FAME

D7.1 - Dissemination and Community Building Plan

Title	D7.1 - Dissemination and Community Building Plan
Revision Number	3.0
Task reference	T7.1 T7.2 T7.5
Lead Beneficiary	INSO
Responsible	Lucia Gomez, Michele Vavallo
Partners	ALL
Deliverable Type	R
Dissemination Level	PU
Due Date	2023-04-30 [Month 4]
Delivered Date	2023-05-03
Internal Reviewers	JSI GFT
Quality Assurance	UPRC
Acceptance	Coordinator Accepted
Project Title	FAME - Federated decentralized trusted dAta Marketplace for Embedded finance
Grant Agreement No.	101092639
EC Project Officer	Stefano Bertolo
Programme	HORIZON-CL4-2022-DATA-01-04

Revision History

Version	Date	Partners	Description
0.1	2023-01-10	INSO	Table of Contents
0.2	2023-02-11	INSO	First internal draft
1.0	2023-04-27	INSO	Version for Peer review
2.0	2023-05-02	INSO, GFT, JSI	Final version ready for QA
2.1	2023-05-03	INSO, UPRC	Final version reviewed by QA
3.0	2023-05-03	INSO	Final version ready for submission

Definitions

Acronyms	Definition
AAAI	American Association for Artificial Intelligence
AAI	authentication authorization infrastructure
ACM	Association for Computing Machinery
AI	Artificial Intelligence
BDVA	Big Data Value Association
DoA	Description of Action (also DoW, description of Work, PART A of Grant Agreement)
EC	European Commission
ESG	Environmental, social, and corporate governance
ETSI	European Telecommunications Standards Institute
EU	European Union
EmFI	Embedded Finance
GA	Grant Agreement|General Assembly
IBM	International Business Machines
ICT	Information Communication Technologies
IEEE	Institute (of) Electrical (and) Electronic Engineers
IJCAI	International Joint Conference on Artificial Intelligence
ISO	International Organization for Standardization
IT	Information Technology
IoT	Internet of Things
KPI	Key Performance Indicator
KoM	Kick Off Meeting
ML	Machine Learning
MVP	Minimum Viable Product|Platform
PoC	Proof of Concept
SA	Supervisory Authority
SME	Small and Medium-Sized Enterprises
SW	SoftWare
WG	Working Group
WP	Workpackage

Executive Summary

This document presents the Dissemination and Community Plan for the FAME project. It serves as common guidelines and useful information for the communication and exploitation activities that partners will and can carry out to achieve an effective dissemination of the project and its results.

The Dissemination Plan identifies all relevant channels, audiences, information and content that will be disseminated by the project. In addition, the implementation of this plan will optimize the involvement of the target group and relevant stakeholders, emphasizing the potential benefits that the project can bring.

The Dissemination and Community Plan includes the KPIs and the working methodology for the achievement of these indicators. This document reflects the collective and individual dissemination and communication actions, as well as events and workshops of interest.

This report introduces the FAME project branding. Building visual identity has been designed and built on the basis of the FAME consortium suggestion. This document is also developed giving the support to the communication and disseminating activities the FAME project Partners have to fulfil in – use the project logo, the colour palette and templates that have been developed within the project.

Dissemination and Communication are important issues within the FAME project. They are the pillars of the FAME approach in terms of targeting different groups and presenting to them the research results. For every category of identified stakeholders, the Communication and Dissemination strategy differs. However, the baseline message and brand remain transversal to all communication and dissemination activities.

This is the first version of the Dissemination and Communication Plan, which outlines the overall strategy and planned activities for the successful dissemination of the project results. This document will be constantly updated throughout the project lifespan with reports of the partners on their expected and actual dissemination activities.

This Dissemination and Communication plan and report is aimed at the consortium partners to ensure their involvement in all aspects of Dissemination and Communication, and the European Commission in order to communicate the consortium's strategy and report on undertaken dissemination activities.

The Communication and Dissemination plan comprises:

1. Dissemination and Communication strategy, including communication levels (EU/National/Regional) and the responsibilities/ roles attributed to each partner;
2. Initial dissemination content;
3. Initial list of target stakeholders to be addressed;
4. Dissemination channels: specifying the various tools that will be used to reach each of the target audiences;
5. Report on undertaken dissemination activities;
6. Dissemination materials;
7. Initial identified target groups and key actors.

The future versions of the dissemination and communication plan will also include the following sections, which are currently left out due to the early stage of the project:

1. Schedule and details of planned dissemination activities amongst partners, including a provisional list of events, conferences and fairs where partners can represent the project.

This document is the responsibility of Insomnia Digital Innovation Hub as the main partner of the project for the dissemination activities. A final version will be submitted at the end of the project as a final report on all undertaken dissemination activities.

Table of Contents

List of Figures

List of Tables

1   Introduction

FAME, as a joint effort of world-class experts in data management, data technologies, data economics and digital finance, aims to develop and launch a single, reliable, energy-efficient and secure federated data marketplace for Embedded Finance (EmFi) to the global market. For a project of this scope, a powerful communication and outreach strategy is needed.

The general objectives of the Work Package 7 "Dissemination, Exploitation and Stakeholders" are:

- To disseminate and communicate the project's results to stakeholders of the data economy, the European EmFi community and other relevant audiences.
- To build a vibrant community around the FAME marketplace.
- To contribute to the standardization and to policy recommendations about the evolution of the data economy in EmFi.
- To actively engage in DAIRO, GAIA-X and other relevant associations.
- To establish a learning centre for the data economy in embedded finance.
- To prepare plans for the exploitation of the project's results.
- To create plans for the sustainability and wider use of the results.

With this Work Package we aim to spread the impact of FAME and its results to all the interested parties. Within this work package we are willing to inform, raise awareness, engage and promote the project to all possible interested bodies. This Work Package based on the Grant Agreement will present the overall communication and dissemination plan of the project. This plan has been created in order to maximize the audience reached during the lifetime of the project.

This deliverable (D7.1) includes the objectives of the work package, the target group, as well as the communication and dissemination channels and the KPIs. This deliverable will present the individual and global communication and dissemination strategy of the project. In order to achieve this, we have identified the target people that we want to reach and the tools that will be used during the project so as to standardize the project's message in order to have a high impact and achieve the objectives of the project.

Table 1: Communication and Dissemination definition

	COMMUNICATION	DISSEMINATION
Objectives	It covers the whole project and all results.	Promotion and awareness-raising of the results.
Audience	General public, including EU citizens, civil society and mass media.	Scientific Community, Open SW, AI BigData Communities, Fintechs, Banks, Citizens; SMEs; Policymakers; Insurance Companies; Embedded Finance Stakeholders in the Sectors
Language	Non-specialized language.	Scientific language
Channels	TV channels, radio, newspapers, website, newsletters, etc.	Peer-review journals, scientific conferences, online repository of results, etc.

1.1.   Insights from other Tasks and Deliverables

Apart from identifying key stakeholders and prospective adopters by sectoral focus, we align our promotion per target group and dissemination channel or focused event accordingly. The key pillars of the dissemination strategy include:

1. Integrating and positioning the project into the European Data Economy.
2. Integrating the FAME marketplace into the EU finance ecosystem with emphasis on the EmFi segment.
3. Integrating FAME outcomes and tools within European communities e.g., DAIRO, GAIA-X, IDSA.
4. Engaging with relevant stakeholders in the EmFi pilots and attracting stakeholders from their sectors. Disseminating technical and scientific results to appropriate recipients and adopters; Engaging data providers, data spaces and data marketplaces towards expanding the FAME marketplace
5. Disseminating results about data assets pricing, trading and regulation to policymakers, governmental actors and finance/EmFi regulators.
6. Showcasing societal benefits of the FAME-based data driven economy.
7. Promote ESG Finance and investments as part of embedded finance.
8. Enhancing trust of the general public and SMEs in novel Fintech and embedded finance concepts.

The deliverables of this WP will reflect joint synergies, links and activities with affiliated projects, clusters, associations, real market industry links and identified project target groups, including a detailed plan for workshops, webinars, demonstrations and events.

Open access to FAME tools, Learning Centre trainings, videos and feedback will ensure wide promotion/adoption. In addition, the FAME ecosystem developed in DAIRO/ GAIA-X will be supported by promotional activities to reach a critical mass of registrants.

1.2.   Structure

The Deliverable 7.1. "Dissemination and community building plan" is structured in four blocks:

- Part 1. Stages of the communication and dissemination strategy.
- Part 2. This part includes the objectives of these actions as well as the target groups that have been identified. We also specify the channels to be used during the implementation of the strategy and the presentation of the key performance indicators.
- Part 3 compiles the communication and dissemination timetable.
- Part 4. It includes the first actions undertaken by the project during the first 12 months of the project (M1-M12). The monitoring will be reflected in deliverable 7.2 and will bring together the progress for months 12, 24, 32.

2   Communication and Dissemination Strategy

This section presents the communication and dissemination plan for the project. The following steps have been considered and will be further developed in the next chapter:

1. Identify communication and dissemination goals
2. Identify the target group
3. Channels used during strategy implementation
4. Strategies for Measuring Action
5. Indicative timeline for project communication and dissemination

The main objective is to promote the project and publicise its achievements to identified potential customers and stakeholders.

The communication and dissemination strategy of the project targets public and professional audiences. Dissemination and communication activities are carried out with a view to consolidate the visibility of the project among stakeholders and the general public at EU level and beyond. It is important to note that this Strategy foresees the design and implementation of different communication elements, such as media and materials (brochure, website, media, roll-up, etc.) to address dissemination.

2.1   Dissemination Target Groups

The following table lists the main target groups as specified in the Grant Agreement:

Table 2: Target Groups

Target Groups
Scientific Community: Universities and research institutes focusing on BigData/AI, Data Economy, EmFi, Data Trading/Pricing
Direct Industry Links linked to FAME use cases, as potential first adopters-potential customers: Links to EmFi Service Providers, Banks, FinTechs, Regulators.
Related-Affiliated Projects with similar activity and outcomes as FAME (e.g., BigData, FinTechs, Regulators)
Financial and Legal Actors, Policy Makers and Regulators
General Public and Media including retail customers/investors, SMEs, and citizens` groups
Associations, Clusters, Communities: BDVA/DAIRO (Digital Finance Group), GAIA-X, IDSA, Ai4EU, AIOTI
Open SW, AI, BigData Communities: Adopt and use the project's open-source results
Standarisation Organisations: (e.g., ETSI, ISO, CEN/CENELEC, W3C, ISO, IDSA, GAIA-X)
FinTech Hubs and Innovators developing embedded finance products/services.

Scientific communities, Financial and Legal Actors, Policy Makers and Regulator**s,** General Public and Media, Associations, Clusters, Communities, Open SW, AI, BigData Communities and FinTech Hubs and Innovators will be reached through the involvement of the consortium in the dissemination events (tentative initial list in paragraph 3.1) but also in sharing the FAME outputs in the appointed verticals to them via FAME social medias, web, and inviting them in future FAME initiative (workshops, etc.). Direct industry links will be created engaging the FAME Use cases ecosystems (WP6) in the process. In the case of the Related Affiliated Projects will be identified and also hooked

sharing the FAME follow up newsletter and also trying to join forces to organise common events. A list standardization organization has been already created and will be updated during the project span, thanks to the support of T7.2 Standard and SDOs Leader.

The target group contacts and their interest in the FAME Project will be listed inside the Excel table introduced into the Paragraph 3 and updated in the FAME SharePoint.

2.2   Online Tools

Online strategies are a main pillar in the communication strategy of the FAME project. During the project we will mainly use the project's website, social media and mailing lists to communicate and disseminate about the project. In the following section we will go into detail about the dissemination channels.

2.2.1   LinkedIn

Among the online tools of the project, we have the FAME LinkedIn. Through this page we will raise awareness of the project and the topic related to FAME in both LinkedIn but also in search engines.

All partners will contribute to dissemination tasks through this page, but it will be mainly administered by the Work Package 7 Leader.

Link: https://www.linkedin.com/company/fame-horizon/

This channel will serve as support for all the partners communication actions which are related to the FAME scope and purpose as well. The granulometry of the posts will at least the one described in the paragraph 2.2.3, but will be stimulated to rise more communication and media interactions and discussions for creating more "social noise".

2.2.2   Twitter

Another of the project's dissemination and communication tools is the FAME Twitter account. The twitter @FAME_HorizonEU will be managed by the action's Work Package Leader, Insomnia.

The aim is to grow this community by posting relevant content and participating in various events across Europe and to disseminate daily news about the project.

Link: https://twitter.com/FAME_HorizonEU

Figure 1: Fame Twitter

2.2.3   Website

The FAME project website gathers all the basic and essential information regarding the project: https://www.fame-horizon.eu/

In order to generate a greater impact, all partners will be involved in the communication and dissemination of project outcomes and latest updates.

The structure of the website includes:

- **HOME**: the landing page gives a clear overview of the project, its objectives and who we are.
- **The project**: this section offers a further version of the unique features of the FAME Marketplace, the objectives and ambition of the project, the Work Packages and the Deliverables.
- **Consortium**: this section presents the logo of all partners involved in the project. By clicking on each logo, users will be redirected to the partner's official website.
- **News and Events:** this section will include all relevant FAME news and events and will be regularly updated with information coming from each partner. To achieve this, a calendar has been created and shared with all partners to keep track of each partner's contribution. To keep track of these contributions, the consortium was divided into four main groups.
- **Marketplace:** by clicking on this section, the website will redirect to the FAME marketplace.
- **Contact:** the contact section will allow interested parties to get in touch with us.

The tables below present the four groups that have been created in order to organize the publications in the News and Events section.

Table 3: Calendar for partner´s content

Publications	M3	M4	M5	M6	M7	M8	M9	M10	M11
Blog Website	Group 1	Group 2	Group 3	Group 4	Group 1	Group 2	Group 3	Group 4	Group 1
Publications	M12	M13	M14	M15	M16	M17	M18		
Blog Website	Group 2	Group 3	Group 4	Group 1	Group 2	Group 3	Group 4		

Table 4: Group Calendar for partner´s content II

Group 1	Group 2	Group 3	Group 4
GFT	DAEM	JOT IM	TEESLAB
Fujitsu TS	JRC	INNOV	IJS
ATOS	MOH	TRAILBLU	EUBA
IBM	LEANXCALE	NOVOMATIX	UIA
ENG	UBITECH	NOVOMATIX	BPFI
MC Services	INQBIT	Un. Ireland	ECO VERGAND
Universo GC	KM CUBE	NORSK REG.	I.Data Spaces
	UNPARALLEL	UNINOVA	INSOMNIA
			Arthur´s Legal BV.

The content for the blog (News and Events) should conform to the following characteristics:

- Include a headline
- 2000 characters minimum
- 1 graphic or photo (highly recommended)
- Avoid technical jargon (easy to understand for mass media channels).

The FAME website will also link to the project's social media channels. Visitors will also be able to sign up to the newsletter to keep up to date with the latest project news.

2.2.4 Youtube

The fame project also has its own YouTube channel for dissemination activities.

Account: FAME HorizonEU

Figure 2: FAME Youtube

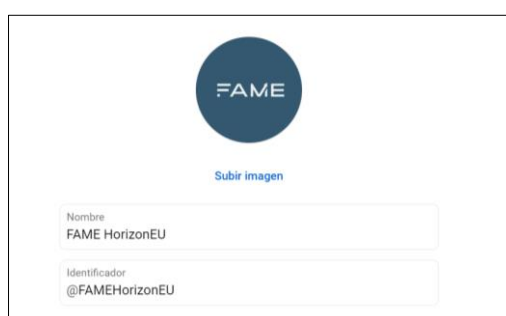### 2.2.5 Newsletter and Press Releases

The objective of press releases and newsletters will be to accompany the whole life cycle of the project, marking the most important moments. This communication and dissemination strategy aims to keep third parties informed and different communication actions such as social media and mailing campaigns will be built in order to establish a solid database of recipients.

The FAME newsletter will be distributed to all partners involved but also to all people who subscribed through the project website. Each year 4 newsletters will be published (12 in total).
The newsletter will be built using the Mailchimp tool.

Newsletters and articles to present the research content in a more appropriate and attractive way for this type of media.
Press releases will be prepared to promote the most important events and results of the project. In addition, short interviews and visual media will be used to communicate results related to research and learning activities and dissemination events in an attractive and effective way.

All articles and digital newsletters published in mainstream and specialised media, as well as those published on partners' institutional channels, will be linked and disseminated through our social media platforms, such as LinkedIn.

2.3   Offline Tools

2.3.1   Logo

The FAME logo is a point of identification and a means of conveying the values of the project, which is why it is a crucial component of the project. The project´s logo has been chosen from 3 different proposals made by the communication agency of the Work Package Leader. All partners were invited to vote for their favourite logo.

 The FAME logo will be used in the offline communication of the project as well as in the online communication.

Below, the logo finally selected by the consortium is included:

Figure 3: FAME logo

The logo is the brand identifier commonly used in all applications.

Figure 4: FAME Isotype

In the case of FAME, the logo, or brand symbol, is the reduced version of the logotype, using only the "F".

2.3.2   Brand Manual

The Corporate Identity Manual includes the constituent elements of FAME's Visual Identity.

As constituent elements, we establish the construction guidelines, the use of typographies and the chromatic applications of the brand.

The consolidation of FAME's image requires special attention to the recommendations set out in this manual, as a document that guarantees a unity of criteria in our communication and public dissemination.

The Brand Manual must therefore be a "living" tool that is present in all applications of the corporate brand and its coexistence with its products.

2.3.2.1   Basic symbology

To avoid undesired results in the implementation of the Fame brand, a number of generic rules must be followed.

The Fame brand is constructed on the basis of a corporate logo, colours and typography that must be respected in any application.

applications.

2.3.2.1.1   Structure and security area

The Fame logo is inscribed in a rectangle in which the letters are correctly positioned.

The "X" value sets the unit of measurement. Thus, we ensure the correct proportion of the brand on any support and measurements.

Figure 5: FAME Logo 2

To ensure optimal app   its, a safety area has been determined based on the "X" value, which establishes a minimum distance from texts and graphic elements.

X" value that establishes a minimum distance from texts and graphic elements.
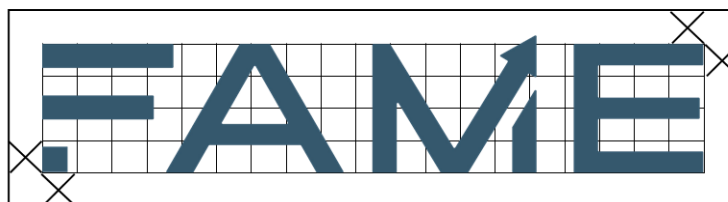
Figure 6: FAME Logo 3

2.3.2.1.2   Corporate colours

Wherever possible, the brand should appear in full colour. In this case, the corporate colours shall be used.

For the application of the corporate colours, the four-colour reference should be sought for reproduction in print.

Figure 7: Corporate Colours

2.3.2.1.3   Corporate fonts

HK GROTESK MEDIUM LEGACY is the corporate typeface for titles.

It is used in its medium size to formalise the corporate image. Its use is defined for the design of titles associated with the company.

ROBOTO is the corporate typography for text.

It is used in all its versions to formalise the corporate image. Its use is defined for the design of text associated with the company.

2.3.2.2   Rules for the proper use of the brand

To avoid undesirable results in the implementation of the Fame brand, a number of generic rules must be followed.

The value of a brand depends to a large extent on the discipline of its application. In order not to weaken the visual message of the brand, it is essential to avoid counterproductive effects in its application.

A disorderly use of the visual identity creates confusion and has a very negative impact on the brand profile and on the public's perception of its values and services.

Ordering and applying the logo correctly is a guarantee that it will perfectly transmit the hierarchy within the corporate image as a whole.

2.3.2.2.1 Correct versions

Whenever possible, the main version of the mark shall be used. If this is not possible for technical reasons, the black and white version shall be used.

Figure 8: Black and white LOGO version

2.3.2.2.2 Misapplications

The logo has relative sizes and proportions determined by the criteria of composition, hierarchy and functionality.

Under no circumstances will these sizes, colours and proportions be modified.

Figure 9: FAME Logos Correct Versions
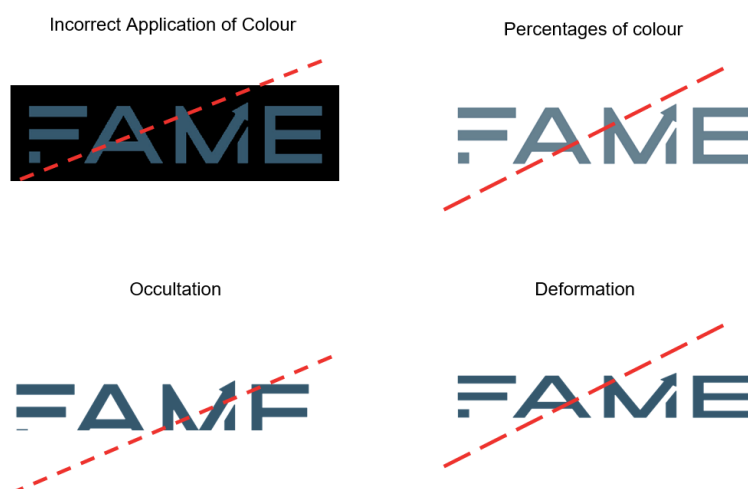
Figure 10: Logo Misapplications

2.3.2.2.3 Size Reduction

It can be reduced to a maximum width of 10 mm.
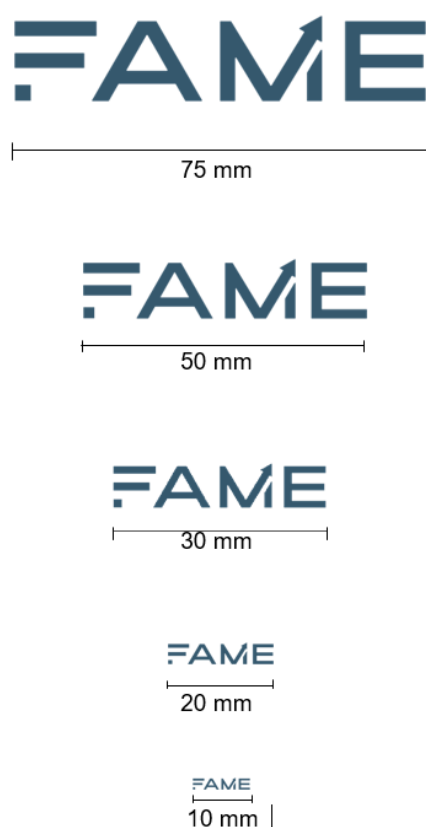
Figure 11: Logo Sizes

2.3.3 Brochure and flyers

A FAME brochure has been designed and uploaded to the project's SharePoint. This template will be available in the repository for use by partners.

2.4 Communication and dissemination channels

The FAME consortium is composed of different and complementary profiles, therefore different channels of communication and dissemination have been identified as possible ways of communication and dissemination. Partners will contribute through the channels they consider most convenient.

The following list contains the possible channels used by FAME:

- Publications
- Scientific publications (e.g., journals)
- Articles (e.g., peer-reviewed journals)
- Technical reports
- Newsletters
- Organization and/or participation in events
- Workshops
- Webinars
- Hackathons
- Trade Fairs

2.5 Key performance Indicators

In order to achieve the project objectives, the Grant agreement includes a number of Key Performance Indicators that must be covered.

Below is the list of KPIs that will be used to monitor the actions carried out during the project.

For the social media (Twitter and LinkedIn), we will monitor using their own statistical metrics. For the website, tools such as Google Analytics will be used.

Table 5: Dissemination Indicators

Dissemination Measure	Reason	Engagement Action	Target KPI
Organization/attendance to conferences/workshops	Attract adopters, promote FAME	Organized: 15, Attended >=30	>=1000 visitors, 10 speakers
Common activities with affiliated projects	Make FAME a hub of innovation	Common workshops, dissemination actions	5 common events, 5 posts in CORDIS/other EC systems
Workshop/collaborative schemas with similar projects	Devise common tools. Engage members	3 workshops	25 project synergies, 5 common products/services
Industry links, synergies	Attract adopters/users	50 real market links	10 adopters, 20 trials/testers
Open access exhibitions and demonstration events	Outreach non-specialized audiences	Demonstrate UC in lively/lightweight way	>=3 exhibition, >=2 demo days, >=200 attendees
Onsite UC promotional demonstrations/workshops	Attract customers, Raise awareness	Short video media coverage, feedback	>=1 demonstration per UC >=1 workshops per UC
Online and/or F2F training/webinars on Use Cases	Ensure general public understands benefits	Non-IT savvy public & for Financial Orgs	>=10 webinar/trainings >=50 attendees
Dedicated ESG Results promotion	Engage Decision Makers and Investors	Open day with UC and media presence	>=2 events / workshops
F2F with Policy makers / Banks (National & EU levels)	Join FDS; Engage policy makers	Open day with Use Cases	>=2 events, >=8 speakers
Promote FAME Marketplace and Tools	Feedback on project tools and services	Activate all partner and UCs networks	200 registrants, 12+ marketplaces linked
Uptake by Fintechs & with example Use Cases	Raise awareness, attract users, receive feedback	F2F & online examples of provided material	20 synergies established
Open access reports	Scientific support	Scientific publications	>=5 journals, >=15 conference
Non-scientific reports	Adoption by SMEs	Trainings/Showcases	>=5 industry magazines
Standardization liaisons	WG links, feedback	Common publications	Standards/organizations >=5
Association liaisons	Banks, Fintech Hubs	FAME Webinars	Liaisons >50

Table 6: Communication Indicators

Communication Measure	Reason	Engagement Action	Target KPI
Project website with links to data assets & Tools of FAME	Ensure back-links/ recognition to website	Engage registrants, Recurring visits	>=1000 visits, >200 registers >=350 blog interactions
Web/social content, blogposts, articles, whitepapers	Build visibility and community	Project progress events, news	Y1: >2/month, Y2: >3/month Y3: >4/month
Live audience feedback and live survey in online events	Grow community, Regular engagement	Visibility of project in all channels	1 live audience survey in online event >= 50 responders
Digital liaisons with projects	FAME to be a hub of innovation	Link with Clusters	>=20 backlinks to website >=10 common articles/posts
Videos, YouTube channel	Visually engage users	Promo video of UCs	1 promo/UC/tool, total >10
Social media: ResearchGate LinkedIn, Twitter, Facebook	Digital presence, new leads for synergies	Identify and regularly publish new content	>=3000 followers, >=500 posts, >=4000 interactions
Marketing pack and promotional press kit	Focused material (for stakeholders/events)	Exhibition, demo days, workshops	Rollup, brochure, banner, factsheet (interim and final)
Project identity and branding	Achieve recognition and brand awareness	All F2F meetings and all events	Logo, color-space, artboard, graphic visuals, pitch, e-card
Press releases, newsletters, and digital briefs	Send tailored messages to specific audiences	Communicate project's Benefits	Y1: >=8, Y2: >=16 (1/UC) Y3: >=24 (1/UC + 1/tool)
Stakeholders' database and engagement tracker	Marketplace members, prospective clients	Develop a database of contacts and liaisons	Y1: >=500, Y2: >=1500, Y3: >=3500

2.6 Guidelines for Communication and Dissemination Activities

As specified in the Article 17.2 of the Grant Agreement: "Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

- The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

- Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.
- When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos".

Moreover, according to Article 17.3, any communication or dissemination activity related to the action must use factually accurate information. It also should include the following disclaimer (translated into local languages where appropriate):

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

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of

results (in any form, including electronic) must therefore:

(a) display the EU emblem and

(b) include the following text:

"This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101092639".

Press releases and newsletters will be issued as an average of one per month using the FAME Webpage as a catalyst for it. Any information (publication, use case event, tools development, meetings, etc) will be used for creating contents to be broadcasted. A table for that has also been created in the same Excel added in the SharePoint.

Press release, newsletter, etc.				
Nº	Name	Type	Link	Comments

Figure 12: Press Releases

2.7   Guidance for Using Social Media

Regarding Communication and dissemination activities FAME will be using the Horizon Europe's guidelines on Dissemination and Exploitation

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm   and   https://rea.ec.europa.eu/system/files/2021-11/Communication%2C%20Dissemination%20and%20%20Exploitation-2021.pdf

The EU emblem can be downloaded from the Europa website: https://europa.eu/european-union/about-eu/symbols/flag_en

3   Communication and Dissemination Plan

The communication and dissemination activities carried out by each partner will be monitored on a regular basis every six months.

A table within SharePoint will be made available to all partners in order to record all dissemination and communication activities carried out by the consortium partners during the designated period.

This table will be reported within all versions of D7.2. as mentioned within the Description of Action (DoA). All consortium partners will be asked to fill in the Dissemination and Activity Report form after each dissemination activity carried out, as well as for those planned in the near future. These will be included in the annex of the annual update of the dissemination and communication guide. The list of dissemination and community activities will contain the following topics:

Dissemination Activities M1-18								
Date	Location	Responsible Partner/ Author(s)	Dissemination Activity Name	Type of Dissemination Activity: please choose and report one from the drop-down-list on button next to cell	Target audience reached (nº)	Description of the objective(s) with reference to a specific project output (max 200 characters)	Type of addressed audience	Status of dissemination Activity

Figure 13: Dissemination Activities

Communication Activities M1-18							
Date	Responsible Partner/ Author(s)	Communication Activity Name	Description	Target Audience	Communication Channel	Outcome	Status

Figure 14: Communication Activities

Figure 15: Publications on Website

Scientific publication list has also been included to support this process and the partners in carrying on this task:

Scientific Publications							
No.	Type	Title	Responsible Partner	Authors	Title of the Journal/Proc./Book	Date	DOI

Figure 16: Scientific Publications

Target group list also managed where the list described in Table 3 has been inserted into the type of selection, all the partners are involved identifying and engaging them in the several dissemination and communication activities:

Target Groups					
Nº	Name	Acronym	Type	Contact	Description interest

Figure 17: Target Groups

In the case of the standards a new list and also description on how to fill it has been appointed:

Partner	FAME WP/Task	Area	SDOs Body Committee	Reference standards, protocols, systems (title of standard)	Description	Importance for FAME	Do you have any recommendations to enrich the standard?	Is it used by FAME?	Which part of FAME is relevant for?	Geographical scope	Link to the standard	Additional information
Partner involved in/ proposing this SDO/ standard	If relevant to any	platforms, Quality, Data architecture, Data interoperability, Privacy and anonymization, Information Security, Cloud Computing, AML regulations, Communication	e.g. DIN, W3C, ISO, ECMA, AML, etc.	e.g. ISO 22739:2020, DCAT, etc.	Describe the standard	How is this SDO or standard relevant for FAME	Even if you don't have concrete recommendations at the moment, where do you expect that FAME can contribute to this standard?	i.e. which architectural layer, pilot, technology, etc.	Worldwide, EU, specific country, etc.		Are you already involved in this standard or SDO? Or do you have additional comments?

Figure 18: Standards

At the end, there is the last table where all the related KPIs (dissemination and communication KPIs) have been identified for being able to track and control them during all the project implementation

Dissemination KPIs Tracker					
Measure	Reason	Engagement Action	Status	Target KPIs	Achieved

Figure 19: Dissemination KPIs Tracker

Communication KPIs Tracker					
Measure	Reason	Engagement Action	Status	Target KPIs	Achieved

Figure 20: Communication KPIs Tracker

This KPIs will be checked periodically and reported to all the FAME Consortium and coordination as administrative control/check process.

3.1 Individual communication and dissemination intentions

The individual actions per partner with regard to communication and dissemination are listed in the table below. According to the Subsidy Agreement, the above-mentioned tasks will be carried out during the 36 months of the project duration.

Concrete actions include:

- Web/social content, blogposts, articles, whitepapers.
- Videos, YouTube channel, Digital liaisons with projects.
- Press releases, newsletters, and digital briefs.
- Dissemination of the Project to Scientific Community.
- Organisation and contribution to events, workshops and exhibits.
- Posts on partner´s social media and websites.
- Presentations in national/international forums and workshops relevant to project results.
- Informal person-to-person meetings with relevant stakeholders.
- Publishing results in journals.
- Hackathons for fintech/insurance tech services.
- Internal communications including electronic newsletters, town hall meetings and innovation meetups.
- Dissemination in Joint Events.
- Publication in academic articles in high impact international journals.
- Distribution of Brochures.

Table 7: Dissemination Intentions

Partner Organization	Dissemination Intentions and Plans
GFT ITALIA SRL	As GFT is an international digital transformation solution provider, a main dissemination target for GFT will be the financial and insurance industry (including banking) starting with its existing portfolio of customers. GFT will engage in technology transfer networks to disseminate the FAME results (including lessons learnt) and their importance and use in growing the FinTech sector. GFT will promote the project's results mainly within its own client base and contacts in order to further the potential use and take up of the FAME technologies and services. GFT will also disseminate the results of the FAME project at a European level through some of its own strategic alliances. 1. Contribution to the project's general (top-down) dissemination strategy through blog posts, contributions to the FAME web-site, newsletter, ; 2. Dissemination of the project through the web site and social media channels of the company; 3. Leading role in the synergies of FAME with other relevant projects in the Data Spaces Support Centre (DSSC sponsored by BDVA) based on joint events and communication actions, as well as knowledge sharing (e.g., DataWeek in June 2023); 4. Organization of customer and stakeholders' workshops. GFT will organize FAME related events which already gathers BigData and IoT innovators. In all the above ways, GFT is committed to increase the number of participants to the FAME marketplace platform and associated ecosystem.
FUJITSU TECHNOLOGY SOLUTIONS	Fujitsu plans to contribute to the dissemination in following areas: • Whitepaper: Publish a whitepaper outlining the technical architecture and benefits of the Smart Contract and Trading Mechanisms in the marketplace and share it with industry experts and stakeholders. (Timeline: between M6 – M12)

	• Social Media: Use LinkedIn to share our whitepapers, articles, and other updates like highlighting the benefits and use cases of the FAME with our network. We will also use this platform to engage with our followers and respond to questions and comments. • Webinars: In coordination with task leader, help in organizing webinars and workshops to educate potential customers and stakeholders on the advantages of the Smart Contract and Trading Mechanisms in the marketplace. This could include partnering with relevant industry organizations to reach a wider audience. • YouTube videos: In coordination with task leader, help in creating educational videos on topics related to our data marketplace and smart contract solutions, which will be hosted on FAME's YouTube channel. We will also create short and long format videos to provide updates on our project and engage with our audience. • Journal Publications: In close coordination with task leader, publish articles along with other FAME partners in relevant industry journals to reach a broader audience. • Conference Presentations: Attend industry events and conferences to network with potential customers and partners, and showcase FAME and its capabilities. Corporate Website and Blog: Regularly update our corporate website and blog with news, announcements, and product updates related to the FAME, with at least one post every 4 months.
ATOS IT SOLUTIONS AND SERVICES IBERIASL	Atos aims to effectively disseminate the results of the FAME project throughout the organization using various communication tools, including newsletters, internal webinars, Atos Innovation Week, and Atos Expert Community. This strategy will ensure that more than 100,000 technologists in over 70 countries worldwide are informed about FAME's progress and can share this information with a wider network of partners and customers. Furthermore, Atos plans to regularly communicate updates on FAME externally through its corporate webpages, social media accounts, and press releases. This will allow the company to reach a broader audience and increase the visibility of the project's accomplishments. Finally, Atos intends to disseminate the project's results in specialized forums, conferences, and industry events such as the IoT Week, FIWARE Summit, European Big Data Value Forum, and Data Week. Collaboration with academic partners may lead to the publication of articles in reputable journals and conferences, further increasing awareness of FAME's achievements.
IBM ISRAEL - SCIENCE AND TECHNOLOGY LTD	IBM is involved in the consortium via its research unit and as such, will aim to disseminate the results of FAME via scientific publication and talks at conferences and workshops, specifically those that target AI and business process management as their main topic, e.g., KDD, IJCAI, AAAI, BPM, and ICPM. In fact, IBM is chairing this year's second workshop on Process Management in the AI Era (PMAI) at the IJCAI23 conference. This workshop aims at bringing together researchers from different disciplines to promote the synergy between AI and process management to address open scientific challenges. IBM has a rich tradition of not only exploiting research technologies in its own products, but also in contributing key assets to the open-source community. Accordingly, IBM will work towards promoting the evolving FAME assets to the open-source community.
INGEGNERIA INFORMATICA SPA	ENG is the largest IT company in Italy, serving over one thousand large customers worldwide as a system integrator and provider of custom ICT solutions. To maintain this market leadership, ENG is continuously engaged in an innovation process that translates the results of its research investments into market solutions and services thanks to the interaction between the R&I

	department and the company's Business Units. Moreover, ENG is full member of the Big Data Value Association (BDVA), of the International Data Spaces Association (IDSA), of the Gaia-X European Association for Data and Cloud and of the FIWARE Foundation. In the FAME context, ENG will exploit its vast network of customers and associates to disseminate the project's results. In particular: A) ENG's corporate website will include information on the project, on its technological outcomes and on the lessons learned in pilot applications; B) ENG will liaise with international initiatives and associations (e.g., BDVA, IDSA, Gaia-X and FIWARE), improving the awareness of the project's results in all the relevant working groups.
BANCO SANTANDER SA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
MC SHARED SERVICES SA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
UNIVERSO GC SA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
DAEM - DIMOS ATHINAION EPICHEIRISI MICHANOGRAFISIS (City of Athens IT Company)	DAEM's dissemination foresees the promotion and presentation of the project results while recruiting stakeholders at any relevant local, national or international events. DAEM's social networks will be exploited in cooperation with DAEM's highly skilled Marketing Department to serve dissemination purposes, along with its parental and sister organizations' networks. Indicatively, communities of citizens, decision-makers, local government organizations, governmental organizations, NGOs, academics, researchers, students, businesses etc
JRC CAPITAL GMBH	JRC intends to disseminate FAME results through regular posts on the company's social media channels, websites and external partner channels. In addition, JRC will contribute by writing white papers to support the commercialisation of the activities and results of the project. In terms of targeting to make the FAME project attractive to the community, JRC will focus on creating collaborative workshops on the pilots to be engaged and deployed in the project, as well as some training videos focusing on the role of JRC and results of the project, including ESG portfolio recommendations, explanations on ESG scores, etc. Participation in collaborative publications, workshops and webinars for dissemination of the project will always be an objective of JRC.
MOTOR OIL (HELLAS) DIILISTIRIA KORINTHOU AE	MOH plans to disseminate the project's outcomes through posts in its website and social media so as to communicate the progress and milestones achieved. Additionally, the project will be presented at relevant events/conferences that MOH may participate.
LEANXCALE SL	LeanXcale will create awareness in the industry about the innovations developed in the project to prepare for large scale commercialization after project end. The targeted markets are Europe, Asia and US while the target groups will be sectors that are data intensive and rely on isolated silos. The dissemination of the technology developed by LeanXcale will use the following types of channels: - Conferences / Exhibitions / trade fair - Webinars: bimonthly webinar related with the technology that LeanXcale is brining and developing within the project. - Press releases, newspaper articles and other dissemination activities: 1 monthly post on data management from month 13 till end of the project at LinkedIn network that counts today with 21,000 contacts in the first level, 4 million in the second level and 585 billion in the third level.

UBITECH LIMITED	UBITECH's dissemination plan during the course of the project focuses on the diffusion of the project scope, objectives and developments to a wide range of stakeholders in the relevant business, industrial and research communities, starting from the preliminary and first results (e.g. conceptualization, framework, architecture, models) at the early stages of the project to more technological mature results (e.g. prototypes, software components, integrated platform, pilots, evaluation) near the end of the project. To achieve this, UBITECH plans to leverage a variety of dissemination channels including, among others, the following: (a) publication on its corporate website and company newsletter, (b) active participation to EU organized events and conferences, (c) scientific publications in topic-specific journals, conferences and workshops, (d) editing and publication of brochures, press releases and announcements. Hence, UBITECH plans to disseminate the project results to relevant actors and stakeholders in the information and communication technologies (ICT), Big Data (BDVA), and EmFI market, as well as in the overall fintech sector. To this end, UBITECH will target relevant journals and conferences such as the IEEE/ACM International Conference on Big Data Computing Applications and Technologies (BDCAT), IEEE International Conference on Data Science and Advanced Analytics (DSAA) and World Summit AI, as well as exhibitions and trade fairs such as the FinTech World Forum, the FinTech Connect and the Cyprus FinTech Expo.
INQBIT INNOVATIONS SRL	The dissemination plan of INQBIT during the project is focused on the publication of both the purpose and the technologies related to authentication authorization infrastructure (AAI) and security policies in which our company participates on a technical level. The means that INQBIT will leverage in order to achieve this purpose are the following: (a) regular posts on the company's social media which will relate to the progress of the project as well as the active participation of INQBIT within it. (b) Presentations of innovative technical developments and connections with other EU projects in conferences like ARES 2023 (c) Possible collaboration with academic partners with main purpose of publishing articles in reputable journals and conferences. INQBIT is a small and medium-sized enterprise (SME) focused on designing, developing. and delivering ICT solutions and services to the market. Through FAME, INQBIT aims to expand its knowledge of data security. This will allow the company to broaden its audience and increase the visibility of the whole project.
KM CUBE ANONYMI	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
UNPARALLEL INNOVATION LDA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
JOT INTERNET MEDIA ESPANA SL	JOT's plan for dissemination combines the generation of content (short articles and press release) to promote the data motenization use case in social media as well as the publication of the most innovative technical developments in scientific journals and conferences like RuleML+RR 2023, Big Data & AI World and IARIA Congress 2023. As part of BVDA, JOT periodically in events like European Big Data Value forum.
INNOV-ACTS LIMITED	INNOV-ACTS will disseminate the project's outcomes through the following channels: (A) Blogs and posts that will be regularly published (i.e., at least once per month) in the company's web site and social media channels, including posts for the results produced by INNOV i.e., the Learning Center, the blockchain developments and the MoH pilot; (B) Presentations in conferences such as the IoT Week and the Data Week, as well as blockchain

	related events such as the Decentralized conference; (C) Publications in scientific journals and conferences such as the annual IEEE DCOSS-IoT conference; (D) Whitepapers aiming at the marketing and promotion of the project's outcomes to targeted stakeholders such as EmFi solution providers, financial organizations and policy makers; (E) Liaisons with organizations relevant to the project's results such as the EU Blocklchain Observatory and Forum (EUBOF).
TRAILBLU YAZILIM ANONIM SIRKETI	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
NOVOMATIX IDIOTIKI KEFALAIOUCHIKI ETAIREIA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
NATIONAL UNIVERSITY OF IRELAND GALWAY	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
NORSK REGNESENTRAL	NRS will use project results for educational purposes at (i) the University of Oslo, (ii) NTNU, and (iii) University of Bergen which are collaborating with NRS in education. NRS will target research communities, climate change main stakeholders and players (government agencies, regulatory agencies, environmental industry stakeholders, and additional climate industry technology actors), Norwegian SMEs, Large organizations Norwegian and Nordic stakeholders, Universities and Colleges for dissemination. General outlets for reaching theses audiences include science news outlets such as www.forskning.no which publishes articles in Norwegian and www.sciencenordic.com which publishes articles in English, as well as the science sections of Norwegian newspapers and NRS' own podcast series. We will in addition present the results of the project at climate adaptation conferences that aim to bring together researchers, public administrations and private actors, such as the European Conference and Climate Change Adaptation and the Nordic Conference on Climate Change Adaptation. NRS will disseminate new technology advances through high impact publications and conferences, as well as scientific forums. NRS will target some of the top AI journals as well as journals that operate on the intersection between statistics, AI, climate science, security and trust, and decision science. These include IEEE Transactions on Pattern Analysis and Machine Intelligence, IEEE Transactions on Neural Networks and Learning Systems, Foundations and Trends in Machine Learning, International Journal of Critical Infrastructure Protection, International Journal of Information Technology & Decision Making, Environmental Research Letter, the Journals of the Royal Statistical Society, International Journal of Information Security, ACM Transactions on Privacy and Security, IEEE Security and Privacy, etc. NRS participates in NORCICS (Norwegian Centre for Cybersecurity in Critical Sectors - https://www.ntnu.edu/norcics) where critical infrastructure resilience, identity and trust management are the key pillars, and finance is one of the important critical sectors. NRS is also actively involved in organizing workshops co-located with the ESORICS and ARES conferences where NRS will present and disseminate project results. NRS also participates in several national and international networks and clusters which NRS will present and disseminate project results. NRS will construct a project website for FAME on NRS' official website.
UNINOVA	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes

UNIVERSITY OF PIRAEUS RESEARCH CENTER	UPRC researchers will disseminate the results of FAME primarily through scientific publications in various conferences, workshops, and journals. Additionally, the university collaborates continuously with national organizations, including: (i) the General Secretariat of Research & Technology (GSRT), (ii) the National Documentation Centre (NDC), and (iii) the Technical Chamber of Greece (TEE-TCG). Collaborating with those organizations, UPRC will disseminate the results of FAME at a national level towards the general public and the industrial community being represented in the aforementioned groups. UPRC is also directly involved in various national and European research projects and collaboration groups, which will act as consumers of the project results through specific collaboration and communication activities. Finally, since UPRC is tightly coupled with the University of Piraeus – as its research center, it intensively collaborates with all of its IT departments, and as a result the UPRC researchers will be able to actively organize training sessions / lectures in both under-graduate and post-graduate programmes to promote the project results and research outcomes.
INSTITUT JOZEF STEFAN	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes. As JSI is a research partner, the results of the project will be also disseminated through scientific publications. JSI is also involved in FAME's Training Programs, Learning Center and Stakeholders' Training, and this result will be also actively disseminated through JSI's networks.
EKONOMICKA UNIVERZITA V BRATISLAVE	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
UNIVERSITETET I AGDER	UiA aims to effectively disseminate the results of the FAME project throughout the research community and to practitioners using multiple communication means including presentations in workshops, seminars and conferences, newsletters and research publications. Furthermore, UiA plans to regularly communicate updates on FAME through social media accounts and webpages. Finally, outcomes from the ongoing activities of FAME project will be used as real-life examples and input into relevant courses (i.e., Data Science Applications I, Data Science Applications II, Human-Centered AI, Research Methods in Information Systems). UiA will target both International Conferences and Journals: Conferences: I3E IFIP Conference - e-Business, e-Services, and e-Society European Conference on Information Systems (ECIS) Mediterranean Conference on Information Systems (MCIS) Journals: Information Systems Frontiers (Springer) International Journal of Information Management Data Insights (Elsevier) Behaviour & Information Technology (T&F)
BANKING & PAYMENTS FEDERATION IRELAND	The organization will use internal and external networks for communicating and disseminating the FAME Project outputs regularly, also in any workshop or event aligned with the FAME purposes
ECO VERBAND DER INTERNETWIRTSCHAFTEV	eco – Association of the Internet Industry plans to organize the dissemination according to the following procedure. In the first year, we will present FAME to the outside world as a perspective use case based on the relevant specification (according to GXFS) and integrate it into the Gaia-X events. The goal is to create awareness, expectation and curiosity towards applicability among relevant target groups, multipliers and stakeholders. In the 2nd year we will - as soon as available - disseminate the interim results assuming that Gaia-X compliance will be achieved. FAME will thus benefit from the Gaia-X activities in the dissemination and in this framework. FAME's own topics will be provided with an appropriate audience. In the third year, articles and events

	will be more focused on applicability, transfer, testing and implementation (integration of DataSpaces and Marketplaces). We would use our own and third-party events for this purpose. Events, interim results, feedback and relevance for the target group will be flanked by articles and social media.
INTERNATIONAL DATA SPACES EV	IDSA will be disseminating FAME results through the IDSA magazine, events and online tech-talk webinars, in an IDSA update session and the events of other organizations we have close ties with. We will also be showcasing FAME in the IDSA use cases RADAR and through a blog article in our own web site. Finally, we will take the chance to amplify FAME press releases and events through our social media postings.
INSOMNIA CONSULTING SOCIEDAD LIMITADA	INSOMNIA will disseminate the FAME project results and outputs to the corporation we normally work with (Bankia, Reale Seguros, Generali, Santa Lucía, CESCE, ICEX, Howden, Informa, Equifax, Ports of Spain, GSK, Michelin, etc.), Bankia/Caixabank Fintech by Innsomnia Program: Insomnia has created the 1st Fintech Accelerator at national level for Bankia, 4th largest bank in Spain (currently merged with Caixabank). Since its creation, the Program has attracted more than 600 startups/SMEs from +20 international ecosystems, of which 60 have successfully developed a PoC and an MVP for the bank. Equifax Fintech Program: Fintech acceleration program for the world's leading financial information solutions company. Fintech Acceleration Program Red Link Argentina: acceleration program to digitize more than 40 banks from Argentina.
ARTHUR'S LEGAL BV	AL intends to promote the results produced during the FAME project by leveraging its own network of cities, EU member states, EU institutions, non-governmental organisations and other interested SMEs. Moreover, the results produced during the project will be disseminated at conferences, in the Netherlands and in Europe, in which Arthur's Legal will participate, also as a panellist. From time to time, AL will attend the relevant FAME webinars and communicate the relevant outcomes on its social media profile (LinkedIn), through blog posts and comments, as well as through Arthur's Legal and Arthur's Legal, Strategies & Systems websites, and the personal LinkedIn pages of colleagues involved in the specific activities.

3.2 Communication and dissemination opportunities

3.2.1 European Events 2023

The participation of the consortium in one of the following events, can be a great opportunity to give visibility to the project and to present it to other financial institutions, regulators, Fintech, etc. The following table summarises upcoming European events related to digital finance, FinTech, Data Science & Statistics, Big Data, etc:

Table 8: Events

N°	City	Event's Name	Date	Link
1	Paris	Paris FinTech Forum	May 30&31, July 4, October 10&12, November 28, 2023	https://members.parisfintechforum.com/

2	Frankfurt	World Conference on Data Science & Statistics	June 26-27, 2023	https://datascience.thepeopleevents.com/
3	Amsterdam	Money 20/20 Europe	June 6-8, 2023	https://europe.money2020.com/
4	Köln	The POST/Bank hackathon	June 3-5, 2023	https://www.hackathon.com/event/post--bank-hackathon-cologne-23939444523
5	Amsterdam	Blockchain Expo	September 26 & 27, 2023	https://blockchain-expo.com/europe/
6	Valencia	European Big Data Value Vlc	October 25-27, 2023	https://www.bdva.eu/european-big-data-value-forum-ebdvf-2023
7	Luleå, Sweden	European Big Data Value Data Week 2023	June 13-15, 2023	https://data-week.eu/
8	Macao, China	2nd Process Management in the AI Era (PMAI)	19-21/08/2023	https://pmai23.github.io
9	Pafos	IEEE DCOSS-IoT 2023	19-21/06/2023	https://dcoss.org/
10	London	FinTech Connect 2023	06-07/12/2023	https://www.fintechconnect.com/events-london
11	Thessaloniki	IEEE International Conference on Data Science and Advanced Analytics (DSAA)	09-13/10/2023	https://conferences.sigappfr.org/dsaa2023/
12	Benevento	2023 International Conference on Availability, Reliability and Security (ARES)	August 29 – September 1, 2023	https://www.ares-conference.eu/
13	The Hague	The 28th European Symposium on Research in Computer Security (ESORICS)	September 25-29, 2023	https://esorics2023.org/
14	Exeter	The 22nd IEEE International Conference on Trust, Security	Nov 1-3, 2023	https://hpcn.exeter.ac.uk/trustcom2023/

		and Privacy in Computing and Communications (TrustCom)		
15	Frankfurt	Digital Euro Conference 2023 - #DEC23	31 March 2023	https://blog.digital-euro-association.de/the-digital-euro-conference-2023-summary
16	Benevento	2023 International Conference on Availability, Reliability and Security (ARES),	September 1, 2023	https://www.ares-conference.eu/
17	The Hague	The 28th European Symposium on Research in Computer Security (ESORICS)	25-29, 2023	https://esorics2023.org/
18	Exeter	The 22nd IEEE International Conference on Trust, Security and Privacy in Computing and Communications	Nov 1-3, 2023	, https://hpcn.exeter.ac.uk/trustcom2023/
19	Kristiansand, Norway	The 31st European Conference on Information Systems (ECIS)	Jun 11-16, 2023	https://ecis2023.no/
20	Curitiba, Brasil	The 22th IFIP Conference e--Business, e--Services, and e--Society I3E2023	Nov 9-11, 2023	https://www.i3e2023.com/
21	Istanbul	SmartNets 2023 - International Conference on Smart Applications, Communications and Networking	July 25-27, 2023	https://smartnets.ieee.tn/
22	Slovenia	26th International Multiconference Information Society. Conference: SIKDD DATA MINING AND DATA WAREHAUSES	October 9.-13., 2023	https://is.ijs.si/?lang=en

3.2.2   List of relevant academic journals

The results of FAME will be relevant to the scientific community. Academic journals in the area of big data, digital finance, next generation technology applied to finance, etc. are an important means to disseminate the results of our project.

The table below presents a list of potential journals that could be targeted by FAME (non-exhaustive list):

Table 9: List of potential scientific journals

N°	Name of Journal	Main Topics
1	IEEE Transactions on Pattern Analysis and Machine Intelligence	Machine intelligence
2	IEEE Transactions on Neural Networks and Learning Systems	Neuronal network
3	Foundations and Trends in Machine Learning	ML
4	International Journal of Critical Infrastructure Protection	Critical infrastructure protection
5	International Journal of Information Technology & Decision Making	IT
6	Environmental Research Letter, the Journals of the Royal Statistical Society	Environmental research
7	International Journal of Information Security	Information security
8	ACM Transactions on Privacy and Security, IEEE Security and Privacy	Privacy and security data
9	Information Systems Frontiers (Springer)	Information system
10	International Journal of Information Management Data Insights (Elsevier)	Data Management
11	Behaviour & Information Technology (T&F)	IT
12	EPJ Data Science	Data science
13	Engineering Applications of Artificial Intelligence	AI
14	Evolving Systems	IT
15	International Journal of Data Science and Analytics	Data Science analytics

According to the EU rules, Open access to all the peer reviewed scientific publications of the project will be provided. Selected publications will be made available with the highest standard (Gold Open Access). The rest publications will be made available in the project's web site, but also in OpenAIRE's Zenodo open access repository. In terms of Open Peer review, FAME will allow self-selected reviewers to provide comments on the project's scientific outputs (i.e., publications, blueprints), beyond reviewers selected by the Open Access journals (or other forums) where the results will be made available. FAME partners will participate as open peer reviewers to open peer reviews of results from related projects (e.g., INFINITECH, TripleA, i3-MARKET) and projects

funded in the same call. Open access to the FAME tools, trainings of the Learning Centre, videos, and feedback will ensure wide promotion/adoption as well.

The list is part of the Excel (paragraph 3) added inside the FAME SharePoint which will be populated by the scientific / academic profile partners.

3.3   Communication and Dissemination Calendar

The FAME communication and dissemination calendar will provide partners with an overview of the different actions that will be organised during the 36 months of the project. This calendar will be updated in the corresponding WP7 deliverables. The achievement of these tasks will require the collaboration of all partners.

The graph shows the plan of events, workshops and conferences for the next 6 months for our partners:
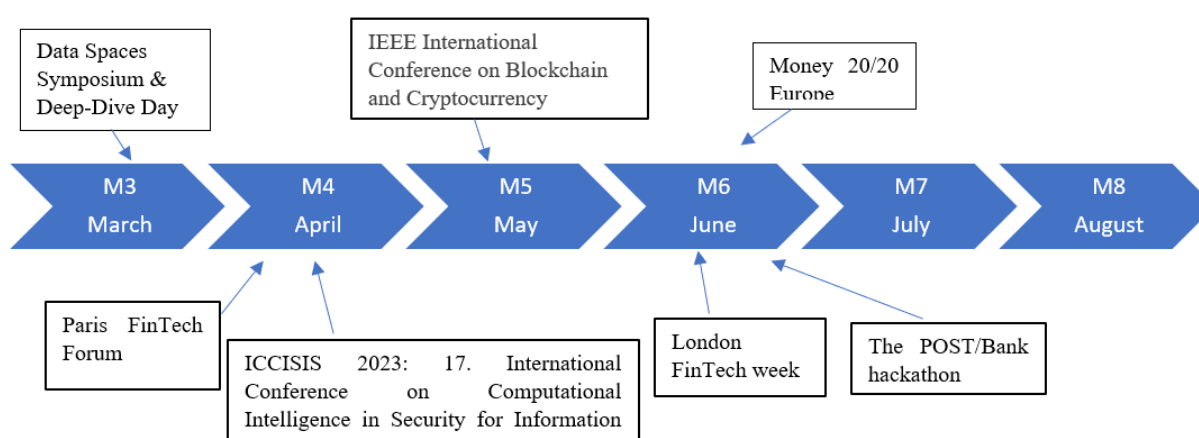

Figure 21: Events

4   FAME first activities

4.1   Participation in events

So far, the Dissemination events have been attended are:

Table 10: Participation in events

No.	Date	Location	Responsible Partner/ Author(s)	Dissemination Activity Name	Type of Dissemination Activity: **please choose** and **report** one from the drop-down-list on button next to cell
1	29/03/2023	Brussels	INSO	EURADA Brokerage Event 2023	Clustering activities
2	31/03/23	Frankfurt	GFT	Digital Euro Conference 2023 - #DEC23	Conference

In terms of others event like the one related with FAME Project meeting:
1. OnLine Project KoM 19th January 2023
2. 1st GA Meeting, March 15th and 16th 2023, Rome
3. 2nd GA Meeting is foreseen by July 6th and 7th 2023 in Caparica, PT

5 Conclusions

FAME is a large project and the contribution of each partner has an impact on the dissemination and outcome of the dissemination campaign. Therefore, an important challenge to consider is the management and follow-up of the actions of all partners. To achieve this goal, the work package owner must involve and follow up with each partner.

The effectiveness of dissemination and communication activities will be constantly monitored and evaluated by the Communication and dissemination team based on different criteria. Communication and dissemination actions will continue to be enriched as new opportunities (e.g., new events, etc.) may arise during the project lifecycle.

The first deliverable of the work package an overview of the main communication and dissemination channels, their scheduling, their related target groups, and the established key performance indicators and tools that will be used to achieve success.