGI Assure about the Open Calls, another of the NGIO about the NGI initiative and the online community platform or the streaming of the NGI innovators pitches).

  - A session at the main stage dedicated to NGI with the participation of representatives from the EC, the NGIO and several funded innovators.

- A separated track for NGI innovators to pitch in front of investors.

- An online side-chat to follow the activities in real time.
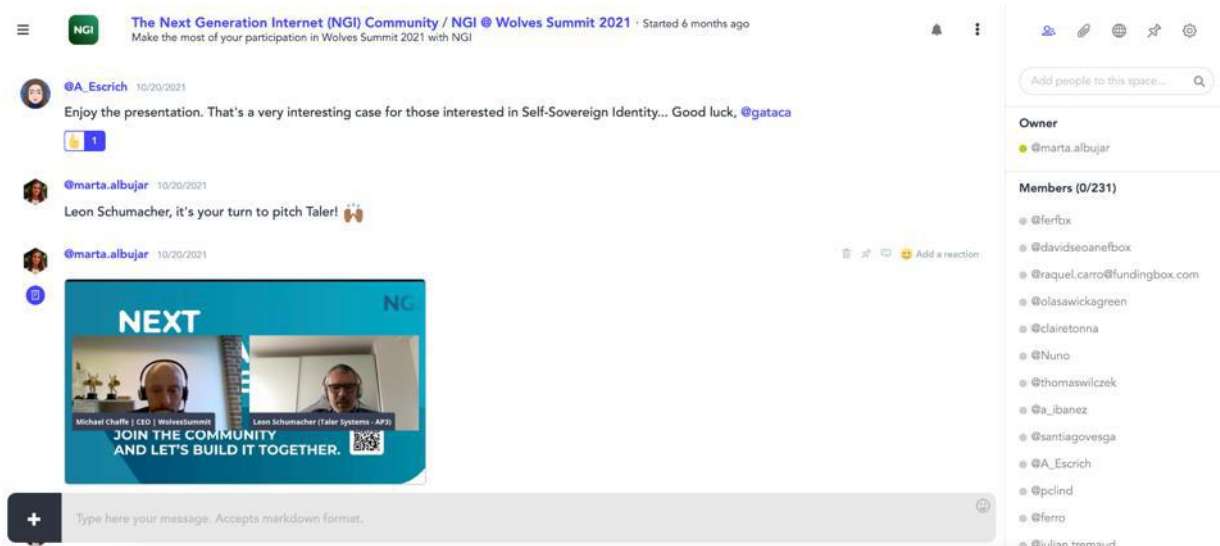
FIGURE 6: SCREENSHOT OF A SIDE CHAT IN THE NGI COMMUNITY, CREATED FOR THE WOLVES SUMMIT EVENT(RETRIEVED ON 20/04/22)

More information about the event can be found in [this article](#) as well as in D.2.5 section 2.

1.1.5 Open calls

The **dissemination of NGI open calls across the NGI community** has proven to be one winning strategy when it comes to attracting new members to the ecosystem. In the NGI online community, we publish all NGI and related open calls to present the most enticing funding opportunities to the members. Moreover, we also publish all webinars or events related to those open calls.
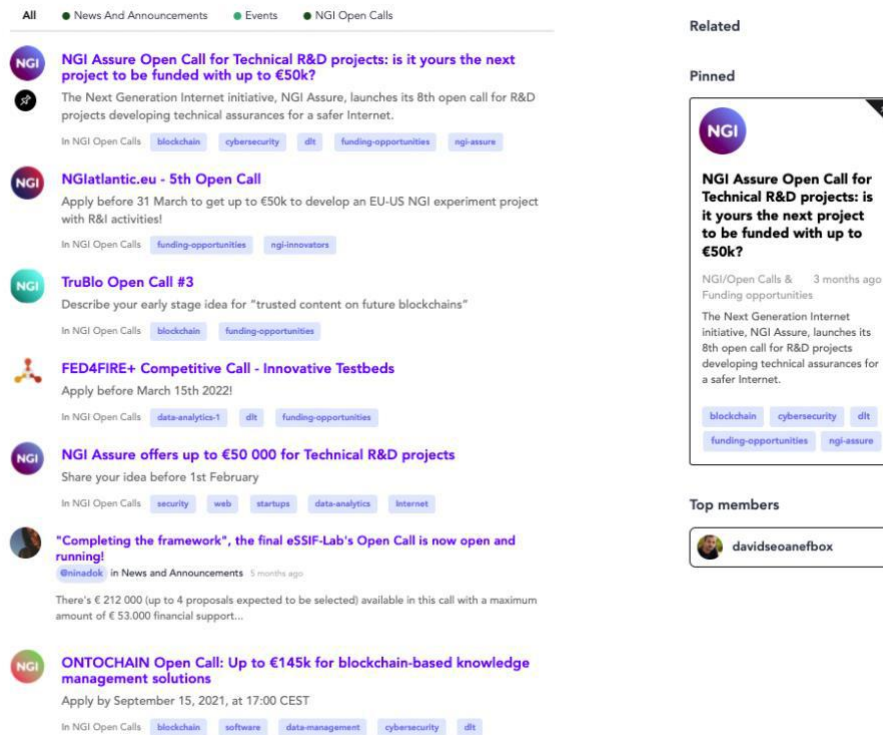
FIGURE 7: SCREENSHOT OF THE OPEN CALL COLLECTION IN THE NGI COMMUNITY (RETRIEVED ON 20/04/22)

Besides publishing the open calls across the NGI channels, another positive action to incentivise attraction in this regard has been using **FundingBox own channels** (social media and, especially, our high-reach newsletter) to disseminate funding opportunities from the NGI programme. Fundingbox's social media has **a total reach of 14,214 followers** (LinkedIn, Twitter and Facebook) and the newsletter is sent twice a month to **24,300 subscribers** (data from the April 2022 edition).

FIGURE 8: NGI CONTENT FEATURED IN THE FUNDINGBOX NEWSLETTER, 12TH APRIL 2022 (RETRIEVED ON 26/04/22)

1.1.6 Branded content and cross dissemination agreements

One of the upsides of the NGI Community platform is the possibility to **leverage on third parties and sister projects** to help disseminate one another. In this regard, we made an effort

to create a specific section to showcase NGI projects (RIAs) within the NGI Community, in a dedicated section: ***Explore other communities***. In this collection, all projects with an online space in the NGI Community are showcased; but, besides, we have included other **relevant communities** that are of interest to the community members.

Besides community cross dissemination, there have also been possibilities within the NGI environment, using its channels as speakers of what is happening in the community and as a multiplying source of traffic to the NGI Community activities and original content. Some of the **leveraging activities between the NGI Community and other NGI media** have been:

- Posting and promoting more original content from the community to the NGI social media channels and the other way around.

- Improving community management and trend scanning to know what content our audiences interact with the most.

- In-text cross-channel CTAs. In the last months, we have included a footer in most of the original articles in the community to enable interested readers to know more and explore other channels.

- Creating a collection named NGI Innovators Expo, redirecting readers to one of the most relevant outputs of the project: the NGI Solutions Catalogue published in the NGI Portal.

- Reposting the Who's NGI blog posts, and boosting them with a sponsored post on Twitter, in order to amplify the reach of innovators-related content.

- Reposting Newsletter and email Newsflashes through community announcements including a call to action to subscribe to the list.

FundingBox's links to industry and research partners have also allowed **collaborations with specific or cross-cutting events related to NGI themes**. In this regard:

- The community has been able to distribute free tickets to join the **Transfiere 2022** conference (research and tech transfer), to **4YFN 2021** (tech entrepreneurship and startups).

- Moreover, in November 2021, thanks to FundingBox agreement with **Wolves Summit 2021** in Poland, we could reach underrepresented countries by having **online and onsite booths** at the event, a dedicated **pitching stage for 14 innovators**, a **member of the jury** coming from the NGI Outreach office (Philippe Félix), and a **keynote about the NGI initiative** on the main stage.

- Also a **Memorandum of Understanding** signed between Eurid[3] and FundingBox to collaborate and explore synergies, was used to include their participation in a NGI Talk held in February 2020 (see section 2.2), as well as become Ambassadors for the NGI programme and make dissemination of it in their networks.This agreement is still in place and further collaborations are expected to come from it.

1.2 ACTIVATION – CONVERT

The **second phase of the growth hacking funnel** focuses on the activation of members, which means to convert newcomers into leads. For this, a series of actions have been also implemented:

- **Activating and encouraging dialogue** within RIAs Spaces (especially active when there is an open call running or any other milestone of the project achieved).

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[3] Eurid is the nonprofit organisation appointed by the European Commission as the domain name registry that operates the .eu top-level domain and its variants.

- Publishing **events, announcements and industry news** that are of interest to the community members.

- Creating and feeding **thematic collections to showcase different aspects of NGI**, such as: a beneficiaries showcase, an NGI Talks repository or a collection of related communities (including NGI RIAs and other sister projects of H2020).

All actions in this regard up to month 24 of the project were included in D3.3, and the actions explained hereunder are those developed since then (December 2020 – April 2022), which have helped reaching a total of **144 announcements published, 151 events, 138 showcasing items** (ambassadors, beneficiaries and other communities) and **17 wiki articles** (tips and tricks to use the community).

The **NGI online community platform**, along the lifespan of the project (as of 27.04.2022), registered 64,313 visits (unique pageviews) and a total of 3,150 members.
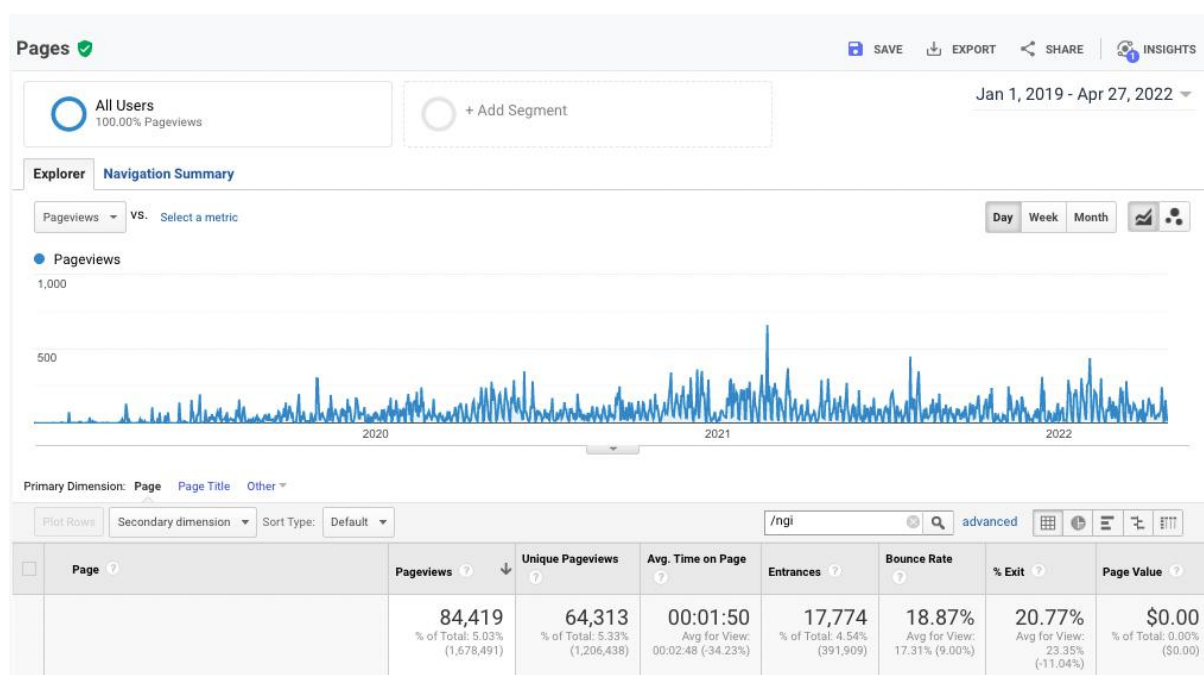
FIGURE 9: TOTAL UNIQUE PAGEVIEWS VS. PAGEVIEWS OVER THE LIFETIME OF THE NGI COMMUNITY PLATFORM (JAN 2019 - APR 2022)

In the period from 1st January 2021 until April 2022, the total unique pageviews were **33,086,** out of which **almost one of every five visits (19,99%) corresponded to the Homepage**.

The 3 most visited pages on the community, in terms of unique pageviews were:

1. **NGI Community Homepage** (6,672 unique pageviews - 19.98% of all traffic).
2. **The Next Generation Internet News and Events** (1,831 unique pageviews - 5.48% of all traffic).
3. **NGI/Open Calls & Funding opportunities** (853 unique pageviews - 2.55% of all traffic).

In terms of interactions between users within the community, there was **an increase in interactions in the reported period**, which reflects an effort to boost not only the reach of publications, but also the activation of members and interaction with the community's content.

In this sense, the community has registered a total of 3111 interactions with the content in this period, of which 2015 are quick reactions, 723 are new messages in forum-type community spaces, and 373 are responses or comments from users on the content published by others.

FIGURE 10: NGI COMMUNITY ANALYTICS. INTERACTIONS IN THE NGI COMMUNITY PLATFORM (DEC 2020 - APR 2022).

1.2.1 Landing pages – Spaces for the RIAs

In terms of **landing pages**, in the reported period, there has been a revamping of the NGI Community landing page. We have optimised it by the beginning of 2022, to make it more appealing when promoted through social media and search engines, and therefore to reduce the bounce rate. The landing page of the community has been simplified to only **highlight the main benefits of joining the community** and leaving a single call to action so users don't get confused or overwhelmed, or their attention catched by less important features.

FIGURE 11: SCREENSHOT OF THE NGI COMMUNITY LANDING PAGE AFTER REVAMPING (RETRIEVED 21/04/2022)

Once the lead has signed up to the Community, they will find the **Community homepage** (Figure 12). We have optimised the Community homepage (landing page for the registered members), including the most relevant content, spaces and collections of the community: Community main Spaces, Community main categories, open calls, ambassadors programme, upcoming events, main announcement, and latest news on NGI projects (RIAs).

Browse by category

| Next Generation Internet Updates | NGI Opportunities | NGI Marketplace |
| NGI Network & Projects | NGI Private Groups | NGI Events - Live chat |

Community Spaces

NGI POINTER	NGI eSSIF-LAB	NGI LEDGER
Last message: 2 hours ago	Last message: 2 hours ago	Last message: 3 hours ago
Funding The Next Generation Ecosystem of Internet Architects	The European Self-Sovereign Identity Framework Lab	The venture builder for human-centric internet solutions

NGI EXPLORERS	NGI ATLANTIC	NGI ASSURE
Last message: 2 hours ago	Last message: 3 hours ago	Last message: 3 hours ago
Immersive missions to the United States for Top European Internet researchers and innovators	Bridging EU-US research on Next Generation Internet (NGI)	Reinforcing the European blockchain ecosystem for a human-centric internet

Show more

NGI Open Calls — View All

NGI Assure Open Call for Technical R&D projects: is it yours the next project to be funded with up to €50k?
NGI/Open Calls & Funding opportunities — 3 months ago
The Next Generation Internet Initiative, NGI Assure, launches its 8th open call for R&D projects developing technical assurances for a safer internet.

NGIatlantic.eu - 5th Open Call
NGI/Open Calls & Funding opportunities — 2 months ago
Apply before 31 March to get up to €50k to develop an EU-US NGI experiment project with R&I activities!

TruBlo Open Call #3
NGI/Open Calls & Funding opportunities — 2 months ago
Describe your early stage idea for "trusted content on future blockchains"

NGI Assure Open Call for Technical R&D projects: is it yours the next project to be funded with up to €50k?
NGI ASSURE — 3 months ago
The Next Generation Internet Initiative, NGI Assure, launches its 8th open call for R&D projects developing technical assurances for a safer internet.

FED4FIRE+ Competitive Call - Innovative Testbeds
NGI/Open Calls & Funding opportunities — 4 months ago
Apply before March 15th 2022!

NGI Assure offers up to €50 000 for Technical R&D projects
NGI/Open Calls & Funding opportunities — 4 months ago
Share your idea before 1st February

NGI Assure - 7th Open Call for Technical R&D projects
NGI ASSURE — 4 months ago
Make internet more trhust-worthy with us and gain up to €50.000 for your idea.

ONTOCHAIN Open Call: Up to €145k for blockchain-based knowledge management solutions
NGI/Open Calls & Funding opportunities — 6 months ago
Apply by September 15, 2021, at 17:00 CEST

Co-funded by the Horizon 2020
Framework Programme of the European Union
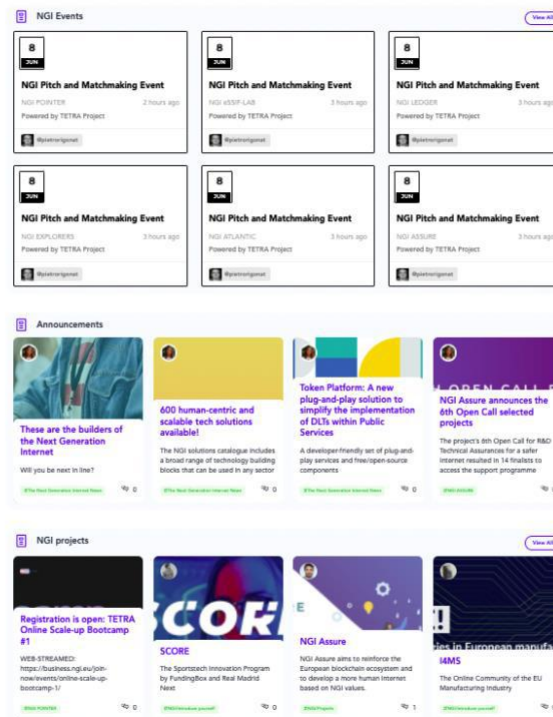
FIGURE 12: SCREENSHOT OF THE NGI COMMUNITY HOMEPAGE (RETRIEVED 21/04/2022)

Finally, in terms of **landing pages**, it would be worth mentioning that specific landing pages have been **created for specific occasions, like events.** This is an example of a landing page made to provide communication resources about NGI participation at Wolves Summit (Figure 13).
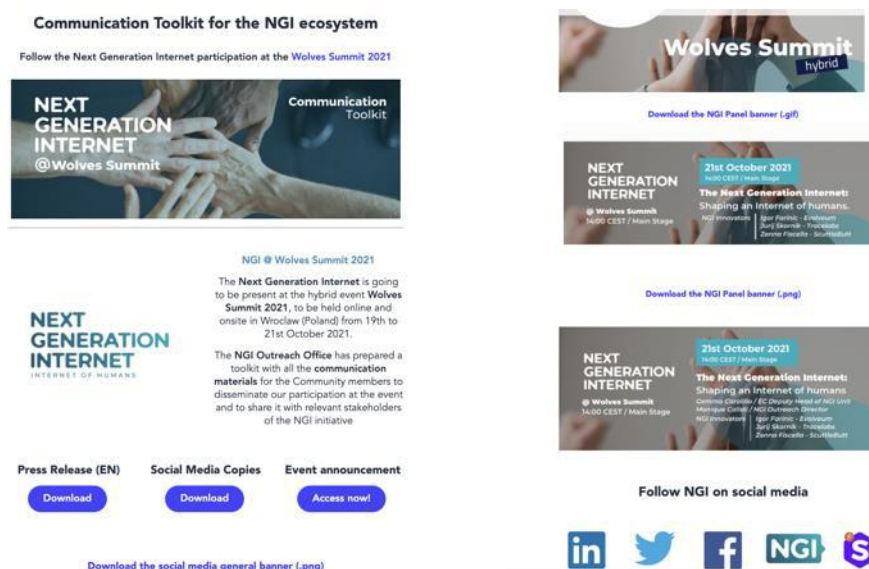
FIGURE 13: SCREENSHOT OF THE NGI WOLVES SUMMIT COMMS LANDING PAGE (RETRIEVED 21/04/2022)

In regards to the NGI **RIAs Spaces**, if we break down the numbers to explore the result each Space, we can see the following data:

1. **NGI Pointer** is the space with the highest number of unique pageviews in the period: 827, 2,50% of all pageviews;
2. followed by the **NGI Assure** Space, with 779, 2,35% of all pageviews.

3. Then **eSSIF-Lab** goes next with 525 pageviews in the period, 1.59% of the global.
4. Finally, **LEDGER**, which has its own separate community as well, reached 193 pageviews; **NGI Atlantic**, 131; and **NGI Explorers**, 66.

1.2.2 Calls to action

Once we have raised awareness about NGI assets and activities through different channels, **calls to actions are crucial to actually get the lead**.

In the case of the Community, due to its online nature, we call to action mainly through **links and online buttons**. They are usually explicit, such as *Join the NGI Community!* and placed in all channels used for acquisition: FundingBox website, FundingBox Community and other communities within the platform, the NGI landing page to the Community, the NGI portal, social media posts, newsletter footer, and in event material (i.e. QR codes in leaflets or roll-up banners).

1.2.3 Mailing

In the activation stage, one of the most important improvements during the period has been the optimisation of the process of **onboarding the NGI Community**. We have gathered all the useful resources, how-to's and community tips and links to relevant sections of the community in a single email welcome message, that is sent automatically to new joiners by email, for them to get familiar with the platform and with the initiative overall.
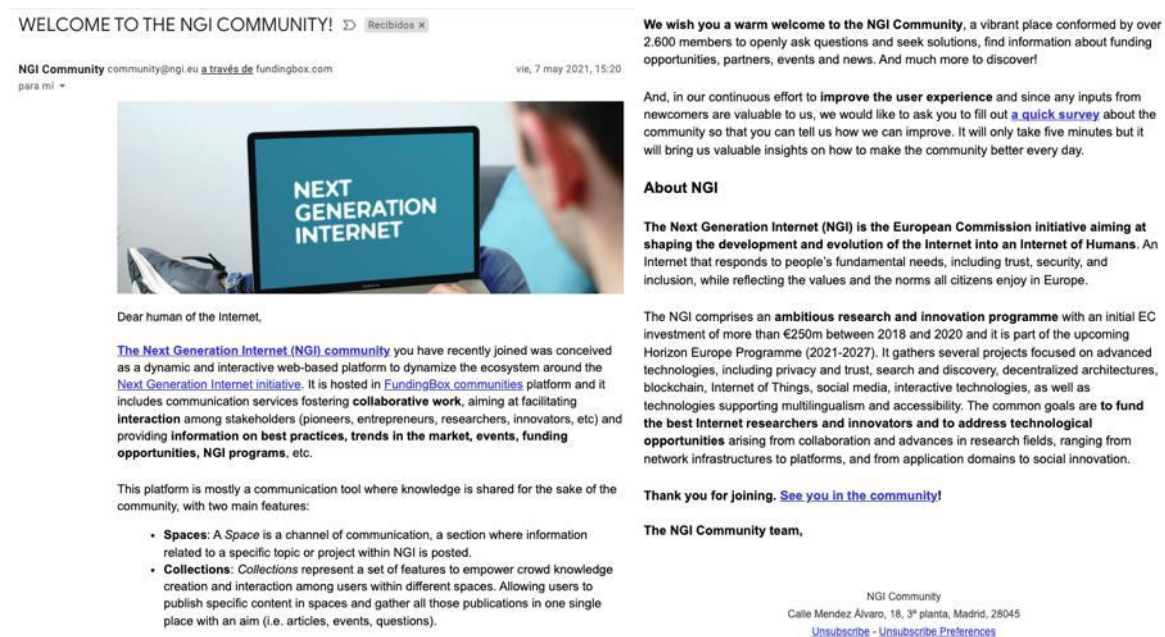
FIGURE 14: NGI COMMUNITY ONBOARDING EMAIL

Taking our email marketing expertise as a reference, we also **optimised the sign-up form**, enabling newcomers to express their preferences, not only in terms of personal and professional interests, but also for them to provide (or not) their consent to receive relevant NGI-related information by email. This will allow a future strategy to send **community digests or single sends** and therefore increase retention (explained in detail in the Retention section below).

In terms of email, it is worth mentioning that the **comms@ngi.eu** mailing list including all RIAs communications and marketing leads has been a **useful resource to communicate and provide materials** related to the community, and to announce activities, improvements or milestones related to WP3.

1.2.4 Remarketing / Retargeting

Regarding **retargeting and remarketing** techniques, which allow us to bring to the community members and innovators previously involved in other NGI activities, the main actions have been:

- **Inviting attendees** from the NGI Talks **to join the community** and follow NGI on other social channels.

- **Inviting attendees to physical and online events** in which NGI was present to join the community.

- **Inviting applicants** from all NGI open calls managed by FundingBox to join the community.

1.2.5 Workflows

It is a key point in any growth hacking strategy to study where the traffic comes from to understand the performance of the actions and campaigns in order to improve their results. This means that the actions or platforms that are driving traffic to the NGI online community and attract new members would be discovered, to focus the growth hacking efforts on them, while rejecting those which are not being effective.

In this regard, we pay attention to:

- **Community Analytics** (powered by Mixpanel): Provides anonymised information on the number of members and interacting users, messages and comments, reactions to posts or comments, number of signups per specific date, type of posts, most used type of content (per collection), number of messages by Space… There is also a chart, called "leaderboard", showing us the top searches, the top content and the most engaged users.

- **Google Analytics** (external to the community): Provides information about the sources of traffic to the community, the most and least visited landing pages, the bounce rate of a specific landing page in the community, the most visited pages, the location of some of the users (only those who allow this type of tracking), the devices and systems through which they connect the community platform. All the information coming from Analytics has helped the community management team make decisions based on the data gathered.

1.3 RETENTION - DELIGHT

For the last stage of the project, and after reaching the expected number of members and visitors to the community, **the third and fourth steps of the growth hacking funnel (retention and referral) are the main focus** of the growth hacking strategy.

In the case of **RETENTION – DELIGHT**, the main objective is to keep users coming back to the NGI Community, and for this we are working on keeping the community updated with the latest news and events that are relevant to the community, as well as proposing **activities that offer an added value** to the members.

The **outcome** of the actions implemented on this phase is to keep the users returning and interacting. As a means to reach this outcome, the following actions are put in place:

1.3.1 Mailing

According to our experience in several other projects, email communication has proven to be one of the most impactful ways of retention. Currently, the average Internet user is overwhelmed by the number of channels and messages through a person's day; to the extent that it becomes more and more difficult to put the focus on what is really important. We can

show those members that won't spontaneously come to the community that we have something interesting they won't regret dedicating their time to.

FIGURE 15: SCREENSHOTS OF THE FIRST NGI COMMUNITY DIGEST (FEBRUARY 2022)

In this way, the NGI community maintains closer communication with its members by email, offering them both regular communications with relevant information and opportunities, and specific announcements or calls for feedback. The NGI Community launched in February 2022 **a pilot of the NGI Community digest**, a monthly recap of what had happened in the NGI online community. The results of the pilot NGI community digest were impressive:

- The digest was **sent to 727 members** of the community who had agreed to receiving email notifications.
- Out of 727 receivers, **196 opened** the email. This number represents almost **27%** of the pool.
- The **Click Through Rate of the digest was 9,63%**, an extremely high number compared with the industry average for this channel[4].
- The **number of unsubscribers was very low** (4 people) and the spam reports were zero.

DELIVERED	UNIQUE OPENS	UNIQUE CLICKS	REQUESTS	886
82.05%	**26.96%**	**9.63%**	BOUNCES	13.66%
727	196	70	UNSUBSCRIBES	0.55%
			SPAM REPORTS	0.00%

FIGURE 16: SCREENSHOT FROM SENDGRID ANALYTICS ON THE FIRST NGI COMMUNITY DIGEST (FEBRUARY 2022)

After the first tests, and knowing at the moment of writing this Deliverable, that the NGI Community platform will be part of the next CSA with NGI4ALL.E, we can conclude that we will continue to send community digests, and special attention will be paid to avoid overlaps with other NGI email activities.

1.3.2 Surveys

Following recommendations from the previous reviews and with the goal of improving both content and usability of the online community, a **survey** was launched to gather feedback from community members in March 2021. Here is the original post, with a link to the survey. The main inputs from the survey were:

- 63.2% of the users found the content relevant and helpful
- 63,2% finds it easy to interact across the NGI Community
- The preferred topics (selected by more than 50%) are: Blockchain, Research on the Next Generation Internet, Privacy and Data Governance
- The most liked type of content are open calls and funding opportunities
- Positive highlights: the NGI vision, approach and spirit, the NGI Talks, Funding Opportunities collection, Fresh ideas, its diverse participants…
- Room for improvement: more visual content, more talks, clearer definition of structure and dynamics, more interaction, specific examples.

The results and comments from the NGI members gave the community editorial team many hints for **content creation**, in terms of preferred topics or type of content, but also to improve the overall experience of the user when browsing across the community.

Beside this survey purely dedicated to the community, we also set up **two additional surveys**: first, the EC Consultation on the next steps of NGI; and last, an internal survey built with EU

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[4] Source: Retrieved here on 21/04/2022

Survey and distributed via email to the NGI ecosystem to gather feedback about the NGI Solutions Catalogue launched in the last months of the project.

1.3.3 Content

In the NGI community, **content is key**. We started in 2021 **repurposing the community content calendar and internal planning**, to be sure that not only reposted but original content is published in the community often. The NGI RIAs holding a Space under the NGI Community contribute to the content strategy with **project-related publications** that are of interest to the wider community, trying at the same time to create **synergies between NGI projects** under the community platform. This new internal organisation makes it easier to keep track and report all content published across community spaces.

A star content in the NGI community platform, also stated by the its members when asked in the survey, are the **NGI Talks**. NGI Talks are webinars organised by the NGI Ambassadors with the assistance of the FundingBox marketing team on topics related to NGI.

This series consists of **web events**, usually happening on a monthly basis, in the form of a **webinar, a round table or a panel discussion** with relevant members of the ecosystem. The sessions are streamed live, but also made available afterwards to all audiences through the NGI Community and Youtube channel. From January 2021 onwards, we have held 4 NGI talks with ambassadors and other experts from industry and society:

- *How is digital innovation shaping the post-digital era*, with Sam Butler.

- *Impacts of Artificial Intelligence on Society*, with Manuela Battaglini

- Cybersecurity for a safer Internet, with Dirk Jumpertz (EurID), Christian Hesselman (director of Sidn Labs) and facilitated by ambassador Aljosa Pasic

- *Best Practices on Digital Transformation with Social Impact*, with Fundación Cibervoluntarios.

FIGURE 17: BANNER TO ANNOUNCE AN NGI TALK (FEBRUARY 2021)

After the ambassadors programme was put on hiatus with the intention of revamping and restarting it in the new CSA, the NGI Talks also put on hold, as they relied on the budget dedicated to ambassadors. While waiting for the Ambassadors programme to resume, NGI Community managers produced **more content related to ambassadors**, based on either existing content published by them that is relevant to the community (see Figure 18 below for an example), or directly interviewing ambassadors or featuring them in articles. These are the 7 interviews or featured articles with ambassadors carried out in the period:

- 6 Artificial Intelligence Myths Debunked, by Antonio Grasso.

- Data spaces are mitigating climate change. Learn how (Antonio Jara).

- "All challenges that SMEs face when dealing with cybersecurity are somehow related to budget constraints" (Aljosa Pasic).

- How would a blockchain-based society function? (ambassador Àlex Puig at 4YFN 2022 event).

- How to Gain Control Over Our Digital Selves (ambassador Àlex Puig at 4YFN 2022 event).

- AI Research in 24 hours from 24 global womxn @ IoT Day (event organised by ambassador Sudha Jamte, where she invited the NGI Community to attend).

- Sudha Jamthe: "The low female ratio in AI forces us to work harder and to be smarter" (interview with Ambassador on the occasion of an award).

FIGURE 18: IMAGE CREATED FOR THE COMMUNITY TO PRESENT GRASSO'S LAST PUBLICATION ON AI (JULY 2021)

As the NGI innovators continue to complete their support programmes and to generate new or revamped NGI solutions, the Community is also making spaces for them to be showcased. **The NGI Community has enabled an Innovators Expo collection**, to which project leaders, community managers of NGI and/or the innovators can showcase the results of their participation in NGI support programmes. We keep on feeding the collection starting with the RIAs in which FundingBox is part of, and the next step will be inviting other RIAs and their innovators to publish their projects and solutions.

This is part of a wider strategy for the Community to **put the innovators in the centre**, for example with the publication of the **Who's NGI series** from the NGI portal in the Community to multiply the impact (see more details on this in D.2.5, section 3.3) or with announcements celebrating the innovators achievements (i.e. NGI Innovator Cristina Márquez, winner of the AEIT Innovation Award in Spain).

Besides what has been explained above, that focuses on what has been incorporated in the reported period, the community continues to post **NGI funding opportunities and events** on a weekly basis. Moreover, taking into account the suggestions from the last review, we have been incorporating **more original content**, especially about the NGI Research and Innovation actions, their activities and their core topics.

1.3.4 Community features and 'meta content'

One of the recommendations made by the reviewers in the last review was **improving the usability of the community.** Some actions in this regard have already been explained above, so we are listing the most relevant feature improvements that were made in the community since December 2020 until April 2022:

- **Enhanced structure**, with new collections and categories, such as the *Innovators Expo* collection, *Explore other communities*, dedicated private DM groups…

- **Improved onboarding process**, including a welcome message in the community and an automated email with a short guide on the main features of the community and how to use them.

- New **Community Wikis** (collection): a detailed and well organised guide to explain all the *how-tos* of the Community. Including short but comprehensive definitions of the places and dynamics within the community and including video tutorials to improve the users' experience.

- **Enhanced Community Analytics**, including: number of members and interacting users, messages and comments, reactions to posts or comments, number of signups per specific date, type of posts, most used type of content (per collection), number of messages by Space… There is also a chart, called "leaderboard", showing us the top searches, the top content and the most engaged users.

- **Fine-tuning the tagging system.** A list of NGI-related tags was added to the available tags that the users see by default. This helps the content be kept organised by topic, as well as to explore the community content through tag categories.

- A **dedicated leaflet** for the RIAs was created to invite them to use the community and to encourage them to create their own spaces for the projects (Figure 19).

FIGURE 19: SCREENSHOT OF THE LEAFLET SENT TO THE RIAS WITH THE NGI COMMUNITY FEATURES AND BENEFITS (2021)

Finally, besides all content related to the initiative, the innovators and the RIAs, we also found it interesting to promote **content about the NGI community itself**. We prepared a yearly article summarising what the community had brought to members throughout 2021. The article The Next Generation Internet Community: a year in figures had one of the highest visit and engagement rates of all times in the community.

1.3.5 Social Monitoring

Most of the activities related to social media channels have been explained in previous sections of this document (See section *2.1.: Attraction)*. Here is a summary of the actions related to social media in the activation phase:

- Publishing **community content directly on NGI Channels** (LinkedIn and Twitter)
- Including duties and **recommendations** related to social media in the **Ambassadors'** contracts: mention NGI channels in your social media, share the official social media handles, tag NGI in relevant social media discussion…
- **Encouraging NGI RIAs** that are part of the community **to tag NGI4eu** handles in their communications.
- Including **NGI social media buttons** in landing pages, in article footers, in email communications from the NGI Community…
- Directly managing the **LinkedIn profile**:
  - Publishing on behalf of NGI in LinkedIn related groups, inviting people to follow NGI social media and calling members to join the community.
  - Inviting people to like the LinkedIn page (managers can directly invite their network to follow the page).
  - Reviewing trends suggestions, reacting to followers' interaction when they mention or share NGI content.
- Promoting NGI Social media channels in a dedicated post: *One NGI, plenty of resources*.

1.4   REFERRAL

Last but not least, the fourth phase of the growth hacking funnel is **the referral phase**.Once the previous phases of the engagement funnel have been properly completed, the members of the community should be the ones making the community grow organically by inviting their peers.

To encourage direct referrals, the feature "**Invitation**" was included to facilitate this task in the NGI online community, generating a personal link to share with others. However, this feature was recently implemented and its impact has not been yet evaluated with the proper data.

Referrals can occur in different formats and channels, both from inside the community and from outside. **To the NGI Community, common referrals come from**:

- **NGI Ambassadors** promoting the NGI initiative across their network.
- **NGI Community members** who had a positive experience or benefit from their activity in the community (for example, if they have received free tickets to an event) are more willing to talk about the benefits of being part of NGI.
- **NGI innovators**, beneficiaries of NGI grants or invited to participate in NGI activities are very willing to spontaneously promote the initiative to others.
- **NGI insiders,** professionals involved in NGI RIAs as project managers, marketing leads, policy makers, etc. are the best advocates for NGI.

Beside the observations made to the above mentioned, to have better insights on referral when it comes to online marketing activities, Google Analytics can bring more light. In general, in the

reported period, only **the NGI community landing page received 14,105 unique visitors**, out of which **5,762** were considered referees by Google Analytics, meaning that they discovered the site when browsing through another site.

1.5   TARGETS

The aim of this growth hacking plan is to get a dynamic online community filled with different profiles, which means a variety of targets to reach. With this precedent in mind, groups of targets were already considered in previous deliverables such as D.3.2 and D.3.3.

A first group composed of Start-ups, SMEs and midcaps, RTOs, **NGI RIAs and CSAs**, regions, European networks, national/regional platforms, **aggregators of SMEs**, corporates, IT facilitators, researchers, **SMEs who participated in previous open calls, early adopters club members, and influencers.** And a second group consisting of **investors, training providers and funding experts.**

The percentage of the previously mentioned target groups within the NGI Community can be learnt from a survey launched by FundingBox in 2021. As a result of this survey, it was estimated that around 53% of the community members are start-ups and SMEs, a 10,5% are Researchers (academics & corporate), 10% come from NGOs or non-profit organisations, and 26,5% belong to other profiles such as investors, training providers or funding experts.

For the period described in the current deliverable, to better filter the targets and obtain the necessary base to draft data-driven profiles of the NGI ecosystem members, the onboarding form of the NGI Community was updated and upgraded to narrow-down the classification of the targets and their interests. The following figure shows the current onboarding form to the NGI community:

Organization Name *

Select the option that better fit the profile of your organization *

☐ Accelerator / Incubator

☐ NGO

☐ Corporate

☐ Investor

☐ Research Organisation

☐ Public Organisation

☐ SME / startup

☐ University

☐ Developer

☐ Entrepreneur

☐ Other

Interest(s)

☐ Edge Computing

☐ Trust & Security

☐ AI

☐ IoT

☐ Networks (incl. 5G)

☐ Big Data

☐ Blockchain / DLT

☐ Ontologies and Semantic Discovery Tools

☐ AR / VR

☐ Openness

☐ Inclusiveness

☐ Transparency

☐ Privacy

☐ Data protection

☐ Other

Newsletter

I want to receive the NGI Newsletter* *

○ No
○ Yes

*If you reply YES to this question, you agree to share your e-mail adress with Martel GmbH, who is responsible for sending the newsletter in the NGI initiative.

NGI Map

I want to be part of NGI Map* *

○ No
○ Yes

*If you reply YES to this question, you agree to share your contact data with Martel GmbH in order to contact and confirm your willingness to be part of the NGI Map and agree next steps on the inclusion of your organisation there. The NGI Map is managed by Martel GmbH, coordinator of the NGI4ALL project (https://www.ngi.eu/ngi-map/).

Processing of personal data

I confirm that I read and understood the information concerning processing of the personal data provided above: *

☐ Yes

Join now

ⓘ Joining this community you agree to its Privacy policy and Community Guidelines

FIGURE 20: SCREENSHOT OF THE NGI COMMUNITY ONBOARDING FORM (RETRIEVED 26/04/2022)

Moreover, the NGI Community has benefited from the fact that there are **related communities within the FundingBox Spaces** online platform. That has allowed us to share NGI milestones, activities and achievements also in the communities and other channels targeting the same audiences, i.e. TOKEN, for blockchain developers and public servants; the FundingBox Startup and SMEs Lounge; or the Artificial Intelligence community.

1.6   GOALS, METRICS AND KPIS

The main results of the metrics measuring the impact of the project in the **creation of a European ecosystem of top researchers, hi-tech start-ups and SMEs with the capacity to set the course of Internet evolution** are, up to April 27th 2022, as follows:

TABLE 2: NGI COMMUNITY PLATFORM RELATED KPIS

KPI	Target	Achieved
Number of members of the NGI Community platform	3,000	3,149
Number of visitors of the NGI Community platform (unique pageviews)	25,000	64,313
Researchers, both academics and corporate, members of the NGI Community platform (20% of visitors)	5,000	12,862
Highly competitive start-ups and SMEs members of the NGI Community Platform (60% of visitors)	15,000	38,587
Interactions of members of the NGI Community Platform (being these the sum of messages, replies/comments and reactions)	1,750	3,810
Influencers engaged as ambassadors	30	14

The only metric not reached was the number of ambassadors, due to the NGI Ambassadors programme being put on hiatus, with the intention of revamping and restarting it in the new CSA.

It is worth mentioning that after the review meeting held in September 2020 and further meetings with the EC, a revision of the initial KPIs was recommended, with an increase of a 25% as follows:

- Number of Community members: from 2.400 to **3.000**
- Number of Community visitors: from 20.000 to **25.000**
- Interactions of Community members: from 1.400 to **1.750**

Even after the increase, all of these have been achieved.

In addition to the main KPIs explained above, there are some other metrics regarding the NGI community platform that have been taken into consideration, especially regarding the **two paid media campaigns** carried out to trigger the acquisition of new members.

A campaign to promote the community was carried out from February 2020 to February 2021. The campaign setting and optimisation was outsourced to an external agency, whose optimisation strategy was based on CPC and bid adjustment and search terms. In total, €9,748 were spent to get 7.981.298 ad impressions, 52.831 ad clicks and 267 signups to the community.

This campaign was carried out through 5 different channels: Facebook, Google Search, Google Display, Twitter and LinkedIn. The best performing channel in terms of Click Through Rate was Google Search, 5,57%, about 5 points higher than the rest of the channels. This campaign targeted all EU countries, and the results showed that, in general, the highest impacted countries were EU countries in the South West.

By the end of 2021, a new community campaign was planned, in order to increase awareness and visibility of the NGI online community, to acquire new members signing up for the community, and to **reinforce the continuity of the community** even after the project has ended. The campaign was launched on the **13th January 2022** and it was running until 26th April 2022[5], with a total spent of €2,410.25, split into 3 channels:

- **LinkedIn** (25/01/2022 - 26/04/2022) - InMail (sponsored messaging) and Sponsored image: €1,932.82

- **Twitter** (25/01/2022 - 03/02/2022) - Promoted tweets with image/gif: €75.43

- **Google** (13/01/2022 - 02/03/2022) - Search campaign: €402

This time, the campaign was set and managed internally, thanks to the NGI community managers and the FundingBox paid media expert, who helped narrow down the targets and topics of the NGI, while sending a clearer message focused on the benefit of being part of the NGI initiative through its community. The messages were focused on the NGI innovators and the possibility to become one of them thanks to the NGI funds, services and support.

The performance of the campaign was very impressive, especially compared to the previous one, due to the more accurate messages and targeting. Cost-related KPIs are under the foreseen figures, as a result of a close follow-up and optimisation of channels, formats and groups of targets. We followed the performance to learn from data and figure out the best and worst performing ads and channels to iterate or discontinue the ad group (or even discard the whole channel).

TABLE 3: NGI COMMUNITY PLATFORM AD CAMPAIGN (FEB - 2022)

KPI	Target	Achieved*
CPC	4€	1.27€
Total clicks	≈1,000	7,094
CPA	20€	16.22€
CVR	3%	7.82%
Leads (new members)	100	180
Impressions/Reach	**n/d**	**122,995**

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[5] These are the campaign general, broader dates. The timeframes in which they were active differ among all channels.

The learnings of the previous campaign were processed and taken into account when planning the second. A more accurate target and a condensed campaign driven by data and constant optimisation based on short term results had an impact on the results of the campaigns, therefore ensuring the achievements of KPIs and beyond.

	Campaign Name		Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
☐	**4 filtered of 7 campaigns**		63,338	6,372	10.06%	-	€27.04	€0.27
☐	NGI4ALL Community - inmail, UK, groups ID: 176784626 · Sponsored Messaging	•••	849	643	75.74%	Manual Bid: €0.30	€300.00	€0.40
☐	InMail, non-EU/UK, groups ID: 176796176 · Sponsored Messaging	•••	6,563	5,654	86.15%	Manual Bid: €0.18	€152.13	€0.18
☐	NGI4ALL Community - image, EU, groups ID: 176800736 · Sponsored Content	•••	4,183	15	0.36%	Maximum Delivery	€14.21	€3.96
☐	Sponsored image, groups, Eastern EU ID: 200262273 · Sponsored Content	•••	51,743	60	0.12%	Maximum Delivery	€7.73	€6.67

FIGURE 21: SCREENSHOT OF THE SUMMARY OF RESULT OF THE NGI COMMUNITY CAMPAIGN ON LINKEDIN (RETRIEVED 27/04/2022)

Impressions ▾	Clicks	Avg. CPC	Cost ▾
7.75K	277	€1.45	€402

FIGURE 22: SCREENSHOT OF THE SUMMARY OF RESULT OF THE NGI COMMUNITY CAMPAIGN ON GOOGLE SEARCH (RETRIEVED 27/04/2022)

Ad Group name	Ad Group status	Impressions	Clicks	Cost per link click	Link click rate	Total audience reach	Spend
Summary for 2 items	-	51,907	445	€0.74	0.20%	-	€75.43
☐ Followers of brand accounts and similar - Northern/Eastern Europe Website traffic Credit/debit card › NGI4ALL Community	• Expired	15,626	149	€0.77	0.21%	4,279	€25.43
☐ Followers of brand accounts and similar - Western/Central Europe Website traffic Credit/debit card › NGI4ALL Community	• Expired	36,281	296	€0.72	0.19%	12,861	€50.00

FIGURE 23: SCREENSHOT OF THE SUMMARY OF RESULT OF THE NGI COMMUNITY CAMPAIGN ON TWITTER (RETRIEVED 27/04/2022)

2 NGI AMBASSADORS PROGRAMME

Another way for the NGI Initiative to create brand awareness is the **NGI Ambassador Programme**, by recruiting influencers with big communities of followers on social networks in NGI relevant areas.

The Ambassadors Programme mindset and rationale, along with the onboarding process of the recruited members, and the details on the activities involved are described in detail in *D3.2 and D.3.3 Growth hacking activities and NGI Ambassadors Programme*.

2.1 THE NGI AMBASSADORS

This Ambassadors Programme is paramount to catalyse the NGI dissemination and communication proposed by NGI4ALL and to shape and give life to the NGI INSIGHT (WP3) platform and community. It is currently showcased in the NGI Community landing page here and invites **both individuals and institutions** to join. The NGI4ALL consortium performs frequent active search for relevant profiles (following current events on the ecosystem, experts in topics of interest, influencers on NGI areas).

Moreover, two categories of ambassadors were established: **Top influencers** and **Top contributors** depending on the number of followers (above or below 20K), with slight changes in the actions required from them. These actions are basically related to the dynamization of the NGI Community, and the organisation of online events.

As explained in D3.2 and D.3.3, once the Ambassadors confirm their commitment to participate, a **welcome email is sent** in order to guide the onboarding process and first steps as a member of the community. Within the email, a set of "Introduce yourself guidelines" and initial tasks is outlined. It is always about being as clear as possible so that the new Ambassador can start generating content as soon as possible and in the easiest way.

Once the Ambassador starts the cooperation then a check-list of actions is completed by the Ambassador. The contact with the ambassadors is frequent, in order to keep them active and follow their performance until the completion of the agreed tasks. Dissemination materials and banners are elaborated for all Ambassadors joining the Programme.

The numbers of the Programme for the NGI4ALL project are as follows:

- 14 Ambassadors signed
- 2 categories: Top Influencer (4) / Top Contributor (10)
- 3 of them are women
- 12 are individuals and 2 are institutions
- 6 different countries, 5 of them European
- Total following of 400.000 people.

It is worth mentioning that several Ambassadors recruited or participating in the NGI Talks have been selected as the **"50 Top Digital Influencers to Follow at the end of 2020 & 21"**[6]. This is the case of **Antonio Grasso** (n16) and Antonio Vieira Santos (n26), participating in Antonio's NGI Talk (See Section 2.2).

Hereunder we can see a summary table with their category and other relevant data:

TABLE 4 : NGI AMBASSADORS

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[6] https://twitter.com/MarshaCollier/status/1338898371923292163?s=20

Ambassador	Area of expertise/Profile	Followers	Category
Alex Puig	CTO at Caelum Labs, Co-Chair Digital Identity Working Group at INATBA;	26,454	Top-Influencer
Ester Liquori	Founder/CEO of ghostwriter.ai, helping marketers to boost productivity of content creation; Entrepreneur; Speaker;	6,935	Top-Contributor
Antonio Jara	CEO at HOPU (Smart Cities / Air Quality);	11,101	Top-Contributor
Aljosa Pasic	Technology Transfer Director at Atos	1,988	Top-Contributor
Daveed Benjamin	CEO at Skōōl, Founder of Bridgit;	4,333	Top-Contributor
Manuela Battaglini	CEO and Co-Founder of Transparent Internet	34,601	Top-Influencer
Sudha Jamthe	IoT Disruptions CEO, Advisor, Author, Stanford CSP Instructor: IoT, Autonomous Vehicles, Artificial Intelligence;	12,219	Top-Contributor
Pierre-Yves Danet	Orange Labs Head of cooperative Research Europe	640	Top-Contributor
Antonio Grasso	Digital Transformation Advisor; B2B Tech Influencer; Author & Speaker; Startups Mentor; Founder & CEO @dbi.srl;	266,161	Top-Influencer
Luigi Assom	Founder of Nifty Works	1,108	Top-Contributor
Sam Butler	Creator of whatican.org; Co-Founder of interspace.chat	2,106	Top-Contributor
Fundación Cibervoluntarios	Non-profit organisation created to promote the use and knowledge of technology as a means to bridge social gaps, generate social innovation and citizen empowerment.	22,020	Top-Influencer
Eurid	Non-profit organisation appointed by the European Commission to operate the .eu top-level domain.	2,354	Top-Contributor
Damir Čaušević	Co-Founder/CEO of AI Farming · (3x6 Farming Innovation focused on urban farming), Cephalus AI and RWG Mobile. Innovator targeting challenges within digital transformation, agriculture, Industry 4.0, IoT and Cyber Security.	3,612	Top-Contributor

As already mentioned in this report, the NGI ambassadors programme was put on hold with the intention of revamping and resuming it in the new CSA.

2.2 THE NGI TALKS

Though not initially planned in the GA, the webinars implemented within NGI4ALL have been integrated in a branded programme called "**NGI Talk series**". These webinars are **organised by the NGI Ambassadors** with the assistance of the FundingBox marketing team.

This series consist on web events, in general happening on a monthly basis; it could be a webinar, a round table or a panel discussion from relevant members of the ecosystem, certainly streamed but also made available afterwards to all audiences through:

- The NGI website with a button at the homepage www.ngi.eu
- The NGI Talks Collection at the NGI Community
- The FundingBox YouTube "NGI Talks" Playlist & the NGI YouTube Channel "NGI Talks" Playlist.

The NGI Talks are online sessions of around 45 minutes each, in which **NGI Ambassadors** bring up an **NGI-related topic** to firstly present their expert view on it, and then kick-off a further debate with attendees.

A total of **12 NGI Talks have taken place** (see table below) up to this moment. In total, they received 284 live attendees and 1,446 accumulated online views by April 26th 2022 (an average of 24 attendees per talk and 120 views per video). The formats differ across talks, and include panel discussions with guest speakers, sidefire chats ('coffee-break with…'), or individual presentations.

The following is a list with the topics, dates and Ambassadors organising the webinars:

TABLE 5: WEBINARS ORGANISED WITHIN THE "NGI TALKS" SERIES

Ambassador	Topic	Date	Attendants live	YouTube views
Ángel Sola (Cibervoluntarios Foundation)	Best Practices on Digital Transformation with Social Impact	03.03.2021	8	93
Aljosa Pasic and EURid	Cybersecurity for a safer Internet Round table with the participation of: - NGI Ambassador **Aljosa Pasic** - **Dirk Jumpertz**, Security Manager at EURid - **Dr. Cristian Hesselman**, director of SIDN Labs.	03.02.2021	15	93
Manuela Battaglini	Impacts of Artificial Intelligence on Society	28.01.2021	29	156
Sam Butler	Impactful Digital Innovation	14.01.2021	13	97
Antonio Grasso	The Next Generation Internet: Internet of HUMANS Round table with the participation of: -NGI Ambassador **Antonio Grasso** -**Antonio Santos**: Co-Founder of DT Lab, CxO Adviser on digital transformation, future of work, diversity and inclusion focused on sustainability. -**Mirko Ross**: CEO of asvin.io, Cybersecurity Researcher, Speaker, DLT / Blockchain, member of ENISA IoT, Security Expert Group. -**Kai Michael Hermsen**: Global Coordinator for the Charter of Trust; Member of the Siemens Cybersecurity Board.	24.11.2020	16	161

Pierre-Yves Danet	The impacts of interactive technologies on the future of new media	22.10.2020	12	127
Sudha Jamthe	Career Pivot to Digital Twins in Covid Times	15.09.2020	12	100
Aljosa Pasic*	Cybersecurity for teleworking	25.06.2020	37	140
Daveed Benjamin*	The power of viral misinformation and fake news in COVID-19	25.06.2020	22	138
Manuela Battaglini	Digital contact tracing & the future of privacy	25.06.2020	29	156
Ester Liquori	Better marketing with savvy data by Ester Liquori	29.04.2020	26	116
Alex Puig	Do you have everything you need to prove that you are you?	23.01.2020	80	144

*Organised within the _Funding Continuity Day_ already mentioned in D.2.5 _Final NGI charisma activities report._

All NGI Talks are available at the NGI Talks Collection at the NGI Community and listed on a dedicated playlist on the NGI Youtube channel, that is as well linked through the NGI portal.
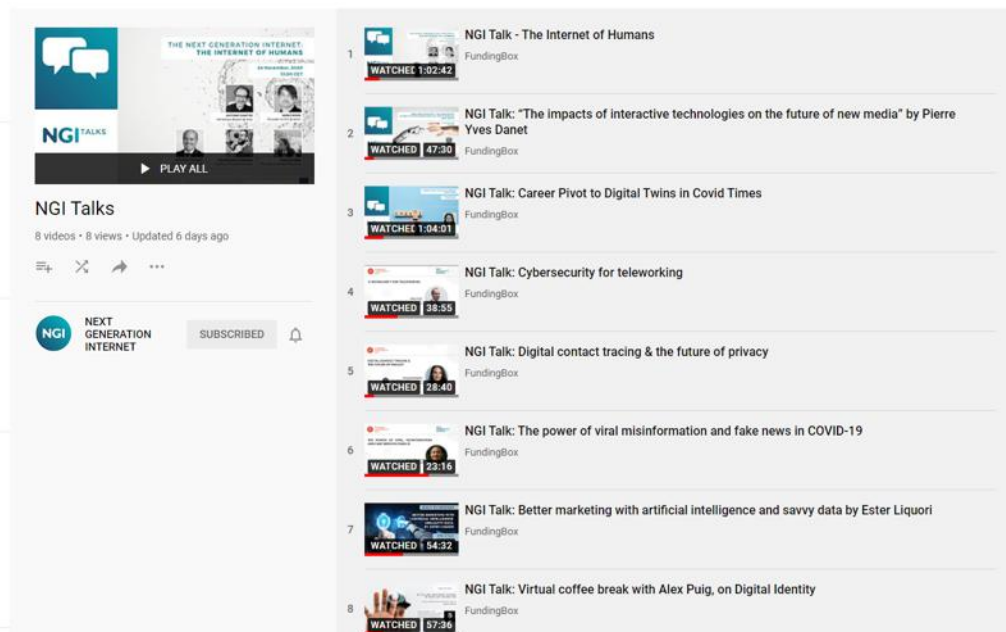

FIGURE 24: NGI TALKS PLAYLIST AT NGI YOUTUBE ACCOUNT

In 2021, the EC recommended to include in the NGI Talks series the podcasts that are being generated by the NGI Pointer projects on topics related to Internet Architecture, that are relevant to the overall NGI audience. They are now included as part of the NGI Talks series in the community collection.

TABLE 6: NGI POINTER PODCASTS INCLUDED IN THE "NGI TALKS" SERIES

Organiser	Topic	Visits	Reactions
NGI Pointer	The SCION Project	153	10
NGI Pointer	The Scuttlebutt Project	247	10
NGI Pointer	TA4NGI / Daasi.de: Quantum Secure Trust and Authentication	245	14
NGI Pointer	The Peergos project	85	7

Specific dissemination materials and posts/events are created for each Talk and shared in the NGI Community and NGI Social Media (see example in section 1.3.3 Content).

One more **NGI Talk** is currently under preparation for the coming months of 2022 (to be taken over by the follow up CSA), on the topic of the **NGI Solutions Catalogue**, with the aim of raising awareness about the main outputs of the NGI programme, by presenting the Catalogue to the NGI ecosystem, while opening new channels for discussion on how it can help the uptake of these solutions. But also, how can it give visibility to the need for a more human internet with the help of specific examples.

A tentative agenda has been drafted, and the willingness to participate of innovators from several RIAs has been confirmed:

TABLE 7: TENTATIVE AGENDA FOR THE NGI TALK: THE NGI SOLUTIONS CATALOGUE

AGENDA
NGI presents   ● An Internet for humans: What is NGI, status and what's next.   ● NGI Solutions Catalogue: Presentation and objectives.
The NGI story in numbers   Presentation of the main KPIs from the Catalogue in terms of geographical distribution, verticals & other highlights.
Live Demo of the Solutions Catalogue
Panel discussion (with the participation of innovators and RIAs representatives)   How can the NGI solutions Catalogue: ● Foster the adoption of the NGI values by the public?   ● Help the uptake of these solutions?

3 CONCLUSIONS AND NEXT STEPS

The main goal of the NGI Community is to support the growth of the NGI ecosystem, to promote the NGI to newcomers, and to connect the NGI to a large community of outsiders interested in funding and networking opportunities to help realising the human-centric vision of the internet of tomorrow.

To make it grow fast and be active and vibrant, a growth hacking strategy was implemented, following a growth hacking funnel approach, and integrating some inbound marketing techniques. A wide range of actions and campaigns have been carried out according to those methodologies, of which those implemented between January 2020 and April 2022 are explained in detail in the current deliverable.

With the experience and learnings acquired along the project duration, a series of **conclusions can be drawn** - notice these will ground future planned activities in the follow up CSA.

Growing the community:

To acquire users, very direct actions with personalised messages for NGI different targets are the best option. In this sense, we have identified **online ad campaigns**, especially on LinkedIn, to be the best performing ones. The use of SEO was included in the strategy, and shorter but more targeted campaigns implemented, hence increasing its effectiveness.

By the end of the project, **3,150 members** are now part of the NGI community platform, sharing relevant content for the programme, and with the ongoing NGI **RIAs** also contributing with their inputs and content.

Activate the members:

In order to **increase engagement** and make the members more active in the community, several activities proved to be more effective, such as:

- Creating spaces to foster discussion like those following up specific events.
- Spaces where specific information is requested from other members, like the helpdesks of the open calls for NGI RIAs, or after webinar Q&As.
- Promoting contests/raffles to get tickets for relevant industry and research events.
- Publishing posts that compile information on specific topics (such is the case of the posts summarising yearly achievements, or the innovators blogs, etc).

In order to implement the right actions to increase this engagement, the community implements a **reinforced use of analytics and data monitoring** through a monthly follow-up of the engagement rates, as well as through improved data features of the latest release of the NGI Community platform. This closer monitoring of data has also been applied to all paid campaigns.

An effort has been made to get feedback directly from the users, for example by distributing **surveys** to enhance the user's experience.

The Ambassadors programme:

In general, the **Ambassadors Programme** has been very effective positioning the brand and the community, as well as creating content. 14 Ambassadors were onboarded, sharing NGI content with their **more than 400,000 combined followers** and holding **12 NGI Talks** on

relevant NGI topics, that have been viewed by more than 1,440 viewers. These actions were also very popular in Covid times, where all events and face to face activities were paused.

Nevertheless, for the new NGI4ALL.E, some **improvements** will be implemented in the Programme to increase its impact in reach, but also in contents:

- An effort will be made to get a more **diverse pool of potential ambassadors**, not only in the gender and geographic aspects, but also regarding their sector, involving in the programme for example press representatives, policy experts, researchers and academics or members of end-users' communities.

- Also, to ensure that the most representative people are approached and engaged, a dedicated **Selection Committee** will be created, including representatives of the NGI Outreach Office, the EC, the ongoing NGI RIAs and CSAs as relevant.