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## D2.2 – WORKSHOPS AND WEBINARS REPORTS – 1<sup>ST</sup> ISSUE

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	PP: Restricted to other programme participants (including the Commission)
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## Glossary

<b>AUS</b>	AUSTRALO Marketing Lab (Partner)
<b>DCU</b>	Dublin City University (Partner)
<b>EAG</b>	External Advisory Group
<b>EPE</b>	External Pool of Evaluators
<b>EUOS</b>	European Observatory for ICT Standardisation
<b>JRC</b>	Joint Research Centre
<b>NSB</b>	National Standard Body
<b>Trust-IT</b>	Trust-IT Services (partner)
<b>TWG</b>	Technical Working Group
<b>WP</b>	Work Package

<b>WPL</b>	Work Package Leader
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# 1 EXECUTIVE SUMMARY

The organisation of a series of Webinars and Workshops has been a strategic action to successfully achieve the outreach objectives during the first 12 months of the StandICT.eu 2023 project, to spark and initiate new synergies with other projects that have standardisation as a key-component of their work plan, to effectively promote each Open Call cycle and, most importantly, to provide adequate visibility to the different EUOS Technical Working Groups (TWG) in front of the StandICT.eu community and beyond.

This concrete Webinars & Workshops plan allowed the project to easily adapt to the COVID-19 pandemic through virtual formats without compromising outreach goals at all. Key steps and major achievements included:

- Adjusting to event cancellations/postponements due to COVID-19 and opting for events with virtual formats.
- Making a seamless transition to virtual formats for project events.
- Increasing engagement on social media as practical alternatives for outreach.
- Focusing on harder-to-reach segments of the community less likely to attend physical events but more likely to join a virtual one.

The series of Webinars proved to be an effective tool to reach out a wide component of the community and provide timely updates on a regular basis. Furthermore, the events featured critical actors that highly contributed to the overall development of the project such as:

- Funded Applicants (Fellows).
- Members of SDOs and/or SSOs.
- European Commission officers to bring a policy perspective.
- StandICT.eu 2023 EAG and EPE members.
- Representatives of SMEs organisations as well as National Standard Bodies.
- Chairs and Executive members of several TWGs.

## 2 Introduction and Rationale behind Webinars & Workshops

The organisation of a series of Webinars and virtual Workshops is crucial from a strategic standpoint and a solid backbone of the overall Communication and Dissemination roadmap to successfully attain fundamental objectives:

- To broaden the outreach of the project.
- To establish new synergies with other projects that have standardisation as a key-component of their work plan.
- To effectively promote each Open Call cycle to a broader or newer community of Standards specialists and to the related organisations/networks.
- To place the activity of the different EUOS TWGs into the spotlight and further promote significant outputs, such as the TWG Landscape Report(s) or pass the floor to successful StandICT.eu 2023 fellows who may provide evidence-based impact on the work that they are carrying out.

In the *Deliverable D4.1 Plan for communication & stakeholder's engagement strategy & plan*, the consortium envisioned each release of a new Open Call to be anticipated (and promoted) 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.

A key trend for 2021 has been in the increase of hybrid events. COVID-19 has clearly introduced various measures that have ranged from increased acceptance of digital engagement and tools, increased acceptance of carrying out more event activities digitally (i.e., networking virtual rooms, virtual exhibits), but we know they are no substitute for real-world contact. While the risk of coronavirus remains a reality audience sizes, will no doubt be dramatically reduced to manage social distancing easily.

Under the current COVID-19 restrictions, it has been vital to find new forms of engagement and ways to support uptake right across the ICT Standards community. In this regard, Webinars did play a productive 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 idea of introducing regular **“Walk & Talk”** series envisages recurring appointments, each of them tailored on specific ICT topics and technological subjects to be tightly connected with the TWGs and the corresponding executive members. A methodology that resulted in a well-grounded engagement with the overall StandICT.eu community.

### 3 Webinar Series & Workshops – Analysis of Objectives, Priority Areas, Main Results and Key Takeaways

#### 3.1 #1 “Walk & Talk Webinar” – StandICT.eu 2023 (24.11.2020)

The opening Webinar of the “Walk & Talk” series took place on the 24<sup>th</sup> of November 2020<sup>1</sup>. The event was meant and planned to further promote the concurrent first Open Call for applicants (launched on the 2<sup>nd</sup> of November 2020).

The Webinar provided an exhaustive overview and walk-through both key-aspects of the initiative and the correlated opportunities for European ICT Standards experts by providing a crucial financial support to consolidate European presence in the international ICT Standardisation arena (a special guest, a funded expert from the previous project, was invited to share a first-hand experience with the attendees).

During the Webinar the “soon-to-be-launched” EUOS was presented to the participants with its goal to build (and nourish) of a comprehensive ICT Standards Observatory and to create tailored TWGs of experts in strategic ICT domains to deliver top-notch Landscape Report(s) on quarterly basis.



Figure 1 - Promotional Banner of 1<sup>st</sup> StandICT.eu “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Silvana Muscella* – StandICT.eu 2023 Project Coordinator (Trust-IT Services CEO)
- *Thomas Reibe* – StandICT.eu 2023 Project Officer (EC Senior Officer at DG Connect)

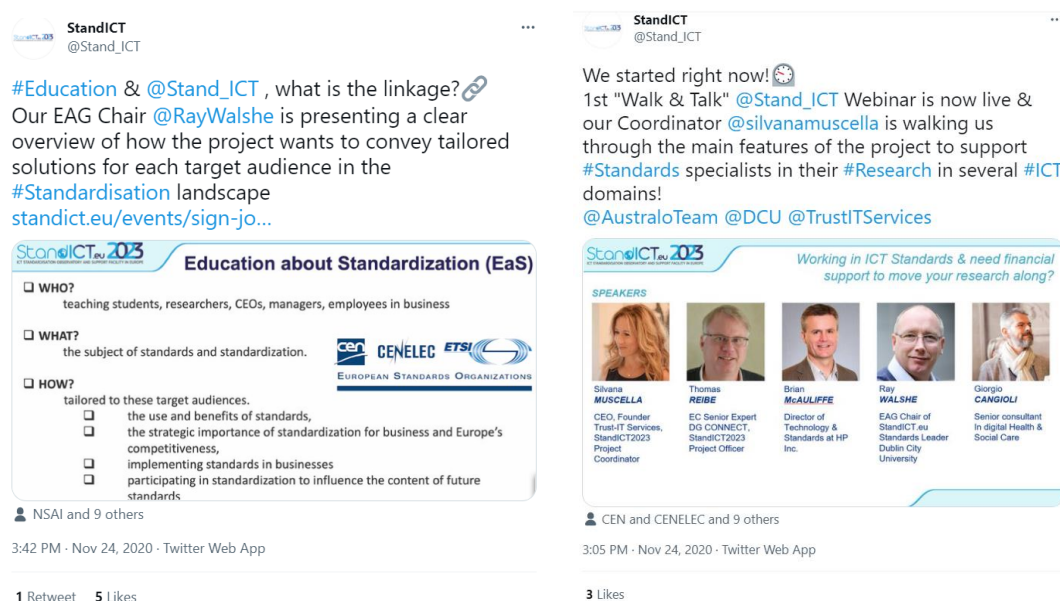
<sup>1</sup> [www.standict.eu/events/sign-join-our-walk-talk-webinar-standict.eu-2023-events](http://www.standict.eu/events/sign-join-our-walk-talk-webinar-standict.eu-2023-events)



- *Brian McAuliffe* – EUOS Academy TWG Chair (Director of Technology Standards at HP)
- *Ray Walshe* – EAG Chair & EUOS Director, partner (DCU Professor and Lecturer)
- *Giorgio Cangioli* –StandICT Fellow (from the previous project edition) (Chair HL7 Italy)

The Webinar attained relevant numbers and a high degree in terms of engagement: **106 people registered, and 87 unique viewers** joined the live event. The following is a breakdown of the professional background of the public: 26 persons from SDOs, 22 from SMEs, 19 from Academia & Research, 13 from Large Enterprise, 10 from IT Consultancy, 6 from Government/Public Services, 4 from National Standards Bodies.

The Webinar was preceded with an extensive outreach campaign and a featured Newsletter with a view to increase participation as much as possible and involve the broad spectrum of the StandICT.eu-related community. Finally, the whole event was fully covered live on social media to guarantee pertinent updates to the followers and, lastly, the recorded video was publicly shared on StandICT.eu 2023 website and media outlets<sup>2</sup>.



*Figure 2 - Examples of Social Media activities for the Webinar live coverage*

#### **Evidence Based impact from the webinar:**

- The day of the Webinar the website marked a spike of 407 Page Views and 147 New Users, as a result of the engagement activities carried out during the event.
- The Webinar brought in 8 new proposals from the attendees for the #1 Open call.

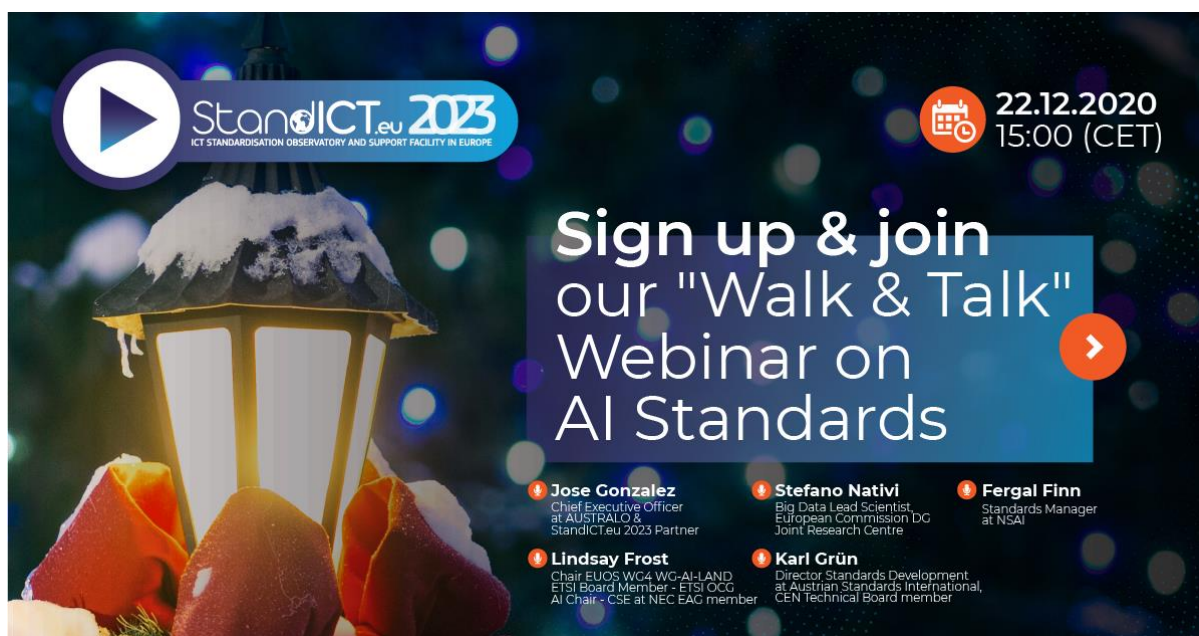
<sup>2</sup> [www.youtube.com/watch?v=f209E1funtQ](https://www.youtube.com/watch?v=f209E1funtQ)



### 3.2 #2 “Walk & Talk Webinar” - AI Standards (22.12.2020)

The second Webinar of the “Walk & Talk” series took place on the 22nd of December 2020. The general aim of the event was to deliver a concise but thorough presentation of the current AI standard landscape inclusive of the perspective of National and European strategies and policies as well as to introduce a catch-all summary of standardisation efforts underway in the framework of European SDOs.

The Webinar brought to the table perspectives and standpoints from the European Commission, NSBs, National authorities and SDOs and highlighted the fundamental importance to establish a dialogue between the EC, Member States, and standardisation organisations to stay at the forefront of artificial intelligence in the pursuit of the European approach to achieve excellence for a trustworthy Artificial Intelligence.



*Figure 3 - Promotional Banner of 2nd StandICT.eu “Walk & Talk” Webinar*

The event featured the following list of speakers:

- *Josè Gonzalez* – StandICT.eu 2023 Partner (AUSTRALO CEO)
- *Stefano Nativi* – EAG Member (Big Data Lead Scientist at European Commission DG Joint Research Centre)
- *Fergal Finn* – EAG Member (Standards Manager at NSAI)
- *Lindsay Frost* – Chair of EUOS AI TWG (Chief Standardisation Engineer at NEC)
- *Karl Grün* – EAG Member (Director Standards Development at Austrian Standards International)

The Webinar marked, to date, the highest level of participation of the entire series: **138 people registered, and 98 unique viewers** joined the live event. Moreover, the average attendance did never go below the threshold of 90 persons throughout the event's broadcast.

The following is a breakdown of the professional background of the public: 36 from SMEs, 31 from SDOs, 24 from Academia & Research, 14 from Large Enterprise, 11 from National Standard Bodies, 8 from IT Consultancy, 4 from Government/Public Services.

The Webinar was preceded with an extensive outreach campaign and a featured Newsletter with a view to foster participation. The StandICT.eu team managed a complete Twitter live coverage and a launch marketing campaign with personalized cards for each speaker (**recorded video available here<sup>3</sup>**).



Figure 4 - Snapshot of the dedicated Webinar's Newsletter

#### Evidence Based impact from the webinar:

- The Webinar gave StandICT.eu 2023 the opportunity to onboard Stefano Nativi (as EC JRC representative) as a new EAG member and to include him in the list of experts for the EUOS Artificial Intelligence TWG. As a result, he provided valuable content for the draft and development of the correlated Artificial Intelligence TWG report (published in June 2021<sup>4</sup>)

<sup>3</sup> <https://www.standict.eu/events/2nd-walk-talk-webinar-ai-standards-standict.eu-2023-events>

<sup>4</sup> <https://zenodo.org/record/5011179#.YPgpxOgzY2x>

- Increase of AI-related received applications for the #1 open call (8).

### 3.3 “Cybersecurity and Standards” – Joint Webinar (29.01.2021)

The third Workshop/Webinar took place on the 29th of January 2021. In this case, the event was co-organised with CyberSec4Europe<sup>5</sup>, another H2020 funded project and StandICT.eu 2023 partner whose focus is on cybersecurity with the ultimate objective to pilot the consolidation and future projection of the cybersecurity capabilities required to secure and maintain European democracy and the integrity of the Digital Single Market.

The Webinar served several purposes, listed as following:

- To deliver a comprehensive explanation of how StandICT.eu 2023 can concretely enable a more effective representation of European standpoints and priorities in Standardisation landscape worldwide and the financial opportunities for ICT and Cybersecurity Standards specialists through the Open Calls.
- A presentation of the EUOS Observatory and the correlated role of the TWGs.
- The critical linkage Cybersecurity and Standardisation.

The Webinar proved to be instrumental to address a new community and penetrate an unexplored network. CyberSec4Europe is one of the four competence centres launched by the European Commission as pilot phase under the Horizon 2020 programme. Establishing a trusted relationship with CyberSec4Europe allowed StandICT.eu to reach out a wider Cybersecurity-driven community of specialists that could result in prospective new Fellows for the upcoming Open Calls as well as members of the related Cyber EUOS TWG.

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<sup>5</sup> <https://cybersec4europe.eu/>



Figure 5 - Promotional Banner of StandICT.eu 2023 & CyberSec4Europe Webinar

The event featured the following list of speakers:

- *Francesco Osimanti* - Vice Coordinator of StandICT.eu 2023
- *Liina Kamm* - Researcher at Cybernetica AS (CyberSec4Europe member)
- *Ray Walshe* – EAG Chair of StandICT.eu 2023 & Standards Leader at Dublin City University
- *Ivan Grujic* – Computer Scientist at Trust-IT Services

The Webinar was specifically tailored and designed to address the members of the 4 European Cybersecurity competence centers and it was attended by **44 participants**.

The Webinar was broadly promoted with a joint strategy both on StandICT.eu 2023 and CyberSec4Europe media outlets. The recorded video of the event is [available here](#).

#### Evidence Based impact from the webinar:

- Significant increase of Cybersecurity-related applications received in the days following the event (11).
- Built a solid channel to address the four European Cybersecurity competence centers with a view to promote and disseminate the project's outcomes and findings and a related "knock-on" effect that brought members of the 4 centers and from ECSO WG1 in taking interest in the EUOS.



### 3.4 #3 “Walk & Talk” Webinar – Trusted Information in the Digital Age (11.05.2021)

The third Webinar of the “Walk & Talk” series took place on the 11th of May 2021. The Webinar focused on one of the raising ICT trends worldwide, Trusted Information in the era of the Digital Age. The speakers involved delivered a short presentation on the current Trusted Information standard landscape inclusive of the perspective of National and European strategies and policies.

The event was a perfect spot to showcase the current effort and scope of the dedicated EUOS TWG in the pursuit of the following objectives and to raise awareness on crucial themes in the nowadays internet ecosystem:

- Backtracking: from the trustworthiness of information to the trustworthiness of its source.
- Importance of authentic pseudonyms and need to identify sources without giving up anonymity.
- How to visualise trust from an individual perspective: tools, protocols, and infrastructures.



Figure 6 - Promotional Banner of 3<sup>rd</sup> StandICT.eu 2023 “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Silvana Muscella* – StandICT.eu 2023 Project Coordinator (Trust-IT Services CEO)
- *Sebastian Hallensleben* – EUOS TWG Chair Trusted Information (Head of Digitalisation and AI at VDE)
- *Galia Kondova* – StandICT.eu 2023 Fellow

- *Caroline Thomas* – EPE member & Convenor at ISO TC 307

The Webinar was followed by **62 unique visitors out of a total amount of 75 persons registered**. The high consistency of the average attendance was confirmed, since the event was attended by 48 participants in the lowest moment.

The following is a breakdown of the professional background of the public: 21 from SDOs, 15 from Academia & Research, 13 from SMEs, 10 from NSBs, 7 from Large Enterprises, 5 from IT Consultancy, 2 from Government/Public Services.

The Webinar was backed up by an extended promotional campaign spanning from Social Media channels to outreach to third-party stakeholders and partners. Besides, a personalised series of Twitter Cards was elaborated to better highlight the role of each of the featured speakers (see figure 7 below). The video recording is **available here**<sup>6</sup>.



Figure 7 - Personal Twitter Cards prepared for the #3 “Walk & Talk” Webinar

#### Evidence Based impact from the webinar:

- The event was placed in the final week of the 3<sup>rd</sup> Open Call: the high attendance allowed the project to significantly augment the overall received applications (moving from 38 to 76 in the final rush).
- The day after the Webinar marked one of the (annual) highest web traffic peak with 803 Page Views and 310 New Users visiting the platform.

<sup>6</sup> <https://www.standict.eu/events/3rd-walk-talk-webinar-trusted-information-digital-age>



### 3.5 StandICT.eu 2023 & ELITE-S: opportunities for ICT Standards experts – Joint Workshop (15.06.2021)

The fifth Workshop/Webinar took place on the 15th of June 2021. This was a joint event in collaboration with Elite-S, a Horizon 2020 Marie Skłodowska-Curie Cofund Action for an intersectoral training, career development and mobility fellowship programme which provides financial support for experienced researchers and PhDs in topical ICT domains through 16 fellowships in technology and standards development to address the European Commission's priority areas.

This initiative is a long-lasting partner of StandICT.eu 2023, and the Webinar was an occasion to present both funding opportunities and the recently launched EUOS in front of the specialised Elite-S community coming from different research centers and host institutes (*Adapt Centre, Trinity College Dublin, Maynooth University, Atholone Institute of Technology, Technological University of Dublin*).



Figure 8 - Social Media launch campaign of the StandICT.eu 2023/EliteS Virtual Workshop

The event featured the following list of speakers:

- *Paulo Soncini* - EU Research Development Officer at ADAPT Centre
- *Francesco Osimanti* - Vice Coordinator of StandICT.eu 2023
- *Ray Walshe* - EAG Chair & EUOS Director (DCU Professor and Lecturer)
- *Nicolae Paladi* – StandICT.eu 2023 Fellows (Lund Technical University)

The virtual Workshop was followed by **38 attendees**: the peculiar format gave the chance to the participants to verbally interact with the speakers and many of them

showed a vivid interest in applying for the upcoming Open Call to tackle a variety of technological areas. The event has been recorded and the registration was sent to the entire Elite-S and Adapt Centre community of members upon the conclusion of the webinar to bolster the dissemination and engage new potential applicants.



Figure 9 - Twitter live coverage during the StandICT.eu/EliteS Virtual Workshop

#### Evidence Based impact from the webinar:

- The event brought the possibility to sign a Memorandum of Understanding between StandICT.eu 2023 & Elite-S (*about to be completed at the time of writing*) to pave the way to reciprocal support on project's communication activities and future joint events.
- Availability of several PhDs from Trinity College Dublin and Dublin City University to contribute to various upcoming EUOS TWGs.

### 3.6 #4 “Walk & Talk” Webinar – EUOS Standards Academy (06.07.2021)

The fourth Webinar of the “Walk & Talk” series took place on the 06th of July 2021. The Webinar aimed at giving visibility to the ongoing activity of the EUOS Standards Academy to introduce the concept behind it with goals, expectations, and purposes with a view to provide a significant learning experience in Standardisation to students, researchers, PhDs and business employees.

The event featured esteemed members of the Academy as well as representatives of the DG Connect to provide a multi-faceted perspective of the foundational role of Standardisation for a more competitive industry and fair market, for academic pathways and programmes and to effectively support regulatory process and new policies.

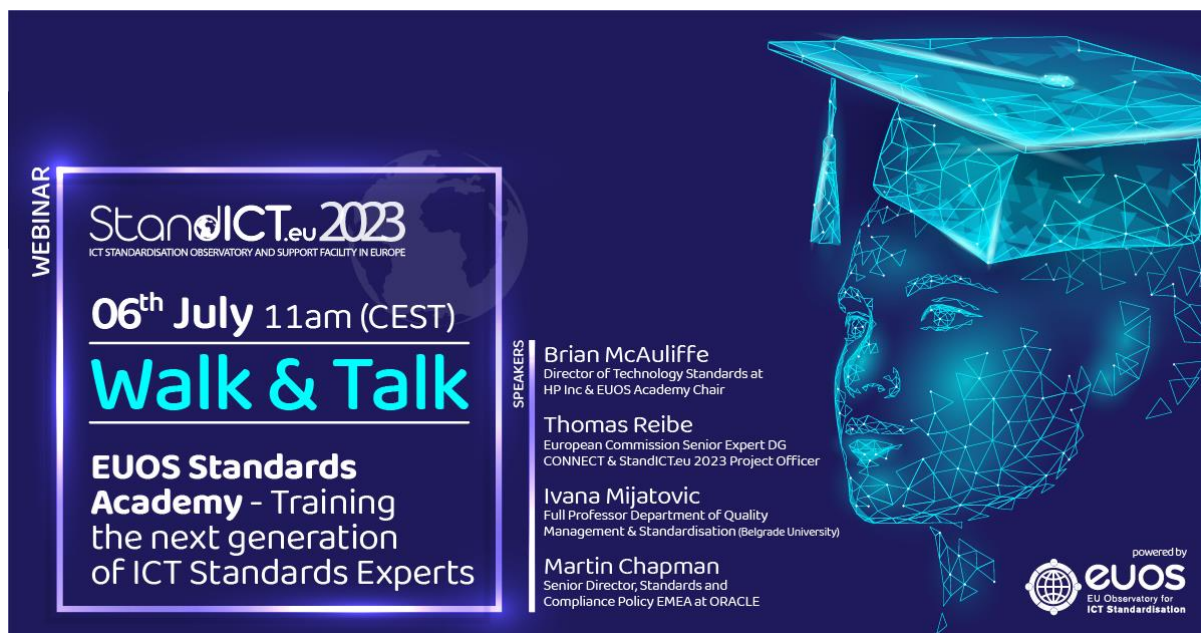


Figure 10 - Promotional Banner of 4<sup>th</sup> StandICT.eu 2023 “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Brian McAuliffe* - Director of Technology Standards at HP Inc & EUOS Academy Chair
- *Thomas Reibe* - StandICT.eu 2023 Project Officer (EC Senior Officer at DG Connect)
- *Ivana S. Mijatovic* – EUOS Standards Academy member (Full Professor at Department of Quality Management & Standardisation at Belgrade University)
- *Martin Chapman* – EUOS Standards Academy member (Senior Director of Standards and Compliance Policy EMEA at ORACLE)

The event was also the stage to further promote the upcoming *European Standardisation Strategy Roadmap*<sup>7</sup> launched by the European Commission, having the primary goal to consolidate and improve the EU standardisation system, so that it continues to support a well-functioning single market and the competitiveness of European industries and protects its citizens and environment. More specifically, the roadmap will address standards-related education, skills and expertise, both in the public and private sector.

<sup>7</sup> [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13099-Standardisation-strategy\\_en](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13099-Standardisation-strategy_en)



The Webinar was followed by **49 unique visitors out of a total amount of 55 persons registered**.

The following is a breakdown of the professional background of the public: 18 from Academia & Research, 14 from SDOs, 10 from SMEs, 5 from NSBs, 4 from Large Enterprises, 2 from IT Consultancy, 2 from Government/Public Services.

Besides the regular promotional web and social channels, the event was also featured in a dedicated Newsletter (as displayed in Figure 11).



Figure 11 - StandICT.eu 2023 Newsletter featuring #4 "Walk & Talk" Webinar

### Evidence Based impact from the webinar:

- Increase of the overall amount of "AI Landscape Report" Downloads in Zenodo (from 522 to 860).
- Connection with Ms Ivana S. Mijatovic (European Academy for Standardization - EURAS) that joined the EUOS Academy.

- Established synergy with Nikolaos Myriounis (NATO SMG/EP Chair) who contributed to the EUOS Academy with tailored training material.
- Web traffic increased on the day of the Webinar accounting for 389 Page Views and 99 New Unique Visitors.

## 4 WEBINARS PROMOTIONAL STRATEGY

To set-up effective events that drive interest and trigger registrations, the roll-out of each Webinar or Workshops is preceded by a well-lubed launch campaign spanning throughout the whole StandICT.eu 2023 networks, internal community and to third-party stakeholders.

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

### *Publicity/Promotion*

- Dedicated web page and online promotion.
- Events calendars on LinkedIn to tap into a consolidated community of nearly 2000 connections and to provide timely and contextualized updated on the event.



✓ Hai partecipato

Evento concluso

### StandICT.eu 2023 "Walk & Talk" Webinar - 11.05.2021 (3pm - CEST)

Evento di StandICT.eu

Online

mar, 11 mag 2021, 15:00 - 16:00 (la tua ora locale)

Link di registrazione · [https://us02web.zoom.us/webinar/register/WN\\_ycmFCLzBRveXJIClyNmbjQ](https://us02web.zoom.us/webinar/register/WN_ycmFCLzBRveXJIClyNmbjQ)



99+ Rémy André Ozcan e altri 201 partecipanti

Condividi

Altro

Figure 12 - Example of LinkedIn Events to advertise events to the LinkedIn community

- Media relations.

- d. Email Campaign to address all the identified stakeholder touchpoints and the whole StandICT.eu 2023 community.
- e. Overarching Social Media Plan across all the Social Media channels inclusive of dedicated banners and headers, promotion through professional groups on LinkedIn, creation of Event page(s), event hashtag, branded graphics for the Speakers, live-tweet during the event, personalised Twitter Cards.
- f. Timely release of a Newsletter few days before the event to play both as reminder for registration and to point out the most significant key-aspects.

### ***Follow-Up activities***

- a. Update the Webinar/Workshop page to make the registration or report of the event available.
- b. News piece 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).

## **5 CONCLUSIONS**

This deliverable aims at providing a pragmatic and exhaustive summary of the Virtual events (Webinar and Workshops) carried out within the first 12 months of the project, including noteworthy results and meaningful figures, stakeholders addressed, strategy deployed to enhance promotion and correlated dissemination, and key-takeaways for the audience.

StandICT.eu 2023 has a flexible approach to core activities coordinated through WP4. Due to the ongoing pandemic situation throughout Europe, the organisation of remote-based events will be yet an integral part of the coming 12 months of the initiative.

Particularly, the “Walk & Talk” Webinar series will continue, and it will give adequate visibility to each Technical Working Group with the two-fold objective to efficiently promote the upcoming “Landscape Analysis Report” of the different ICT domains as well as to give broader publicity to the future Open Calls. StandICT.eu 2023 consortium will keep monitoring also valuable opportunities to organise and run joint events with strategic partners with a view to tap into new networks and communities of ICT experts and to recruit authoritative and competent individuals to contribute to the TWG’s activities.