



Draft Document

DELIVERABLE 6.2

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D6.2: Dissemination and Communication Plan

Version 1



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Abstract:

This document is deliverable D6.2 Dissemination Strategy and Plan for the UPCAST project. It is the second deliverable of Work Package 6, "Dissemination, Communication and Outreach". It describes the strategy the work package expects to use to reach out to a broader community during the first year of the project. The document provides information on how the project plans to conduct communication and dissemination activities to t engage with the main stakeholders through various channels such as the website, social media, events, etc. This deliverable also presents the project's visual and image branding developed to ensure the project's identifiability. The deliverable also discusses the dissemination and collaboration with related EU projects funded by Horizon Europe and initiatives such as the Data Space Support Centre and other sectoral data spaces.

Keywords:

Communication, Dissemination, Strategy, plan

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More information available at <https://upcastproject.eu/>

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1 Introduction

1.1 UPCAST Project

UPCAST, *Universal Platform Components for Safe Fair Interoperable Data Exchange, Monetisation and Trading* provides a set of universal, trustworthy, transparent and user-friendly data market plugins for the automation of data sharing and processing agreements between businesses, public administrations and citizens. Our plugins will enable actors in the common European data spaces to design and deploy data exchange and trading operations guaranteeing:

- automatic negotiation of agreement terms;
- dynamic fair pricing;
- improved data-asset discovery;
- privacy, commercial and administrative confidentiality requirements;
- low environmental footprint;
- compliance with relevant legislation;
- ethical and responsibility guidelines.

UPCAST will support the deployment of Common European data spaces by consolidating and acting upon mature research in the areas of data management, privacy, monetisation, exchange and automated negotiation, considering efficiency for the environment as well as compliance with EU and national initiatives, AI regulations and ethical procedures. Four real-world pilots across Europe will operationalise a set of working platform plugins for data sharing, monetisation and trading, deployable across a variety of different data marketplaces and platforms, ensuring digital autonomy of data providers, brokers, users and data subjects, and enabling interoperability within European data spaces. UPCAST aims at engaging SMEs, administrations and citizens by providing a transferability framework, best practices and training to endow users in order to deploy the new technologies and maximise impact of the project.

WP6 on Dissemination, Communication and Outreach

This work package achieves project **objective 9** and via the following sub-objectives:

- **Obj. 6.1** To **develop and implement the dissemination and communication strategy** and plan, plan and perform the expected activities, assess their efficacy and ensure yearly improvements in the delivery and channel optimisation.
- **Obj. 6.2** To **promote exploitation of the approach to the ecosystem** including SMEs with new applications to leverage platform to generate new business ideas and opportunities.
- **Obj. 6.3** To ensure the **transferability of the UPCAST toolkit to other businesses** (including SMEs) through dedicated training and educational actions.
- **Obj. 6.4** To **ensure** that the UPCAST toolkit and the applications developed leverage and adopt the state-of-the-art standards in the area of data spaces, data modelling, interfaces and data exchange.

Key actions

- ① Develop and share training material on the use of the UPCAST plugins and data marketplaces in general
- ② Make a strategic and synergic use of most effective communication means, scientific publications, conferences and social media.
- ③ Liaise and leverage use case partners relevant and different industries and policy makers.
- ④ Develop specific actions to address industrial players highlighting business opportunities in European data. Support the creation of the nascent Data Space Support Centre and liaise with other European data sharing schemes and emerging data user/innovator communities.

Figure 1 Key Actions of WP6

1.2 Purpose of this document

This document is deliverable D6.2, the Dissemination Strategy and Plan for the UPCAST project. It is the second deliverable of Work Package 6. WP6 Dissemination, Communication and Outreach. This document describes the strategy the work package expects to use to reach out to a broader community during the first 12 months of the project i.e. until the end of 2023.

1.3 Structure of the document

D6.2 has been structured along the following major chapters:

- Communication and Community Building Strategy
- Exploitation
- Projects Branding and Communication Channels
- Communication Plan for Year 1
- Internal Communication
- Dissemination and Collaboration with EU projects

2 Communication and Community Building Strategy

2.1 Methodology

As shared in the proposal in the UPCAST project the Dissemination, communication and exploitation strategy will follow the 5Ws media relations approach, which focuses on the target (**WHO**), the goal (**WHY**), the content (**WHAT**), the channel (**WHERE**) and the timing (**WHEN**). The content (**WHAT**) will be prepared taking into consideration the target segment (stakeholders-specific content), the purpose (communication or dissemination), and the stage of the project.

It will consider UPCAST’s objectives, its addressed challenges, its outcomes, and scientific results, as well as its data sharing and monetisation platform’s functionalities and services. The other WPs are explained in the following table that summarizes the communication and dissemination strategy providing examples of the possible use of channels and tools for the different target segments.

Table 1 Communication Methodology Table

| Target group WHO | Tools/channels WHERE | Timing WHEN | Goal WHY |
|---|---|----------------|--|
| <ul style="list-style-type: none"> • Data scientists • Scientific community • Research Institutions • Related projects or initiatives | Conferences, workshops, seminars, etc | From M3 | Disseminate information about the project objectives, scientific outcomes and main milestones achieved. |
| | Scientific Journals Open access repositories | From M8 | Knowledge sharing Disclose research results |
| <ul style="list-style-type: none"> • Cities and public administrations | Press releases | From M1 | Inform about the project’s status, goals and results |
| | YouTube video | From M6 | Video showcasing the project objectives and results |
| <ul style="list-style-type: none"> • Industry & SMEs • Data Operation Providers | Conferences, workshops, seminars, etc | From M15 | Disseminate information about the project objectives and main results achieved. |
| <ul style="list-style-type: none"> • Standardization bodies | Conferences, workshops, seminars, etc | From M6 | Disseminate information about the project objectives and main results achieved. Collect necessary input on standardisation and interoperability requirements. |
| <ul style="list-style-type: none"> • Consumers • Citizens • Scientific and academic communities | Website | From M3 | Disseminate information about the project objectives, outcomes and main milestones achieved. |

| | | | |
|---|--------------|---------|---|
| <ul style="list-style-type: none"> All target groups and other stakeholders | Social media | From M1 | <p>Post regular updates on the project's progress</p> <p>Promote the information published on other channels (website, newsletter, events)</p> <p>Video explaining how the project impact consumers/citizens/other stakeholders' life</p> |
| | Newsletters | From M6 | <p>Inform about the project's objectives, project's status, milestones, and outcomes.</p> <p>Promote project's events</p> |

3 Exploitation

UPCAST's results will be exploited according to a time-bound and phase-based approach.

The first phase, lasting 18 months, will focus on developing a vision, a Minimum Viable Product and Minimum Viable Data Space for the UPCAST platform (WP1-3 Task6.4). During this phase, partners will map out a path and architecture to show how the originally TRL 4 technologies will fit together and start to develop prototype modules. Exploitation will be largely preparatory, culminating in the availability and first population of the asset catalogue and IPR registry (T7.4) the legal and data management framework to establish what results we will exploit and how partners can leverage them. However, the initial period will not be entirely preparatory as partners will be exploiting the results aimed at enhancing their organizations standing in the Scientific Community and in organisations like BDVA/DAIRO or initiatives like GAIA-X where the consortium will exploit the novel technologies to attract attention of potential clients or adopters of the platform technologies.

The Second Phase, lasting the ensuing 12 months will see the results from the core technology work packages transform from TRL 4 to the end-to-end plugins and mature to TRL7 (WP2,3→WP4). Exploitation will be largely internal. Benefits and corresponding costs will become apparent and the IT companies will already be in a position to consider what elements of the platform or the platform itself could be used within their product service offering and begin their planning to all modules of the Designer component (resource specification, data processing workflow, privacy/usage control, valuation and pricing, and environmental impact optimizer), together with the Discovery and Integration modules of the Negotiator, will be mature and offer a significant subset of functionalities irrespective of other modules and of the integrated platform, thus further facilitating their individual and independent exploitation. The higher education institutions will have ample material to begin exploiting the technologies in research proposals, new curricula and scientific publishing to increase their academic standing.

Training activities will be well underway (T6.3) and outreach to the SME communities and exploitation of the value chain with interested on boarders will pave the way for full scale exploitation.

The Third Phase lasts until and beyond the end of the project (M36+4). The full IT infrastructure underpinning the platform implementation will be ready by month 30 and we will have implemented the platform in the five pilot cases under consideration. UPCAST’s TRL7 results will be available, a dedicated exploitation task (T7.4) will perform a data market research survey and a qualitative/quantitative analysis on the economic impact study and two Exploitation seminars. After project end, a free, opensource community version of the platform will be put at the disposal of the community to help boost its adoption and facilitate uptake by other systems in the European dataspace landscape. To support this strategy, UPCAST will freely deliver online tutorials, webinars and workshops about the features of their modules (Task 6.3). The identification of the required intellectual property rights and the creation of an IPR Registry and Catalogue (Task 7.4) forms a significant part of the exploitation of the project’s results; the project will present to businesses and relevant communities a series of dedicated workshops on IPR and patent support.

Preliminary Exploitation plans are differentiated between various types of partners:



Figure 2 Preliminary Exploitation Plan

Higher Educational and Research Organizations (CDR, SOT, KUL) expect to leverage several potential exploitation paths including licensing of technologies, publishing scientific articles to increase professional standing, becoming more prominent in Open-Source communities, enriching curricula and educational programs or creating spin-off companies.

Large Industry (IDC, MAG, NOK) expect to exploit new product development, integration of technologies into existing product lines and on-going development of common data spaces.

SMEs (ABO, LST, NIS) expect to exploit results by appropriately adapting and extending their products so that they can respond to the requirements of UPCAST, by better leveraging and understanding the value of their data, as well as creating a better data

ecosystem with local SMEs that can foster innovation and provide better innovative services

Pilot partners (JOT, MDA, NIS; NHR, CAC) expect to create stronger relationships with their ecosystem and improve their data economy products with cutting edge AI and Big Data technologies. They are interested in access to new data pools to improve their data driven solutions.

Standards, Legal and Ethical partners (KUL) are interested in leveraging the new knowledge and assessing pilot demonstrations of their methodologies and standards.

4 Project Branding

4.1 Visual Identity

The visual identity of the project was created in M1 and revised based on the first feedback received from the members of the consortium.

The idea behind the identity come from the project's generic objective. On the left side part of the logo we illustrate plug-ins as the UPCAST project aims: *"UPCAST provides a set of universal, trustworthy, transparent and user-friendly data market plugins for the automation of data sharing and processing agreements between businesses, public administrations and citizens. Our plugins will enable actors in the common European data spaces to design and deploy data exchange and trading operations"*.

4.2 Logos



Figure 3 Project Logo



Figure 4 Project Logo



Figure 5 Project Banner

Colour plate:

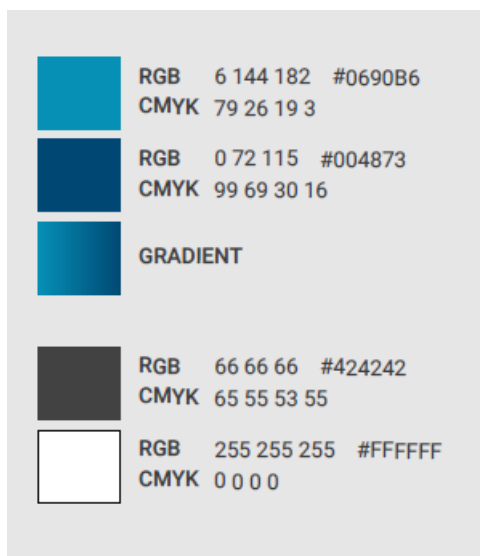


Figure 6 Colour Plate

In particular, all dissemination material of UPCAST will demonstrate the logo of the project, the EU emblem, and a clear statement that the project has received funding from the EU.

According to Article 17.2 of the Grant Agreement on European flag and funding statement, the communication activities of the project (including media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by

the grant acknowledges the EU support and displays the European flag (emblem) and funding statement (translated into local languages, where appropriate).

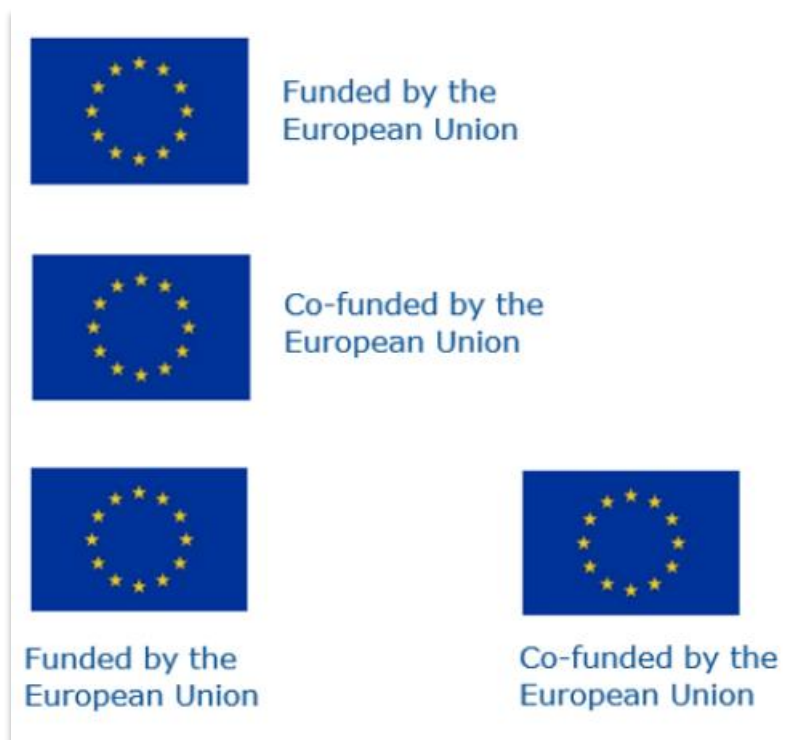


Figure 7 EU Emblem

The EU emblem, accompanied by the text below, will be added as follows:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

4.3 Templates

During the project's first phase, several templates were prepared for internal and external use. The purpose of using templates is to give partners the possibility to have a structured outline to create project documents to guarantee the consistency of the overall project visual identity. Consequently, when communicating the UPCAST project, the partners respect the requirements of EU funding visibility and follow a series of visual identity guidelines.

The templates prepared are:

- **Template for project presentations:** An empty PowerPoint template with different slides was developed and shared among partners so they can use it whenever they need it in any public or internal presentation. This template considers the branding guidelines, the reference number of the project, and the logo. The PPT template of the project is available in the project's repository in Teams under the WP6 channel.

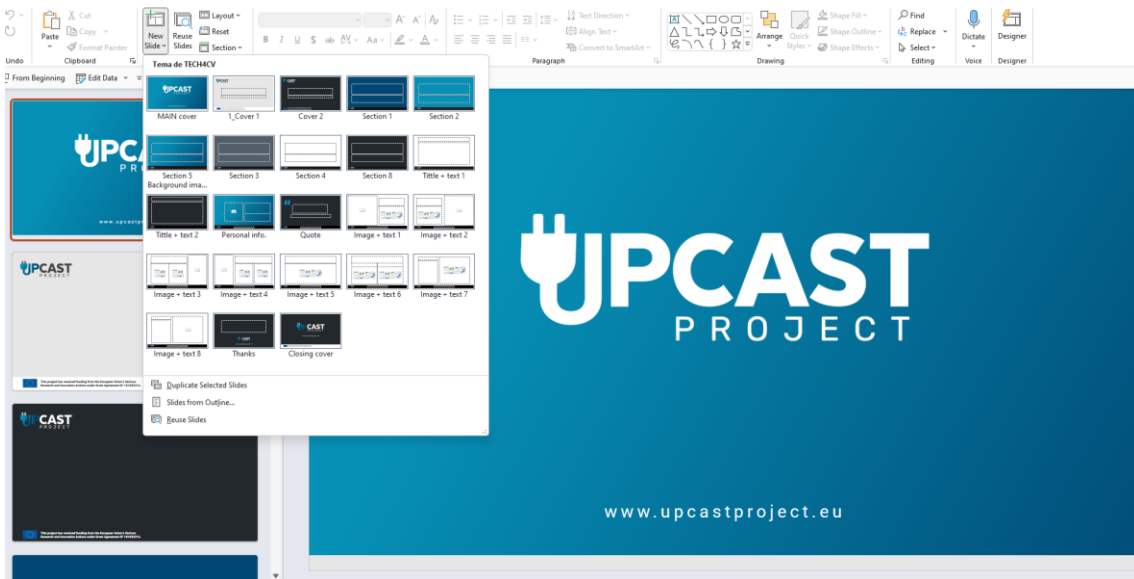


Figure 8 Power Point Template Snapshot

- Template for deliverables:** An empty MS Word Doc was developed according to the project’s visual identity and shared among partners for the deliverables of the project. This template considers the branding guidelines, the reference number of the project, and the logo. The purpose of such a template is to have a consistent and recognisable layout for the project’s deliverables. This document template of the project is available in the project’s repository in Teams under the WP7 Project management and coordination channel.



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Figure 9 Project Deliverable Template

5 Communication Channels

The list of available communication channels for this project includes various types, which are identified mainly based on the preferences of the key target audience but also building on the experience of our consortium partners in terms of communication best practices.

The initial list of tools and channels has been provided below. This list will be enriched and revised based on feedback received and the results of different KPIs. The list incorporates communication tools (i.e. social media, newsletters), which the UPCAST project aims to leverage to reach target audiences and increase efficiency.

Table 2 Communication KPIs

| Tool | Year 1 | Year 2 | Year 3 |
|--------------|---------------------------------|--|---------------------------------|
| Website | >1000 | >2500 | >4000 |
| Facebook | 100 | >300 | >800 |
| LinkedIn | 80 | 250 | ≥500 |
| Twitter | 150 200 | 250 500 | ≥350 > 1000 |
| YouTube | 2 | 4 | 8 |
| Events | 1 - 1 - 1 (general) | 4 2 3 2 5 (pilot specific) | 6 4 3 3 1 (general) |
| Publications | 3 | 5 | 8 |
| Press | 1 - | 4 2 | 8 3 |
| Newsletters | 2 | 2 | 2 |

5.1 Website

The UPCAST website development started in month 1 of the project and will be the entry point for external stakeholders to gather information on the various activities.

In its current stage it contains sections on the Consortium, News and Events, Resources and a generic project description. It will also be used to support other channels, such as the different publications, and be linked to all social media channels.

5.1.1 Domain

The first purchased domain of the website is www.upcastproject.eu.

It followed the logic of the name of the project and it reflects the result of an internal vote where the consortium members could choose from the options below.

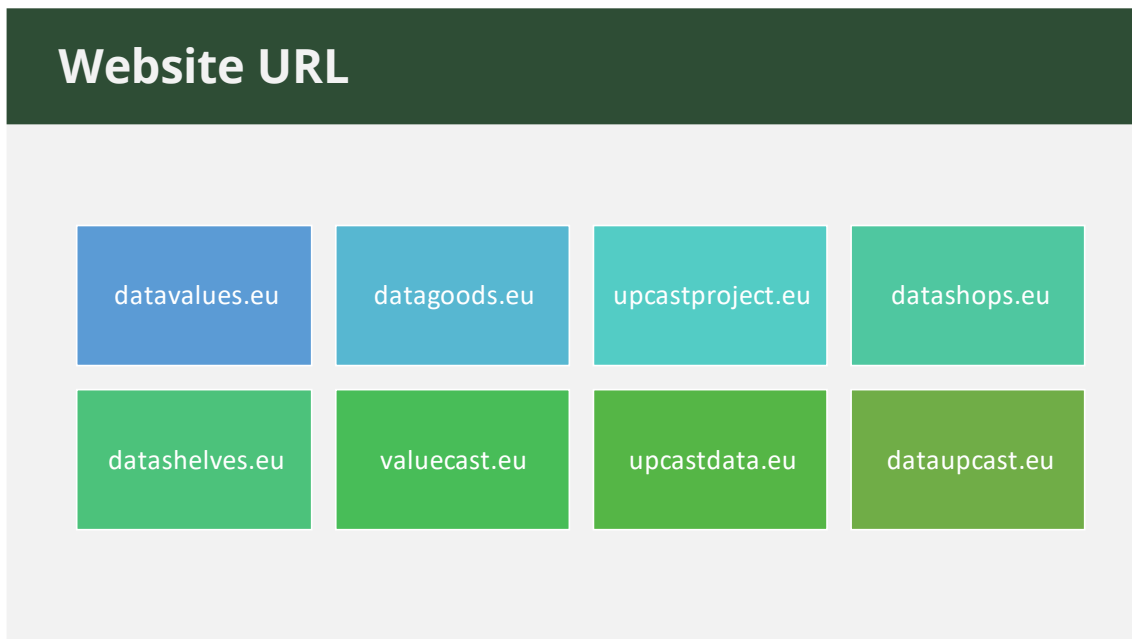


Figure 10 Website domain options



Figure 11 Website domain vote

Figure 11 shows the result of the internal vote.

- 39% of the consortium voted for the option of the domain of upcastproject.eu.
- 26% opted for upcastdata.eu.
- 17% preferred the datashop.eu.

In order to increase the website’s findability, our team has purchased additional domains to direct traffic to the project’s website.

Table 3 Additional Purchased Domains

| PURCHASED DOMAINS |
|-----------------------|
| WWW.UPCASTPROJECT.EU |
| WWW.UPCAST-PROJECT.EU |
| WWW.UPCASTPROJECT.COM |

5.1.2 Structure

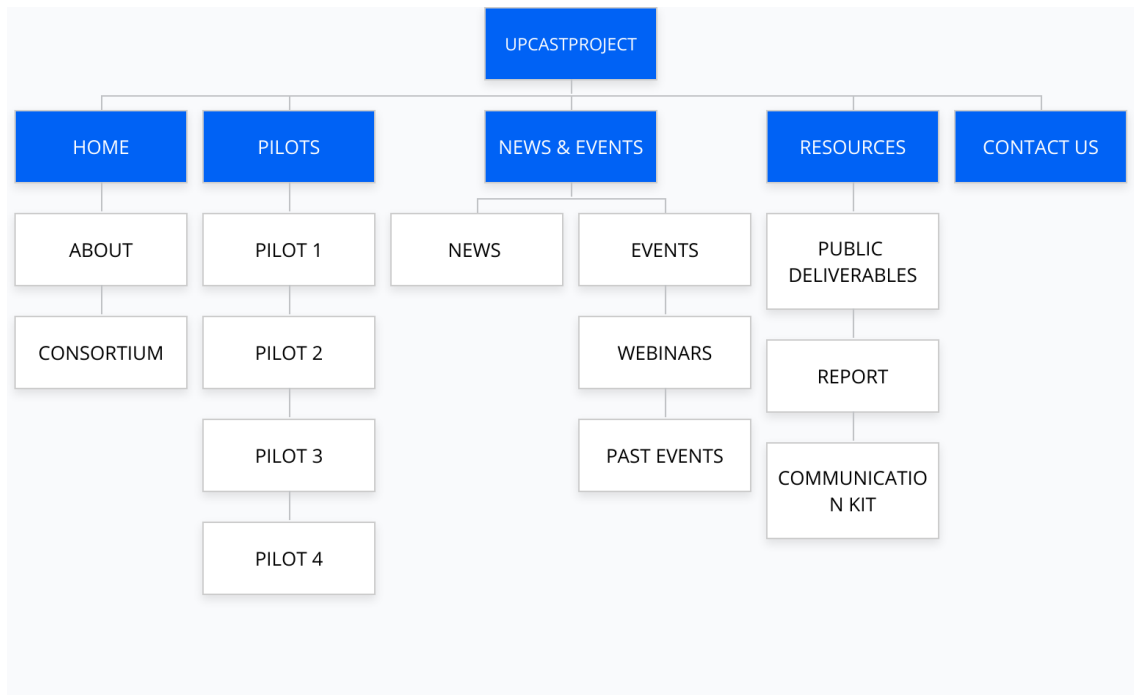


Figure 12 Web site structure

The Figure 12 shows the proposed structure of the website which will be developed throughout the duration of the project.

In the current phase of the project the website includes the following sections.

Home Page / Landing page

The opening page or the so-called landing page of the website gives a generic overview of the project, its key pillars and the pilots.



Figure 13 Website Landing Page

On the top left corner of the page the project official email address (info@upcast-project.eu) is indicated and the project's official logo.

On the right part of the page, the users can see the menu where we have included: a Home button, a section on "Our Consortium" and an "Event" section followed by a search tool.

By using the scroll down option, the user can receive the initial information needed about the project.

The page is divided into the following parts:

- About UPCAST Project
- Our Consortium
- Pilots
- News & Events
- Resources
- Get in touch

Our Consortium

Under "Our Consortium" the visual presentation of the consortium partners is presented. Each partner's logo is presented and linked directly to the partners official website.

Events:

Under the event section all the upcoming activities such as webinars, workshops, conferences are indicated for the consortium and also for the external stakeholders. The project will share here event descriptions, agenda and registration links.

5.1.3 Website content

Generic content :

The website includes generic content about the project i.e. the abstract. We will generate content related to the outcomes and other relevant activities such as event summaries, blogs and articles.

Pilots :

The pilots section will include further details about the four pilots featured by UPCAST.

PILOT 1: Digital Marketing Data and Resources: Integration and monetisation

PILOT 2: Biomedical and Genomic Data Sharing

PILOT 3: Sharing public administration for climate across Thessaloniki cities

PILOT 4: Health and Fitness data trading

Communication Kit:

A specific *Communication Kit* will be published on the website where users can access the key components of the project's visual identity.

Under the Communication Kit, the following items will be accessible:

- Project logo
- Banners
- Webinar background
- Project factsheet
- Pilot factsheets

5.2 Newsletter & Press release

5.2.1 Newsletter

The project will establish a newsletter for the project's duration, as presented in the proposal. The goal of the newsletter is to provide enduring value for relevant stakeholders while sharing content and outcomes from the project.

The first newsletter is planned to be distributed around M6-7 of the project. It will focus on the initial work done by the partners and include all the public-facing activities, i.e. speaking engagements and other materials.

Since the launch of the website interested stakeholders have the possibility to subscribe to the newsletter from the website. The second newsletter will be updated according to internal feedback to improve the content and focus on the most successful elements.

The initial KPIs of the newsletter and planning is to issue a newsletter every six months.

Newsletters may be published in collaboration with other Horizon Europe Projects as a way of creating a critical mass of potential readers. Newsletters from established sectorial associations. Additionally UPCAST may choose to publish Horizon Europe Research Newsletter that provides regular updates on the latest developments, funding opportunities, events, and policy initiatives related to the European Union's Horizon Europe research and innovation program. The newsletter is produced by the European Commission's Directorate-General for Research and Innovation and is distributed to subscribers via email. UPCAST will make every effort to be present in this newsletter as it has a very wide distribution.

5.2.2 Press release

The project will publish several press releases. The primary goal of the press release is to generate attention and get noticed among the stakeholder the UPCAST project is targeting.

The first press release is planned for M4-5 of the project. It will be the first official communication on the web about the launch of the project. It will announce the project and its overall goals.

The press release will be published on the project's website and other social media platforms such as LinkedIn and Twitter.

5.3 Communication Material

Numerous infographics and banners promoting online communication and dissemination activities will be produced as part of the project. To assist the promotion activities carried out during physical events, posters and roll-ups will be created. (i.e. in case of project booths at fairs, stands and other expositions). The initiative will make available several digital versions of booklets and flyers. The project brand book (see Annex) is already available on the [project's website](#) under the resources.

5.4 Publications

Publications are a central tool for communicating and disseminating UPCAST results. Collectively the results of the project or of the results of single members of the consortium are a valuable asset for other researchers in the domains. UPCAST supports the practice of beginning research by understanding the state of the art that that could apply and expects to contribute to other researchers doing the same. Work done in UPCAST can be a valuable guidepost for future researchers and can establish precedents and establish a chronological understanding of the progress in the domains covered Domain. Evidence of intellectual property can be established and credit to authors can be recognised through publication.

In UPCAST great emphasis is placed on this activity and the process for agreeing, developing, and submitting a technical paper or publications in trade journals is defined in our consortium agreement as it is important to maintain intellectual property and communication processes amongst the partners that are involved in the research as to what publications any partner intends to carry out. In our project partners must clearly define the content that they intend to publish and the channel that they intend to use with the other partners via written communication to the project steering board according to the guidelines laid down in the consortium agreement to avoid infringing on other partners intellectual property.

However, many publications will be the result of a joint and collaborative process. In the cases where publications are expected to be In those cases, partners should follow the following steps:

1. Openly discuss potential publications: Many partners may wish to collaboratively publish material from their work package or task. The first step is to openly discuss intentions in the context of WP6 meetings or in plenary sessions under any other business. Partners should simply make known to the group that they would like to explore a given theme and assess if there are potential contributors.

2. Where there is an agreement to work on a paper or publication the group should agree on a timeline and a venue or publisher to target for publication,
3. Agreement on the paper's topic and scope: where there is a common desire to work on a given publication with others, the involved UPGAST partners to agree on the topic and detailed scope of the paper. This involves identifying the problem that the paper aims to address, determining the paper's objectives and target audience as well as defining the scope of the paper,
4. Allocation of responsibilities: Once the topic and scope of the paper have been agreed upon, the project partners need to allocate responsibilities for developing the paper. Specific sections or tasks should be allocated to individual partners based on their expertise,
5. Literature review and data collection: before actually commencing to write the group should conduct a comprehensive literature review and collect data to support the paper's arguments, reviewing relevant research, gathering empirical data, and conducting analysis,
6. Drafting and reviewing the paper: After the data has been collected, the partners need to collaborate to draft the paper. This involves structuring the paper, writing individual sections, and reviewing and revising the paper based on feedback from other partners,
7. Finalizing and submitting the paper: Once the draft paper has been reviewed and revised, the partners need to finalize it and submit it for publication. This involves formatting the paper according to the UPGAST quality guidelines and those of the intended publisher,
8. Submitting it for review. Authors should submit it to the general assembly for review before it is released.

Throughout the process, it is important for the partners to communicate effectively and collaborate closely to ensure that the paper is of high quality and meets the target publication's standards.

Current Plans for publications 2023

- **LEGAL IMPLICATIONS OF AUTOMATED-SMART CONTRACTS:** on the functionalities planned to be developed by the project. This paper will be led by KUL.
- **DATA PROTECTION / LIABILITY IMPLICATIONS:** from a legal point of view. Led by KUL.
- **PRIVACY/USAGE CONTROL:** comparison of available usage policies and checking engines in terms of the types of rules we identify for our use cases. Led by SOT.
- **DISCOVERY:** First iteration of dataset and data operation descriptions and how they match. Led by SOT.

5.5 Social Media

The list of available communication channels for this project includes various types, which are identified mainly based on the preferences of the key target audience but also building on the experience of our consortium partners in terms of communication best practices.

The initial list of tools and channels has been provided below. This list will be enriched and revised based on feedback received and the results of different KPIs. The list

incorporates communication tools (i.e., social media, newsletters), which the UPGAST project aims to leverage to reach target audiences and increase efficiency.

Table 4 UPGAST List of Social Media Platforms

| Social Media Platform | Link |
|---|---|
| <ul style="list-style-type: none"> ▪ LinkedIn | https://www.linkedin.com/company/upcast-project/ |
| <ul style="list-style-type: none"> ▪ Twitter | https://twitter.com/upcastproject |
| <ul style="list-style-type: none"> ▪ YouTube | https://www.youtube.com/@upcastproject |
| <ul style="list-style-type: none"> ▪ Facebook | www.facebook.com/upcastprojecteu |

5.5.1 LinkedIn

A LinkedIn account has already been created for the project and will be particularly used to communicate information on the pilots and opportunities for stakeholders. This channel will also be used to target other initiatives and explain the role of the project. Furthermore, given the new features, the project will use this platform to advertise events and extend its database.

Link to the project’s LinkedIn page: <https://www.linkedin.com/company/upcast-project/>

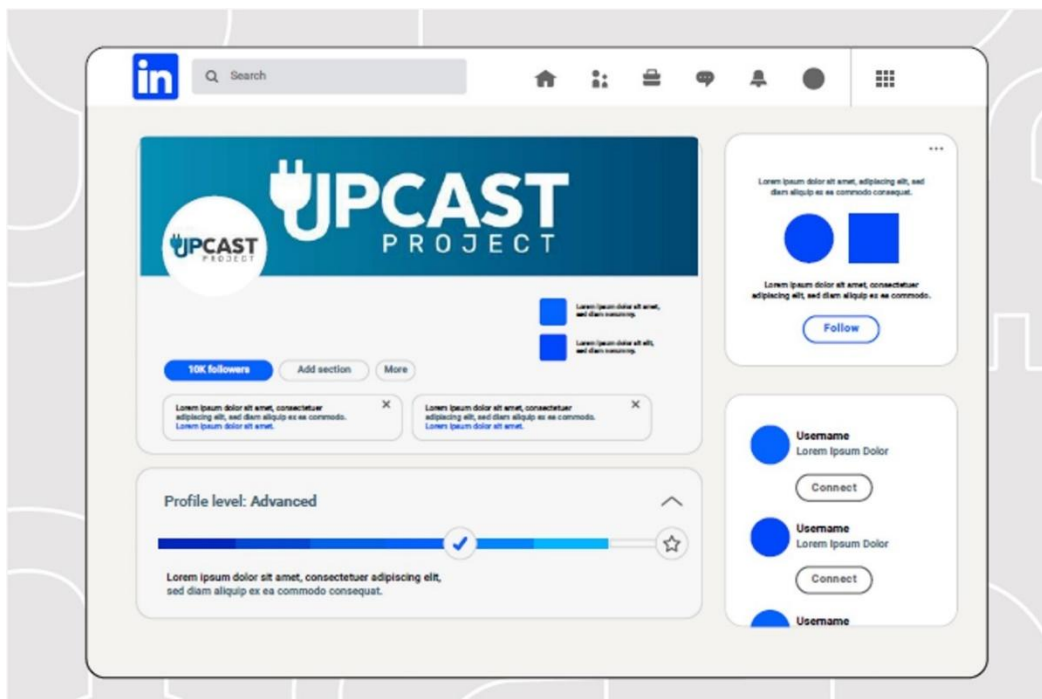


Figure 14 LinkedIn visual

5.5.2 Twitter

Twitter will be used to a) highlight news and outcomes of the projects and b) engage with the community. For this second purpose especially, the team will carry out a number of user engagement activities (i.e. Twitter pools, the launch of #). The objective is for the project to establish a dialogue also with stakeholders going beyond the research and innovation community (i.e. citizens' initiatives, policy makers etc.)

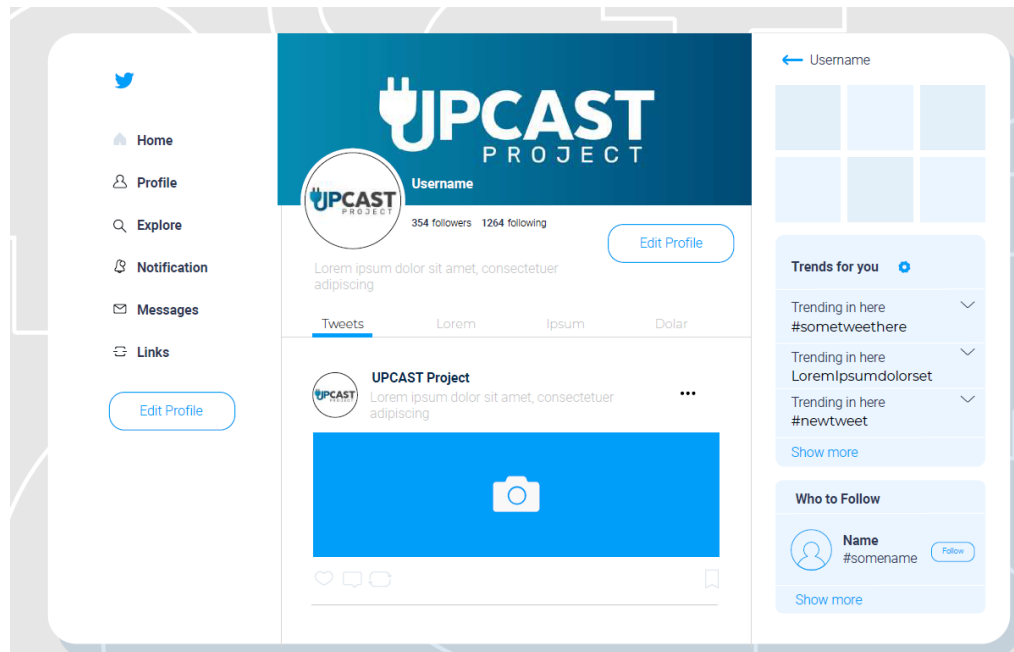


Figure 15 Twitter visual



Figure 16 Twitter profile

5.5.3 YouTube

A YouTube channel was set up to host all videos produced in the context of the project, either advertisement videos or recordings of webinars and events.

<https://www.youtube.com/@upcastproject>

5.5.4 Facebook

A Facebook page was set up to share the latest updates and activities related to the project.

www.facebook.com/upcastprojecteu

6 Overview of the Communication and Dissemination Plan for Phase 1

In the phase one of the project the key goal is to raise awareness about the projects overall objectives and expected results with a wider audience.

The key activities we foresee for the first year are the following:

- Creation of dissemination material.
- Website and social media accounts.
- Join events and represent the project
- Liaison with other high priority projects
- Publish the first round of the press release and the newsletter.

The two figure below illustrates initial plans for the following (Phase 2 and Phase 3) of the project.

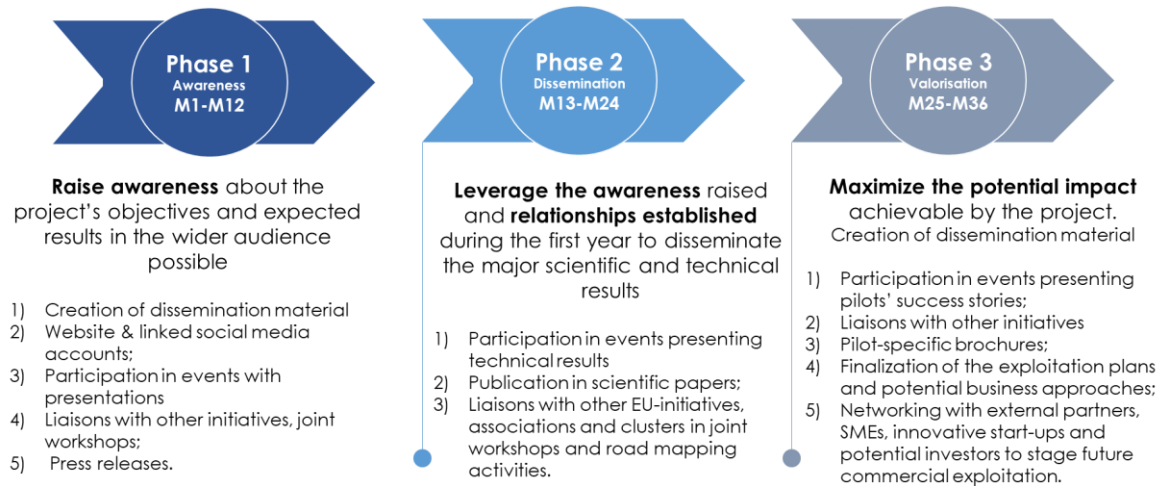


Figure 17 Phases of the Dissemination and Communication Plan

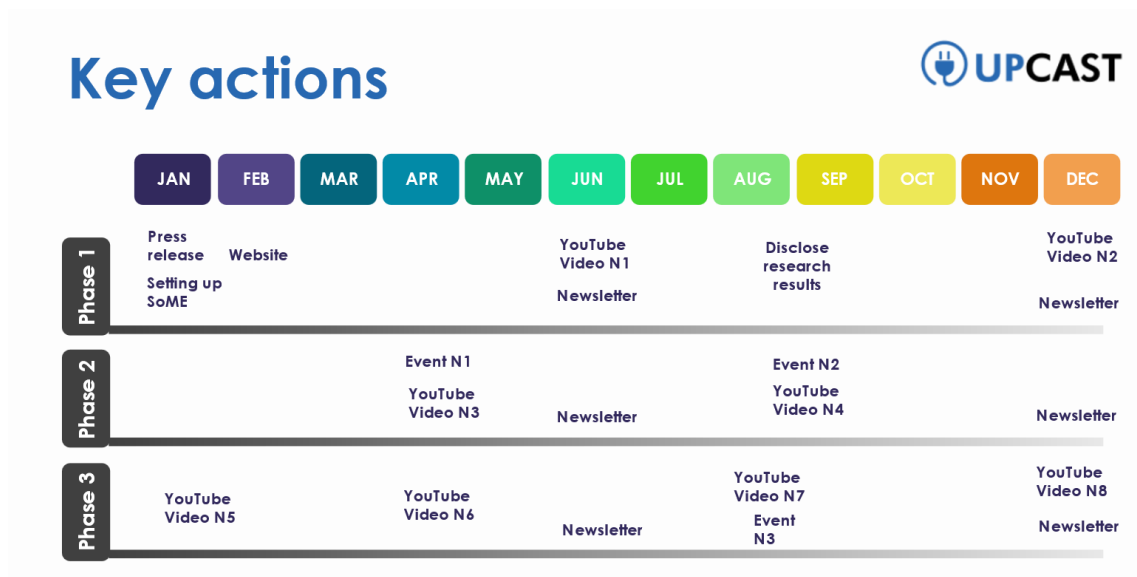


Figure 18 Overview of the key actions planned for the duration of the project

6.1 Phase 1

The primary goals of the awareness phase of the communication activities which encompasses the project's first year are to perform preliminary analyses, collect data and use cases, fully grasp the scenarios, start building the community, and establish relationships with key stakeholders who have been identified. Additionally, it promotes the project, increases awareness, sparks interest, and increases understanding of the UPCAST concepts and terms.

The phase is from January 2023 until the end of December 2023.

The activities planned in this period, distinguished according to their communication, dissemination and engagement purposes, are summarised in the following Table.

Table 5 Phase 1 Communication and Dissemination activities.

| Activity | Communication | Level of accomplishment |
|---------------------|--|-------------------------|
| Branding | Setting up the visual identity Creating the logo and templates | ✓ |
| Website | Creating the website and building its structure | ✓ |
| Social Media | Registering the UPGAST project profiles on Twitter, LinkedIn, Facebook and YouTube | ✓ |
| Project's Promotion | Preparing distribution materials. | ✓ |
| Events | Join external events and present the initial phase of the project | ✓ |
| Press release | Publishing the first official press release about the project | In progress |
| Newsletter | First newsletter foreseen in M6 and M12 of the project | In planning |
| Video | Recording from events and other digital materials are planned | In planning. |

In phase 1, the project has accomplished and achieved various goals, which we are summarising in the points below:

- I. Visual identity, the website and social media channels are set up
- II. Distribution material
- III. The project attended some events with speaking engagements. The below paragraph provides more detailed information about these events.

1. Data Space Support Centre and BDVA Concertation Event for CL4-DATA-01 Projects



Figure 19 Data-01 Concertation Event

On February 23rd, 2023, UPCAST project was presented by Richard Stevens (IDC) at the Concertation Event for CL4-Data-01 projects. The presentation of the project included: the objectives and expected outcome in terms of a tool, the services provided, the four projects in which it will be piloted, the expected training and technology transfer to Public Administrations and SMEs that will be carried out.

The following project financed under the topic of DATA-01 were also present.

- FAME project: Ernesto Toiano (GFT)
- DATAMITE project: Daniel Saez Domingo, Jordi Arjona (ITI)
- PISTIS project: Yury Glikman (Fraunhofer)

A short presentation from each project followed by a round table and questions from the audience fruitfully gave important information about the data monetisation platform projects to those attending the event.

2. Automated Data Sharing Agreements

Figure 20 Automated Data Sharing Agreements

On Thursday, March 9th for the "Innovation and Entrepreneurship Dialogues in Healthcare" series hosted by AUTH's Medical Physics and Digital Innovation Lab and BRESU/MEIRU. Dr. George Konstantinidis, Assistant Professor in AI at the School of

Electronics and Computer Science of the University of Southampton, UK represented the UPCAST project.

Session's title: Automated Data Sharing Agreements

There is an evidently growing legal, cultural, and technological need for tools that allow users to express their own intentions and consent over the usage of their personal data and information. Service providers and institutions that manage personal data rely on specifying monolithic “Terms and Conditions” written in natural language and enforced in an ad-hoc manner. Often, the only degree of automation is by presenting users with top-down and coarse-grained “opt-in/out” options. Technology is developed for users to describe their personal contract of data usage in formal, machine-processable, and fine-grained languages. Unlike traditional computational privacy approaches, AUTH's Medical Physics and Digital Innovation Lab's focus is not on preserving confidentiality against an adversary, but rather on cooperating with a trusted service provider to abide by user preferences in an algorithmic way, in what we call Collaborative Privacy.

Dr. Konstantinidis presented recent results on Collaborative Privacy and applications on (i) clinical trials and (ii) relational databases, (iii) and open research data (EU project RAISE), (iv) data marketplaces (EU project UPCAST).

3. AI meets complex knowledge structures: Neuro-Symbolic AI and Graph Tech

As part of the collaboration with Norwegian Research Center for AI Innovation (NorwAI) and OsloMet, a seminar was organized on the 16th of March 30, 2023 on the topic of “AI meets complex knowledge structures: Neuro-Symbolic AI and Graph Technologies”, with a scientific audience of more than 50 attendees and fostering collaborating between DataCloud, enRichMyData, Graph-Massivizer, UPCAST, and NorwAI projects.

Event Description:

Neuro-Symbolic AI is currently emerging as a paradigm for developing intelligent systems that can process and recognize patterns in large amounts of data, as well as reason and make decisions based on explicit knowledge and rules. Neuro-Symbolic AI combines the strengths of symbolic reasoning and neural-based approaches. Graph technologies (Knowledge Graphs, Graph Neural Networks, graph databases, etc.) provide a natural way to represent, manage, and analyze complex knowledge structures, making them a useful tool in implementing Neuro-Symbolic AI systems. Neuro-Symbolic AI and Graph technologies have significant potential to bring value to various businesses and industries by enabling advanced decision-making and reasoning capabilities. This seminar explored recent advancements in Neuro-Symbolic AI and Graph Technologies and their relevance to practical applications.

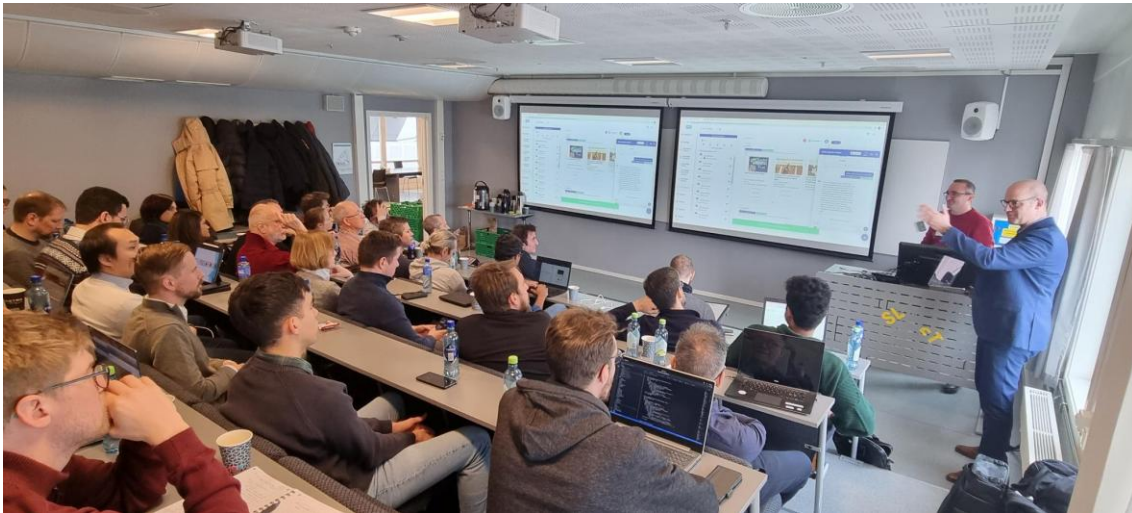


Figure 21 AI meets complex knowledge structures: Neuro-Symbolic AI and Graph Technologies Event

4. Data Space Symposium & Deep-Dive Day | March 21-23

The Annual event of Data Spaces Support Centre explored the needs of dataspace initiatives, defined common requirements and established best practices to accelerate the formation of sovereign data spaces as a key element of digital transformation at all levels. From technical aspects to business several sessions were organised with experts on how the support platform works, the value for anyone and the European Commission's vision on Data Space.

UPCAST attended this event for the technical perspective, represented by Technical Coordinator, Luis-Daniel Ibáñez (SOT) to learn and participate in the latest development efforts around the IDSA architectural models and vocabularies, and to connect with existing Data Space providers. From UPCAS's point of view it was important to attend the event, thus UPCAS's "universal plugins" can be designed for compliance with the evolving standards, and to tailor their functionalities to the needs of the ecosystem as a whole.

6.1.1 Upcoming events in 2023

Table 6 List of upcoming events in 2023

| Events list in 2023 | | | |
|----------------------------------|-----------------------|---------------------------------------|---|
| Event title | Date | Focus / topic / short description | Link to external website organization |
| Extended Semantic Web Conference | 28 May – 01 June 2023 | Academic Conference | https://2023.eswc-conferences.org/ |
| DATA Week 2023 | 13-15 of June 2023 | Data Meets Infrastructure at the Edge | Data Week 2023 BDVA |

| | | | |
|-------------------------------------|-----------------------|--|--|
| European Big Data Value Forum EDVF | 25-27 of October 2023 | Forum bring together stakeholders to advance policy actions, and industrial and research activities in the areas of Data and AI. | European Big Data Value Forum European Data and AI event (european-big-data-value-forum.eu) |
|-------------------------------------|-----------------------|--|--|

6.1.1.1 Data Week 2023



Figure 22 Data Week Event

Data Week is the community event organized by BDVA and the EUH4D project, following on the former BDVA Summit that was run by the BDVA project. In 2023 an Open Call for sessions has been launched following the motto of the edition “Data meets infrastructure at the edge”, attracting a lot of players (at the time of writing this deliverable we know that 58 sessions have been submitted; results are not available though).

UPCAST submitted two proposals for sessions:

Proposed session title:

1. **Technological Enablers for the Next-Level Data Economy**

Session description:

The European Data Spaces (EDS) aim to enable the seamless flow of data across borders and sectors, while ensuring the protection of personal data and privacy rights. Realising EDS is key to the future Data Economy. In this session we are bringing together the Data Spaces Support Centre and four related Horizon Europe projects (UPCAST, FAME, DATAMITE and PISTIS – all funded under HORIZON-CL4-2022-DATA-01) that build digital technologies, solutions and interoperable frameworks for data markets and the data economy. The objective of the session is to facilitate discussions, generate initiatives and create synergies between these projects and the larger BDVA community; as well, we intend to share insights regarding the technologies and tools being developed under Horizon Europe actions and discuss best practices for the deployment and operations supported under Digital Europe actions. We believe that these discussions

are very important in order to support the deployment of the Common European Data Spaces under the Digital Europe programme and the Data Spaces Support Centre.

The focus of the session will be on the technologies, solutions and frameworks that the four projects are developing; these technologies facilitate the collection, sharing, storing, processing, trading and re-using of data in compliance with the legal framework and satisfying the needs, expectations and rights of the data providers, brokers, users and data subjects. The projects are building practical and scalable solutions for handling large amounts of transactions while minimizing energy consumption (including smart/automated contracting, data rights management, tracking of subsequent data use). At the same time, the projects pay special attention to data and metadata interoperability, including the application of appropriate standards, reference architectures, common ontologies/vocabularies/data models allowing frictionless data sharing. The projects' emphasis on the development and demonstration of practical and mature end-to-end systems, building on the results of work on data platforms, privacy-preserving technologies and computing technologies under the Horizon programmes.

The session will have three parts. First, it will have an introduction from EU Commission(TBC).

This will be followed by introductions of the four projects, with the project managers from each project leading the discussions (Richard Stevens from UPGAST, Ernesto Toiano from FAME, Daniel Saez Domingo and Jordi Arjona from DATAMITE, and Yury Glikman from PISTIS).

UPCAST will lead the discussions on automated negotiation and establishment of data sharing agreements, dynamic fair pricing, improved data-asset discovery, legal ethical and responsibility guidelines for energy-efficient data marketplaces. FAME will focus on data exchange across multiple federated cloud-based data providers, decentralized, programmable data assets trading, pricing and leveraging blockchain techniques, as well as energy efficient analytics. DATAMITE will discuss tools to improve quality management of user data, adherence to FAIR principles and providing open-source training to upskill on technical and business aspects thus making data more trustable and reliable. PISTIS will present federated data management and governance methodologies to collect, curate, secure and fully control organisational data, as well as secure peer-to-peer data transfer and usage monitoring mechanisms, and data monetisation techniques taking into consideration the "cost", "income" and "market" approaches.

The last part of the session will hold a joint panel on "***Challenges and innovative Solutions for the future of Sectoral Data Spaces***" for further discussions between the panellists and the audience. The panel will focus on the key factors that are needed to develop and/or support data spaces of realistic scope and size, deployable in real-world applications in various application areas.

Proposed session title:

2. Automated and Smart Contracts: Legal and Technological Issues Revisited

Session description:

The European Strategy for Data promotes the creation of common European data spaces providing a seamless common digital market of personal and commercial data to facilitate value creation and growth for organizations. The data-driven economy benefits from transactions that are executed quickly and with predictable outcomes. Automated and smart contracts are key enablers of such transactions, and hence are gaining traction amongst players willing to share and collaborate over data sets. However, contract automation disrupts the traditional legal concepts which contractual relationships are built on; and when automated contracts regulate data-based transactions, their relationship with data protection law becomes essential.

This session seeks to provide an overview of and spark discussions on some pressing technological and legal issues surrounding automated and smart contracts. It will be structured in three parts.

The first part will present results from the UPGAST Horizon Europe project which is developing automated data sharing agreements, as universal plugins for data sharing, monetization and trading platforms enabling actors in common data spaces to collaboratively negotiate, improve and enforce data sharing contracts automatically in a privacy-friendly and ethical manner, providing dynamic fair-pricing mechanisms while implementing energy-efficient data exchange. This part will highlight and discuss the main technical aspects involved in four real-world EU-wide pilots that will operationalise working platform plugins for automated agreements for data sharing, monetisation and trading. Being deployable across a variety of data marketplaces and platforms, these plugins can ensure digital autonomy of data providers, brokers, users and data subjects, and enable interoperability within European data spaces. The UPGAST experience can therefore be valuable to the wider data community and for organisations seeking to streamline data transactions.

After clarifying the technical concepts of 'automated contracts' and 'smart contracts', the second part of this session aims to tackle the relationship between contract automation and contract law. We discuss how the concept of 'consent', typically grounded on human agency, applies to transactions that are executed automatically by software. We will then explore the legal status of automated and smart contracts under current regulation, and tackle challenges related to enforceability and liability: What if the software supporting automated contracting fails? What if an unexpected event prevents the fulfilment of the initial obligations? Who should be liable?

The last part of this session focuses on the relationship between automated and smart contracts, and data protection law. Whenever an automated contract enables sharing of personal data, it becomes the vehicle of processing of personal data under the GDPR. First, we aim to discuss the challenges of applying the regime of data protection roles and responsibilities (especially controllership and processorship) to automated and smart contracts; second, we explore why such contracts might sit at odds with rights enjoyed by data subjects, such as the right to withdraw consent, the right to rectification and erasure, and the right to be forgotten; third, we discuss whether such contracts may be prohibited as examples of decision-making processes based solely on automated means. In raising all these points, we aim to showcase the legal problem and help identify legally sound approaches for the data community to be solution-oriented from the design phase.

6.1.1.2 EBDVF 2023

EBDVF is the short name for this event that has been running since more than 10 years ago. It is the flagship of the ecosystem around data and in particular brings together stakeholders directly or indirectly engaged in BDVA. It normally counts on close to 1000 participants of research and innovation profiles and it is a good occasion to network with similar projects and discuss with initiatives in the field. UPCAST will apply to the different engagement possibilities as soon as they are communicated.

7 Internal Communication & Documentation

7.1 Event Tracker

To follow and document upcoming and past speaking engagements, WP6 has set up an event tracker, accessible from the project's repository on MS Teams and SharePoint.

The goal of the event tracker is to list all the events where the consortium partners presented the UPCAST project in externally facing events.

The tracker gives an overview and a detailed description of the various events and supports communication preparation prior to the events. Through this tracker, the partners are aware of the upcoming events, which lets them engage with relevant stakeholders even before the events.

The tracker includes the following information: event title, panel title, date & time, speaker on behalf of the project, partner, organised by, description, official link to the event, content files, and content image.

8 Dissemination and collaboration with EU related projects and initiatives:

UPCAST is a project of relevance for the development of data spaces. As such it will develop an active relationship with major initiatives such as GAIA-X, BDVA-DAIRO, Fiware Foundation and IDSA and in particular, the recently created Data Spaces Business Alliance (DSBA), founded by the four associations precisely because of the obvious synergies in this work.

The alliance will work mainly on three axes:

1. Technology and architecture: including a common reference model, based on existing architectures and models, leveraging each other's efforts on infrastructure and implementations. It drives interoperability by harmonising technology components and other elements. UPCAST will input its results here.
2. Support: including handbooks, roadmaps, individual evolution plans, access to Digital Innovation Hubs (DIHs), acceleration programmes etc. and includes a go-to-market toolkit to make data spaces happen.
3. Identification and characterisation: The Alliance will establish a 'Data Spaces Radar' to actively scout potential data spaces (at the time of writing this proposal a radar with emerging data spaces already exist, but only considering those that are IDSA-compliant). This will help to understand data spaces evolution on a

global level, thanks to an enormous network as well as promote frontrunners, identify best practices, etc. UPCAST is also expected to contribute here.

The Digital Europe Programme will also fund an action for the Data Spaces Support with which we expect tight cooperation. This context will be especially fruitful to share our results with the audience and foster cooperation. Some events have already been identified for this purpose: IDSA DataSpaces Dialogue, trade show ITS World Congress 2022), the Gaia-X Summit 2022, the European Big Data Value Forum, the FIWARE Global Summit, other joint events and workshops are expected to be organized by these organization on the topic of data spaces. Looking at the more pragmatic side of experimentation, UPCAST will seek for synergies with the EUHubs4Data project, in charge of creating a European Federation of Data-driven Innovation Hubs and where some partners of this consortium, including the coordinator, play an important role.

8.1 Horizon Europe

Throughout its project duration, UPCAST will regularly liaise with a set of Horizon Europe projects. Among those **projects** that are already ongoing, UPCAST will interact with the ones indicated in Table 5 below.

Table 7 Horizon Europe

| Project Title | Project short name |
|--|--------------------|
| <u>DATA Monetization, Interoperability, Trading & Exchange</u> | DATAMITE |
| <u>Federated decentralized trusted dAta Marketplace for Embedded finance</u> | FAME |
| <u>Promoting and Incentivising Federated, Trusted, and Fair Sharing and Trading of Interoperable Data Assets</u> | PISTIS |
| Enabling the big data pipeline lifecycle on the computing continuum | DATA CLOUD (H2020) |
| Enabling data enrichment pipelines for ai-driven business products and services | enRichMyData |

The Horizon Europe projects outlined above deal with fundamental data-related topics such as data monetization, decentralized data marketplaces, interoperable data asset trading, big data sharing and data enrichment for AI-driven business products and services. As a result, UPCAST will closely monitor their achievements and liaise with them through the establishment of specific and topic-oriented working groups involving the main owners of these topics in the respective projects.

8.2 Data Space Support Center

As the main operational instrument for coordinating the work associated with the design, development and deployment of data spaces, the Data Space Support Center (DSSC) will be closely monitored and followed by UPCAST. The collaboration with the DSSC will give UPCAST access to the work already carried out by many initiatives in the domain of data

sharing, particularly the activities of the Data Spaces Business Alliance and its founders (BDVA, IDSA, GAIA-X, FIWARE). The regular interaction between UPGAST and DSSC will be ensured by monthly and/or quarterly meetings organised online or in presence depending on the availability of the project members and of the scheduling of appropriate events. This will make sure that UPGAST is exposed to the work of key players such as Cap Gemini, research centres like VTT, TNO, Fraunhofer (coordinator), University of Galway, KU Leuven (legal aspects) and organisations like MyData and Sitra. On the other hand, UPGAST will bring a sectoral perspective on the overall cross-sectorial activities of DSSC and expose the peculiarities of some sector-specific data exchanges through the work of the demonstrations in UPGAST.

8.3 Digital Europe Programme – Sectoral Data Spaces

In addition to the Data Space Support Centre and the Horizon Europe projects, UPGAST will also liaise with a set of Digital Europe Programme endeavors that are now active to design and promote the launch of sectoral data spaces. Projects that are now devoted to preparatory actions for data spaces for smart communities, mobility data space, energy data space, agricultural data space or data space for the public administrations, to name a few, will be approached and a regular interaction between UPGAST and these projects will be established. At the time of writing, UPGAST envisage building one or more working groups encompassing the sectoral data spaces to divide the areas of collaboration along topics that are common among all the projects under consideration. These working group meetings will take place regularly, monthly or quarterly, and their results and project advancements will be showcased and disseminated by UPGAST.

The full list of sectoral data spaces that will form part of UPGAST interactions is outlined in the table below.

Table 8 Initial List of Sectoral Data Spaces Projects

| Project type | SECTORAL DATA SPACE | Project name | WEBSITE OF THE PROJECT |
|--|----------------------------------|---------------------|---|
| CSA/ Preparatory action for the Green Deal Data Space | Green Deal Data Space | GREAT | www.greatproject.eu |
| CSA/Preparatory action for the Smart Cities and Communities Data Space | Data Space for Smart Communities | DS4SSCC | https://www.ds4sscc.eu/ |
| CSA/Preparatory action for the Mobility Data Space | Mobility Data Space | PrepDSpace4Mobility | PrepDSpace4Mobility (mobilitydataspace-csa.eu) |

| | | | |
|---|--------------------------|---------------|---|
| | Mobility Data Space | MobiSpaces | https://www.mobispaces.eu/ |
| CSA/Preparatory action for the Agriculture Data Spaces | Agricultural Data Space | AgriDataSpace | https://agridataspace-csa.eu/ |
| CSA/Preparatory action for the Manufacturing Data Space | Manufacturing data space | EU DATA SP4CE | https://manufacturingdataspace-csa.eu/ |
| CSA/Preparatory action for the Skills Data Space | Skills | DS4Skills | DS4Skills - Data Space For Skills (skillsdataspace.eu) |
| CSA/Preparatory action for the Tourism Data Space | Tourism | DATES | DATES project Tourism Data Space European Tourism Data Space - DATES project Dates Project (tourismdataspace-csa.eu) |

Table 9 Mapping of relevant initiatives and projects

| Project name | Topic | Funding Programme | Website |
|--|--|-------------------|---|
| Trusted Secure Data Sharing Space (TRUSTS) | Design and build a data sharing platform open to large business and SMEs complemented by anonymisation services, data-enriching, and data analytics services | Horizon 2020 | https://www.trusts-data.eu/ |
| EUHubs4Data (EUH4D) | Become the European reference for data driven innovation and experimentation, fostering collaboration between data driven initiatives in Europe, federating solutions in a global common catalogue of data services, and sharing data in a cross-border and cross-sector basis | Horizon 2020 | https://euhubs4data.eu/ |

| | | | |
|-----------------|---|------------|---|
| INCISIVE | A multimodal AI-based toolbox and an interoperable health imaging repository for the empowerment of imaging analysis related to the diagnosis, prediction and follow-up of cancer | H2020 | https://incisive-project.eu/ |
| RadioVal | RadioVal is the first major multi-centre, multi-continental and multi-disciplinary project to clinically validate an artificial intelligence solution for the prediction of patient-specific response to neoadjuvant chemotherapy in breast cancer, in eight clinical centers across Europe, South America, North Africa and Eurasia. | H2020 | https://radioval.eu/ |
| Special Privacy | SPECIAL allows citizens and organisations to share more data, while guaranteeing compliance with data protection, thus enabling both trust and the creation of valuable new insights from shared data | H2020 | Home - SPECIAL (ercim.eu) |
| IShare | European standard for and trust network of international business data sharing in a sovereign way, governed by iSHARE Foundation . Enabling federated trust governance of data spaces. | Foundation | About - iSHARE |
| I4trust | I4trust boosts the development of innovative services around new data value chains. It achieves this by providing the right tools, education, coaching and initial funding for the creation of Data Spaces enabling trustworthy and effective data sharing. | H2020 | Data Spaces for effective and trusted data sharing (i4trust.org) |

BRAND GUIDE

The logo for UPCAST PROJECT, featuring a stylized white outline of a wine glass. Inside the bowl of the glass, the word "UPCAST" is written in a bold, sans-serif font, with a small plug icon integrated into the letter "U". Below "UPCAST", the word "PROJECT" is written in a smaller, all-caps, sans-serif font.

UPCAST
PROJECT

February 2023



UPCAST
PROJECT



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BRAND LOGO



BRAND GUIDE

BRAND LOGO



LOGO CONCEPT



LOGO SAFE SPACE



LOGO MINIMUM SIZE

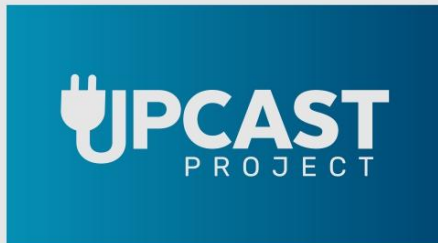
MINIMUM PRINT HEIGHT



MINIMUM DIGITAL HEIGHT



LOGO VERSION



LOGO RESTRICTIONS



BRAND COLOR

The logo for UPCAST PROJECT is a white outline of a wine glass. Inside the bowl of the glass, the word "UPCAST" is written in a bold, sans-serif font, with a small plug icon integrated into the letter "U". Below "UPCAST", the word "PROJECT" is written in a smaller, all-caps, sans-serif font.

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BRAND COLOR



RGB 6 144 182 #0690B6
CMYK 79 26 19 3



RGB 0 72 115 #004873
CMYK 99 69 30 16



GRADIENT



RGB 66 66 66 #424242
CMYK 65 55 53 55



RGB 255 255 255 #FFFFFF
CMYK 0 0 0 0

BRAND TYPO

The logo for UPCAST PROJECT, featuring a stylized white plug icon to the left of the text 'UPCAST' in a bold, sans-serif font, with 'PROJECT' in a smaller font below it.

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BRAND GUIDE

BRAND TYPOGRAPHY



Aa.

ROBOTO

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

BRAND IN ACTION

The logo for UPCAST PROJECT, featuring a stylized white outline of a wine glass. Inside the bowl of the glass, the word "UPCAST" is written in a bold, sans-serif font, with "PROJECT" in a smaller font directly below it. The background of the entire page is a solid blue gradient.

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BRAND GUIDE

BRAND IN ACTION



BRAND IN ACTION



BRAND IN ACTION

