Federated decentralized trusted dAta Marketplace for Embedded finance

FAME

D7.2 - Dissemination, Communication, and Standardization Activities. I

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0.1	2023-11-01	INSO	TOC and
0.2	2024-01-12	ALL	Version for peer review
1.0	2024-01-15	ALL	Version for submission
1.1	2024-11-28	ALL	Version for resubmission after reviewers' comments

Definitions

Acronyms	Definition
AI	Artificial Intelligence
DAIRO	Data AI and Robotics
EC	European Commission
ESG	Environmental, Social and Governance
EU	European Union
FAME	Federated decentralized trusted dAta Marketplace for Embedded finance
GDPR	General Data Protection Regulation
IDSA	International Data Spaces Association
INNOV	Innov-Acts Limited
IT	Information Technology
LC	Learning Center
ML	Machine Learning
MVP	Minimum Viable Product|Platform
PILOTS	Published International Literature on Traumatic Stress
SW	SoftWare
UC	Use Case
URL	Uniform Resource Locator
WG	Working Group

Executive Summary

The FAME project, a collaborative effort of global experts in data management, technology, and finance, aims to launch a pioneering federated data marketplace for Embedded Finance (EmFi). This marketplace, built on trust, uniqueness, energy efficiency, and security, addresses limitations of centralized cloud platforms, unlocking the full potential of the data economy.

FAME's developments will form a single federated data marketplace accessible via Open APIs. Operating in a federated cloud environment, it integrates diverse data assets from multiple providers, including datasets, AI/ML models, and analytical insights.

The Communication and Dissemination Activities of FAME focus on effectively sharing project objectives and results with stakeholders and the global audience.

Deliverable 7.2 (D572) reports on the consortium's strategy, actions, and outcomes related to disseminating, communicating, and safeguarding project knowledge. The document outlines achievements, scope, and objectives in the initial 6 months, presenting key results and evaluating the performance of dissemination and communication activities. It also summarizes development and highlights lessons learned for future strategies.

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 WP7 we aim to spread the impact of FAME and its results by informing, raising awareness, engaging and promoting the project to all possible interested bodies. WP7 presents the overall communication and dissemination of the project during the lifetime of the project.

Finally, in this second submission of D7.2, various revisions were made according to the comments received from the project officer after the Reporting Period 1 Technical Review, namely corresponding to the Contact Database and the FAME Website. These revisions were incorporated into the original deliverable, and are explained at length in the introduction and corresponding sections.

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1   Introduction

The objective of deliverable D7.2 "Communication and dissemination activities" is to report on all communication and dissemination actions carried out between M1 and M12 of the project and ongoing actions. While originally submitted in M13 of the project, important revisions were made to this deliverable in M23 following the technical review of the first reporting period in order to guide continued communication and dissemination efforts. The review report highlighted two key areas for improvement: (1) the contact database and (2) the website. The original contents of D7.2 remain the same, but these important revisions are incorporated throughout and summarized in the following table:

Table 1: Revisions for Second Submission Following Review Report

No.	Section (Pages):	Description:	Relation to Review Report:
1	2.4 (16-17)	Contact Database: Data Management of the Contact Database, Personal Data Protection and Participation of stakeholders in project activities	A revision of the section was requested to include a comprehensive strategy for personal data management. This section outlines the specific strategy used by FAME surrounding the contact database, stakeholder engagement, and stakeholder communications. It also clearly states who the responsible is for the contact database.
2.	2.5.3 (19-22)	FAME Website plan for future modifications.	In line with the review report, this section outlines a scheduled release of a Website 2.0, making the project website more engaging and call-to-action-driven. The restructuring of the website's sitemap and the planned focus for the different webpages will provide target stakeholders with engaging narratives about the MVP and pilots, as well as demonstrate practical opportunities to collaborate on project outcomes by contacting project partners, signing up for future events, etc.

Section 2.4, corresponding to the contact database, was updated to portray the current practices of the consortium and to clearly stipulate the strategy regarding personal data protection of stakeholders, including participants in project events (i.e., webinars, workshops, etc.). Section 2.4.1 outlines the data management plan of the contact database, stating that FAME will be fully GDPR compliant regarding the collection of personal data and its protection. The following subsection explains how information will be collected (through contact forms, subscription sign-up forms, or lead generation processes), what information will be collected, and what procedures are in place to protect it. In that regard, the contact information of the stakeholders is stored in an offline and encrypted database. Following this, the next subsection (2.4.1.2) explains stakeholder participation in events, including the registration and recording procedures.

Another important revision made in this second resubmission corresponds to section 2.5, FAME Website. The first two subsections, 2.5.1 and 2.5.2, outline the original FAME website structure and design and comment on the analytics recorded in M1-M12 of the project. However, the second version of this deliverable sees the addition of section *2.5.3 Future Modifications to the FAME*

Website, which incorporates necessary updates to the project website to better target and entice stakeholders regarding FAME's MVP and pilot projects, as well as to provide clear, practical opportunities for further stakeholder involvement. On top of these visual website redesigns and the changes to how the content is portrayed, the privacy policy and terms of use is to be corrected.

The sitemap of the project website will be redesigned, facilitating an optimized end-user experience. Special emphasis will be given on the main key exploitable results (KERs), namely the FAME marketplace, the pilot projects, and the learning centre. With dedicated pages for each of these KERs, and subpages for each of the seven pilot projects, stakeholders will be drawn in with an attractive narrative and be presented with different involvement opportunities. Likewise, introducing an 'Our Network' section to the project website will provide potential stakeholders with a comprehensive view of the current network, highlighting the diverse range of stakeholder types engaged with and interested in the project's outcomes. This addition aims to foster connections, demonstrate the project's reach, and encourage new participants to join the initiative.

In conclusion, key progress was made during M1-M12 and during the overall first reporting period, but certain revisions are necessary in order to move forward. These revisions have been outlined in this resubmitted deliverable.

1.1 Overview

This report follows the pillars presented in D7.1 "Dissemination and Communication Building Plan". These pillars are:

Table 2: Communication and Dissemination

	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.

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.

2 FAME Communication and Dissemination Activities

The primary objective of WP7 is to enhance awareness of FAME outcomes and results among all relevant stakeholders and interested communities.

Given the expansive nature of FAME, each project partner assumes a vital role in communication and dissemination within their respective communities and stakeholder networks. In this context, recent actions have been strategically structured to internal and external communication.

Internal Communication: Efforts have been focused on aligning information within the consortium, fostering collaboration, and motivating partners to disseminate project updates within its unique ecosystems.

External Communication: External communication initiatives are designed to reach stakeholders and broader audiences through various channels:

- **Website:** A dedicated platform serves as a central hub for disseminating project information, milestones, and updates to stakeholders and the public.
- **Social Media:** Utilizing social media channels, FAME engages with the public, stakeholders, and interested communities to share real-time updates, achievements, and insights, fostering an interactive and dynamic online presence.
- **Specific Communication and Dissemination Actions:**
- **Workshops:** FAME organizes workshops to facilitate in-depth discussions, knowledge sharing, and collaborative efforts among stakeholders.
- **Events:** Participation in relevant industry events enhances visibility and provides opportunities for direct engagement with target audiences.
- **Webinars:** Virtual sessions are conducted to reach a global audience, enabling the dissemination of key insights, project developments, and fostering interactive discussions.
- **Collaboration with Other Initiatives:** FAME actively collaborates with complementary initiatives, reinforcing the project's presence and impact within the broader ecosystem.

To summarize, FAME's communication and dissemination strategy covers both internal and external aspects, employing a multifaceted approach to reach a wide range of stakeholders and interested communities effectively. This strategic framework aligns with the project's primary objective of fostering awareness and comprehension of FAME's achievements and contributions within the field of federated data marketplaces for Embedded Finance

2.1 Overall Achievements

In this section, we present a current overview of key indicators and attained results, providing a comprehensive snapshot of FAME's progress in the dynamic landscape of federated data marketplaces for Embedded Finance. The focus is on highlighting the project's noteworthy achievements and contributions, reflecting our commitment to enhancing awareness and understanding among stakeholders and interested communities. Through a detailed examination of key metrics and outcomes, we aim to showcase the tangible impact and advancements made by FAME in its pursuit of excellence.

Table 3: Dissemination KPIs

Dissemination KPIs Tracker				
Measure	**Reason**	**Engagement Action**	**Target KPIs**	**Achieved**
Organization/attendance to conferences/workshops	Attract adopters, promote FAME	Organized: 15 Attended >=30	**>=1000 visitors, 10 speakers**	**Organized: 0 Attended = 8 Visitors: 990 Speakers: 0**
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**	**Contacts with DATAMITE, UPCAST, PISTIS**
Workshop/collaborative schemas with similar projects	Devise common tools. Engage members	3 workshops	**25 project synergies, 5 common products/services**	**1 (https://european-big-data-value-forum.eu/), 3 Project synergies**
Industry links, synergies	Attract adopters/users	50 real market links	**10 adopters, 20 trials/testers**	**In progress**
Open access exhibitions and demonstration events	Outreach non-specialized audiences	Demonstrate UC in lively/lightweight way	**>=3 exhibition, >=2 demo days, >=200 attendees**	**In progresss**
Onsite UC promotional demonstrations/workshops	Attract customers, Raise awareness	Short video media coverage, feedback	**>=1 demonstration per UC >=1 workshops per UC**	**In progress**
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**	**In progress**
Dedicated ESG Results promotion	Engage Decision Makers and Investors	Open day with UC and media presence	**>=2 events / workshops**	**In progress**
F2F with Policy makers / Banks (National & EU levels)	Join FDS; Engage policy makers	Open day with Use Cases	**>=2 events, >=8 speakers**	**In progress**
Promote FAME Marketplace and Tools	Feedback on project tools and services	Activate all partner and UCs networks	**200 registrants, 12+ marketplaces linked**	**In progress**
Uptake by Fintechs & with example Use Cases	Raise awareness, attract users, receive feedback	F2F & online examples of provided material	**20 synergies established**	**1**
Open access reports	Scientific support	Scientific publications	**>=5 journals, >=15 conference**	**5 Scientific Reports; 4 Conferences**
Non-scientific reports	Adoption by SMEs	Trainings/Showcases	**>=5 industry magazines**	
Standardization liaisons	WG links, feedback	Common publications	**Standards/organizations >=5**	**1**
Association liaisons	Banks, Fintech Hubs	FAME Webinars	**Liaisons >50**	**8**

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Table 4: Communication KPIs

Communication KPIs Tracker				
Measure	**Reason**	**Engagement Action**	**Target KPIs**	**Achieved**
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**	**2107 visits / 490 users**
Web/social content, blogposts, articles, whitepapers	Build visibility and community	Project progress events, news	**Y1: >2/month, Y2: >3/month Y3: >4/month**	**Y1: 10 web, LinkedIn: 24, Twitter: 5**
Live audience feedback and live survey in online event	Grow community, Regular engagement	Visibility of project in all channels	**1 live audience survey in online event >= 50 responders**	**In progress**
Digital liaisons with projects	FAME to be a hub of innovation	Link with Clusters	**>=20 backlinks to website >=10 common articles/posts**	**Datamite, Tango, (IDSA workshop development) 1. with sister projects, 2. with T7.2 clusters**
Videos, YouTube channel	Visually engage users	Promo video of Ucs	**1 promo/UC/tool, total >10**	**under Development (Fame Concept)**
Social media: Researchgate LinkedIn, Twitter, Facebook	Digital presence, new leads for synergies	Identify and regularly publish new content	**>=3000 followers, >=500 posts, >=4000 interactions**	**LinkedIn: 221 followers (389 interaction, 24 posts) Twitter: 22 followers**
Marketing pack and promotional press kit	Focused material (for stakeholders/events)	Exhibition, demo days, workshops	**Rollup, brochure, banner, factsheet (interim and final)**	**DONE**
Project identity and branding	Achieve recognition and brand awareness	All F2F meetings and all events	**Logo, color-space, artboard, graphic visuals, pitch, e-card**	**DONE**
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)**	**In our inaugural year, we successfully launched the first edition of our newsletter, marking a significant milestone in our communication strategy. As we embark on the subsequent years of the project, we are excited to announce that the rhythm of our newsletter releases will see a considerable uptick. This expansion is a testament to the collaborative efforts of all our esteemed partners, who play an instrumental role in contributing diverse perspectives, insights, and updates**
Stakeholders' database and engagement tracker	Marketplace members, prospective clients	Develop a database of contacts and liaisons	**Y1: >=500, Y2: >=1500, Y3: >=3500**	**Y1:758**

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While we are currently in progress and midway through our journey, with milestones yet to be reached, we are confident in our collective ability to realize these objectives. By reinforcing our communication and dissemination efforts and consolidating the collaborative strength of the consortium, we are poised to overcome the remaining challenges. This concerted approach, combined with the unwavering dedication of each project partner, fortifies our resolve to achieve the outstanding goals ahead. Together, we are committed to navigating the path forward and ensuring the success of FAME

2.2   FAME Communication Tools

Ensuring effective communication and dissemination within the FAME project is achieved through a diverse set of tools and methodologies. Our strategy encompasses both online and offline channels, facilitating engagement with target groups and stakeholders in a dynamic and inclusive manner.

Communication Tools:

- **Online Platforms:** FAME leverages online platforms, including a dedicated website and social media profiles, to share project updates, achievements, and insights. This ensures real-time communication with stakeholders and the broader audience.
- **Face-to-Face Engagement:** Beyond online interactions, FAME values face-to-face meetings with representatives of target groups. These include discussions, workshops, and conferences where target groups actively contribute to the project's development.

Dissemination Channels:

- **Print and Electronic Media:** FAME adopts a comprehensive approach to dissemination, utilizing both traditional and electronic media. This includes the publication of articles, partner newsletters, and other promotional materials at local, regional, national, and international levels.
- **Tailor-Made Promotional Material:** FAME creates user-friendly promotional material tailored to diverse audiences, ensuring accessibility and relevance in disseminating project information.

Communication Methods and Channels:

- **Project Social Networks**: FAME maintains an active presence on social networks, fostering engagement and dialogue within the project community.
- **Project Website:** Each partner hosts a project profile on their website, serving as a primary source for project publications and results, accessible to the wider community.
- **Regular News Provision:** Partners identify and engage with national-level websites, blogs, and publications relevant to target audiences, providing regular updates to ensure broad dissemination.
- **Stakeholder Events**: FAME actively participates in major stakeholder events and congresses, where project results and impacts are discussed, promoted, and disseminated. This involvement includes inviting participants to contribute their experiences, views, and expectations, fostering a collaborative dialogue.

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2.3   Identity and Style

The logo is intended to standardize all internal and external communications related to the project. All partners participated and contributed to the final decision.

Multiple versions of the logo were considered before the selected version was released. The logo in Figure 1 has been made available to all partners since it was launched at the beginning of 2023, during the project kick-off meeting.

Figure 1: FAME logo

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

Figure 2: FAME Isotype

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

In addition, to harmonize INNDIH's branding among all partners and to reinforce the impact of our brand externally, the project's brand manual has been made available in the repository, which includes:

- Presentation of the logo
- Basic elements of composition
- Brand composition format
- Protection area
- Minimum sizes
- Chromatic reproduction
- Monochrome version plain ink
- Corporate fonts
- Supplementary colour
- Example of application.

2.3.1   Basic symbology

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

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applications.

2.3.2   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 3: FAME Logo 2

To ensure optimal application and perception of the logo on all media and in all formats, 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.
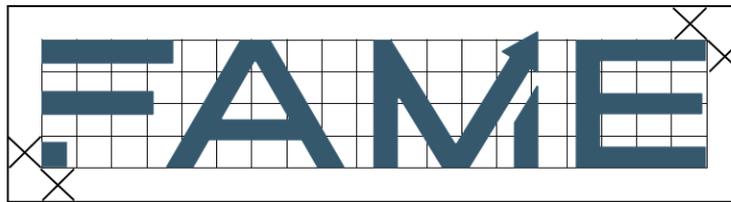

Figure 4: FAME Logo 3

2.3.3   Corporate colours

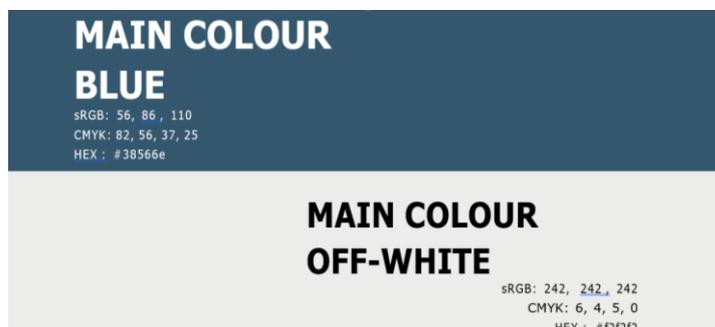For the application of the corporate colours, the four-colour reference should be sought for reproduction in print.

Figure 5: Corporate Colours

2.3.4   Corporate fonts

HK GROTESK MEDIUM LEGACY is the corporate typeface for titles.

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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.

2.3.5   Rules for the proper use of the brand

To ensure the successful implementation of the FAME brand and safeguard against undesirable outcomes, adherence to a set of generic rules is imperative. The potency of a brand is intrinsically tied to the disciplined application of its visual elements. Counterproductive effects must be avoided to prevent any dilution of the brand's visual message. A chaotic or disorderly use of the visual identity can lead to confusion, significantly impacting the brand profile and influencing public perception of its values and services. Properly ordering and applying the FAME logo is not merely a procedural formality; rather, it serves as a guarantee that the brand will effectively convey hierarchy within the corporate image, contributing to a cohesive and impactful representation of FAME as a whole.

2.3.5.1   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 6: Black and white LOGO version

2.3.5.1.1 Size Reduction

It can be reduced to a maximum width of 10 mm.

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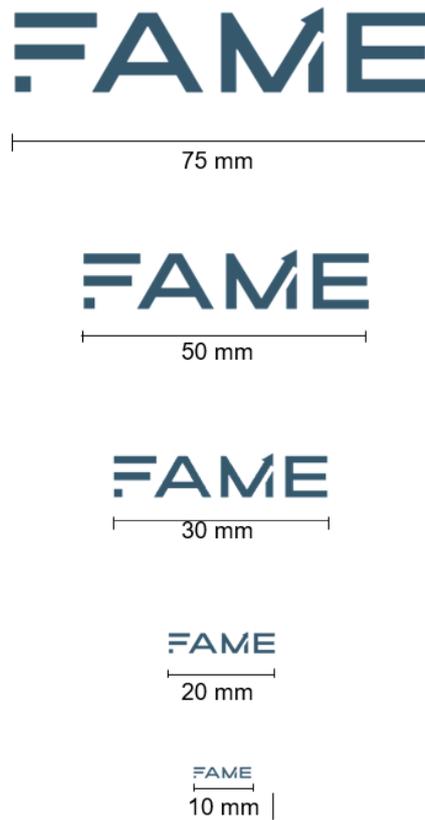
Figure 7: Logo Sizes

2.3.6   Design Package and Templates

Crafting a design package and templates for brochures and flyers stands out as a key strategy in boosting visibility during exhibitions and events. These materials should mirror the website's icons, fonts, colors, and overall graphic style, aligning seamlessly with the guidelines set forth in the brand manual. This ensures a consistent and cohesive visual representation, reinforcing the brand identity and leaving a lasting impression at various promotional avenues.

Figure 8: Brochure

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Figure 9: Newsletter 1

Figure 10: Newsletter 2

Figure 11: Project Presentation

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2.4   Contact Database

The project partners are dedicated to building a vibrant community around FAME, expanding the project's network, and amplifying its impact. Currently, FAME's contact database is in its initial stages and is envisioned to evolve over time. It is designed to include partner contacts and will be expanded through various channels, mirroring successful practices implemented in the FAME project:

- **Project Website:** Interested parties engaging with FAME through the website's "contact" form will be included in the database.
- **Communication Events and Webinars**: Registrants expressing interest in receiving regular information about FAME during project communication events, webinars, etc., will be integrated into the contact database.

The enrichment of the contact database will also involve collaboration with partners who contribute their own list of potential stakeholders within their network, enabling a comprehensive list of stakeholders operating primarily at the European level.

Moreover, the entire consortium is committed to the communication and dissemination efforts of the project, and all aim to share results and achievements through their own personal and professional networks, utilizing their own mailing lists, internal newsletters, company websites, and company social media accounts. This collaborative effort ensures a dynamic and expanding reach of the FAME project, fostering effective engagement within the FAME community and beyond.

2.4.1   Data Management of the Contact Database

At all times when identifying, contacting and interacting with external stakeholders, FAME will comply with the General Data Protection Regulation (GDPR) on the protection of natural persons concerning all matters related to the collection and processing of personal data, as well as the movement of said data.

2.4.1.1   *Personal Data Protection*

When stakeholders subscribe to the project's network via the subscription form or contact form, they will be required to provide specific and limited personal data, which may include their name, stakeholder group, organization, role within their organization, country, and contact information (email and/or phone number). As part of this, an informed consent will explain how the personal data will be used, and the acceptance of this consent will be required in order to complete the subscription or to send in the contact request. In this way, all stakeholders can successfully opt-in to receiving communications related to FAME. After subscribing to the project's platform or sending in a contact request, stakeholders retain the right to terminate their communication and involvement with the project, if they so request, following an opt-out approach.

During the registration process, there will be no sensitive data collected, and the personal data that is submitted with the form will not be made publicly available. Likewise, said information will not be shared with third parties nor will it be used for commercial purposes. Rather, this personal data will be used for effective communication and engagement with stakeholders, and no contact information will be shared without their consent. While there will be no secondary use of this data, an analysis of the personal data provided will be conducted to determine a given stakeholder's possible influence or position within an organization, as well as the relevance of and type of organization that the stakeholder belongs to. This is necessary to establish quality communication strategies and create segmented communications.

Stakeholders may also be discovered through lead generation processes, such as stakeholder mapping. This is used to identify relevant organizations or people who may have an interest in FAME and proactively including them in the contact database. When discovered using these methods, the same types of personal data will be collected and analyzed to determine the stakeholder's possible influence or position within an organization, as well as the relevance of and type of organization that the stakeholder belongs to with the aim of establishing quality communication strategies. Upon receiving an initial communication, as well as all subsequent communications, the stakeholder can opt-out via the unsubscribe button on the bottom of the communications, or express his or her desire to opt-out via an email response.

Stakeholders identified and already known by FAME project partners shall be contacted about project results through the partner's internal communication channels. If and when said stakeholder subscribes to the project, their personal data will be treated in the same way as other project stakeholders.

Stakeholders will be engaged in their professional capacity and purely within the context of FAME. To maintain confidentiality, any input received from stakeholders and used in project reports will be anonymized unless the stakeholder agrees to associate their personal information with the comments made.

The contact information of stakeholders will be stored in an offline and encrypted database managed along with all relevant processes by project partner INNEUROPE under the responsibility of INNEUROPE's Data Protection Officer.

2.4.1.2   Participation of stakeholders in project activities

Participation in FAME events and webinars will be entirely voluntary. When invited to engage in project activities, stakeholders will receive detailed information in advance about the format and objectives, allowing them to make an informed decision regarding their participation.

During the registration process for project events, participants will need to accept the "General Terms and Conditions of Use" which will specify how their data will be managed, including details on giving and revoking consent. Any and all contact information collected during event registration will be kept strictly and securely within the project consortium and will not be shared with or made accessible to any third-party organization or individual external to the project.

For events that may be recorded, stakeholders will be notified beforehand. Recordings will only be broadcast if stakeholders provide explicit consent.

2.5   FAME Website

Section 2.5.1 and 2.5.2 outline the original FAME website structure and design, as well as the analytics collected from the first year, which is in the scope of this Deliverable. Section 2.5.3 outlines the changes that will be made to the FAME website and the release 2.0 that was suggested following the Reporting Period 1 Technical Review. This second release will be more engaging and include components for stakeholders to get more involved in the project and its results. While more details will be included in section 2.5.3, the website will be modified to be more enticing and constantly updated with ways for stakeholders to get into contact with project partners and/or get involved in specific aspects of the project (i.e., event information, webinar dates, demonstration events, etc.).

2.5.1   Description

The FAME website has been created to inform stakeholders and the general public about FAME's objectives, partners, results, events and other activities. The official URL of the FAME project website is: https://www.fame-horizon.eu/.
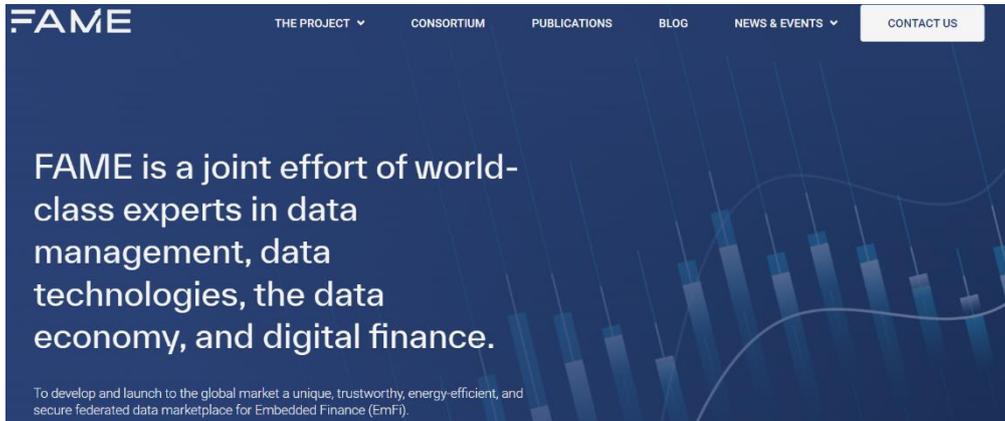
Figure 12: FAME website (landing page)

The website has been designed to be intuitive, attractive and user-friendly. Furthermore, the content management system facilitates seamless updates of various information, including new texts, news, and events. Regular updates of events and blogs are consistently provided to keep the audience informed about the project's progress. The website undergoes constant updates to incorporate essential changes related to consortium information, partner numbers, associated entities, new communication and dissemination materials, and more.

Figure 13: Website News and Events

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2.5.2 Web Analytics 2023

The website analytics showed that in the last semester of 2023, the FAME website attracted 486 new users. Out of these 486 users, 245 arrived directly by typing the URL into their browsers, 184 came through search engines, 34 landed from other websites, and 23 reached the site through social media channels. Figure 14 shows the FAME website analytics.

In terms of interaction sessions, these are defined as sessions lasting more than 10 seconds or involving a conversion event, such as subscribing to the newsletter in our case.

As for the percentage of interactions, this metric reflects the number of times a user entered the website and engaged with it for more than 10 seconds or triggered a conversion event.

To enhance website visits, the following actions are planned:

- Increase Social Media Posts:
  - ✓ Boost the frequency of posts on social media platforms.
  - ✓ Include direct links to the website in these posts.
  - ✓ This approach not only increases visibility but can also contribute to improved search engine rankings.

By implementing these strategies, we aim to not only attract more users but also to enhance their engagement, leading to increased interaction sessions and improved overall performance metrics for the website.
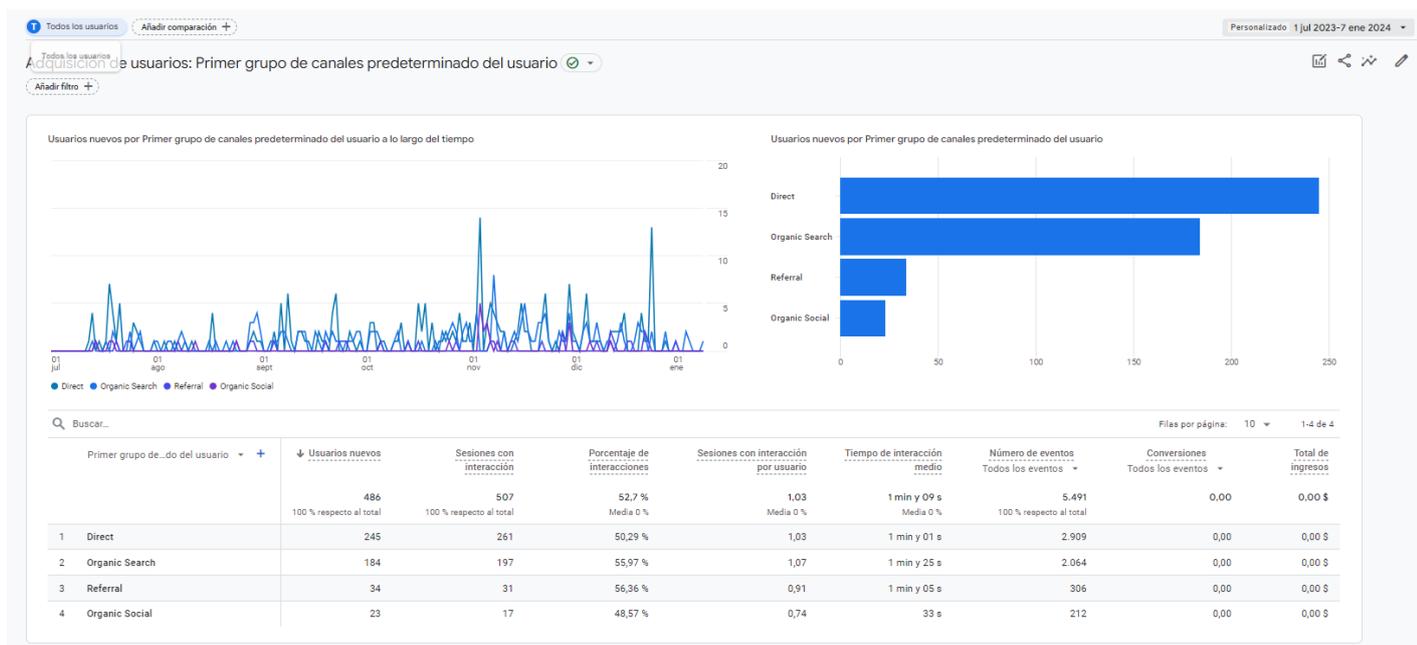
Figure 14: FAME's Website Analytics

2.5.3 Future Modifications

After the midpoint of the project and the recommendations from the Project Officer following the RP2 Technical Review, the FAME project website will undergo a release 2.0 of the current website, making it more engaging and call-to-action driven to correspond with the launching of the FAME Platform and the progress of the FAME pilot projects. This section provides an overview of the proposed changes, but the implemented release may differ slightly from what is expressed herein.

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2.5.3.1 Sitemap Redesign

In order to optimize the FAME project website for increased engagement with stakeholders and interaction with project results, the project website will undergo significant changes with regard to its sitemap. The menu options and site flows are summarized as follows, with the main menu options listed on the left, and the additional menu options correctly placed where they will be found.

HOME
ABOUT
    ⇒ PROJECT
    ⇒ OBJECTIVES
    ⇒ PILOTS
        ⇒ P1: Financial Recommendation for Families
        ⇒ P2: EmFi Services in a Personalized Citizen Wallet
        ⇒ P3: Facts-as-a-Service for Personalized EmFi
        ⇒ P4: EU Funds Applications Made Easy
        ⇒ P5: ESG Portfolio Management
        ⇒ P6: Climatic Aware Property Insurance
        ⇒ P7: Industrial Data Quality Cyberinsurance
    ⇒ CONSORTIUM
    ⇒ OUR NETWORK
FAME PLATFORM
    ⇒ MARKETPLACE
    ⇒ LEARNING CENTER
PUBLICATIONS
    ⇒ WHITE PAPERS
    ⇒ SCIENTIFIC ARTICLES
    ⇒ DELIVERABLES
    ⇒ COMMUNICATION KIT
NEWSROOM
    ⇒ BLOG
    ⇒ NEWS
    ⇒ EVENTS
    ⇒ NEWSLETTER
CONTACT

2.5.3.2 HOME

When the user first arrives at the project website, they will be greeted with the project logo and the promo video that generically describes the project and its aims. Continuing down this page, there will be a section dedicated to explaining FAME's mission, its consortium, recent news and upcoming events, and a call-to-action to subscribe to the project via the project newsletter and social media accounts, as well as sign up for an upcoming workshop/webinar, etc. Optionally, the PROJECT and OBJECTIVE sections listed below will be moved to the Home instead of having their own separate page.

2.5.3.3 ABOUT

The ABOUT section will be constructed to focus entirely on the overview of the project, incorporating information about the project, its objectives, the pilot projects, and the project partners.

PROJECT

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The project page aims to explain the background and motivations behind the FAME project: why FAME? What need is there for FAME? Likewise, it will dive further into FAME's mission and what exactly FAME is and aims to be.

OBJECTIVES

This section will provide a thorough understanding of FAME's seven project objectives, starting as a simplified description with graphics and later providing the user with extra detail about each objective.

PILOTS

This section will aim to briefly introduce the user to FAME's seven pilot projects and related use cases. Following this, it will invite the user to read more about each specific pilot via its own subsequent page.

Each of the pilot projects will have their own dedicated space on the project website, allowing the user to intimately know every important detail about them. These details include, but are not limited to, the following items:

- Pilot name
- Lead partner
- Short summary
- Longer description and aim
- Applications of FAME
- Expected outcomes
- Use Case 1
- Use Case 2 (if applicable)
- Video explanation

Finally, there will be a contact form included on each pilot's page so that any stakeholder interested in learning more or learning how to engage directly with the pilot and its results can do so.

CONSORTIUM

This page will highlight the extraordinary expertise of the FAME partners, demonstrating the diverse makeup of the project in terms of type of organization, area of expertise, and geographical location. Organized in a grid format, all official project partners and linked third party affiliate organizations will have their logo, name, country and partner status (i.e., coordinator, partner, linked third party) shown, along with a link to each partner's website, and, optionally, social media pages.

OUR NETWORK

As a way to promote synergies, collaboration and ecosystem building, this section of the website will include information about our growing FAME network of associated projects, clusters, and stakeholder organizations. It will include very brief information about each entity, such as logo, name, website link, and a short overview of how they are involved in FAME.

2.5.3.4 FAME PLATFORM

Until the FAME Platform, which houses the Marketplace and the Learning Center, are officially and publicly launched, this section of the project website will include information about each. The Marketplace will be described first, as that is the primary objective of the FAME project, and it will be described in a way that encourages diverse stakeholder groups to learn more, either by subscribing

to the project, filling out a contact form to organize a meeting, or, once the marketplace is launched, directly clicking on the link to access the marketplace and explore it for themselves.

Likewise, the Learning Center will be featured in this section, and the user/stakeholder will be encouraged to access its contents and view its course material through a call-to-action-style wording and invitation. The currently available LC courses will be featured on this page with the use of a widget, allowing the stakeholder to correctly engage with the LC.

2.5.3.5 PUBLICATIONS

The publications section of the website will list all white papers, scientific articles and public project deliverables generated during the timeline of the project. This way, all the materials are located in one space and can be openly accessed by all. The scientific articles and whitepapers will be arranged in chronological order according to their publication date, and the deliverables will be presented in a grid format, becoming available upon their publication. Likewise, this area will include the official FAME communication kit so that all project partners, stakeholders, and external interested groups can access the following materials: FAME logo(s), brand guide, FAME brochure(s), FAME banner, etc.

2.5.3.6 NEWSROOM

The final main section of the new project website will be encompassed as the Newsroom, where all blogposts, news articles, and event updates will be posted. By including all of these items in this section, stakeholders can be easily kept up-to-date on project progress and have all news-related items in one easy-to-use place.

This section will automatically load all article content, but users will have the option to choose between viewing only the blogposts, only the news articles, or only event information.

2.5.3.7 Miscellaneous

Other important sections of the FAME website that are not main components include the contact form, the subscription form, the privacy policy and the terms of use. All of these items will be updated accordingly in order to provide an optimized user experience for the stakeholder or other user.

The contact and subscription forms will be more intuitive, and it will directly request certain information from the stakeholder (name, email address, stakeholder group affiliation (i.e., data provider, developer, policy maker, research community, Big Data / AI vendors, etc.), and organization.

The updated privacy policy and terms of use will share information on exactly how the website's users' information is being handled and what their rights are.

2.6 Social media tools

FAME's communication and dissemination activities are executed through various social media platforms. At the inception of the project, a LinkedIn company page was established to engage with a professional audience.

We maintain an active presence on Twitter and YouTube, both initiated at the project's outset, to connect with a broader audience. The content shared on these channels serves to promote seminars, webinars, and articles organized or participated in by FAME.

Our social media publications primarily focus on topics related to FAME's mission, which is a collaborative initiative involving world-class experts in data management, data technologies, the data economy, and digital finance. The overarching goal is to introduce a distinctive, reliable, energy-efficient, and secure federated data marketplace tailored for Embedded Finance (EmFi).

The content we share delves into the realms of data management, data technologies, the evolving landscape of the data economy, and the intersection of digital finance. Our updates also highlight key milestones within the FAME ecosystem and significant events relevant to our mission.

2.6.1   LinkedIn Analytics

Among the online tools of the project, we have the FAME LinkedIn profile available at: https://www.linkedin.com/company/fame-horizon/

This channel serves as support for all the partners communication actions which are related to the FAME scope and purpose as well as an information disseminator for project results, news and event participation, etc.

INNEUROPE (WP7 Leader) is the content manager.

Currently, the LinkedIn page has 155 followers and 24 publications have been made.

FAME
Federated data Marketplace for EmFi
Financial Services · 155 followers · 51-200 employees

Figure 15: LinkedIn Followers

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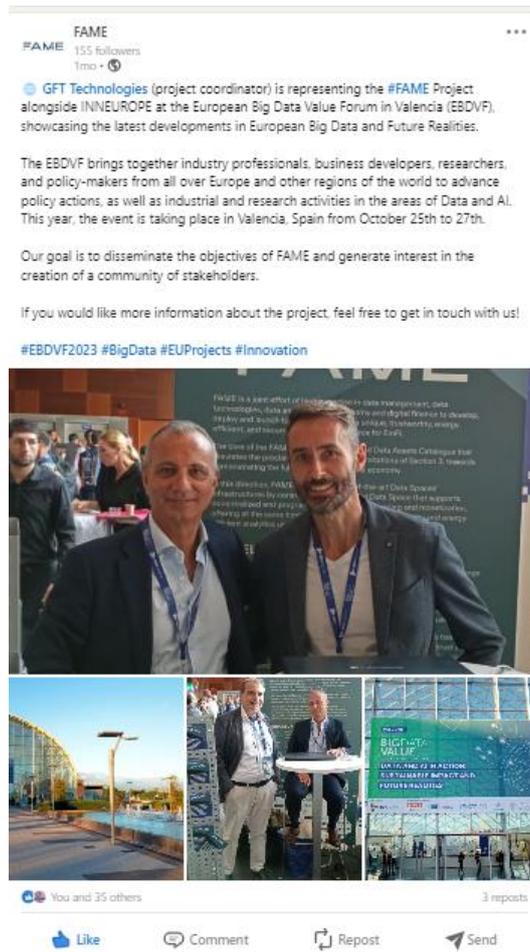
Figure 16: Publication Example on the LinkedIn Page

The following two charts demonstrate FAME's LinkedIn impressions for those who visit the page or view posts (Figures 19 and 20).
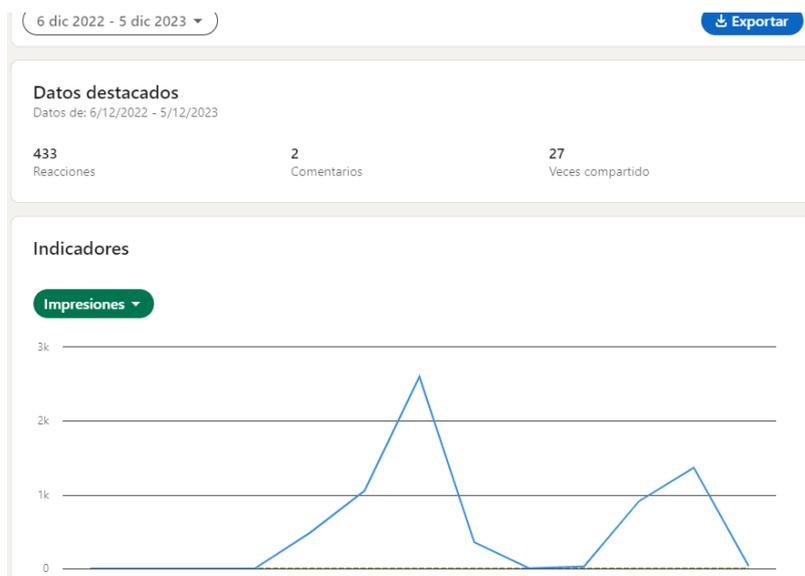
Figure 17: LinkedIn Analytics: Highlights

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Datos destacados de visitantes ⊘

164	67	1
Visualizaciones de la página	Visitantes únicos	Clics en el botón personalizado
▲168,9 %	▲116,1 %	▼50 %

Figure 18: Visitors to the LinkedIn Page

Understanding the visitor demographics is crucial for effective LinkedIn marketing. Utilizing this data allows for a deeper insight into visitor profiles and ensures that the content strategy delivers value to the intended audience. Additionally, it aids in confirming whether the content is reaching individuals in the appropriate roles. The identity of the visitors often holds more significance than simply the quantity of visitors.

The following charts provide detailed information on who views FAME's LinkedIn page throughout the year, filtered by job function (professional niche), Figure 21, as well as information on who follows FAME's LinkedIn page, filtered by location (city and country), Figure 22.

Visitor demographics ⊘

Job function ▼

Research · 15 (14%)

Education · 8 (7.5%)

Engineering · 6 (5.6%)

Information Technology · 6 (5.6%)

Arts and Design · 5 (4.7%)

Program and Project Management · 5 (4.7%)

Consulting · 4 (3.7%)

Human Resources · 2 (1.9%)

Business Development · 1 (< 1%)

Finance · 1 (< 1%)
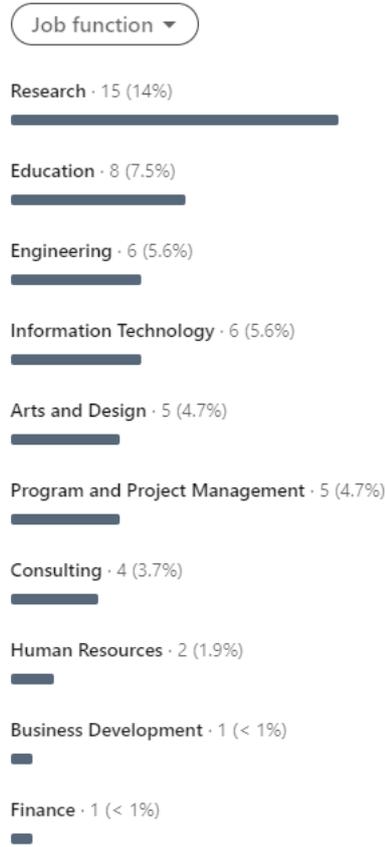
Figure 19: Visitor Demographics

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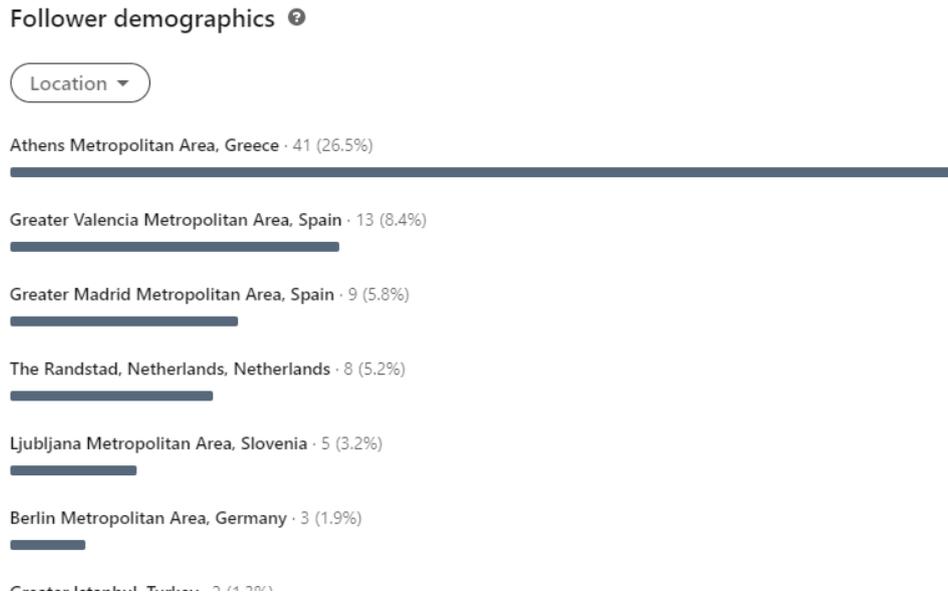
Figure 20: Follower demographics

2.6.2   X (Twitter) Analytics

Since its creation in March 2023, the aim of our X account (previous Twitter) is to grow this community by posting relevant content and participating in various events across Europe and to disseminate daily news about the project.

The page is available at: https://twitter.com/FAME_HorizonEU (@FAME_HorizonEU). INNEUROPE (WP7 Leader) is the content manager.

Figure 21: Twitter Followers

This tool is used to disseminate information about the FAME project, introduce the partners, and share articles about the project. These tweets include direct links to the articles written. For now, the account has 22 followers and is following 5 accounts.
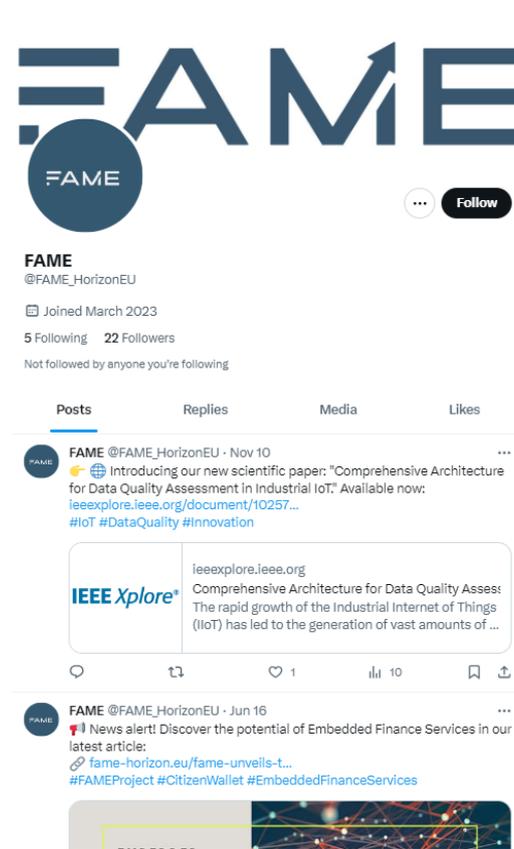
Figure 22: Tweets

2.6.3 Newsletter and Calendar

INNEUROPE's team crafted an email newsletter to disseminate brief announcements to the community and all interested external entities, with the additional goal of attracting new visitors. The newsletter was thoughtfully designed to be vibrant and visually appealing, incorporating graphic elements for a modern and enjoyable reading experience.

The primary objective of this communication strategy is to engage with active stakeholders at the EU level and the entire ecosystem of partners associated with FAME.

The newsletters are distributed to all partners involved in the project and to individuals who have subscribed via the project website. Each newsletter comprises:

- The latest project updates from FAME.
- Follow-ups on events or webinars, complete with direct links for convenient registration.
- Blog posts featuring direct links for readers to access the full articles.
- Other captivating and pertinent information aimed at enriching the reader's experience.

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Figure 23: Newsletter

2.7   Articles and Publications

The aforementioned sections outline various strategies employed to gauge effort and attain the overarching objective of encouraging and facilitating the engagement of key stakeholders to leverage the outcomes of the project.

This chapter sheds light on another crucial communication tool utilized to champion FAME work packages, generate awareness, and keep all potential stakeholders informed about work progress: the compilation and publication of blogs and articles referencing the FAME project.

To meticulously track each partner's blog contributions, a comprehensive calendar has been formulated and shared among all partners. The consortium has been strategically divided into four major groups, considering parameters such as the partner's role in the project (e.g., work package leader, pilot, etc.), partner typology (e.g., large industries, research center, etc.), and the partner's work effort within WP7 and overall.

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To maximize the reach and engage the community, all available communication channels within the consortium have been utilized to disseminate this content:

- **FAME Website:** A dedicated blog section (Figure) has been integrated into the website to attract visitors. This page consolidates all partners' blog posts, presented in reverse chronological order (from newest to oldest), creating a comprehensive and accessible repository of information.
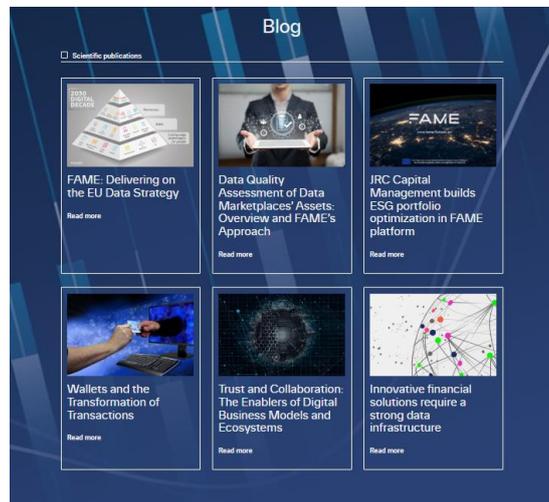
Figure 24: News

- **FAME Social Networks:** Each partner utilizes its respective social media channels to share and post their blog contributions. The three social media channels affiliated with FAME have also played a pivotal role in promoting the blogs featured on the project's website.

The preceding sections outlined diverse methodologies for gauging effort and accomplishing the overarching goal: encouraging and supporting the involvement of key stakeholders to capitalize on the project results. This chapter delves into another vital communication tool aimed at promoting the FAME work package, enhancing awareness, and keeping all potential stakeholders informed about the project's progress: the curation and publication of blogs and articles referencing the FAME project.

To systematically track each partner's blog contributions, a comprehensive calendar has been established and shared among all partners. In order to keep the audience updated on progress and developments, it has been decided to compile and publish blog posts on a monthly basis. To maximize audience, reach and foster community engagement, all existing communication channels within the consortium have been utilized to share this content:

- **FAME Website:** A dedicated News and Events section has been integrated into the website to attract visitors. This page serves as a repository for all partner blog posts, arranged in reverse chronological order (from most recent to oldest).
- **FAME Newsletter:** The newsletter serves as a vehicle to efficiently share relevant project information with the community, providing quick access to noteworthy updates.
- **FAME Social Media:** Each partner leverages its respective social media channels to share and post their contributions to the blog. Additionally, the three FAME social media channels

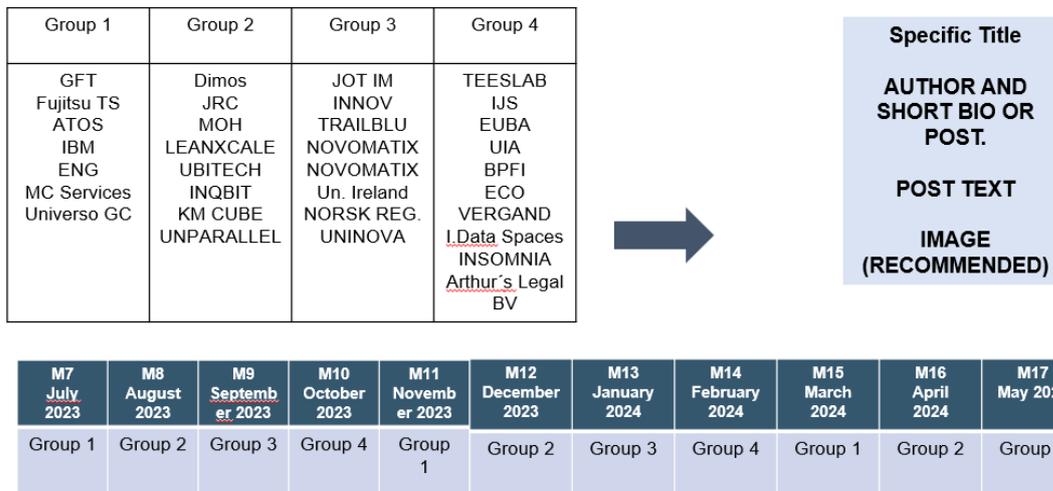(as previously outlined) have been instrumental in promoting the blogs featured on the project's website.

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

Specific Title

AUTHOR AND SHORT BIO OR POST.

POST TEXT

IMAGE (RECOMMENDED)

M7 July 2023	M8 August 2023	M9 September 2023	M10 October 2023	M11 November 2023	M12 December 2023	M13 January 2024	M14 February 2024	M15 March 2024	M16 April 2024	M17 May 2024	M18 June 2024
Group 1	Group 2	Group 3	Group 4	Group 1	Group 2	Group 3	Group 4	Group 1	Group 2	Group 3	Group 4

Figure 25: Blog´s Calendar

2.8   Year 1: Communication and Dissemination Activities

Below are communication and dissemination activities conducted within the FAME project from M1 to M12.

Dissemination Activites		
Dissemination Activity Name	**Type of Dissemination Activity: please choose and report one from the drop-down-list on button next**	**Description of the objective(s) with reference to a specific project output (max 200 characters)**
EURADA Brokerage Event 2023	Clustering activities	Dissemination of the project scope and results
PMAI workshop at IJCAI23	Conference	Dissemination of the project scientific results
Digital Euro Conference 2023 - #DEC23	Conference	Dissemination of the project scope
Data Week 23	Conference	Dissemination of the project scope and results
ARES Conference - IWAPS 2023	Other Scientific collaboration	
1st Workshop on Next Generation IoT and AI systems for Trusted, Human-Centered Intelligence (TI 2023)	Conference	Dissemination of FAME scope and technical advancements, outlining challenges and best practices of existing Data Marketplaces (putting emphasis in the Embedded Finance domain)
International Conference on Smart Applications, Communications and Networking (SmartNets 2023)	Conference	Dissemination of FAME scope, architecture, supported functionalities, and applicability scenarios
INCOGNITO & SECONDO Summer School Innovation in Attribute-based Authentication & Negotiation Skills for Research Projects and Project Management in	conference	Dissemination of Fame scope and technical advancements,outlining the security access in Marketplace
European Big Data Value Forum - EBDVF (October 2023)	Conference	Dissemination of the FAME objectives and roundtable with Syster project. Also creation of the FAME Stand in hte related space

Communication Activities	
Communication Activity Name	**Communication Channel**
Semantic Interoperability – Successful data sharing through common understanding	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)
IDS Reference Architecture Model – the standard for sovereign data sharing	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)
Legal Interoperability – legal aspects in data spaces	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)
https://internationaldataspaces.org/publications/brochures/	Press releases, newsletters or digital briefs
https://www.arthurslegal.com/blog/fame-federated-decentralized-trusted-data-marketplace-for-embedded-finance/	Website
https://www.linkedin.com/feed/update/urn:li:activity:7069967454797475840/?utm_source=share&utm_medium=member_desktop	Social media
https://www.arthurstrategies.com/blog/fame-federated-decentralized-trusted-data-marketplace-for-embedded-finance/	Website
Blog Post	Non-scientific and non-peer reviewed publications (popularised publications)
Popularized publication	Non-scientific and non-peer reviewed publications (popularised publications)
Popularized publication	Non-scientific and non-peer reviewed publications (popularised publications)
Popularized publication	Non-scientific and non-peer reviewed publications (popularised publications)
Blockchain Publication	
WEBsite blog	Website
Workshop	Organisation/attendance of a workshop

Figure 26: Dissemination and Communication Activities

Scientific Publications				
Type	**Title**	**Title of the Journal/Proc./Book**	**Date**	**DOI**
Conference Paper	Data Marketplaces: Best Practices, Challenges, and Advancements for Embedded Finance	1st Workshop on Next Generation IoT and AI systems for Trusted, Human-Centered Intelligence (TI 2023)	19-21/06/2023	10.1109/DCOSS-IoT58021.2023.00088
Conference Paper	FAME: Federated Decentralized Trusted Data Marketplace for Embedded Finance	International Conference on Smart Applications, Communications and Networking (SmartNets 2023)	25-27/07/2023	10.1109/SmartNets58706.2023.10215814
Conference Paper	Comprehensive Architecture for Data Quality Assessment in Industrial IoT	1st Workshop on Next Generation IoT and AI systems for Trusted, Human-Centered Intelligence (TI 2023) held in the scope of IEEE-DCOSS 2023 (https://dcoss.org/)	20/06/2023	10.1109/DCOSS-IoT58021.2023.00085
Conference Paper	Towards a Unified Multidimensional Explainability Metric: Evaluating Trustworthiness in AI Models	1st Workshop on Next Generation IoT and AI systems for Trusted, Human-Centered Intelligence (TI 2023) held in the scope of IEEE-DCOSS 2023 (https://dcoss.org/)	19-21/06/2023	10.1109/DCOSS-IoT58021.2023.00084
Journal Article	Transforming sentiment analysis in the financial domain with ChatGPT	Elsevier Machine Learning with Applications	11/04/2023	10.1016/j.mlwa.2023.100508

Figure 27: Scientific Publications

Table 5: Publications and Posts

Publications/Posts on Website and Social Media M1-12					
Partner	**Country**	**Type of Activity**	**Description of the dissemination activity with link**	**Date**	**Target Groups**
IDSA	Germany	Press releases, newsletters or digital briefs	FAME featured in IDSA magazine issue #8, (both printed and online versions)	23-abr	General IT, Business, Data spaces, IDSA community, industry
INNEUROPE	Spain	Website	1st General Assembly	17th March 2023	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.

ARTHUR	Netherlands	Website	FAME: Federated Decentralized Trusted Data Marketplace for Embedded Finance	30-may	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.
ARTHUR	Netherlands	Social media	FAME: Federated Decentralized Trusted Data Marketplace for Embedded Finance	30-may	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.
ARTHUR	Netherlands	Website	FAME: Federated Decentralized Trusted Data Marketplace for Embedded Finance	30-may	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.
INNOV	Cyprus	Non-scientific and non-peer reviewed publications (popularised publications)	Blog Post on Data Assets Representation as NFTs	jun-23	Blockchain Community
ECO	Germany	Non-scientific and non-peer reviewed publications (popularised publications)	Worktitel: "Federated Marketplaces and Dataspaces according to Gaia-X Concept and Design"	End of June	general IT, AI, Gaia-X Community, related Industry
ECO	Germany	Non-scientific and non-peer reviewed publications (popularised publications)	Worktitel: "Wallets Services around Commercial Transaction Payments"	end of September	general IT, AI, Gaia-X Community, related Industry
INNOV	Cyprus	Non-scientific and non-peer reviewed publications (popularised publications)	Blog Post on Quality Assessment of Data Assets of Oil & Gas Industry	23-oct	BigData Community
INNOV	Cyprus	Publication	Blockchain Publication	24-feb	Scientific Community
ARTHUR	ARTHUR	Website	FAME: Delivering on the EU Data Strategy	13-11-2023	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.
INQBIT	Romania	Organisation/attendance of a workshop	CTF CyberSecurity Workshop in the framework of OpenConf 2023	10 November 2023	Scientific Community, Students with basic hacking skills
INNEUROPE	Spain	Website	Fame consortium took part at European Big Data Value Forum	23 October 2023	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.
INNEUROPE	Spain	Website	Second General Assembly of the Project	6 July 2023	International authorities, national authorities, SMEs, Multinationals, Law-firms, General IT, Industry, Dif. Alliances, etc.

2.9 Events and Workshops

2.9.1 External Events

FAME's partners have attended numerous international events such as conferences, clustering activities, and scientific collaboration where they had the opportunity to share the project with the

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following groups of audiences: innovators, regional authorities, end-users, research communities, financial institutions, business partners and policy makers. The following table provides a brief breakdown of each event:

Table 6: Events

Date	Location	Event Title	Type of event
29/03/2023	Brussels, Belgium	EURADA Brokerage Event 2023	Dissemination of the project scope and results
31/03/23	Frankfurt, Germany	Digital Euro Conference 2023 - #DEC23	Dissemination of the project scope
13-15/06/23	Lulea, Sweden	Data Week 23	Dissemination of the project scope and results
19-21/06/2023	Paphos, Cyprus	1st Workshop on Next Generation IoT and AI systems for Trusted, Human-Centered Intelligence (TI 2023)	Dissemination of FAME scope and technical advancements, outlining challenges and best practices of existing Data Marketplaces (putting emphasis in the Embedded Finance domain)
6-7/07/2023	Limassol, Cyprus	INCOGNITO & SECONDO Summer School Innovation in Attribute-based Authentication & Negotiation Skills for Research Projects and Project Management in Cybersecurity 6th & 7th of July 2023	Dissemination of Fame scope and technical advancements, outlining the security access in Marketplace
25-27/07/2023	Istanbul, Turkey	International Conference on Smart Applications, Communications and Networking (SmartNets 2023)	Dissemination of FAME scope, architecture, supported functionalities, and applicability scenarios
19-21/08/2023	Macau, SAR	PMAI workshop at IJCAI23	Dissemination of the project scientific results
29/08-01/09/2023	Benevento, Italy	ARES Conference - IWAPS 2023	Dissemination of the project scope
25-27/10/2023	Valencia, Spain	European Big Data Value Forum - EBDVF (October 2023)	Dissemination of the FAME objectives and roundtable with Syster project. Also creation of the FAME Stand in the related space

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2.9.1.1 *European Big Data Value Forum 2023(EBDVF)*

On 25-27 October, FAME participated in the European Big Data Value Forum 2023 (EBDVF) at the Valencia Fair, where it presented the innovative approach of the Project (grant agreement nr. 101092639), together with its three sister projects: Datamite, Pistis and UPcast. These projects aim to revolutionise the industry with cutting-edge data economy technologies, offering experimental data management and control solutions in federated environments.

FAME is a joint effort of world-class experts in data management, data technologies, data economics and digital finance. Its goal is to develop and launch a unique, reliable, energy-efficient and secure federated dataset for Embedded Finance (EmFi) to the global market.

In addition, FAME coordinator Ernesto Troiano from GFT Technologies had the privilege to engage the audience in a stimulating discussion about this project, presenting its main objectives and results, showcasing the latest developments in the field of Big Data and Future Realities in Europe and generating interest in the community.

The EBDVF has been a great outreach opportunity as it brings together industry professionals, business developers, researchers and policy makers from across Europe and other regions of the world to advance policy actions as well as industrial and research activities in the areas of Data and Artificial Intelligence.

Figure 28: EBDVF

3 Conclusions

The findings presented in this report underscore the substantial progress made over the course of M1-M12 in the FAME project's dissemination and communication efforts. The undertaken tasks have undeniably played a pivotal role in fostering widespread dissemination and knowledge-sharing among the diverse stakeholders associated with the project, establishing a robust connection with a broad audience on both local and international fronts.

Throughout the reporting period, a multifaceted approach to communication has been implemented, encompassing the development of compelling promotional materials, active participation in conferences and pertinent events, and the strategic utilization of both traditional and digital media platforms. These initiatives collectively have propelled the project's visibility and significantly enhanced its impact within the community.

In addition to the successful execution of communication strategies, this report underscores the tangible achievements and outcomes realized thus far. The documented advancements and contributions of the FAME project to its specific field stand as a testament to the dedication and efficacy of the undertaken initiatives. Crucially, key stakeholders have been identified, and a finely tuned communication strategy has been established to engage and involve them actively. This deliberate approach has yielded increased collaboration and participation, setting the stage for continued success in the forthcoming two years.

While celebrating the strides made, it is imperative to recognize that sustained efforts are requisite for the attainment of outlined indicators in the upcoming years. The foundation laid during this period serves as a solid platform, and the momentum gained must be leveraged to fuel our commitment to further advancements and impactful contributions in the ensuing phases of the FAME project.

Finally, important revisions were added to this deliverable following the technical review of the first reporting period. These revisions encompass the contact database, with specific regard to personal data protection, and the project website, laying the foundation for a release 2.0 of the website that is more attractive and better engaging to stakeholders.