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9.1 COMMUNICATION, DISSEMINATION & VISIBILITY PLAN



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Abstract	This document is the Communication, Dissemination and Visibility Plan (CDV Plan) for the EU-funded project, Digital Credentials for Europe (DC4EU). It sets out the communication, dissemination tools and strategies, providing guidelines for all the project partners to realise the greatest potential impact for the project. The DC4EU CDV Plan aims to define the Communication and Dissemination goals and strategies, identify target audiences and stakeholders, define the key messages, identify and establish the communication processes, channels and tools, and specify the key performance indicators.
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* **R**: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

The current document is the Communication, Dissemination and Visibility Plan (CDV Plan) for the project Digital Credentials for Europe (DC4EU), co-funded by the European Commission. It sets out the communication, dissemination tools and strategies, providing guidelines for all the project partners to realize the greatest potential impact for the project. The DC4EU CDV Plan aims to define the Communication and Dissemination goals and strategies, identify target groups and stakeholders, define the key messages, identify, and establish the communication processes, channels and tools, and specify the key performance indicators.

The CDV Plan will ensure that the Consortium takes a proactive role in maximizing the project's potential. To guarantee the effective dissemination of the findings and recommendations from the DC4EU project upon its completion, it will be essential to engage with the key target groups and disseminate information to them throughout the project timeline. Developed at the outset of the project, the document will provide guidance to the partners' dissemination activities, together with describing how Work Package 9 (WP9) will collaborate with and support the other work packages. Using a wide variety of communication and dissemination actions, it will identify opportunities and actions for each of the partners within their own countries as well as on a European-wide basis, for the distribution of the findings and recommendations from the project.

To facilitate a better understating of the communication and dissemination strategy, the CDV plan outlines all the actions that will be developed. It also sets out procedures and guidelines for all dissemination activities to be followed by the partners within the project. Aligned with the best practices established, this document will be continuously updated, along the project timeline according to the outputs, achieved goals and other indicators that could potentially have an impact on the DC4EU objectives.



PROJECT BACKGROUND

Europe faces unprecedented changes, in which digital transformation and the Green transition are fundamental elements for the future of Europe. The eIDAS trust framework is undoubtedly one of the pillars of the European Union, which has laid the foundations of identity and trust in the digital world. The revision of this framework extends its scope of competence beyond identity, encompassing the Electronic Attestations of Attributes (EAA). Establishing the technical measures, processes, and procedures for establishing trust frameworks in sectoral areas will be crucial to the construction of a digital Europe.

DC4EU involves 21 European Union (EU) Member States, plus Norway and Ukraine, that will partake in the Project playing different roles and with varying levels of involvement. The project will focus on identifying and applying all these aspects in the Education field, focusing on the issuance of educational credentials and professional qualifications, and in the Social Security field by engaging in the execution of the Portable Documents A1 (PDA1) and the European Health Insurance Card (EHIC).

The European Digital Identity Wallet (EUDIW) will be a key element of hybridization for cross-sectoral and cross-border use cases (Identity, Signature, educational credentials and Social Security). Beyond the development of the Large-Scale Pilots (LSPs) and the recommendations for issuing institutions, relying parties, Member States (MS) and citizens, DC4EU will contribute to a new paradigm to citizens in the field of education and social security. It will also be fully aligned to the conclusions of the State of the Union address (091620) and European Council Conclusions (100220) for identity and data, the European Declaration on Digital Rights and Principles for the Digital Decade and to once only principle (enabling the citizens' perspective).

The project's main objective is to support cross-border, large-scale piloting of the EUDIW in compliance with the EU Toolbox process by 82 organizations from 23 countries (21 EU MS + Norway and Ukraine). For this purpose, it will develop four use cases with work scheduled for 24 months and divided into 9 work packages. The project is supported with the involvement of 43 public organizations and 49 private entities, including relevant sectoral institutions, ministries, and digitalization agencies of the various countries, developing a comprehensive model and an ambitious dissemination plan, guaranteeing the relevance and impact expected.



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ABBREVIATIONS

AB	Advisory Board
CDV	Communication, Dissemination and Visibility Plan
COO	Coordinator
DC4EU	Digital Credentials for Europe
EAA	Electronic Attestations of Attributes
EC	European Commission
EHIC	European Health Insurance Card
EIDAS	electronic IDentification, Authentication and trust Services
EUDIW	European Digital Identity Wallet
EU	European Union
KPI	Key Performance Indicators
MS	Member States
LSP	Large Scale Pilots
PDA1	Portable Document A1
PMC	Project Management Coordinator
QEAA	Qualified Electronic Attestations of Attributes
SEO	Search Engine Optimization
SC	Strategic Committee
SS	Social Security
UC	Use Cases
WP	Work Packages



1. INTRODUCTION

The DC4EU project main objective is to test interoperability and scalability in the national domain and multiple cross-border contexts, to provide feedback to the EC and MSs for iterative updates through specific coordination work packages, project management processes and tasks. The process will allow for comprehensive wallet testing using QEAA, EAA and credentials, and their national and cross-border functionalities in a pre-production environment and corresponding UCs. The EUDIW will be a fundamental element of hybridization for cross-sectoral and cross-border use cases (identity, signature, educational credentials and social security). DC4EU will contribute to a new paradigm for citizens in the field of education and social security, which is fully aligned with the European Council requirements for identity and data. It will also adhere to the European Declaration on Digital Rights and Principles.

The general objective will be to fulfil the large-scale piloting of the EUDIW with the aim of achieving the highest impact possible. To this extent, the objective's achievement will be measured on the basis of number of wallet issuing countries involved, number of wallet users, involvement of education and social security domain-related institutions, wallet transactions fulfilled, qualified electronic signatures issued and number of countries that will interface with the wallet in pre-production systems. Aligned with the Project's main objectives and with the communication tasks, the structure of CDV Plan establishes a 24-month roadmap with guidelines that will determine the required actions by creating a community of practice and leveraging on the extensive networks available to the consortium team members. The plan will focus on the following four key actions:

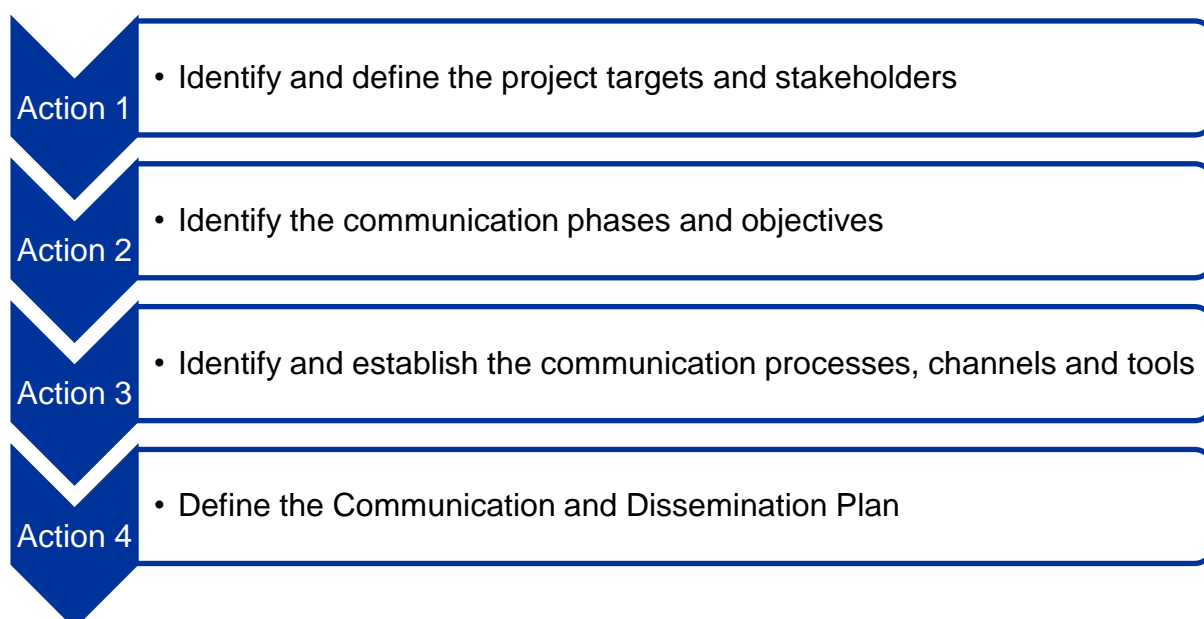


FIGURE 1 - CDV PLAN KEY-ACTIONS

These four key actions will result in a strategy to engage in a process of dialogue with all relevant stakeholders in a positive networking environment. It will harness experience and knowledge from experts, whilst also acquiring local understanding from the various conferences, workshops and events, that are described in this plan. The KPIs and metrics agreed upon will facilitate prominent awareness and exploitation of the project to realise its potential impact.

The project will enable the deployment of large-scale pilots that are necessary for the development, testing, validation (through iterative releases) and implementation of the new EUDIW, a key component of the future eIDAS Regulation. The inclusion of public and private stakeholders in the consortium, an experienced multi-disciplinary Strategic Committee, and Advisory Board will contribute to a significant increase in the number of stakeholders in the eIDAS ecosystem. This will contribute to advancing the impact on meeting the objective of the Commission's Strategy on Shaping Europe's Digital Future.

The Consortium is focused on raising awareness, providing the necessary information about project results, engaging with partners, stakeholders and target groups in the process and directly involving them during the different phases of the project's development. In this sense, the current CDV Plan is provided to ensure that the Consortium will take a pro-active role in maximising the projects potential.

This WP9 ensures the project visibility, creates a community of practice, disseminates the findings and leverages on the extensive networks available to the consortium team members. It is also responsible for the identification of effective communication channels and tools between partners and the project coordinator, ensuring that all the information processes operate effectively and efficiently.



2. CDV PLAN STRUCTURE & PHASES

2.1. THE RATIONALE AND FUNCTION OF THE PLAN

Communication, dissemination and visibility are important requirements for the DC4EU project as it is essential to increase knowledge-sharing between the participating partners, together with enabling stakeholders to gain a good understanding of the project and its importance in scalability in a national domain and also in a multiple cross-border context. In order to maximize the spread of knowledge, there will be a strong focus of collaboration between the participants to avoid any boundaries between communication, dissemination, and visibility.

To maximize the project's impact, it is essential to communicate to society at large to demonstrate the project benefits to citizens. This CDV plan will be implemented to promote the development and deployment of use-cases for the new European Digital Identity ecosystem in pilot sites involving both public and private sector stakeholders, ensuring maximum visibility and awareness of the new European Digital Identity ecosystem.

The key attributes of the CDV plan include the following phases:

- Phase 1 - Information Collection and Awareness
- Phase 2 - Development of audience and target groups
- Phase 3 - Dissemination channels & tools implementation

Phase 1 will be focus on developing a unique strategy for information collection, which will incorporate a living document that will be updated throughout the life cycle of the project. It will also incorporate an instrument that will involve WP leaders contributing suitable information on their activities for dissemination. At each WP Leaders meetings, dissemination, communication, and visibility will be an agenda item and will involve input and updates from the WP leaders.

During this phase, the project will establish synergies with other similar initiatives, networks or organizations, particularly in the Member States, enforcing a common understanding for future potential collaborations. All partners in WP 9 are committed to working as a team to ensure that there is a consistent live process in place that is fully assessable to all participants in the project. In addition, is of upmost importance to ensure that information on each phase of the project's activities is available to the target audience at the earliest opportunity through the various dissemination channels and tools. The WP leaders will be responsible for ensuring the validation of content and material provided by their team. Phase 1 will go from Month 01 to Month 10.

Phase 2 will involve extensive engagement with the project partners to develop a dissemination list that includes the relevant audience and target groups. WP leaders and partners will be encouraged to provide relevant contacts for inclusion in the dissemination list. In addition, partners in each country will be required to develop a local dissemination list of target groups. Since the LSPs will have completed the preparation, phase and will be in their initial evaluation step, DC4EU will use these first initial outcomes to organize dedicated events and present them at fairs and events, to attract more interest.

This phase is also essential to inform all the identified stakeholders about the DC4EU objectives and to liaise with potential partners. In this phase, the CDV activities will help to raise the awareness of the DC4EU project across Europe, particularly in the Member States,



enabling the dialogue between current and potential stakeholders. Considering the type of activities to be developed during this phase, it is of significant importance to collect relevant feedback to ensure that the third and final phase, dedicated to the dissemination of results, will have the expected impact. Phase 2 will take place between Month 4 to Month 20.

Phase 3 is structured to provide a range of channels and tools to maximize the effectiveness of the dissemination process both on a European and Global level. It will be focused on the exploitation and transferability of the results for the Community, ensuring that those are available and delivered in the most effective way possible to maximize the projects impact. Thus, this phase aims at contributing to the adoption of the project results in order to ensure the project sustainability and full exploitation. The project will gather the attention of end-users and other potential stakeholders by leveraging the integration of the pilots. This third and last phase is scheduled between Month 18 and Month 24.

Specific objectives for each Phase are indicated further, in this document.

2.2. OPERATIONAL STRUCTURE OF CDV PLAN

This structure as illustrated in Figure 2 consists of all partners. The implementation of the CDV plan will be the responsibility of WP9 Partners. WP leaders will provide input to WP9 with informative material for dissemination through the various communication tools. This will be done in an agreed structure through a nominated WP leader. All project partners will contribute to the development of the contents to be used for communication purposes throughout the project's duration. WP9 will work closely with the Strategic Management Committee, the Advisory Board and the Coordinator throughout the project to ensure the objectives of the CDV plan are implemented accordingly.

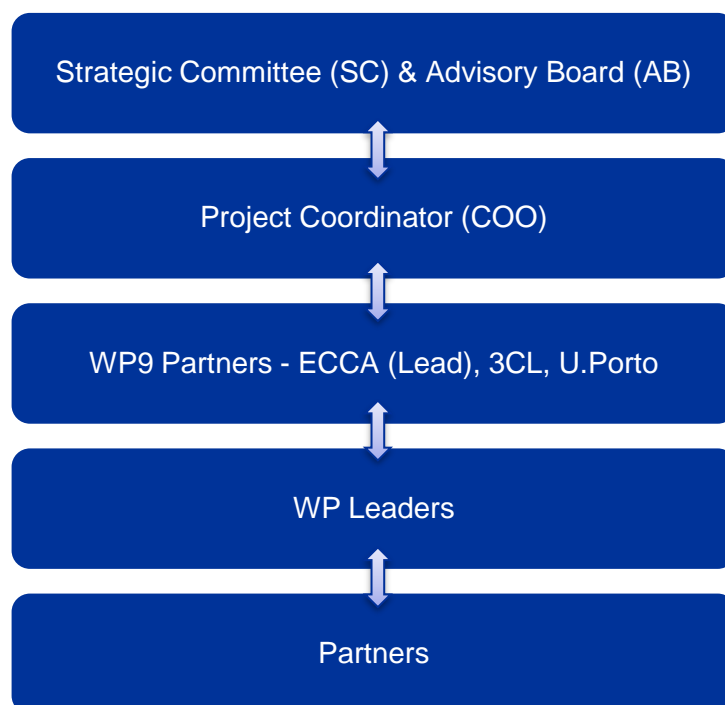


FIGURE 2 - CDV PLAN OPERATIONAL STRUCTURE



WP9 is implemented in close coordination with the PMC/COO and advised by the SC and AB. To that end, the consortium will carry out the following tasks in the communication domain:

CDV Plan

- Dissemination and communication tools and strategies, KPIs and metrics to facilitate the prominent visibility, awareness, and exploitation of the project, additionally providing guidelines for all the project partners to realise the greatest potential impact for the project on the business and scientific communities, as well as a plan to ensure the consortium will take a proactive role in maximising the projects' potential.

Dissemination Activities

- In coordination with the PMC/COO and all WPs, with the advice of the SC and AB, in order to maximise the impact of the project results in all domains. To this extent, the necessary subtasks will be foreseen to ensure the visibility of EU funding and that the project's dissemination is done in accordance with EU policy objectives, through the provision of a branding kit and guide, portal design, media and social media campaigns and events involving all relevant stakeholders.

Stakeholder management and standardization

- Developing a communication plan with relevant projects and stakeholders to avoid duplicities and promote synergies. Also, monitoring of ongoing work will be performed, case impacts on standardization bodies, and the creation of an engaged, expert community of practice.

FIGURE 3 - TASKS IN COMMUNICATION DOMAIN



2.3. CDV PLAN OBJECTIVES

Aligned with the previously described tasks in communication domain, the objectives of WP9 are to develop and implement a dissemination, communication, and visibility strategy in order to:

1. Promote the development and deployment of use-cases for the new European Digital Identity ecosystem in pilot sites involving both public and private sector stakeholders, which will include national agencies, public and private relying parties, attribute/credential/attestation providers, and wallet users (EU citizens and residents).
2. Ensure maximum visibility and awareness of the new European Digital Identity ecosystem, through widespread communication activities with existing stakeholders and a new wider audience, which is focused on improving citizen's access to highly trusted and secure electronic identity.
3. Develop programmes that enhance the promotion and awareness of the new European Digital Identity to align with standardisation and regulatory bodies.
4. Address social acceptability issues by carrying out target communication actions with policy makers and society.

FIGURE 4 – WP9 OBJECTIVES

To achieve these objectives, three main communication and dissemination phases were identified for the CDV Plan development:

2.3.1. PHASE 1 MAIN OBJECTIVES - INFORMATION COLLECTION AND AWARENESS

The Phase 1 will take place from Month 1 to Month 10 and the bellow mentioned main objectives were established.

Phase 1 - Month 1 - Month 10

- Identify target groups and stakeholders;
- Create a link between the Consortium and all the targets/stakeholders;
- Promote dialogue and synergies between the main stakeholders;
- Raise awareness on the project's concept and objectives;
- Encourage the interest in the DC4EU project main objective from the Community side;
- Enable the creation of a Community of Practice.

FIGURE 5 - CDV PLAN PHASE 1 MAIN OBJECTIVES



2.3.2. PHASE 2 MAIN OBJECTIVES - DEVELOPMENT OF AUDIENCE AND TARGET GROUPS

The Phase 2 will take place from Month 4 to Month 20 and the bellow mentioned main objectives were established.

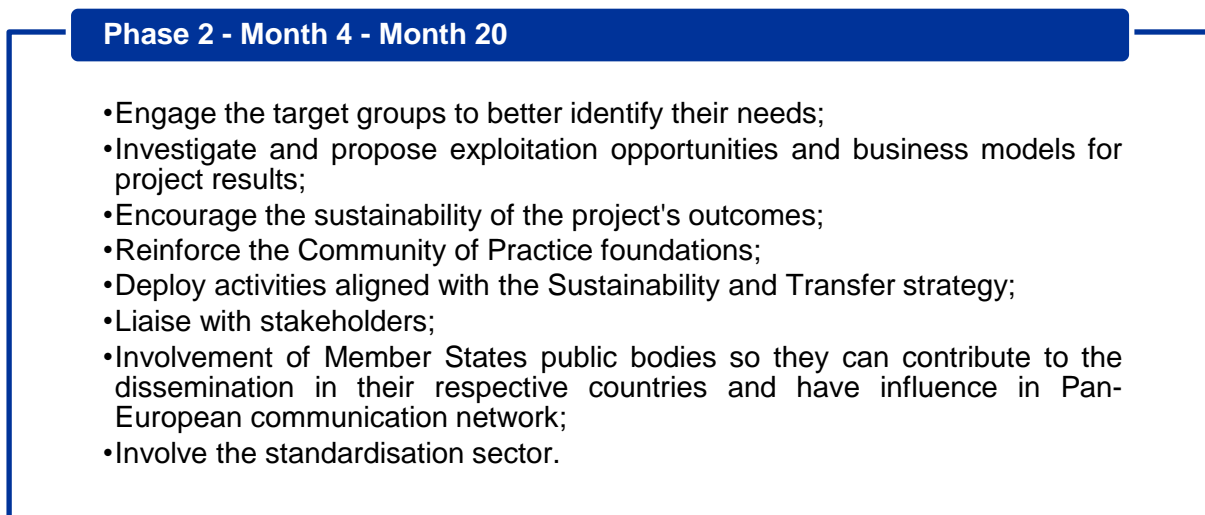


FIGURE 6 - CDV PLAN PHASE 2 MAIN OBJECTIVES

2.3.3. PHASE 3 MAIN OBJECTIVES - DISSEMINATION CHANNELS & TOOLS IMPLEMENTATION

The Phase 3 will take place from Month 18 to Month 24 and the bellow mentioned main objectives were established.

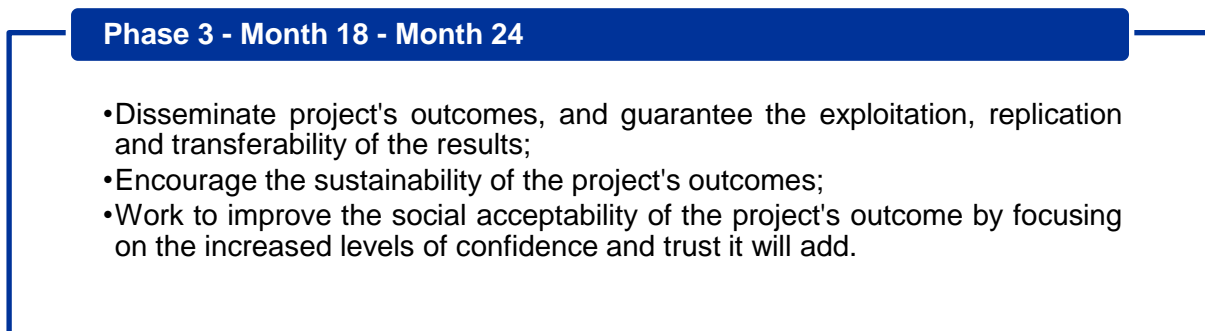


FIGURE 7 - CDV PLAN PHASE 3 MAIN OBJECTIVES

2.3.4. TARGET GROUPS AND STAKEHOLDERS

Based on the target groups outlined, specific DC4EU stakeholders will be identified by the consortium.

Target groups and Stakeholders

- Higher Education Institutions and Alliances;
- Government and National agencies;
- Public and private sectors;
- Attribute/credential/attestation providers;
- Wallet users (EU citizens and residents).
- Technology companies;
- Policy makers / regulatory authorities;
- European Commission - should be kept updated with precise information on the project development, while developing synergies with other ongoing European initiatives that cover related topics (for example: other LSPs);
- Press and sectoral Media;
- Other relevant projects & digitalisation initiatives (e.g. LSPs).

FIGURE 8 - TARGET GROUPS AND STAKEHOLDERS



3. CDV CHANNELS/TOOLS & ACTIVITIES

3.1. CHANNELS AND TOOLS

Dissemination relates to the public communication of project outcomes. The entire DC4EU consortium is committed to approach and mobilize the appropriate stakeholders to multiply the effects of the project activities and maximize the impact.

After the definition of the communication phases and stakeholders, the analysis of potential channels and tools for the dissemination activities will take place. In this sense, the consortium shall take advantage of the existing internal channels and tools, as well of the ones belonging to partners or externals. For each channel and tool, a set of activities that can be applied to meet the CDV objectives along the three pre-defined communication phases.

To meet the requirements established for the three CDV Plan phases, the channels and tools below were identified. Offline tools, such as business cards and flyers were not considered since DC4EU focuses on the digitalisation processes.

3.1.1. DC4EU CHANNELS AND TOOLS

Online:

- Project Website Platform:

The website, that can be accessed at <https://dc4eu.eu>, will serve as the main contact point for external users and as the main dissemination platform for the project. The website will be regularly updated with the new outcomes and results.

- Private Repository:

The repository is used to store internal information for all the consortium members. All members can access the CDV contents dynamically, so the activities to be deployed can be facilitated.

- Digital Presentations:

These will include common contents and messages. Standardized digital presentations for the project dissemination will be prepared for awareness sessions. This will facilitate the project dissemination.

- Social Media Platforms:

The official DC4EU social media accounts on LinkedIn, Twitter and the YouTube platform will be used as strong means of communication and dissemination to achieve an almost unlimited number of users.

- Newsletter:

The official DC4EU newsletter will be issued. The newsletter is another means of communication and has the potential to create relevant impact on the reader / user.

- Instant Messenger:

Through the DC4EU account on Signal, for dynamic and secure communications inside (and to the outside of) the Consortium.

- Scientific Publications,



To be prepared and published by members of the DC4EU Consortium.

- Standardization Contributions,
Liaison with standardization bodies and working groups.
- Liaison with EU and International Projects:
Including other LSPs, concretely EWC, NOBID and POTENTIAL
- Github/Gitlab:
Managed by the technical WPs, where code and guidelines will be published.

Events:

- Engagement with Technical Workshops and Conferences:
- Key events and dissemination opportunities to be identified by the Consortium to increase the DC4EU visibility impact.

Press and media:

- Project Launch Press Release,

A number of press releases will be published in order to maximise the awareness and exposure of the project within and outside the consortium. These will be released at relevant times during the project and or relating to a particular event. Press releases shall contain information related to the activities developed internally, more precisely the ones that are related to the public outcomes. They should also include information related to the participation in dissemination events, such as Workshops, Webinars and Conferences.

3.1.2. DC4EU CONSORTIUM MEMBER CHANNELS AND TOOLS

Online:

- Digital promotional banners:
To be published on the members' online channels and tools.
- Member Social Media:
Engaging members' communities through their social media networks (LinkedIn and Twitter) and Youtube.
- Member Newsletters:
Where content disseminated through DC4EU newsletters shall be included. As mentioned above, the newsletter is another means of communication and has the potential to create relevant impact on the reader / user.



3.1.3. DC4EU EXTERNAL CHANNELS AND TOOLS

Events:

- Engagement with Technical Workshops and Conferences:

Key events and dissemination opportunities to be identified by the Consortium to increase the DC4EU visibility impact.

Press and media:

- Press Release:

To be provided by DC4EU Consortium to the external.

3.2. CDV ACTIVITIES

Since DC4EU focuses on the digitalisation process, DC4EU will mainly use any digital media channel or communication framework to provide updated information to the relevant stakeholders. Nevertheless, presentations, brochures, and open-panel discussions will also play an important role raising awareness of the project.

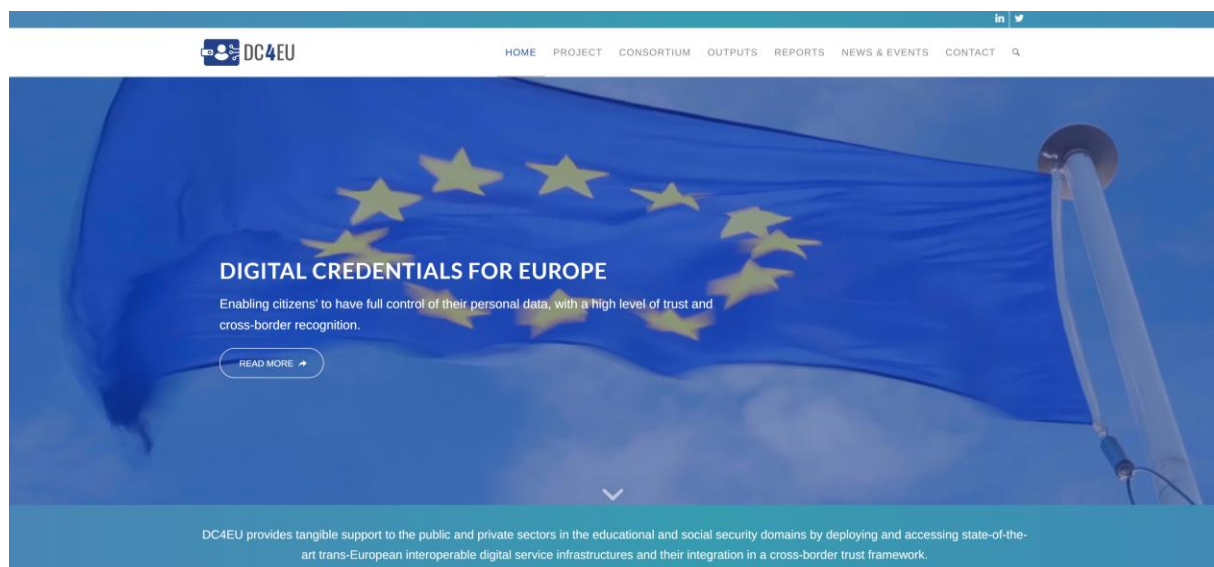


FIGURE 9 - DC4EU WEBSITE PLATFORM

The project website, available at <https://dc4eu.eu>, will serve as the major distribution tool. A project summary, objectives, consortium members, project deliverables will be available, together with the most recent news about the project and events. Periodical updates of the website will be carried out. Moreover, in order to assure good visibility of the project, the website has to be properly indexed by the most important and used search engines (i.e. Google, Bing, etc.). Therefore, SEO actions will be taken.



As the deliverables are the most direct and complete way of describing the activities of the project, DC4EU website will host all the project's public deliverables.

The initial months of the project's communication activities will be devoted those related with gathering initial awareness of the target audience. These actions include:

- Design of project branding: logo, project identity, information material, project templates.
- Design, development and publication of the project website.
- Set up a common private repository to store internal information for all the consortium members.
- Set up the social media accounts in the most common business social networks, as LinkedIn, Twitter and a Youtube channel.

Social Media Tools	URL
LinkedIn	https://www.linkedin.com/in/digital-credentials-for-europe-9a298025a
Twitter	https://twitter.com/DC4EU_project
YouTube	https://www.youtube.com/@DC4EUProject

TABLE 1 - SOCIAL MEDIA TOOLS URLS



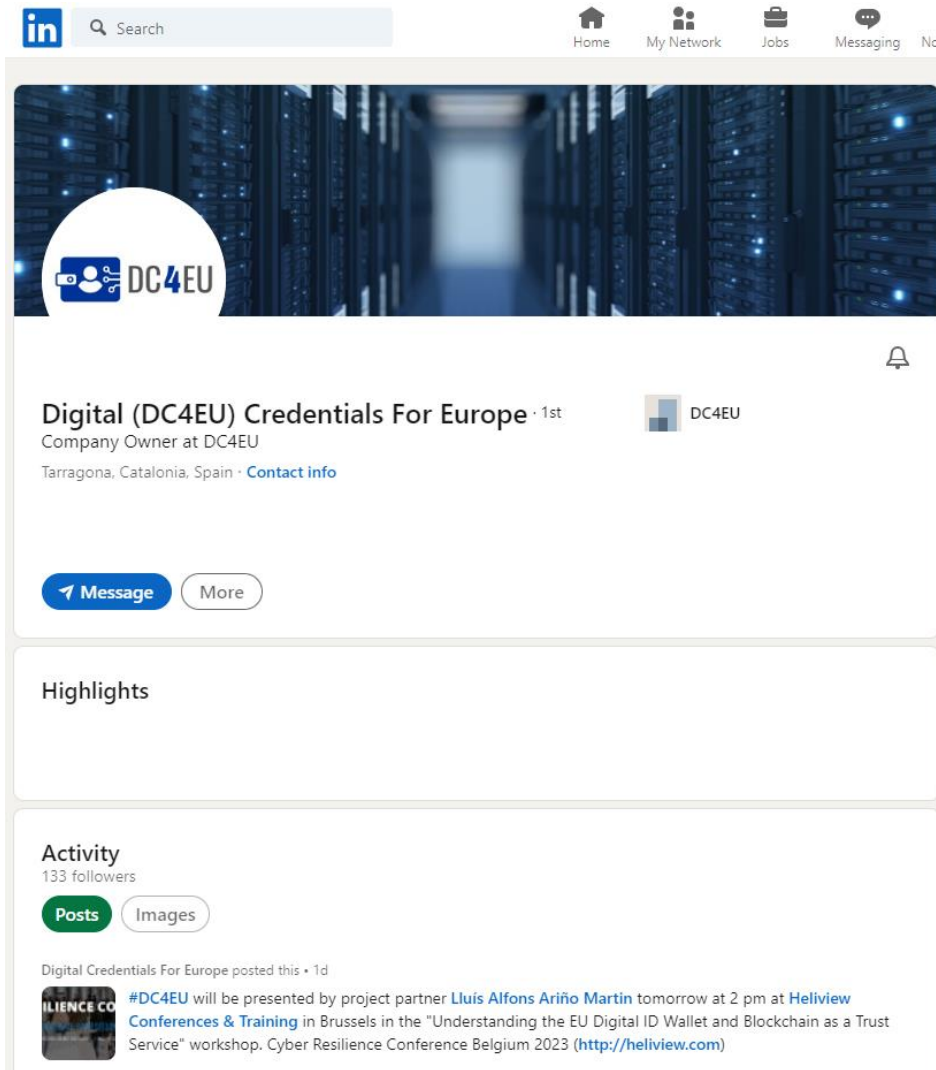


FIGURE 10 - DC4EU LINKEDIN PAGE

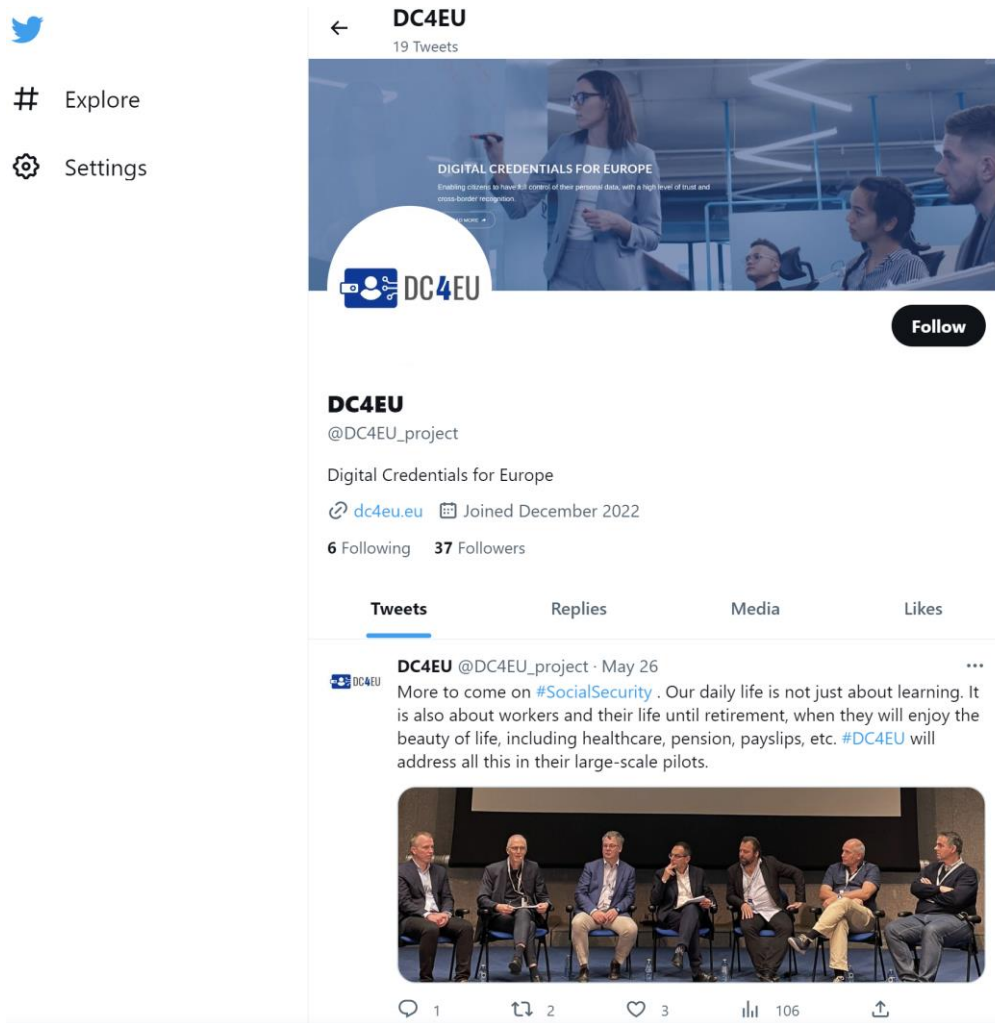


FIGURE 11 - DC4EU TWITTER PAGE

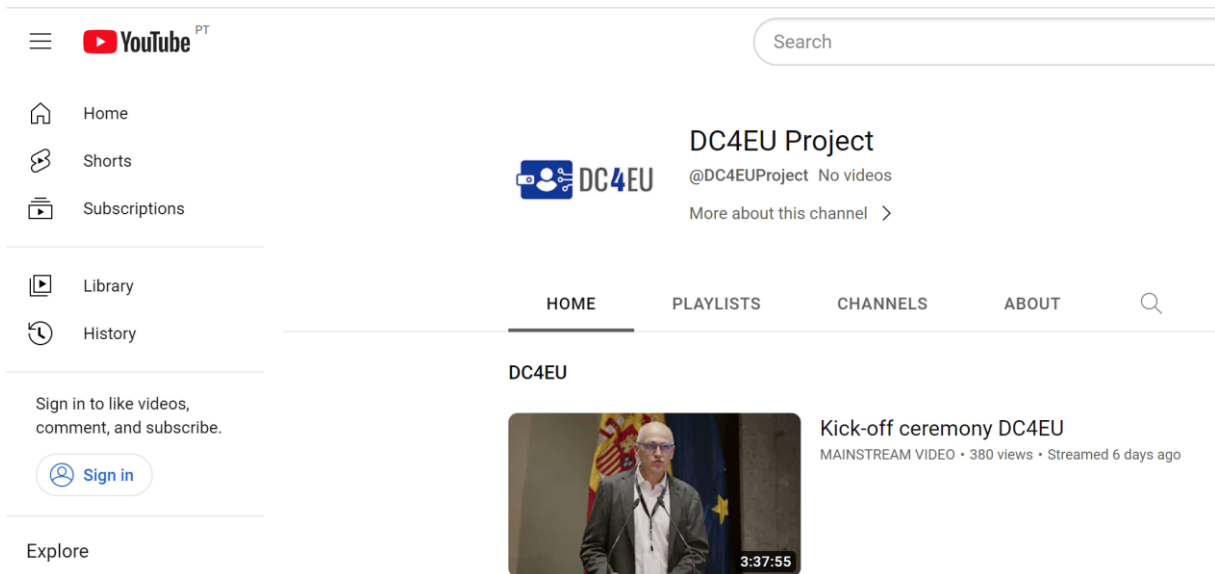


FIGURE 12 - DC4EU YOUTUBE CHANNEL



- Events, such as the Kick-Off meetings and the Final Conference will be critical for the project success as they mark the beginning of the process and the end, where the sustainability strategy shall take place. Events-based dissemination are a critical part of the DC4EU strategy and activities. During the project lifespan all participations in events will be promoted through the DC4EU communication channels and tools, as well as through consortium members own channels. Liaison with stakeholders via dedicated events, such as conferences, webinars and workshops. These activities will contribute to utilising the research and innovation excellence of Europe and build a sustainable DC4EU network involving various stakeholders. To keep a record of such events, an online event excel sheet created by WP9 (Appendix B) will be available at the DC4EU private repository, where partners shall log their future events. After every event, the DC4EU partner(s) who joined the event will be requested to update the shared events list with all the relevant information and pictures to capture the experience, so that can be uploaded to social media, YouTube and website. To ensure that this process will flow, one person in each WP will be appointed as contact point for communication and dissemination materials (e.g. the WP leader).
- Liaison with other ongoing projects, related to Digital Credentials such as other LSPs, funded under the same scheme. The collaboration with these initiatives can potentially include co-organisation of events, information exchange related to project achievements and mutual social media promotion.
- Preparation of the Newsletter template and define the writing style to approach as wide an audience as possible.
- Set up a public open-source code repository to ensure not only easy collaboration on the development tasks between project partners, but also to gain project awareness beyond its frontiers.
- Carry out regular updates of the previously listed dissemination materials.

All these activities and their linked material will follow a unique a common visual identity. It is of the highest importance that the graphic image of the project is well defined at the very beginning of the project, and that all project members follow the guidelines on all materials and communications issued. In this sense, for instance, the project logo, which can be seen in Figure 13 was designed to express the project vision.

The project logo, which was developed at the commencement of the project will be essential for creating the project's identity and will be used on all dissemination materials. The composition of the DC4EU logo includes an artistic form of the project's acronym (DC4EU) and a digitised wallet with the symbol of a user. The wallet refers to a digital purse where users can store identity documents and social security details all in one place and allows users to reuse previously verified identities.



FIGURE 13 - DC4EU LOGO



The colour dark blue is used in the digital space with the meaning of trust, and in DC4EU, it also refers to the close alignment with the EU Digital Strategy, EU Data Strategy, Once Only principle, eIDAS Trust framework and GDPR. The colour white is associated with efficiency while giving a dynamic look and contrast to the dark blue colour.

The guidelines of the identity are composed of visual elements such as the fonts, colour palette and templates for documents and presentations. All dissemination materials refer to the project name and are in-line with the European Commission's guidelines.

A PowerPoint presentation template was created to be used by partners to create presentations for all external and internal events, meetings, etc. While the deliverable template presentation was created to be used by partners for submitting official reports, milestones and deliverables of the project.

The DC4EU project logo should be included in all dissemination materials, including the public and internal websites, brochures, flyers, presentations, roll-up, posters, both printed and online etc. Different quality logo versions are available.

Amongst the dissemination materials, a general PowerPoint presentation is provided. Each partner can add or modify information, or the context or event they are attending according to their needs. This generic presentation will initially include project objectives and a roadmap, contributing to create a recognizable project image. Throughout the project it will be updated to include the milestones the project will successfully achieve.

Additional DC4EU specific dissemination and communication actions involve events-based dissemination, where liaisons with relevant stakeholders or initiatives and projects researching on similar topics. The fruitful collaborations would result on the potential organization of joint events or the mutual media promotion. DC4EU will organize several events throughout its lifetime, like the Kick-off meeting or the final conference as well as periodic webinars or workshops where the outcomes of the project will be depicted.

- Participation in exhibitions to initiate and maintain continuous interactions with stakeholders and to disseminate the project's results. Some examples of events include:
 - DC4EU Opening & Closing Ceremony
 - European Campus Card Association Annual Conference
 - EIC2023 Conference
 - EUNIS Conference
 - Cyber Resilience Conference
 - TNC23
- Publication of the results in scientific journals or conferences, and participation and organization of workshops and webinars both online and physical;
- Establish links with the open-source community and standardization bodies where DC4EU can promote the benefits of the solution designed and developed;
- Collaboration with other similar initiatives or projects to jointly contribute to the emergence of technical whitepapers, papers or even new standards;
- Establish regular communication with local and global authorities, citizens and user communities to promote the project and the need for trusted decentralized sharing of data.



In order to properly track the achievements in the dissemination, DC4EU partners will record the attendance and organization of events in the online event excel sheet created by WP9 (Appendix B). This same document will serve as a project wise agenda where any consortium member can include any relevant event DC4EU should participate in, allowing others to sign in, attend and disseminate the project.



4. CDV IMPACT ASSESSMENT MONITORING

4.1. CDV KPIS

The necessary KPIs to measure and evaluate the success of the communication, dissemination and visibility activities throughout the duration of the project were defined and established. The Table 2 provides the KPIs that will enable the monitoring of the CDV Plan.

Communication, Dissemination and Visibility KPIs							
KPI #	Channel / Tool	Impact	KPI	Target Group	KPI Goal 1	KPI Goal 2	KPI Goal 3
4.1	Website at DC4EU.EU	Main information channel, communication of project results, news, events. Generate awareness on project	Page views	EC, Policymakers, Research Community, DC4EU Community of Practice	>15000	>20000	>25000
			Countries reached		>20	>25	>30
			Average stay time		>1min	>2min	>2min
4.2	Social Media Platforms	Brand building, increasing visibility to stakeholders active in social media, raising awareness of project and redirecting to news items on website when appropriate	# followers Twitter	Public, Community of Practice	>100	>350	>500
			# followers LinkedIn		>100	>100	>150
			# Social media posts		>100	>120	>200
			# Social media posts shared		>100	>200	>300
4.3	Instant Messenger	Facilitation of real-time and asynchronous communication	# of members on Signal	Members of DC4EU Working Groups, Community of Practice	>40	>40	>100



4.4	Newsletters	Communication of project news, events, results to project subscribers	# of newsletters sent, views on web	DC4EU Community of Practice	1	4	8
			# of newsletters views on website		>100	>200	>500
4.5	Scientific Publications	Dissemination of knowledge and technologies developed	# papers published (conferences, journals)	Research Community	0	5	25
4.6	Standardization contributions	Contribution to the definition of new and existing standards	# of contributions	Community	1	1	2
4.7	Liaise with related EU & international Projects	Establish synergies, adapt to widely adopted references, exchange of information, create critical mass # of projects/initiatives liaised	# of projects/initiatives liaised with	Policy makers	0	5	10
4.8	Events: Technical Workshops (online)	Validation of approach, findings, dissemination of project activities. Engagement, awareness, involvement of industrial stakeholders and reach to pilot stakeholders	# international events attended	EC, Members of DC4EU Working Groups, Community of Practice	5	10	20
			# events organised to disseminate project results		1	3	8
			# attendees at final event/closing ceremony				>150
4.9	Github/Gitlab	Open-source availability of project software, media and artifacts	# contributions	Community	0	20	30
			# components		0	5	10

TABLE 2 - CDV KPIS



This above mentioned KPIs will be continuously tracked as indicators of the success of the dissemination and communication activities. For instance, the website activity (e.g. number of visitors, time spent, etc.) will be monitored through different tools like Google Analytics in order to gather information about the website traffic and how visitors interact. Same activities are planned for the social networks monitoring or the actual reach of the newsletters.

The analysis of the data gathered from all the dissemination will help us identifying potential barriers and risks that may prevent stakeholders from fully engaging with DC4EU. These could include legal, financial, or technical barriers, as well as cultural, social, or political issues that may impact their willingness to engage.

4.2. CDV INITIAL RISK ASSESSMENT

An important critical mission is to ensure that the strategy will remain on track. In order to avoid and/or mitigate potential risks, a risk management process will be implemented and will consist in a regular assessment of progress and risks towards progresses and the elaboration of a contingency plan to address the specific risks identified.

Every six months, the WP9 will check if the established KPIs for the previously project quarter were achieved. This process will allow the WP to define what potential measures could be applied to mitigate identified risks.

In the table below, we identify the potential risks related with this CDV implementation, as well as the potential impact and the consequential remedial actions to guarantee the established KPIs are achieved. The initial risk assessment is a minimalist approach and new risks will be identified every six months, when the KPIs assessment takes place.

Description of the potential risk	Impact	Probability of occurrence	Remedial actions
KPIs are not reached according to the plan	Potential risks related to the project visibility	Low	Review activities execution performance and related processes/KPIs, if needed.
Changes in WP9 key staff/personnel during the project (e.g. turnover)	This would imply that the teams would have to allocate other personnel (or subcontract) for the execution of the related activities, potentially increasing costs and activities timeline.	Medium	Allocation of other personnel with the necessary skills to accomplish the established objectives.

Subcontracting delays	Delay in hiring companies/people will impact activities timelines.	Medium	Timely, strict and careful management of the procurement processes.
Time deviation in other WPs	Failing to comply with the proposal in time for the technical implementations, which would delay the project	Low	<p>The Milestones were set to produce as much information as possible about the deliverables and to boost the interoperability among partners.</p> <p>If this situation happens, a reschedule of the activities will guarantee that the CDV will keep adjusted to the project objectives.</p>

TABLE 3 – CDV INITIAL RISK ASSESSMENT

CONCLUSIONS

The current DC4EU Communication, Dissemination & Visibility Plan is flexible in order to allow content changes and new methods to meet the consortium needs during the project implementation. It will be a fundamental tool for the project's success, providing guidance to all the partners on the dissemination objectives and achievements.

All the partners are invited to contribute to the plan enhancement during the project's timeframe, and to register all the participations in events, actions, or communications to the media, in close collaboration with WP9.

The execution of this plan will generate contributions for the sustainability strategy of the project, thereby fulfilling DC4EU consortium objectives.



REFERENCES

[1] <https://www.dc4eu.eu/>



APPENDIX A – DELIVERABLES

- D1.1 Project Management Handbook
- D1.3 Quality assurance and risk management plan
- D1.4 Periodic reports
- D1.5 Final report
- D3.1 DC4EU Collaboration & Cooperation Strategy and Activities Report
- D3.2 Coordination report with eIDAS Expert Group
- D4.1 Issuance and verification legal analysis
- D4.2 Onboarding process analysis
- D5.1 Business Blueprint
- D5.2 Deployment and Testing Scenarios Results Library (DTSRL)
- D5.3 Initiatives mapping, documentation, and final report on LSP
- D6.1 The Business Blueprint (BBP)
- D6.2 The Deployment, Testing and Piloting Scenarios Results Library (DTSRL)
- D6.3 The Initiatives mapping and alignment checklist
- D8.1 Registers of governing authorities, verifiable data / trust / attribute / schema registries, guidelines for ecosystem member enrolment
- D8.2 Ecosystem auditing, certification, and sustainability guidelines
- D9.1 Dissemination, communication and visibility plan
- D9.2 Dissemination final report



APPENDIX C – KPI REPORT TEMPLATE (MM/YY – MM/YY)

Communication, Dissemination and Visibility KPIs						
KPI #	Channel / Tool	Impact	KPI	Target Group	Actual	KPI Goal <i>n</i>
4.1	Website at DC4EU.EU	Main information channel, communication of project results, news, events. Generate awareness on project	Page views	EC, Policymakers, Research Community, DC4EU Community of Practice		
			Countries reached			
			Average stay time			
4.2	Social Media Platforms	Brand building, increasing visibility to stakeholders active in social media, raising awareness of project and redirecting to news items on website when appropriate	# followers Twitter	Public, Community of Practice		
			# followers LinkedIn			
			# Social media posts			
			# Social media posts shared			
4.3	Instant Messenger	Facilitation of real-time and asynchronous communication	# of members on Signal	Members of DC4EU Working Groups, Community of Practice		
4.4	Newsletters	Communication of project news, events, results to project subscribers	# of newsletters sent, views on web	DC4EU Community of Practice		
			# of newsletters views on website			



4.5	Scientific Publications	Dissemination of knowledge and technologies developed	# papers published (conferences, journals)	Research Community		
4.6	Standardization contributions	Contribution to the definition of new and existing standards	# of contributions	Community		
4.7	Liaise with related EU & international Projects	Establish synergies, adapt to widely adopted references, exchange of information, create critical mass # of projects/initiatives liaised	# of projects/initiatives liaised with	Policy makers		
4.8	Events: Technical Workshops (online)	Validation of approach, findings, dissemination of project activities. Engagement, awareness, involvement of industrial stakeholders and reach to pilot stakeholders	# international events attended	EC, Members of DC4EU Working Groups, Community of Practice		
			# events organised to disseminate project results			
			# attendees at final event/closing ceremony			
4.9	Github/Gitlab	Open-source availability of project software, media and artifacts	# contributions	Community		
			# components			

