



Draft Document

DELIVERABLE 6.4

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D6.4: Dissemination and Communication Plan Version 3



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Abstract:

This document is the deliverable D6.4 Dissemination Strategy and Plan for the UPGAST project. It is the deliverable of Work Package 6, "Dissemination, Communication and Outreach". It describes the goals achieved in the second year of the project by providing an overview of the various activities related to dissemination and communication. This document provides also information on how the project plans to conduct communication and dissemination activities in the final year of the project and engage with the main stakeholders through various channels such as the website, social media and events.

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1 Introduction

1.1 Purpose of this document

This document represents Deliverable D6.4, **Dissemination Strategy and Plan Version 3.0**, of the UPCASt project. It is the fourth deliverable within Work Package 6, which focuses on Dissemination, Communication, and Outreach.

Deliverable D6.4 highlights the communication and dissemination initiatives carried out by the UPCASt project between January 2024 and December 2024. It provides a detailed account of the activities undertaken within Work Package 6 to effectively implement the dissemination and communication strategy. The primary goal of WP6 is to enhance the project's visibility among key stakeholders and promote its outputs and activities.

Aligned with the strategy outlined in **D6.2 Dissemination Strategy and Plan Version 2.0**, submitted in March 2023 (M3), and **D6.3 Dissemination Strategy and Plan Version 3.0 (December 2023, M12)**, this report covers activities across “traditional” communication channels, such as creating dissemination materials and participating in events. It also addresses online platforms, providing updates on the project website and insights into social media KPIs.

Additionally, the document outlines the plan for the third and final phase of the project, from January 2025 till December 2025. This phase will include actions related to upcoming events, online activities, and other communication and dissemination initiatives.

The annex of this document contains evidence of the materials produced during the project's second phase.

1.2 Structure of the document

This deliverable is structured along the following major chapters:

Chapter 2 – Dissemination and Communication Strategy

This chapter introduces the comprehensive dissemination and communication strategy developed during phase 2 of the project. It provides a strategic overview, detailing the objectives and methodologies employed to effectively share project milestones, outcomes, and insights with key stakeholders.

Chapter 3 – Events

Focusing on event-related activities, this chapter provides a detailed account of all events associated with the UPCASt project during its second year. It includes a chronological list of events, highlighting significant achievements and key moments. The chapter also explores the development and use of communication materials to support these events.

Chapter 4 – Publications

This chapter compiles all publications generated during phase 2 of the project, including newsletters, press releases, and other written content. It emphasizes the evolution of communication materials and their role in broadening the project's reach, showcasing how these publications have effectively disseminated information to a wider audience.

Chapter 5 – Collaboration with EU-Related Projects

This chapter highlights the collaborative efforts undertaken with key Horizon Europe projects funded under DATA 01-04. It outlines the synergies, shared benefits, and contributions to a wider dissemination network, demonstrating the value of fostering partnerships within the European Union's research and innovation framework.

Chapter 6 – Website and Social Media Platforms

This chapter provides an overview of the UPGAST project's online presence, focusing on updates to the official website and social media platforms, including LinkedIn, X (formerly Twitter) and YouTube. It details key updates, content strategies, and initiatives aimed at maintaining a dynamic and engaging digital presence.

Chapter 7– KPIs and Impact

This chapter evaluates the effectiveness of the dissemination strategy through Key Performance Indicators (KPIs) and impact metrics. It presents data on website traffic, social media engagement (e.g., LinkedIn and X), and other quantitative measures, offering a clear assessment of the project's reach and engagement.

Chapter 8 – Plan for Phase 3

Looking ahead, this chapter outlines the strategy for the third phase of dissemination and communication. It identifies opportunities to build on past successes, adapt to new trends, and address challenges, ensuring the project's continued growth and impact in its final phase.

Chapter 9 – Conclusions and Next Steps

Concluding the report, this chapter reflects on the overall effectiveness of phase 2 dissemination and communication activities. It summarizes key achievements, challenges, and lessons learned, setting the stage for future actions and providing recommendations for the project's continued progress.

ANNEX

The annex includes background information about WP6 and the newsletters published during Phase 2.

2 Dissemination and Communication Strategy

In D6.2, the dissemination and communication plan introduced a structured approach divided into three distinct phases. Building on this, D6.3 detailed the outcomes of the work completed during the project's first phase. In the below chapter we focus on phase 2.

This deliverable focuses on providing a comprehensive overview of the tangible outcomes and key activities carried out between January 2024 and December 2024, specifically within the scope of Work Package 6: Communication and Dissemination.

Table 1 Communication Methodology

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 All target groups and other stakeholders 	Website	From M3	Disseminate information about the project objectives, outcomes and main milestones achieved.
	Social media	From M1	Post regular updates on the project's progress. Promote the information published on other channels (website, newsletter, events). Video explaining how the project impact consumers/citizens/other stakeholders' life.
	Newsletters	From M6	Inform about the project's objectives, project's status, milestones, and outcomes. Promote project's events

The three communication and dissemination phases (see the figure below) were devised, considering the project's duration of 36 months. Each phase is strategically

aligned with the project's overarching objectives, allowing for a systematic and targeted dissemination of information to various stakeholders.

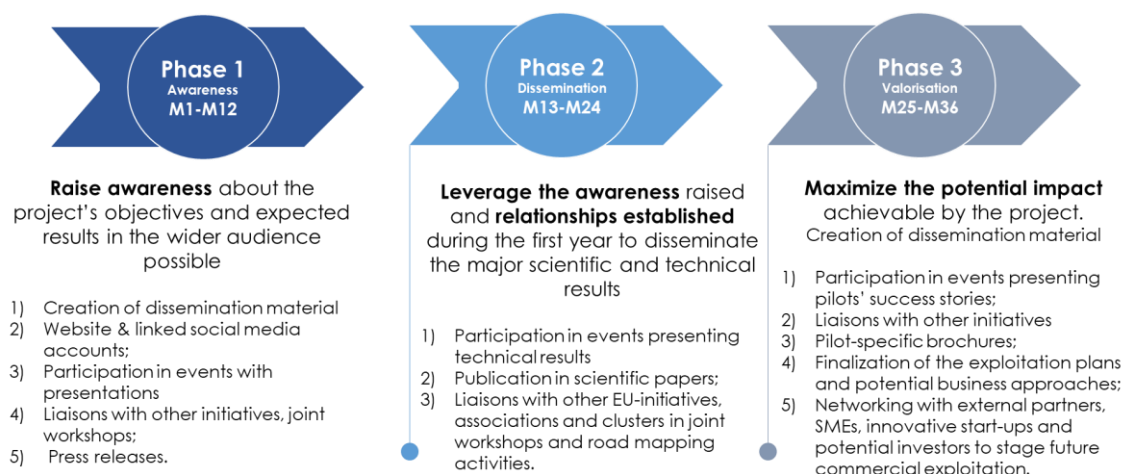


Figure 1 Phases of the Dissemination and Communication Plan

In this deliverable, we focus on the second phase of the project, highlighting the progress achieved during this period. The following chapter will detail the efforts undertaken to effectively communicate the project's objectives and milestones. By outlining the actions and activities carried out under the communication and dissemination plan, this section provides a clear and comprehensive view of the project's outreach initiatives and their impact within the specified timeframe.

In **Phase 2** of the project, the focus shifted towards leveraging the awareness raised and relationships established during the first year to effectively disseminate the major scientific and technical results achieved. Key activities during this phase included:

- **Participation in events:** Presenting technical results to engage with the scientific community and industry stakeholders.
- **Scientific publications:** Publishing research findings in peer-reviewed journals and other high-impact outlets.
- **Collaborative initiatives:** Establishing liaisons with other EU initiatives, associations, and clusters to co-organize joint workshops and contribute to road mapping activities.

This phase underscored the transition from awareness-building to impactful dissemination of project outcomes, fostering stronger collaborations and maximizing the project's visibility and influence in relevant domains.

Overview of the activities

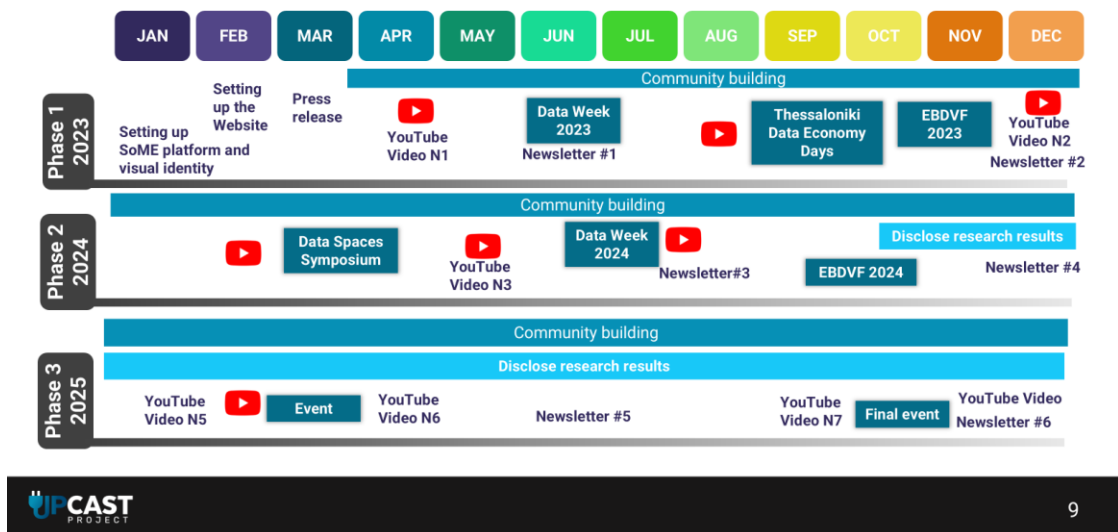


Figure 2 Updated Phase 2 Key actions planned

In the overall document, attention will be directed towards the above-mentioned activities. With the goal of providing comprehensive updates on communication initiatives, the focus will specifically be on:

- Providing an overview of events attended or organized by the project.
- Presenting publications, including updates on scientific publications, newsletters, and press releases.
- Detailing collaborations with other Horizon Europe-funded projects under the EU Data+ Cluster and the DSSC:
- Highlighting updates and changes across social media channels.
- Offering an overview of KPIs and their status at the conclusion of Phase 2.
- Outlining the approach and strategy planning for Phase 3.

2.1 Phase 2

The primary goals of the dissemination phase of the communication activities were to build upon the awareness raised and relationships established during the first year. This phase focused on disseminating the major scientific and technical results achieved by the project. Key activities included participation in events to present technical findings, publication of research in scientific journals, and fostering collaborations through liaisons with other EU initiatives, associations, and clusters. These collaborations facilitated joint workshops and contributed to road mapping activities. This phase spans the project's second year, running from January 2024 until the end of December 2024.

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

Table 2 Phase 1 Communication and Dissemination activities.

Activity	Communication
<ul style="list-style-type: none"> • Branding 	Building on the well-established visual identity created in Phase 1, branding efforts have seamlessly continued. The existing logo and design framework served as the foundation

	for developing promotional materials, ensuring consistency and reinforcing brand recognition across all touchpoints.
<ul style="list-style-type: none"> • Website 	The website has been updated to enhance its structure and functionality. New sections have been introduced to showcase the pilots and plugins, providing detailed insights and resources. The publication section has been consistently kept up to date, ensuring the latest reports and information are readily available to the audience. In addition we have uploaded under the Resources all the public deliverables of the project.
<ul style="list-style-type: none"> • Social Media 	The UPCAST project profiles on Twitter, LinkedIn and YouTube have been actively maintained and regularly updated. Several targeted campaigns were launched to enhance engagement and visibility. The platforms have remained dynamic and interactive through consistent sharing of project activities, milestones, and achievements. Additionally, a new series of videos was uploaded to YouTube, enriching the content and reaching a wider audience.
<ul style="list-style-type: none"> • Events 	As of Month 24, the project has participated in approximately 40 external events, presenting the initial phases of the project and engaging with diverse audiences. These events have provided valuable opportunities to share insights, gather feedback, and strengthen connections within the community.
<ul style="list-style-type: none"> • Newsletter 	Newsletters have been published in Month 6, Month 12, Month 19, and Month 24 of the project, providing timely updates on progress, activities, and achievements to keep stakeholders informed and engaged.
<ul style="list-style-type: none"> • Video 	Several videos, including recordings from events, pilot showcases, and demonstration sessions, have been created and uploaded. These videos provide detailed insights into the project's progress and impact, offering valuable visual content to engage and inform our audience.
<ul style="list-style-type: none"> • Stakeholder Engagements 	Joint events and collaborations have been successfully carried out with key partners. Building on well-established relationships, these partnerships have been further strengthened under the EUData+ Cluster, fostering deeper cooperation and alignment with shared objectives.
<ul style="list-style-type: none"> • Publication 	The project has continued its line of publications, successfully reaching the targets established in the project's KPIs. This consistent output ensures the dissemination of key findings and insights to relevant audiences, maintaining alignment with the project's objectives.

3 Events

3.1 Overview of the events

To follow and document upcoming and past speaking engagements, WP6 has set up an event tracker, accessible by all UPCAST partners 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, facilitate monitoring and effectively plan new activities.

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 internal 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. The below tracker has been adjusted to the deliverable and includes the name of the event, date and time, speaker and partner involvement and link to the event.

To effectively document and manage past and upcoming speaking engagements, WP6 has established a comprehensive event tracker. This tool is accessible to all UPCAST partners through the project's repository on MS Teams and SharePoint, ensuring seamless collaboration and accessibility.

The primary objective of the event tracker is to create a centralized record of all events where consortium partners have presented the UPCAST project in externally facing engagements. It facilitates the monitoring of past activities and aids in the strategic planning of future dissemination opportunities. By providing a clear overview of events, the tracker enhances communication preparation and ensures the consortium is well-organized prior to participating in these activities.

The tracker also enables partners to stay informed about upcoming events, fostering proactive engagement with relevant stakeholders even before the events occur. This forward-looking approach ensures the project maintains a strong presence and maximizes opportunities for outreach and collaboration.

The internal tracker includes detailed information for each event, such as:

- Event title
- Panel title
- Date and time
- Speaker representing the project
- Partner involved
- Organizing entity

- Event description
- Official event link
- Content files
- Related images

For the purposes of this deliverable, the event tracker has been adapted to include key information such as the event name, date and time, speaker, partner involvement, and a link to the event. This streamlined version supports transparency and allows for easy reference to the project's dissemination efforts.

Table 3 Overview of the events in Phase 2

Name of the event	Date & Time	Partner	Link
Joint Workshop in Tyrsil	2024-02-09	ALL Partners	Joint Workshop in Tyrsil 2024 UPCAST Project
Open Data Day 2024	2024-03-08	ABOVO, NHRF, MDAT	Open Data Day 2024 UPCAST Project
Data Spaces Symposium	2024-03-12-13	IDC, SOT, JOT	News - Data Spaces Support Centre
Beyond 2024	2024-04-25-27	OKF	https://www.beyond-expo.gr/el/press-releases/
Teratec Forum	2024-05-29-30	IDC, CDR	FORUM TERATEC 2024
Data Week in Leuven	2024-06-09	KUL, SOT	Data Week 2024
SETN 2024 13th conference on artificial intelligence	2024-09-12	KUL	https://setn2024.cs.unipi.gr/
SEMANTiCS 2024	2024-09-18	SOT	https://2024-eu.semantics.cc/#
EBDVF 2024	2024-10-2-4	IDC, SOT	EBDVF Data and AI Event
ADRF 2024	2024-11-04	IDC	About the ADRF 2024 ADRF
International Semantic Web Conference	2024-11-11	SOT	https://iswc2024.semanticsweb.org/

GAIA-X 2024	2024-11-14-15	DAW SINTEF	Gaia-X Summit 2024: Empowering global data spaces – shaping tomorrow's cloud infrastructure - Gaia-X: A Federated Secure Data Infrastructure
Data Week in Luxembourg	2024-12-10	IDC	Data Week 2024
Open Data Workshop	2024-12-12	OKFN, MDAT	News UPCAST Project

3.2 Key highlights of the year

The following sections showcase a selection of communication and dissemination events featuring the UPCAST project's participation. These events were chosen based on criteria such as relevance, stakeholder engagement, the effectiveness of dissemination efforts, and their impact on fostering collaboration and knowledge transfer.

Notably, four key events—Data Week in Darmstadt, Leuven, and Luxembourg, as well as EBDVF24—stand out as significant highlights. The UPCAST project played a central role in these events, taking on responsibilities such as developing conceptual frameworks, inviting speakers, coordinating discussions, and managing online promotional activities

3.2.1 Data Week & Data Space Symposium | March 2024

On March 12, 2024, during the Data Spaces Symposium, a session titled “Navigating the Future of Data Monetization: Insights from Horizon Europe Projects” was held as part of BDVA’s DataWeek 2024 & Data Spaces Symposium. This session brought together six Horizon Europe projects—UPCAST, FAME, DATAMITE, PISTIS, EnrichMyData, and Graph-Massivizer—to explore the challenges and opportunities in the field of data monetization.



Figure 3 Data Spaces Symposium 2024

Discussions were centered around the complexities of transforming data into economic assets while addressing challenges such as data privacy, interoperability, and the development of fair economic models. Each panelist shared insights from their respective projects, highlighting practical and theoretical aspects of data monetization within the Horizon Europe framework.

This collaborative effort emphasized the importance of partnerships across sectors and disciplines in advancing data monetization strategies. The discussions reinforced the need for continued innovation and collaboration to unlock the economic potential of data and to drive the development of data spaces.

3.2.2 Data Week in Leuven | June 2024

On June 5, 2024, the DataWeek24 session titled “Data Value Creation” explored strategies to maximize the value derived from data, focusing on data sharing through data spaces. Moderated by Daniel Alonso Román from BDVA, the session emphasized the principle that “Data sharing is just the means, not the end,” setting the stage for discussions on embedding value creation into every stage of the data lifecycle. Key topics included the role of AI in enhancing data spaces, experimentation for new value streams, data products’ technical and legal considerations, and value-driven business models.



Figure 4 DataWeek June 2024

Representing UPCASt, Andrea Palumbo from KU Leuven presented the project's innovations, including plug-ins designed to align with regulatory frameworks like the AI Act and GDPR. These technologies aim to facilitate safe and interoperable data sharing and monetization. Additionally, Andrea Palumbo was joined by Luis Daniel Ibáñez from the University of Southampton in the Data Contracts Legal Lab, addressing challenges in automating the negotiation and execution of data contracts.

The session featured contributions from experts across various organizations, including The Lisbon Council, ITI, i2CAT, imec, GATE Institute, NTT DATA, and Headai. Together, they showcased real-world applications, discussed data governance and quality, and highlighted opportunities for innovation in data value creation. This event provided a collaborative platform for advancing strategies and aligning efforts in the evolving data spaces ecosystem.

3.2.3 SETN 2024 13th conference on artificial intelligence

On 12 September 2024, in the context of the SETN 2024 conference, a workshop was held on responsible artificial intelligence (ReAI workshop). More information on the workshop can be found at the following [link](#). During the workshop, researchers from different disciplines presented their research on themes connected to responsible AI, ranging from technical solutions to improve AI trustworthiness, to ethical issues of AI and legal aspects of regulating AI.

Andrea Palumbo from KUL presented his research during the workshop, titled 'In pursuit of effective fundamental rights protection in the age of AI: exploring the potential of positive obligations'. In his presentation, Andrea proposed a conceptual framework to operationalise AI risk management obligations in compliance with the AI Act.

In this presentation, Mr. Palumbo also disseminated research connected to his work in the UPCASt project as legal partner, in particular, in relation to the development of a tool to assess AI trustworthiness.

3.2.4 EBDVF in Budapest | October 2024

As part of EBDVF 2024, the session “Advancing Data Lifecycle Management: Tools and Strategies for Enhanced Monetisation,” organized by the EUData+ cluster, brought together project representatives and experts to explore tools and strategies for improving data lifecycle management and creating value in data spaces. This marked the second time the UPGAST project participated in EBDVF to present its contributions to the data-sharing and monetization ecosystem.

Prof. George Konstantinidis (University of Southampton, for UPGAST) presented a live demonstration of the UPGAST negotiation plugin, showcasing its capabilities in enabling secure, efficient, and fair data exchange. This practical example highlighted UPGAST’s role in advancing innovative solutions to support data monetization and lifecycle management.



Figure 5 EBDVF 2024 Budapest

The session also featured a panel discussion with representatives from Horizon Europe projects, including Jordi Arjona Aroca (DATAMITE), Sotiris Koussouris (PISTIS), Antonio Sottosanti (FAME), Radu Prodan (Graph-Massivizer), Ian Makgill (enRichMyData), and Daniel Alonso Román (BDVA/Data Spaces Support Centre). The panel addressed key topics such as identifying target users, the importance of interoperability standards, the challenges of platform development, and the role of data spaces in amplifying project outcomes.

This session provided a platform for UPGAST and other projects to share insights, fostering collaboration and contributing to the broader dialogue on enhancing data lifecycle management and monetization in Europe’s evolving data economy.

3.2.5 ADRF Forum | November 2024

UPCAST joined for the first time the 2024 ADR Forum, a two-day event that brought together experts and innovators to discuss critical advancements in artificial intelligence and its role in driving innovation. The forum served as a platform for exchanging ideas on how to navigate the challenges and opportunities of AI in the European context, particularly within Horizon Europe initiatives.



Figure 6 ADRF Forum 2024

IDC on behalf of the UPCAST project participated as a speaker in two engaging sessions: “GenerAltions – Evaluation of GenAI in Horizon Europe” and “Data4AI: A Symbiotic Approach to Innovation.” His presentations addressed some of the most pressing topics in AI today. In the first, titled “Essential Elements to Evaluate Trustworthy AI,” he emphasized the need to embed trust and ethics into AI systems, ensuring responsible development that aligns with societal values and delivers impactful outcomes. In the second presentation, “The Importance and Value of Data in the AI Innovation Process,” Richard explored how robust data strategies underpin AI innovation, enabling sustainable value creation and enhancing long-term effectiveness.

These sessions highlighted the critical interplay between ethical AI development and data-driven innovation, underscoring UPCAST’s commitment to fostering trustworthy AI practices and advancing data-sharing ecosystems.

3.2.6 Data Week in Luxembourg | December 2024

The UPCAST project was represented at the DataWeek 2024 event in Luxembourg by its Coordinator, Richard Stevens from IDC.

This participation highlighted UPCAST’s contribution to advancing interoperable and secure data-sharing technologies. Stevens took part in the session titled Clustering Data and AI Projects to Maximise Impact and Value Creation, held on December 10, 2024, from 16:20 to 17:05 in The Laboratory Auditorium.



Figure 7 Data Week 2024

This session, part of the plenary track, brought together key representatives from European data and AI projects to discuss the benefits of project clustering in enhancing impact and fostering value creation. Richard Stevens presented the EUData+ cluster, emphasizing the collaborative efforts to align data-sharing initiatives across various domains to promote interoperability, innovation, and scalability. The session also featured contributions from Matteo Falsetta of GFT, who discussed the GreenBridge Data Space cluster with a focus on the MOBISPACES project, Dumitru Roman of SINTEF, who provided insights into the Data Management Projects cluster, and Nuria de Lama from IDC, who presented the DataNexus cluster. The session underscored the importance of clustering as a strategy to combine expertise, harmonize approaches, and address common challenges across projects. By participating in this forum, UPCAST reinforced its role within the broader European data ecosystem and demonstrated its alignment with other initiatives aimed at maximizing the impact of data-driven research and innovation efforts.

3.2.7 OKFN Greece at 'Leveraging Open Data for Society': Addressing Challenges and Driving Innovation | December 2024



Figure 8 Data Workshop 2024

'Open Data Workshop' took place on Thursday, December 12, 2024, at the new conference center of the Region of Central Macedonia. The event, organized by the Digital Governance Sub-region, focused on the values of open data in modern societies, aiming to promote transparency, innovation, and sustainable development.

The event featured panels and discussions on using public and open data to create digital tools that address contemporary challenges for the benefit of citizens. Charalampos Bratsas, President of OKFN Greece and Assistant Professor at the International Hellenic University (IHU), coordinated the panels, highlighting the importance of human oversight in data management and the need for enhanced transparency and interoperability in the digital transformation of both the public and private sectors. Additionally, the workshop opened with greetings from representatives of the public sector, such as Nikos Tzollas, Deputy Regional Governor for Digital Governance. Afterwards, the invited speakers, among which Kostas Gioulekas, Deputy Minister of the Interior (sector of Macedonia and Thrace), Kostas Vassilopoulos, Deputy Mayor for Digital Policy and E-Governance, Athanasios Thanopoulos, President of ELSTAT, Theophilos Mylonas, President of SETPE, etc., discussed on issues related to the values of open data in contemporary societies through different discussion panels, including "Leveraging Open Data to Create Tools for the Benefit of Citizens", "Open Data: Infrastructure – Challenges" and "Availability of Open Data".

OKFN Greece also hosted a dedicated panel, titled "Workshop: Open Data Repositories", where Lazaros Ioannidis, researcher at OKFN Greece and PhD candidate at IHU, presented the digital platform developed within the UPCAST Project to host an open data marketplace. Additionally, the launch of the 'Open Up Thessaloniki Climate 2025'

competition was announced, inviting participants to register or contribute data to develop the competition's open data platform.



Figure 9 OpenData

Overall, the 'Open Data Workshop' was an important step towards raising awareness about open data and the challenges that arise from its implementation in society and the public sector. The contribution of OKFN Greece to the success of this event was crucial, setting the tone for future developments in the field of digital governance and the use of open data to address contemporary challenges.

3.3 Communication Materials

The project has continued to develop and utilize various communication materials to promote UPGAST effectively. These materials are designed for use by consortium partners and stakeholders to enhance the project's visibility. During the initial stages of the project, a brand book was created and made available under the resources section on the project's website, accessible to all.

Building on the promotional efforts from the first year, which included participation in events such as Data Week 2023 and the European Big Data Value Forum 2023 in Valencia, UPGAST maintained an active presence at key events in 2024. During the **Teratec Forum 2024** and **EBDVF 2024 in Budapest**, the project introduced new promotional materials, including a flyer highlighting UPGAST's objectives and outcomes. At the **EBDVF 2024**, we also distributed well-received business cards with QR codes for quick access to digital resources, aligning with the project's commitment to sustainability by reducing the reliance on printed materials.

To further enhance engagement, **project-branded hats** featuring the UPGAST logo were distributed at the EBDVF, adding a tailored touch to the promotional strategy. These efforts complemented the previously created multi-connector USB cables and roll-up banners, ensuring consistent and impactful outreach. Together, these materials not only raised awareness about the project but also reinforced its brand identity and strengthened its presence in the data and AI community.



UPCAST PROJECT
UNIVERSAL PLATFORM COMPONENTS FOR SAFE FAIR INTEROPERABLE DATA EXCHANGE, MONETISATION AND TRADING

UPCAST provides a suite of universal, trustworthy, transparent, and user-friendly data market plugins. These tools facilitate automated data sharing and processing agreements between businesses, public administrations, and citizens, streamlining operations across the board.

Key Features of UPGAST Plugins:

- Automated Agreement Negotiations
- Dynamic Fair Pricing
- Enhanced Data-Asset Discovery
- Robust Privacy and Confidentiality
- Low Environmental Impact
- Legislation and Ethics Compliance
- Supporting European Data Strategy

UPCAST is supporting 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.

Five 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

Join us in transforming the data landscape with UPGAST – where data meets innovation!

www.upcastproject.eu
info@upcast-project.eu
[@upcast-project](https://twitter.com/upcast-project)
[upcast-project](https://www.linkedin.com/company/upcast-project)
[upcast-project](https://www.youtube.com/channel/UCpcast-project)
[upcast-project](https://www.facebook.com/upcast-project)

This project has received funding from the European Union's Horizon Research and Innovation Actions under Grant Agreement N° 101093216.

Figure 10 UPGAST Flyer



UPCAST PROJECT
UNIVERSAL PLATFORM COMPONENTS FOR SAFE FAIR INTEROPERABLE DATA EXCHANGE, MONETISATION AND TRADING

www.upcast-project.eu

[UPCAST Project](https://www.linkedin.com/company/upcast-project)
[@upcastproject](https://twitter.com/upcastproject)
[UPCAST Project](https://www.facebook.com/upcast-project)

This project has received funding from the European Union's Horizon Research and Innovation Actions under Grant Agreement n° 101093216.

Figure 11 Business Card Template



Figure 12 Upcast Booth Design



Figure 13 Promo materials

4 Publications

In year two, the consortium continued to ensure the adoption and high visibility of UPCAST results through the strategic use of effective communication tools, including scientific publications. Task leaders remain responsible for coordinating publications within their respective areas, ensuring that content is aligned with the project's objectives and technical standards. Publications addressing the general architecture of the project continue to undergo a preliminary review by the technical coordinator prior to dissemination. This process guarantees technical accuracy and consistency across all outputs related to the project's architectural framework.

In year two, this coordinated approach was further strengthened by incorporating feedback from stakeholders and reviewers, ensuring that publications remain relevant, impactful, and aligned with the project's evolving goals. This methodical strategy allows the UPCAST project to maintain its high standards for quality while effectively disseminating information to both the scientific community and broader stakeholders.

The table below includes the list of the publications submitted and published in the year one and year 2 of the project.

Table 4 UPCAST Publication List

Title	Authors	PID
Cloud storage cost: a taxonomy and survey	Akif Quddus Khan, Mihhail Matskin, Radu Prodan, Christoph Bussler, Dumitru Roman, Ahmet Soylu	https://doi.org/10.1007/s11280-024-01273-4
Cloud storage tier optimization through storage object classification	Akif Quddus Khan, Mihhail Matskin, Radu Prodan, Christoph Bussler, Dumitru Roman & Ahmet Soylu	https://doi.org/10.1007/s00607-024-01281-2
Graph Theory for Consent Management: A New Approach for Complex Data Flows	Dorota Filipczuk, Enrico H Gerding, George Konstantinidis	https://doi.org/10.1145/3665252.3665265
Trust, Accountability, and Autonomy in Knowledge Graph-Based AI for Self-Determination	Luis-Daniel Ibáñez, John Domingue, Sabrina Kirrane, Oshani Seneviratne, Aisling Third, Maria-Esther Vidal	https://doi.org/10.4230/TGDK.1.1.9
Wiki-based Prompts for Enhancing Relation Extraction using Language Models	Amirhossein Layegh, Amir H. Payberah, Ahmet Soylu, Dumitru Roman, and Mihhail Matskin	https://doi.org/10.1145/3605098.3635949
Consent Management in Data Workflows: A Graph Problem	Dorota Filipczuk, Enrico H Gerding, George Konstantinidis	http://dx.doi.org/10.48786/edbt.2023.61
ContrastNER: Contrastive-based Prompt Tuning for Few-shot NER	A.Layegh, A. Payberah, A. Soylu, D. Roman and M. Matskin (2023)	http://arxiv.org/abs/2305.17951
ForBackBench: From Database to Semantic Web mappings and back	Afnan Alhazmi, Jaime Salas Trejo and George Konstantinidis	https://ceur-ws.org/Vol-3632/ISWC2023_paper_488.pdf

Selling Decentralized Knowledge Graphs	Luis-Daniel Ibáñez, George Konstantinidis	https://ceur-ws.org/Vol-3443/ESWC_2023_TrusDeKW_paper_4209.pdf
Towards Cloud Storage Tier Optimization with Rule-based Classification	A. Khan, N. Nikolov, M. Matskin, R. Prodan, C. Bussler, D. Roman, A. Soylyu	https://doi.org/10.1007/978-3-031-46235-1_13
Data Marketplaces in the AI Economy.	George Konstantinidis, Luis-Daniel Ibáñez and Dumitru Roman	https://nla.brange.unit.no/nla-xmlui/bitstream/handle/11250/3067874/SAIDD2023-Proceedings.pdf?sequence=1#page=51
White Paper on the Definition of Data Intermediation Services	Bobev, Tervel and Dessers Vilte Kristina and Ducuing Charlotte and Fierens Michiel and Palumbo Andrea and Peeters Bert and Stähler Leander	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4589987

4.1 Newsletters

The UPCAST project's newsletters served as a tool for keeping stakeholders informed and engaged. Since the launch of the project's website, visitors have had the option to subscribe to the newsletter directly, fostering a growing community of subscribers interested in staying up to date on the project's developments. Each newsletter is curated to include highlights of project activities, upcoming events, and updates such as the release of new videos on the project's YouTube channel, ensuring effective dissemination of key information.

Third Newsletter

The third newsletter was sent on **August 2, 2024**, offering subscribers a snapshot of the project's first six months of progress for the year. It featured key highlights, including updates on ongoing activities, a summer reading list of the project's latest publications, and a recap of recent events. Additionally, new video content uploaded to the UPCAST YouTube channel was promoted, providing engaging multimedia updates to complement the written content.

Fourth Newsletter

The fourth newsletter, distributed on the 20th of December 2024, provided a comprehensive overview of the project's key achievements and activities during the latter half of the year. It highlighted major events such as EBDVF 2024, showcased new videos featuring updates on the project pilots, and included holiday wishes from the consortium.

The newsletters are enclosed in the Annex of this deliverable.

5 Collaboration with EU Projects & Initiatives

As highlighted in Phase 1 of the project, UPGAST is a key initiative for the development of data spaces. It has actively cultivated relationships with major organizations and initiatives, including GAIA-X, BDVA-DAIRO, Fiware Foundation, and IDSA.

This chapter provides an update on the collaborations established with projects funded under the Horizon Europe topic *Technologies and Solutions for Data Trading, Monetizing, Exchange, and Interoperability* ([AI, Data, and Robotics Partnership – HORIZON-CL4-2022-DATA-01-04](#)).

5.1 EU Data+ Cluster

As foreseen in D6.2 our project has established contact with a set of Horizon Europe projects. Among those projects that are already ongoing, UPGAST mainly focused its interactions with the ones indicated in table below. In this phase the below projects have agreed to call the collaboration officially **EUdata+ Cluster**. Under the cluster an official visual identity has been established by the creation of a logo and joining events under this new name. The first time this title was introduced was during the recent EBDVF 2024 event in Budapest.



Table 5 Initial list of Horizon Europe projects synergies

Project Title	Project short name
DATA Monetization, Interoperability, Trading & Exchange	DATAMITE
Federated decentralized trusted dAta Marketplace for Embedded finance	FAME
Promoting and Incentivising Federated, Trusted, and Fair Sharing and Trading of Interoperable Data Assets	PISTIS
Enabling data enrichment pipelines for ai-driven business products and services	enRichMyData
Extreme and Sustainable Graph Processing for Urgent Societal Challenges in Europe	Graph-Massivizer

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.

The UPGAST project as the initiator of this collaboration has set up a common space on Google Drive that all other project representatives can access to share and store documents. In the common repository we develop ideas, event drafts, mailing lists etc.

Under the cluster's collaboration the projects started to outline their goals and common objectives:

"The European Commission actively encourages collaboration among funded projects to maximize their impact and foster innovation. The four projects funded under the topic "Technologies and solutions for data trading, monetizing, exchange, and interoperability" (AI, Data, and Robotics Partnership) have embraced this initiative, transitioning from an initial focus on dissemination to a deeper partnership with broader objectives. The cluster has agreed on a shared aim: to align their efforts with common goals, enhance knowledge exchange, and strengthen their collective impact in advancing data monetization and exchange technologies.

To achieve this, the collaboration is structured around five main pillars:

- 1. scientific collaboration*
- 2. technical collaboration*
- 3. communication and dissemination with a focus on community building*
- 4. business strategies, and the development*
- 5. execution of pilots and use cases.*

This cohesive approach ensures that the projects not only support each other but also contribute to the broader advancement of the data ecosystem".

The below figure showcases the timeline of the collaboration. In D6.3 we have presented the activities in phase 1 of the project. In the following section we will focus on the phase 2 key milestones and achievements.

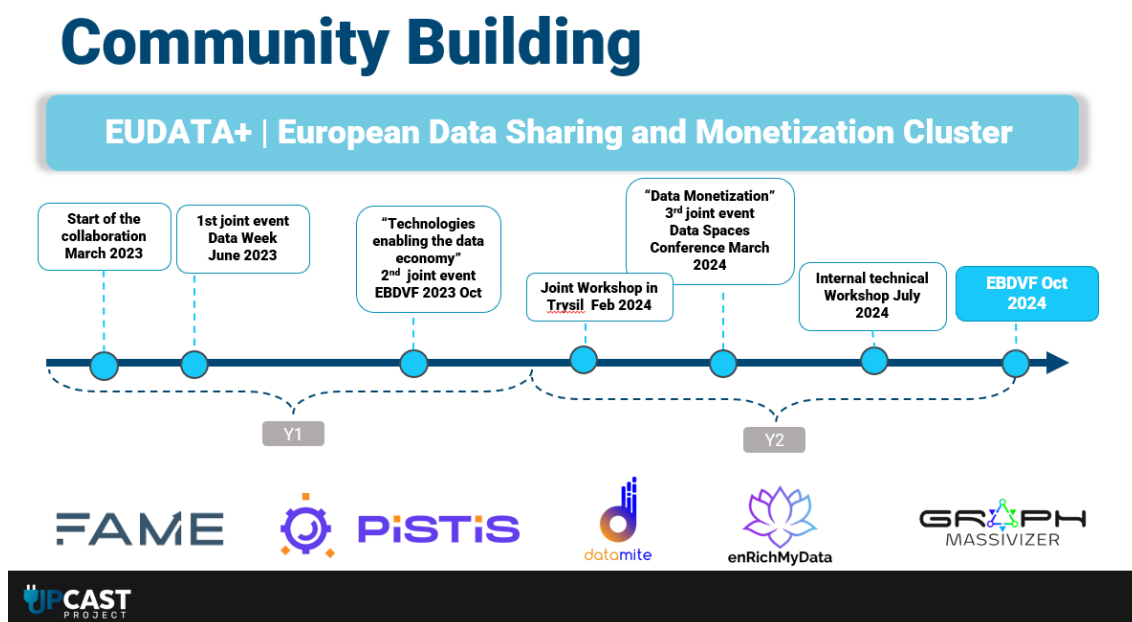


Figure 14 EUData+ Cluster Timeline

5.1.1 Joint Workshop | February 2024

On February 9th, 2024, SINTEF AS hosted a joint workshop in Trysil, Norway, bringing together the UPCASt, enRichMyData, and Graph-Massivizier projects. The event, held in conjunction with the plenary meetings of these initiatives, aimed to foster collaboration by addressing shared data challenges, exploring innovative technologies, and identifying opportunities for future partnerships. With a blend of insightful presentations and interactive discussions, the workshop provided a platform to share expertise and lay the groundwork for impactful synergies.

Morning Session: Introduction and Data Challenges

The morning session began with an engaging introduction to the collaborative objectives of UPCASt, enRichMyData, and Graph-Massivizier. Representatives from each project presented concise overviews of their respective initiatives, highlighting key areas of focus. This was followed by a series of insightful presentations on diverse use cases, showcasing real-world data challenges and innovative approaches to address them. Topics ranged from fitness and CRM data in UPCASt to digital marketing and public procurement data in enRichMyData, and manufacturing and synthetic financial data in Graph-Massivizier. These sessions underscored the critical role of data management in fields as varied as bioinformatics, climate change, and innovation ecosystems, fostering a rich dialogue among participants.

Afternoon Session: Technologies and Approaches

The afternoon session shifted focus to exploring cutting-edge technologies and methodologies for maximizing the value of data. Presenters delved into topics such as data monetization, data marketplaces, and sector-specific insights in financial and procurement data. Discussions on data operations introduced frameworks for pipelines, graph processing, and green energy-efficient data practices, reflecting the projects' commitment to sustainable data solutions. The final segment centered on data sharing, addressing both technological and legal perspectives, including automated agreements, privacy considerations, and the dissemination of generative synthetic and research data. The workshop concluded with a dynamic discussion on potential collaborations, such as shared technologies, datasets, and joint dissemination initiatives, paving the way for future synergies.



Figure 15 Trysil Joint Workshop 2024

Agenda

Table 6 Joint Workshop Agenda | Trysil 2024

Morning Session		
09:00-09:30	Brief projects presentations	<ul style="list-style-type: none"> • UPGAST • enRichMyData • Graph-Massivizier
09:30-12:45	Use cases for data challenges	<ul style="list-style-type: none"> • UPCAST: fitness data, digital marketing / CRM data, bioinformatics, public data sharing for climate changes • enRichMyData: digital marketing, manufacturing, public procurement, innovation ecosystems • Graph-Massivizier: manufacturing/welding data, foresight, synthetic financial data, data centers
Afternoon Session: Technologies and approaches		
13:15–13:45	Value of data	Technology <ul style="list-style-type: none"> • Data monetization (price, utility, market conditions, etc) (UPCAST – CEDAR and LSTech)

		<ul style="list-style-type: none"> • Data marketplaces (UPCAST – Dawex and Nokia) <p>Sector specific</p> <ul style="list-style-type: none"> • Financial data (Graph-Massivizer – Peracton) • Procurement data (enRichMyData - SpendNetworks) • Digital marketing data (UPCAST/enRichMyData - JOT)
13:45 – 14:15	Data operations	<p>Search/discovery/integration/linking/pipelines</p> <ul style="list-style-type: none"> • enRichMyData: data pipelines framework (UMB, CS, SINTEF) • Graph-Massivizer: graph processing operational pipelines (AAU) • UPCAST (SOT and SINTEF)
14:15–14:45	Green/energy-efficient data operations and pipelines	<ul style="list-style-type: none"> • UPCAST (CEDAR and Papillon) • enRichMyData (UC) • Graph-Massivizer (VU)
15:00-15:20	Data sharing	<ul style="list-style-type: none"> • Technology (UPCAST - SOT and ABOVO) • Automated data sharing agreements • Semi-automated contract negotiation • Data privacy • Sharing generative synthetic financial data by Peracton (Graph-Massivizer) • Sharing free data center research data by Univ. Bologna (Graph-Massivizer) • Legal considerations (UPCAST - UKL)
15:20-16:00	Discussions	<ul style="list-style-type: none"> • Reuse of technologies across projects • Datasets and data sharing from enRichMyData/Graph-Massivizer through UPCAST <ul style="list-style-type: none"> ○ InnoGraph between enRichMyData and Graph-Massivizer • Joint dissemination activities (workshops, joint seminars, publications, newsletters, summer school, etc.) • AOB

5.1.2 Data Monetisation | March 2024

In Section 3.2.1, we described the joint panel session held in Darmstadt, Germany, titled "Navigating the Future of Data Monetization: Insights from Horizon Europe Projects." Below is the link to the session presentation: [Presentación de PowerPoint](#)

5.1.3 Joint Technical Workshop | July 2024

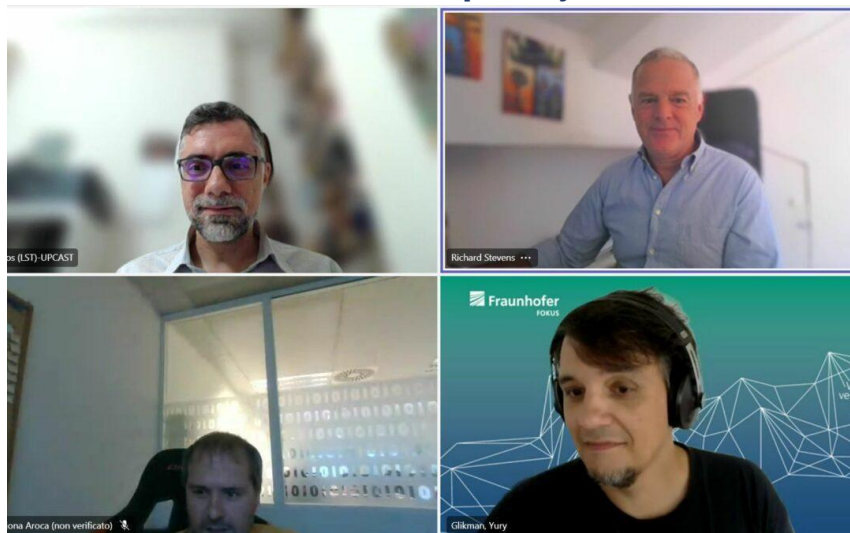


Figure 16 Joint Technical Workshop 2024

A joint technical workshop held in July 2024 brought together four HE projects—UPCAST, PISTIS, FAME-Horizon, and DATAMITE.

This event focused on addressing shared challenges and identifying opportunities within the data ecosystem. Participants engaged in discussions to better understand project goals, tackle technical, business, and legal challenges, and explore strategies for effectively utilizing project outcomes. Use case presentations highlighted how the projects are applying their solutions in practical contexts.

Discussions covered technical implementation issues, aligning solutions with standards like IDSA and GAIA-X, and exploring ways to promote their work collectively.

The outcomes of the July 2024 workshop provide a basis for future collaboration. Partners have agreed to continue discussions and implement an action plan to ensure alignment with their goals. The ongoing collaboration will focus on developing solutions that contribute to a more efficient and connected data ecosystem.

5.1.4 EBDVF 2024 | October 2024

In Section 3.2.3, a detailed description is provided of the latest session held in Budapest, Hungary, in October 2024. The session, titled *"Advancing Data Lifecycle Management: Tools and Strategies for Enhanced Monetisation,"* focused on innovative approaches to managing the data lifecycle. The session slides can be accessed through the following [link](#).

In addition to the joint workshop, the cluster organized a shared booth where the projects were presented and promoted collaboratively.



Figure 17 EBDVF 2024 EU Data+ Cluster Booth

6 Website and Social Media Platforms

At the start of the project, an initial list of tools and social media platforms was established. The table below provides an overview of the platforms that the project is currently utilizing actively. As highlighted in the first D6.2 and D6.3 Dissemination Reports, this list has been updated following feedback from external reviewers and internal discussions. One key outcome of these discussions was the decision to discontinue activities and promotion on Facebook. This decision was based on the platform's low engagement levels and the limited presence of relevant target stakeholders.

The updated list includes communication tools such as social media platforms and newsletters, which the UPCAST project leverages to effectively reach its target audiences and enhance communication efficiency.

The following chapter outlines the key updates and changes that have been introduced as part of this revision process.

Table 7 UPCAST List of Social Media Platforms

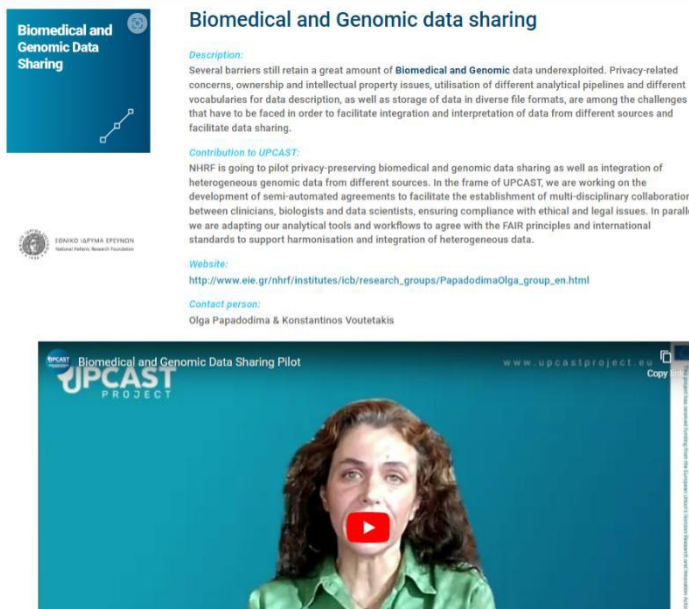
Social Media Platform	Link
□ LinkedIn	https://www.linkedin.com/company/upcast-project/
□ Twitter	https://twitter.com/upcastproject
□ YouTube	https://www.youtube.com/@upcastproject

6.1 Website

The UPGCAST website was launched in the first month of the project and functions as the main gateway for external stakeholders to access information about the project's activities. In deliverable D6.2 (April 2023), we detailed the website's structure, which included sections such as the Consortium, News and Events, Resources, and a general project overview. These updates were also covered in deliverable D6.3, which highlighted the most recent developments made to the website.

This year, we have introduced further updates to the website, including new features and content edits, to enhance its functionality and ensure it remains aligned with the project's evolving objectives and stakeholder needs. Details of these updates are outlined in the following sections.

The section describing the initially identified four pilots and the newly added pilot from CACTUS, which was introduced last year, has now been updated with newly recorded videos. These videos, added this year, provide a detailed and engaging overview of the pilots' progress and key developments, enhancing the information available to stakeholders.



The screenshot displays a webpage section for 'Biomedical and Genomic data sharing'. It includes a blue header with the title and a small icon. Below the header, there is a 'Description' section, a 'Contribution to UPGCAST' section, a 'Website' link, and a 'Contact person' section. At the bottom, there is a video player with a red play button and a 'Copy' icon in the top right corner.

Biomedical and Genomic data sharing

Description:
Several barriers still retain a great amount of **Biomedical and Genomic** data underexploited. Privacy-related concerns, ownership and intellectual property issues, utilisation of different analytical pipelines and different vocabularies for data description, as well as storage of data in diverse file formats, are among the challenges that have to be faced in order to facilitate integration and interpretation of data from different sources and facilitate data sharing.

Contribution to UPGCAST:
NHRF is going to pilot privacy-preserving biomedical and genomic data sharing as well as integration of heterogeneous genomic data from different sources. In the frame of UPGCAST, we are working on the development of semi-automated agreements to facilitate the establishment of multi-disciplinary collaborations between clinicians, biologists and data scientists, ensuring compliance with ethical and legal issues. In parallel, we are adapting our analytical tools and workflows to agree with the FAIR principles and international standards to support harmonisation and integration of heterogeneous data.

Website:
http://www.eie.gr/nhrf/institutes/icb/research_groups/PapadodimaOlga_group_en.html

Contact person:
Olga Papadodima & Konstantinos Voutetakis

UPGCAST PROJECT
www.upgcastproject.eu
Copy

Figure 18 Pilots

News section

The "News" section of the website, developed under the "News" tab to share key updates and announcements, continues to be actively updated. This section allows users to browse through descriptions of past events, blog posts, and articles. Over the past year, we have added several short articles and blogs to keep stakeholders informed about the project's latest developments. This channel remains a vital tool for disseminating key activities under WP6 Dissemination and Communication to both external and internal stakeholders.

News



UPCAST Summer Reading List

Aug 13, 2024 | News

As the summer sun blazes on, there's no better time to immerse yourself in some of the latest and most impactful works in the fields of data science, AI, and digital transformation. This year, the UPCAST Project has released a series of publications that are not only...



UPCAST General Assembly in Southampton

Jul 19, 2024 | News

Reflecting on the General Assembly of the UPCAST Project in Southampton: The University of Southampton hosted the 4th General Assembly for the UPCAST Project. This gathering marked a crucial checkpoint in our journey, providing the perfect opportunity to evaluate....



Strengthening Collaboration: Highlights from Our Successful Workshop with HORIZON-CL4-2022-DATA-01-04 "Sister" Projects

Jul 17, 2024 | News

We are pleased to report on the success of our recent workshop, a collaborative effort involving four "sister" projects funded under the HORIZON-CL4-2022-DATA-01-04 Initiative call: UPCAST, PISTIS, FAME-Horizon, and DATAMITE. This workshop represented a significant...



DataWeek24 Session on "Data Value Creation" in Leuven



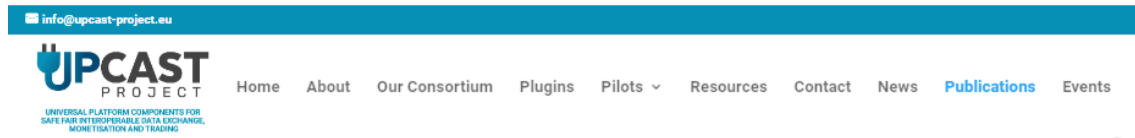
UPCAST at the Teratec Forum



Figure 19 News Page

Publications

The "Publications" page, which was previously added to showcase all scientific publications officially published by consortium members that reference the project's work, has been updated with the latest publications. This dedicated page ensures that stakeholders can access the most recent research outputs and stay informed about the scientific contributions made by the project.



Publications

Graph Theory for Consent Management: A New Approach for Complex Data Flows

by Nevena Raczko | Sep 11, 2024 | Publication

Authors Dorota Filipczuk, Enrico H Gerding, George Konstantinidis Upcast partners University of Southampton Publishing platform ACM This project has received funding from the European Union's Horizon Research and Innovation Actions under Grant Agreement n° 101093216.

Trust, Accountability, and Autonomy in Knowledge Graph-Based AI for Self-Determination

by Nevena Raczko | Sep 11, 2024 | Publication

Authors Luis-Daniel Ibáñez, John Domingue, Sabrina Kirrane, Oshani Seneviratne, Aisling Third, Maria-Esther Vidal Upcast partners University of Southampton Publishing platform Dagstuhl -- Leibniz-Zentrum This project has received funding from the European Union's Horizon...

Towards Cloud Storage Tier Optimization with Rule-based Classification

by Nevena Raczko | Sep 11, 2024 | Publication

Authors A. Khan, N. Nikolov, M. Matskin, R. Prodan, C. Bussler, D. Roman, A. Soyly Upcast partners SINTEF Publishing platform In: Papadopoulos, G.A., Rademacher, F., Soldani, J. (eds) Service-Oriented and Cloud Computing. ESOC 2023. Lecture Notes in Computer Science,...

ContrastNER: Contrastive-based Prompt Tuning for Few-shot NER

by Nevena Raczko | Sep 11, 2024 | Publication

Authors A. Layegh, A. Payberah, A. Soyly, D. Roman and M. Matskin (2023) Upcast partners SINTEF Publishing platform IEEE 47th Annual Computers, Software, and Applications Conference (COMPSAC), Torino, Italy, 2023 pp. 241-249 This project has received funding from the...

Cloud storage cost: a taxonomy and survey

Figure 20 Publication Page

Plugins

This year, a new page was created on the website dedicated to the UPCAST plugins. This page provides short descriptions of the various plugins being developed within the project, offering stakeholders a clear overview of their functionalities and potential applications. This addition aims to enhance understanding of the project's technical outputs and their relevance to the data ecosystem.

UPCAST Plugins

The high-level objective of UPGAST is to design and deploy a set of universal plugins for Data sharing, monetization and trading platforms that enable actors in common European data spaces to collaboratively negotiate, improve and enforce data sharing contracts automatically, providing dynamic fair pricing mechanisms while implementing energy-efficient data exchange, ensuring privacy, confidentiality and legislation compliance and adhering to ethical and responsibility guidelines.

Figure 21 Plugins Page

Resources

Under the "Resources" tab, we have uploaded the officially accepted and approved deliverables of the project. These documents are now available for our stakeholders, providing comprehensive insights into the project's progress, methodologies, and outcomes. This addition ensures transparency and offers valuable resources for those interested in the project's work and findings.

Resources

On this page, you can access and download the latest UPGAST Deliverables and other reports.

D1.1. Project concept requirements setup, SINTEF, June 2023

Early delivery of the requirements and initial usage scenarios (technical from T1.1, pilots from T1.2, legal T1.4).

[Download here](#)

D1.2. MVP definition and architecture, SINTEF, September 2023

Definition of the main features to be delivered in the UPGAST MVP (T1.1), the initial UPGAST architecture and interface to develop the MVP (T1.5), the final pilot design and functionalities (T1.2), as well as the initial input related to the vocabulary and data model (T1.3).

[Download here](#)

D1.3. Updated project concept and architecture, Gruppo Maggioli, June 2024

Revised version of the architecture and interfaces based on the work done in T1.5, the final vocabulary and data model (T1.3).

[Download here](#)

D1.4. Report on legal framework and requirements, KU Leuven, June 2024

This report will present an overview of the law applicable to online platforms for data sharing and the legal implications of (fully) automated contracts. Beyond the current applicable law, the analysis will also take into account the latest legislative and policy initiatives regarding digital services and data sharing activities and provide recommendations. Final version of the legal framework (T1.4), updated from D1.1.

[Download here](#)

Figure 22 Resources- Deliverables Page

6.2 LinkedIn

A LinkedIn account was created at the start of the project to share key updates and information on the pilots and opportunities for stakeholders. This platform has been instrumental in targeting other initiatives and explaining the role of the project. It has also been used to advertise events and expand the project's network.

This year, we continued to rely on our LinkedIn page to share key updates and engage with our community. We believe LinkedIn remains the most effective platform for

actively communicating with our stakeholders and fostering connections. The updates and interactions on this platform are aligned with our goal to ensure that the project's activities, including data markets and data-sharing processes, are accessible and well-understood by our audience.

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

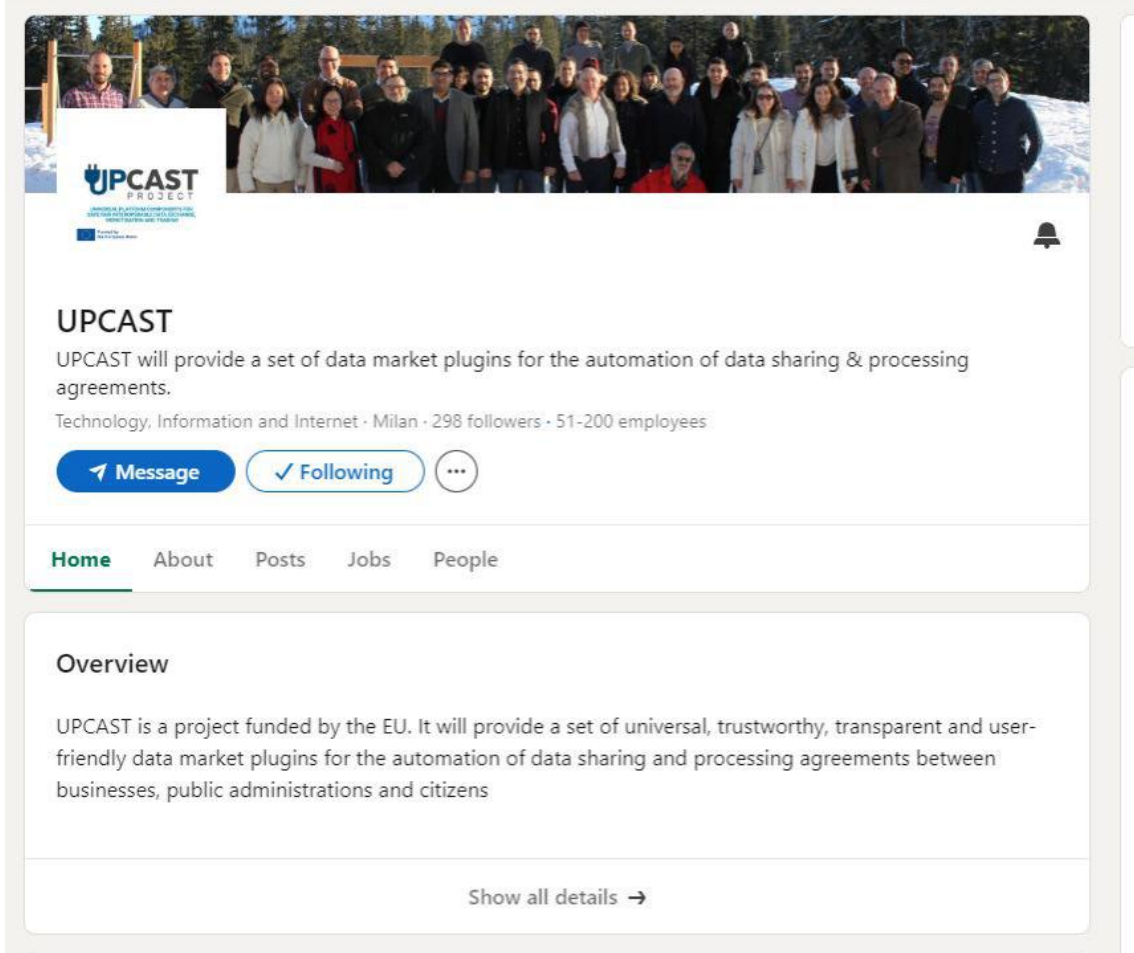


Figure 23 LinkedIn UPCAST Page

6.3 X

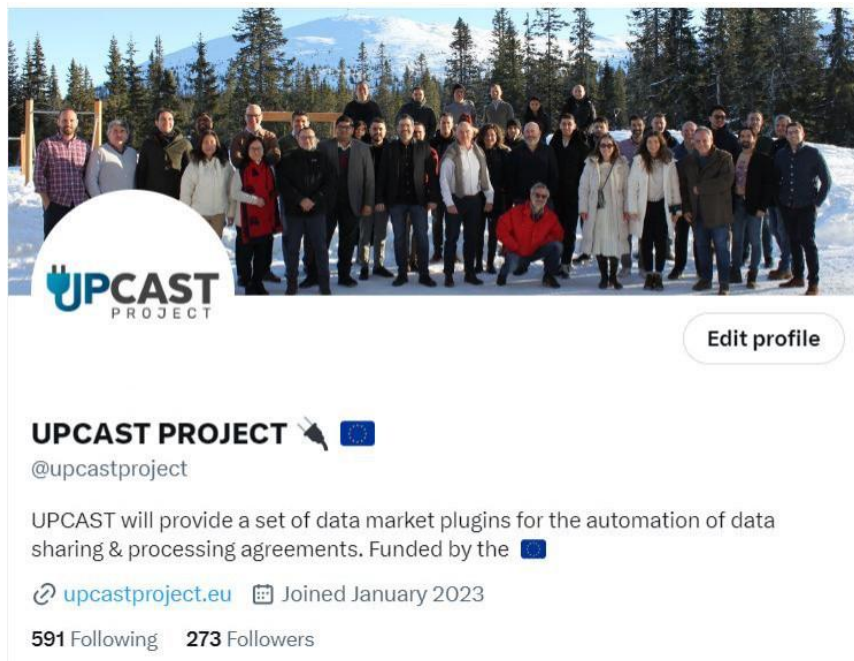


Figure 24 UPCAST Twitter Page

In the first year of the project, Twitter (X) played a key role, serving two primary purposes. Firstly, it was used to highlight news and project outcomes, disseminating information about key developments and achievements to keep a broader audience informed about the project's progress. Secondly, Twitter served as a tool for community engagement, enabling the team to connect with a diverse audience, including stakeholders beyond the immediate research circle.

This year, we continued to rely on Twitter as an essential platform for sharing updates and engaging with our audience. We find it particularly effective for reaching a wide range of stakeholders and encouraging interaction with the community. Through consistent updates and active engagement, we ensure that the project's objectives and achievements remain accessible and relevant to the broader public.

6.4 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.

The YouTube channel of the UPCAST Project is available on the following link: <https://www.youtube.com/@upcastproject>

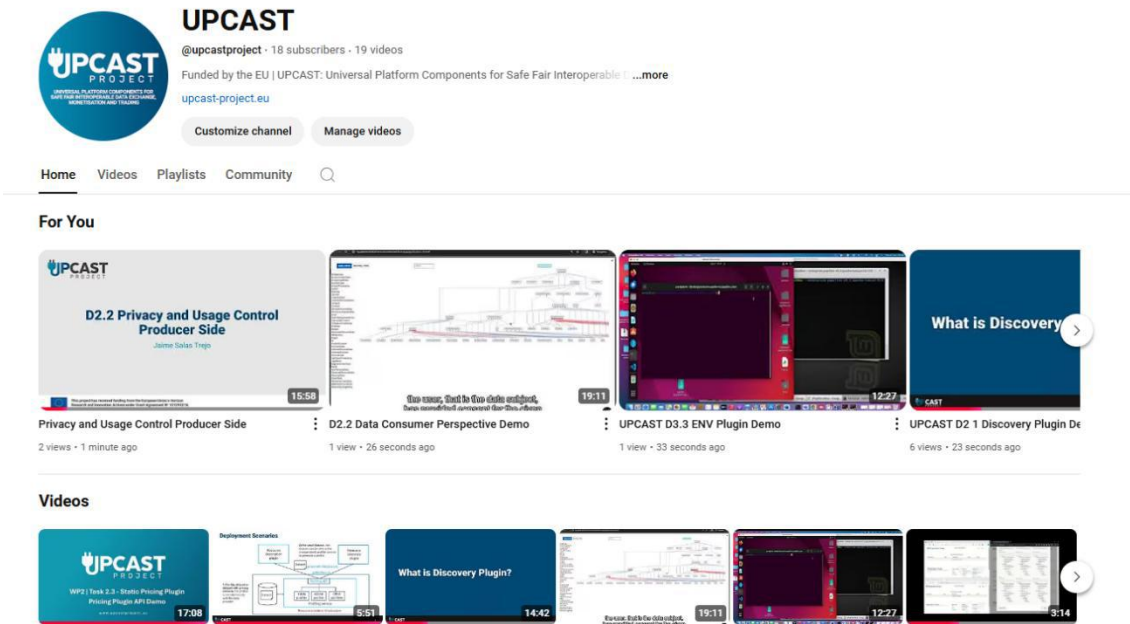





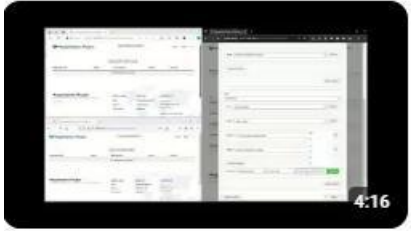
Figure 25 YouTube Channel





In the initial project year, four videos were uploaded to the YouTube channel, offering informative content on various facets of the undertaking:


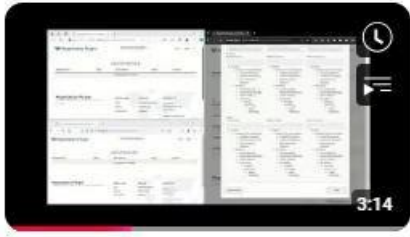

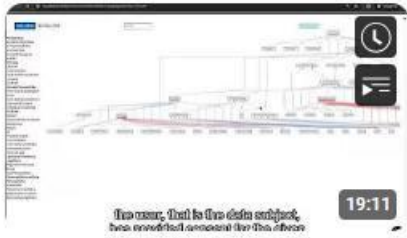

1. **UPCAST Project General Assembly Meeting:** This video presents a condensed overview of a two-day meeting convened in Dublin during April 2023. It includes interviews with the Project Coordinator, Scientific Coordinator, and a pilot representative from OKF, providing insights into the project's proceedings.
2. **Artificial Intelligence-Based Data Sharing Agreements:** This video explores the nuanced topic of artificial intelligence within the context of data-sharing agreements, delving into the project's examination of this area.
3. **Thessaloniki Data Economy 2023:** Showcasing key moments from the September 2023 Thessaloniki Data Economy event, the video features speeches by dignitaries such as Stathis Konstantinidis, Vice Minister of Interior, Sector of Macedonia & Thrace, and Maria Karagianni, Deputy Mayor of Culture and Tourism, Chair MDAT S.A., who inaugurated the event.
4. **Artificial Intelligence-Based Data Sharing Agreements Explained:** This video provides a straightforward explanation of the complexities associated with artificial intelligence-based data sharing agreements, catering to those seeking a lucid comprehension of this integral aspect of the project

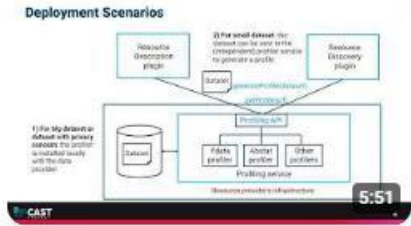

In the second phase of the project we have added new video contents:

Table 8 Overview of the YT videos

Video	Title
 <p data-bbox="240 636 651 689">Horizon Europe AI, Data & Robotics - Launch Event 2024: presentation of...</p> <p data-bbox="240 703 453 730">44 views • 10 months ago</p>	<p data-bbox="810 383 1353 483">Horizon Europe AI, Data & Robotics - Launch Event 2024: presentation of UPCAST</p>
 <p data-bbox="252 1037 660 1064">UPCAST Trysil 2024</p> <p data-bbox="252 1077 453 1104">22 views • 4 months ago</p>	<p data-bbox="810 786 1342 813">UPCAST General Assembly Recap Video</p>
 <p data-bbox="260 1402 663 1456">Biomedical and Genomic Data Sharing Pilot</p> <p data-bbox="260 1469 453 1496">36 views • 3 weeks ago</p>	<p data-bbox="810 1144 1353 1198">Biomedical and Genomic Data Sharing Pilot</p>
 <p data-bbox="240 1785 651 1812">EBDVF UPCAST 2024</p> <p data-bbox="240 1825 421 1852">9 views • 3 weeks ago</p>	<p data-bbox="810 1534 1337 1561">EBDVF 2024 Promo Video of the project</p>

 <p>UPCAST Negotiation Plugin ⋮</p> <p>5 views • 3 weeks ago</p>	<p>Recap Video of the negotiation plugin at the EBDVF 2024</p>
 <p>Digital Marketing Data and Resources Pilot ⋮</p> <p>35 views • 2 weeks ago</p>	<p>Digital Marketing Data and Resources Pilot video</p>
 <p>Data-Driven Marketing Pilot ⋮</p> <p>12 views • 13 days ago</p>	<p>Data-Driven Marketing Pilot</p>
 <p>Health and Fitness with Smart4Fit ⋮</p> <p>4 views • 3 days ago</p>	<p>Health and Fitness with Smart4Fit</p>

 <p>UPCAST PROJECT</p> <p>D2.2 Privacy and Usage Control Producer Side</p> <p>J Jaime Solano Trujillo</p> <p>15:58</p> <p>Privacy and Usage Control Producer Side</p>	<p>Privacy and Usage Control Producer</p>
 <p>Negotiation Plugin</p>	<p>Negotiation Plugin Demo video</p>
 <p>UPCAST D3.3 ENV Plugin Demo</p>	<p>Environmental Plugin Video</p>
 <p>D2.2 Data Consumer Perspective</p>	<p>Data Consumer Perspective</p>
 <p>UPCAST D2 1 Discovery Plugin Demo</p>	<p>Discovery Plugin Demo</p>

 <p>UPCAST D2 1 Profiling Demo</p>	<p>Profiling Demo</p>
 <p>UPCAST D2 1 Pricing XAI Demo</p>	<p>Privacy XAO Demo</p>

7 KPIs and Impact

The table below includes the list of KPIs shared in the Grant Agreement of the project. This list is continuously 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 9 Communication KPIs Overview

Tool	Metric	Year 1	Year 2	Year 3
Website	N. of unique visitors (average per year)	>1000	>2500	>4000
Facebook	N. of followers	100	>300	>800
LinkedIn	N. of followers	80	250	≥500
Twitter	N. of followers	150	250	≥350
YouTube	N. of uploaded videos (webinars, tutorials)	2	4	8
Events	Speech or presence in relevant forums	1	4	6
	Booth at exhibitions with live demos	-	2	4
	Poster presentations	1	3	3
	Organize project and pilots' events	-	2	3
	Communication material (Brochure, flyer, poster, roll-up, pitch deck, etc)	1 (general)	5 (pilot specific)	1 (general)

Publications	N. of scientific / peer-reviewed publications	3	5	8
Press	N. of press releases	1	4	8
	N. articles in sectorial magazines	-	2	3
Newsletters	One issue every six months	2	2	2

In this chapter, we delve into a comprehensive examination of each Key Performance Indicator (KPI), providing an in-depth exploration of their status and elucidating the methodologies employed to achieve them.

The tables below provide a detailed overview of the Year 2 (January–December 2024) KPIs, presenting the latest statistics as of December 2024. These KPIs, carefully selected, serve as critical benchmarks for assessing the effectiveness of the project's communication and dissemination efforts. They offer an opportunity to reflect on and refine our planned activities, ensuring alignment with project objectives and providing a clear perspective on whether we are successfully reaching our target audience.

Table 10 KPIs status Year 2

Tool	Metric	Year 2 KPI	Status end of Year 2 (as of 23 December 2024)
Website	N. of unique visitors (average per year)	>2500	15,000
LinkedIn	N. of followers	250	319
Twitter	N. of followers	250	236
YouTube	N. of uploaded videos (webinars, tutorials)	4	19
Events	Speech or presence in relevant forums	4 -	+13 (23 speaking engagement in Y1) 36 engagement
	Booth at exhibitions with live demos	2	2
	Poster presentations	3	2
	Organize project and pilots' events	2	2
	Communication material (Brochure, flyer, poster, roll-up, pitch deck, etc)	5(pilot specific)	4
Publications	N. of scientific / peer-reviewed publications	5	12
Press	N. of press releases	4	0
	N. articles in sectorial magazines	2	0
Newsletters	One issue every six months	2	2

7.1 Website KPIs Monitoring

In year two of the project, the website, www.upcast-project.eu, has continued to attract visitors, with a total of 15,000 unique visitors recorded during the period. As in the previous year, we observed that spikes in website traffic correspond to active engagements and interactions with the community. These trends emphasize the importance of direct community involvement in driving interest and participation, with notable peaks during key events such as EBDVF 2024 or Data Week 2024. These metrics highlight the ongoing relevance and reach of the project's online presence.



Figure 26 Visitors and Visits from January-December 2024

7.2 LinkedIn KPIs Monitoring

In year two, LinkedIn continues to serve as the most active professional networking platform for the project, providing detailed visitor analytics that allow us to track the number of visitors and their backgrounds. This data enables us to identify monthly peaks, particularly in relation to key project events or activities. Geographic and professional distribution insights help us better understand and engage with our stakeholders. Our top three stakeholder groups continue to represent the fields of engineering, project management, and research, as reflected in the updated analytics.

In the first year, we exceeded our initial goal of 80 followers on LinkedIn by achieving 140 followers. In year two, this number has grown to 319, reflecting the platform's effectiveness in disseminating and communicating the activities and results of the UPCAST project.

LinkedIn remains a highly dynamic and impactful tool for stakeholder engagement, and we continue to focus on further increasing our reach and interaction levels. Notably,

engagement metrics for this platform remain a key area where we consistently meet or exceed expectations.

Visitor metrics ?

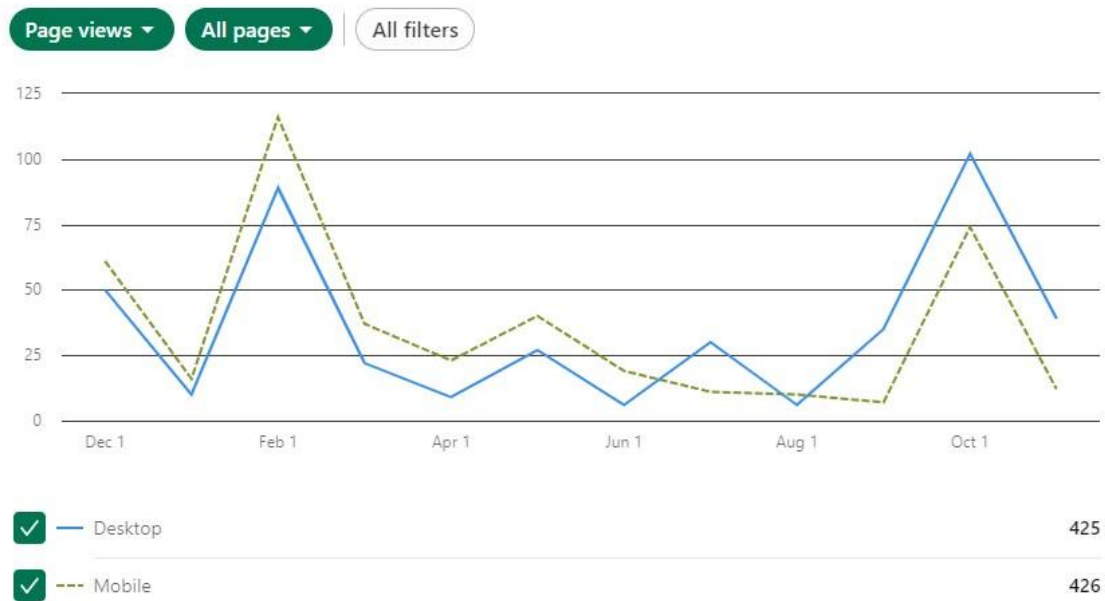


Figure 27 Visitors Metrics December 2023-2024

Comparing year two of the project to year one, we can observe a noticeable shift in audience engagement and demographics. While engineering and research professionals remain key stakeholders, there has been an increase in interactions with professionals from IT and marketing sectors. This suggests that the project's outreach and dissemination efforts have expanded to attract a more diverse audience. Additionally, the continued strong engagement from program and project managers highlights the

project's relevance to decision-makers and practitioners in data-driven industries. These trends indicate broader visibility and impact as the project progresses.

Visitor demographics

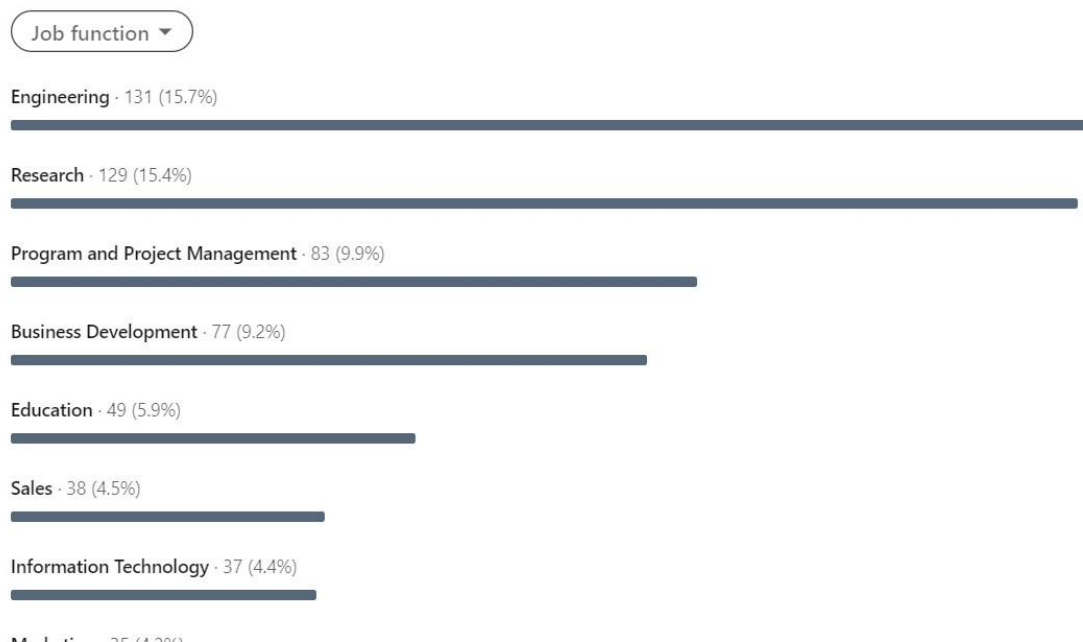


Figure 28 LinkedIn Page Visitors Background December 2023-24

7.3 X KPIs Monitoring

In the first year of the project, we successfully surpassed our targeted number of followers on the X platform, reaching over 170 followers. By year two, this number increased by 236 followers, demonstrating moderate growth. However, despite this growth, the overall activity and engagement on the X platform have remained lower than anticipated. Due to recent changes on the platform, such as the rebranding, the introduction of a profile verification process, and limited access to detailed analytics now requiring a premium membership, the consortium has decided to maintain a presence on X while shifting its primary focus to other channels.

Given the updates of the platform throughout the year the number of followers drastically is declining. We have documented 320 followers at the time of the review of the project (September 2024) while now in December 2024 we have 236 followers.

Our emphasis moving forward will be on the UPCAST website, YouTube channel, and LinkedIn, as these platforms continue to provide more effective avenues for stakeholder engagement and visibility. Additionally, we explored alternatives such as Mastodon, but noted that other Horizon Europe-funded projects are not actively using the platform, making it less viable for community building. By prioritizing platforms that align with our communication strategy, we aim to ensure that our dissemination efforts remain impactful and relevant.

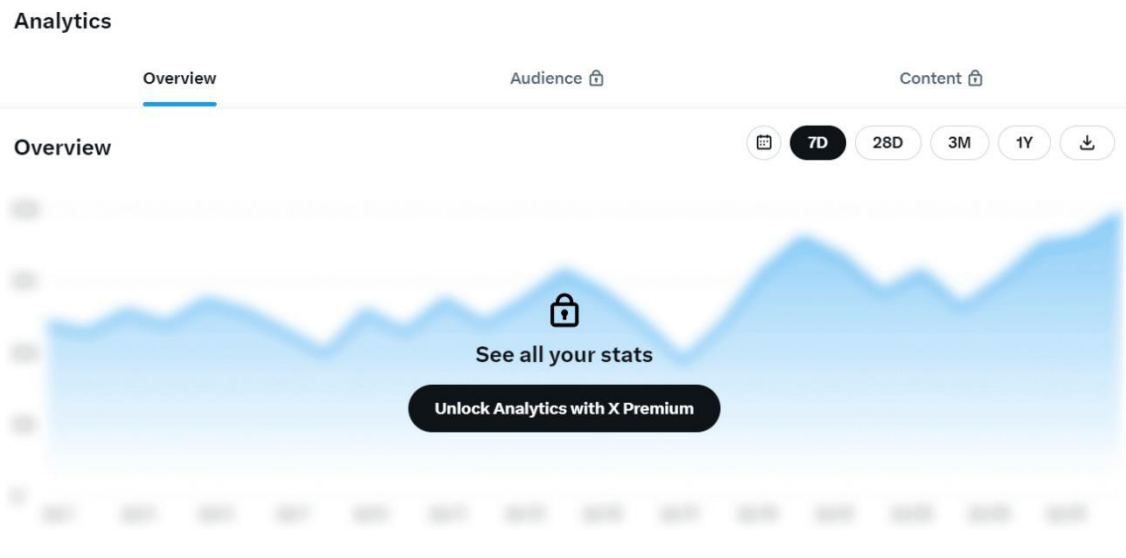


Figure 29 X Analytics

8 Plan for Phase 3

8.1 Overview

In the upcoming **Phase 3** (January 2025 - December 2025), which marks the **final year of the project**, the focus will shift to the so-called **Valorisation Phase**. This phase is dedicated to maximizing the potential impact achievable by the project and ensuring its outcomes are strategically positioned for long-term sustainability and innovation.

During **Phase 2** (January 2024 - December 2024), the project emphasized building on the results and achievements from the initial year. This included fostering collaborative initiatives with other Horizon Europe projects, expanding opportunities for knowledge exchange, and maintaining active participation in events, conferences, and forums. These efforts reflected the project's commitment to sharing its results effectively while establishing meaningful connections within the broader research and innovation community.

As we transition into **Phase 3**, the focus will broaden and intensify to:

- **Maximizing Impact:** Leveraging the project's results to ensure their highest potential value is realized.
- **Creation of Dissemination Materials:** Developing comprehensive and engaging materials to communicate the project's success stories.
- **Participation in Events:** Actively showcasing the success stories of pilots through strategic participation in relevant events.
- **Liaisons with Other Initiatives:** Strengthening collaboration and connections with complementary projects and organizations.
- **Pilot-Specific Brochures:** Producing tailored brochures to highlight individual pilot outcomes and their unique contributions.

- **Finalizing Exploitation Plans:** Refining the strategies for the practical application of project results, including business approaches and plans for scalability.
- **Networking and Commercial Exploration:** Building relationships with external stakeholders such as SMEs, innovative start-ups, and potential investors to lay the groundwork for future commercial exploitation.

By prioritizing these actions, the Valorisation Phase will ensure the project's outcomes are effectively disseminated and positioned for impactful contributions beyond its duration. This comprehensive strategy aims to secure a lasting legacy for the project, fostering innovation and enabling sustainable growth in the relevant domains.

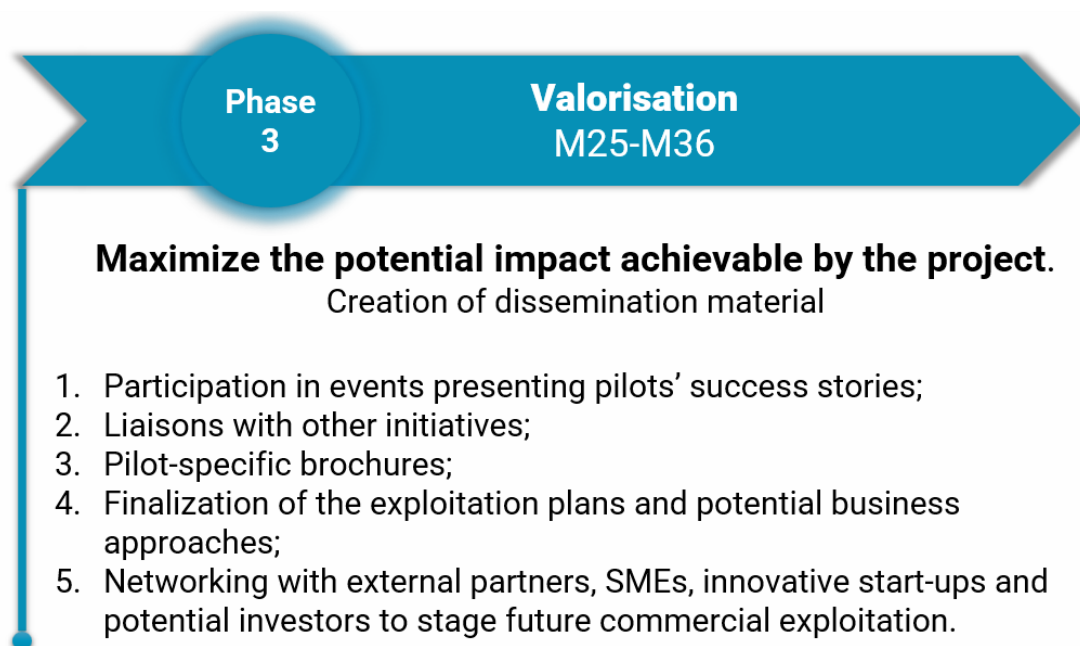


Figure 30 Phase 3 Dissemination Plan

In the figure below, we present an **updated version of the key activities foreseen for Phase 3**, drawing on the insights gained throughout **Phases 1 and 2**. This updated plan builds upon the experiences and lessons learned in the earlier phases, ensuring that the activities are optimally aligned with the project's evolving needs and objectives. The revisions made here also take over from the initial plan outlined in **D6.2**, incorporating adjustments to timing and associated actions based on the comprehensive feedback and achievements from prior phases. These updates are aligned with the deliverables and milestones established across various Work Packages, such as the dissemination of research results.

Key Actions Phase 3



Figure 31 Key Actions Phase 2

8.2 Upcoming Events in 2025

In preparation for the final phase of the project, we have identified several upcoming events relevant to the project’s activities (see the table below). Active participation from partners is expected, including both speaking engagements and attendance during **Phase 3**. This list is preliminary and will be updated regularly based on feedback and new additions to the project’s event tracker.

A key component of these events is the **Pilot or Plugin -Specific Events**, which play a critical role in ensuring that the progress and insights from individual pilots are effectively communicated. These events begin with **Pilot-Specific Events #1** in February-March, providing an initial platform to highlight pilot achievements. This is followed by **Pilot-Specific Events #2** in April, where additional developments are shared and discussed. **Pilot-Specific Events #3** take place in May, focusing on showcasing evolving results and achievements. Finally, **Pilot-Specific Events #4** in June ensure a comprehensive dissemination of pilot outcomes to relevant stakeholders and partners. These events are integral to the project’s strategy for showcasing progress, fostering engagement, and achieving impact during the final phase.

In addition to the **Pilot-Specific Events**, the project will actively participate in **Major External Events**, further broadening its reach and influence. These include the **Data Spaces Symposium 2025** in March, a key platform for collaboration and progress sharing within the data space community. This is followed by **Data Week 2025** in June (TBC), where the project’s findings will be presented to a broader audience. In October, the project will take part in the **European Big Data Value Forum (EBDVF 2025)** to align its achievements with advancements in the broader data ecosystem. In November, engagement at the **ADRA Event (TBC)** will further promote collaboration and highlight project results. The year will culminate with the **Closing Joint Event** in December, reflecting on the project’s achievements, impacts, and legacy.

Together, these events—pilot-specific and external—will serve as pivotal opportunities to disseminate results, engage stakeholders, and solidify the project’s impact during its final phase.

Table 11 Initial list of upcoming events in 2025

Events list in 2025			
Event title	Date	Focus / topic / short description	Link to external website organization
Data Spaces Symposium 2025	11-12 March 2025	This event gathering will highlight the value of data sharing in Europe and beyond, unlocking business opportunities, and boosting the impact and market adoption	Data Spaces Symposium 2025 – Share data. Unlock Value. Boost Impact.
Data Week 2025	TBC	-	-
ADRA Forum	TBC	-	-
GAIA-X	TBC	-	-
IDSA	TBC	-	-

8.3 Publications

Publications will serve as a key dissemination tool during Phase 3. The first **Publication** will be released in March, sharing findings and progress from early activities. Another **Publication** will follow in June, capturing refined insights and pilot-specific results. A final **Publication** in November will align with major external events and provide a comprehensive summary of the project’s achievements.

8.4 Content Generation

Videos will complement the publications by visually communicating key developments and success stories. The first **Video** will be launched in April to showcase Phase 3 milestones. A second **Video** will follow in September, focusing on pilot success stories and impact highlights. The final **Video** in December will capture the overall legacy and impact of the project.

Two **Newsletters** will also be distributed during Phase 3 to ensure continuous communication with stakeholders. **Newsletter #5**, released in June, will summarize mid-year progress and key updates, while **Newsletter #6** in December will provide a comprehensive overview of Phase 3 activities and outcomes.

8.5 Cross Cutting Activities

Finally, **cross-cutting activities** such as trainings, marketing, and promotion will be ongoing throughout Phase 3 to enhance the project’s visibility and outreach. Additionally, continuous efforts will be made to disclose project results and maintain active **stakeholder engagement**. This includes fostering relationships with external partners,

SMEs, innovative start-ups, and potential investors to ensure collaboration and explore opportunities for future commercial exploitation.

8.6 KPIs Year 3

In the table below, we present the KPIs established for **Year 3** of the project, along with a comparison to the targets set in previous phase 2.

This overview highlights the expected outcomes for this phase and outlines the planned activities to support their achievement. As the project progresses into its final phase, the targets have been adjusted to reflect higher ambitions and the growing scope of dissemination and communication efforts.

Table 12 KPIs Year 3

Tool	Metric	Year 3	Plan and key activities
Website	N. of unique visitors (average per year)	>4000	Share news, articles accessible from the website
LinkedIn	N. of followers	>500	Social media campaigns focusing on the results of the project. further
Twitter	N. of followers	>350	
YouTube	N. of uploaded videos (webinars, tutorials)	8*	Video campaign with the plugins Training Videos and Demos
Events	Speech or presence in relevant forums	6*	Identifying relevant events and conferences.
	Booth at exhibitions with live demos	4	Data Spaces Symposium and EBDVF booths (TBC)
	Poster presentations	3	Encourage partners to submit posters to relevant academic and industry conferences to maximize visibility.
	Organize project and pilots' events	3	Organize Plugin Events #1-4 as part of Phase 3 activities, ensuring they are well-structured to communicate progress and results effectively.
	Communication material (Brochure, flyer, poster, roll-up, pitch deck, etc)	1 (general)	Develop high-quality, visually appealing communication materials to support dissemination and engagement. Create a general brochure summarizing the project's key outcomes.
Publications	N. of scientific / peer-reviewed publications	8*	Planned with the coordination of the Technical Coordination
Press	N. of press releases	8	Revise the original KPI to better align with the current communication strategy and activities during Phase 3. Instead of the initial target of 8 press releases, 1-2 press releases are proposed, focusing on key milestones such as the launch of the trainings and the closing of the project.
	N. articles in sectorial magazines	3	Identify leading sectorial magazines and journals with an audience aligned to the project's focus areas.

Newsletters	One issue every six months	2	Continue the ongoing publication of the newsletter, ensuring adherence to the planned timing and schedule.
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9 Conclusions and next steps

The UPCASt dissemination and communication activities continue to focus on enhancing visibility among key stakeholders and promoting outputs and activities within the data-sharing and data-spaces ecosystem. The dissemination and communication activities reported in this deliverable (D6.4) align with the project's action plan and the strategy outlined in Deliverable D6.2 and expanded in D6.3.

As outlined in previous deliverables, the project has achieved a range of effective dissemination initiatives. These efforts spanned both online channels, such as the project website, newsletters, and social media platforms, and offline platforms, including events organized and attended by project representatives. These activities have driven increased engagement across social media channels and the project webpage, amplifying outreach efforts.

In this deliverable, we report on the tangible outcomes of **Phase 2**, covering the period from **January to December 2024**, and outline plans for **Phase 3**, which is scheduled to run from **M25 (January 2025) to M36 (December 2025)**. Building on lessons learned from earlier phases, the project continues its communication and dissemination activities, targeting the achievement of defined Key Performance Indicators (KPIs) and the fulfillment of its strategic objectives.

10 ANNEX 1: Background on WP6

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.



Figure 32 Key Actions of WP6

11 ANNEX 3: Newsletters #3; #4

Newsletters #3 Link to the newsletter: <https://mailchi.mp/b75c48e07829/upcast-newsletter-12713654>



UPCAST Project Newsletter: Issue #3

UPCAST: Universal Platform Components for Safe Fair Interoperable Data Exchange Monetisation and Trading

Welcome to the third edition of the UPCAST Newsletter, featuring the most recent developments and activities.



🤙🌞 Before we all go on summer holiday, we are sending out this newsletter on behalf of the UPGAST Consortium to extend our wishes for a relaxing holiday season! 🤙🌞

Thank you for the support and contributions you have provided throughout the last period of this project. We look forward to continuing our ongoing collaboration and working together in the future.

Thank you for being a valued part of the UPGAST community.

🌴🌐 Enjoy your summer break! 🌴🌐

Key Highlights in H1 2024



Joint Workshop in Trysil 2024

In February 2024, our project joined a workshop together with the Graph-Massivizer Project and enRichMyData in Trysil, Norway. The workshop focused on key topics like data monetization, data sharing, data pipelines, and graph processing. Big thanks to SINTEF for hosting us in such a beautiful location, providing an excellent opportunity for collaboration and innovation.



Trysil General Assembly 2024

Data Spaces Symposium

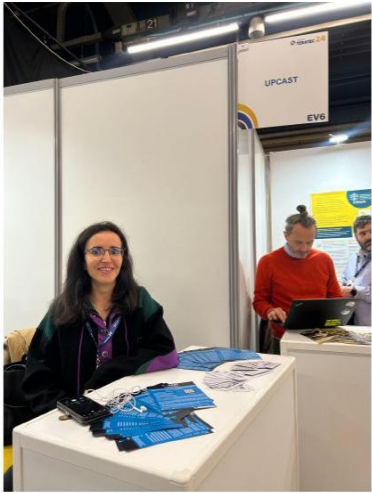
Unite. Innovate. Adopt.

DATAWEEK²⁴
JOIN. LEARN. SHARE. GET VALUE

Navigating the Future of Data Monetisation: Insights from Horizon Europe Projects (Room Chromium)

12 March 2024 | 12:00-13:00
Darmstadt, Germany

Richard Stevens IDC	Liliana Beltrán ITI	Mihnea Tufis Eurecat	Fernando Perales JOT
Luis Daniel Ibañez University of Southampton	Antonio Sottosanti GFT	Sebastian Schmidt Metaphacts	

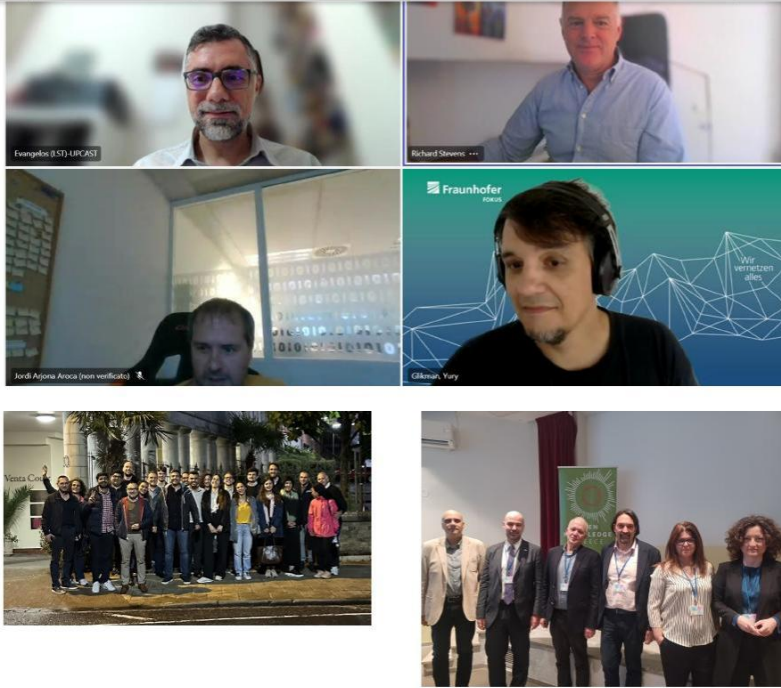


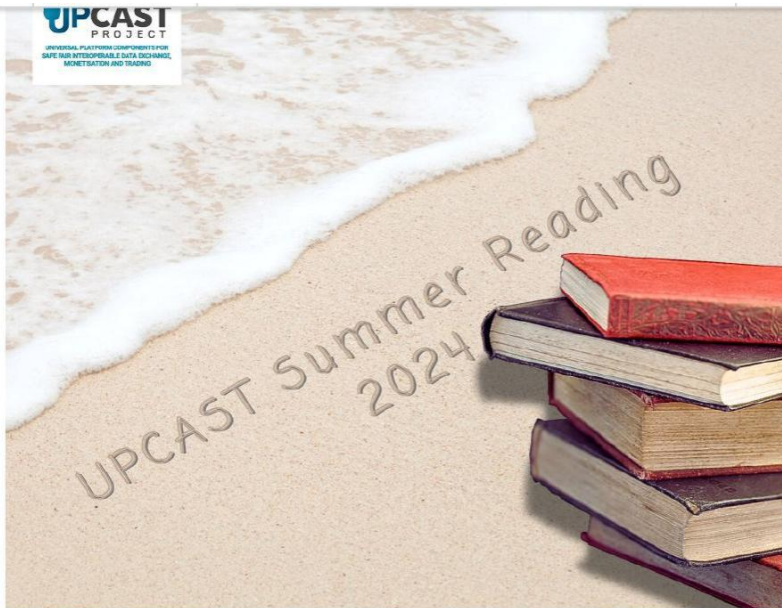
DATAWEEK²⁴
JOIN. LEARN. SHARE. GET VALUE

Data Value creation
8 June / 11:30-12:00 CET / Room ERASMUS I

Data Value UNLOCKED!
8 June / Liverpool, England

Richard Stevens IDC	Liliana Beltrán ITI	Mihnea Tufis Eurecat	Fernando Perales JOT
Antonio Sottosanti GFT	Sebastian Schmidt Metaphacts	Luis Daniel Ibañez University of Southampton	Luis Daniel Ibañez University of Southampton





Consortium



Newsletter 4

Link to the newsletter: <https://mailchi.mp/3cd307b55d8b/upcast-newsletter-12735334>



UPCAST Project Newsletter: Issue #4



🌲 ✨ Before we all celebrate the holiday season, we are sending out this newsletter on behalf of the UPCAST Consortium to extend our warmest wishes for a joyful Christmas and a wonderful New Year! 🌲 ✨

Thank you for your incredible support and contributions throughout the past year. We truly value your efforts and look forward to continuing our collaboration as we move into an exciting new chapter of the project.

🎅 ❄️ Enjoy the festive season and best wishes for a happy and successful 2024! ❄️ 🎅

Key Highlights in H2 2024



General Assembly Meeting
Southampton



General Assembly Meeting Bologna

Upcast General Assembly in Southampton and Bologna

In July, we held our General Assembly meeting in Southampton, where we shared progress and key milestones of the project. Recently, we wrapped up the year with another General Assembly meeting in Bologna. During this meeting, we reviewed the ongoing activities, celebrated key outcomes, and strategized for the upcoming final year of the project..

Events in H2 2024



Collaboration among four HORIZON sister projects to advance the data ecosystem – read the full article [here](#)



UPCAST project together with EUData+ Cluster at EBDVF 2024 in Budapest. Read the full article [here](#).



Richard Stevens, Project Coordinator Representing the EUData+ Cluster in Luxembourg at the Data Week. Read the full article [here](#).



OKFN At the Open Data Workshop at the conference centre of the Region of Central Macedonia. Read the full article [here](#).

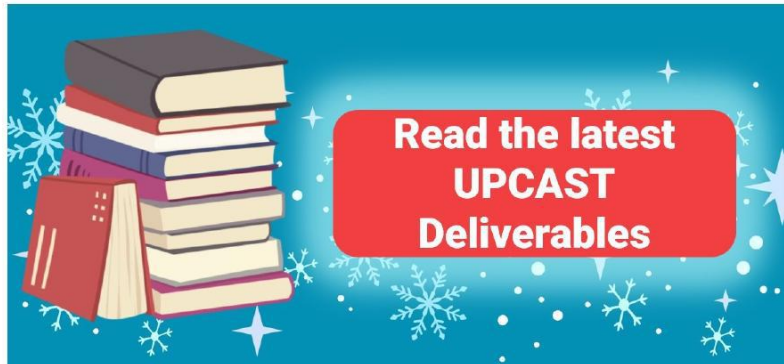


We are excited to announce that the public deliverables from the first phase (M1-18) of the project are now available on our website!

These documents offer a comprehensive overview of the activities completed during the first half of the project across various divisions, covering:

- **Plugin Description and Technical Explanations** 📖
- **Evaluation Methodology** 📊
- **Communication Strategy** 🗣️

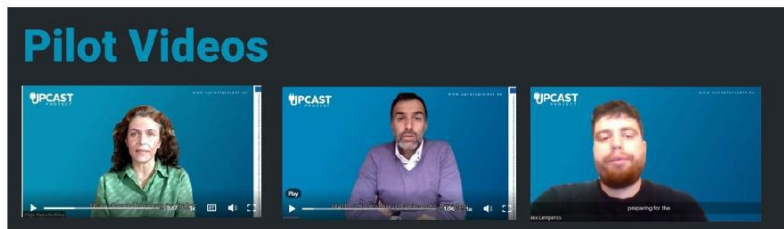
Visit [our website](#) to explore these in detail!



Not a fan of reading? No problem! We've prepared some exciting videos for you showcasing our pilots on:

- **Digital Marketing Data and Resources**
- **Biomedical and Genomic Data Sharing**
- **Smart4Fit**

Check them out and enjoy!



Stay tuned and follow the activities of the UPCAST project!

learn about:

- Pricing Plugin
- Privacy Plugin
- Discovery Plugin
- Negotiation and Contracting Plugin
- Environmental Impact Optimizer Plugin

We'll also be participating in several key events, including the **upcoming DSSC Summit in Warsaw** and the **EBDVF Conference in Copenhagen**. Be sure to stop by and say hello—we'd love to connect!

Consortium



ΕΘΝΙΚΟ ΙΔΡΥΜΑ ΕΡΕΥΝΩΝ
National Hellenic Research Foundation



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