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D4.1 – PLAN FOR COMMUNICATION & STAKEHOLDER'S ENGAGEMENT STRATEGY & PLAN AND PROMOTION OF THE OPEN CALLS

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Glossary

ASI	Austrian Standard International
AUS	Australo Interinnov Marketing Lab SL (<i>Project Partner</i>)
BSI	British Standards Institution
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
DCU	Dublin City University (<i>Project Partner</i>)
DIN	Deutsches Institut für Normung
DMS	Document Management System
ECISO	European Cyber Security Organisation
EAG	External Advisory Group
EFFRA	European Factories of the Future Research Association
EPE	External Pool of Evaluators
ETSI	European Telecommunications Standards Institute
DSM	Digital Single Market
IEC	International Electrotechnical Commission
INATBA	International Association of Trusted Blockchain Applications
IPR	Intellectual Property Rights
ITU	International Telecommunication Union
MSP	Multi Stakeholder Platform
NSAI	National Standards Authority of Ireland

NGI	Next Generation Internet
MoU	Memorandum of Understanding
OC	Open Call
OFE	Open Forum Europe
PC	Project Coordinator
PMB	Project Management Board
SBS	Small Business Standards
TL	Task Leader
TRUST-IT	Trust-IT Srl (<i>Project Leader</i>)
W3C	World Wide Web Consortium
WP	Work Package
WPL	Work Package Leader

1 EXECUTIVE SUMMARY

This plan for communication & stakeholder's engagement strategy and plan for promotion of the Open Calls lays the basis of our foundation to draw on the best practices that worked during the pilot project StandICT.eu [2018-2020], coordinated by Trust-IT, and take these lessons learned to then become an integral part of our communication and stakeholder's engagement strategy plan for StandICT.eu 2023 [2020-2023].

An important priority that will help shape this plan are the **two principal objectives** of StandICT.eu 2023 which wants to:

- (i) **increase the voice of European ICT Standards experts contributing pragmatically into SDO WG or TCs**, through the Open Calls, where much more funding is available. This is now up to three million euros which is nearly double the amount available in the predecessor project;
- (ii) **European ICT Standardisation Observatory branded EUOS** becomes the “go-to-place” for the ICT Standards community to not only include any relevant gaps, priorities, challenges and landscape analysis that have been put together in the topics of the DSM, but also to provide a place for effective discussion and exchange of information as well as to discuss timely topics through the creation of working groups and technical committees and ensure cross-standardisation efforts that may work together in a more harmonised way. This is guaranteed thanks to the External Advisory Group (EAG) who have been chosen specifically as the right channel to feed the different DSM topics within the EU-OS.

Therefore, the two **overarching objectives** listed here are critical features of our plan for communication & stakeholders' engagement strategy where it is paramount it is tailored to ensure that the ICT Standards ecosystem all play a role in the Open Call Process and definition of the call topics. This can be guaranteed through the stakeholder engagement where our priority has to focus on those individuals who can demonstrate that their standards work or activity do influence work carried out in Working Groups or Technical Committees, bring European excellence to the discussions, take on board also national priorities within a European context and, finally, can also showcase that results that are drawn from H2020 Research and Innovation funded projects. The idea is that these activities may continue once the project has concluded and may be continued within the European ICT Standards Observatory, or as part of the activity from the SDO groups. This is a clear sustainability strategy for potential uptake and it is important that StandICT.eu has this lever of dialogue with these actors that may be maximised with the implementation of the EUOS.

Other important lessons learned from the previous project are brought to this plan to help solidify the ICT standards efforts in Europe and this is the intensified collaboration with the associations and SME bodies and Public Private Partnerships (PPPs).

The **Multi Stakeholder Platform (MSP)** community makes up a valid and relevant community for StandICT.eu and the plan addresses ideas to have the MSP engage better with the project and for them to draw value from the StandICT.eu services,

namely on offer in the EUOS as well as in contributing through the discussion forum to the iterated versions of the ICT Rolling Plan of ICT Standardisation, this is articulated in Section 5 of the current plan.

The meticulous selection of the Expert Advisory Group (EAG) will allow this plan to guarantee a smooth communication path that reaches the right stakeholders. The EAG have been hand-picked to cover representatives from the funding agencies, the PPPs, SME associations, INATBA, Chairs or co-chairs on SDO WGs or TCs, national standards bodies representatives. By doing this, these individuals are expected to feed their ideas and insights to select the right topics for the Open calls and we can provide both variety and timely content that will hopefully catapult StandICT.eu into an authoritative position in the community. On the other hand, the EAG will be expected to create specific Working Groups (WGs) that can populate the EUOS to allow the individual experts to apply on the Open Calls on these WG topics. In order to gain buy-ins from Stakeholders, both EAGs and MSP representatives will be asked to provide new relevant topics for every Open Call, in order to enhance the OCs authoritativeness.

Finally, this project is earmarking one-on-one relations with specific organisations that can work as multipliers to their specific communities. At the time of writing this plan, the project already has managed to engage through signed MoUs, a pragmatic collaboration with Small Business Standards (SBS) as well as with INATBA and is currently negotiating MoUs also with Cen Cenelec, ETSI and the Open Forum Europe (OFE).

2 INTRODUCTION

This deliverable, D4.1 “Plan for communication & stakeholder's engagement and promotion of the Open Calls”, released at Month 3, describes the main objectives and expected outcomes of the communication, dissemination, and stakeholder engagement activities to be adopted during the first period (M1-M18) of StandICT.eu 2023 2023 to ensure the successful achievement of the Project objectives.

The plan is a *living document*, which will be revised, where necessary, through subsequent versions with the release of a formal re-iteration at M18, to address any specific needs or new opportunities that may arise during its execution.

2.1 PURPOSE AND SCOPE

The **StandICT.eu Communication and Engagement strategy** adopts a pragmatic, coordinated, and interconnected approach to successfully promote the project's Open Calls and disseminate their outcomes using an extensive set of communication channels to target the wide and diverse network of Stakeholders involved.

By its very nature, the Open Call process dictates a specific pattern to the communication and engagement techniques to be adopted, matching the various objectives to be met at given stages, which necessitate distinct communication styles and techniques, as well as the right tools to ensure outreach and engagement of the appropriate Stakeholders.

This deliverable defines the different types of stakeholders identified, the engagement strategy devised for each of them and the modus operandi and tools to be adopted. These include communication activities at key events to facilitate outreach to the target research communities.

The specific objectives of the plan for Communication & Engagement of the Open Calls can be summarised as it follows:

1. Implement a **branding strategy to ensure the full recognition and acknowledgement of the StandICT.eu brand** within the European and potentially international ICT Standards Community in full continuity with the Pilot Project.
2. Deliver a **strategic plan for Communication & Engagement to achieve the widest reach of the Open Calls** to an appropriate audience and attract the most skilled European ICT Standards Experts.
3. Showcase the most relevant StandICT.eu 2023's results, creating awareness of the impact of the cascade funding and ensuring they **contribute to the shaping of future European ICT Policies**.
4. Provide a refined yet exhaustive **definition of the principal Stakeholders and the outreach strategy** to be adopted to ensure continuing support of the project's uptake through the establishment of solid partnerships.

2.2 STRUCTURE

The document is divided in the following sections:

- **Introduction** – Highlighting the high-level scope of the document as a reference for the overall Communication and Engagement strategy.
- **Pillars of the Communication and Engagement strategy** – Providing an accurate description of the key-goals that will contribute to establish the StandICT.eu 2023 ecosystem.
- **Stakeholder Groups** – Listing the most significant project Stakeholders and a two-fold explanation on:
 - How they are going to be addressed and engaged and/or
 - How they will play a supportive role in the achievement of the project's objectives.
- **Open Calls Promotional Strategy** – This part contains an exhaustive list of the different channels, strategies and methodologies to be leveraged to grant the broadest exposure and outreach of the project's Open Calls.
- **Strategy behind Communication, Promotion and Dissemination** – Featuring the toolkit of Digital Channels and assets that will be exploited to empower the promotion and dissemination of the project's results and the development of a unique brand identity.
- **Monitoring and Assessment** – Showing the process implemented to track KPIs and evaluate the tangible impact of each funded application.
- **Conclusions**

2.3 RELATION WITH OTHER PROJECT WORK PACKAGES

The following StandICT.eu 2023 deliverables which are related to this document are the following:

- D2.2 Workshops and Webinars reports, 1st issue
- D3.1 Call monitoring report no.1
- D3.2 Call monitoring report no.2
- D3.3 Call monitoring report no.3
- D3.4 StandICT.eu Fellowship Programme interim impact report
- D4.3 Interim report on education in standardisation
- D5.1 EUOS interim position statements
- D5.2 Interim Report on Ecosystem Building

3 **PILLARS OF THE COMMUNICATION AND ENGAGEMENT STRATEGY**

3.1 STANDICT.EU 2023 OPEN CALLS

StandICT.eu 2023 will deliver 10 Open Calls for proposals, the “**Standardisation Fellowship Programme**”, the first of which launched on the 2nd of November 2020, via the customized StandICT.eu Grants Platform, with the remaining nine scheduled from January 2021 until September 2022. Through a cascade grant mechanism, the Open Calls will provide a total of 3 million Euro of much-needed funding to support and incentivise the participation of European standardisation specialists in Working Groups & Committees of SDOs and SSOs worldwide, enabling them to contribute effectively to international ICT standards efforts.

The 10 Open Calls will focus around macro-areas of the key strategic orientations of the [Strategic Plan In The Horizon Europe Framework Programme](#), while specialists may still apply for the wide range of ICT domains that form the building blocks of the Digital Single Market, as well as those included in the Rolling Plan for ICT Standardisation 2020.

The proposals addressing the specific topics of the call will be evaluated by three independent experts from the Project's External Pool of Evaluators with the most successful retained for funding. Three types of proposals may be submitted: Long Term with a maximum duration must duration of six months and funding envelope of 5,000 to 10,000 Euro, Short Term with a maximum duration of three months and a funding envelope of 3,000 to 7,000 Euro and One-Shot contributions for participation in meeting and events with a maximum duration of three months and maximum funding of 3,000 Euro.

3.2 EUOS - EUROPEAN OBSERVATORY FOR STANDARDISATION

Driving the data acquisition phase of StandICT.eu 2023 is the **EU Observatory for ICT Standardisation (EUOS)**, or Standards Watch, which will build on the Standards Observatory of the StandICT.eu (2018-2019) Project with over 700 ICT standards / WGs / TCs already uploaded.

Given the sheer quantity of (still) relevant ICT standards globally, the target here is to boost the EUOS with over 5,000 standards before Project completion to offer comprehensive coverage of all major SDOs operating globally and of all significant ICT standards, with a particular focus on 5G, Cloud, Data Technologies, Artificial Intelligence, Cybersecurity and Blockchain and close monitoring to those areas where gaps and impacts emerge.

This will be achieved through a coordinated activity, involving the Project Partners and the External Advisory Group who offer both consolidated expertise in standards, and active involvement in standards committees and bodies, ensuring that information is relevant and timely. Further, collaboration will be sought with SDO's and other relevant Associations in the form of Memorandum of Understandings to cement and foster closer relationships.

The scope of the new EUOS moves far beyond a simple Standard repository aspect and the ultimate goal here is to turn this space into “go-to-place” for the ICT Standards community providing a reference point for the community to promote:

- Effective discussion and exchange of information on timely topics though the possibility to join and create discussion groups (public or private) dedicated to specific fields, as well as Standards or Working Groups/Technical Committees;
- Comprehensive “*Landscape & Gap analysis*” documents obtained directly from the relative Standards organisations to ensure a complete mapping of the most important trends in ICT domains, as well as ‘novelties’ or specific challenges to be tackled;
- Freely available educational materials (such as guides, textbooks, manuals, and video courses) from trustworthy sources;
- A reward system to incentivise the most active users to participate in the debate and share insights (using a gamification component that allows users to accrue points for certain activities to be turned into badges to be displayed on their personal profiles);
- A showcase of the results achieved through the StandICT.eu Fellowship Programme;
- An updated list of StandICT.eu 2023 organised events as well as third-party events.

3.3 SYNERGIES & PARTNERSHIPS - THE STANDICT.EU NETWORK

StandICT.eu 2023 aims to establish a vast and influential network through strategic synergies with ongoing initiatives both at European and global level, in order to secure and tap into the wide range of competencies and skills needed to provide the required international breadth to the Project.

This will be pursued through the wide range of activities envisaged within WP2, WP4 and WP5 and it will aim at achieving the following outputs:

- Concrete involvement and ongoing coordination with **Regional and International SDOs** with the objective of:
 - Promoting the opportunities offered by the Open Calls among the relative ICT Communities.
 - Disseminating the impact attained through the work carried out by the funded experts.
 - Identifying and highlighting emerging topics and/or challenges requiring further research, to be timely included in the Open Calls priority list.
- Long-lasting connections with **National Standard Bodies** to obtain a complete mapping of the different national perspectives and steer ICT Policy development towards a more Eurocentric approach.

- Strengthened partnerships with main actors of the **European SMEs ecosystem** through a series of agreements to be reached with the associations representing the interests of European SMEs in Standardisation, with the ambitious and dual goal of reinforcing SME presence in the international ICT Standardisation landscape, while feeding the EUOS with the crucial input of small businesses. As already highlighted, at the time of writing, StandICT.eu 2023 has signed a Memorandum of Understanding with Small Business Standards (SBS)¹. Furthermore, solid co-operations are in place with the European Digital SME Alliance² (represented with a member in the StandICT.eu 2023's EAG) and SMEunited³.
- Synergies with **similar initiatives including European (and national) funded R&I projects**. At the time of writing, an extensive campaign has been initiated to recruit and set-up partnerships with multiple H2020 projects involved in the European Commission Roundtable event series called "*ICT Verticals and Horizontals for Blockchain Standardisation*"⁴, where StandICT.eu 2023 holds a permanent guest role.
- Concerted effort to develop continuous synergies with **European PPPs** (some of them already ongoing (*ECISO, Big Data Value PPP, 5G PPP, High Performance Computing PPP, Factories of the Future PPP, euRobotics PPP*)).

3.4 EDUCATION IN STANDARDISATION

Standards education will be an integral part of the future EUOS with the main objective of helping raise the "**next generation of ICT Standards Experts**". The key part of this effort will be implemented under WP4 and WP5, following the guidelines provided by the WP2 EUOS – Foresight Committee, as well as the internal community. The activity will be aimed at scoping out the most significant education initiatives available from National Standards Bodies, by exploiting existing synergies and linkage with SDOs and tapping into the knowledge of successful applicants to the StandICT.eu 2023 Fellowship Programme, with a view to storing these and making them publicly accessible on the platform.

The following are some of the main channels to be considered to provide accurate content and training:

¹ <https://www.standict.eu/news/joint-press-release-sbs-and-standicteu-2023-sign-memorandum-understanding>

² <https://www.digitalsme.eu/>

³ <https://smeunited.eu/>

⁴ <https://ec.europa.eu/digital-single-market/en/news/ict-verticals-and-horizontals-blockchain-standardisation>

- Educational Programmes carried out by European National standards Bodies - examples: University Education Forum on Standardisation (EUE Forum) from UNE⁵, NSAI Education Sector Support⁶, BSI Education⁷
- ETSI Education about Standardisation and Media Library⁸
- CEN/CENELEC Joint Working Group on Education about standardization (JWG-EaS)⁹
- CEN CENELEC Guides and Educational material¹⁰
- ELITE-S Fellowship Programme¹¹
- ISO repository of teaching materials¹²
- Educational Resources from IEEE – *IEEE Learning Network*¹³
- IEC Academy & Capacity Building (ACB)¹⁴

The continuous feeding of the Education section of the EUOS is intended to secure the long-term objective of providing increased awareness and training on standardisation procedures, policy and processes, mainly for newcomers and researchers.

3.5 EDITORIAL PLAN

The table below outlines the editorial plan at the time of writing this report. The Plan plots a core set of activities taking place in M01-12. Given the on-going COVID-19 pandemic, the plan is considered a living document that will be regularly updated in concert with the StandICT.eu 2023 consortium over the remainder of the project, detailing specific roles and responsibilities and according specific needs that might arise once the regular physical events will be resumed.

⁵ <https://www.en.une.org/normalizacion/nuevo-en-las-normas/formacion-en-normalizacion/formacion-en-normalizacion-en-el-ambito-universitario>

⁶ <https://www.nsai.ie/standards/supporting-standards/education-sector-support/>

⁷ <https://www.bsigroup.com/en-GB/about-bsi/uk-national-standards-body/what-is-the-national-standards-body/education/>

⁸ <https://www.etsi.org/media-library>

⁹

<https://www.cencenelec.eu/standards/Education/JointWorkingGroup/Pages/default.aspx>

¹⁰ <https://www.cencenelec.eu/standards/Guides/Pages/default.aspx>

¹¹ <https://elite-fellowship.eu/about/elite-s-programme/>

¹² https://www.iso.org/sites/materials/teaching-materials/education_materials-higher-edu.html

¹³ <https://iln.ieee.org/public/TrainingCatalog.aspx>

¹⁴ <https://www.iec.ch/academy/?ref=menu>

Timeline	Activity Planned
September 2020 (M1)	<ul style="list-style-type: none"> • StandICT.eu 2023 Website Launch • Press Release (project launch) • Social Media Activity • EUOS Logo
October 2020 (M2)	<ul style="list-style-type: none"> • Graphic Material for the Open Calls • 2 EPE Open Call Banners • Fellowship Programme 1st Open Call Banner • Press Release (MoU signature with SBS) • Engagement and Recruitment Campaign for Evaluators • Social Media Activity
November 2020 (M3)	<ul style="list-style-type: none"> • Publication of the Open Call #1 • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 1 • Engagement and Recruitment Campaign for Evaluators • Event – 04.11.2020 EBDV Forum: Session on International Standards Strategies • Event – 11.04.2020 “Fintech, Digital Assets and Smart Grids” European Commission ICT Roundtables • 1st StandICT.eu Webinar – 24.11.2020 • 1st Monthly Newsletter Issue • Social Media Activity
December 2020 (M4)	<ul style="list-style-type: none"> • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 1 • 2nd Monthly Newsletter Issue • Social Media Activity • EUOS branding • Event – 09.12.2020 “Digital Economy, SMEs, Industry and Supply Chains” European Commission ICT Roundtables
January 2021 (M5)	<ul style="list-style-type: none"> • Publication of the Open Call #2 • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 2 • 3rd Monthly Newsletter Issue • Social Media Activity • Event – 13.01.2021 “Cybersecurity” European Commission ICT Roundtables • Event – 27.01.2021 “Internet of Things” European Commission ICT Roundtables • StandICT.eu 2023 Promotional Video • General Flyer on Open Calls

February 2021 (M6)	<ul style="list-style-type: none"> • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 2 • 4th Monthly Newsletter Issue • Social Media Activity • 2nd StandICT.eu 2023 Webinar • Event – 10.02.2021 “eHealth” European Commission ICT Roundtables • Event – 24.02.2021 “Future Internet, Media and Big Data” European Commission ICT Roundtables • Podcast Interview • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call
March 2021 (M7)	<ul style="list-style-type: none"> • Publication of the Open Call #3 • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 3 • 5th Monthly Newsletter Issue • Social Media Activity • Event - CEN-CENELEC StandarDays 2021 – 29/30.03.2021 • 1 Poster
April 2021 (M8)	<ul style="list-style-type: none"> • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 3 • 6th Monthly Newsletter Issue • Social Media Activity • 1st Workshop - ETSI IoT Week – 26/30.04.2021 • 3rd StandICT.eu 2023 Webinar • “StandICT.eu 2023 Ambassador” Campaign (with interview or Twitter Cards or blog posts on the new funded experts) • Flyer
May 2021 (M9)	<ul style="list-style-type: none"> • 7th Monthly Newsletter Issue • Social Media Activity • Podcast Interview • Revamped Project Brochure • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call
June 2021 (M10)	<ul style="list-style-type: none"> • Publication of the Open Call #4 • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 4 • 9th Monthly Newsletter Issue • Social Media Activity • Event – ETSI Security Week • Podcast Interview

July 2021 (M11)	<ul style="list-style-type: none"> • Engagement and Recruitment Campaign for ICT Standards Experts for the Open Call # 4 • 10th Monthly Newsletter Issue • Social Media Activity • 4th StandICT.eu 2023 Webinar
August 2021 (M12)	<ul style="list-style-type: none"> • 11th Monthly Newsletter Issue • Social Media Activity • Flyer

4 STANDICT.EU 2023 - STAKEHOLDER GROUPS

4.1 NATIONAL STANDARD BODIES

National Standardisation Bodies represent the touchstone for all stakeholders and the focal point of access to the concerted system, which comprises regional (European) and international standardisation.

StandICT.eu 2023 can already rely on a consolidated synergy established with multiple NSBs during the Pilot Project phase (StandICT.eu) that resulted in the formal signature of mutual support agreements, specifically with *National Standards Authority of Ireland (NSAI)*, *Austrian Standards International (ASI)*, *Romanian Standards Association (ASRO)*, *Italian Association for Standardisation (UNI)*, *Spanish Association for Standardisation (UNE)* and *Standards Norway (SN)*.

Throughout the course of 36 months, the national associations of the European member states will be adequately and strategically embarked on the project to attain the crucial objectives of the overall Communication plan:

- To support the sustainability of the training and education outreach.
- To act as powerful amplifier to convey the opportunities of StandICT.eu towards the respective national networks of ICT Standard specialists.
- To contribute to an exhaustive mapping of different requirements across priority ICT areas, with a view to ensure a proper promotion of the European interests and influence on a global scale in the Standardisation arena.
- To support the organisation of joint meetings, events and/or workshops.

4.2 EUROPEAN AND INTERNATIONAL SDOs

One of the foundational goals of StandICT.eu 2023 is to build upon (and expand) its engaged and relevant community of ICT Standardisation experts, confirming that this project capitalises on the consolidated community achieved under StandICT.eu [2018-2020]. To comply with GDPR, the partners are confirming each community member's continued interest in the project and desire to continue to receiving updates about the StandICT.eu 2023 [2020-2023].

Through the support of an **active set of representatives of SDO Working & Technical Committee groups that will find a dedicated space in the EUOS**, the provision of thorough, timely and up-to-date information will be made available to spark interaction and debate around rising ICT topics to be potentially fed into the Open Call process.

StandICT.eu 2023 will also set-up a dedicated **Database of Contacts to map the full-scale panorama of SDOs** with touchpoints identified with the respective Communication Officers to bring additional visibility and outreach the project's results, impact and main events.

The coverage of Cascading Grants should supposedly fall across a wide variety of SDOs. The main obvious result will be the possibility for multiple organisations to benefit from the expertise and perspective of competent ICT experts that can help them:

- Better understand how to develop Standards capable of effectively impact commerce, government, industry, society and environment.
- Bridge the gap between European priorities and arising ICT Standardisation technologies.

The image below (Fig. 1) provides a snapshot of some of the **European and International SDOs** that we engage with and with whom closer bonds will be forged through systematic, timely and regular engagement, in pursuit of the communication and dissemination objectives of the project, which will take the form of the following activities:

- Direct liaison with Chairs and Co-chairs of Working Groups and Technical Committees also by exploiting the connections of the EAG members (to embark them in virtual or physical events, to ask for support to identify important novelties, gaps or challenges in the relative ICT field or to contribute to the provision or research of Landscape Analysis to be integrated within the EUOS).
- Look for opportunities of visibility at PPPs related events (like the EBDV Forum, or 3GPP, or 5GPP, or euRobotics, or EFFRA, ECSO).
- Research of Focus Groups on specific ICT sub-domains which may be willing in creating and supporting a dedicated discussion group within the EUOS.



Figure 1 - Regional and International SDOs, relevant initiatives and organisations

4.3 SME NETWORK

The two-fold linkage between Standardisation and small enterprises is both strong and evident. On one hand Standards adoption can bring invaluable benefits to SMEs in terms of costs reduction, improvement of their innovative capacity and general enhancement of their level of competitiveness. On the other hand, tangible advantages might come also under the form of removal of barriers in trade, improving the quality of services and stimulating the overall competition.

It is therefore crucial for SMEs' needs to be properly taken into consideration when it comes to drafting and developing Standards that should be compatible with small enterprises for a more effective market uptake and fairer competition.

By strengthening relationships with the principal European SME organisations and associations (as indicated in 3.3), StandICT.eu 2023 wants to ensure that the voice of the SME community can be adequately taken into account within SDO Working Groups and Committees. At the same time, SMEs can aim at increasing their presence in the international standardisation landscape for ICT through the financial means available with the StandICT.eu 2023 Open Calls, to overcome some of the barriers preventing access of their representatives in the decision-making process.

Signature of MoUs and agreements with associations such as **SBS**, **SMEUnited** and **European Digital SME Alliance**, will pave the way for a reciprocal support to achieve beneficial and shared objectives, and more specifically:

- To Involve the Partners, whenever possible, in the discussion for Open Calls content publication.

- To allow Partners to contribute with their insights and recommendations that StandICT.eu 2023 may consider for inclusion in the set of 10 Open Calls.
- To provide visibility to all outreach activities that the Partners organise around efforts on SMEs and contribution to ICT Standards through the main StandICT.eu media channels and extensive network of stakeholder communities.
- To receive insights from Partner's members on the EUOS, on the Open Calls or on the StandICT.eu initiative at large.
- To obtain a consistent support for the Open Calls promotion through the European SMEs community (as well as for any other StandICT.eu's event).
- To ensure complementary cooperation in participation at webinars or events of mutual interest.

4.4 EAG – External Advisory Group

At the moment of writing the **External Advisory group (EAG)** is composed of 17 renowned experts from several ICT standardisation areas, EC Policy officers, member of renowned SDOs and EU national Standard Bodies, representative of SMEs organisations and professional ICT networks (Fig. 2).

The primary function of the EAG is to uphold the project in each of its main phases, and more specifically to:

- Provide advisory support to rigorously analyse and identify ICT Standardisation priorities, arising challenges or topics where European contribution is needed to feed into the Open Call lifecycle.
- Advocate the project during contextualised events within the ICT Standardisation ecosphere, as well as support and motivate newcomers to apply to the Open Calls.
- Actively contribute to the uptake of the EUOS through the creations of specific discussion groups around different ICT topics.

To date, five Working Groups have already been established to seek EAG's contributions in the respective area:

- o EUOS WG1 Digitising European Landscape (WG-DIGELAND) Chair - Stefan Weisgerber
- o EUOS WG2 Data Discovery (WG-DATDIS) Chair - Tom de Block
- o EUOS WG3 Risk Management (WG-RISKMAN) Chair - (INATBA tbc)
- o EUOS WG4 Landscape Analysis of AI (WG-AI-LAND) Chair - Lindsay Frost
- o EUOS WG5 Education about ICT Standards (WG-STED) Chair - Brian McAuliffe

- Provide prompt updates on *Roadmaps or/and Landscape Analysis* released by SDOs or sectorial Standards organisations that might be of interest for the StandICT.eu's scope and to be timely included in the EUOS. Furthermore, EAG members will take care of contributing to StandICT.eu 2023's effort to consolidate state-of-the-art opinion into position statements that will act as valuable input for EC policy setting.

The following image shows the current composition of the External Advisory Group:



Figure 2 - EAG composition, M3

4.5 EUOS FORESIGHT COMMITTEE

The creation of the EU Observatory **Foresight Committee (EUOS-FC)** aims to gather a group of key and influential leaders coming from different backgrounds (EC, SDOs, NSBs or PPPs) to provide a clear linkage between policies and regulations through Standards, in order to offer guidance and relevant perspectives to future EC work programmes. The role of these international experts is to present on “*Tech State of the Art*”, challenges, opportunities and prospective impacts on **future European Policies and strategies**, from a higher observation point and reaching even beyond the EAG's activity.

The EUOS-FC will also be asked to look into novel ICT areas which are maturing that might be worthy of further investigation as potential standardisation focal points for the project.

Finally, the EUOS-FC will meet where possible in conjunction with EAG meetings (on a quarterly basis) to enable involvement of some of the EAG members, where

possible (more detailed information are included in the *D2.1 Foresight Committee Plan, M3*).

4.6 MULTI-STAKEHOLDER PLATFORM (MSP)

The role of the European Multi-Stakeholders Platform on ICT Standardisation as a Stakeholder in StandICT.eu 2023 is dual. First, it acts as the harbinger of the areas of ICT standardisation activities crucial to the future development and competitiveness of the European Digital Single Market, through its Rolling Plan, which highlights the key priority topics that should underpin and provide focus for the Open Calls. Second, it acts as a crucial messenger and multiplier to feed the results of the funded research on core ICT standardisation topics back to the community.

Over the course of StandICT.eu [2018-2020], a close relationship was initiated with the MSP and the Project was invited to attend its meetings on a regular basis. StandICT.eu 2023 aims to improve and consolidate this engagement primarily through the EUOS, where the MSP can take full advantage of the services offered and contribute through the discussion forum to the iterated versions of the ICT Rolling Plan of ICT Standardisation

4.7 POLICY MAKERS

This group includes stakeholders both at a National and European Level that steer policy priorities towards a more Europe-centred approach in line with the key European objectives of the Digital Single Market and also possess relevant funding to implement and support such policies.

For StandICT.eu 2023, a key policy stakeholder is the European Commission with its multiple EC directorates. The Consortium Partners have established and meaningful relationships with Directorates such as DG CONNECT, DG RTD and the Research Executive Agency through their involvement in numerous H2020 Innovation and Coordination Support Actions. StandICT.eu 2023 benefits in particular from the participation of two members of DG CONNECT in its External Advisory Group, ensuring a constant dialogue between the European Commission and the Project, which through its continuous interaction across national and international SDOs is able to pinpoint topics that require further research, and provide coordinated guidance to steer policy priorities.

4.8 OTHER EUROPEAN PROJECTS AND INITIATIVES

This groups gathers European level stakeholders that collaborate in the field of digital innovation and research in the horizontal (cloud, IoT, 5G & fixed network, cyber security, data commons) and vertical (quantum technologies, AI, Blockchain, Industry 4.0, ITs, FinTech, eHealth, Circular Economy, Smart Grids etc.) fields that are relevant for StandICT.eu 2023. This groups also includes other running / completed R&I projects as well as varied EU PPPs that have an interest in the ICT

standardisation.

For StandICT.eu 2023, these initiatives are relevant for two key reasons: firstly, the digital consortia can include experts interested to candidate in the Open Calls, and secondly, their different consortia members can become active users of the EUOS. On the one hand, this group is likely to promote their standardisation-related research outcomes on the EUOS. On the other hand, they can use the EUOS to search relevant information that can be helpful for their research & innovation process.

Stakeholders of this group will be scouted and contacted throughout the project duration.

5 OPEN CALL(s) PROMOTIONAL STRATEGY

5.1 OPEN CALL FOR EVALUATORS

StandICT.eu 2023 will seek a group of external, independent experts to evaluate the proposals submitted to the Open Calls who come together as the *External Pool of Evaluators* (EPE). The Open Call to recruit the EPE was launched in Month 1 and will continue until July 2021. At the time of writing the Project has received over 80 applications through a promotional campaign already started in Month 2, so is well on track to reach to onboard 50+ members providing good coverage of the domains covered by the Open Calls. A reserve Call is also scheduled to onboard new members from April to June 2022.



Figure 3 - Official Banner for the EPEs Call

5.2 OPEN CALL FOR PROPOSALS (STANDICT.EU)

FELLOWSHIP PROGRAMME)

Each Open Call will pass through a launch phase, where the communication, dissemination, and engagement activities will be focused on spurring specialists to participate in the Open Calls, and a dissemination phase dedicated to showcasing the results obtained from the funded proposals.

The first Open Call promotional activities will serve as a pilot for the others to follow, with activities continuously assessed and compared with the results attained in terms of applications received and topics covered by the submitted proposals.

The Open Call promotional campaigns presented in this document address the following objectives:

- High visibility among the key stakeholders to make sure that the maximum number of EU private companies, R&D organisations, Research Centres and Industry sector organisations have access to the calls;
- Raised awareness on the StandICT.eu 2023 project and the expected results;
- Continuous updates on the progress and the results of the Open Calls and wide dissemination of information that can help new applicants in the following calls.

To strengthen the brand awareness of the entire project while leveraging on the specificity of each of the 10 Open Calls, a strong visual approach has been adopted as part of the communication strategy. Ten different themes, aligned with the European [Strategic Plan in The Horizon Europe Framework Programme](#), have been selected, all inspired by nature and will characterise the communication of the entire project during the period relative to the corresponding Open Call (Figure 4).



Figure 4 - 1st Open Call thematic image

5.3 THE EUOS PROMOTIONAL STRATEGY

Prior to kick-off, the Trust-IT team had already started discussions, also involving the EC project officers on the expectations of the EUOS to better understand the priorities and how to evolve the StandICT.eu [2018-2020] repository to meet these needs. The EUOS underwent a branding strategy to maintain the StandICT.eu logo but with the intention of identifying the EUOS as an appropriate, relevant and useful platform for the IT Standards Community.

The promotional strategy for the EUOS will focus first and foremost on the elements indicated in points 2, 2b and 3 in figure 5 below which represent the discussion forum where there are public and private groups to help define categories. The promotion will adopt a three-pronged approach that entails:

- 1- Reach out to SDOs & ensure that the repository has the most updated standards, (listed in point 1).
- 2- Engage the community to create WGs within the EUOS (point 2).
- 3- Reach out to the MSP and engage their interest to utilize the EUOS (point 2b).
- 4- Engage with the focus groups working on DSM topics to feed the landscape analysis, gaps, priorities etc (see point 3).
- 5- Introduce rewards & incentives to draw the communities to the EUOS and increase direct engagement from individuals (see point 4).
- 6- The provision of a list of the current and upcoming StandICT.eu featured events or any other relevant third-party event that may be of interest for the ICT community, comprehensive of entry points for registration, if needed (see point 6).
- 7- An "Academy section" (see point 7) to provide free access to educational material such as Online Courses & Workshops, Manuals, Textbooks or Guidelines publicly accessible (some material is accurately described in 3.4 section).

The EUOS should have a first delivery by Q4 2020.

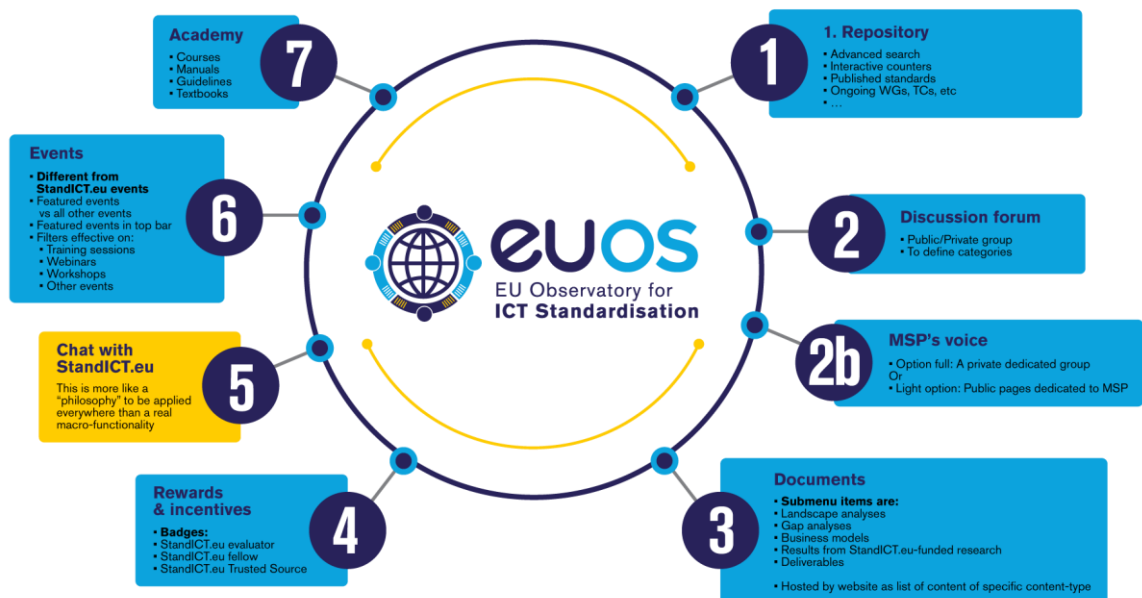


Figure 5 - A draft schema of the EUOS functionalities

5.4 BUY-IN FROM THE POTENTIAL USERS

The EUOS has become the Hub for multiple standards working groups. There are currently 5 established working groups which shows the appetite for standards leadership within the EUOS EAG to drive and contribute to landscaping and analysis of the ICT Standards priority areas of the Digital Single Market.

The currently established EUOS WGs are:

- *EUOS WG1 Digitising European Landscape (WG-DIGELAND)*
- *EUOS WG2 Data Discovery (WG-DATDIS)*
- *EUOS WG3 Risk Management (WG-RISKMAN)*
- *EUOS WG4 Landscape Analysis of AI (WG-AI-LAND)*
- *EUOS WG5 Standards Education (WG-STED)*

Engagement with experts from ETSI, CEN-CENELEC, National Standards Bodies and European Consortia, PPP's has already happened via the WG structure. The partnership between WG4 (WG-AI-LAND) and the European Commission's AI Watch will be the first to produce a deliverable by contributing to the 2020 AI-Landscape Analysis.

5.5 BUY-IN FROM MSP

The MSP is already familiar with the StandICT.eu project due to being invited to the past MSP meetings starting back from 2018. The consortium already had the opportunity to already attend the first MSP, under the remit of the new project, in October 2020 and the community has certainly become much more engaged with the Project and can see opportunities for them and their members. One concrete example of this already highlighted is the discussion with the OFE – as regular members to create mutual synergies where we have already identified some options.

What the consortium would like to do is to have the MSP contribute with their own space to the EUOS as well as to provide insights and ideas to topics within the Open Calls. This will greatly increase the visibility for StandICT.eu 2023 within a high-level context of European Standards and the MSP sees the project as a tool that can be of benefit them.

6 STRATEGY BEHIND COMMUNICATION, PROMOTION AND DISSEMINATION

6.1 VISUAL IDENTITY AND BRANDING - HORIZON EUROPE

AND DIGITAL EUROPE PROGRAMME

A consistent **visual identity** will be created to back up all communication and dissemination activities. Templates for external communication and documents will also be provided. As a result of this homogeneous and solid Branding strategy, the project aims to achieve the following outcomes:

- Improved recognition and acknowledgement across a broad range of Stakeholders.
- Strengthened loyalty and trust from the audience.
- Sustained and guaranteed continuity of the overall message that StandICT.eu 2023 wants to convey across the main communication sources and elements such as:
 - Website
 - Social Media channels
 - Branded giveaways
 - Interviews or/and audio visuals
 - Press Releases
 - Impact Reports
 - Marketing materials (flyers, banners, posters)
 - Press Release(s)

The brand is the first touchpoint with stakeholders and the community, and it is the first piece of information to be processed. The development of a branding kit with a renewed “look and feel”, reflected in the following items, is aimed at giving a cohesive, professional and polished look, to also establish credibility and build trust and connection with the ICT Standards community (Figures 6, 7).



Figure 6 - Official Logo of StandICT.eu 2023



Figure 7 - Official Logo of the EUOS

Document templates for external communication have been set-up. The rationale behind this strategy is to guarantee a univocal communication style and provide the entire StandICT.eu 2023's consortium with a shared toolkit of Communication tools to be utilised in recurring situations, events, deliveries or formal exchanges to outreach specific target audiences (Figures 8, 9, 10). All templates will be stored and completely accessible for the Consortium members in the common repository, as described in D1.1 Project Handbook.

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Figure 9 - StandlCT.eu 2023 PowerPoint Template

JOINT PRESS RELEASE

SBS and StandICT.eu 2023 sign a Memorandum of Understanding (MoU) to strengthen SME presence in the international standardisation landscape for ICT

Brussels, 16 October 2020 - [StandICT.eu 2023](#), the ICT Standardisation Observatory and Support Facility in Europe, and [Small Business Standards \(SBS\)](#), the association representing the interests of European SMEs in standardisation, have decided to join forces by signing a MoU aiming at a more effective market uptake of standards by smaller businesses.

The Digital Single Market (DSM) envisages increasing Europe's competitiveness across a wide range of industrial and service sectors in key ICT domains. To pursue this objective, supporting ICT standardisation efforts and providing European small and medium-sized enterprises (SMEs) with the right tools to contribute to the drafting of standards is key.

ICT standards offer significant benefits to both industry and consumers and thus, play an essential role for the ICT sector. They ensure interoperability and guarantee the smooth development and exploitation of new technologies.

StandICT.eu 2023's mission is twofold: the first objective is to fund European ICT experts through a series of open calls to participate in International Standardisation Developing Organisations Working Groups covering topics such as: 5G and fixed networks, IoT, Cybersecurity, Data, Cloud Computing, Quantum Technologies, AI, Blockchain, Industry 4.0, ITS/Automating driving, FinTech/Financial Services and eHealth, etc. The second objective is to create a standardisation ecosystem within the European Observatory for ICT standardisation to enhance Europe's competitiveness. Finally, the project will also contribute into shaping "the next generation of European Standards experts" through education initiatives and trainings.

SBS represents more than 12 million SMEs through 21 SME member organisations. It aims at raising awareness about the importance of standards among SMEs and representing their interests in the standardisation process. One way of doing so is to appoint SME experts in different Technical Committees at European and International level. SBS has also recently launched the [SME Compatibility Test for Standards](#) to support standard makers in the development of more SME-compatible standards, by taking into account micro, small and medium enterprises' needs.



The StandICT.eu 2023 project has received funding from the European Union's Horizon 2020 - Research and Innovation programme - under grant agreement no. 951972. The content of this website does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of such content.

Figure 10 - Example of a branded Press Release (i.e., signature of a Memorandum of Understanding with Small Business Standards)

6.1.1 GRAPHIC MATERIAL

The exploitation of the StandICT.eu 2023 brand identity will archive the high-quality graphics that will be produced over the course of the project. To this end, a number of flyers, posters and roll-up banners will be on purpose designed for dissemination and, once the pandemic will be over, they will be printed and used at major events (see sec. 3.5 Editorial Plan).

Graphical material produced under StandICT.eu 2023 will include:

- Flyers - used mainly as handouts, they will be distributed in printed format at physical events for a better user engagement.
- Posters - the main project outcomes and figures will be collected and showcased in a poster format, for a quick yet comprehensive visualisation of the project.

- Roll-up Banners - mainly intended for visibility at busy events, and to stand out of the crowd within project booths and desks, or as background images for footage and pictures.
- Brochure – an inclusive document in a pocket version. To be used as a main project reference, collecting all the relevant project information and outcomes.

6.2 WEBINARS AND WORKSHOPS

The organisation of a series of Webinars and Workshops will be crucial from a strategic standpoint to broaden the outreach of the project, to ignite new synergies with other projects that have standardisation as a key-component of their work plan and to effectively promote each Open Call cycle.

Each release of a new Open Call will be anticipated and supported by a Webinar or Workshop to properly ensure the necessary engagement, an adequate coverage across the different ICT Communities and to gather insights on priorities and/or new trends from different Stakeholders to be possibly included in the next Open Call's cycle.

Under the current COVID-19 restrictions, it is vital to find new forms of engagement and ways to support uptake right across the ICT Standards community. In this regard, Webinars will play a vital role (at least in the first six months of the project) as a productive replacement of face-to-face events to keep the community current with the project's advancements and results, as well as to onboard new members.

The work plan entails the management of **10 Webinars and 10 Workshops**: each event should focus on a particular subject, namely the leading topic of the Open Calls, bringing together influential experts of the field.

Some of the actors to be involved in the deployment of this events will be:

- StandICT.eu Community members and/or funded applicants
- SDOs members (WG Chairs, Convenors, Co-Chairs)
- European Commission officers
- Representative of SMEs or SMEs organisations
- EAG members
- Representatives of National Standards Bodies
- Relevant figures in specific ICT fields

The **workflow of each workshop/webinar** includes the following actions:

1. Management of logistical aspects:
 - a. Identify possibilities for sectorial, co-located/jointed events.
 - b. Venue.
 - c. Potential partnerships with other projects.

- d. Shipping of marketing and outreach material.
 - e. Check of software needs or other amenities.
- 2. Guests and Speakers recruiting.
- 3. Preparation of a time-schedule for the event.
- 4. Publicity/promotion - both online and off-line:
 - a. Dedicated web page and online promotion.
 - b. Events calendars.
 - c. Printed programs.
 - d. Media relations.
 - e. Email Campaign to address all the Stakeholders touchpoints and the whole StandICT.eu community.
 - f. Social Media Plan interlinking all the Social Media channels inclusive of dedicated banners, promotion through professional groups on LinkedIn, creation of Event page(s), event hashtag, branded graphics for the Speakers, live-tweet during the event.
- 5. Follow-Up activities
 - a. Update the Webinar/Workshop page in order to make the registration or report of the event available.
 - b. Newspiece to highlight the key-takeaways of the event.
 - c. Sending any unanswered questions to the speaker to properly get back to the attendees.
 - d. Upload of PPT Presentations of the speakers.
 - e. Repurpose the Webinar/Workshop news in the following weeks through Social Media in view of the coming one(s).

In addition to Webinars and Workshops, a series of **Interview Podcasts** will be carried out in 2021 featuring members of the External Advisory Group to pinpoint the correlation among the project's objectives and the current evolution of the Standardisation landscape, from a wide variety of ICT backgrounds.

As follows, some illustrative samples of the **first Webinar of the project**¹⁵ that took place on the 24th of November 2020 and reflects most of the abovementioned steps:

¹⁵ <https://www.standict.eu/events/sign-join-our-walk-talk-webinar-standicteu-2023-events>



Figure 11 - Official Banner of the 1st StandICT.eu 2023 Webinar



Figure 12 - Examples of Social Media cards used for the 1st StandICT.eu 2023 Webinar

6.3 SOCIAL MEDIA CHANNELS

Integration and management of social media networks like Twitter (@Stand ICT), LinkedIn (<https://www.linkedin.com/company/standict-eu/>) and relevant groups within it is central to the STANDICT.eu 2023 communication plan.

Continuous online presence through prominent social networks will inform, guide and solicit standards specialists and standards organisations to prepare and submit applications on the one hand, and share opportunities for participation/contributions on the other. It is equally important to keep the web platform animated with content of direct interest to stakeholders, feeding into social media activities, which require constant updating to be a real success.

- **Twitter** is mostly used for keeping the community up to speed on ICT standardisation, open call opportunities and impacts, also from the EU policy

perspective. Insights from standards experts and market analysts are also a key feature of the social media strategy.

Some of the most relevant connections that encompasses National Standards Bodies, European and International SDOs, Professional networks and SMEs associations: *Oasis Open, SFS Finnish Standards Associations, 5GAA, ETUC Standards, Standards Council of Canada, IEEE Standards Association, DIN Germany, UNE Asociación Española de Normalización, SIS - Svenska institutet för standarder, IEC Standards, ATOS Cybersecurity, ERCIM, ENISA, W3C Developers, AFNOR, oneM2M, Open Forum Europe, StartUp EU, National Standards Authority of Ireland – NSAI, Austrian Standards ASI, ANEC, CEN/CENELEC, Big Data Value, Open Grid Forum, Small Business Standards – SBS, ECSO.*

- **LinkedIn** is an essential professional network for StandICT.eu 2023, both to grow its own community farther and to leverage consolidated networks within the consortium, bringing the most relevant connections onboard the project's community. LinkedIn groups are also an important channel for reaching a broad base for the open calls, adapting to identified priorities and new ones emerging during the project lifecycle.

LinkedIn will also play a fundamental role in promoting events through the exploitation of the *LinkedIn Events* functionalities that will facilitate the engagement of each individual of the community to join any kind of event (seminars, meetups, online workshops, webinars and more).

As follows, a sample of the most influential groups to be leveraged on LinkedIn where StandICT.eu 2023 is already an active member: *IEEE Robotics & Automation Society* (29.000 members), *IEEE Computer Society* (33.000 members), *Cybersecurity Europe* (5.000 members), *European Data Protection Forum - EDPF* (12.000 members), *Europe's Digital Agenda Initiative* (4.000 members), *Next Generation Internet – NGI* (11.000 members), *IEEE Internet of Things* (7.000 members), *3GPP 5G NR Standards* (12.000 members), *The Big Data Institute* (14.000 members), *ETSI People* (2.000 members)

Other channels will be integrated into the Plan and Roadmap over time, such as YouTube to showcase short video clips on StandICT.eu 2023 and its community of domain experts and specialists.

The overall graphical layout will adhere to the evolved branding that will be chosen for each of the Open Calls. You can see below a snapshot of the Social Media graphics selected for the 1st Open Call:

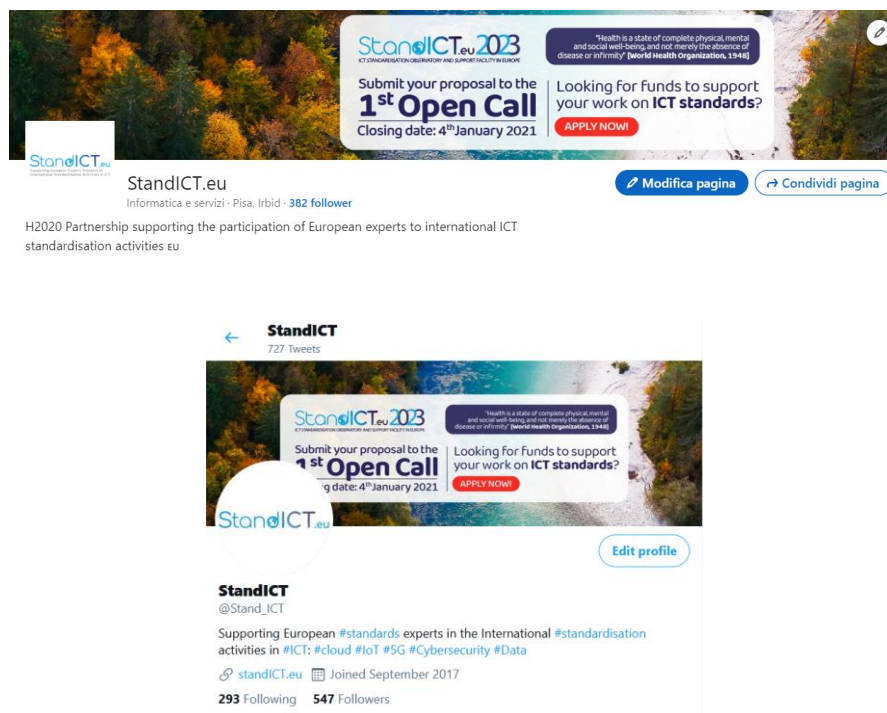


Figure 13 - StandICT.eu 2023 LinkedIn and Twitter headers

6.4 NEWSLETTERS

StandICT.eu 2023 will regularly send newsletters to its subscribers to inform them of the project's activities and status of the Open Calls, to engage them, and to share events and dissemination material.

To make newsletters more visually appealing, and in order to strengthen the StandICT.eu 2023 brand, newsletters will mirror the graphic style of the ongoing Open Call (Figure 14). Newsletter's release will be scheduled at least on a monthly basis (**expected KPI: 36 release by the end of the project**). The issue can be increased in conjunction with specific and important events (like Webinars, Workshops or conferences) in order both to increase the enrolment of new participants or to communicate follow-up messages.

Below an example from the first newsletter:



Figure 14 - First example of StandICT.eu 2023 Newsletter (November 2020 release)

6.5 VIDEOS

As part of the communication strategy, StandICT.eu 2023 will create videos and video pills as a more impactful medium to quickly and efficiently communicate with project audience and stakeholders.

The Video plan will envisage the production of content to highlight expert testimonials, workshop take-aways and main results (always behind individual consent and GDPR compliant). Furthermore, a story-telling video will be elaborated in the first quarter of 2021 to effectively promote the project across a wide array of media channels and to be deployed in real events as well (this action can also be sustained by tailored Advertising campaigns, according to the allocated budget).

All Videos will be uploaded on the official *StandICT.eu 2023 Youtube channel*¹⁶, already populated with the video recording from the first StandICT.eu 2020 webinar. The channel will be mostly used as a repository for all the project videos and will serve as future reference for all the video material produced during the project lifespan. **Expected KPI: 3 Videos released by the end of the project.**

6.6 THIRD-PARTY EVENTS

Positioning the project inside the wide standardisation ecosystems is a task that will require constant effort and engagement actions with relevant stakeholders. Among several activities that will be carried out, the participation in third party events will play a major role in the achievement of this goal. The identification of key events is a well-

¹⁶ <https://www.youtube.com/channel/UC2cic3wqxxA7UNEz91VGJfg?app=desktop>

established process inherited from the pilot project StandICT.eu [2018-2020] and the selection of potentially fitting events will be regularly discussed during the monthly PMB meetings of the Consortium.

Key objectives are to:

- Facilitate dialogue on the motivations behind priority ICT standardisation.
- Foster multi-stakeholder perspectives to help create synergies and build consensus on the chosen topics.
- Identify the standards organisations with on-going or planned standardisation work on the priority topics.
- Find effective ways of lowering the entry barriers for participation and contributions, thus helping to transfer research results to the standardisation process, encouraging newcomers to participate and contribute, and building innovation capability across the EU.

Selection criteria for third-party events are ICT standardisation topic coverage, stakeholder coverage, opportunities to establish synergies with standards organisations/groups within them and/or like-minded initiatives.

As follows, a preliminary list of the identified opportunities for the first 12 months of the project, where StandICT.eu 2023 can look for additional visibility, a physical/virtual presence or to organise co-located events:

- [ICT Verticals and Horizontals for Blockchain Standardisation](#)
 - Digital Society, Identity and Privacy – 25.11.2020
 - Digital Economy, SME's, Industry and Supply chains – 09.12.2020
 - Cybersecurity – 13.02.2021
 - IoT – 27.01.2021
 - eHealth – 10.02.2021
 - Future Internet, Media and Big data 24.02.2021
- [EBDVF 2020](#) – 03/05.11.2020
- [ETSI Security Week 2021](#)
- [ETSI IoT Week 2021](#) – 26/30.04.2021
- [Mobile World congress 2021 Barcelona](#) – 28.06 to 01.07.2021
- [CEN-CENELEC StandarDays 2021](#) – 29/30.03.2021
- Multi Stakeholder Platform meetings
- W3C Workshops in 2021
- ETSI PlugTests events
- World Standards Day 2021
- ICT Proposers Day 2021
- ITU WTIS 2021

7 MONITORING KPIS AND IMPACT ASSESSMENT

The key strategic components of the above-mentioned Communication, Stakeholder and Dissemination activities will be closely monitored throughout the course of the Project by meaningfully measuring Key Performance Indicators (KPIs) so as to ensure each planned action contributes to the achievement of the project's overall goals.

This approach is underpinned by a SMART-based 36-month Communication Strategy with measurable impacts carefully monitored via a dedicated data visualisation solution (Dashboard Analytics below in Figure 15) that will ease the analysis process while suggesting areas of improvement as well successful contents that need to be leveraged on.

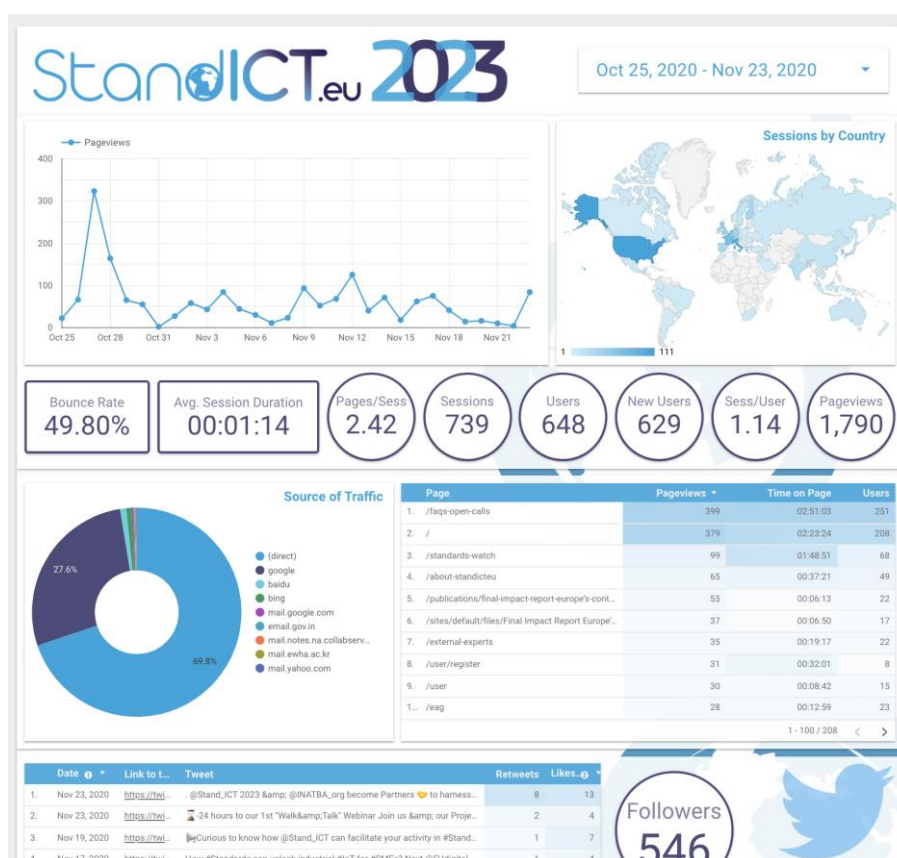


Figure 15 - Illustration of the StandICT.eu 2023 Dashboard Analytics tool

The following image summarises the expected KPIs to be obtained through the Communication and Stakeholder's engagement strategy:

Activity	Y1/ Q1	Y1/ Q2	Y1/ Q3	Y1/ Q4	Y2/ Q1	Y2/ Q2	Y2/ Q3	Y2/ Q4	Y3/ Q1	Y3/ Q2	Y3/ Q3	Y3/ Q4
Content publication	5	5	5	5	5	5	5	5	5	5	5	5
Newsletter	3	3	3	3	3	3	3	3	3	3	3	3
Graphic material (flyers, roll-ups, brochures, impact reports)	1	1	1	1	1	1	1	1	1	1	1	1
Video				1				1				1
Press release	1			1	1			1	1			1
End-user workshop	1	1	1	1	1	1	1	1	1	1		
Standards Assemblies								1				1
Webinar	1	1	1	1	1	1	1	1	1	1		
Third-party event participation	2	2	2	2	2	2	2	2	3	3	4	4
Tweets to be done	80	90	100	100	100	100	100	100	100	100	100	150
LinkedIn update/article	2	2	2	2	2	2	2	2	2	2	2	2
Open calls promotional campaign	1	1	1	1	1	1	1	1	1	1	1	0

Figure 16 - KPIs Roadmap for the Communication Plan

8 CONCLUSIONS

This deliverable has provided a pragmatic activity plan for StandICT.eu 2023's activities for communication, stakeholder engagement and open call campaigns for the first 18 months of the Project. As a living document, this can be easily adapted and updated over time to reflect new priorities identified, such as the Open Call campaigns and related topics, as well as workshop timings and stakeholder focus, necessary to maximise impacts. This is particularly important in view of a post-Covid19 scenario, where a more traditional methodology to carry out Communications activity will then become feasible.

Thus, StandICT.eu 2023 has a flexible approach to core activities coordinated through WP4. The timeline is a month-by month plan that integrates all the activities of the StandICT.eu 2023 Plan for Communication, Stakeholder Engagement and Promotion of the Open Calls. It also takes into account project milestones, to keep track of progress towards the work plan, and deliverables, which are also sources for impact and insight pieces for publication on the web platform.

The plan will also keep track of the activities that address the different stakeholder groups (as defined in Section 4), where targeted actions are planned. The subsequent updates will be reported in D4.2 (M18).