

Federated decentralized trusted dAta Marketplace for Embedded finance



## D7.5 - Dissemination, Communication, and Standardization Activities. II

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## Definitions

<b>Acronym</b>	<b>Definition</b>
AI	Artificial Intelligence
AML	Anti Money Laundering
APM	Assets Policy Management
BDVA	Big Data Value Association
BPM	Business Process Management
DAIRO	Data AI and Robotics
DCAT	Data Catalog Vocabulary
DOI	Digital object identifier
DSS	Decision Support Systems Distributed Software System
EC	European Commission
ESG	Environmental, Social and Governance
ETSI	European Telecommunications Standards Institute
EU	European Union
FAME	Federated decentralized trusted dAta Marketplace for Embedded finance
FDAC	Federated Data Assets Catalogue
FFGA	FAME Federation Governance Application
GA	Grant Agreement General Assembly
GDPR	General Data Protection Regulation
IDS	International Data Spaces
IDSA	International Data Spaces Association
IEC	International Electrotechnical Commission
IEEE	Institute (of) Electrical (and) Electronic Engineers
IJCAI	International Joint Conference on Artificial Intelligence
INNOV	Innov-Acts Limited
ISO	International Organization for Standardization
IT	Information Technology
JRC	Jrc Capital Management Consultancy and Research Gmbh
JSI	Institut Jozef Stefan
JSON	JavaScript Object Notation
KPI	Key Performance Indicator
LLM	Large language model
MC	MC SHARED SERVICES SA
ML	Machine Learning
ODRL	Open Digital Rights Language

OIDC	OpenID Connect
OWL	Web Ontology Language (W3C)
RAM	Random Access Memory
RDF	Resource Description Framework
SAX	Situation Aware eXplainability
SSI	Server Side Includes
SW	SoftWare
UC	Use Case
UI	User Interface
WG	Working Group
WP	Workpackage

Other acronyms and abbreviations not present in the table, are introduced in the text along with their definitions.

## Executive Summary

This deliverable reports on the dissemination, communication, standardization, and ecosystem-building activities carried out within the FAME project during Months 13–36, a period corresponding to the consolidation and demonstration of the project’s main technical and exploitable results. Its purpose is not to describe activities in isolation, but to assess how these actions collectively supported the visibility, adoption readiness, and long-term impact of FAME within the European data economy and embedded finance ecosystems.

The scope of the work covered includes three tightly interconnected dimensions: (i) structured dissemination and communication of results to targeted audiences, (ii) active contribution to standardization, policy, and clustering initiatives, and (iii) sustained community and stakeholder engagement around FAME’s Key Exploitable Results (KERs). These dimensions were addressed through a coordinated approach that evolved alongside the technical maturity of the project, shifting from awareness-raising toward use-case-driven, impact-oriented engagement.

The approach adopted during M13–36 was explicitly adaptive. Communication and dissemination strategies were refined following review feedback and continuously aligned with progress in the Marketplace, pilots, and Learning Centre. Outputs combined digital channels, scientific dissemination, training-related content, and participation in high-level events, ensuring both breadth of reach and depth of engagement. In parallel, standardization activities followed a structured roadmap, enabling FAME to contribute concrete technical and conceptual inputs to European and international standardization efforts, while remaining aligned with emerging regulatory frameworks such as the Data Act and AI Act. Community-building actions focused on creating durable links with sister projects, clusters, and stakeholder groups, reinforcing FAME’s role within a broader ecosystem rather than as a standalone initiative.

The results demonstrate that WP7 effectively translated FAME’s technical achievements into accessible, credible, and reusable assets. Dissemination and communication KPIs show consistent growth in reach and engagement, standardization actions positioned FAME within relevant policy and technical discussions, and ecosystem-building activities strengthened collaboration and adoption pathways. Overall, this deliverable evidences how WP7 contributed decisively to maximizing the impact, relevance, and sustainability of FAME’s results beyond the project lifetime.

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# 1 Introduction

The purpose of this deliverable is to present a consolidated overview of the dissemination, communication, standardization, and stakeholder engagement activities carried out in the FAME project during the period **M13-M36**. As the project entered its second and third years, key technical milestones enabled significant expansion in outreach, community-building, and standardization contributions.

This deliverable complements and builds on earlier documents from Work Package 7 (**WP7**). In D7.1, the overall communication and dissemination strategy was presented, while D7.2 reports on activities from M1-M12 of the project. By contrast, this deliverable provides an updated and comprehensive view of the project's results, with a structure that distinguishes the activities and progress achieved during the two recent project phases (M13-M24 and M25-M36).

WP7 plays a central role in ensuring that FAME's innovations and key exploitable results (KERs) reach the appropriate audiences across the data economy, embedded finance (EmFi) ecosystem, scientific and research communities, industrial and end-user groups, and standardization bodies. In the latter half of the project, WP7 activities focused on promoting FAME's technological advancements and KERs.

## 1.1 Objective of the Deliverable

The objective of Deliverable D7.5 is to report on the **Dissemination and Communication (T7.1)**, **Contributions to Standards, Clusters and Associations (T7.2)**, and **Community and Ecosystem Building (T7.5)** activities performed during M13-36. In particular, this deliverable aims to:

- Document the communication and dissemination activities carried out to promote FAME project results, including developed technologies, pilots, the Learning Centre, and the Marketplace.
- Present the project's contributions to standardization efforts.
- Report on the progress made in community building and stakeholder engagement.
- Provide a structured account of activities undertaken during two distinct periods (M13-24; M25-36).
- Assess the performance against the WP7 Key Performance Indicators (KPIs).

Overall, this deliverable provides a comprehensive account of how WP7 supported visibility, adoption, standardization alignment, and ecosystem development through activities surrounding the FAME project during the core stages of its implementation.

## 1.2 Insights from other Tasks and Deliverables

The activities within WP7, as reported in this deliverable, are closely connected to the developments in WP2-WP6:

- **WPs 2, 3, 4, and 5** design and implement the core infrastructure, services, and analytics that underpin the FAME marketplace. These WPs deliver the platform architecture (WP2), secure and interoperable federated data management (WP3), data trading and pricing tools (WP4), and trusted, energy efficient analytics (WP5). The results produced in these technological work packages form the foundation of the dissemination content presented in this deliverable, including white papers, scientific publications, and training materials.
- **WP6** focuses on the integration, validation, and evaluation of FAME-developed technologies across the different EmFi use cases. This is done through the pilots, which aim to deploy

FAME tools in real operational contexts while gathering important stakeholder feedback. The pilots provide concrete evaluations of FAME's technology, and these are widely used for WP7's efforts.

Similarly, earlier WP7 deliverables (**D7.1** and **D7.2**) are referenced in this document, as both build the foundations for this work package. D7.1 clearly shares the communication and dissemination plan and strategy, while D7.2 reports on the activities from M1-M12.

### 1.3 Structure

Deliverable 7.5 is structured as follows:

- **Section 2** presents the combined **dissemination and communication activities** carried out under **T7.1** during M13-M26, including online presence, communication materials, publications, and participation in events, among other items.
- **Section 3** describes the activities under **T7.2: standardization, cluster, and association activities**. These include the task's roadmap, involvement in standardization bodies and task forces, and collaboration with other initiatives.
- **Section 4** reports on the **community and ecosystem building activities** in **T7.5**, including stakeholder mapping, engagement activities, pilot-related interactions, and more.
- **Section 5** provides an overall **synthesis of WP7's performance** during M13-M36, highlighting the main achievements, lessons learned, and contributions to FAME's impact.

## 2 Dissemination & Communication Activities (T7.1)

### 2.1 Objectives of T7.1

Task 7.1 is dedicated to the dissemination and communication of FAME's results, with the overarching goal of ensuring that the project's outcomes reach, inform, and activate relevant communities within the European data economy and embedded finance ecosystems. This task plays an important role in transforming the project's technical progress into clear, accessible, and targeted communication materials that support awareness around FAME, engagement from stakeholders, and uptake of the results and key assets produced.

Therefore, the primary objective is to **disseminate and communicate the project's results to stakeholders of the data economy, EmFi community, and other relevant audiences**. This includes a broad spectrum of actors, such as data providers, Big Data and AI technology vendors, digital finance innovators, financial institutions, regulators and policy makers, and the general public. To meet this objective, T7.1 developed and implemented a communication and dissemination plan that was regularly revisited to reflect FAME's technological progress, stakeholder needs, and other developments with similar initiatives.

### 2.2 Summary of Dissemination & Communication Activities — M13–24

The period from Month 13 to Month 24 marked a substantial expansion of FAME's dissemination and communication activities and a strategic pivot post-review. These changes reflected growing project maturity, the availability of more technical outputs, and strengthened alignment across WPs on messaging around the Marketplace, analytical tools, pilots, and the Learning Centre. During this period, dissemination efforts intensified across all major channels, including blog publications, scientific outputs, newsletters, social media, videos, and participation in events. This phase also included the implementation of improvements recommended during the first review, resulting in more consistent content quality, clearer messaging, and improved stakeholder engagement.

#### 2.2.1 Major outputs and progress

During M13-24, FAME produced a substantial body of dissemination material that contributed to positioning the project within the European data economy, the EmFi ecosystem, and the broader research and innovation community. Communication efforts accelerated significantly in 2024, with continuous publication of content on the project website and dissemination through the project's outreach channels. The list below **summarizes** some of the major efforts with more specific details in subsequent Deliverable sections.

#### **Blogposts and Online Articles**

More than 30 blog posts were published in 2024, covering themes directly linked to the project's technical and scientific advancements. These articles addressed a diverse set of topics, including data marketplace architecture, embedded finance applications, federated data governance, energy-efficient analytics, pricing advisory methodologies, explainable AI, sentiment analysis, ESG-driven financial modelling, and the role of FAME technologies within the evolving European data space landscape.

Several entries also highlighted consortium events (e.g., General Assemblies), technical integration milestones, and project participation in EU-level conferences. Collectively, these publications served as a continuous narrative capturing FAME's progression, demonstrating technical relevance, and engaging both general and expert audiences.

#### **Scientific Publications and Whitepapers**

In addition to blog content, FAME partners produced 8 scientific and technical publications during this period. These contributions focused on explainability methods, business process reasoning, machine learning sustainability, federated analytics, and emission-aware computing. The publications helped to establish the scientific foundations of the components being developed within the project.

A major dissemination output was the 2024 Whitepaper on “**A Federated Secured, Trusted and Interoperable Marketplace and Data Space**”, which presented the conceptual and architectural foundations of FAME’s Marketplace and reinforced the project’s thought-leadership position within the European data economy discourse.

### Newsletters

Nine newsletters were issued in 2024 to a growing subscriber base. Their content primarily consisted of:

- summaries of recently published blogposts, scientific articles and whitepapers;
- announcements of upcoming events, including webinars and major conferences;
- highlights from FAME’s participation in third-party events;
- updates from General Assemblies and various technical milestones;
- promotion of Learning Centre online courses published on the YouTube channel.

These newsletters served as a key instrument for keeping the project’s external community informed about progress and upcoming engagement opportunities.

### YouTube Channel and Video Dissemination

Video dissemination expanded significantly during M13–24. A total of **108 videos** were uploaded to the FAME YouTube channel:

- 102 videos corresponded to the **Learning Centre online courses** (T7.4), covering topics such as data governance, data monetization, regulatory compliance, financial data spaces, federated learning, and open banking, as detailed in deliverable D7.4 of the project.
- 3 **webinar recordings** were uploaded as part of the FAME Webinar Series.
- 1 FAME **promotional video**, providing a concise introduction to the project and its objectives.
- 1 model-agnostic sentiment-analysis **demo**.
- 1 video demonstrating FAME’s **analytical tools**, supporting communication around Marketplace capabilities.

The YouTube channel became a major dissemination vector, supporting both outreach to external stakeholders and cross-promotion of T7.4 activities.

### Social Media Activity

FAME’s primary social media accounts are found on LinkedIn and X (formerly Twitter). As such, they were used intensively throughout 2024 to cover a variety of dissemination topics, including:

- announcements and summaries of blogs, publications, and events
- promotion of Learning Centre content and webinars
- updates from hackathons, General Assemblies, and technical integration activities
- dissemination of pilot-related advancements
- thematic posts explaining core Marketplace features (e.g., FDAC, APM, energy-efficient analytics, search engine capabilities)

LinkedIn played the role of the project's primary professional outreach channel, while X supported rapid updates during events.

### Participation in External Events

During M13–24, FAME participated in a series of high-visibility European events, such as:

- **Data Spaces Symposium 2024** (Darmstadt), where FAME was represented in panel discussions on data monetisation challenges and cross-project synergies.
- **European Big Data Value Forum** (Budapest), where FAME shared a booth with EUDATA+ Alliance projects and participated in a session on the data lifecycle and Marketplace functionality.
- **Bratislava Fintech Week**, where partners showcased the pricing advisory tool to an audience of financial institutions and industry actors.
- **DIGISUSTAIN 2024** (Frankfurt) and multiple **IDSA** talks, where FAME's federated marketplace approach was presented to industry and research audiences.

These engagements enhanced the project's visibility within the data spaces, AI, and financial innovation communities. A complete list of events is included in Section 2.8.

#### 2.2.2 Lessons from RP1 review and applied improvements

Following the first review and the feedback received in the review report, efforts were made to refine the clarity, consistency, and effectiveness of FAME's dissemination and communication outputs. These improvements were initiated during M21-24 and continued throughout the final year of the project.

Firstly, several revisions were made to D7.1 to better align the communication and dissemination plan with the project's objectives. These revisions included plans for a version 2.0 of the project website, optimizing the site map, content, and user experience. Additionally, partner-level communication plans were updated to integrate strategic focus areas and account for consortium changes (addition and removal of partners). Finally, an updated plan to guide T7.1 was included in this deliverable and resubmitted.

Within D7.2, there were two primary revisions that were included in the resubmitted version. The first revision was to include specific considerations about the stakeholder database and clarify the GDPR-compliant strategy for database management. Likewise, there were planned updates for the project's privacy policy on the website, and privacy policy on the Marketplace.

Aside from the revisions of these two deliverables, it was also suggested to improve the overall communication approach for RP2 through:

- enhanced editorial consistency across blogposts and social media content.
- clearer messaging around Marketplace capabilities and pilot relevance.
- diversification of communication formats.
- an emphasis on external engagement opportunities, including webinars, workshops, and industry events.

These recommendations were taken into account and implemented in RP2.

## 2.3 Dissemination & Communication Activities — M25–36

During the final year of project execution, and following the comments included in the review report, dissemination and communication activities expanded substantially to support the consolidation, demonstration, and promotion of FAME’s Key Exploitable Results (KERs) as they had reached a higher stage of maturity and technological readiness. Among others, there was particular emphasis on the FAME Data Marketplace for Embedded Finance, the Learning Centre and its related training materials, and the increasing visibility of the seven pilot projects. Activities during this period reached a wide spectrum of audiences, such as financial institutions, industrial actors, researchers, technical developers, other projects and initiatives, and the broader data spaces and fintech communities.

The communication strategy shifted from general awareness-raising to targeted, use-case-driven messaging. This approach highlighted the concrete value and functionality of the Marketplace. This included a sharpened narrative around data monetization, trusted governance, explainable AI, ESG analytics, energy-efficient data processing, and federated learning.

The subsections below provide a structured **summary** of the main activities undertaken across M25-M36, with further analysis being done later in the Deliverable.

### 2.3.1 Summary of Dissemination & Communication Activities (M25–36)

During the third project year, there was a significant intensification of communication outputs, reflecting the maturity of the platform and the growing need to prepare stakeholders for further engagement with FAME’s technologies. Activities included:

- **Participation in major European conferences:** Data Spaces Symposium 2025, Data Week 2025, IDSA events, EBDVF 2025.
- **Delivery of webinars, workshops, and in-person training sessions**, including multiple sessions linked to FAME technologies, regulatory frameworks, and AI governance.
- Production and publication of a **wide range of blogposts, technical articles, and explanatory materials** about the Marketplace, analytics, pilot use cases, and other data governance-related materials.
- Extensive dissemination through FAME’s social media: **LinkedIn, X/Twitter, and YouTube.**
- Continued **updates to the website** to add new pages, new items, and training materials.
- Distribution of **newsletters and press releases** aligned with major milestones and events.
- **Upload of videos to FAME’s YouTube channel**, ranging from webinar recordings to analytics demos and workshop events.

#### Blogposts and Online Articles

During M25-36, FAME published a large number of blogposts and online articles. Topics covered:

- Connections and commentary about the European data ecosystem;
- Insights into pilot solutions or the technologies behind the FAME Marketplace;
- Updates from partners relating to the work being done in certain tasks or work packages;
- Practical examples of how FAME’s analytical tools can be used in the real world;
- FAME’s attendance or participation in European events;
- Upcoming events that were organized by FAME and/or its sister projects.

#### Scientific Publications and Whitepapers

Scientific dissemination continued during this period, reflecting the project's technical progress and maturity. Publications during this period addressed methodological, architectural, legal, and business aspects, providing visibility within the academic, research, and technical standardization communities. These outputs helped reinforce FAME's positioning within the European Data Spaces ecosystem and contributed to ongoing dialogues on data governance, AI explainability, and sustainable digital finance.

Consortium members produced several peer-reviewed journal articles and conference contributions, covering a broad range of topics.

### **Newsletters and Press Releases**

In the final year of the project, four newsletters were distributed at key points in the year: March, May, October, and December. The publication of these newsletters corresponded to important milestones in the project, and the contents included:

- Recent blogposts and scientific outputs, for further dissemination;
- Information about upcoming events to increase registration and engagement;
- New training material and Learning Centre content available for use; and
- Updates about the FAME Marketplace.

Similarly, three press releases were issued at strategic moments to maximize outreach and reinforce messaging around the Marketplace launch, training sessions, and participation in European-wide events.

### **YouTube Channel and Video Dissemination**

A total of 21 videos were created and uploaded to FAME's YouTube channel during the period between M25-36. Continuing the trend from the previous period, the videos uploaded included recordings of training sessions, such as webinars and face-to-face training events; demo videos of pilot projects or analytical tools; exploratory videos of the FAME project and FAME Data Marketplace; recordings of workshops or other live sessions; and two tutorial videos for navigating the FAME Marketplace. As of the writing of this deliverable, the number of views of all of FAME's videos amounted to 1,656.

### **Social Media Activity**

Social media communication remained consistent, with nearly every blogpost, webinar, event, and training session accompanied by targeted posts on LinkedIn and X. The communication strategy pursued during this period focused on promoting the Marketplace launch and its functionalities, highlighting pilot achievements and milestones, demonstrating technical components, and announcing training opportunities offered through the Learning Centre. The frequency and thematic alignment of posts ensured regular visibility and engagement across the project's core communities.

### **Participation in Events**

These in-person and online events played a central role in engaging both technical and business audiences. Participation enabled FAME to present its progress, demonstrate marketplace functionalities, establish synergies with other projects, and gather feedback from relevant stakeholders.

### 2.3.2 Dissemination Activities Focused on FAME's Key Exploitable Results (KERs)

#### 2.3.2.1 Enhanced Communication Strategy Supporting the Marketplace Launch

The launch of the FAME Marketplace in April 2025 (M28) represented a pivotal milestone for the project's communication strategy moving forward. To ensure strong visibility of the Marketplace and increase engagement of stakeholders and other would-be users, communication activities included:

- Pre-launch awareness posts highlighting the Marketplace concept, architecture, and technical capabilities.
- Blogposts showcasing the Marketplace functionalities, such as data trading, semantic search, federated catalogue integration, provenance tracking, and explainability features.
- Event presentations where FAME partners demonstrated core components (Data Spaces Symposium 2025, Data Week 2025, etc.).
- Production of a FAME Marketplace tour video to clearly communicate all the aspects of the marketplace and its functionality in a visual way.
- Creation of tutorial videos for onboarding organizations and users to the Marketplace, as well as enabling functionalities to access trading.
- Promotion of the marketplace through newsletters and press releases to reinforce visibility across diverse communities.

These actions ensured that stakeholders understood not only the technical innovation behind the Marketplace, but also the practical ways in which they can access and use this tool.

#### 2.3.2.2 Integration of Learning Centre Communication

As a means to further promote the FAME Marketplace, pilot projects, and other KERs, the Learning Centre played a prominent role in the communication actions during M25-36. While the direct training activities carried out fall under the framework of *Task 7.4 Training Programs, Learning Centre and Stakeholders' Training* (T7.4) the prior communication leading up to these activities and the subsequent dissemination of the materials were core for this task. Efforts focused on the promotion of new in-person training sessions, notably in Limassol (Cyprus), Hürth (Germany), and Nicosia (Cyprus). These sessions invited both project partners, external collaborators, and stakeholders interested in the training to participate in live knowledge-sharing sessions. Announcement and dissemination of online courses and recorded sessions via social media, newsletters, and events also reinforced the role of the Learning Centre as an educational gateway to FAME technologies. Overall, Learning Centre communication supported both the pedagogical mandate of T7.4 and the broader ecosystem-building goals of WP7.

#### 2.3.2.3 Cross-Promotion with Pilots and Events

In addition to the FAME Marketplace, its analytical tools, and the Learning Centre, further communication activities increasingly centered on pilot demonstrators / use cases, reflecting their importance in validating the Marketplace and creating clear narratives for potential adopters. Dissemination activities included:

- Blogposts highlighting progress in climate-risk analytics, industrial predictive maintenance, ESG investment optimization, and other use cases.
- Pilot explanations and demonstrations integrated into event presentations, showing how Marketplace components support real-world deployments in diverse sessions.
- Videos and demos linked to pilot outputs.
- Social media campaigns accompanying major pilot milestones, including the FAME Pilots Showcase series beginning in October 2025.

- Inclusion of pilot insights in newsletters, reinforcing the maturity and impact of the FAME ecosystem.
- Communication and dissemination of webinars and training materials centered on pilot use cases and uses of FAME technologies.

These cross-promotions helped to translate technical developments behind FAME into tangible value propositions for end-users, regulators, researchers, and other industry stakeholders.

## 2.4 Project Website

### 2.4.1 FAME Website Updates (Post Review RP1)

Following the RP1 review in late 2024, we conducted a thorough evaluation of the project's online presence, identifying critical areas for improvement. While the website had served its purpose in the early stages, feedback from the project officer and internal stakeholders revealed several areas that needed attention to enhance both its content and user experience. These discussions culminated in a comprehensive **website redesign workshop** held in December 2024, where key changes to the site's structure, design, and content were discussed in depth.

During the workshop, it became clear that the website needed to evolve to better reflect FAME's objectives and innovations, and to provide a more engaging, interactive experience for visitors. One of the primary concerns was the lack of clarity and visibility of the pilots and the marketplace, which were key elements of FAME's offerings. Additionally, the site's structure and navigation were deemed confusing, and its content did not adequately showcase the project's progress.

#### **Content Gaps and Design Challenges**

The initial version of the website, which had been largely static since the project's inception, featured basic project information, consortium details, a blog, and some introductory materials on the Learning Centre. However, it lacked dedicated sections for critical components such as the pilots and the FAME Marketplace. Moreover, some information was outdated, including logos and partner details, while the project's privacy policy was incomplete.

There was also limited visibility of opportunities for external stakeholders to engage with FAME, whether through participation in the pilots, accessing the marketplace, or benefiting from the materials created within the framework of the Learning Centre. Furthermore, the consortium page did not clearly communicate the makeup of the consortium nor the roles of different partners, which was essential for presenting the consortium's diverse expertise and contributions.

#### **Redesign Workshop and New Sitemap**

To address these issues, the consortium agreed on a new vision for the website during the workshop. The updated sitemap was designed to ensure that the site would be not only more informative but also more user-friendly, with a clearer structure and more opportunities for engagement.

The homepage was revamped to highlight FAME's innovations and direct users to the most critical areas of interest: the marketplace, the Learning Centre, and the pilots. For each of these areas, we had also included direct links for further information. The homepage also incorporated an interactive news carousel at the bottom of the page to display the latest updates and blog posts, keeping the content dynamic and timely. Additionally, a call-to-action was included to encourage visitors to subscribe to the FAME newsletter, ensuring ongoing communication and engagement with stakeholders.



Figure 1: FAME project website. Homepage (1).



Figure 2: FAME project website. Homepage (2).



Figure 3: FAME project website. Homepage (3).

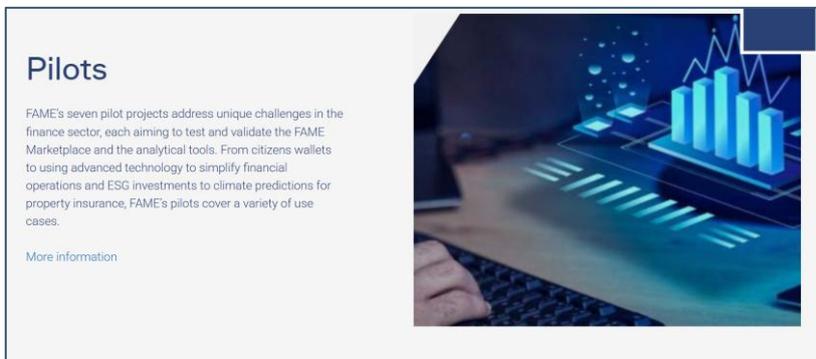


Figure 4: FAME project website. Homepage (4).

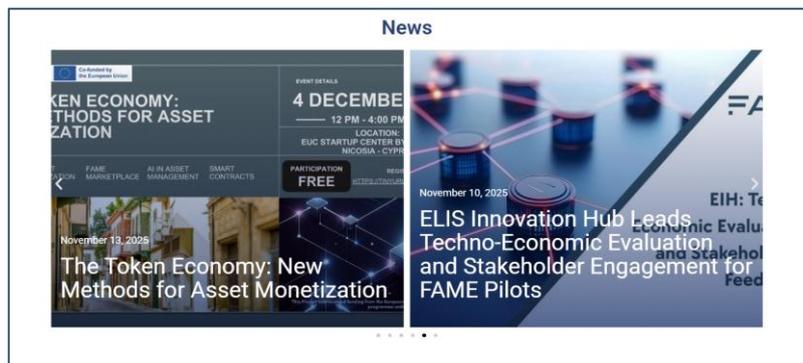


Figure 5: FAME project website. Homepage (5).

Figure 6: FAME project website. Homepage (6).

The **Project** page was also redesigned to provide a more in-depth look at FAME’s mission, objectives, and the impact of its pilots. This page included both a short overview and a more detailed breakdown of the project’s seven objectives. To enhance the visibility of the pilots, each pilot now had its own dedicated page, with clear descriptions of the objectives, applications, and use cases for each initiative. These pages were designed to invite stakeholders to engage further, whether through direct inquiries or participation in pilot-related activities.

### Pilot and Marketplace Visibility

A significant update was the creation of **dedicated pilot pages**, which were missing from the original site. Each page was tailored to provide detailed information about the specific use cases, applications, and goals of the pilots, as well as a direct call to action for stakeholders to get involved. This addition significantly improved the site's relevance for potential users and collaborators.

Similarly, the **FAME Marketplace**, among the project’s most anticipated results, now had its own dedicated section. Although the marketplace was launched live at a later time, the new page offered insights into its development, the opportunities it would present, and how stakeholders could benefit from participating once it was operational. Once live, the informational page was removed in favor of a button that **directly linked to the marketplace**. These updates created a compelling narrative around FAME’s vision and offerings, and provided clear pathways for engagement.



**Pilot #2: Embedding Finance Services in a Personalized Citizen Wallet**

Partner(s):

**novoville**



NOVO's Citizen Wallet simplifies urban financial services for both municipalities and citizens. By integrating various payment methods and offering personalized tools, the platform enhances urban mobility and streamlines local government transactions. Serving over 80 municipalities, it also promotes greener living through incentive programs. This pilot will demonstrate embedded financial (EmFi) services in an urban context, expanding the current application's functionalities.

**Detailed description and Objectives**  
**Citizen Wallet** transforms urban living by unifying fragmented payment methods into a single, user-friendly platform. Originally launched as myAthensPass in collaboration with the City of Athens, it enables citizens to manage parking

Figure 7: Example pilot-specific webpage (Pilot 2).

## Consortium and Ecosystem Information

The consortium page underwent a significant redesign. It now clearly communicates the composition of the consortium, including large industries, financial institutions, fintechs, data-asset providers, AI and blockchain vendors, and academic institutions. This section also provided an updated list of consortium members, including their status, role, and country of origin, along with direct links to their individual websites. This update provided a more transparent and organized view of the project's partner network, emphasizing FAME's multidisciplinary approach.

Additionally, the creation of the **EUDATA+** cluster page marked a significant milestone in FAME's efforts to integrate with other European data projects. This new page presented FAME's collaboration with sister projects and included information on data lifecycle management, from data ingestion to consumption. It also provided links to the various related projects, enhancing the visibility of FAME's position within the broader European data ecosystem.



**EUDATA+**

The **EUDATA+ Cluster** brings together six pioneering European projects focused on **data monetization and exchange**, united under the **European Commission's Horizon Europe** programme. More than a coordination effort, the cluster serves as a strategic alliance driving shared goals, collaboration, and knowledge transfer to maximize impact across Europe's data economy.

Figure 8: Screenshot of the EUDATA+ webpage.

## Communication Kit and Resources

A key new addition to the site was the communication kit, which included the FAME logo, a project brochure, and other branding materials. This section was designed to make it easier for both partners and external stakeholders to access key promotional and informational assets.

The resources section was expanded to include not only deliverables but also scientific publications, whitepapers, and other key project outputs. Similarly, the training materials were incorporated into this section, including information about FAME’s Learning Centre courses, webinar recordings, face-to-face trainings, and other training workshops that were held. These resources were made available for download, providing easy access to the full range of materials generated by FAME.

## Newsroom and Updated Contact Form

The old blog and news sections were merged into a single newsroom section, where updates on the project’s progress, upcoming events, and press releases were displayed. This consolidated section ensured that visitors could easily find the latest news and updates related to the project.

The contact form was updated to streamline communication with stakeholders. The new form included more detailed fields, such as stakeholder categories (e.g., general inquiry, marketplace, Learning Centre, pilots), to ensure that inquiries were routed to the appropriate teams, facilitating a quicker and more efficient response process.

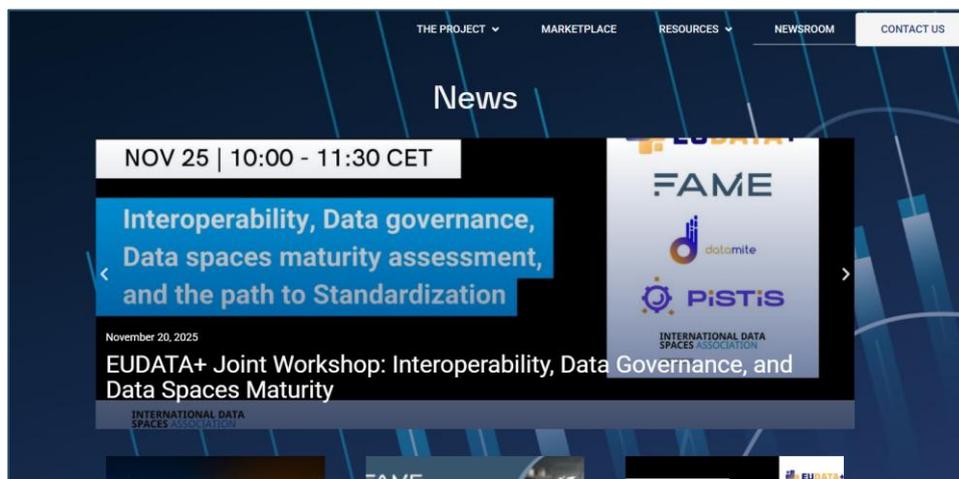


Figure 9: Screenshot of the Newsroom section of the project website.

## Privacy Policy and Legal Updates

Finally, the privacy policy page was updated to provide more transparency regarding data handling practices. This included clear information about who controlled the data on the website and how users could access, rectify, or delete their personal information. This change was necessary to ensure accurate information on data handling, as the previous version simply stated that FAME was the data processor.

### 2.4.2 Website Analytics (M13–36)

The web analytics collected across M13-36 provide a consolidated view of how the project’s digital presence evolved. The period between January-December 2024 (M13-M24) establishes the baseline of audience reach and user behavior for this deliverable, while the period covering January-December 2025 (M25-36) reflect the effects of the redesigned website and greater external visibility through events and cluster collaborations.

### 2.4.2.1 Website Traffic

In 2024, the website recorded 2,300 active users, all of whom were new users. When taken together, these users had an average engagement time of about 1 minute. Traffic remained relatively stable throughout the year, with noticeable peaks in March and again in late spring. Engagement times were healthy for a project website, suggesting that visitors found the content relevant and sufficiently detailed to support their information needs.

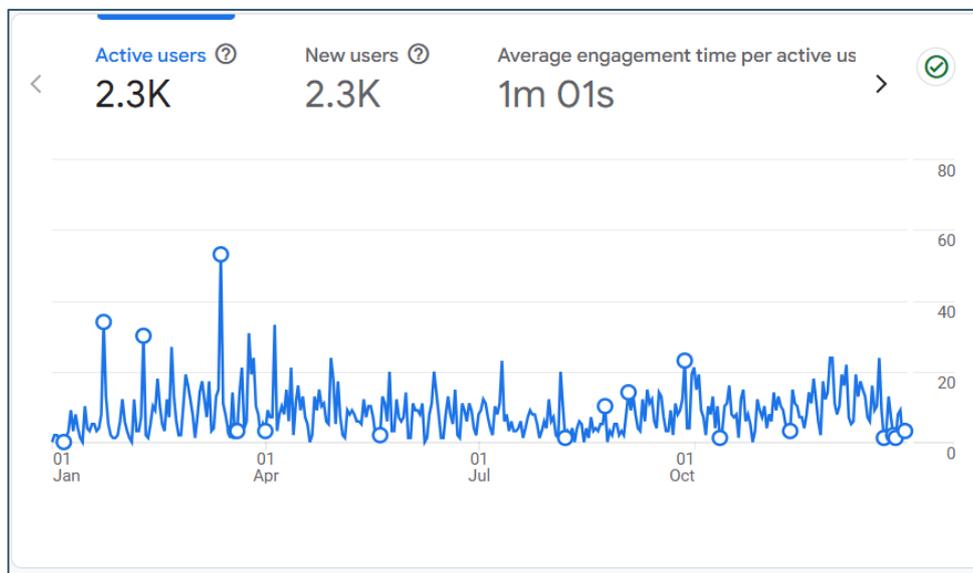


Figure 10: Website - Traffic overview (01/01/2024 through 31/12/2024).

By comparison, website usage in 2025 nearly doubled, attracting 4,800 active users, of which 4,700 were new users. Although the average engagement time decreased to approximately 20 seconds, this can be explained by the variety of materials shared on the project website via external links. Examples include the direct link to the Marketplace, links to YouTube and other training materials, scientific publications and whitepapers linked to Zenodo or other open-source libraries, etc. Traffic remained steady during the first half of the year, but accelerated sharply beginning in September 2025, aligning with:

- Additional content around the FAME Learning Centre and webinar recordings,
- Increased activity with the EUDATA+ Cluster, and
- A series of high-visibility events in autumn 2025 (EBDVF, Pilots Showcases, Standardization workshops)

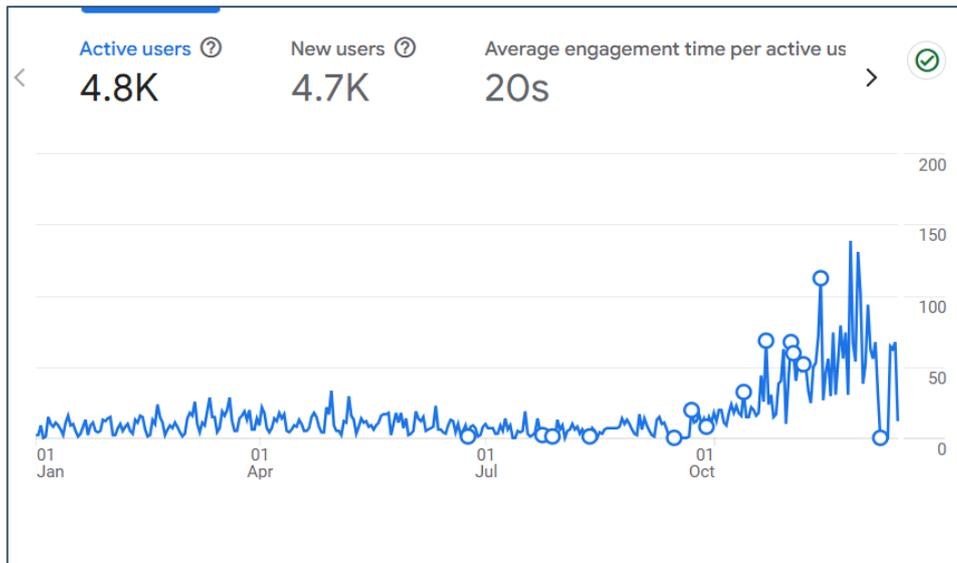


Figure 11: Website - Traffic overview (01/01/2025 through 14/12/2025).

Overall, comparing the two years reveals a substantial widening of the project’s digital footprint. While engagement time shortened overall due to the inclusion of many external links, both years reflect a sustained growing interest in FAME’s results, with 2025 showing particularly strong momentum as the project approached its final milestones.

2.4.2.2 Active Users by Country

It is also interesting to consider the **geographic reach** of the website’s metrics. In 2024, its visibility extended across a broad international audience. The United States represented the largest share of visitors with 439 active users, followed by European countries: Spain (280), Greece (173), Germany (155), Italy (138) and the Netherlands (97). A smaller yet notable number of users accessed the site from Norway (97), the United Kingdom (77), France (74) and Portugal (71).

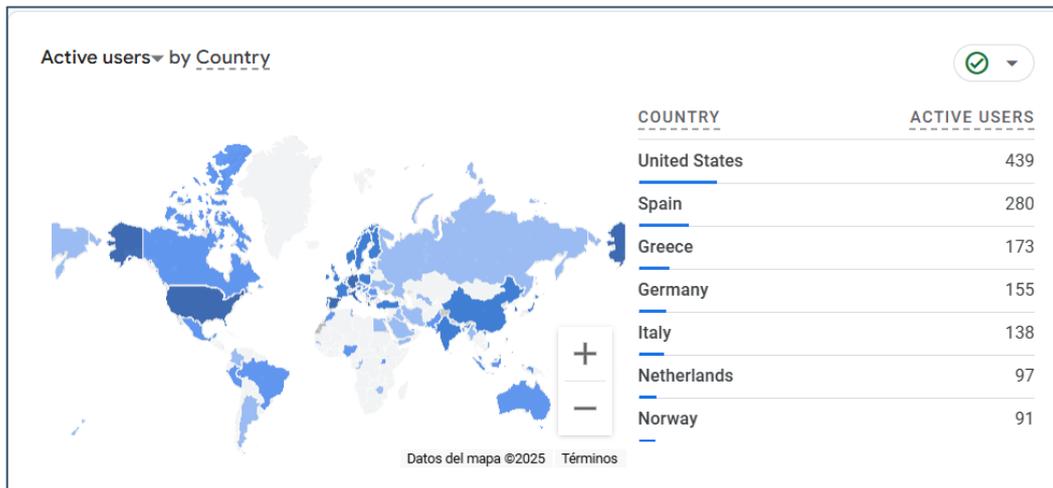


Figure 12: Website - Traffic per country (01/01/2024 through 31/12/2024).

By 2025, the geographic scope broadened significantly, reaching areas that were not included in 2024’s analysis. China (2,300) and Singapore (1,400) emerged as the top two countries according to the website’s performance metrics, followed by the United States (493), Germany (218), Spain (194), and Greece (165). Next, additional countries continue the pattern created in 2024: the Netherlands (108), Italy (105), the United Kingdom (75) and France (73).

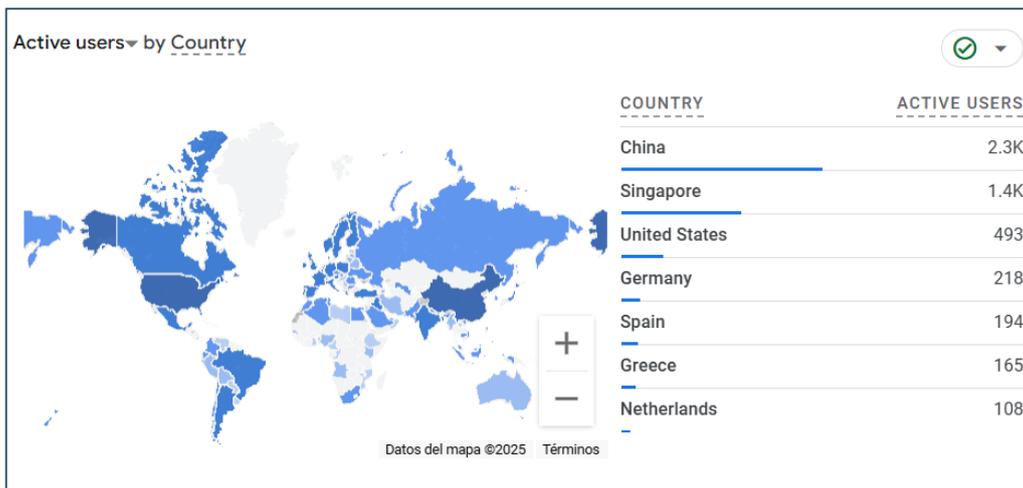


Figure 13: Website - Traffic per country (01/01/2025 through 14/12/2025).

Compared across both years, the data suggest that FAME evolved from a primarily EU-centered audience to a platform with significant international visibility. This shift demonstrates the reach of the project’s training materials, scientific publications, and the FAME Marketplace.

2.4.2.3 Page Views and Engagement

During 2024, the website generated **more than 9,000 views**, with content viewed by approximately 2,261 active users. Most visitors entered through the homepage, which accounted for 26.88% of all views. High performing pages included **The Project** (17.17% of views), **Consortium** (8.51%), **Blog** (5.94%), **News** (4.99%) and **Publications** (4.49%).

Engagement times varied, with the News page showing the longest average engagement (1 minute and 10 seconds), reflecting user interest in project updates. The publications and Deliverables pages also showed stable engagement, suggesting recurring visits by researchers and stakeholders tracking project outputs.

<input type="checkbox"/>	Page title and screen class +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ↓
<input type="checkbox"/>	Total	9,204 100% of total	2,261 100% of total	4.07 Avg 0%	1m 01s Avg 0%	23,469 100% of total
<input type="checkbox"/>	1 Fame Horizon   Experts in data management	2,474 (26.88%)	1,173 (51.88%)	2.11	27s	7,195 (30.66%)
<input type="checkbox"/>	2 The Project - FAME-Horizon	1,580 (17.17%)	833 (36.84%)	1.90	23s	4,559 (19.43%)
<input type="checkbox"/>	3 Consortium - FAME-Horizon	783 (8.51%)	451 (19.95%)	1.74	38s	1,695 (7.22%)
<input type="checkbox"/>	4 Blog - FAME-Horizon	547 (5.94%)	187 (8.27%)	2.93	26s	1,231 (5.25%)
<input checked="" type="checkbox"/>	5 News - FAME-Horizon	459 (4.99%)	105 (4.64%)	4.37	1m 10s	1,008 (4.3%)
<input type="checkbox"/>	6 Publications - FAME-Horizon	413 (4.49%)	230 (10.17%)	1.80	28s	857 (3.65%)
<input type="checkbox"/>	7 Deliverables - FAME-Horizon	301 (3.27%)	185 (8.18%)	1.63	22s	650 (2.77%)
<input type="checkbox"/>	8 Work Packages - FAME-Horizon	206 (2.24%)	142 (6.28%)	1.45	17s	442 (1.88%)
<input type="checkbox"/>	9 Objectives - FAME-Horizon	190 (2.06%)	134 (5.93%)	1.42	26s	389 (1.66%)
<input type="checkbox"/>	10 Learning centre - FAME-Horizon	181 (1.97%)	84 (3.72%)	2.15	28s	424 (1.81%)

Figure 14: Website - Pages' views and engagement (01/01/2024 through 31/12/2024).

In 2025, activity increased to **9,367 page views** generated by **4,795 active users**, reflecting the larger audience attracted during the project's final year. Again, the homepage received the highest number of views (23.51%) followed by: **The Project** (16.1%), **Training Materials** (denoted below as Learning Centre) (4.93%), **Newsroom** (4.53%), **Consortium** (3.65%), **Deliverables** (2.56%), **Publications** (2.4%), and **FAME Marketplace** (2.4%).

A notable development is the increased visibility of the Training Materials, which rose sharply in page visits. This increase reflects the availability of FAME's course materials, the publication of webinar recordings and slides, and inclusion of FAME's face-to-face highlight videos. All traffic was first brought to the project website so users could find the relevant training materials while the recording links or presentation links brought users to external sites (e.g., YouTube, Zenodo, etc.).

Engagement times were shorter overall, consistent with both the increased traffic volume and broader international audience, as well as the fact that many external links were now included. It should be noted that the FAME Marketplace page acted as an information-only page until the launch of the marketplace, resulting in a much lower view count.

<input type="checkbox"/>	Page title and screen class +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events
<input type="checkbox"/>	Total	9,367 100% of total	4,795 100% of total	1.95 Avg 0%	20s Avg 0%	28,023 100% of total
<input type="checkbox"/>	1 Fame Horizon   Experts in data management	2,202 (23.51%)	1,216 (25.36%)	1.81	15s	6,675 (23.82%)
<input type="checkbox"/>	2 The Project - FAME-Horizon	1,508 (16.1%)	823 (17.16%)	1.83	24s	4,448 (15.87%)
<input type="checkbox"/>	3 Learning Centre - FAME-Horizon	462 (4.93%)	207 (4.32%)	2.23	27s	1,203 (4.29%)
<input type="checkbox"/>	4 News - FAME-Horizon	424 (4.53%)	203 (4.23%)	2.09	20s	1,085 (3.87%)
<input type="checkbox"/>	5 Consortium - FAME-Horizon	342 (3.65%)	235 (4.9%)	1.46	29s	782 (2.79%)
<input type="checkbox"/>	6 Deliverables - FAME-Horizon	240 (2.56%)	163 (3.4%)	1.47	18s	577 (2.06%)
<input type="checkbox"/>	7 Publications - FAME-Horizon	225 (2.4%)	146 (3.04%)	1.54	20s	584 (2.08%)
<input type="checkbox"/>	8 Blog - FAME-Horizon	160 (1.71%)	119 (2.48%)	1.34	8s	474 (1.69%)
<input type="checkbox"/>	9 FAME Marketplace - FAME-Horizon	149 (1.59%)	86 (1.79%)	1.73	16s	353 (1.26%)
<input type="checkbox"/>	10 Scientific Publications and Whitepapers - FAME-Horizon	117 (1.25%)	64 (1.33%)	1.83	31s	291 (1.04%)

Figure 15: Website - Pages' views and engagement (01/01/2025 through 14/12/2025).

Taken together, the page-level analytics show clear progression across both years. Early interest centered on the project description and consortium, while later activity shifted toward concrete project results related to the Marketplace, Learning Center, and other scientific-related outputs. This reflects the natural maturation of the project from foundational activities to practical and exploitable results.

## 2.5 Social Media and Digital Channels

### 2.5.1 LinkedIn (key channel)

LinkedIn remained the project's most important external communication channel throughout this period, serving both as a dissemination channel for project results and as a means of steadily building awareness and a community around FAME's KERs. Activity across 2024 and 2025 shows a clear pattern of sustained growth, with improvements visible in both reach and engagement as the project matured and the communication strategy became more tightly aligned.

### 2.5.1.1 Performance in 2024

In 2024, the project published **55 posts**, generating **28,382 impressions**, **1,137 reactions**, **65 reposts**, and **5 comments** among the posts. Content published during this period focused on the project's technical developments, project progress, hackathons and meetings, course launches, webinars, and other collaborations with external projects and initiatives. By the end of 2024, the FAME LinkedIn account had a total of 314 followers. While engagement was moderate compared to 2025, 2024 established several content categories that consistently performed well.

### 2.5.1.2 Performance in 2025

During 2025, FAME's presence on LinkedIn expanded considerably, reflecting important changes made following the review report of RP1, as well as a more mature communication strategy driven by key advancements in FAME's KERs. The project published **82 posts**, representing a significant increase in activity compared with 2024. This higher posting frequency corresponded with improved engagement metrics: **impressions** and **reactions** climbed to **30,832** and **1,525**, respectively, while **reposts** more than doubled (**143**), and **comments** increased to **13** in total.

Along with these increases in engagement, the follower base also grew, reaching **447 followers** by mid-December 2025. This positive growth is reflected in the engagement rate, which reached **10.7%** in 2025, a positive indicator for a highly specialized innovative project targeting a niche community in the embedded finance sector. Visitor metrics also point to strong visibility, with 870 page views and 418 unique visitors to the LinkedIn page between January and December 2025.

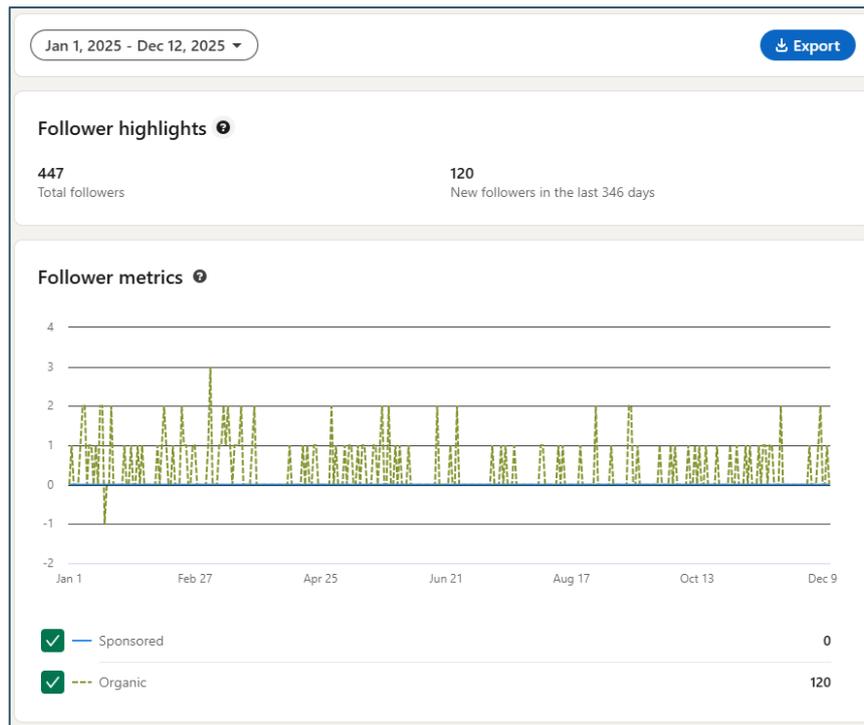


Figure 16: LinkedIn - Follower highlights in 2025.

A qualitative review of the posts in 2025 demonstrates a particularly strong engagement around Marketplace-related content, pilots, face-to-face trainings, webinar promotions, and posts related to the EUDATA+ Cluster and its initiatives.

When looking at the audience demographics of FAME's LinkedIn in 2025, we see a close alignment with the project's target stakeholder groups in the data economy, embedded finance sector, research communities, and regulatory groups.

Considering **Location** first, followers were concentrated in major European innovation hubs, with leading metropolitan areas including Athens (14.1%), Valencia (5.8%), Madrid (4%), the Randstad region (3.1%), Ljubljana (2%) and Milan (1.8%). The leading locations were areas where FAME partners reside, including partners with considerable activity in social media (e.g., LinkedIn). Additional clusters appeared in Portugal, Italy, Germany, and France, confirming a strong geographic presence across FAME partner countries and associated communities.

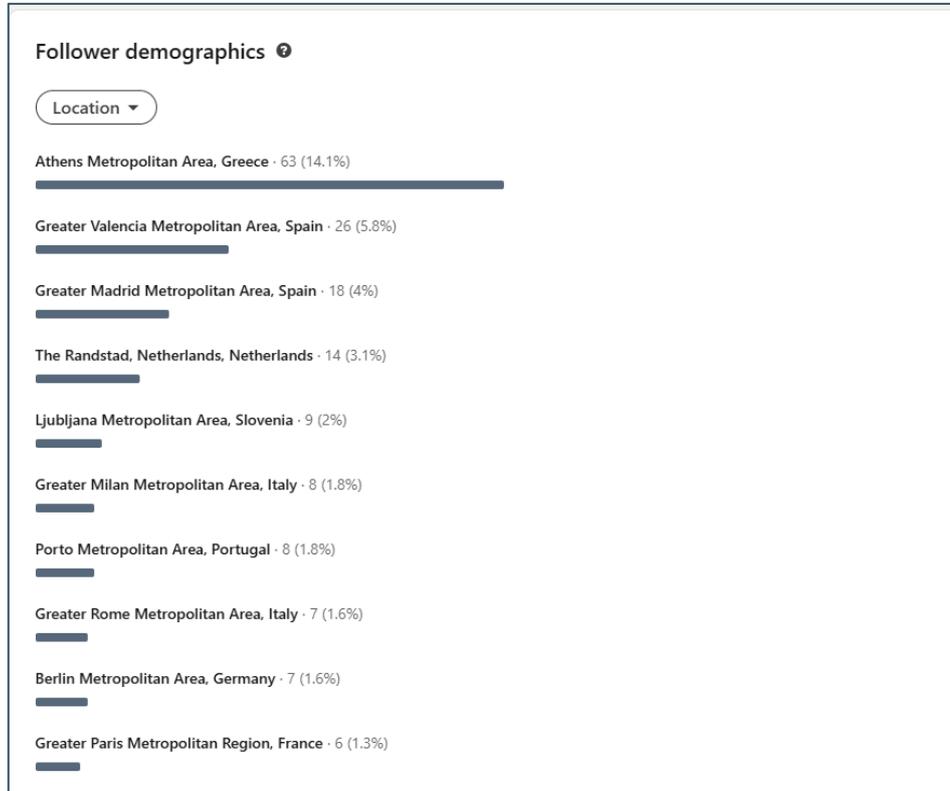


Figure 17: LinkedIn - Follower demographics by Location.

When considering **Industry**, the dominant sector among followers was Higher Education (13%), followed by IT Services and Consulting (11.9%), Research Services (7.6%), Business Consulting (4.3%), Financial Services (4%), and technology-driven sectors including network security, software development, and wealth and investment management services. This broad coverage further illustrates the relevance of FAME's messaging across diverse academic, industrial, and financial groups.

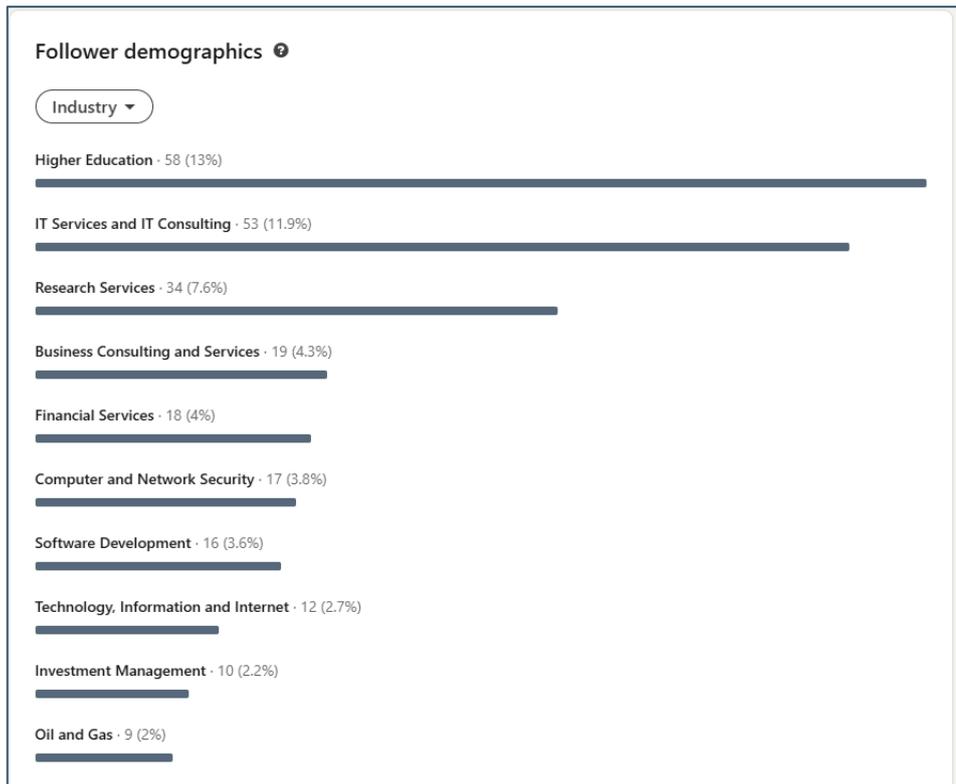


Figure 18: LinkedIn - Follow Demographics by Industry.

Lastly, the follower base organized by **Job Function** also reflects a balanced mix of both technical and non-technical professionals. Business Development experts account for 11.9% of the total followers, followed by Education (9.2%), Engineering roles (8.9%), Project Managers (8.5%), Researchers (6.7%), and IT professionals (6%). This distribution is consistent with the project’s multi-stakeholder focus.

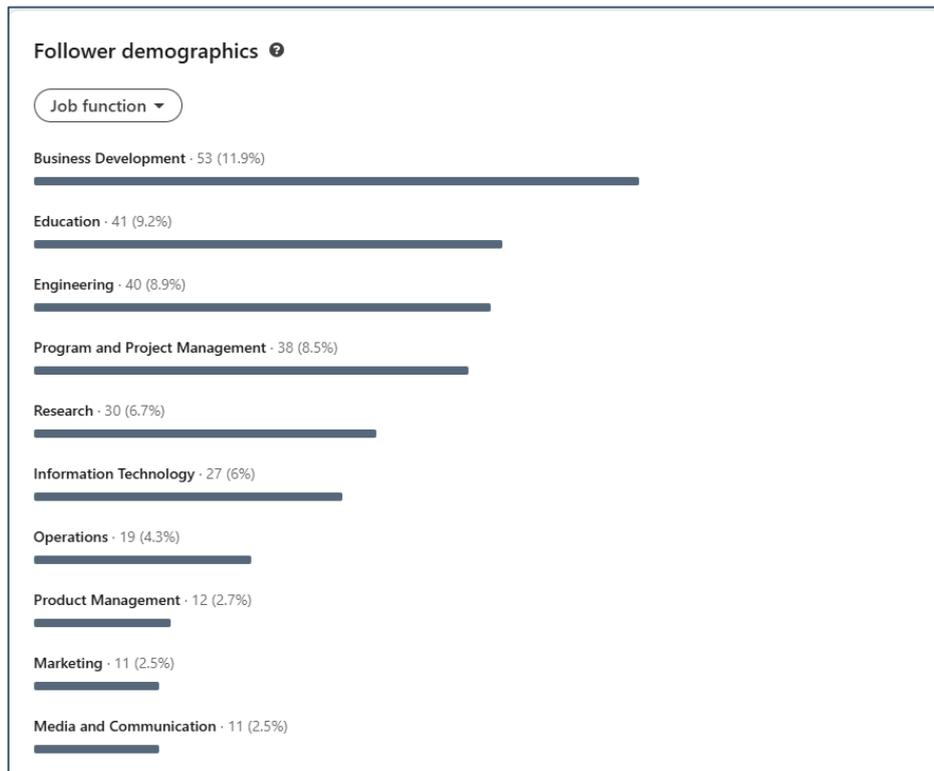


Figure 19: LinkedIn - Follower Demographic by Job Function.

During 2024 and 2025, LinkedIn continued to serve as an important communication channel for FAME. The platform not only enabled consistent dissemination of project milestones, pilot achievements, Marketplace progress, and training materials, but also served as a platform to engage with stakeholders, with related projects and initiatives, and invite users to participate in FAME-organized activities. Yearly gains in impressions, engagement, and follower growth demonstrate the effectiveness of FAME’s evolving communication strategy.

### 2.5.2 X / Twitter (secondary channel)

Over the reporting period of this deliverable, X (formerly Twitter) was maintained as a secondary communication channel for FAME, complementing the project’s primary social media channel (LinkedIn). By **December 2024, the account had reached 40 followers, growing to 51 followers by mid-December 2025**. This modest but steady increase reflects the fact that the majority of partner organizations do not actively use X, and therefore the project relied on a smaller audience of followers mainly drawn from EU projects and research communities. Nevertheless, the account has been kept consistently active to preserve visibility among users who still rely on X for news and event updates.

In 2024, the account was used primarily to promote project milestones, share blogposts, and invite stakeholders to early webinars and other events. In this year, posts generated a total of **883 impressions, 25 likes, and 6 reposts**, with an average of roughly **26 impressions per post**. Engagement was generally modest but stable, with posts around technical publications and general assembly meetings achieving higher interaction.

In 2025, activity on X increased significantly along with the intensification of dissemination efforts around the FAME Marketplace, Learning Centre, and pilot progress. Over this period, the posts accumulated **4,105 impressions, 79 likes, and 29 reposts**, with an average of around **37 impressions per post**. This represents a substantial rise in overall reach compared with 2024, and a noticeable increase in content amplification via reposts.

The strongest spikes in visibility in 2025 coincide with major announcements and events. These include: promotion of the on-site trainings in Limassol (Cyprus), Hürth (Germany), and Nicosia (Cyprus); the launch of the FAME Marketplace; joint activities with the EUDATA+ Cluster; and other FAME-organized events. A particularly high-performing post was the dissemination of a scientific publication on the C4Model-based architecture, which alone generated more than a thousand impressions, demonstrating that X can still be effective for promoting high-value scientific and technical content.

Table 1: Summary of X Activity.

Year	Followers at end of period	Total of Posts	Total impressions	Total likes	Total reposts	Approx. avg. impressions per post
2024	40	34	883	25	6	26
2025	51	112	4,105	79	29	37

### 2.5.3 YouTube & Video Content (Marketplace demo videos, pilot videos)

YouTube served as the primary method of dissemination for all audiovisual materials created in FAME during this reporting period, supporting both the project’s communication strategy and the delivery of training materials complementing the Learning Centre. The breadth and diversity of content published across 2024 and 2025 aimed to show advanced demonstrations of the Marketplace

and pilot use cases, as well as further disseminate trainings via the recorded sessions. FAME’s YouTube channel is available at [<https://www.youtube.com/@FAMEHorizonEU>].

Across the two years covered by this deliverable, the channel accumulated **3,010 total views**, 2,900 engaged views, **over 1,003 hours of total watch time**, and a total of **43 subscribers** (35 in 2024 plus 8 in 2025).

For its part, 2024 was dominated by the publication of full-length Learning Centre course modules, representing 102 out of the total 108 videos published during this year. These structured, curriculum-style videos covered topics such as ESG investing, regulatory compliance in financial data spaces, anti-money laundering (AML), federated data governance, data monetization, and data quality. Engagement was strong in 2024, resulting in a total of **1,607 views**, **48.1 hours of watch time**, **35 subscribers** gained and maintained, and **20,836 impressions**. High performing videos included ESG-focused and compliance-oriented lessons within the course modules.

By contrast, 2025 saw a strategic shift toward Marketplace activation, increased pilot visibility, and stronger community engagement. Only 19 videos were published, but they included high-impact categories. These include some demo videos about the Marketplace (e.g., “FAME Marketplace for Embedded Finance Tour”), technical explainability demos, full recordings of the FAME Webinars, pilot-specific demonstration videos, and tutorials for guiding users on the FAME Marketplace. Despite fewer uploads, engagement remained strong with **1,403 total views**, **52.2 hours of watch time**, **8 additional subscribers** gained and maintained, and **14,424 impressions** made.

#### 2.5.4 Newsletter & Mailing Communication

The FAME newsletter played a complementary role in the project’s outreach and stakeholder engagement strategy, offering a structured channel to disseminate updates about project progress, Marketplace developments, Learning Centre resources, blogposts, events, and webinar announcements. Across the reporting period of this deliverable, the newsletter evolved in terms of frequency and in audience reach.

The FAME mailing list demonstrated consistent and healthy expansion over the duration of the project, as evidenced in Table 2. By the end of 2024, the subscriber base had stabilized at around 42 recipients, representing a more than 2.5x growth compared to earlier in the year. By the end of 2025, the mailing list had grown to 55 active subscribers, marking a continually upward trajectory.

Table 2: Newsletter - Insights

Newsletter No.	Date	Recipients	Open Rates (%)
1	November 2023	N/A (disseminated via the project website)	N/A (disseminated via the project website)
2	March 2024	16	62.5%
3	April 2024	22	50.0%
4	May 2024	30	40.0%
5	June 2024	33	45.5%
6	July 2024	41	62.5%
7	September 2024	40	50.0%
8	October 2024	41	56.1%
9	November 2024	42	61.9%
10	December 2024	42	50.0%
11	March 2025	43	31.0%
12	May 2025	52	42.2%

13	October 2025	54	45.1%
14	December 2025	55	34.6%

In 2024, the project adopted a monthly distribution schedule to support more regular updates during the critical development and integration phases of the FAME Marketplace. This intensive rhythm aligned with technical advances, frequent publication of blogposts, announcements of new course offerings from the Learning Centre, participation in external workshops and events, and additional information about the marketplace while it was under development. In 2025, as the marketplace matured and communication needs shifted, the project transitioned to a quarterly schedule. This adjustment aligned the newsletter with broader milestones, pilot integration and dissemination activities, and further release of training-related content.

### 2.5.5 Zenodo Community Metrics

To strengthen the long-term accessibility, transparency, and scientific impact of the project's outputs, as well as to ensure that all publications remained Open Source, the FAME Zenodo Community was launched in November 2024. The objective behind establishing this open-access repository was twofold. First, it served to house all research outputs (e.g., scientific publications, whitepapers, project deliverables, etc.) into a single, structured, and externally visible hub that was already familiar to the scientific community. Secondly, it supports FAME's commitment to ensuring that all materials remain Open Source so that other projects, organizations, and individuals can benefit from FAME's research.

Since opening and up to the date of drafting of this deliverable, a total of **42 entries** have been uploaded to this repository and are itemized in Table 3. When taken together, this hub of knowledge has resulted in **1,683 total document views** and nearly just as many **downloads (1,670)**.

Table 3: FAME Zenodo Community Resources and Impact.

No.	Item	Type	Views	Downloads
1	<a href="#">FAME: A Federated Secured, Trusted and Interoperable Marketplace and Data Space</a>	Whitepaper	175	177
2	<a href="#">FAME: Federated Decentralized Trusted Data Marketplace for Embedded Finance</a>	Scientific publication	176	132
3	<a href="#">Data Marketplaces: Best Practices, Challenges, and Advancements for Embedded Finance</a>	Scientific publication	60	75
4	<a href="#">A Practical Guide to Green Computing for Manufacturers, Businesses, and Individuals</a>	Scientific publication	34	33
5	<a href="#">Towards a Unified Multidimensional Explainability Metric: Evaluating Trustworthiness in AI Models</a>	Scientific publication	55	60
6	<a href="#">Comprehensive Architecture for Data Quality Assessment in Industrial IoT</a>	Scientific publication	50	66
7	<a href="#">Why are my Pizzas late?</a>	Scientific publication	17	18
8	<a href="#">eXplainable Random Forest</a>	Scientific publication	23	24
9	<a href="#">The WHY in Business Processes: Discovery of Causal Execution Dependencies</a>	Scientific publication	30	27
10	<a href="#">Towards a Benchmark for Causal Business Process Reasoning with LLMs</a>	Scientific publication	11	18

11	<a href="#">Monetizing Currency Pair Sentiments through LLM Explainability</a>	Scientific publication	10	12
12	<a href="#">Transforming sentiment analysis in the financial domain with ChatGPT</a>	Scientific publication	53	49
13	<a href="#">UI/UX Sustainable Design: Best Practices for Applications CO2 Emissions Reduction</a>	Scientific publication	41	43
14	<a href="#">Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers</a>	Whitepaper	224	179
15	<a href="#">A Graph Theoretic Approach to Assess Quality of Data for Classification Task</a>	Scientific publication	52	51
16	<a href="#">C4 Model: A Research Guide for Designing Software Architectures</a>	Scientific publication	152	152
17	<a href="#">FAME D4.3 Operational Models, Business Models and Governance I</a>	Project deliverable	33	44
18	<a href="#">FAME D4.2 Pricing, Trading and Monetization Techniques I</a>	Project deliverable	25	31
19	<a href="#">FAME D4.4 Blockchain-based Data Provenance Infrastructure</a>	Project deliverable	25	30
20	<a href="#">FAME D3.4 Secure Federated Data Management II</a>	Project deliverable	17	24
21	<a href="#">FAME D2.6 Technical Specifications and Platform Architecture II</a>	Project deliverable	17	30
22	<a href="#">FAME D2.5 Requirements Analysis, Specifications and CoCreation II</a>	Project deliverable	17	26
23	<a href="#">FAME D7.1 Dissemination and Community Building Plan</a>	Project deliverable	17	23
24	<a href="#">FAME D4.5 Pricing, Trading and Monetization Techniques II</a>	Project deliverable	17	23
25	<a href="#">Strategy for Pricing Data Assets in the Era of AI</a>	Other (Presentation)	8	15
26	<a href="#">StreamStory Where Time Series Meet Explainable AI - Visual Journey Through Data</a>	Other (Presentation)	8	19
27	<a href="#">FAME Roller - Pilots</a>	Other (Communication Material)	40	24
28	<a href="#">FAME Brochure</a>	Other (Communication Material)	21	23
29	<a href="#">FAME Business Framework Documentation v1</a>	Other	113	78
30	<a href="#">FAME Legal Framework Documentation</a>	Other	97	70
31	<a href="#">D4.1 - Blockchain-based Data Provenance Infrastructure I</a>	Project deliverable	5	7
32	<a href="#">FAME D5.2 - Energy Efficient Analytics Toolbox . I</a>	Project deliverable	11	12
33	<a href="#">FAME D5.1 - Trusted and Explainable AI Techniques I</a>	Project deliverable	11	13
34	<a href="#">Dynamic Access Policies for Energy Cost Management of Microservices</a>	Scientific publication	19	22
35	<a href="#">Unlocking the Mystery of Business Processes with AI-Empowered SAX</a>	Other (Presentation)	2	3

36	<a href="#">From Code to Clarity - Understanding Data Assets through Smart Contracts</a>	Other (Presentation)	3	4
37	<a href="#">The FAME Marketplace and Data Assets Indexing</a>	Other (Presentation)	2	5
38	<a href="#">Beyond Traditional ESG Screening: MarketSenseAI-Driven Adaptive Stock Selection and Portfolio Optimization</a>	Other (Presentation)	3	4
39	<a href="#">Tokenization and Artificial Intelligence in Data Markets: Programming the Future Data-Driven Economy</a>	Other (Presentation)	3	3
40	<a href="#">The Token Economy: New Methods for Asset Monetization</a>	Other (Presentation)	3	3
41	<a href="#">AI Act and its impact on research, business, and standardization</a>	Other (Presentation)	1	2
42	<a href="#">EUDATA+ Joint Workshop: Interoperability, Data governance, Data spaces maturity assessment, and path to Standardization</a>	Other (Presentation)	2	16

## 2.6 Communication Materials

### 2.6.1 Print and Digital Materials

To support the communication, dissemination, and uptake of project results, FAME continued to develop additional print and digital communication materials aimed at a broad range of audiences. These materials were designed to further translate the project’s many results into easy-to-consume and visually-appealing information. Collectively, they provide multiple avenues for stakeholders to join the FAME community, ranging from high-level awareness to practical guidance and how-to guides.

The portfolio developed during this period combines static materials (brochures, rollers, digital briefs) with dynamic, audiovisual content (presentation decks, tour and tutorial videos), ensuring both visibility and depth.

#### 2.6.1.1 FAME Project Brochure

This brochure was developed as a core communication asset to provide a clear, high-level introduction to the project’s vision, objectives, and scope. It presents FAME as a federated, decentralized, trustworthy, and energy-efficient data marketplace for EmFi, highlighting its alignment with European priorities on data sovereignty and interoperability. The brochure introduces FAME’s core objectives, the project’s capabilities, and the project consortium, and it invites readers to join the FAME community via LinkedIn, X, YouTube, Zenodo, the project website and email, and the newsletter subscription form.



Figure 20: FAME brochure.

### 2.6.1.2 FAME Pilots Roller

This FAME roller is designed for onsite visibility at events, offering a quick “at-a-glance” overview of the project and a clear list of the seven pilot use cases. This prominent display of FAME use cases reinforces the real-world applications and relevance of FAME’s technology, while allowing audiences to immediately understand the range of application areas in the embedded finance sector. Furthermore, it includes information on how to connect to the FAME community alongside the full consortium composition.

**FAME**  
Federated decentralized trusted dAta  
Marketplace for Embedded finance

**What is FAME?**  
FAME is a joint effort of world-class experts in data management, data technologies, the data economy, and digital finance, aiming to develop, deploy and launch to the global market a unique, trustworthy, energy-efficient, and secure federated data marketplace for Embedded Finance.

**FAME Pilot Projects**

- 01 Financial Recommendation for Families
- 02 EmFi Services in a Personalized Citizen Wallet
- 03 Facts-as-a-Service for Personalized EmFi
- 04 EU Funds Applications Made Easy
- 05 ESG Portfolio Optimization
- 06 Climate-Aware Property Insurance
- 07 Industrial Data Value Assessment

**Contact us**  
Want to join the FAME community?

✉ info@fame-horizon.eu    📺 @FAMEHorizonEU  
 🌐 fame-horizon    📺 FAME-project  
 📧 @FAME\_HorizonEU    🌐 fame-horizon.eu

**Consortium**

GFT, eng, FUJITSU, AtoS, universo, ORION NETWORK, UBITECH, InCubit, etonec, JTC, LEAN SCALE, MOTON DEL, Inneurope, MC, INTERNATIONAL DATA SPACES ASSOCIATION, NRE, novoville, LNINOWA, JOT, eco, etc.

Funded by the European Union

Figure 21: FAME Roller - pilots.

### 2.6.1.3 FAME Pitch Deck

The FAME Pitch Deck served as the central reference presentation used throughout the project to communicate FAME’s vision, scope, and value proposition to a wide range of audiences, including industry stakeholders, research communities, policymakers, and potential adopters of FAME technologies. It presents the project’s motivation and mission in the context of the European Data Strategy, positioning the project as a federated, decentralized, trustworthy, and energy-efficient data marketplace and data space tailored to the Embedded Finance ecosystem. The deck introduces the core challenges FAME addresses before outlining the project’s mission to deliver a viable marketplace.

Beyond its conceptual framing, the deck provides a structured overview of FAME’s technical, business, and legal building blocks and how they come together in a coherent marketplace offering. It illustrates the federated architecture, the role of governance and compliance, the multi-asset nature of the marketplace (datasets, AI/ML models, services, learning content), and the integration of explainable, trustworthy, and energy-efficient analytics. The deck also introduces key stakeholder groups, highlights representative use cases, and contrasts FAME with traditional centralized data marketplaces.

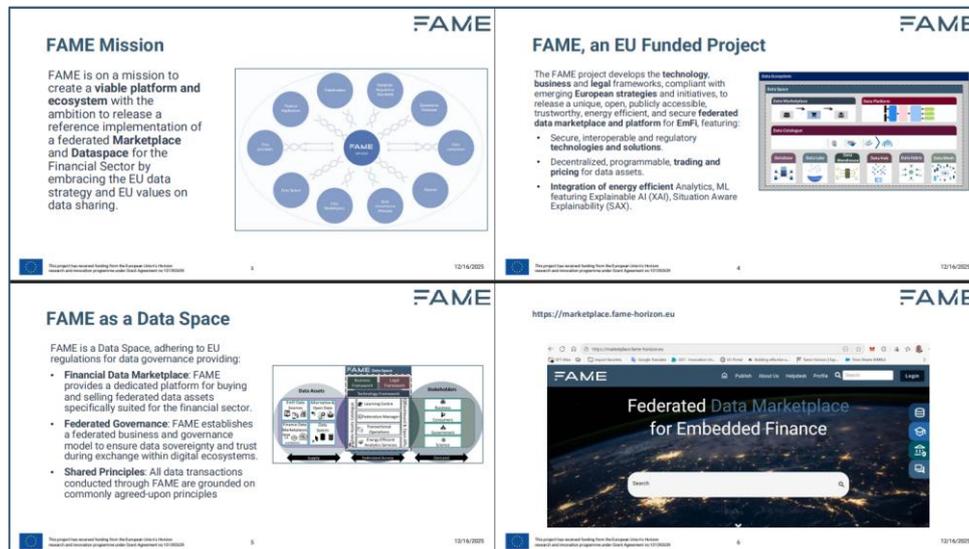


Figure 22: FAME pitch deck, example slides.

Over the course of the project, this deck was adapted and reused for different dissemination contexts, ensuring consistency of messaging while allowing flexibility to emphasize different aspects of the project depending on event type.

#### 2.6.1.4 FAME Marketplace Tour

To support the onboarding and early adoption of the FAME Marketplace, as well as to assist in demonstrations of the platform, a marketplace tour video was produced as a guided, end-to-end walkthrough of the platform. The video introduces users to the overall structure and purpose of the marketplace, starting from the public homepage and progressively moving through its core components. Viewers are familiarized with the FAME Federation Governance Application (FFGA), the Federated Data Assets Catalogue (FDAC), the Learning Centre, and the Regulation Tool. By presenting FAME as a single-entry point for discovering, publishing, and monetizing diverse digital assets, the video establishes a clear understanding of the platform for both technical and non-technical audiences.

Beyond orientation, the marketplace tour video focuses strongly on practical user journeys. It explains the mandatory federation onboarding process for organizations, including governance approval and member management, and demonstrates how registered users can search for assets, explore asset detail pages, review offerings, and initiate purchases. Equally important, the video highlights the publication workflow for data providers, showing how assets can be indexed, enriched with offerings, and commercialized through the marketplace. Dedicated attention is also given to the Learning Centre and the Regulation Tool, reinforcing FAME’s commitment to capacity building and compliance. Overall, the tour video functions as a foundational communication and training asset, lowering entry barriers for new users and supporting self-guided exploration of the marketplace. The video is

available on FAME’s YouTube channel [<https://www.youtube.com/watch?v=nHdRubqsPH0>] and on the FAME Marketplace site.

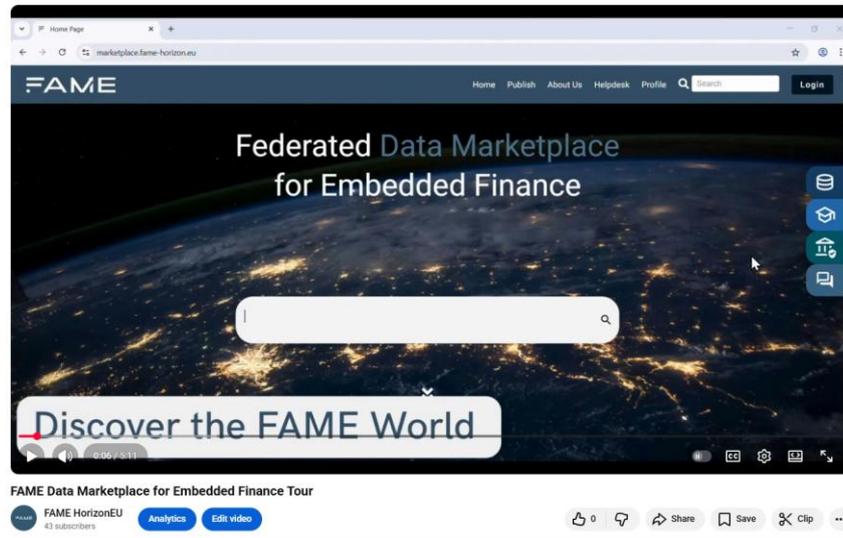


Figure 23: FAME Data Marketplace for Embedded Finance Tour video.

#### 2.6.1.5 FAME Marketplace Tutorials

To complement the marketplace video tour and the step-by-step written guidelines, two additional videos were produced to help visually guide users on the most critical setup actions for using the FAME Marketplace. The first tutorial addresses the onboarding of organizations and users; it provides information on the federation process for new users, and the posterior onboarding process of an organization’s users. This video is available on FAME’s YouTube channel [<https://www.youtube.com/watch?v=FHewNm1FS84>].



Figure 24: FAME Marketplace tutorial video - onboarding organizations and users.

The second tutorial video walks users through enabling trading functionalities on their accounts. This video explains how federated users can activate secure, blockchain-based trading by setting up a dedicated wallet, configuring the FAME blockchain network, and enrolling a trading account in the marketplace. Viewers are guided through the full process from start to finish, in complement to the written guidelines included on the marketplace.

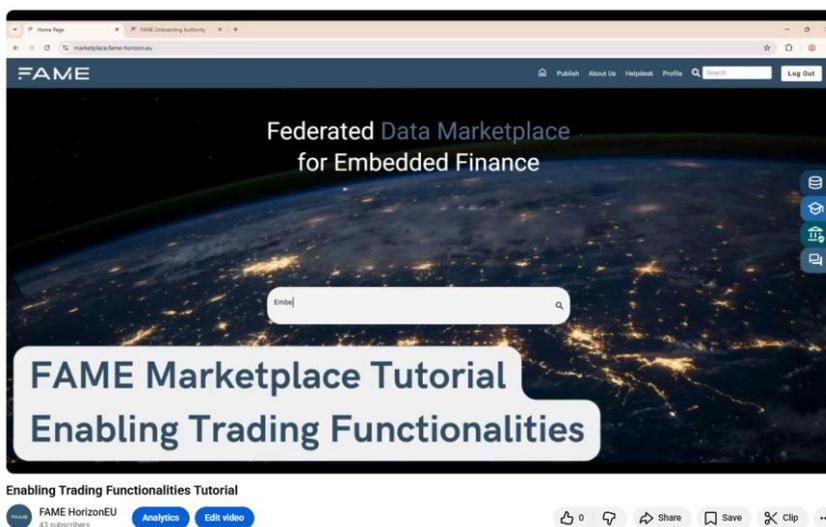


Figure 25: FAME Marketplace tutorial video - enabling trading functionalities.

Together, these two videos serve as practical, reusable training assets that support self-service onboarding, promote correct usage of the platform, and facilitate the transition from exploration to active participation in the FAME Marketplace.

### 2.6.1.6 Pilot-focused Digital Briefs

As part of its pilot-focused communication strategy, a digital brief for each of the seven pilot use cases under FAME were designed as concise, visually engaging dissemination assets that complement the information available on the project website. Each digital brief presents a clear snapshot of the pilot, including the title, scope, partners involved, and a short description of the core challenge addressed and solution proposed. The briefs are structured to translate complex technical concepts into accessible narratives for non-specialist audiences, while still retaining sufficient depth for other professionals.

Across all pilots, the briefs consistently highlight the **key benefits and value proposition** of each use case, clearly identifying the target user groups who can benefit from the solution and explaining how these stakeholders can practically use the pilot outcomes. Each brief includes an area about how it leverages FAME, and discusses what data assets it contributed to the marketplace.

**FAME**

**Pilot 4: Grants Awarded – The EU Funds Application Process Made Easy**

**Partners Involved**

- Inneurope**: Innovation hub and EU funding consultancy focused on supporting and connecting actors with funding, training, and access to the European innovation ecosystem.
- WE-GRANT**: Leading platform that matches users with funding opportunities for their innovative projects and business needs.

**FAME Technologies Being Used**

- FAME Catalogue of AI/ML Techniques**: to extract information and enrich the dataset
- FAME Federated Data Marketplace**: to monetise and commercialise the datasets

**Main Data Assets Created**

- Enriched dataset of beneficiaries of public funds** (sector, grant amount, duration, pre-financing needs, co-funding needs, guarantee requirements).

**How It Can Be Used**

Banks and financial institutions can **download the dataset directly from the Marketplace (CSV or API)** to instantly identify companies that:

- Have been awarded public funding.
- Require a guarantee, pre-financing or co-financing.
- Have clear, quantified financing gaps and validated project plans.

The enriched information helps account managers:

- Prioritise high-quality prospects.
- Offer the right financial products at the right time.
- Accelerate SME access to funds.

**Key Benefits**

- Enables banks to anticipate SME financing needs immediately after grant award and before clients request support.
- Speeds up the process for SMEs to access guarantees, pre-financing and co-financing, allowing them to start funded projects faster.
- Delivers validated, low-risk commercial leads, since all projects have already been assessed and approved by public authorities.
- Provides ready-made insight reports with recommended products, financing amounts, next steps and communication templates for account managers.
- Creates a recurring, monetisable data asset aligned with funding cycles, discoverable and downloadable through the FAME Marketplace.

**User Groups**

- Commercial banks & credit institutions**: To identify and act on financing gaps (guarantees, loans, pre-financing) of validated grant beneficiaries.
- Guarantee institutions & specialized lenders**: To target companies requiring collateral to unlock public aid payments.
- SMEs receiving public funding**: Indirect beneficiaries through faster access to complementary financing.
- Public funding consultants & intermediaries**: To enhance advisory services with data-driven financing options.
- FAME ecosystem data users**: To leverage a structured dataset of awarded beneficiaries for further analytics or service development.

**FAME**

Figure 26: Digital Brief - example of digital brief from Pilot 4.

## 2.6.2 Press Releases

A total of three press releases were published during this period, used to communicate major milestones, increase visibility, and better position FAME. Rather than serving as frequent announcements, press releases were reserved for high-impact moments, ensuring clear and coherent messaging around key achievements related to the FAME Marketplace, capacity-building and training activities, and collaboration opportunities.

The first press release, issued in April 2025, announced the public launch of the **FAME Data Marketplace for Embedded Finance**. This communication marked a major transition for the project, signaling the move from development and internal onboarding towards wider engagement with external stakeholders. The release presented the marketplace as a secure, decentralized, and energy-efficient platform for trading and monetizing data assets, including datasets, AI/ML models, and analytical tools. Similarly, the press release highlighted FAME's role as a federated data space supporting interoperability across platforms while emphasizing core components: FAME Federation Application (FFGA), the Federated Data Asset Catalogue (FDAC), blockchain-enabled trading and monetization, trustworthy and energy-efficient analytics, and the integration of the FAME Learning Centre and the FAME Regulation Tool. Importantly, this release also underlined the progressive opening of the platform to key stakeholders and partners, and subsequently to a broader public audience (data producers, data providers, data consumers).



Figure 27: Press Release - screenshot of Marketplace press release.

The second press release, also published in April 2025, focused on **FAME's on-site (Face-to-Face) training event in Limassol, Cyprus**. This event, which marked a new format for FAME's training activities, represented an important milestone in the project's capacity-building and outreach activities. The press release documented strong interest and participation, reporting more than 100 registrants and over 60 in-person attendees from multiple countries. It outlined how the training combined conceptual perspectives on data monetization with practical insights into blockchain-based infrastructures, smart contracts, and pricing models for data assets. Furthermore, this press release

connected past training activities (i.e., webinars) while announcing future face-to-face trainings and webinar opportunities.



Figure 28: Press release - screenshot of F2F Training press release.

A third press release, issued in November 2025, reiterated **FAME’s prominence within the EUDATA+ Cluster during the European Big Data Value Forum (EBVDF) 2025**. This communication framed EUDATA+ as a flagship collaboration of seven Horizon Europe projects working collectively to advance data sharing, monetization, and interoperability across Europe. The release further highlighted this cluster’s evolution from a dissemination-oriented cluster into a more structured collaboration built around scientific and technical collaboration, community building, business strategizing, and use case demonstrations. Within this context, FAME was positioned as a key contributor, and the cluster’s upcoming joint session and booth presence at EBVDF 2025 was announced.



Figure 29: Press release - Screenshot of the EUDATA+ Cluster press release, commonly shared.

## 2.7 Publications & Scientific Dissemination

In parallel with the technical development of the marketplace (and its different functionalities) and the pilots, the consortium has actively contributed to the scientific, professional, and policy-oriented discourse on data marketplaces, embedded finance, explainable AI, sustainability, and data governance. These efforts have been implemented through a structured publication strategy combining peer-reviewed scientific outputs, whitepapers, and a sustained blog-based dissemination stream that targets both specialized and non-specialized audiences.

### 2.7.1 Scientific Publications and Whitepapers (M13–36)

During Year 2 of the project, FAME partners produced a substantial body of scientific publications and whitepapers, reflecting both the methodological innovations developed within the project and the concrete insights emerging from pilot implementations. Between M13 and M36, the consortium contributed to international conferences, workshops, and high-impact journals, as well as producing policy- and industry-oriented whitepapers that synthesize project results in an accessible and exploitable manner.

The scientific outputs span a broad thematic spectrum closely aligned with FAME’s key objectives. Key contributions address explainable AI and causal reasoning, data quality assessment, similarity measurement and asset discovery in data marketplaces, privacy-preserving and energy-efficient analytics, software architecture design, and the monetization of data assets within regulated European data spaces. Several publications further explore how advanced AI techniques can be operationalized in digital ecosystems.

Whitepapers produced during this period consolidated the project’s overarching vision and practical insights, notably in relation to federated and interoperable data marketplaces, business and legal frameworks for data monetization, and technical enablers supporting international data spaces. These documents serve as reference materials for actors, policymakers, and stakeholders seeking to adopt or replicate FAME’s approaches beyond the project’s lifetime.

In line with open science principles, FAME’s scientific publications and whitepapers are openly accessible, either directly through the journal or other publisher’s platform (e.g., arXiv), or via the FAME Zenodo Community. For a consolidated Zenodo community and relevant metrics related to views and downloads, please see section 2.5.5.

Overall, the volume and diversity of scientific outputs demonstrate the maturity of the project’s research results and their relevance across multiple scientific and industrial domains. A full summary of the scientific publications and whitepapers produced are available in Table 4 and Table 5 below.

Table 4: Overview of Scientific Publications and Whitepapers M13-24

Type	Year	Title	Citation and access
<b>Conference Paper</b>	2024	Monetizing Currency Pair Sentiments through LLM Explainability	Limonad, L., Fournier, F., Díaz, J. M. V., Skarbovsky, I., Gur, S., & Lazcano, R. (2024). Monetizing Currency Pair Sentiments through LLM Explainability. In <i>AIFin@ECAI 2024</i> . DOI:10.48550/arXiv.2407.19922 Access Link: <a href="https://arxiv.org/abs/2407.19922">https://arxiv.org/abs/2407.19922</a>
<b>Conference Paper</b>	2024	Towards a Benchmark for Causal Business Process Reasoning with LLMs	Fournier, F., Limonad, L., & Skarbovsky, I. (2024). Towards a Benchmark for Causal Business Process Reasoning with LLMs. In <i>NLP4BPM workshop at BPM 2024</i> . DOI: 10.48550/arXiv.2406.05506 Access Link: <a href="https://arxiv.org/abs/2406.05506">https://arxiv.org/abs/2406.05506</a>

<b>Conference Paper</b>	2024	eXplainable Random Forest	Amit, G., & Gur, S. (2024, October 19). eXplainable Random Forest. In <i>Proceedings of HAI5.0 2024 Workshop</i> , Santiago de Compostela, Spain. <a href="https://ceur-ws.org/Vol-3765">CEUR-WS.org/Vol-3765</a> , urn:ubn:de:0074-3765-7. Access Link: <a href="https://ceur-ws.org/Vol-3765/Camera_Ready_Paper-10.pdf">https://ceur-ws.org/Vol-3765/Camera_Ready_Paper-10.pdf</a>
<b>Conference Paper</b>	2024	Why are my Pizzas late?	Fahland, D., Fournier, F., Limonad, L., Skarbovsky, I., and Swevels, A. (2023, August 19). Why are my Pizzas late? In <i>Proceedings of PMAI@IJCAI 2023 Workshop</i> , Macao, S.A.R. <a href="https://ceur-ws.org/Vol-3569">CEUR-WS.org/Vol-3569</a> , urn:ubn:de:0074-3569-9. Access Link: <a href="https://ceur-ws.org/Vol-3569/paper3.pdf">https://ceur-ws.org/Vol-3569/paper3.pdf</a>
<b>Conference Paper</b>	2024	UI/UX Sustainable Design: Best Practices for Applications CO2 Emissions Reduction	Kiourtis, A., Mavrogiorgou, A., Zafeiropoulos, N., Mavrogiorgos, K., Karabetian, A., & Kyriazis, D. (2024). UI/UX sustainable design: Best practices for applications CO2 emissions reduction. In <i>2024 9th International Conference on Smart and Sustainable Technologies (SpliTech)</i> (pp. 1–6). IEEE. <a href="https://doi.org/10.23919/SpliTech61897.2024.10612495">https://doi.org/10.23919/SpliTech61897.2024.10612495</a> Access Link: <a href="https://zenodo.org/records/14273339">https://zenodo.org/records/14273339</a>
<b>Conference Paper</b>	2024	Measuring and Modeling CO2 Emissions in Machine Learning Processes	Hrib, I., Topal, O., Šturm, J., Škrjanc, M. (2024). Measuring and Modeling CO2 Emissions in Machine Learning Processes. In <i>Conference Information Society 2024</i> , 7–11 October, Ljubljana, Slovenia. DOI: <a href="https://doi.org/10.70314/is.2024.sikdd.23">https://doi.org/10.70314/is.2024.sikdd.23</a> Access Link: <a href="https://doi.org/10.70314/is.2024.sikdd.23">https://doi.org/10.70314/is.2024.sikdd.23</a>
<b>Journal Article</b>	2024	The WHY in Business Processes: Discovery of Causal Execution Dependencies	Fournier, F., Limonad, L., Skarbovsky, I., and David, Y. (in press). The WHY in Business Processes: Discovery of Causal Execution Dependencies. <i>KI – Künstliche Intelligenz</i> . Pre-print DOI: <a href="https://arxiv.org/abs/2310.14975">10.48550/arXiv.2310.14975</a> Access Link: <a href="https://arxiv.org/abs/2310.14975">https://arxiv.org/abs/2310.14975</a>
<b>Whitepaper</b>	2024	Whitepaper on “A Federated Secured, Trusted and Interoperable Marketplace and Data Space”.	Troiano, E. (2024). FAME: A Federated Secured, Trusted and Interoperable Marketplace and Data Space. Zenodo. <a href="https://doi.org/10.5281/zenodo.14216810">https://doi.org/10.5281/zenodo.14216810</a> Access Link: <a href="https://zenodo.org/records/14216810">https://zenodo.org/records/14216810</a>

Table 5: Overview of Scientific Publications and Whitepapers M25-36

Type	Year	Title	Citation and access
<b>Conference Paper</b>	2025	C4 Model: A Research Guide for Designing Software Architectures	Mavrogiorgou, A., Kiourtis, A., Kyriazis, D., Serrano, M., Isaja, M., Lazcano, R., SOLDATOS, I., & Troiano, E. (2025). C4 Model: A Research Guide for Designing Software Architectures. Zenodo. <a href="https://doi.org/10.5281/zenodo.14979813">https://doi.org/10.5281/zenodo.14979813</a>
<b>Conference Paper</b>	2025	Conceptualizing Similarity Measurement in Data Marketplaces	Gupta, Samrat; Peliova, Jana; Sadhukhan, Payel; Kumar, Pradeep; Vasilakopoulou, Polyxeni; and Pappas, Ilias, “Conceptualizing Similarity Measurement in Data Marketplaces” (2025). UK Academy for Information Systems Conference Proceedings 2025. 10. <a href="https://aisel.aisnet.org/ukais2025/10">https://aisel.aisnet.org/ukais2025/10</a>
<b>Conference Paper</b>	2025	Dynamic Access Policies for Energy	Kristoffersen, T. (2025). Dynamic Access Policies for Energy Cost Management of Microservices. Availability,

		Cost Management of Microservices	Reliability and Security ARES 2025 International Workshops (ARES 2025), Ghent, Belgium. Zenodo. <a href="https://doi.org/10.5281/zenodo.17365783">https://doi.org/10.5281/zenodo.17365783</a>
<b>Journal Article</b>	2025	How well can a large language model explain business processes as perceived by users?	Fahland, D., Fournier, F., Limonad, L., Skarbovsky, I., & Swevels, A. J.E. (2025). How well can a large language model explain business processes as perceived by users? <i>Data &amp; Knowledge Engineering</i> , 102416. <a href="https://doi.org/10.1016/j.datak.2025.102416">https://doi.org/10.1016/j.datak.2025.102416</a> .
<b>Journal Article</b>	2025	A Graph Theoretic Approach to Assess Quality of Data for Classification Task	Sadhukhan, P., & Gupta, S. (2025). A graph theoretic approach to assess quality of data for classification task. <i>Data &amp; Knowledge Engineering</i> , 102421. <a href="https://doi.org/10.1016/j.datak.2025.102421">https://doi.org/10.1016/j.datak.2025.102421</a>
<b>Journal Article</b>	2025	Descriptor: Refinery Compressor Sensor Data, One-Year Dataset (RCSD-1YD)	Ntafalias, A., Tsakanikas, S., Papadopoulou, P., Kitsatoglou, A., Chrysovalantis, S., & Lamprinouidakis, P. (2025). Descriptor: Refinery Compressor Sensor Data, One-Year Dataset (RCSD-1YD). <i>IEEE Data Descriptions</i> , doi: 10.1109/IEEEDATA.2025.3571011. Access link: <a href="https://ieeexplore.ieee.org/document/11006410">https://ieeexplore.ieee.org/document/11006410</a>
<b>Whitepaper</b>	2025	Whitepaper on “Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers”.	SOLDATOS, I., Peliova, J., Isaja, M., Saja, K., & Gupta, S. (2025). Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers. Zenodo. <a href="https://doi.org/10.5281/zenodo.14845137">https://doi.org/10.5281/zenodo.14845137</a>
<b>Other</b>	2025	FAME Legal Framework Documentation	Access Link: <a href="https://zenodo.org/records/15591094">https://zenodo.org/records/15591094</a>
<b>Other</b>	2025	FAME Business Framework Documentation	Access Link: <a href="https://zenodo.org/records/15591777">https://zenodo.org/records/15591777</a>

### 2.7.2 Blog Strategy and Thematic Coverage

Complementing formal scientific dissemination, FAME maintained a digital presence through the constant publication of content on the project website. Serving as a key communication channel to engage industry practitioners, policymakers, researchers, private business, innovators, and the general public, the blog/news strategy aimed at translating complex technical developments into more accessible narratives while also providing regular updates on project progress, events, pilot outcomes, and news in the European data ecosystem.

During M13-24, the blog focused on enhancing general understanding and awareness of FAME’s core concepts. The 38 posts published in this period reintroduced readers to embedded finance, federated data marketplaces, data monetization challenges, and key technological components of FAME, such as the Federated Data Asset Catalogue (FDAC), smart contracts, and energy-efficient analytics. In addition to these core concepts, several articles highlighted the participation of project partners and FAME in general in broader European events, including the Data Spaces Symposium, European Big Data Value Forum (EBVDF) and general assemblies of the consortium.

In its capacity to translate complex technical developments, the blog increasingly acted as a bridge between research and application. Articles explored explainable AI, sentiment analysis, ESG integration, federated learning, and privacy-preserving ML while linking these technical concepts to different use cases. Dissemination of workshops, webinars, and collaborations and interactions with

sister projects further reinforced the blog’s role as a living record of project news. The following table outlines the content published during this period.

Table 6: Blogposts and Articles M13-24

Item No.	Date	Title	Link
1	13 March 2024	Exploring the new Financial Frontier in Fintech	<a href="https://www.fame-horizon.eu/exploring-the-new-financial-frontier-in-fintech/">https://www.fame-horizon.eu/exploring-the-new-financial-frontier-in-fintech/</a>
2	22 March 2024	FAME forges ahead: 7 Pilot Projects Gaining Momentum	<a href="https://www.fame-horizon.eu/fame-forges-ahead-7-pilot-projects-gaining-momentum/">https://www.fame-horizon.eu/fame-forges-ahead-7-pilot-projects-gaining-momentum/</a>
3	25 March 2024	Can sentiment explanations make you richer?	<a href="https://www.fame-horizon.eu/can-sentiment-explanations-make-you-richer/">https://www.fame-horizon.eu/can-sentiment-explanations-make-you-richer/</a>
4	25 March 2024	Materialization of non-material goods	<a href="https://www.fame-horizon.eu/materialization-of-non-material-goods/">https://www.fame-horizon.eu/materialization-of-non-material-goods/</a>
5	05 April 2024	FAME takes stock of the latest progress made in the project at its 3rd General Assembly	<a href="https://www.fame-horizon.eu/fame-takes-stock-of-the-latest-progress-made-in-the-project-at-its-3rd-general-assembly/">https://www.fame-horizon.eu/fame-takes-stock-of-the-latest-progress-made-in-the-project-at-its-3rd-general-assembly/</a>
6	11 April 2024	Leveraging Large Language Models for Financial Predictions	<a href="https://www.fame-horizon.eu/leveraging-large-language-models-for-financial-predictions/">https://www.fame-horizon.eu/leveraging-large-language-models-for-financial-predictions/</a>
7	16 April 2024	Transforming Embedded Finance with Data Marketplaces	<a href="https://www.fame-horizon.eu/transforming-embedded-finance-with-data-marketplaces/">https://www.fame-horizon.eu/transforming-embedded-finance-with-data-marketplaces/</a>
8	19 April 2024	FAME participates in the “2024 Data Spaces Symposium”, in Darmstadt	<a href="https://www.fame-horizon.eu/fame-participates-at-the-2024-data-spaces-symposium-in-darmstadt/">https://www.fame-horizon.eu/fame-participates-at-the-2024-data-spaces-symposium-in-darmstadt/</a>
9	19 April 2024	Energy Efficient and Incremental Analytics in FAME	<a href="https://www.fame-horizon.eu/energy-efficient-and-incremental-analytics-in-fame/">https://www.fame-horizon.eu/energy-efficient-and-incremental-analytics-in-fame/</a>
10	24 April 2024	The FAME Assets Policy Manager	<a href="https://www.fame-horizon.eu/the-fame-assets-policy-manager/">https://www.fame-horizon.eu/the-fame-assets-policy-manager/</a>
11	26 April 2024	What is the Federated Data Asset Catalog (FDAC)?	<a href="https://www.fame-horizon.eu/what-is-the-federated-data-asset-catalog-fdac/">https://www.fame-horizon.eu/what-is-the-federated-data-asset-catalog-fdac/</a>
12	30 April 2024	FAME Unveiled: Exploring Trends, Concepts, and EU Impact on Federated Marketplaces and Embedded Finance	<a href="https://www.fame-horizon.eu/fame-unveiled-exploring-trends-concepts-and-eu-impact-on-federated-marketplaces-and-embedded-finance/">https://www.fame-horizon.eu/fame-unveiled-exploring-trends-concepts-and-eu-impact-on-federated-marketplaces-and-embedded-finance/</a>
13	16 May 2024	Search Engines: Driving Efficiency in Data Marketplaces	<a href="https://www.fame-horizon.eu/search-engines-driving-efficiency-in-data-marketplaces/">https://www.fame-horizon.eu/search-engines-driving-efficiency-in-data-marketplaces/</a>
14	29 May 2024	EmFi: EMBEDDED FINANCE RESHAPING URBAN MOBILITY AND SMART CITIES	<a href="https://www.fame-horizon.eu/emfi-embedded-finance-reshaping-urban-mobility-and-smart-cities/">https://www.fame-horizon.eu/emfi-embedded-finance-reshaping-urban-mobility-and-smart-cities/</a>
15	30 May 2024	Blockchain Smart Contract Based Solutions for Governance and Trading in Federated Data Markets	<a href="https://www.fame-horizon.eu/blockchain-smart-contract-based-solutions-for-governance-and-trading-in-federated-data-markets/">https://www.fame-horizon.eu/blockchain-smart-contract-based-solutions-for-governance-and-trading-in-federated-data-markets/</a>
16	21 June 2024	Towards designing a user-friendly Data Marketplace	<a href="https://www.fame-horizon.eu/towards-designing-a-user-friendly-data-marketplace/">https://www.fame-horizon.eu/towards-designing-a-user-friendly-data-marketplace/</a>
17	26 June 2024	Are you ready to enter market with digital products or services?	<a href="https://www.fame-horizon.eu/are-you-ready-to-enter-market-with-digital-products-or-services/">https://www.fame-horizon.eu/are-you-ready-to-enter-market-with-digital-products-or-services/</a>
18	28 June 2024	Why We Still Find It Difficult to Create Value From Data	<a href="https://www.fame-horizon.eu/why-we-still-find-it-difficult-to-create-value-from-data/">https://www.fame-horizon.eu/why-we-still-find-it-difficult-to-create-value-from-data/</a>

19	19 July 2024	FAME Consortium Holds Successful General Assembly in Bratislava	<a href="https://www.fame-horizon.eu/fame-consortium-holds-successful-general-assembly-in-bratislava/">https://www.fame-horizon.eu/fame-consortium-holds-successful-general-assembly-in-bratislava/</a>
20	31 July 2024	Preserving data privacy in Machine Learning pipelines with Federated Learning	<a href="https://www.fame-horizon.eu/preserving-data-privacy-in-machine-learning-pipelines-with-federated-learning/">https://www.fame-horizon.eu/preserving-data-privacy-in-machine-learning-pipelines-with-federated-learning/</a>
21	23 September 2024	Energy Efficient and Incremental Analytics	<a href="https://www.fame-horizon.eu/energy-efficient-and-incremental-analytics/">https://www.fame-horizon.eu/energy-efficient-and-incremental-analytics/</a>
22	30 September 2024	Empowering Investors through Innovative ESG Integration: The FAME Project and JRC Capital Management	<a href="https://www.fame-horizon.eu/empowering-investors-through-innovative-esg-integration-the-fame-project-and-jrc-capital-management/">https://www.fame-horizon.eu/empowering-investors-through-innovative-esg-integration-the-fame-project-and-jrc-capital-management/</a>
23	30 September 2024	FAME Co-organizes the 4th International Workshop on Advances in Privacy Preserving Technologies and Solutions (IWAPS) 2024	<a href="https://www.fame-horizon.eu/fame-co-organizes-the-4th-international-workshop-on-advances-in-privacy-preserving-technologies-and-solutions-iwaps-2024/">https://www.fame-horizon.eu/fame-co-organizes-the-4th-international-workshop-on-advances-in-privacy-preserving-technologies-and-solutions-iwaps-2024/</a>
24	30 September 2024	FAME and UNDERPIN, a symbiotic relationship	<a href="https://www.fame-horizon.eu/fame-and-underpin-a-symbiotic-relationship/">https://www.fame-horizon.eu/fame-and-underpin-a-symbiotic-relationship/</a>
25	22 October 2024	User query advanced processing for related searches	<a href="https://www.fame-horizon.eu/user-query-advanced-processing-for-related-searches/">https://www.fame-horizon.eu/user-query-advanced-processing-for-related-searches/</a>
26	29 October 2024	Trading History Service for the FAME Federated Data Markets	<a href="https://www.fame-horizon.eu/trading-history-service-for-the-fame-federated-data-markets/">https://www.fame-horizon.eu/trading-history-service-for-the-fame-federated-data-markets/</a>
27	31 October 2024	The FAME Assets Policy Manager: Unlocking Secure Asset Management	<a href="https://www.fame-horizon.eu/the-fame-assets-policy-manager-unlocking-secure-asset-management/">https://www.fame-horizon.eu/the-fame-assets-policy-manager-unlocking-secure-asset-management/</a>
28	31 October 2024	Reducing CO2 Emissions in AI – moving towards Green AI and a sustainable future	<a href="https://www.fame-horizon.eu/reducing-co2-emissions-in-ai-moving-towards-green-ai-and-a-sustainable-future/">https://www.fame-horizon.eu/reducing-co2-emissions-in-ai-moving-towards-green-ai-and-a-sustainable-future/</a>
29	31 October 2024	FAME joins EUDATA+ Alliance at the European Big Data Value Forum (EBDVF) 2024	<a href="https://www.fame-horizon.eu/fame-joins-eudata-alliance-at-the-european-big-data-value-forum-ebdvf-2024/">https://www.fame-horizon.eu/fame-joins-eudata-alliance-at-the-european-big-data-value-forum-ebdvf-2024/</a>
30	16 November 2024	StreamStory: Where time series meet explainable AI – A visual journey through data (FAME Webinar Series)	<a href="https://www.fame-horizon.eu/streamstory-where-time-series-meet-explainable-ai-a-visual-journey-through-data-fame-webinar-no-1/">https://www.fame-horizon.eu/streamstory-where-time-series-meet-explainable-ai-a-visual-journey-through-data-fame-webinar-no-1/</a>
31	28 November 2024	FAME Partners Converge on Milan for 6th General Assembly Meeting	<a href="https://www.fame-horizon.eu/fame-partners-converge-on-milan-for-6th-general-assembly-meeting/">https://www.fame-horizon.eu/fame-partners-converge-on-milan-for-6th-general-assembly-meeting/</a>
32	29 November 2024	Showcasing FAME at Bratislava Finweek 2024	<a href="https://www.fame-horizon.eu/showcasing-fame-at-bratislava-finweek-2024/">https://www.fame-horizon.eu/showcasing-fame-at-bratislava-finweek-2024/</a>
33	29 November 2024	Unlocking the Future of Embedded Finance with the FAME Learning Centre	<a href="https://www.fame-horizon.eu/unlocking-the-future-of-embedded-finance-with-the-fame-learning-centre/">https://www.fame-horizon.eu/unlocking-the-future-of-embedded-finance-with-the-fame-learning-centre/</a>
34	04 December 2024	Unlocking Efficiency with Marketplace Assets: A Case Study on FAME Marketplace	<a href="https://www.fame-horizon.eu/unlocking-efficiency-with-marketplace-assets-a-case-study-on-fame-marketplace/">https://www.fame-horizon.eu/unlocking-efficiency-with-marketplace-assets-a-case-study-on-fame-marketplace/</a>
35	09 December 2024	Strategies for Pricing Data Assets in the Era of AI	<a href="https://www.fame-horizon.eu/strategies-for-pricing-data-assets-in-the-era-of-ai/">https://www.fame-horizon.eu/strategies-for-pricing-data-assets-in-the-era-of-ai/</a>
36	16 December 2024	FAME: A Cornerstone for AI Finance	<a href="https://www.fame-horizon.eu/fame-a-cornerstone-for-ai-finance/">https://www.fame-horizon.eu/fame-a-cornerstone-for-ai-finance/</a>

<b>37</b>	17 December 2024	Unlocking the Mystery of Business Processes with AI-empowered Explainability (SAX)	<a href="https://www.fame-horizon.eu/unlocking-the-mystery-of-business-processes-with-sax/">https://www.fame-horizon.eu/unlocking-the-mystery-of-business-processes-with-sax/</a>
<b>38</b>	19 December 2024	FAME Federated Marketplace as an Integral Part of Europe's Choice	<a href="https://www.fame-horizon.eu/fame-federated-marketplace-integral-part-of-europes-choice/">https://www.fame-horizon.eu/fame-federated-marketplace-integral-part-of-europes-choice/</a>

From M25-36, the blog content evolved to reflect the increasing maturity of the project, as well as to make the content richer and more engaging for readers following the recommendations of the RP1 Review Report. A significant portion of blogposts in this period focused on individual pilots, detailing their objectives, datasets, analytics approaches, and expected value for end users across finance, smart cities, climate analytics, etc.

Technical articles deepened coverage of architecture design (e.g., C4-oriented architecture), smart contract scalability, authentication and authorization, federated querying, and asset pricing and tokenization, offering readers concrete insights into how the marketplace operates in practice. In parallel, regulatory and economic dimensions were addressed, including AML, cybersecurity, connection with the EU AI Act, and data governance.

The blog also became an important channel for promoting and documenting community engagement and dissemination activities, such as meet-ups, workshops, webinars, and open demonstrations. The 34 entries published during this period are summarized in Table 7.

Table 7: Blogposts and Articles M25-36

Item No.	Date	Title	Link
<b>1</b>	10 January 2025	Shaping Digital Ecosystems	<a href="https://www.fame-horizon.eu/shaping-digital-ecosystems/">https://www.fame-horizon.eu/shaping-digital-ecosystems/</a>
<b>2</b>	16 January 2025	Enhancing Anti-Money Laundering (AML) Capabilities in Embedded Finance: Insights from FAME Pilot #3	<a href="https://www.fame-horizon.eu/enhancing-aml-in-embedded-finance-fame-pilot-3/">https://www.fame-horizon.eu/enhancing-aml-in-embedded-finance-fame-pilot-3/</a>
<b>3</b>	20 January 2025	FAME Pilot #7 – Optimizing Industrial Data for Smarter Decisions	<a href="https://www.fame-horizon.eu/fame-pilot-7-optimizing-industrial-data-for-smarter-decisions/">https://www.fame-horizon.eu/fame-pilot-7-optimizing-industrial-data-for-smarter-decisions/</a>
<b>4</b>	24 January 2025	Streamlining Secure Access: Authentication and Authorization in the Digital Era	<a href="https://www.fame-horizon.eu/streamlining-secure-access-authentication-and-authorization-in-the-digital-era/">https://www.fame-horizon.eu/streamlining-secure-access-authentication-and-authorization-in-the-digital-era/</a>
<b>5</b>	30 January 2025	The Fintech Revolution: Innovation, Opportunity, and the Rising Tide of Cyber Threats	<a href="https://www.fame-horizon.eu/the-fintech-revolution-innovation-opportunity-and-the-rising-tide-of-cyber-threats/">https://www.fame-horizon.eu/the-fintech-revolution-innovation-opportunity-and-the-rising-tide-of-cyber-threats/</a>
<b>6</b>	12 February 2025	Overcoming the Challenges of Federated Queries Across Distributed Marketplaces	<a href="https://www.fame-horizon.eu/overcoming-the-challenges-of-federated-queries-across-distributed-marketplaces/">https://www.fame-horizon.eu/overcoming-the-challenges-of-federated-queries-across-distributed-marketplaces/</a>
<b>7</b>	13 February 2025	FAME at DATAMITE Meet Up Event: Advancing Data Monetization & Collaboration in the EU	<a href="https://www.fame-horizon.eu/fame-at-datamite-meet-up-event-advancing-data-monetization-collaboration-in-the-eu/">https://www.fame-horizon.eu/fame-at-datamite-meet-up-event-advancing-data-monetization-collaboration-in-the-eu/</a>
<b>8</b>	28 February 2025	Smart Contract Development Practices in the FAME Federated Data Markets	<a href="https://www.fame-horizon.eu/smart-contract-development-practices-in-the-fame-federated-data-markets/">https://www.fame-horizon.eu/smart-contract-development-practices-in-the-fame-federated-data-markets/</a>

9	06 March 2025	ELIS Innovation Hub's Role in Advancing the FAME Project	<a href="https://www.fame-horizon.eu/elis-innovation-hubs-role-in-advancing-the-fame-project/">https://www.fame-horizon.eu/elis-innovation-hubs-role-in-advancing-the-fame-project/</a>
10	06 March 2025	Revolutionizing B2B Marketplaces: The Potential Role of Embedded Finance	<a href="https://www.fame-horizon.eu/revolutionizing-b2b-marketplaces-the-potential-role-of-emfi/">https://www.fame-horizon.eu/revolutionizing-b2b-marketplaces-the-potential-role-of-emfi/</a>
11	18 March 2025	Investigating the C4-Oriented FAME Solution Architecture	<a href="https://www.fame-horizon.eu/investigating-the-c4-oriented-fame-solution-architecture/">https://www.fame-horizon.eu/investigating-the-c4-oriented-fame-solution-architecture/</a>
12	25 March 2025	FAME attends Data Space Symposium 2025 in Warsaw, Poland	<a href="https://www.fame-horizon.eu/fame-attends-data-space-symposium-2025-in-warsaw-poland/">https://www.fame-horizon.eu/fame-attends-data-space-symposium-2025-in-warsaw-poland/</a>
13	25 March 2025	FAME General Assembly in Limassol: Key Takeaways	<a href="https://www.fame-horizon.eu/fame-general-assembly-in-limassol-key-takeaways/">https://www.fame-horizon.eu/fame-general-assembly-in-limassol-key-takeaways/</a>
14	22 April 2025	A case study on FAME Marketplace for unlocking customer behavioral insights	<a href="https://www.fame-horizon.eu/a-case-study-on-fame-marketplace-for-unlocking-customer-behavioral-insights/">https://www.fame-horizon.eu/a-case-study-on-fame-marketplace-for-unlocking-customer-behavioral-insights/</a>
15	29 April 2025	Expanding Financial Horizons: How Sonae MC and Universo Are Leading FAME's Pilot 1	<a href="https://www.fame-horizon.eu/expanding-financial-horizons-how-sonae-mc-and-universo-are-leading-fames-pilot-1/">https://www.fame-horizon.eu/expanding-financial-horizons-how-sonae-mc-and-universo-are-leading-fames-pilot-1/</a>
16	30 April 2025	Fujitsu Technology Solutions at the Forefront of Blockchain Innovation in FAME	<a href="https://www.fame-horizon.eu/fujitsu-technology-solutions-at-the-forefront-of-blockchain-innovation-in-fame/">https://www.fame-horizon.eu/fujitsu-technology-solutions-at-the-forefront-of-blockchain-innovation-in-fame/</a>
17	22 May 2025	Exploring Data Value in Production Lines	<a href="https://www.fame-horizon.eu/exploring-data-value-in-production-lines/">https://www.fame-horizon.eu/exploring-data-value-in-production-lines/</a>
18	27 May 2025	Advancing Decentralized Programmable Data Trading and Pricing	<a href="https://www.fame-horizon.eu/advancing-decentralized-programmable-data-trading-and-pricing/">https://www.fame-horizon.eu/advancing-decentralized-programmable-data-trading-and-pricing/</a>
19	30 May 2025	FAME Co-Organizes the 5th International Workshop on Advances on Privacy Preserving Technologies and Solutions (IWAPS 2025)	<a href="https://www.fame-horizon.eu/fame-co-organizes-5th-iwaps-2025/">https://www.fame-horizon.eu/fame-co-organizes-5th-iwaps-2025/</a>
20	25 August 2025	EIH in the FAME Project and Updates	<a href="https://www.fame-horizon.eu/eih-in-the-fame-project-and-updates/">https://www.fame-horizon.eu/eih-in-the-fame-project-and-updates/</a>
21	26 August 2025	More with Less: More EU innovation & competitiveness with less EU market barriers	<a href="https://www.fame-horizon.eu/more-with-less-more-eu-innovation-competitiveness-with-less-eu-market-barriers/">https://www.fame-horizon.eu/more-with-less-more-eu-innovation-competitiveness-with-less-eu-market-barriers/</a>
22	27 August 2025	Enhancing Query Understanding with a Hybrid Classification Model	<a href="https://www.fame-horizon.eu/enhancing-query-understanding-with-a-hybrid-classification-model/">https://www.fame-horizon.eu/enhancing-query-understanding-with-a-hybrid-classification-model/</a>
23	28 September 2025	A Case Study on FAME Marketplace for Intelligent Model Deployment	<a href="https://www.fame-horizon.eu/a-case-study-on-fame-marketplace-for-intelligent-model-deployment/">https://www.fame-horizon.eu/a-case-study-on-fame-marketplace-for-intelligent-model-deployment/</a>
24	01 October 2025	Uncovering Data Hidden Value: How Data is Being Assessed and Priced through FAME Marketplace	<a href="https://www.fame-horizon.eu/uncovering-data-hidden-value/">https://www.fame-horizon.eu/uncovering-data-hidden-value/</a>
25	03 October 2025	FAME Webinar Series: The FAME Marketplace and Data Assets Indexing	<a href="https://www.fame-horizon.eu/fame-webinar-series-the-fame-marketplace-and-data-assets-indexing/">https://www.fame-horizon.eu/fame-webinar-series-the-fame-marketplace-and-data-assets-indexing/</a>
26	15 October 2025	Emerging Business Models and Data Asset Commercialization	<a href="https://www.fame-horizon.eu/emerging-business-models-and-data-asset-commercialization/">https://www.fame-horizon.eu/emerging-business-models-and-data-asset-commercialization/</a>
27	29 October 2025	Scalability Testing of FAME Smart Contracts	<a href="https://www.fame-horizon.eu/scalability-testing-of-fame-smart-contracts/">https://www.fame-horizon.eu/scalability-testing-of-fame-smart-contracts/</a>

28	31 October 2025	From Code to Clarity: Understanding Data Assets Through Smart Contracts	<a href="https://www.fame-horizon.eu/from-code-to-clarity-understanding-data-assets-through-smart-contracts/">https://www.fame-horizon.eu/from-code-to-clarity-understanding-data-assets-through-smart-contracts/</a>
29	10 November 2025	ELIS Innovation Hub Leads Techno-Economic Evaluation and Stakeholder Engagement for FAME Pilots	<a href="https://www.fame-horizon.eu/eih-techno-economic-evaluation-stakeholder-engagement/">https://www.fame-horizon.eu/eih-techno-economic-evaluation-stakeholder-engagement/</a>
30	13 November 2025	The Token Economy: New Methods for Asset Monetization	<a href="https://www.fame-horizon.eu/the-token-economy-new-methods-for-asset-monetization/">https://www.fame-horizon.eu/the-token-economy-new-methods-for-asset-monetization/</a>
31	18 November 2025	How FAME Is Shaping the Future of Sustainable, Data-Driven Finance	<a href="https://www.fame-horizon.eu/fame-pilots-showcase-2025-part-1/">https://www.fame-horizon.eu/fame-pilots-showcase-2025-part-1/</a>
32	20 November 2025	EUDATA+ Joint Workshop: Interoperability, Data Governance, and Data Spaces Maturity	<a href="https://www.fame-horizon.eu/eudata-joint-workshop-interoperability-data-governance-and-data-spaces-maturity/">https://www.fame-horizon.eu/eudata-joint-workshop-interoperability-data-governance-and-data-spaces-maturity/</a>
33	25 November 2025	Advancing Embedded Finance Through Personalization, Collaboration & Public Funding Innovation	<a href="https://www.fame-horizon.eu/fame-pilots-showcase-2025-part-2/">https://www.fame-horizon.eu/fame-pilots-showcase-2025-part-2/</a>
34	11 December 2025	Inside the FAME Marketplace	<a href="https://www.fame-horizon.eu/inside-the-fame-marketplace/">https://www.fame-horizon.eu/inside-the-fame-marketplace/</a>

## 2.8 Participation in Events

Between M13-36, FAME maintained an active presence at a wide range of European events in order to maintain its positioning in the data ecosystem and further disseminate project results and engage stakeholders at sector-specific events. Event participation was aligned with the project's objectives, focusing on audiences with direct relevance to FAME's technical, business, and policy-related outcomes.

FAME's participation covered a balanced mix of conferences, workshops, training-oriented events, cluster initiatives, and showcase activities. Events were selected to ensure visibility both within the research and data-specific landscapes (EBVDF, Data Week, Data Spaces Symposium, IWAPS) and within the business and user-oriented landscapes (Fintech Week Bratislava, DigiSustain, FiDA Roundtable Series).

Across these events, FAME partners contributed through a variety of formats, including keynote presentations, panel discussions/contributions, technical demonstrations, workshops, exhibition booths, roundtables, and online participation. Particular emphasis was placed on speaking opportunities and interactive formats as a means to further promote FAME's results. Table 8 provides an overview of the dissemination events in which the project attended and participated during the period and where there was a speaking engagement.

Table 8: FAME's participation at events M13-M36.

Date	Location	Event/Activity Name	Audience Size	Type of Activity
12–14 2024	Mar Darmstadt, Germany	Data Spaces Symposium 2024	80	Conference / Panel Session

<b>29–30 Apr 2024</b>	Frankfurt, Germany	DIGISUSTAIN 2024	60	Conference
<b>31 Jul 2024</b>	Vienna, Austria	4th International Workshop on Advances in Privacy Preserving Technologies and Solutions (IWAPS 2024)	35	Scientific Workshop
<b>02–04 Oct 2024</b>	Budapest, Hungary	European Big Data Value Forum (EBDVF) 2024	200	Conference / Workshop / Booth
<b>07–11 Oct 2024</b>	Ljubljana, Slovenia	Conference on Information Society (SIKDD 2024)	100	Conference Paper Presentation
<b>22–24 Oct 2024</b>	Bratislava, Slovakia	Bratislava Fintech Week	40	Conference
<b>26 Nov 2024</b>	Nicosia, Cyprus	HORIZON AGORA Marie Curie Project Workshop		Workshop / FAME Presentation
<b>06 Feb 2025</b>	Athens, Greece	DATAMITE Meet Up Event	30	Networking / Collaboration Event
<b>11–12 Mar 2025</b>	Warsaw, Poland	Data Spaces Symposium 2025	50	Conference
<b>28 Apr 2025</b>	Online	FiDA Round Table Series – “Unlocking Financial Data”	20	Roundtable
<b>20 May 2025</b>	Valencia, Spain	AI-on-Demand: Empowering AI Research & Innovation	35	Workshop
<b>27–28 May 2025</b>	Athens, Greece	Data Week 2025 – EUDATA+ Session	50	Conference Session
<b>27–28 May 2025</b>	Athens, Greece	Data Week 2025 – Monetisation & Governance Session	50	Conference Session
<b>11 Aug 2025</b>	Ghent, Belgium	5th International Workshop on Advances in Privacy Preserving Technologies and Solutions (IWAPS 2025)	35	Scientific Workshop
<b>12 Aug 2025</b>	Ghent, Belgium	Workshop on Sustainable Security and Awareness for Next-Generation Infrastructures	30	Workshop
<b>12–14 Nov 2025</b>	Copenhagen, Denmark	European Big Data Value Forum (EBDVF) 2025	200	Conference / Workshop / Booth
<b>13 Nov 2025</b>	Online	FAME Pilots Showcase 2025 – Part 1	29	Online Showcase Event
<b>20 Nov 2025</b>	Online	FAME Pilots Showcase 2025 – Part 2	25	Online Showcase Event
<b>25 Nov 2025</b>	Online	EUDATA+ Joint Workshop: Interoperability, Data Governance, and Data Spaces Maturity	42	Workshop

<b>01 Dec 2025</b>	Online	EUDATA+ Workshop on Mobility and Energy Use Cases	30	Workshop
<b>09 Dec 2025</b>	Online	EUDATA+ Workshop on Climate-Related Use Cases	30	Workshop

## 2.9 KPIs for T7.1

### 2.9.1 Communication KPIs

Unlike the rest of this deliverable, this section displays the overall KPIs achieved within the full project lifespan (M1-M36). During the project, FAME implemented a comprehensive and multi-channel communication strategy designed to maximize visibility, foster community engagement, and support the uptake of project results. Overall, the majority of communication KPIs were fully achieved, while those partially achieved still delivered strong qualitative outcomes and demonstrable impact.

The project website served as a central communication hub and significantly exceeded its performance targets. With more than 22,000 total visits and 8,400 unique visitors, alongside over 1,800 blog and news interactions, the website effectively supported awareness-building and content dissemination. Given that user registration and commenting functionalities were intentionally limited, engagement was appropriately measured through visits and content views, confirming sustained interest in FAME outputs and updates.

Content production across blogs, articles, and whitepapers remained consistently strong throughout the project lifecycle. Across all three years, FAME exceeded its cumulative publication targets, with 110 published items against a target of 108, demonstrating a steady cadence of communication and continuous visibility of project progress, technical results, and pilot activities.

Interactive engagement was also pursued through live online events. A live audience survey was successfully conducted during the Pilots Showcase event, fulfilling the qualitative objective of gathering direct insights. While the number of respondents was lower than initially targeted, the survey still provided valuable insights from engaged participants and complemented other feedback mechanisms used throughout the project, including workshops and stakeholder consultations.

FAME's ambition to position itself as a hub of innovation within the European data ecosystem was clearly reflected in its digital liaisons. The project exceeded targets for both website backlinks (24) and common articles/posts with other initiatives (10), highlighting strong integration within clusters such as EUDATA+ and effective collaboration with other projects.

Video-based communication also performed strongly. A total of 13 promotional and demo videos were produced and published via the FAME YouTube channel, exceeding the KPI target. These assets covered key exploitable results, including the FAME Marketplace, analytics tools, onboarding processes, and pilot use cases, supporting both dissemination and user training.

Social media engagement showed particularly strong interaction levels, with over 6,500 interactions recorded across LinkedIn, X, and Zenodo. While overall follower numbers did not reach the original target, the high interaction rate reflects meaningful engagement with content and confirms that FAME successfully reached and activated a relevant professional audience. Consistent posting and cross-channel dissemination ensured sustained visibility throughout the project.

All planned marketing and branding assets, including brochures, rollups, banners, factsheets, and a unified project identity, were fully delivered and systematically used across events, workshops, and exhibitions. These materials ensured coherent messaging and professional representation of the project in both physical and digital contexts.

Finally, tailored communication through press releases, newsletters, and digital briefs supported targeted outreach to diverse stakeholder groups. While the numerical targets were partially achieved, the delivery of 14 newsletters, 7 pilot-focused digital briefs, and 3 major press releases ensured continuous engagement with subscribers and stakeholders and aligned communication outputs closely with key project milestones, including the Marketplace launch and pilot showcases.

FAME's communication activities achieved broad visibility, sustained engagement, and strong qualitative impact. The related KPIs are reflected in Table 9.

Table 9: Communication KPIs

Communication KPIs					
Measure	Reason	Engagement Action	Target KPIs	Achieved	Observations
<b>Project website with links to data assets &amp; Tools of FAME</b>	Ensure back-links/ recognition to website	Engage registrants, Recurring visits	<b>&gt;=1000 visits, &gt;200 registers &gt;=350 blog interactions</b>	<b>Total Visits: 22,191 Unique Visits: 8,400 Blog Interactions: 1834 (views)</b>	KPI Achieved. As users cannot register or fully interact (i.e., with comments) this is measured with unique visits to the website and total views of news/blog.
<b>Web/social content, blogposts, articles, whitepapers</b>	Build visibility and community	Project progress events, news	<b>Y1: &gt;2/month, Y2: &gt;3/month Y3: &gt;4/month</b>	<b>Y1: 21/24 Y2: 46/36 Y3: 43/48 Total: 110/108</b>	KPI Achieved.
<b>Live audience feedback and live survey in online event</b>	Grow community, Regular engagement	Visibility of project in all channels	<b>1 live audience survey in online event &gt;= 50 responders</b>	<b>1 live audience survey held; 6 respondents</b>	KPI partially achieved. Audience survey was held during Pilots Showcase, but a lower turnout resulted in less respondents.
<b>Digital liaisons with projects</b>	FAME to be a hub of innovation	Link with Clusters	<b>&gt;=20 backlinks to website &gt;=10 common articles/posts</b>	<b>Backlinks: 24 Common Posts/Articles: 10</b>	KPI Achieved.
<b>Videos, YouTube channel</b>	Visually engage users	Promo video of Ucs	<b>1 promo/UC/tool, total &gt;10</b>	<b>13 Videos</b>	KPI Achieved. These videos showcase important FAME KERS, including the

					Marketplace, Analytics Tools, and pilot use cases.
<b>Social media: Researchgate LinkedIn, Twitter, Facebook</b>	Digital presence, new leads for synergies	Identify and regularly publish new content	<b>&gt;=3000 followers, &gt;=500 posts, &gt;=4000 interactions</b>	<b>Followers: 501 (450 LinkedIn; 51 X) Posts: 341 (148 LinkedIn; 151 X; 42 Zenodo) Interactions: 6593 (3240 LinkedIn/X; 3353 Zenodo)</b>	KPI partially achieved (interactions). There was consistent posting with high engagement on FAME's social media, but the follower count did not grow to the target goal.
<b>Marketing pack and promotional press kit</b>	Focused material (for stakeholders /events)	Exhibition, demo days, workshops	<b>Rollup, brochure, banner, factsheet (interim and final)</b>	<b>DONE</b>	KPI Achieved.
<b>Project identity and branding</b>	Achieve recognition and brand awareness	All F2F meetings and all events	<b>Logo, color-space, artboard, graphic visuals, pitch, e-card</b>	<b>DONE</b>	KPI Achieved.
<b>Press releases, newsletters, and digital briefs</b>	Send tailored messages to specific audiences	Communicate project's benefits	<b>Y1: &gt;=8, Y2: &gt;=16 (1/UC) Y3: &gt;=24 (1/UC + 1/tool)</b>	<b>Press Releases: 3 Newsletters: 14 Digital Briefs: 7</b>	KPI partially achieved through the completion of 14 project newsletters, 7 pilot-focused digital briefs, and 3 press releases from major FAME updates.

### 2.9.2 Dissemination KPIs

Similarly, FAME pursued an active dissemination strategy aimed at maximizing the reach and uptake of project results across diverse stakeholder ecosystems (research, industry, policy, and the innovation ecosystem as a whole). Overall, dissemination KPIs were largely achieved or exceeded, demonstrating strong external visibility and sustained engagement.

Participation in conferences and workshops significantly surpassed initial targets. FAME organized 20 events and attended 34, well above planned levels, and secured 31 speaking opportunities, ensuring direct presentation of project results to targeted audiences. In total, more than 2,100 participants were reached through these activities, reflecting the project's strong presence across major European data, finance, and innovation forums.

Collaboration with affiliated and sister projects was a central pillar of the dissemination strategy. FAME exceeded its targets by contributing to 12 joint events and 6 common dissemination posts, including shared press releases and cluster-level communication actions. These activities

strengthened FAME's positioning as an active contributor to the European data ecosystem and reinforced synergies within initiatives such as the EUDATA+ cluster.

The project also demonstrated strong performance in collaborative workshops and cross-project schemas. A total of 9 workshops and 13 joint events were delivered, engaging 27 different external projects and resulting in five combined sessions focused on data lifecycle topics. These activities went beyond information sharing, enabling structured exchanges on tools, architectures, and business approaches, and directly supporting the creation of common perspectives and shared dissemination outputs.

Training and webinar activities further supported dissemination to both technical and non-technical audiences. In total, 10 events (7 webinars and 3 trainings) reached over 200 participants, comfortably exceeding attendance targets and contributing to broader understanding of FAME's technologies, use cases, and marketplace concepts.

FAME's dissemination efforts confirm that the project combined high-level visibility with impactful, use-case-driven engagement, achieved through events, collaborations, publications and more. The related dissemination KPIs are displayed in Table 10.

Table 10: Dissemination KPIs.

Dissemination KPIs					
Measure	Reason	Engagement Action	Target KPIs	Achieved	Observations
<b>Organization/attendance to conferences/workshops</b>	Attract adopters, promote FAME	Organized: 15 Attended >=30	<b>&gt;=1000 visitors, 10 speakers</b>	<b>Organized: 20 Attended: 34 Speaker Opportunities: 31 Visitors: 2161</b>	KPI Achieved.
<b>Common activities with affiliated projects</b>	Make FAME a hub of innovation	Common workshops, dissemination actions	<b>5 common events, 5 posts in CORDIS/other EC systems</b>	<b>Events: 12 Posts: 6</b>	KPI Achieved. Includes common press releases and dissemination posts.
<b>Workshop/collaborative schemas with similar projects</b>	Devise common tools. Engage members	3 workshops	<b>25 project synergies, 5 common products/services</b>	<b>Workshops: 9 Events: 13 Project Synergies: 27 different projects Common Services: 5 combined sessions on the Data Lifecycle</b>	KPI Achieved.
<b>Open access exhibitions and demonstration events</b>	Outreach non-specialized audiences	Demonstrate UC in lively/lightweight way	<b>&gt;=3 exhibition, &gt;=2 demo days, &gt;=200 attendees</b>	<b>Events: 3 Attendees: 75</b>	KPI partially achieved. Events included FAME Pilot Showcases (online)

					and in-person KER events.
<b>Onsite UC promotional demonstrations /workshops</b>	Attract customers, Raise awareness	Short video media coverage, feedback	<b>&gt;=1 demonstration per UC &gt;=1 workshops per UC</b>	<b>Workshops: 15 Demonstrations: 4</b>	KPI Achieved. Measured through individual workshops and demonstration that Pilots had with their stakeholders and at combined events (i.e., FAME Pilots Showcase).
<b>Online and/or F2F training/webinars on Use Cases</b>	Ensure general public understands benefits	Non-IT savvy public & for Financial Orgs	<b>&gt;=10 webinar/trainings &gt;=50 attendees</b>	<b>Webinars: 7 Trainings: 3 Attendees: &gt;200</b>	KPI Achieved.
<b>Dedicated ESG Results promotion</b>	Engage Decision Makers and Investors	Open day with UC and media presence	<b>&gt;=2 events / workshops</b>	<b>Events: 2</b>	KPI Achieved.
<b>F2F with Policy makers / Banks (National &amp; EU levels)</b>	Join FDS; Engage policy makers	Open day with Use Cases	<b>&gt;=2 events, &gt;=8 speakers</b>	<b>Events: 2 Speakers: 12</b>	KPI Achieved.
<b>Uptake by Fintechs &amp; with example Use Cases</b>	Raise awareness, attract users, receive feedback	F2F & online examples of provided material	<b>20 synergies established</b>	<b>15</b>	KPI partially achieved, primarily through synergies from pilot use cases.
<b>Open access reports</b>	Scientific support	Scientific publications	<b>&gt;=5 journals, &gt;=15 conference</b>	<b>Journal Articles: 5 Conference Papers: 15</b>	KPI Achieved.
<b>Non-scientific reports</b>	Adoption by SMEs	Trainings/Showcases	<b>&gt;=5 industry magazines</b>	<b>Magazines/Reports: 5</b>	KPI Achieved.
<b>Association liaisons</b>	Banks, Fintech Hubs	FAME Webinars	<b>Liaisons &gt;50</b>	<b>Liaisons: 35</b>	KPI partially achieved through engagement with FAME events and pilot use cases.

### 2.9.3 Remarks on KPIs and Lessons Learned

The communication and dissemination KPIs defined for WP7 were ambitious by design, reflecting the project's intention of positioning FAME not only as a research initiative, but as a visible, outward facing platform and data space with a strong market, policy, and community relevance. Across the duration of the project, the majority of KPIs were fully achieved or exceeded, while those that were only partially met still generated meaningful outcomes and measurable impact.

FAME performed particularly well in areas related to event participation, cross-project collaboration, scientific dissemination and content production. The high number of organized and attended events, speaking opportunities, workshops, and joint activities with affiliated projects demonstrates the project's ability to act as a hub within the European data and embedded finance ecosystems. Similarly, the scientific publications, blogs, videos, training materials, and digital briefs ensured continuous visibility and familiarity with project results while supporting knowledge transfer to both specialized and non-specialized audiences.

Where some KPIs were not fully met, such as social-media follower growth, additional press releases and digital briefs, or maintained liaisons with key stakeholders, this can largely be contributed to the project's delayed maturation (i.e., with the data marketplace or certain pilot use cases). For example, as the marketplace was publicly released in April 2025, there was limited time to demonstrate and exhibit a public-facing platform ready for users to join. However, these limitations were made up through strong engagement elsewhere: high website traffic, interaction rates with social media, event attendance, pilot stakeholder feedback, and attendance and organization of events. This demonstrates that the project achieved strong engagement and high-quality interactions, even where raw quantitative targets were not fully realized.

A key lesson learned is the importance of alignment between technical readiness and communication and dissemination activities. As the FAME Marketplace and pilot solutions matured over time, dissemination efforts became increasingly effective, particularly in the later stages of the project through hands-on demonstrations, pilot showcases, trainings, and targeted stakeholder events. This confirms that communication impact is strongest when technical assets are sufficiently mature to support concrete demonstrations, user interaction, and feedback.

Another critical success factor was the sustained engagement and coordinated effort of project partners. Many KPIs, especially those related to events, workshops, joint activities, content production, and stakeholder outreach, were achieved through continuous partner participation across multiple work packages and over the full project duration. The breadth of events organized and attended, the high number of speaking opportunities, and the diversity of dissemination outputs underscore the value of a collaborative, distributed approach in which partners actively contributed their networks, expertise, and local ecosystems.

Overall, the KPI outcomes do not merely reflect numerical performance but demonstrate FAME's ability to build a credible, visible, and trusted presence within the European data and embedded finance landscape. Taken together, these results confirm that the project achieved high communication and dissemination impact, while also highlighting the realities of operating within regulated environments, evolving platform developments, and finite project timelines.

## 2.10 Conclusions for T7.1

The dissemination and communication activities carried out under Task 7.1 successfully supported the progressive maturation of the FAME project, ensuring that its results were consistently visible, accessible, and aligned with stakeholder expectations across the European data economy and embedded finance ecosystems. Over the M13–36 period, T7.1 evolved from establishing project awareness toward actively promoting concrete, exploitable results, most notably the FAME Marketplace, the Learning Centre, and the various pilot use cases. This growth was reflected in the increasing sophistication of messaging, the diversification of communication formats, and the growing emphasis on real-world demonstrations and use-case-driven narratives.

A key outcome of T7.1 is the establishment of a robust, multi-channel dissemination framework that effectively combined digital communication, scientific dissemination, events, and audiovisual materials. The redesigned website functioned as a central hub for project information and results, while social media, newsletters, YouTube content, and Zenodo ensured broad and sustained outreach to both specialized and non-specialized audiences. Quantitative indicators, including website traffic, content production, event participation, and engagement metrics, confirm that FAME achieved strong external visibility and reached audiences well beyond its initial EU-centric scope. Importantly, these results were reinforced by qualitative outcomes, such as meaningful engagement with stakeholders during trainings, webinars, pilot showcases, and collaborative events.

Overall, Task 7.1 demonstrated the importance of close alignment between technical readiness and communication strategy. As FAME's technologies and pilots reached higher levels of maturity, dissemination activities became more impactful, particularly through hands-on demonstrations, training sessions, and marketplace-focused materials. The lessons learned highlight the value of adaptive planning, editorial consistency, and strong partner involvement in maximizing communication impact. Collectively, the outcomes of T7.1 contributed decisively to positioning FAME as a credible, visible, and relevant initiative within the broader European data spaces and embedded finance landscape, laying a solid foundation for continued engagement and uptake beyond the project's lifetime.

## 3 Contributions to Standards, Clusters, and Associations (T7.2)

### 3.1 Objectives of T7.2

This task is devoted to standardization and policy-making activities. At the standardization forefront, the partners contribute to reference architectures and standards developed by initiatives and associations like IDSA, GAIA-X, and DAIRO (BDVA). Activities towards standardizing data models and exchange formats are undertaken.

### 3.2 Focus on Standardisation

Standardisation is essential for enabling seamless global data exchange, reducing technical barriers, and promoting trade. It supports businesses in reducing costs, entering global markets, and ensuring product quality. For industries, it enhances innovation, minimizes research and development risks, and aids environmental protection. Importantly, standardisation enables organisations to shape regulatory frameworks and stay competitive by keeping up with market trends.

The standardisation activities are garnering increased attention from the European Commission (EC) and stakeholders, with high interest to accelerate research projects results in standardisation. EC regulation activities such as the Data Governance Act (DGA), Data Act, AI Act, and other initiatives now also require standardisation.

More specifically, the High-Level Forum on European Standardisation (HLF)<sup>1</sup> Workstream 14 report<sup>2</sup> on dataspace standardisation proposes an action plan that includes promoting the contribution of research projects to standardisation activities.

As part of the standardisation activities of the FAME project, we aim to contribute to these topics by bringing together experts in data trading, data spaces, data management, and other key areas identified by FAME and leveraging FAME assets.

### 3.3 Methodology

The FAME project adopted a collaborative and integrative approach to standardization. Our methodology was built on four guiding principles that ensure standards implementation and compliance, while identifying areas for recommendation and potential improvement.

- **Evaluation of Existing Standards and creation of a Roadmap:** The methodology begins with the evaluation of existing EU and International Standards that are relevant to FAME technologies and creation of a high-level roadmap.
- **Inclusive Workshops for Engagement of project partners:** This step involves conducting workshops that are inclusive of all FAME partners to raise awareness and motivate interest in standardisation activities, while maintaining an open and transparent process.
- **Synergy and Collaboration:** Establishment of synergies with relevant projects and networks.
- **Active Participation in Standardisation Processes:** Rather than initiating an entirely new standardization process, FAME engages with ongoing standardization activities, considering candidate topics or results for SDO workshops. In this phase, selected technologies and results

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<sup>1</sup> [https://single-market-economy.ec.europa.eu/single-market/european-standards/standardisation-policy/high-level-forum-european-standardisation\\_en](https://single-market-economy.ec.europa.eu/single-market/european-standards/standardisation-policy/high-level-forum-european-standardisation_en)

<sup>2</sup> <https://ec.europa.eu/docsroom/documents/58914>

from FAME are presented to relevant Technical Committees of EU and International Standardisation Organizations.

### 3.4 Standardisation Activities — M1–24

#### 3.4.1 Standardisation Roadmap Development

At the beginning of the task, we started by creating a high-level roadmap for the activities that the project will undertake for standardisation, as shown in figure below.

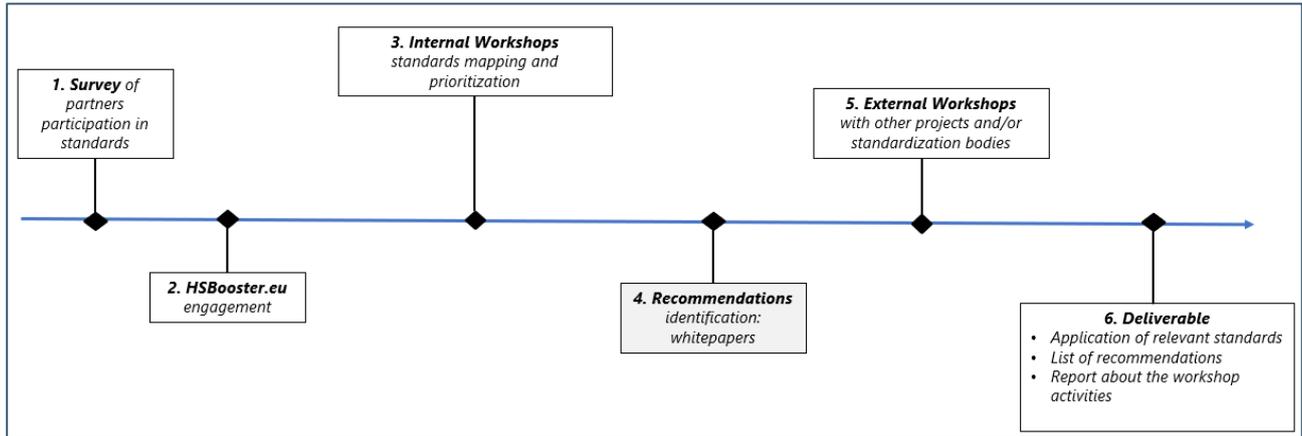


Figure 30 - FAME Standardisation Roadmap

#### 3.4.2 Evaluation of Existing Standards & Survey Findings

At the stage of identifying the standardisation needs of the project, i.e., as a step two of the standardisation roadmap, we ran a survey from April to October 2023 to collect the standardisation activities/SDOs, and also the clusters and associations the consortium members were involved in or were interested in engaging with. Figure 31 and Figure 32 show screen shots of the Excel sheet that was used to collect the inputs.

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 in FAME?	Which part of FAME is it relevant for?	Geographic scope
Partner involved in/proposing this SDO/Standard	If relevant to any	e.g. Data Management, Metadata, Data platforms, Quality, Data architecture, Data interoperability, Privacy and anonymization, Information Security, Metadata	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 specific countries etc.
USA	WP3, WP4	Metadata	W3C	ODRL	permissions and prohibitions	policies using ODRL		Yes	IDS connector	Worldwide
USA	WP3, WP4	Metadata	W3C	SKOS	Simple Knowledge Organization System -- An ontology for describing concepts and their relations, allowing for the creation of hierarchically organized controlled vocabularies	The IDS-IM describes concepts using SKOS		Yes	IDS connector	Worldwide
USA	WP3, WP4	Data platforms	W3C	X.509	An X.509 certificate is a digital certificate that uses the widely accepted international X.509 public key infrastructure (PKI) standard to verify that a public key belongs to the user, computer or service identity contained within the certificate	It is needed for authentication and security in FAME platform, but also is part of the IDS RAM		Yes	IDS connector	Worldwide
ECO/Gaia-X	WP2, WP3, WSSI core requirement		W3C	DID-Core Model	Decentralized identifiers (DIDs) are a new type of identifier that enables verifiable, decentralized digital identity. A DID refers to any subject (e.g., a person, organization, thing, data model, abstract entity, etc.) as determined by the controller of the DID. In contrast to typical, federated identifiers, DIDs have been designed so that they may be decoupled from centralized registries, identity providers, and certificate authorities. Specifically, while other parties might be used to help enable the discovery of information related to a DID, the design enables the controller of a DID to prove control over it without requiring permission from any other party. DIDs are URIs that associate a DID subject with a DID document allowing trustable interactions associated with that subject. Each DID document can express cryptographic material, verification methods, or services, which provide a set of mechanisms enabling a DID controller to prove control of the DID. Services enable trusted interactions associated with the DID subject. A DID might provide the means to return the DID subject itself, if the DID subject is an individual. Credentials are a part of our daily lives; driver's licenses are	SSI, Identity and Trust		we recommend it, to be checked	aligned v	

Figure 31 – A screenshot of Survey inputs on Standards used by the project and SDO involvement

An analysis of the survey inputs indicates that the following standards may be considered as part of FAME development:

- **Data Exchange Standards:** DIN: DIN SPEC 27070, IEEE: IEEE P3800, IDSA: Dataspace Protocol
- **Trusted Data Transaction:** CEN/CENELEC: Trusted Data Transaction
- **Cloud:** ISO/IEC: ISO JTC1/SC38
- **AI:** ISO/IEC: ISO JTC1/SC42
- **Metadata Standards:** W3C: DCAT, RDF, OWL, ODRL, SKOS
- **Data Platforms:** W3C: X.509
- **SSI Core Requirements:** W3C: DID-Core Model, Verifiable Credentials and JSON: LD
- **Interoperability:** OIDC
- **Description Framework:** W3C: RDF
- **Query Language:** GQL: General Query Language
- **Self-Descriptions:** W3C: Verifiable Credentials (VCs), JSON: LDND-JSON: Newline Delimited JSON
- **Linked Data Platforms:** W3C: LDP (Linked Data Platform)
- **Linked Data Notification:** W3C: LDN
- **Resource Description Framework:** W3C: RDF

○ **Open Digital Rights Language: W3C: ODRL**

Please note this list is based on the inputs received from the partners that have participated in the survey and may not be an exhaustive list for the whole project.

A	B	C	D	E	F	G	H	I
Partner	FAME WP/Task	Area	Cluster or Association	Type of organization	Description	Importance for FAME	Do you already have any involvement with this organization (in or outside of scope of FAME)	In which particular working group/committee are you currently involved in?
Partner involved in/proposing this organization	If relevant to any	e.g. Data sharing, Open platforms, Big data, Banking, Policy, Anti-money laundry, etc.	e.g. CL4-2022-DATA-01-04, IDSA, FIWARE, BDVA/DAIRO, GAIA-X, AI4EU, AIOTL, etc.	e.g. financial or legal actor, policy maker or regulator, technology community, association, cluster, etc.	Describe the organization	Why is it relevant for FAME	I.e. if you are a member, have an alliance or participating in a working group, etc.	
IDSAs	WP2, WP7	Data infrastructure	GAIA-X	Association	One of the main leaders from Europe and we plan to collaborate on the next generation of trusted data infrastructures. Technology providers, users, large businesses, as well as small and medium businesses have joined the effort to define how they want to maintain control over their data, including who can access it, for what purposes, where it is stored, and by whom it is maintained.	should be considered for the architectural design and technological developments of FAME. GAIA-X lighthouse projects in the financial domain could serve as references for FAME: <a href="https://gaia-x.eu/use-cases/#finance">https://gaia-x.eu/use-cases/#finance</a>	IDSAs is a founding member of the GAIA-X	IDSAs is part of the GAIA-X business & governance, Architecture, label and compliance WGs
GFT,UPRC	WP1, WP7		Cluster of EU Project DATA-01		Liaison with the key projects from Data-01-04   DATAMITE, PISTIS, FAME and UPGAST   and DSSC	Sharing know how and activities with similar project funded by same DG and sponsored by BDVA	Yes, leading along with UPGAST project	GFT and FAME are part of the network Community building EBDVF 2023 Action Group structure, meetings etc. Extension to other Data projects and EU projects
JOT	WP2, WP4	Data processing and AI	AI4EU	Technology community	The AI-on-Demand Platform (AIoD) is a community-driven channel designed to empower European research and innovation in Artificial Intelligence (AI), while ensuring the European seal of quality, trustworthiness and explainability. AIoD facilitates knowledge sharing, research experimentation and development of state-of-the-art solutions and technologies related with AI and AIoD	Outputs and best practices developed in the project can be considered to engage wider audience and ensure applicability in the market	JOT is associated member	

Figure 32 – A screenshot of Survey inputs on Cluster and associations involvement.

Some of the standardisation communities and initiatives the participants were connected with were the following:

- **Data Sharing: IDSA, DSSC, DSBA: Data Sharing Business Alliance**
- **Big Data, Industrial Data, AI: BDVA/DAIRO**
- **Data Infrastructure: GAIA-X**
- **EU Project Cluster: DATA-01: Cluster of EU projects focused on data initiatives.**
- **Data Processing and AI: AI4EU**
- **Open-source Projects: Eclipse Foundation**

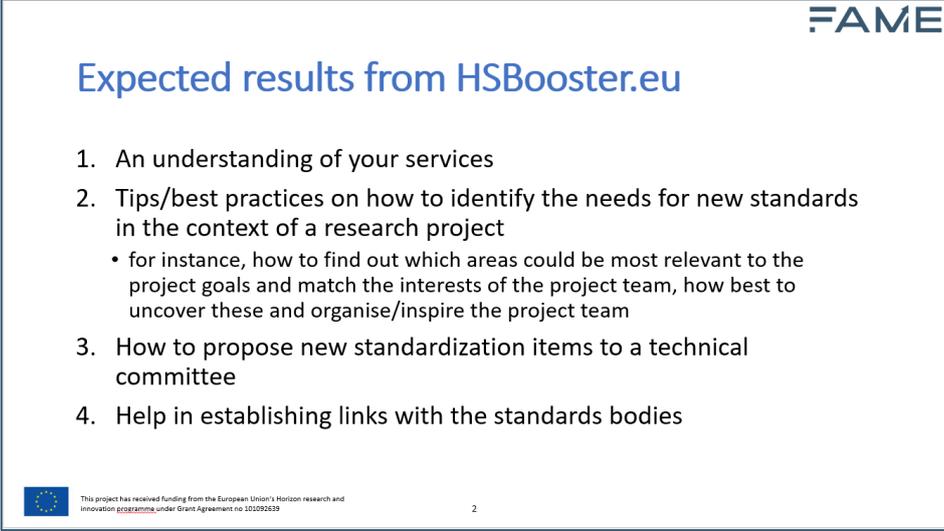
**3.4.3 HSBooster.eu Support Programme Engagement**

Early in the project, we had the privilege of engaging with the HSBooster.eu<sup>3</sup> support program. This is an initiative that provides guidance to research projects on standardisation.

<sup>3</sup> <https://hsbooster.eu/>

We applied to the program in June 2023 and were accepted in July 2023. FAME project was assigned a dedicated consultant. The consultant worked with us from September 2023 to January 2024 and helped us shape the standardisation goals for the project and pointed us to relevant SDOs as well as guiding us on the options for proposing new standardization items to the technical committees in SDOs such as ISO, CEN/CENELEC, W3C, OpenID and BDVA, FIWARE, GAIA-X, IDSA (DSBA). These recommendations were quite helpful.

Below in Figure 33, Figure 34 and Figure 35, are some of the questions we posed to the program, and some examples of the recommendations we received from the consultant:



**FAME**

## Expected results from HSBooster.eu

1. An understanding of your services
2. Tips/best practices on how to identify the needs for new standards in the context of a research project
  - for instance, how to find out which areas could be most relevant to the project goals and match the interests of the project team, how best to uncover these and organise/inspire the project team
3. How to propose new standardization items to a technical committee
4. Help in establishing links with the standards bodies

 This project has received funding from the European Union's Horizon research and innovation programme under Grant agreement no 101092639

2

Figure 33 – Questions posed to HSBooster.eu



**HSbooster.eu** **Preliminary Recommendations** **FAME**  Funded by the European Union

**Preliminary recommendations and support** 

**Suggestion to engage with the ISO / IEC JTC 1 / SC 38 “Cloud Computing and Distributed Platforms”, Secretariat: ANSI, WG 5 -Data in cloud computing and related technologies. There are 7 standards and/or projects under the direct responsibility of ISO/IEC JTC 1/SC 38, which are under development, particularly a new “approved work item”: AWI 20151 with a focus on data spaces:**

- ISO/IEC DIS 5140: Information technology — Cloud computing — Concepts for multi-cloud and the use of multiple cloud services
- ISO/IEC AWI TS 7339: Cloud computing and distributed platforms — Cloud computing — Platform capabilities type and Platform as a Service (PaaS)
- ISO/IEC AWI TR 10822-1: Cloud computing — Multi-cloud management — Part 1: Overview and use cases
- ISO/IEC AWI TS 10866: Information technology — Cloud computing and distributed platforms — Framework and concepts for organizational autonomy and digital sovereignty
- ISO/IEC AWI 11034: Information technology — Cloud computing — Trustworthiness in cloud computing
- ISO/IEC AWI 19274: Information technology — Cloud computing and distributed platforms — Networking in cloud computing and edge computing
- ISO/IEC AWI 19941: Information technology — Cloud computing and distributed platforms — Interoperability and portability
- **ISO/IEC AWI 20151: Information technology — Cloud computing and distributed platforms — Dataspace concepts and characteristics**

Hsbooster.eu

Figure 34 – Recommendations received from HSBooster.eu

**HSbooster.eu** **Preliminary Recommendations FAME** Funded by the European Union

How to propose new standardization items to a technical committee?  
 **CEN/CENELEC (European Committee for Electrotechnical Standardization)**

How to propose new work?  
 Proposals for new work falling within the scope of an existing TC, the form for a "New Work Item Proposal" (*New Work Item proposal*) should be filled in and submitted to the correspondent CEN/TC  
 Proposals for new work not failing within the scope of an existing TC, the form "New activity field proposal" (*New activity field proposal*) should be filled in and submitted to the CCMC (CEN/CENELEC Management Centre).  
 Proposals may come from: a CEN member, a CEN/TC, the EC or EFTA, an international organization and/or a EU trade, professional, technical or scientific organization.

**Research projects**  
 For research projects, there are **national contact points for R&D&I** to facilitate the interaction between the standardization initiatives and research projects.  
 For example, it can be proposed a **CEN/CENELEC workshop (CWA)**. Other alternatives are the following: join a TC, participation of project representatives through national mirror committees or **ask for a project liaison**.  
 For Germany, please contact the NSB : Deutsches Institut für Normung (DIN); [Standardization \(din.de\)](http://Standardization(din.de))  
 Last year, it was launched a **CEN Workshop on "Trusted Data Transaction"**, Secretariat AFNOR, where IDSA and Gaia-X participate. As IDSA is a participant, an active engagement is recommended.

Hsbooster.eu

Figure 35 – Recommendations received from HSBooster.eu

### 3.4.4 Workshops with Project Partners (1–3)

After collecting all inputs through the survey, we organized several internal workshops to raise awareness about standardisation and determine priorities for the activities of this task in the project.

#### 3.4.4.1 Internal Workshop 1

This first workshop took place on April 30, 2024, with participation from the project partners. In the first part of the workshop, IDSA explained the importance of standardisation, gave a view of the Data spaces standardisation landscape and identified which topics FAME can contribute. Finally, shared the recommendations from the HSbooster.eu program.

Below is a screenshot from the first part of the workshop 1:

PowerPoint Slide Show - FAME -Standardization workshop T7.2 20240430 - PowerPoint

**Data spaces standardization landscape** INTERNATIONAL DATA SPACES ASSOCIATION

Topics

Which topics can FAME contribute to?  
 Initially we identify:

1. Marketplaces
2. Identities – DID and VC
3. Data Trading systems
4. Semantics – vocabularies & DCAT
5. AI

The diagram shows a central circle labeled 'FAME' with 'Identity & Trust' and 'Data Space specific' in the middle. Surrounding this are various topics: DID, DataSpace Protocol, Cybersecurity, Cloud, Digital/Data Sovereignty, IoT/Digital Twins, AI, DCAT/ODR, Vocabularies & standards, Data, Data Trading, Data, Policies, Semantics, Data Trading, Data, Marketplaces, APTs, Marketplaces, Data Trading Systems, Trust, Trusted Data Transactions, Regulations, VC/NP, and Identities. The word 'FAME' is repeated around the perimeter of the diagram.

Standardization in data spaces. Overview

Participants in the video call: Silvia Castelli, SOLDATOS Ioannis, GM, OK, Machiel, Odysseas, CN, ZB, Christine, Zuzana B., +13

Figure 36 – Screenshot 1 from Internal Workshop 1

In the second part of the workshop, partners brainstormed and contribute using a Mural IDSA had prepared. The goal was to determine the standardisation topics and SDOs of interest, and to determine the priorities to decide which activities to pursue.

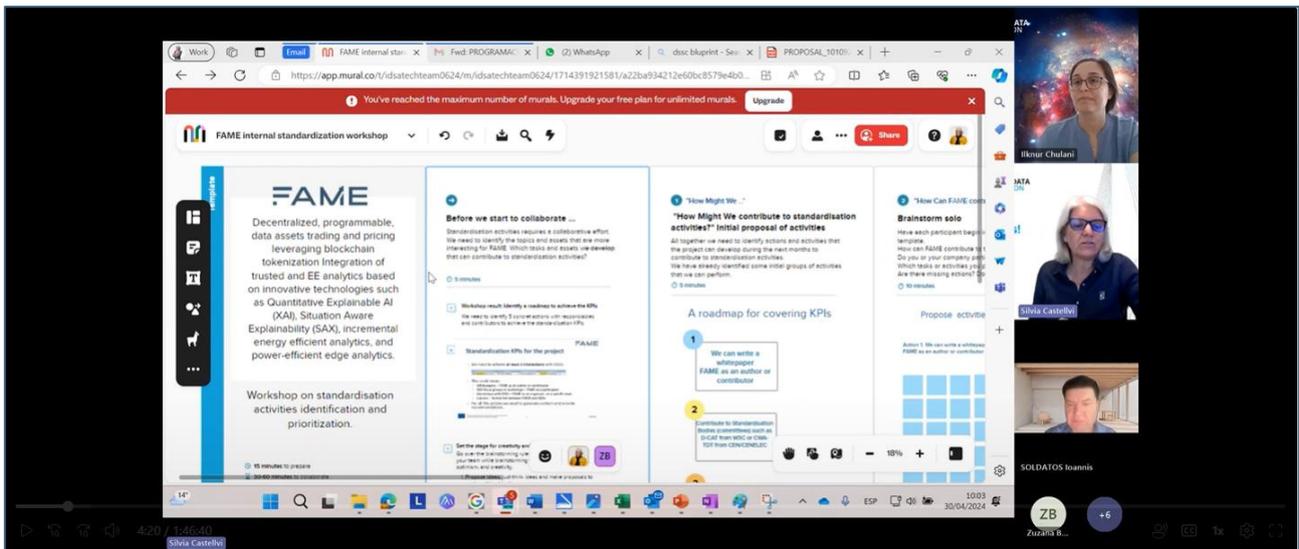


Figure 37 – Screenshot 2 from Internal Workshop 1

### 3.4.4.2 Internal Workshop 2

The second internal workshop took place on May 14, 2024, with all project partners. In this workshop, we went over the High-level Standardisation roadmap and tried to identify the concrete actions for the next period. Also, some participation in SDOs activities were reported. We also continued with the brainstorming using the Mural we started in the first workshop. Below are some screenshots from this workshop:

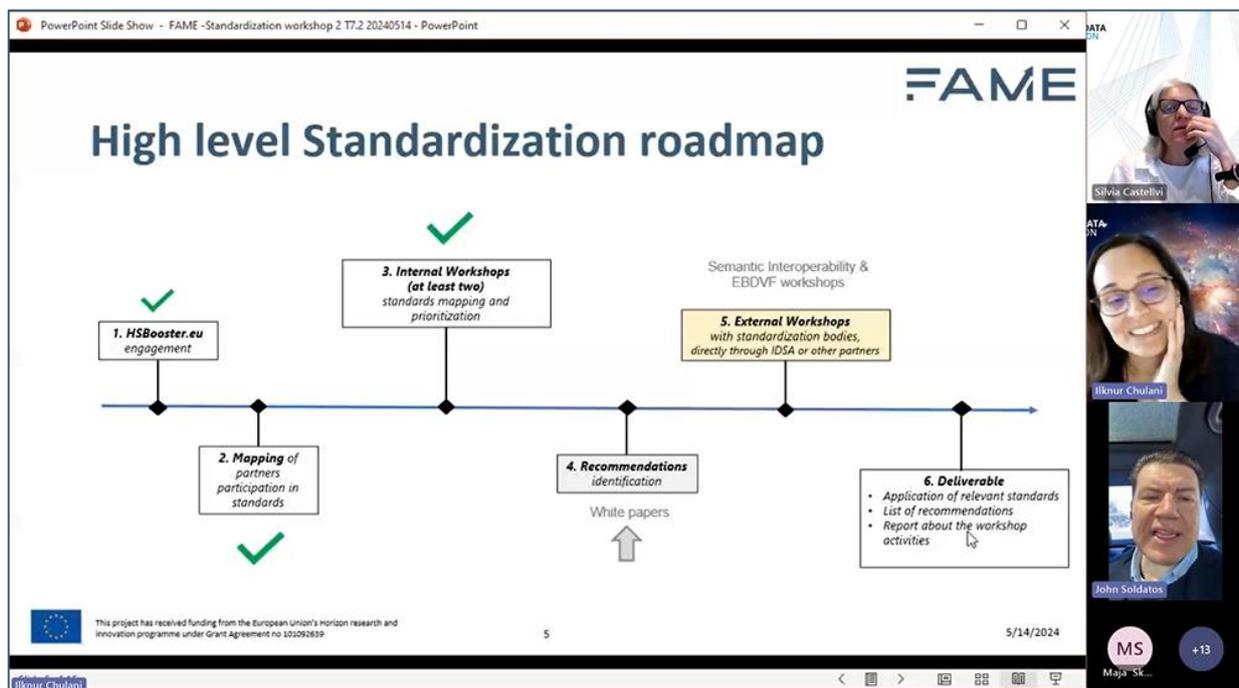


Figure 38 –Screenshot 1 from Internal Workshop 2

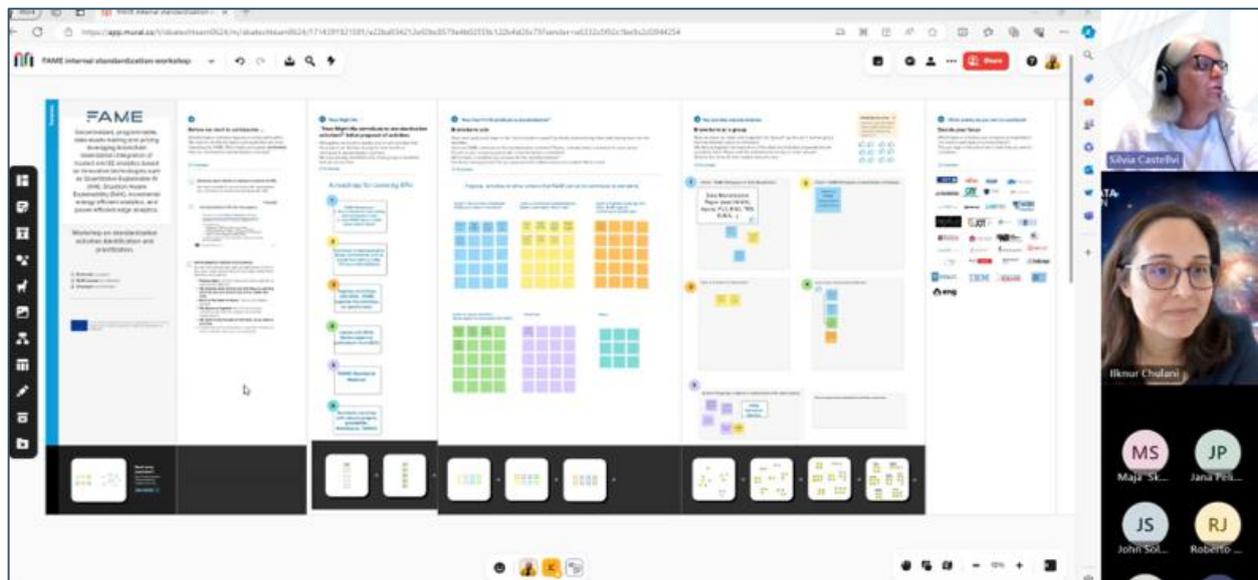


Figure 39 – Screenshot 2 from Internal Workshop 2

Couple of white papers were also proposed in this workshop: “Data Spaces and Monetization” and “FAME Tokenization Architecture”. Also, some external workshops ideas were proposed such as participation in EBDVF workshops and Semantic Interoperability workshops.

### 3.4.4.3 Internal Workshop 3

The third internal workshop took place on May 28, 2024, with project partners. In this workshop, we followed up on the whitepapers, participation in SDOs, and also discussed more ideas for connecting with other initiatives such as sister projects, or project working on AI standardisation, BDVA, etc. Below are some screenshots from the discussions.

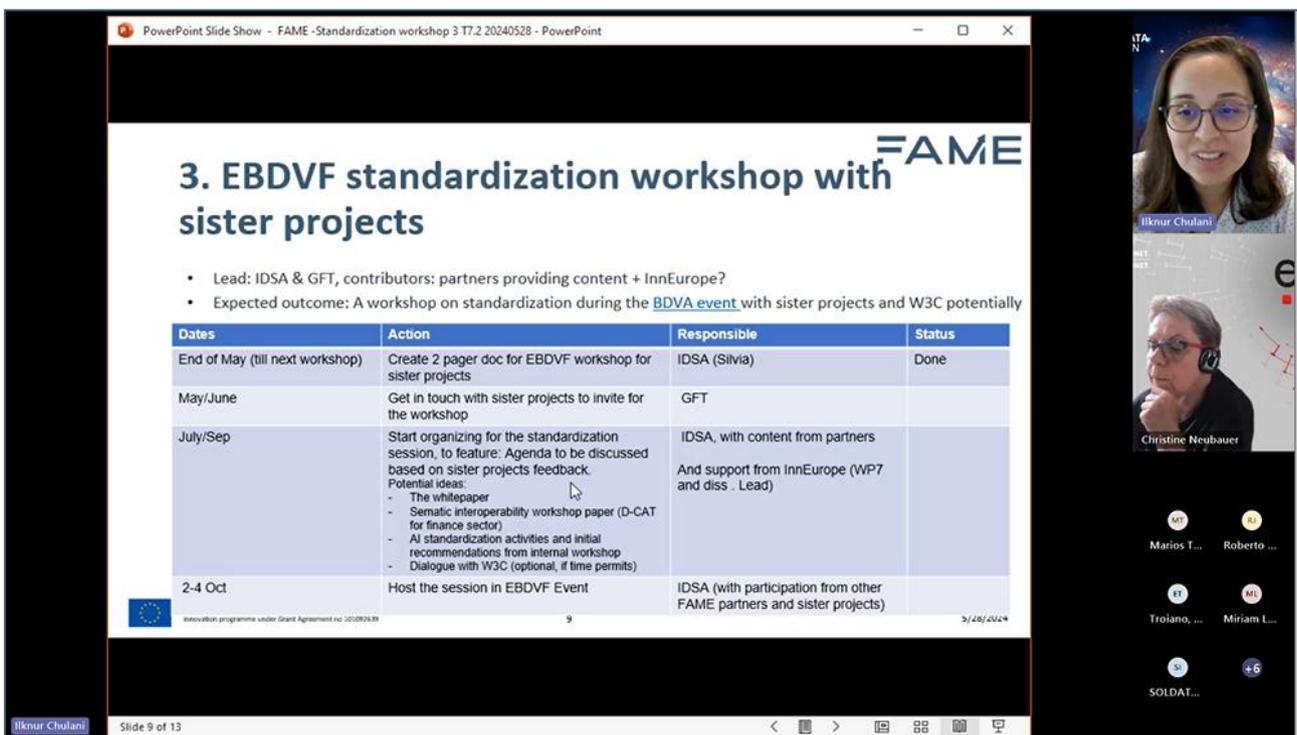


Figure 40 – Screenshot 1 from Internal Workshop 3

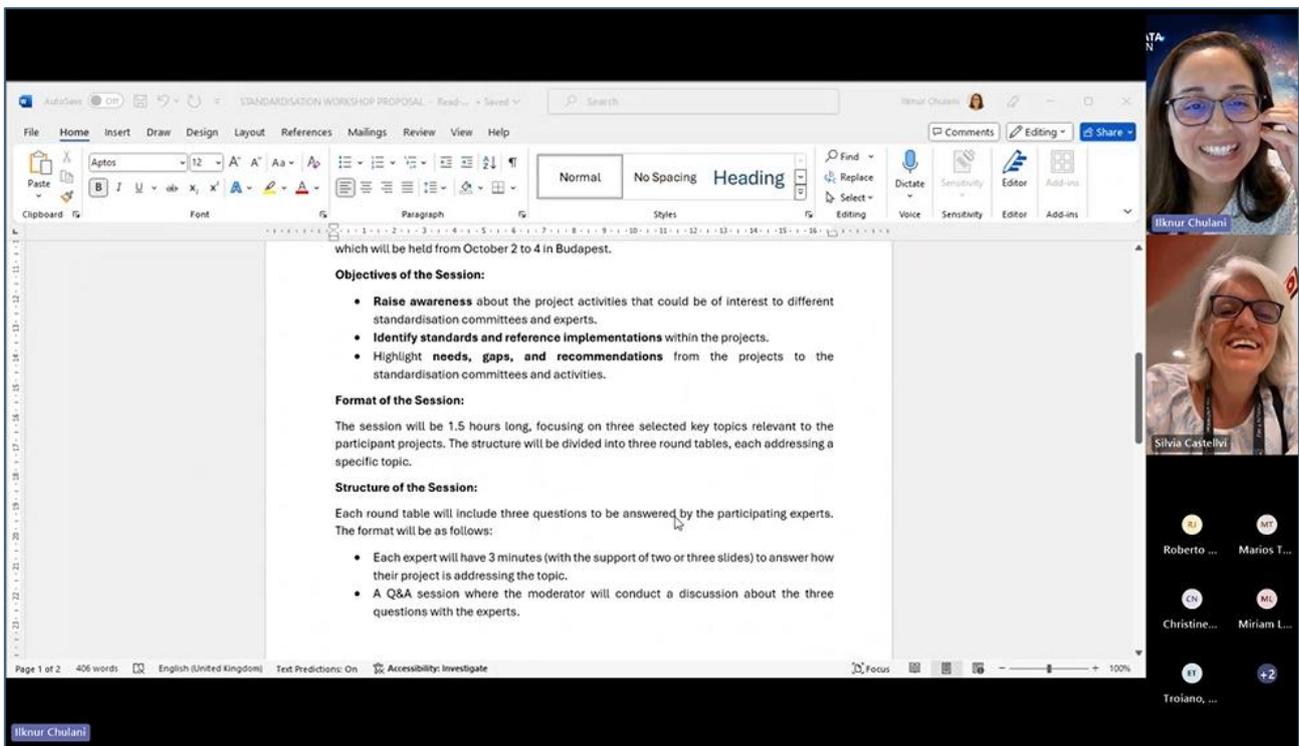


Figure 41 – Screenshot 2 from Internal Workshop 3

### 3.4.5 Initial White Paper Proposals

Two white papers were proposed by FAME project partners, as part of the standardisation efforts:

- **Data Trading & Monetization Whitepaper**, led by INNOV-ACTS, with contributions from other partners
- **Blockchain and Tokenization: Meeting Non-functional Requirements in Federated Data Marketplaces**, led by FIJUTSU, with contributions from other partners

### 3.4.6 Synergy and Collaboration: Engagement with Clusters & Associations

T7.2 was involved in several collaborative activities as described in the following subsections.

#### 3.4.6.1 IDSA Tech Talk webinars on standardisation

FAME partners have been invited to and participated in an IDSA Tech talk on June 13, 2024 (see Figure 42 below) “**Aligning international standards for data space interoperability**”<sup>4</sup> to learn about the ongoing standardisation activities related to data spaces:

<sup>4</sup> [https://www.youtube.com/watch?v=BN2Yk-5\\_Vbc&t=982s](https://www.youtube.com/watch?v=BN2Yk-5_Vbc&t=982s)



Figure 42 – Screenshot from IDSA Tech Talk on June 13, 2024

FAME project has also hosted an IDSA Tech talk on standardisation “**Understanding digital sovereignty and organizational autonomy**”<sup>5</sup> to explore the concepts from the ongoing standardisation work [ISO/IEC 10866](https://www.iso.org/standard/83757.html)<sup>6</sup>. Please see Figure 43 and Figure 44 below:



Figure 43 – Screenshot 1 from IDSA Tech Talk on September 19, 2024

<sup>5</sup> <https://www.youtube.com/watch?v=fXK4EiHv42o>

<sup>6</sup> <https://www.iso.org/standard/83757.html>

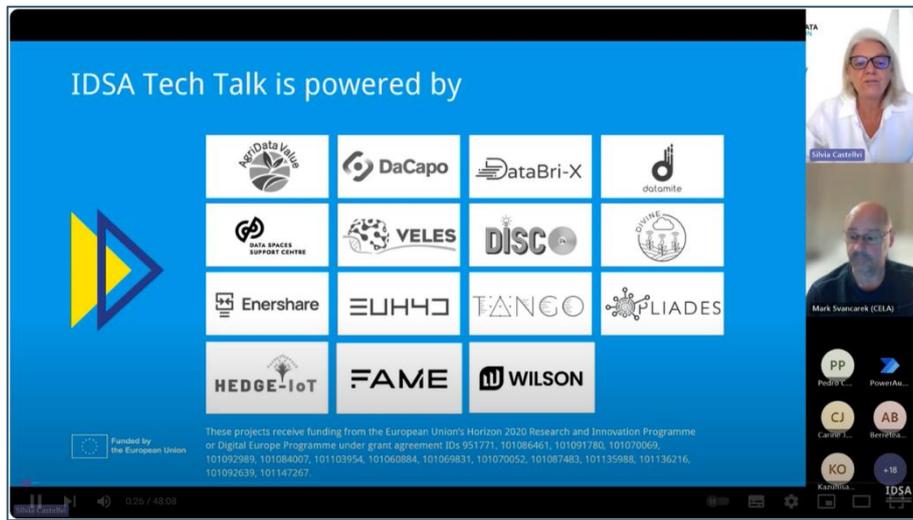


Figure 44 – Screenshot 2 from IDSA Tech Talk on September 19, 2024

### 3.4.6.2 BDVA Task force

IDSA participated in the BDVA Task force on standardisation, presenting FAME project methodology for standardisation and sharing best practices with other initiatives present in the BDVA call on Sep 5, 2024. Below is a screenshot of one of slides presented in the meeting:

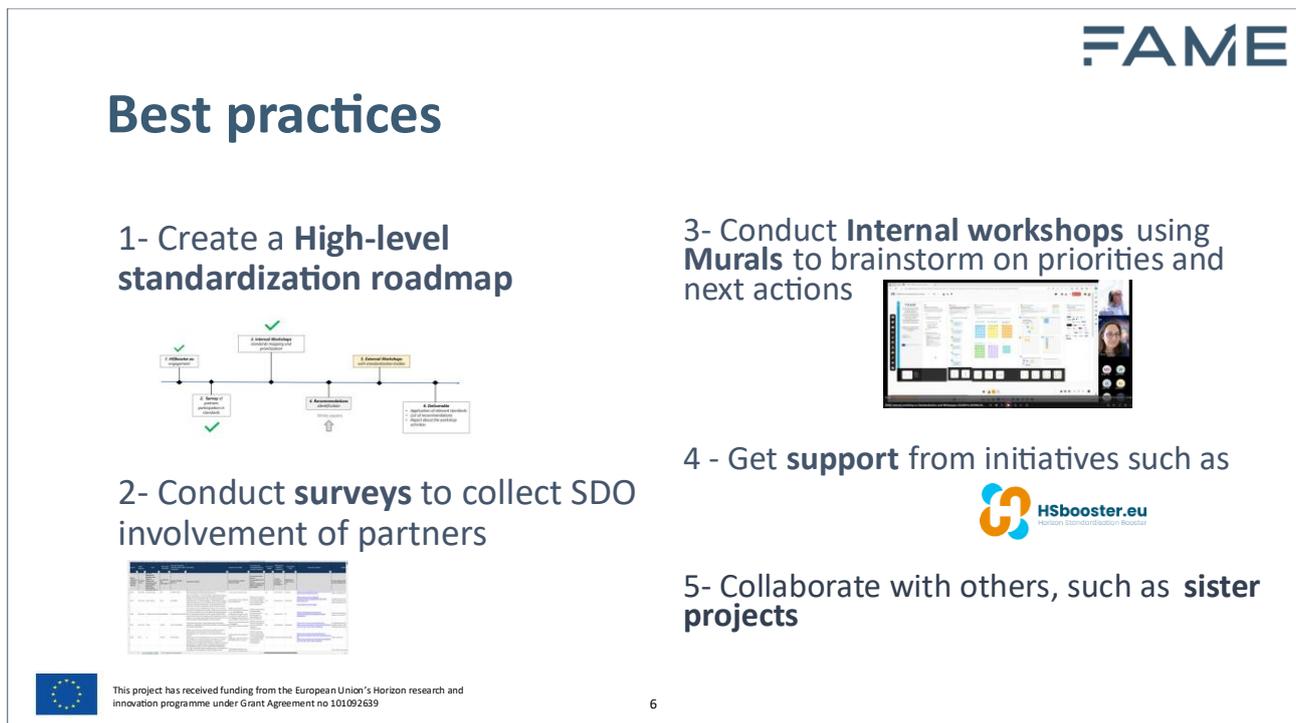


Figure 45 – One of the slides presented in the BDVA Task Force on Standardisation meeting

### 3.4.6.3 Standardisation workshop plans with sister projects

Task 7.2 has also participated in several meetings of the EUDATA+ cluster, an innovative European Data Cluster formed by FAME alongside five other projects and proposed a joint workshop on standardization.

IDSAs proposed to organize a workshop in the EBDVF event in October 2024, to raise awareness and find synergies on the standardisation activities of the cluster projects (UPCAST, PISTIS, DATAMITE and FAME). The objectives of a standardisation workshop with sister projects are:

- Raise awareness about the project activities that could be of interest to different standardisation committees and experts.
- Identify standards and reference implementations within the projects.
- Highlight needs, gaps, and recommendations from the projects to the standardisation committees and activities.
- Initiate, open discussion about standardisation activities

As an initial idea we proposed to discuss the following topics:

1. Data Monetization and Data Spaces. Presenting the FAME data monetization whitepaper as an introduction to the topic, followed by presentations from other projects.
2. AI Standardisation Activities. Discussing AI standardisation based on FAME and other projects' activities.
3. Art. 33 Data Act – Essential requirements regarding interoperability of data, of data sharing mechanisms and services, as well as of common European data spaces. Presenting and discussing the requirements of the Data Act article 33 and how it impact on the projects.

A draft agenda was prepared and discussed, partially shown in the screenshot in Figure 46 below:



**FAME**

EUROPEAN  
**BIG DATA  
VALUE** FORUM  
2-4 OCT 2024 | BUDAPEST, HUNGARY

**STANDARDISATION WORKSHOP PROPOSAL**

We propose collaborating with sister projects to organize a standardisation session during the next EBDVF2024, which will be held from October 2 to 4 in Budapest.

**Objectives of the Session:**

- **Raise awareness** about the project activities that could be of interest to different standardisation committees and experts.
- **Identify standards and reference implementations** within the projects.
- Highlight **needs, gaps, and recommendations** from the projects to the standardisation committees and activities.

**Format of the Session:**

The session will be 1.5 hours long, focusing on three selected key topics relevant to the participant projects. The structure will be divided into three round tables, each addressing a specific topic.

**Structure of the Session:**

Each round table will include three questions to be answered by the participating experts. The format will be as follows:

- Each expert will have 3 minutes (with the support of two or three slides) to answer how their project is addressing the topic.
- A Q&A session where the moderator will conduct a discussion about the three

Figure 46 Draft agenda proposed for workshop with sister projects

Finally, the workshop did not take place in the EBDVF event, since the cluster projects decided to focus the EBDVF workshop around a different topic. This joint workshop on standardisation was still being considered for another suitable physical event or in an online format. The workshop finally took place as an online event, in the next period, i.e., please see “**EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardisation**” in Section 3.5.3. External Standardisation Workshops.

#### 3.4.6.4 *Joint workshop planning on AI Standardisation*

In one of the internal workshops, it was proposed to organize a workshop on AI standardisation with the support of JSI, who has been very active in this field. We have been in touch with a few projects such as ALCHIMIA, ADRA, and a few others JSI is involved in. The goals for the workshop were the following:

- to understand current activities and align with other projects working on the topic
- conduct discussions to help identify needs/gaps and recommendations, to be able to form recommendations for SDOs

The workshop finally took place in the next period, i.e. please see **Joint workshop on "AI Act and its impact on research, business, and standardization"** in Section 3.5.3 External Standardisation workshops.

#### 3.4.6.5 Collaboration with data spaces initiatives

IDSAs have been actively engaging with initiatives and projects working on data spaces and has proactively promoted the collaboration.

IDSAs participated in the Gaia X summit in Helsinki and the Global Data Spaces connect event in Vienna last November 2024, explaining business models and connecting FAME with different data space initiatives such as Gaia-X, Data Intelligence Offensive, DSSC, iSHARE and other stakeholders and community members in the data spaces ecosystem.



Figure 47 The Global Data Spaces Connect event

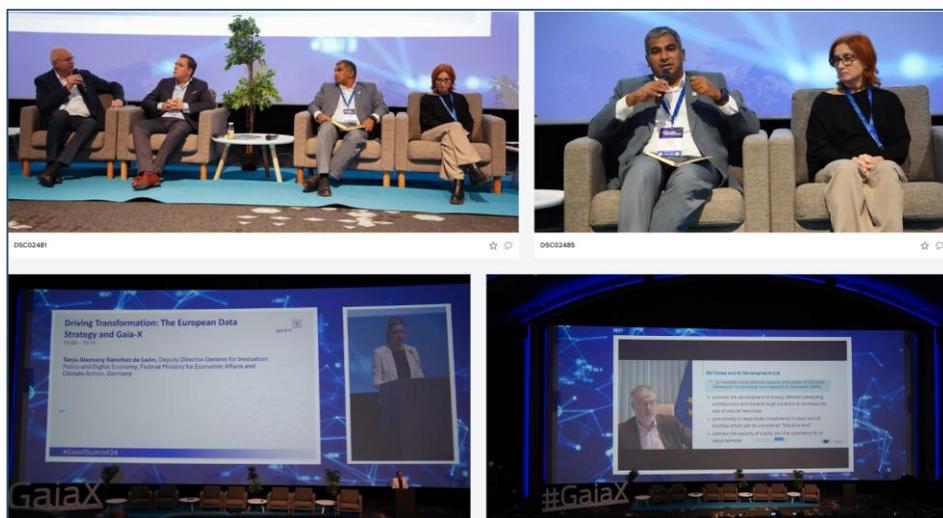


Figure 48 The Gaia-X summit

#### 3.4.7 Participation in Standards Bodies (ISO/IEC, CEN/CENELEC)

IDSAs have been contributing to several standardisation activities with FAME contributions as described in the following subsections:

### 3.4.7.1 ISO/IEC JTC 1/SC 38 Cloud computing and distributed platforms

IDSAs has participated in the **ISO/IEC JTC1/SC 38 Cloud computing and distributed platforms**<sup>7</sup> plenary meeting in London, on September 9-13, 2024, strongly contributing to the “**ISO/IEC 20151 dataspace concepts and characteristics**”<sup>8</sup>.



Figure 49 The ISO/IEC JTC1/SC 38 Plenary meeting in September 2024, London

As part of this SC 38 plenary, the **ISO/IEC DTS 10866 – Organizational Autonomy and Digital Sovereignty paper**<sup>9</sup> is published.

The Tech Talk “Understanding-digital-sovereignty-and-organizational-autonomy” mentioned earlier in this document in section 3.4.6.1 was presenting the same paper: <https://internationaldataspaces.org/events/idsa-tech-talk-understanding-digital-sovereignty-and-organizational-autonomy/>

### 3.4.7.2 CEN Workshop on Trusted Data Transaction

IDSAs has participated in **CEN workshops on Trusted Data Transaction**<sup>10</sup>. The workshops were proposed to develop a CEN Workshop Agreement (CWA) on terminology, concepts, and mechanisms for common elements to form a foundational understanding on which trusted data transactions can be based independent of any architectural choices or technical implementation. IDSAs participated on the F2F meeting<sup>11</sup> that took place on September 23<sup>rd</sup>, 2024 in Brussels. Please find below a picture with participants to the meeting.

<sup>7</sup> <https://www.iso.org/committee/601355.html>

<sup>8</sup> <https://www.iso.org/standard/86589.html?browse=tc>

<sup>9</sup> <https://www.iso.org/standard/83757.html?browse=tc>

<sup>10</sup> <https://www.cencenelec.eu/news-and-events/news/2024/workshop/2024-01-16-data-transactions/>

<sup>11</sup> <https://www.trusted-data-transaction.org/en/cen-workshop-activity-highlights/>



Figure 50 The CEN workshop Trusted Data Transaction physical meeting in Sep 2024, in Brussels

The CEN Workshop as key organizations including the European Commission, Fraunhofer ISST, TNO, Dawex - Data Exchange Technology, IDSA, Gaia-X Association for Data and Cloud (AISBL), BDVA - Big Data Value Association, FIWARE, Airbus, Microsoft, Agdatahub, Hub One, VISIONS and Connekt. The publication of the [CEN Workshop Agreement \(CWA\) Part 1](#)<sup>12</sup>, freely available for download on CEN and CENELEC website. After the physical meeting a series of virtual meetings were celebrated and IDSA participates to contribute to accelerate the production of the CWA part 2, focusing of the trustworthiness characteristics of a data transaction and the criteria to measure it.

#### 3.4.7.3 CEN/CENELEC Focus Group on Data, Dataspaces, Cloud and Edge

Kick-off meeting of **CEN/CENELEC Focus Group on Data, Dataspaces, Cloud and Edge**<sup>13</sup> took place on March 1, 2024, in Brussels with IDSA participation.

The focus group aimed to connect to various stakeholder groups currently not yet connected to CEN and CENELEC on the concepts of "Data" & "Dataspaces", in order to support Data Economy as a foundational driver for Europe's Digital Transition. Since then, this focus group has been dismantled and transitioned into another standardisation work stream under the joint technical committee **CEN/CLC/JTC 25 Data management, Dataspaces, Cloud and Edge**.

#### 3.4.7.4 CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge

First plenary meeting<sup>14</sup> of **CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge**<sup>15</sup> took place on September 20, 2024, in Brussels with IDSA participation.

JTC 25 will develop standards to support the widespread adoption of digitalization and the establishment of a fully functioning Single Digital Market for the EU. The goal is to ensure the European industry is more efficient, productive, competitive, and fully integrated in the global digital market. Below is a photo from this first plenary meeting.

<sup>12</sup> [https://www.cencenelec.eu/media/CEN-CENELEC/CWAs/RI/2024/cwa18125\\_2024.pdf](https://www.cencenelec.eu/media/CEN-CENELEC/CWAs/RI/2024/cwa18125_2024.pdf)

<sup>13</sup> <https://www.cencenelec.eu/news-and-events/news/2024/brief-news/2024-02-16-dataspaces/>

<sup>14</sup> <https://www.cencenelec.eu/news-events/news/2024/brief-news/2024-09-25-jtc-25/>

<sup>15</sup>

[https://standards.cencenelec.eu/ords/f?p=205:7:::::FSP\\_ORG\\_ID:3485479&cs=1FB461F74403B24687DFD3DDC632A58E6](https://standards.cencenelec.eu/ords/f?p=205:7:::::FSP_ORG_ID:3485479&cs=1FB461F74403B24687DFD3DDC632A58E6)



Figure 51 Kickoff meeting of CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge in September 2024 in Brussels

## 3.5 Standardisation Activities — M25–36

### 3.5.1 Maturation of Roadmap & Prioritised Domains

In the last period of the project, we focused on carrying out the standardisation activities with a more focused approach. Therefore, we prioritized completing the whitepapers started in the previous period and conducting the workshops planned as well as contributions to standardisation bodies.

### 3.5.2 White Papers Development & Finalisation

The White paper “**Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers**”<sup>16</sup> was finalized and published on Zenodo.org by the FAME consortium in February 2025.

The whitepaper led by INNOV discusses data monetization within data spaces—decentralized environments enabling trusted and sovereign data sharing across organizations. It highlights that existing data space implementations often lack non-trivial monetization support, creating a gap in enabling data as a tradable economic asset.

The FAME project addresses these shortcomings by proposing a federated, blockchain-based data trading infrastructure that supports data monetization with advanced pricing and trading mechanisms. It introduces a federated marketplace architecture that leverages blockchain, smart contracts, and data tokenization to enable transparent, sovereign, and secure data trading without centralized intermediaries.

The paper also outlines a set of novel pricing and monetization strategies tailored to the context-dependent nature of data, supported by a Price Advisory Tool for value-driven pricing decisions.

Some key conclusions from the whitepaper:

<sup>16</sup> SOLDATOS, I., Peliova, J., Isaja, M., Saja, K., & Gupta, S. (2025). Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers. Zenodo. <https://doi.org/10.5281/zenodo.14845137>

- Pricing, trading, and monetizing data assets are essential for sustaining data spaces and incentivizing participation.
- FAME's decentralized infrastructure addresses key limitations by providing advanced monetization features and integrated trading mechanisms.
- The FAME approach can serve as a foundation for future standardization and broader adoption in data spaces.

### 3.5.3 External Standardisation Workshops Conducted

FAME project organized two external workshops to create awareness and contribute to standardisation outcomes with project developments:

#### 1- Joint workshop on "AI Act and its impact on research, business, and standardization"

This workshop was organized by T7.2 on June 12, 2025, in collaboration with several other projects working on AI (ALCHIMIA, HumAIne, and enRichMyData), to discuss the challenges organizations face while understanding and complying with the AI Act and how developments from key research projects can provide support, and where synergies may be found.

Here are more details on the event:

- Event page: <https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b>
- Event recording: <https://www.youtube.com/watch?v=vLQRPjQKIYI&t=3600s&pp=ygUPZmFtZSBwcm9qZWN0IGV10gcJCccJAYcqIYzv>
- Participant info: 42 registered, 38 attended.
- Topics covered include:
  - Overview of the AI Act and key regulatory obligations.
  - Insights from projects FAME, ALCHIMIA, HumAIne, and enRichMyData.
  - The role of data spaces in supporting compliance.
  - A guided open discussion on challenges, opportunities, and strategies under the AI Act.
  - Insights on different standardization activities on AI and Data Spaces.
- Speakers & Contributors:
  - Jan Šturm (JSI, FAME and enRichMyData)
  - Petri Kannisto (BFI, ALCHIMIA)
  - Pavlos Kranas (LeanXcale, HumAIne)
  - Sebastian Steinbuss (IDSA)
  - Silvia Castellvi (IDSA)
  - Ilknur Chulani (IDSA), Host

Below are some screenshots from the event:

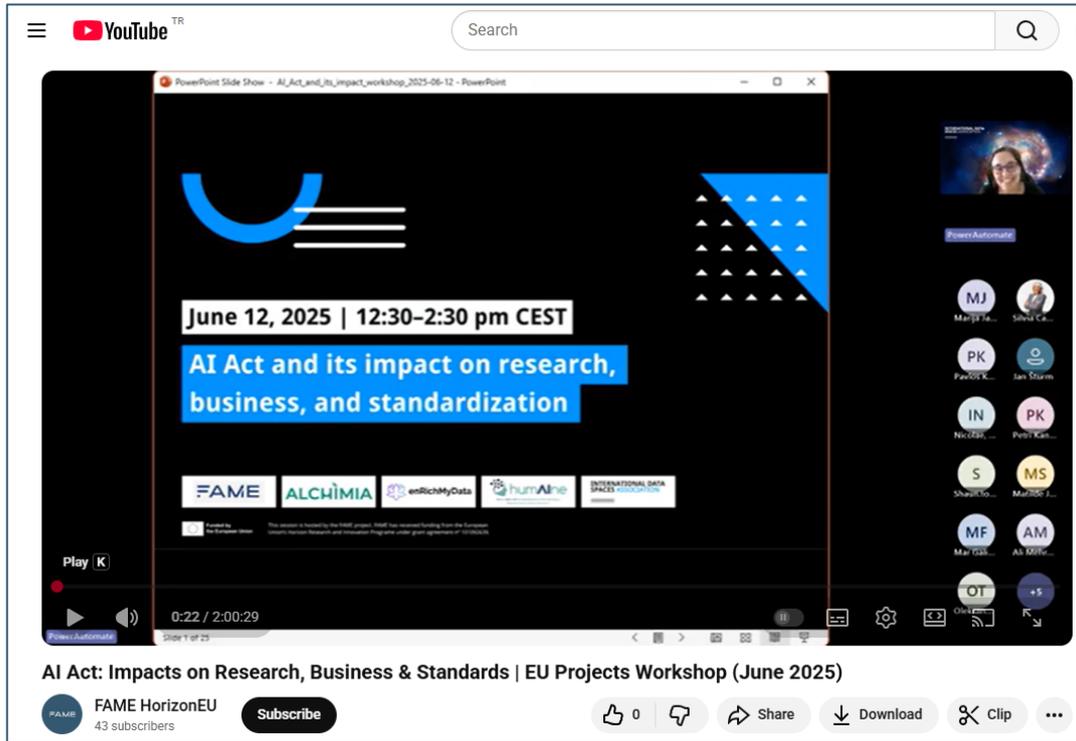


Figure 52 Screenshot 1 from the joint workshop on AI Act and its impact on research, business, and standardization

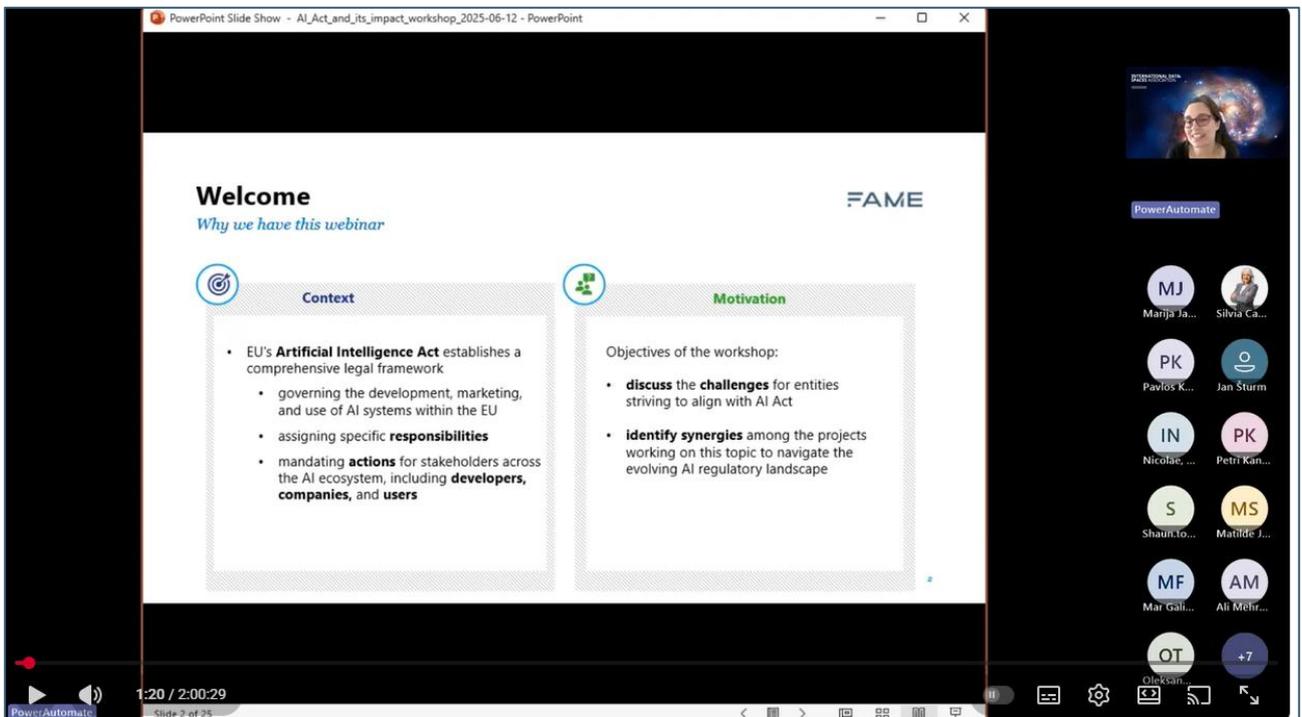


Figure 53 Screenshot 2 from the joint workshop on AI Act and its impact on research, business, and standardization

PowerPoint Slide Show - AI\_Act\_and\_its\_impact\_workshop\_2025-06-12 - PowerPoint

## Agenda

**Setting the context... 15'**

- AI-ACT and regulatory obligations  
Jan Sturm, JSI

**Projects 40'**

- FAME Jan Sturm, JSI
- ALCHIMIA Petri Kannisto, BFI
- HumAIne Pavlos Kranas, LeanXcale
- enRichMyData Jan Sturm, JSI

**Data spaces for the AI-ACT 10'**

- Sebastian Steinbuss, IDSA

**Open discussion 30'**

- moderated by Jan Sturm, JSI

**Next steps 10'**

- Silvia Castellvi, Ilknur Chulani, IDSA

4:21 / 2:00:29  
Slide 5 of 25

Participants: PowerAutomate, Jan Sturm, Marja Ja..., Silvia Ca..., PK, IN, PK, +16, Petri Kannisto.

Figure 54 Screenshot 3 from the joint workshop on AI Act and its impact on research, business, and standardization

## IDSA Paper: Data Spaces for the AI Act

INTERNATIONAL DATA SPACES ASSOCIATION

**Trusted Artificial Intelligence**

Data Governance & Management	Data Quality
<p><b>Data Space Governance Authority</b> Data Governance scheme enforcing the policies and rules of Data Spaces enabling trusted data transactions</p> <p><b>Data Space Connector</b> Software providing connectivity, interoperability and usage control for a data space</p> <p><b>Data management processes</b> In-build provenance tracking, traceability and auditability</p>	<p><b>Meta Data management vocabularies</b> Ontologies, reference data models and metadata elements for quality metrics</p> <p><b>Conformity Assessment</b> Self assessment and third-party evaluation</p>

**Trusted Data-Sharing**

<https://internationaldataspaces.org/download/46814/?mst=1747421777>

5

Participants: Sebastian Steinbuss, MJ, PK, Marja Ja..., Petri Kan..., Silvia Ca..., Jan Sturm, PK, MS, Pavlos K..., Matilde J..., IN, AM, Nicolae, Ali Mehr..., OT, Oleksan..., PowerAu..., DE, Diego Es..., +15.

AI Act: Impacts on Research, Business & Standards | EU Projects Workshop (June 2025)

Figure 55 Screenshot 4 from the joint workshop on AI Act and its impact on research, business, and standardization

The full recording may be found at: <https://youtu.be/SiP403m-bUc> and <https://www.youtube.com/watch?v=vLQRPjQKIYI&t=3600s&pp=ygUPZmFtZSBwcm9qZWN0IGV10gcJCccJAYcqIYzy>

Additional materials (slides, etc) may be found on the FAME Project web site: <https://www.fame-horizon.eu/learning-centre/>.

## 2- EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardisation

This workshop was organized by T7.2 on November 25, 2025, with select initiatives from the EUDATA+ cluster to discuss Interoperability, Data governance and Data spaces maturity, with support from European standardisation representatives (CEN/CELENEC) on how to turn project learnings into actionable standardisation outcomes.

Here are more details on the event:

- Event page: <https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b>  
<https://events.teams.microsoft.com/event/d4598bf7-3e95-4030-8245-82ba88a07e2f@b346d634-acfb-42c7-bd44-f1557ee89b1b>
- Event recording:  
<https://www.youtube.com/watch?v=vLQRPjQKIYI&t=3600s&pp=ygUPZmFtZSBwcm9qZWN0IGV10gcJCccJAYcqIYzv> <https://youtu.be/SiP403m-bUc>
- Participant info: 42 registered, 42 attended.
- Speakers introduced emerging maturity models for Common European Data Spaces, approaches to internal data governance and quality, and practical lessons from the FAME, DATAMITE and PISTIS projects on interoperability, data management and data quality.
- Topics covered included:
  - **The need for standardization** to make the recent EU regulations Data Act, Data governance Act, and AI Act work in practice
  - Overview of the **EUDATA+ cluster** uniting seven projects working on data monetisation and exchange
  - Insights on the **EU Trusted Data Framework** standardisation request and **CEN/CENELEC JTC 25** activities from standardisation experts
  - Learnings and recommendations on Data governance, Data quality and Data spaces maturity assessment from the projects **FAME, DATAMITE** and **PISTIS**
  - A guided open discussion on how best to contribute to standards
- Speakers & Contributors:
  - Clara Pezuela, CEN/CENELEC, ITI
  - Ismael Caballero Muñoz-Reja, CEN/CENELEC, UCLM
  - Ernesto Troiano, FAME project, GFT Italia
  - Jordi Arjona Aroca, DATAMITE project, ITI
  - Yury Glikman, PISTIS project, FHG FOKUS

- Silvia Castellvi, IDSA, Host
- Ilknur Chulani, IDSA, Host

**Key contributions:** The workshop also provided FAME with an opportunity to share the Self-assessment questionnaire developed for the DSSC Maturity Model<sup>17</sup> and to give feedback on the model to thereby providing a valuable contribution to the standardisation activity **CEN/CLC/JTC 25/WG 2 Dataspaces work item Maturity assessment of Common European Data Spaces**.

Here are some screenshots from the event:

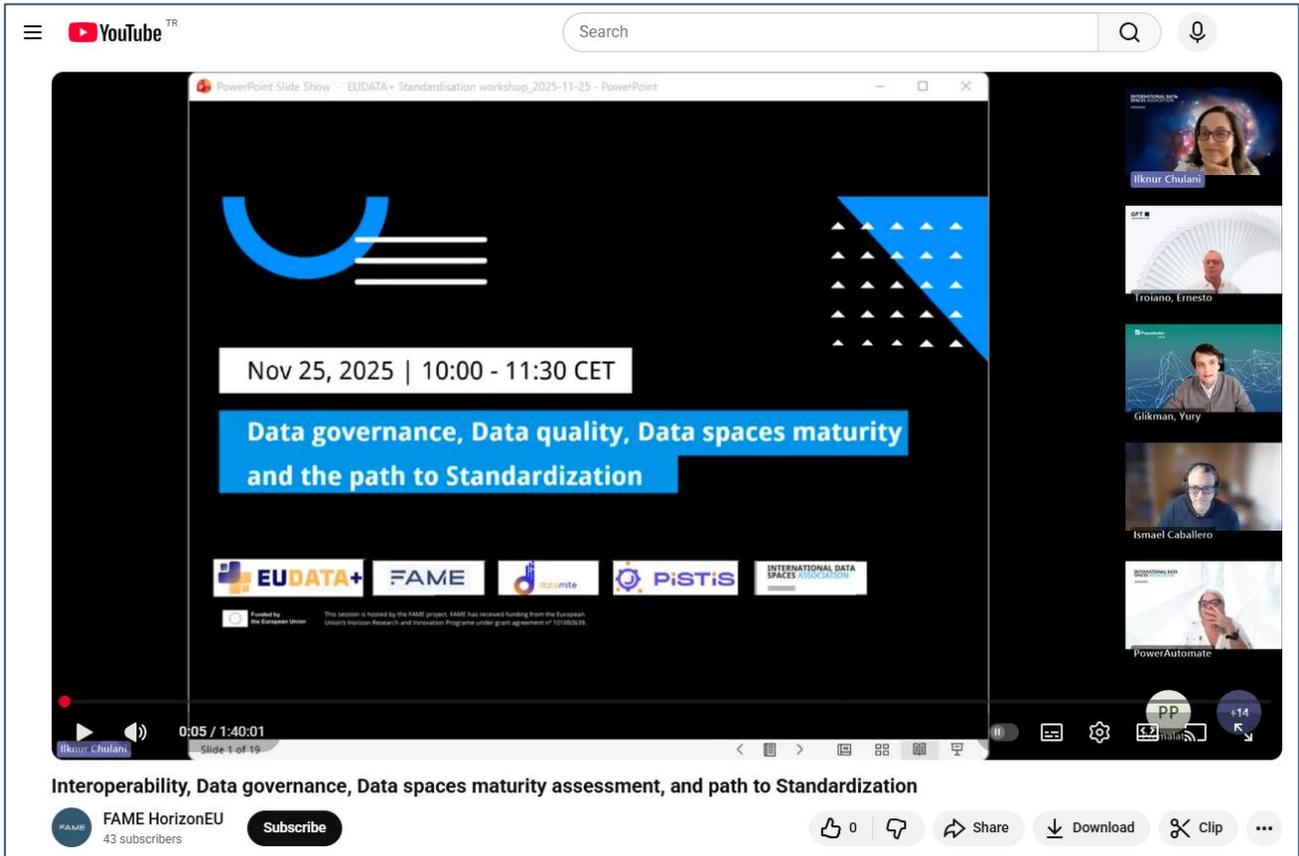


Figure 56 Screenshot 1 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

<sup>17</sup> <https://assets.dssc.eu/rsc/papers/DSSC%20Maturity%20Model.pdf>

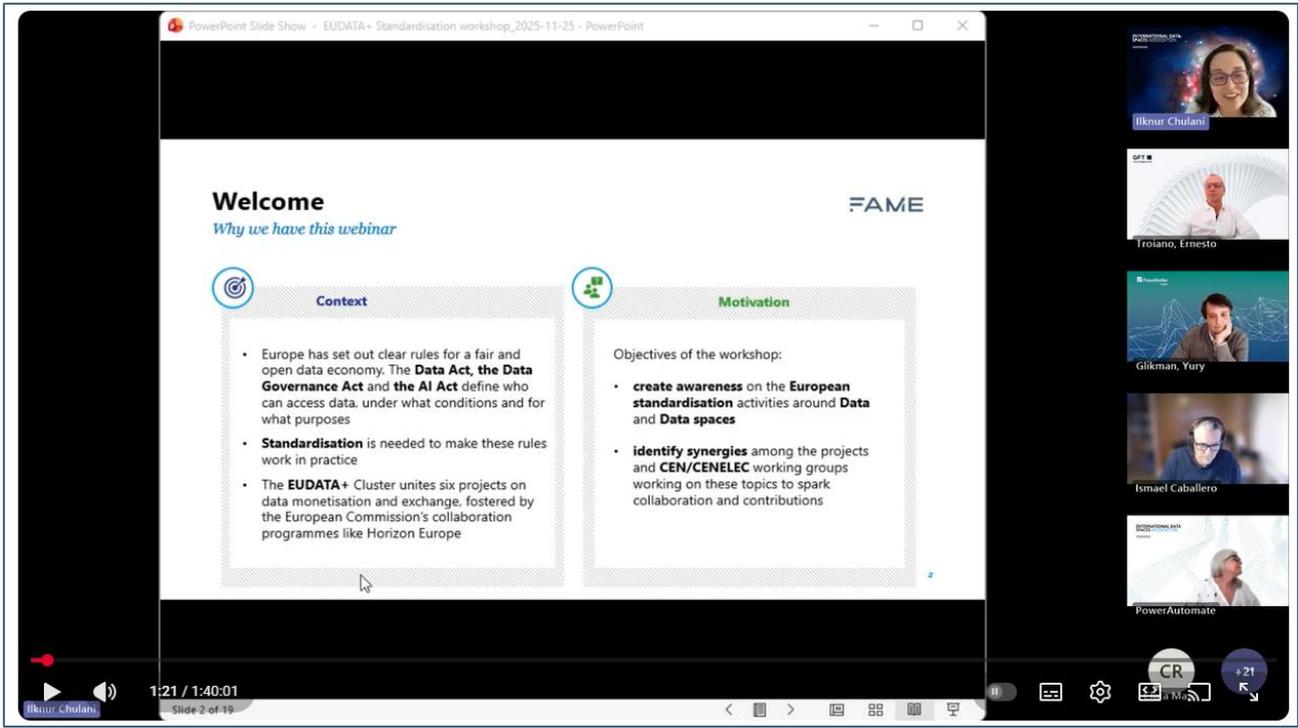


Figure 57 Screenshot 2 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

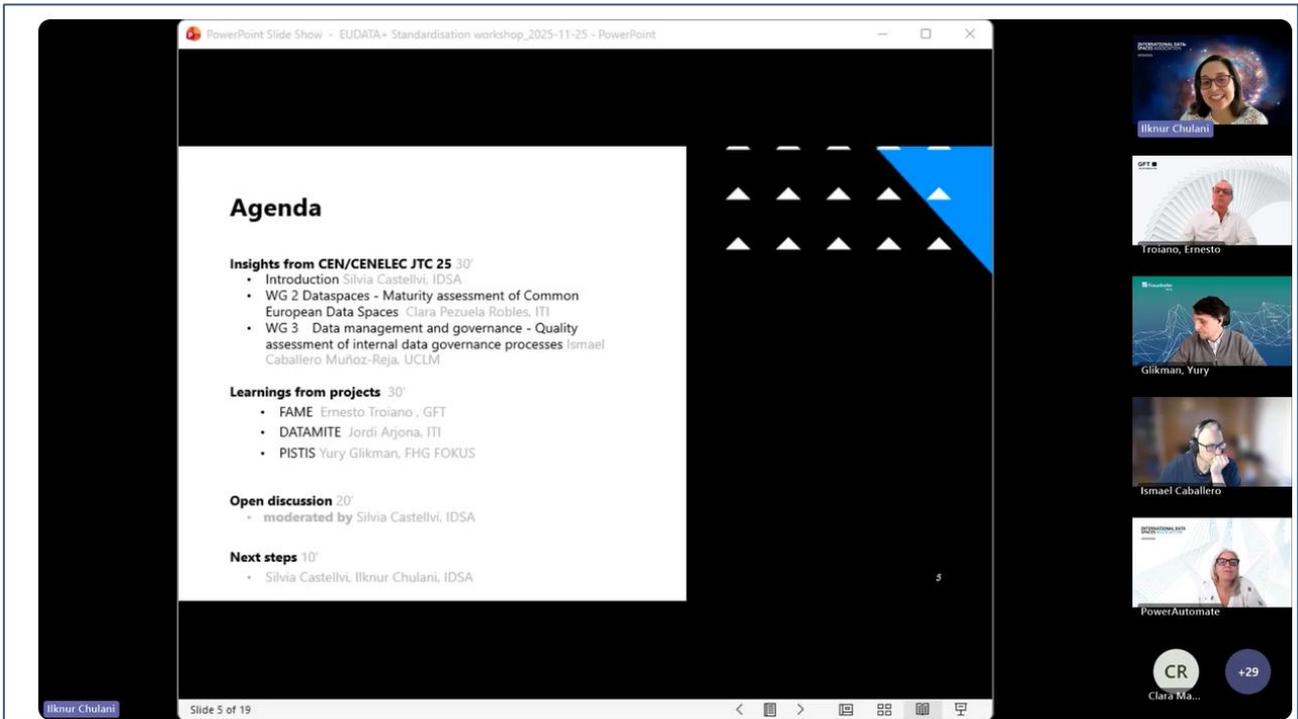


Figure 58 Screenshot 3 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

## EU Trusted Data Framework standardization request (2025-07-01)

ITI INVESTIGATE TO INNOVATE

EU Data Act | Article 33, Essential requirements regarding interoperability of data, of data sharing mechanisms and services, as well as of common European data spaces

*Participants in data spaces that offer data or data services to other participants shall comply with the following essential requirements to facilitate the interoperability of data, of data sharing mechanisms and services, as well as of common European data spaces which are purpose- or sector-specific or cross-sectoral **interoperable frameworks for common standards and practices** to share or jointly process data for, inter alia, the development of new products and services, scientific research or civil society initiatives(...)  
The Commission shall, pursuant to Article 10 of Regulation (EU) No 1025/2012, **request one or more European standardisation organisations to draft harmonised standards** that satisfy the essential requirements laid down in paragraph 1 of this Article*

Ref.	Deliverable Title	Deadline
1	Harmonised standards on Trusted Data Transactions – Part 1: Terminology, concepts and mechanisms	2026-06-01
2	Harmonised standards on Trusted Data Transactions – Part 2: Trustworthiness requirements	2026-11-01
3	Harmonised standards on Trusted Data Transactions – Part 3: Interoperability requirements	2027-05-01
4	Technical specification(s) on a data catalogue implementation framework	2026-03-01
5	Technical specification(s) on an implementation framework for semantic assets	2026-09-01
6	European standard on a quality framework for internal data governance	2027-03-01
7	Technical specification(s) on a maturity model for Common European Data Spaces	2026-09-01

Clara María Pezuela Robles

Figure 59 Screenshot 4 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

NOV 25 | 10:00 - 11:30 CET

Interoperability, Data governance,  
Data spaces maturity assessment,  
and the path to Standardization

## CEN/CENELEC JTC 25 WG3 “Data Management and Governance”

Ismael Caballero Muñoz-Reja  
[Ismael.Caballero@uclm.es](mailto:Ismael.Caballero@uclm.es)

(November 25th, 2025)

24:39 / 1:40:01

Figure 60 Screenshot 5 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

## DSSC FAME ASSESSMENT

Radar axis	Value (0-100)	Note
Business	87.78	Avg of Q1-Q3
Governance and legal	68.81	Avg of Q4-Q8
Technical	75.00	Avg of Q9-Q17
Operational	42.73	Avg of Q18-Q19

FAME Assessment

This project has received funding from the European Union's Horizon research and innovation programme under Grant Agreement no 101092639

18 11/25/2025

Troiano, Ernesto 55:20 / 1:40:01

Figure 61 Screenshot 6 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

## Suggestions on DSSC Model & Questionnaire

- The DSSC questionnaire fits the purpose
  - It fits as it reflects the four dimensions (business, legal technical and operation)
  - If more dimensions are added, than the questionnaire should reflect it.
  - Scoring is fine as it is a metric. Any metric is arbitrary and the one chosen fit the purpose
- More comments
  - Questionnaire must address different stakeholders, therefore maybe should be highlighted if the questions should be answered by business, legal or technical.
  - Questionnaire is quite long, that's why indicate who should reply to what is important do divide the tasks between different stakeholders
  - Some aspects more relevant to our implementation are missing, but as a generic model is just fine. However, a section with free self-addressing q&a could be addes as ancillary notes.

FAME

This project has received funding from the European Union's Horizon research and innovation programme under Grant Agreement no 101092639

19 11/25/2025

Troiano, Ernesto 55:20 / 1:40:01

Figure 62 Screenshot 7 from EUDATA+ Joint workshop: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardization

The full recording may be found at: <https://youtu.be/SiP403m-bUc>

Additional materials (slides, etc) may be found on the FAME Project web site: <https://www.fame-horizon.eu/learning-centre/>.

### 3.5.4 Participation in Standards bodies Working Groups

As in previous periods, active participation in standardisation committees continued in this period as well:

#### 3.5.4.1 ISO/IEC JTC 1/SC 38 Cloud computing and distributed platforms

IDSa participated in two Plenary meetings of **ISO/IEC SC 38 Cloud Computing and distributed systems**<sup>18</sup> in Berlin in March 2025 in Berlin, Germany and September 2025 in Letterkenny, Ireland, focusing mostly on **ISO/IEC DIS 20151 Dataspace concepts and characteristics**<sup>19</sup>. Below are some photos from the two ISO plenary meetings:

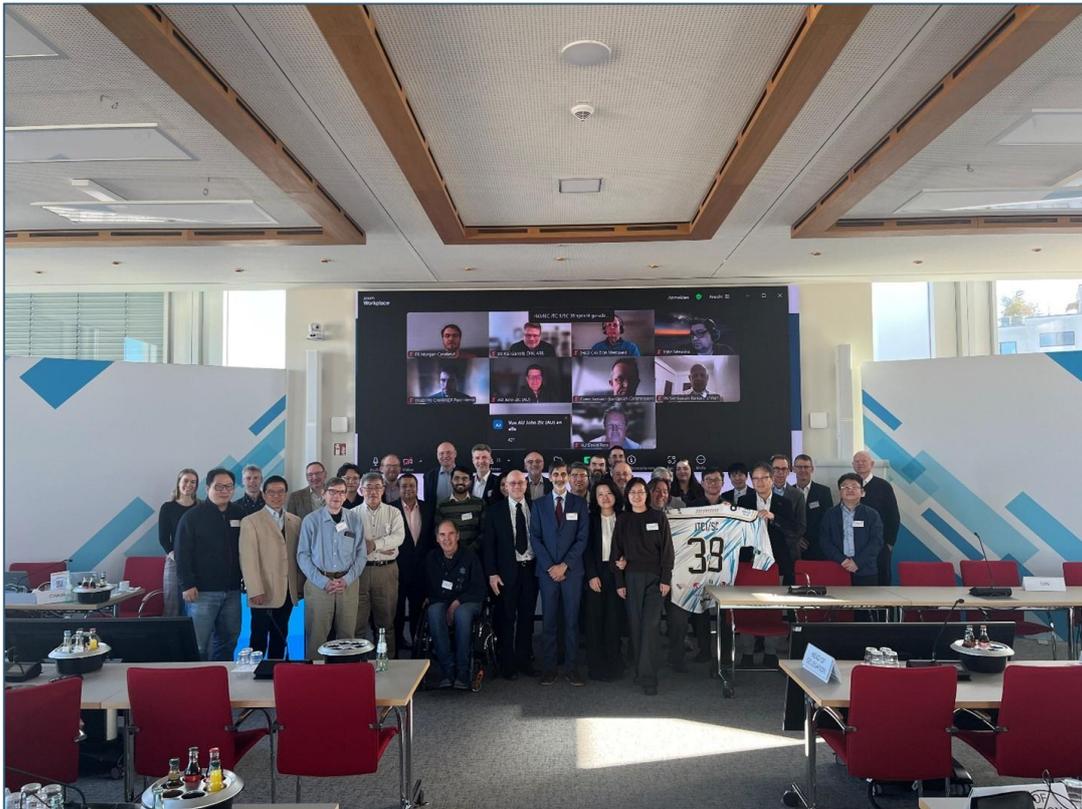


Figure 63 The ISO/IEC JTC1/SC 38 Plenary meeting in March in Berlin, Germany

<sup>18</sup> <https://www.iso.org/committee/601355.html>

<sup>19</sup> <https://www.iso.org/standard/86589.html>



Figure 64 The ISO/IEC JTC1/SC 38 Plenary meeting in September 2025 in Letterkenny, Ireland

In this second plenary meeting, ISO/IEC has approved two new working items under ISO/IEC JTC 1/SC 38:

1. New project work item (PWI) titled **Use Cases for Dataspaces**
2. **Trust framework** - the new PWI: Will define concepts and enable comparison of frameworks, supporting cross-data space interoperability.

**ISO/IEC JTC 1/SC 38 DIS 20151 Data spaces concepts and characteristics**<sup>20</sup> has also been approved by national bodies under ISO/IEC JTC1/SC 38/WG 6.

#### 3.5.4.2 CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge

IDSA participated in the Plenary meetings of **CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge** in Delft from May 21st to 23rd 2025, and in Berlin, from October 8th to 10th, focusing on **WG2 Dataspaces** and **WG3 Data management and Governance**.

Some photos from these two plenaries are below:

<sup>20</sup> ISO/IEC DIS 20151: <https://www.iso.org/standard/86589.html>



Figure 65 CEN/CENELEC JTC 25 Plenary meeting in March 2025 in Delft, Netherlands



Figure 66 CEN/CENELEC JTC 25 Plenary meeting in October 2025 in Berlin, Germany

JTC 25 working groups address the **European Standardization Request on European Trusted Data framework under the Data Act (Article 33)**.

To contribute to the European Trusted Data Framework, **CEN-CLC/JTC 25 ‘Data management, Dataspaces, Cloud and Edge’** is tasked with leading the development of five European standards and technical deliverables that will support trusted data sharing, interoperability, and the creation of common European data spaces<sup>21</sup>.

More details on the full work programme of CEN-CLC/JTC 25 is available in the CEN/CENELEC portal<sup>22 23</sup>.

#### 3.5.4.3 CEN Workshops on Trusted Data Transaction

IDSAs participated in CEN Workshops on **Trusted Data Transaction** and played a vital role in the publishing of the CEN Workshop Agreement **CWA 18245 Trusted Data Transaction - Part 2: Trustworthiness requirements**<sup>24</sup> in July 2025.

The prior CEN Workshop Agreement published in 2024, i.e. CWA 18125:2024 (Trusted Data Transaction – Part 1) provided the terminology, concepts and mechanisms for trusted data transactions. The CWA 18245 (Trusted Data Transaction – Part 2) published in July 2025 defines the trustworthiness requirements for trusted data transactions.

Trusted Data Transaction is a key pre-standardisation activity. CWA 18125:2024 (Trusted Data Transaction – Part 1) and CWA 18245 (Trusted Data Transaction – Part 2) provide input to CEN/CENELEC JTC 25, Working Group 2 Data spaces, supporting the standardisation request by the E.C.

#### 3.5.5 Other FAME Standardization Inputs

The Big Data Value Association (BDVA) has established a liaison with “CEN CLC Joint Technical Committee on Artificial Intelligence” (<https://jtc21.eu/>) whose primary objective is to produce EU harmonized standards to support the implementation of the EU AI Act in order to address the corresponding EC standardization request. In this context, and following a relevant JTC21 / WG3 (see <https://jtc21.eu/working-groups/>) request, the BDVA community has been invited to contribute to the project “Quality and governance of datasets”, notably in two specific topics where BDVA community is expected to be able to bring knowledge and expertise i.e.:

- **Data transformation of raw data (for AI)**, including manual or automated mechanisms for selecting, filtering, fixing, modifying data instances, of adding information via enrichment, filling missing values, etc.
- **Data annotation**, including aspects as guidelines, annotators competencies and agreements, annotation tools, annotation process, active learning, and (semi)automated annotations.

To support this activity and to provide relevant contributions, FAME (through partner INNOV-ACTS) has offered to contribute based on the results of the Data Quality Assessment pilot<sup>25</sup>. The relevant results of the pilot have been presented in a dedicated meeting for this standardization activity that was organized by BDVA on December 4<sup>th</sup>, 2025. Following the meeting a document with potential contributions have been compiled, which will however be provided to JTC21 / WG3 in 2026.

<sup>21</sup> <https://www.cencenelec.eu/news-events/news/2025/brief-news/2025-07-11-data-act-standardization-request/>

<sup>22</sup> [https://standards.cencenelec.eu/dyn/www/?p=205:7:0:::FSP\\_ORG\\_ID:3485479&cs=1EF27AE97B5DBDA9B990D3DAF8BD63366](https://standards.cencenelec.eu/dyn/www/?p=205:7:0:::FSP_ORG_ID:3485479&cs=1EF27AE97B5DBDA9B990D3DAF8BD63366)

<sup>23</sup> <https://www.cencenelec.eu/areas-of-work/cen-cenelec-topics/data/>

<sup>24</sup> [https://www.trusted-data-transaction.org/hubfs/Assets\\_and\\_Publications/CEN-CWA\\_18245\\_2025-Part\\_2.pdf](https://www.trusted-data-transaction.org/hubfs/Assets_and_Publications/CEN-CWA_18245_2025-Part_2.pdf)

<sup>25</sup> Fatouros, G., John, S., & D., K. (2024). Comprehensive Architecture for Data Quality Assessment in Industrial IoT. Zenodo. <https://doi.org/10.5281/zenodo.14236154>

### 3.5.6 Policy Contributions (Data Act, AI Act, EmFi regulation)

FAME project provides contributions to policy related topics in the following manners:

- 1- **EU AI Act:** The workshop organized jointly with other projects and experts from other projects working on AI helped raise awareness on the **AI Act**, its implication, challenges and proposed solutions based on the developments of the participating projects. See the details described on the first workshop in Section 3.5.3 External workshops conducted for more information.
- 2- **EU Data Act:** The workshop organized jointly with the EUDATA+ cluster projects, inviting experts from the project and the **CEN/CENELEC standardisation working groups** helped disseminate information about the **E.C. Standardisation request “Trusted Data Framework”**. See the details described on the second workshop in Section 3.5.3 External Standardisation workshops conducted for more information.
- 3- **EU Data Act:** The following standardisation contributions from IDSA in **CEN/CENELC JTC 25** address directly the E.C. Standardisation request **“Trusted Data Framework”** to help enable **Article 33** of the **EU Data Act**:
  - a. *Trusted Data Transactions (Parts 1–3)* in JTC 25 WG2 Data spaces
  - b. *Maturity assessment of European Common Data Spaces* in JTC 25 WG 2 Data spaces
  - c. *Quality assessment of internal data governance processes* in JTC 25 WG3 Data management and governance.

### 3.5.7 Synergies with Data Space Initiatives

#### 3.5.7.1 IDSA Tech Talk webinars on IDSA and Global standards

FAME project supported two **IDSA Tech Talk** webinars, with participation by consortium partners:

- 1- **Dataspace Protocol in action: real world insights & implementation best practices**<sup>26</sup> took place on Feb 27, 2025, on the Dataspace protocol, a specification developed for enabling interoperability in dataspace and on its way to becoming an international standard.

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<sup>26</sup> <https://youtu.be/By8X8cqODGE>

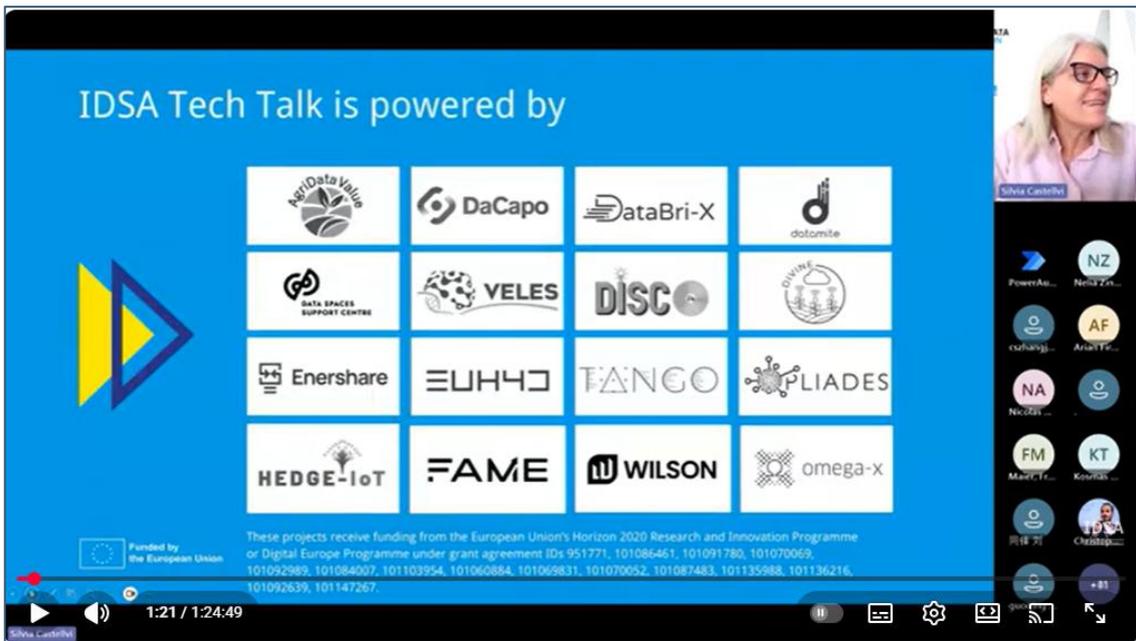


Figure 67 Screenshot from the IDSA tech talk webinar on February 27, 2025

2- **Evolving data space concepts – upcoming updates to the IDS RAM & Rulebook<sup>27</sup>** on December 4, 2025.

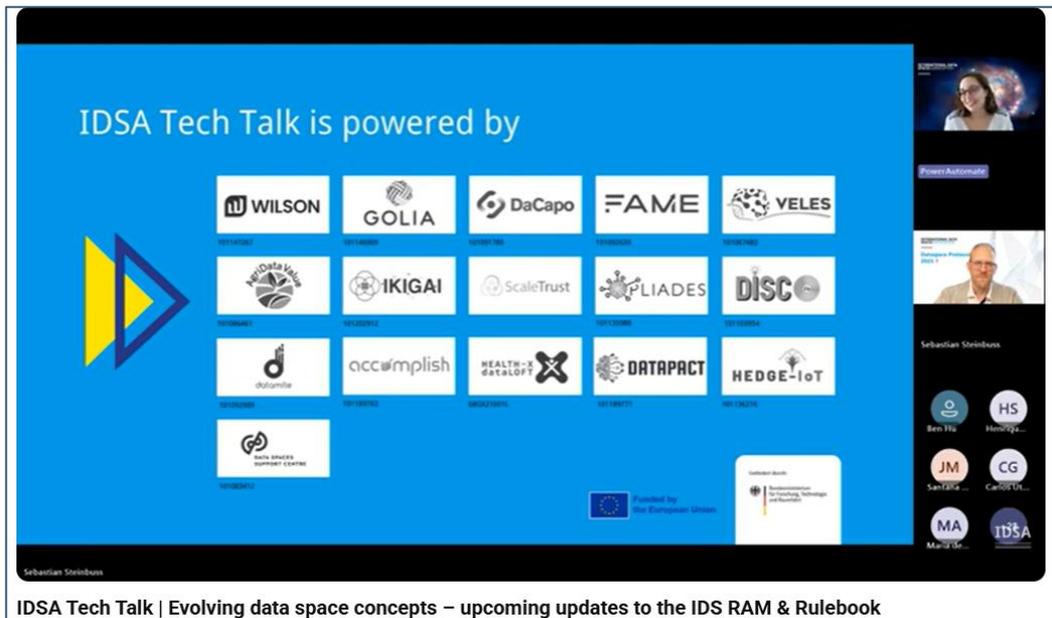


Figure 68 Screenshot from the IDSA tech talk webinar on December 4, 2025

This second IDSA webinar explained the new data space concepts and major changes coming up in the next versions of the IDS-RAM and IDSA Rulebook. Since data spaces are a very relevant topic for FAME, the project partners were also invited and participated.

<sup>27</sup> [https://youtu.be/RISmmWdvEqE?si=1bwc\\_NXZApu9dRYP](https://youtu.be/RISmmWdvEqE?si=1bwc_NXZApu9dRYP)

### 3.5.7.2 Collaboration with the EUDATA+ cluster projects

The **EUDATA+** Cluster unites six projects on data monetisation and exchange, fostered by the European Commission's push for collaboration under programmes like Horizon Europe. Beyond coordination, it now drives shared goals and knowledge transfer, maximising impact and enhancing the development of data-sharing technologies.

T7.2 lead (IDSA) participated in periodic meetings of the **Communication Working Group** of the **EUDATA+ cluster**, with the goal of initiating a joint workshop with the cluster projects on standardisation. The workshop was finally organized by FAME, with participation from two other projects from the cluster and took place on November 25, as described in Section 3.5.33.5.3 External standardisation workshops.

### 3.5.7.3 Contributions to DSSC

FAME project has also built relations with the Data Spaces Support Centre (DSSC)<sup>28</sup> project.

### Contributions to the Data Spaces Radar

FAME has actively contributed to the Data Spaces Radar<sup>29</sup> developed by IDSA and DSSC to showcase data space use cases. The radar provides an overview of existing data spaces and FAME was accepted to the radar and featured as a Finance data space use case example, as shown in the screenshots below.

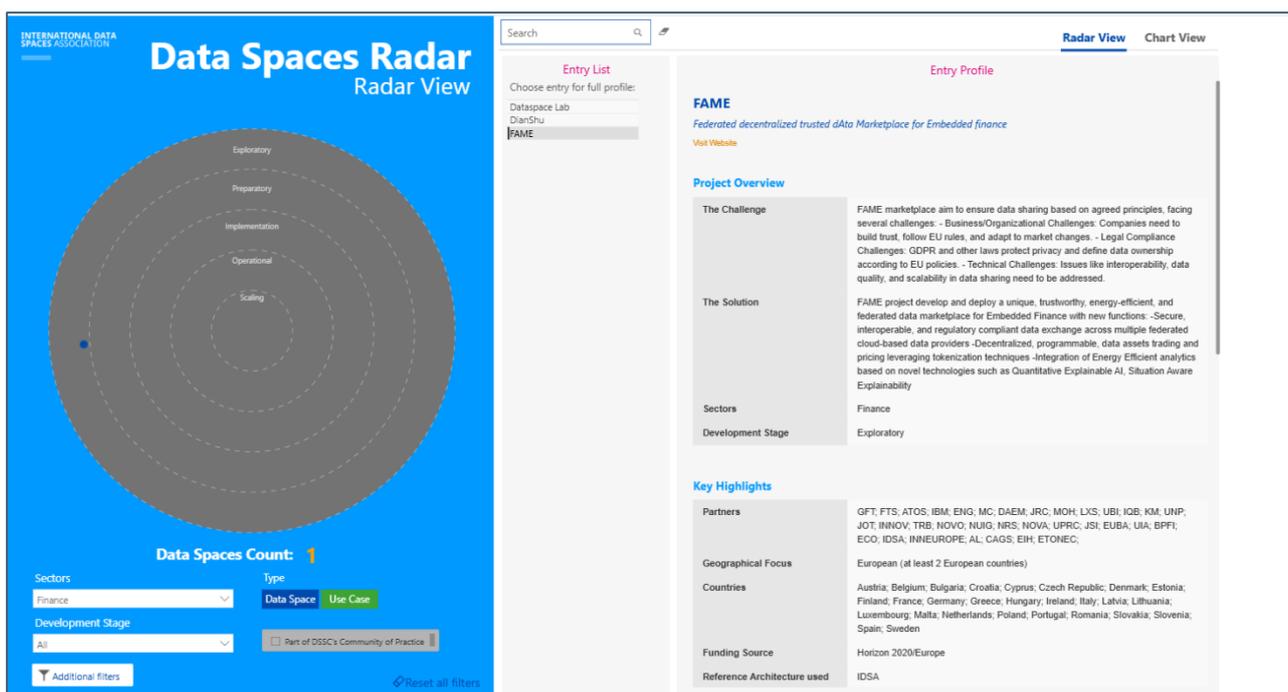


Figure 69 FAME project featured as a Finance use case in the Data Spaces Radar, page 1

<sup>28</sup> <https://dssc.eu/>

<sup>29</sup> <https://www.dataspaces-radar.org/radar/>

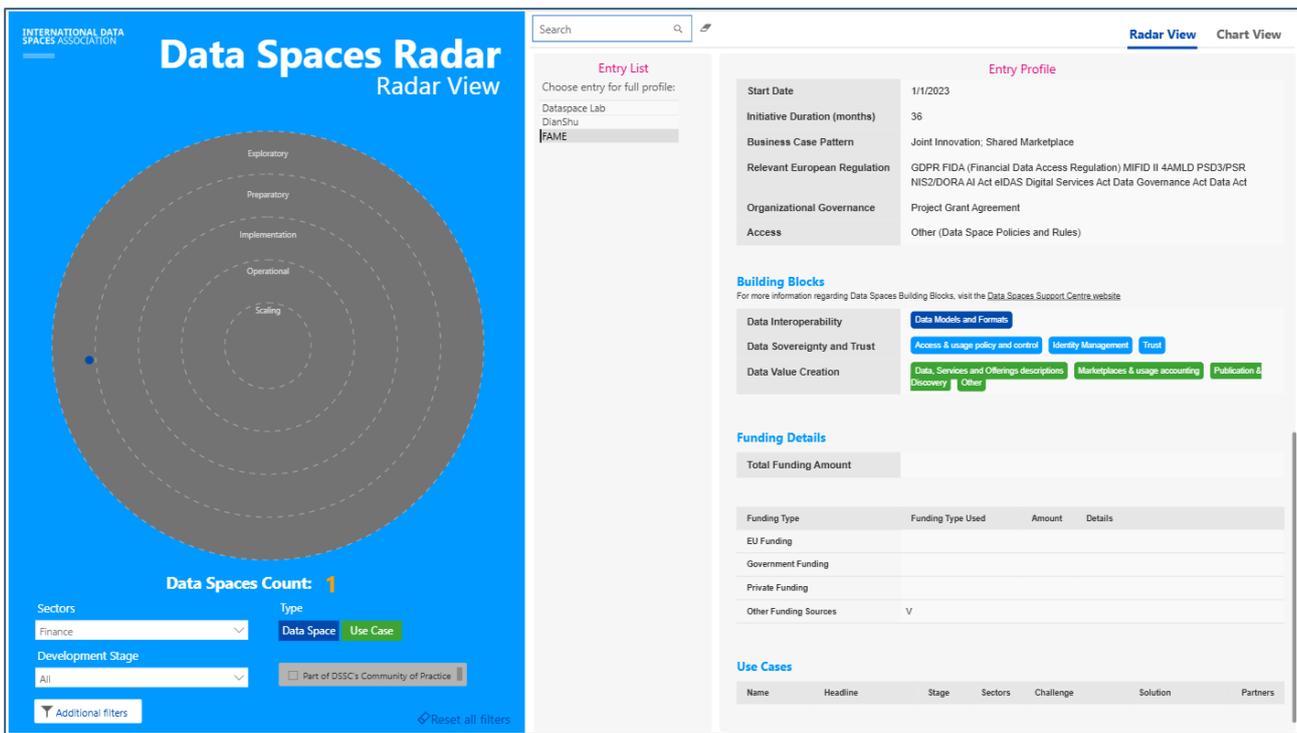


Figure 70 FAME project featured as a Finance use case in the Data Spaces Radar, page 2

## Contributions to the Data Spaces Toolbox

FAME project has also made an application to be featured in the DSSC Data Spaces Toolbox<sup>30</sup>, showcasing different data space building block implementations. The toolbox is a curated catalogue of implementations for data spaces components, aligned with DSSC specifications. The evaluation process was still ongoing at the time of writing this document.

## Contributions to the DSSC Maturity Model and related CEN/CENELEC activity

The DSSC Maturity Model<sup>31</sup> is a framework designed by the DSSC project to assess the capabilities of data space initiatives, to help them understand where they stand in their developmental journey. It is also developed as a response to the needs of a standardisation activity, i.e. **CEN/CENELEC JTC 25 WG 2 Data spaces work item Maturity assessment of Common European Data Spaces**.

FAME project is one of the first projects in the data spaces ecosystem to conduct a self-assessment based on the DSSC Maturity Model. The FAME project has developed a spreadsheet (please see Figure 71 Screenshot from the spreadsheet developed by FAME to make a self-assessment based on the DSSC Maturity Model below) to enable other projects to carry out such self-assessment easily.

The results of the FAME self-assessment (See Figure 72 Screenshot from the results of FAME self-assessment based on the DSSC Maturity Model below) and the feedback on the project's experiences using the DSSC Maturity model were also shared in the joint **EUDATA+ workshop** mentioned in "Section 3.5.3 External Standardisation workshops", with the CEN/CENELEC standardisation representative as a contribution to the **Maturity assessment of Common European Data Spaces work item in CEN/CENELEC JTC 25 WG2**.

<sup>30</sup> <https://toolbox.dssc.eu/>

<sup>31</sup> <https://assets.dssc.eu/rsr/papers/DSSC%20Maturity%20Model.pdf>

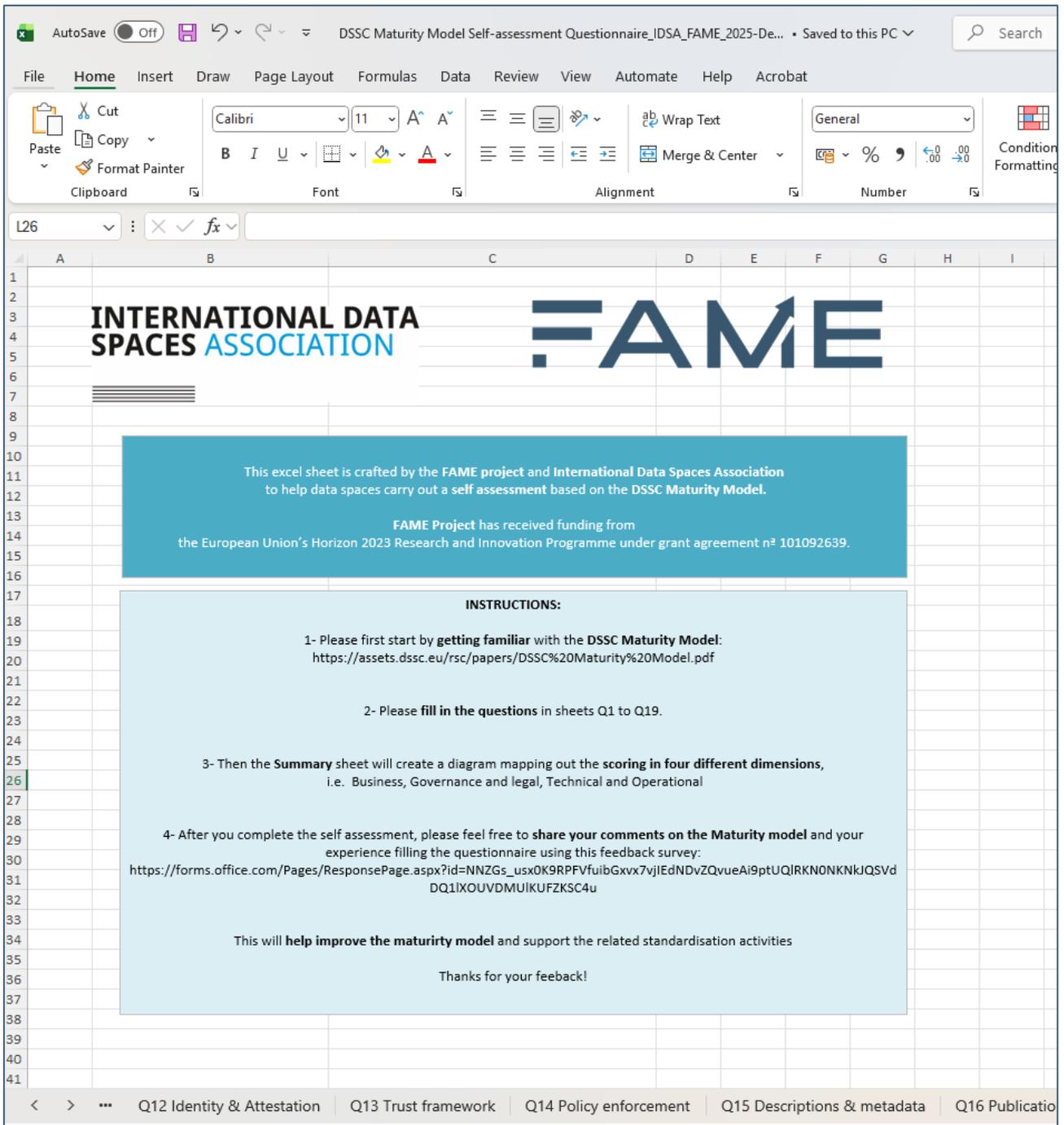


Figure 71 Screenshot from the spreadsheet developed by FAME to make a self-assessment based on the DSSC Maturity Model

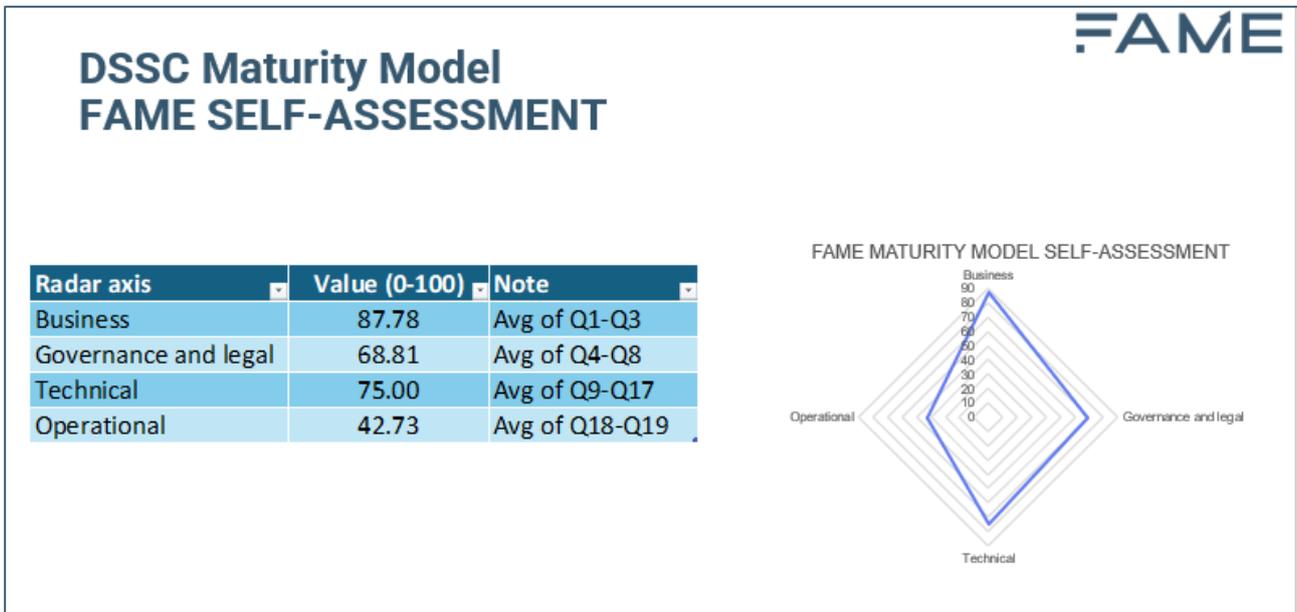


Figure 72 Screenshot from the results of FAME self-assessment based on the DSSC Maturity Model

**Interpretation of the self-assessment results:** The DSSC Maturity Model assessment results show that FAME project has made great progress in the technical, business and governance and legal areas, and need some improvements in the operational aspects. We find these results as expected as this is not a system operating in full-production mode yet.

**The self-assessment spreadsheet** that the FAME project has developed, **a feedback survey** to collect comments from other data spaces carrying out this assessment (to help provide feedback to DSSC and contribute to the relevant standardisation activity in CEN/CENELEC JTC 25) and a **related blog article** providing all these resources is published on the IDSA website<sup>32</sup> as shown in Figure 73 IDSA blog article connecting the dots on the DSSC Maturity Model, the spreadsheet FAME has developed and feedback survey form for standardization bodies Figure 73 below.

<sup>32</sup> <https://internationaldataspaces.org/understanding-the-maturity-of-a-data-space/>

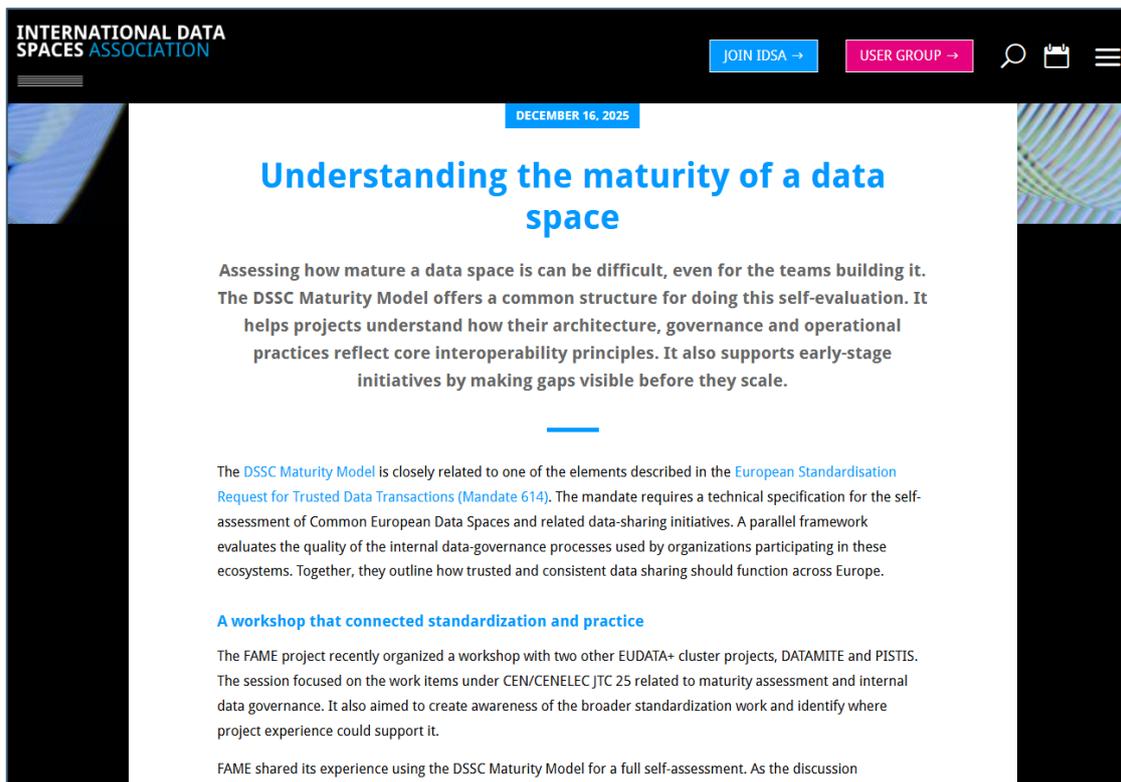


Figure 73 IDSA blog article connecting the dots on the DSSC Maturity Model, the spreadsheet FAME has developed and feedback survey form for standardization bodies

### 3.6 KPIs for T7.2

#### 3.6.1 Standardisation Contributions KPIs

Standardisation KPIs for the project have been successfully fulfilled with the following activities:

Table 11: Standardization KPIs.

Date	Partner	Standardization Body	Description of Activity	Publication ?	Misc Links
Sep 2024	IDSA	CEN	CEN workshops on Trusted Data Transaction + publication of CEN Workshop Agreement	Yes	(1) <a href="https://www.cencenelec.eu/news-and-events/news/2024/workshop/2024-01-16-data-transactions/">https://www.cencenelec.eu/news-and-events/news/2024/workshop/2024-01-16-data-transactions/;</a> (2) <a href="https://www.cencenelec.eu/media/CEN-CENELEC/CWAs/RI/2024/cwa18125_2024.pdf">https://www.cencenelec.eu/media/CEN-CENELEC/CWAs/RI/2024/cwa18125_2024.pdf</a>
Sep 2024 in London, UK, March 2025 in Berlin, Germany Sep 2025 in Letterkenny, Ireland	IDSA	ISO/IEC JTC1/SC 38 Cloud computing and distributed platforms	Attending plenary meetings and contributing to the draft standard: ISO/IEC 20151 dataspace concepts and characteristics	Yes	<a href="https://www.iso.org/standard/86589.html">https://www.iso.org/standard/86589.html</a>

<b>Sep 2024 in London, UK March 2025 in Berlin, Germany Sep 2025 in Letterkenny, Ireland</b>	IDSA	ISO/IEC JTC1/SC 38 Cloud computing and distributed platforms	Attending plenary meetings and contributing to the publication of ISO/IEC TS 10866 – Organizational Autonomy and Digital Sovereignty	Yes	<a href="https://www.iso.org/standard/83757.html?browse=tc">https://www.iso.org/standard/83757.html?browse=tc</a>
<b>Sep 2024 in Brussels, May 2025 in Delft, Oct in Berlin</b>	IDSA	CEN/CENELEC JTC 25 Data management, Dataspaces, Cloud and Edge	Attending plenary meetings and actively contributing to W2 Dataspaces and WG 3 Data management and governance		<a href="https://www.cencenelec.eu/areas-of-work/cen-cenelec-topics/data/">https://www.cencenelec.eu/areas-of-work/cen-cenelec-topics/data/</a>
<b>Feb 2025</b>	INNOV and other consortium partners	IDSA	White paper “Monetizing Data in International Data Spaces: Business Concepts and Technical Enablers”	Yes	<a href="https://doi.org/10.5281/zenodo.14845137">https://doi.org/10.5281/zenodo.14845137</a>
<b>June 12, 2025</b>	IDSA, JSI, LeanXcale	Workshop on AI Act	Organized joint workshop on "AI Act and its impact on research, business, and standardization"		<a href="https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b">https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b</a>  <a href="https://www.youtube.com/watch?v=vLQRPjQKIYI&amp;t=3600s&amp;pp=ygUPZmFtZSBwcm9qZWNOIGV1OgcJCccJAYcqIYzv">https://www.youtube.com/watch?v=vLQRPjQKIYI&amp;t=3600s&amp;pp=ygUPZmFtZSBwcm9qZWNOIGV1OgcJCccJAYcqIYzv</a>
<b>Nov 25, 2025</b>	IDSA, GFT and other consortium partners	CEN/CENELEC & EUDATA+ cluster	Organized a workshop with EUDATA+ cluster projects and CEN/CENELEC representatives: Interoperability, Data governance, Data spaces maturity assessment and the path to Standardisation	Yes	Event page: <a href="https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b">https://events.teams.microsoft.com/event/28071b58-7065-422e-a6d5-3fd3d47e4f21@b346d634-acfb-42c7-bd44-f1557ee89b1b</a> <a href="https://events.teams.microsoft.com/event/d4598bf7-3e95-4030-8245-82ba88a07e2f@b346d634-acfb-42c7-bd44-f1557ee89b1b">https://events.teams.microsoft.com/event/d4598bf7-3e95-4030-8245-82ba88a07e2f@b346d634-acfb-42c7-bd44-f1557ee89b1b</a>  Event recording: <a href="https://www.youtube.com/watch?v=vLQRPjQKIYI&amp;t=3600s&amp;pp=ygUPZmFtZSBwcm9qZWNOIGV1OgcJCccJAYcqIYzv">https://www.youtube.com/watch?v=vLQRPjQKIYI&amp;t=3600s&amp;pp=ygUPZmFtZSBwcm9qZWNOIGV1OgcJCccJAYcqIYzv</a> <a href="https://youtu.be/SiP403m-bUc">https://youtu.be/SiP403m-bUc</a>  Blog: <a href="https://internationaldataspaces.org/understanding-the-maturity-of-a-data-space/">https://internationaldataspaces.org/understanding-the-maturity-of-a-data-space/</a>
<b>Sep 19, 2024</b>	IDSA	IDSA Tech Talk	Understanding digital sovereignty and organizational autonomy		<a href="https://internationaldataspaces.org/wp-content/uploads/dlm_uploads/IDSA-Tech-Talk-Understanding-Digital-Sovereignty-and-Organizational-Autonomy.pdf">https://internationaldataspaces.org/wp-content/uploads/dlm_uploads/IDSA-Tech-Talk-Understanding-Digital-Sovereignty-and-Organizational-Autonomy.pdf</a>
<b>Feb 27, 2025</b>	IDSA	IDSA Tech Talk	Dataspace Protocol in action: real world insights &		<a href="https://youtu.be/By8X8cqODGE">https://youtu.be/By8X8cqODGE</a>

			implementation best practices		
<b>Dec 4, 2025</b>	IDSA	IDSA Tech Talk	Evolving data space concepts – upcoming updates to the IDS RAM & Rulebook		<a href="https://youtu.be/RISmmWdvEqE?si=1bwc_NXZApu9dRYP">https://youtu.be/RISmmWdvEqE?si=1bwc_NXZApu9dRYP</a>

### 3.7 Conclusions for the Standardization Activities (T7.2)

In conclusion, the FAME project has made some valuable contributions to the European and international standardisation and policy efforts, EUDATA+ cluster projects, associations such as IDSA and Gaia-X, and ecosystem projects such as DSSC, as a result of all the activities carried out in Task 7.2.

These outcomes were possible by following a solid methodology, brainstorming with project partners in internal workshops, connecting standardisation representatives and other projects by organizing external workshops, pursuing active participation in standardisation bodies ISO/IEC and CEN/CENELEC and other contributions such as whitepapers and inputs to the DSSC.

## 4 Community & Ecosystem Building (T7.5)

### 4.1 Objectives of T7.5

Task 7.5 focuses on the development of a vibrant, engaged, and sustainable community around the FAME Marketplace and the broader ecosystem of tools, services, and results produced by the project. The core objective is to build a strong and diverse stakeholder community that not only adopts but actively contributes to and benefits from the FAME platform.

The task aims to engage a wide spectrum of actors across the Embedded Finance (EmFi) and European data economy landscape, including data providers, data marketplaces, developers, AI and analytics experts, financial organizations, public sector institutions, and innovation hubs. By mobilizing the partners' extensive business networks and establishing connections with relevant European initiatives and other data space and digital finance communities or projects, T7.5 ensures that FAME is positioned at the center of ongoing discussions and activities related to its innovations.

A key objective of the task is to encourage stakeholders to access, use, and extend the project's results, facilitating practical experimentation with FAME tools, pilot use cases, and Marketplace offerings. Engagement activities therefore emphasize participation in FAME events, promotion of the EmFi use cases, creation of collaboration opportunities, and onboarding of users into the Marketplace.

Through sustained outreach, targeted engagement actions, and alignment with ecosystem-building activities in technical and pilot-oriented tasks, T7.5 supports the long-term sustainability of FAME.

### 4.2 Stakeholder Database

#### 4.2.1 Consolidation and Expansion of the Stakeholder Mapping Methodology

Foundational work on the stakeholder-mapping methodology began during this period through a defined structured approach for identifying and categorizing relevant actors across the European data and financial ecosystems. Through this work, FAME significantly strengthened its stakeholder engagement processes.

At the core of this effort was the consolidation of an integrated stakeholder database, structured around clearly defined analytical dimensions. Each stakeholder entry included important fields, as defined in Table 12.

Table 12: Stakeholder database field description.

Field	Description
<b>Name (Org)</b>	Name of the stakeholder (public or private entity).
<b>Name (Person)</b>	Name of specific contact person, if known.
<b>Contact (email)</b>	E-mail address to facilitate contact with the organisation/contact person for future actions.
<b>Webpage</b>	Website address of the stakeholder organization.
<b>Category</b>	From the list of 9 pre-defined categories: <b>1. Scientific community:</b> Universities and research institutes focusing on BigData/Embedded Finance <b>2. Related – Affiliated Projects</b> with similar activity and outcomes as FAME (e.g., 2021-DATA-01); (INFINITECH, TripleA, i3-MARKET) <b>3. Open SW, EmFi, BigData communities:</b> Adopt & use the projects open-source results <b>4. Direct Industry Links linked to FAME use cases,</b> as potential first adopters-potential customers

	<p><b>5. General Public and Media</b> incl. workers in different sectors, trade unions, and various citizens' groups</p> <p><b>6. Legal Actors, Data Policy Makers and Regulators</b> (e.g., EC, JRC, EP, European Central Bank, European Investment Bank, European Securities Market Authority)</p> <p><b>7. Associations, Clusters, National / International Organizations:</b> ADRA-e, BDVA/DAIRO, GAIA-X, IDSA, etc.</p> <p><b>8. Standardisation organisations</b> (e.g., ETSI, ISO, CEN/CENELEC, W3C, ISO)</p> <p><b>9. EDIH Networks and other Innovation Hubs</b> assisting in the creation of data marketplaces (for EmFi)</p>
<b>Level (Area of influence/ Scope of activity)</b>	To determine whether the stakeholder has 1. Local (national), 2. European or 3. Global presence/influence.
<b>Reason to involve stakeholder</b>	Free text providing some relevant information on the value that the involvement of this stakeholder could bring to the FAME project (not compulsory).
<b>Interest (i.e., Level of interest that it has for the project to reach them)</b>	To select 3. High, 2. Medium or 1. Low, to determine the relevance of the stakeholder activity to the project and the likelihood of engagement.
<b>Power (i.e., Ability to influence the project and reputation and its position in the sector)</b>	To determine, (based on the list between 3. High, 2. Medium or 1. Low) their role in international/national/regional decision-making process, dissemination capacity and potential to reach key individual stakeholders, ability to shape discourse and generate action of this stakeholder.
<b>Why the stakeholder may want to be involved (benefits)</b>	Free text explaining which aspect of the project would bring the most value or benefit to the stakeholder, so that we can involve them in the most appropriate actions (not compulsory).
<b>Level of potential engagement</b>	Based on knowledge of this stakeholder, to what extent it would be interesting to involve them, choosing from the following categories: <ul style="list-style-type: none"> <li><b>1. Collaboration:</b> for peer-to-peer learning &amp; knowledge co-creation</li> <li><b>2. Involvement:</b> to invite them to participate in specific activities</li> <li><b>3. Consultation:</b> for knowledge use</li> <li><b>4. Information:</b> to disseminate knowledge</li> </ul>
<b>WP</b>	Based on previous answers, identify in which work packages (WP) it would be interesting to involve/engage the stakeholder (not compulsory).
<b>Partner</b>	The partner from which the stakeholder came from; the partner who is the primary contact point in FAME.

This stakeholder mapping exercise resulted in a total of 960 organizations and/or their representatives mapped, with the majority of stakeholders categorized as Direct Industry Links (412), members of the EDIH or other Innovation Hub network (270), or part of the Scientific Community and Research Projects (140).

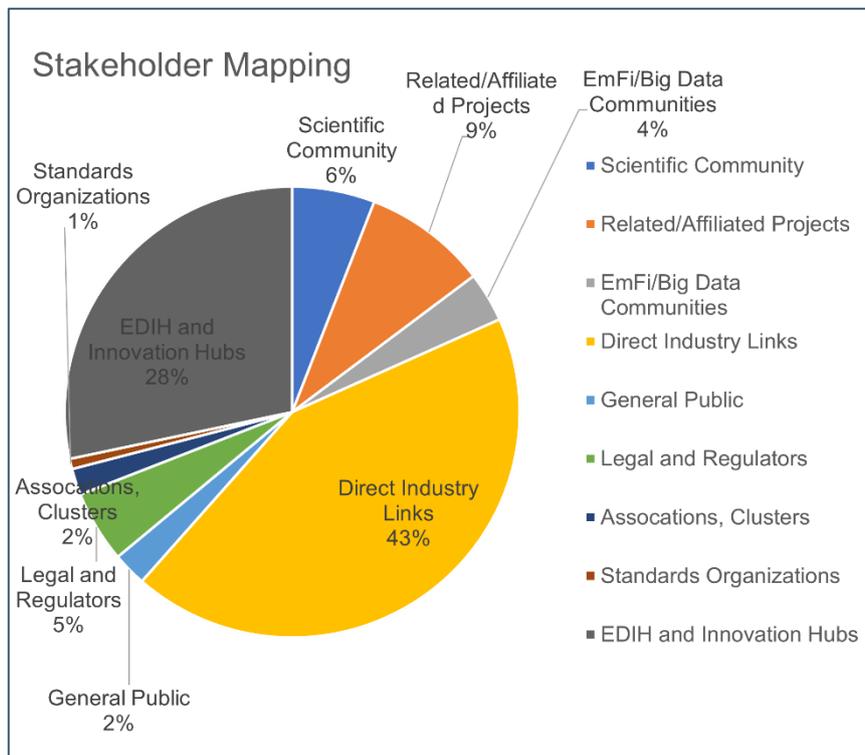


Figure 74: Stakeholder Mapping by stakeholder category.

On top of the proactive mapping that was produced to identify and categorize European stakeholders, this methodological framework was also systematically applied to the following groups during this period:

- **Partner-provided contacts**, gathered through structured internal coordination;
- **Participants and registrants of FAME’s training activities** and other events (webinars, workshops, face-to-face trainings, pilot demonstration events, conferences and workshops etc.).
- **Stakeholders encountered through sister project collaborations**, including events and joint initiatives conducted with the EUDATA+ Cluster (Data Spaces Symposium, technical workshops, EBVDF, Data Weeks, joint sessions).

#### 4.2.1.1 Integration of Legacy Stakeholder Contacts (INFINITECH)

To ensure continuity across relevant EU-funded research initiatives and to support the progressive achievement of the project’s stakeholder-related KPIs, FAME incorporated a legacy distribution list originating from the predecessor project INFINITECH. As both projects operate within closely aligned domains (data spaces, financial data innovation, advanced analytics), the reuse of this contact base was assessed to fall within GDPR’s principle of purpose compatibility, given the shared thematic, technological, and community-building scope.

In full respect of data minimization, only email addresses were transferred into the FAME stakeholder database. No names, organizational affiliations, roles, locations, or additional personal identifiers were included. These contacts were used exclusively for a limited introductory outreach, informing previous INFINITECH stakeholders about FAME and inviting them to engage, should they wish to do so, with FAME’s activities and communications. Similarly, clear information for immediate opt-out mechanisms was included in the introductory outreach to ensure transparency.

No profiling, segmentation, or further processing beyond this minimal use was applied to this subset of contacts. This approach enabled FAME to acknowledge and build on an already established community of interest while remaining fully GDPR-compliant.

#### 4.2.1.2 *GDPR Compliance in Stakeholder Database*

Throughout the consolidation and expansion of the FAME stakeholder database, strict adherence to the General Data Protection Regulation (GDPR) has remained a core principle guiding all engagement activities.

Stakeholders joining the FAME network through the project website or contact form were asked to provide only minimal personal data (e.g., name, organization, email address, and stakeholder group) and were presented with the FAME privacy policy. Confirmation of having read the privacy policy was required before any information could be submitted. Additionally, subscribers retained the right to opt out of future communications at any time during the project.

In line with GDPR's principles of purpose limitation and data minimization, no sensitive data was collected at any stage, and no personal information was made publicly accessible or shared with third parties. Personal data was processed exclusively for communication and engagement within the scope of FAME, with no secondary commercial or external use.

Stakeholders identified through partner networks or mapping activities were treated with equal rigor. When contact details were publicly available (e.g., organizational emails), they were included in the internal database solely for the purpose of limited outreach. As soon as these stakeholders interacted with or subscribed to the project's communications, their data was processed under the same framework as all other stakeholders. Similarly, if stakeholders requested to not be contacted again, their data was removed to ensure that no further communication was delivered.

All contact information was stored securely in an offline, encrypted database managed by INNEUROPE under the supervision of its designated Data Protection Officer. Access was restricted to authorized members, ensuring confidentiality and preventing unauthorized use. For any recorded events or webinars and their subsequent dissemination, participants were informed in advance.

### 4.3 Collaboration with Sister Projects & Other EU Projects

#### 4.3.1 EUDATA+ Cluster

Collaboration with sister projects and other EU projects and initiatives represented a central pillar of FAME's community and ecosystem building approach during this period. These collaborations were instrumental in expanding the project's visibility beyond the immediate consortium, strengthening alignment with other key developments in the European data economy, and creating structured opportunities for knowledge exchange, feedback and validation, and co-creation with similar initiatives taking place in the data economy, data spaces, AI and Big Data communities, and embedded finance domains.

A major vehicle for these collaborations was FAME's active membership in the **EUDATA+ Cluster**, a strategic alliance of Horizon Europe projects first formed by the sister projects funded under the same Call for Proposals and later expanded to include other similarly-related projects. Initially established to bring together the most advanced solutions for data trading, monetizing, exchange and interoperability, the EUDATA+ Cluster is made up of four core working groups: Technical, Ecosystem, Business, and Communications. As part of this cluster, FAME has led the Business Working Group from April through December 2025, and the overall Coordination of the cluster from July through December 2025. As of the drafting of this deliverable, the projects who make up the cluster along with FAME include: [DATAMITE](#), [PISTIS](#), [UPCAST](#), [ENRICHMYDATA](#), [GRAPH-](#)

[MASSIVIZER](#), and [EXTREMEXP](#). Through this alliance, FAME closely engaged with these projects and was also able to leverage the combined communities of these projects to further accelerate and disseminate its own innovations.

Figure 75: EUDATA+ Cluster - Informative flyer used in different events.

Throughout this period, FAME co-organized and participated in multiple joint EUDATA+ activities, both online and in person. In October 2024, FAME contributed to a joint EUDATA+ session at the **European Big Data Value Forum (EBDVF) in Budapest**, entitled “*Advancing Data Lifecycle Management: Tools and Strategies for Enhanced Monetisation.*” During this session, FAME presented its vision and technical roadmap, highlighting the role of a federated governance model in enabling trusted, compliant, and sovereign data trading. In parallel, FAME manned the EUDATA+ booth to facilitate further direct engagement with attendees: researchers, industry representatives, policymakers, and other Horizon Europe projects.



Figure 76: FAME at the EBDVF 2024.

The EUDATA+ collaboration further intensified in 2025 through its consolidation into various working groups (previously mentioned), as well as a variety of **workshops** and joint **workshops** together with cluster partners. Throughout this time, as part of the Technical Working Group's activities, FAME partners had an opportunity to pitch the project to organizations from the other projects, as well as to share technical challenges, interoperability requirements, and opportunities for other cross-project synergies. This workshop led by FAME, as well as subsequent technical workshops where the other member projects could pitch, allowed for in-depth exchanges among technical teams and helped to identify further collaboration areas. Similarly, the [recording of this workshop](#) was included in FAME's YouTube channel and made accessible for further dissemination to stakeholders who were unable to attend.

In March 2025, FAME joined the EUDATA+ Cluster at its booth in Warsaw during the **Data Spaces Symposium**, in which FAME representatives engaged with **over 500 participants** from academia, industry, and government. Discussions at the symposium highlighted the importance of trusted environments for data sharing and underscored FAME's role as a bridge between both data spaces and data-driven businesses.



Figure 77: FAME at the Data Spaces Symposium 2025.

From a policy perspective, two joint workshops were planned together with EUDATA+ projects within the framework of T7.2 as a way to reach additional stakeholder groups and identify collaboration opportunities in standardization and policy recommendations. In June 2025, members from FAME and ENRICHMYDATA came together with two other external projects (ALCHIMIA and HUMAINE) to discuss the **regulatory framework of the European AI ecosystem** and its impact on research, business, and standardization. Later, in November 2025, FAME, DATAMITE, and PISTIS joined forces to discuss how **interoperability, data governance, and data quality can shape European data spaces and standardization efforts**. Through both initiatives, FAME was able to reach larger audiences and further grow its community via direct collaborations with similar projects and in collaboration with the International Data Spaces Association (IDSA).

Additional workshops were organized directly by cluster member PISTIS, in which FAME was invited to present use cases related to the mobility and climate sectors. The first online event took place on December 1<sup>st</sup>, 2025, with one of FAME’s pilots (Pilot 2: Embedding Finance Services in a Personalized Citizen wallet) providing an in-depth look at the data-driven solutions for parking data use. The second online event occurred on December 9<sup>th</sup>, 2025, with a presentation and overview of FAME Pilot 6: Embedding Climatic Predictions in Property Insurance Products.

**FAME**

### Pilot #2: Overview

Pilot Partners: **DAEM** and **NOVO**

- Pilot Background:
  - The City of Athens (DAEM) and its technology partner NOVO. Since 2019 re-designed the popular smart parking app of the city (myAthensPass). Enables drivers to:
    - Buy parking time
    - Find their exact location
    - Select their desired parking duration,
    - Extend parking time remotely,
    - Access information about how much they need to pay, and to parking time in advance.
  - Collect large amounts of data:
    - About citizens' parking activity, including their payments.

Participants listed on the right:

- NIKOLAOS ZAFIROPOU...
- Bryan Lineweaver
- Yury Gilman
- Darwin Hombre...
- Konstantinos Ko...
- Ioannis Tsouros

Figure 78: FAME participates in EUDATA+ Workshop on Mobility and Energy Use-cases with Pilot 2.

The culmination of large-scale EUDATA+ Cluster collaboration activities took place at the **European Big Data Value Forum 2025** in Copenhagen. At this event, the cluster presented itself jointly as a flagship European alliance, participating via both dedicated sessions and at a booth. The session, entitled “*EUDATA+: A Journey through the Data Lifecycle – Innovations, Use Cases, Values,*” showcased how the seven projects collectively address all phases of the data lifecycle across diverse sectors. This event served to further strengthen ties with sister projects and encourage their onboarding on the Marketplace, and also to meet new stakeholders in the data economy and present them with FAME’s innovations.

#### 4.3.2 Other EU Projects and Initiatives

In parallel with EUDATA+ activities, FAME actively collaborated with external projects and initiatives beyond the cluster. A notable example is FAME’s co-organization of the **International Workshops on Advances in Privacy Preserving Technologies and Solutions (IWAPS)** in both 2024 and 2025, held in conjunction through the ARES conference series. Through IWAPS, FAME contributed to multidisciplinary discussions on privacy-preserving AI, secure computation, data governance, and cybersecurity, engaging a broad network of projects from both Horizon Europe and

Digital Europe. These workshops allowed FAME to further connect its growing community with other innovative projects taking place in Europe. See Table 13 for the full list of projects that participated in these workshops.

Table 13: Project participation at IWAPS, by year.

2024	2025
AIAS (HORIZON, GA no: 101131292)	AIAS (HORIZON, GA no: 101131292)
NITRO (DIGITAL, GA no: 101145872)	NITRO (DIGITAL, GA no: 101145872)
RESCALE (HORIZON, GA no: 101120962)	ANTIDOTE (HORIZON: GA no: 101183162)
ERATOSTHENES (H2020, GA no: 101020416)	cPAID (HORIZON: GA no: 101168407)
CYBERUNITY (DIGITAL, GA no: 101128024)	RESCALE (HORIZON, GA no: 101120962)
CHRISS (HORIZON, GA no: 101082440)	CYBERUNITY (DIGITAL, GA no: 101128024)
ENTRUST (HORIZON, GAS no: 101095634)	CHRISS (HORIZON, GA no: 101082440)
aerOS (HORIZON, GA no: 101069732)	ENTRUST (HORIZON, GA no: 101095634)
COBALT (HORIZON, GA no: 101119602)	O-CEI (HORIZON, GA no: 101189589)
CyberSuite (DIGITAL, GA no: 101145861)	aerOS (HORIZON, GA no: 101069732)
FAME (HORIZON, GA no: 101092639)	COBALT (HORIZON, GA no: 101119602)
OASSES (HORIZON, GA no: 101092702)	CyberSuite (DIGITAL, GA no: 101145861)
ODEON (HORIZON, GA no: 101136128)	FAME (HORIZON, GA no: 101092639)
SAFE-6G (HORIZON, GA no: 101139031)	OASSES (HORIZON, GA no: 101092702)
SOVEREIGN (HORIZON, GA no: 101131481)	ODEON (HORIZON, GA no: 101136128)
TRUSTEE (HORIZON, GA no: 101070214)	SAFE-6G (HORIZON, GA no: 101139031)
	SOVEREIGN (HORIZON, GA no: 101131481)
	TRUSTEE (HORIZON, GA no: 101070214)

At the **DATAMITE Meet-Up Event** in Athens, Greece, in February 2025, FAME had further opportunities to meet locally with stakeholders of the data economy. At this event, FAME conversed with representatives from both the fintech and data space ecosystems, as well as researchers and other industry professionals, to present its business concepts and technical enablers. During one of the panel sessions, FAME partners also shared opportunities to leverage FAME’s innovations in the fintech industry.

Across all collaborations, a consistent objective was to ensure that insights generated within FAME were shared beyond the project and contributed to broader discussions on data spaces, interoperability, governance, and standardization. Likewise, numerous opportunities were leveraged to further disseminate and demonstrate the FAME Marketplace platform and FAME’s pilot use cases through joint workshops and other technical demonstrations. Overall, collaboration with sister projects in the EUDATA+ Cluster and external initiatives significantly strengthened FAME’s ecosystem positioning, enabling both enhanced visibility of its technical and business-related innovations, and further sustained channels for stakeholder engagement and feedback.

#### 4.4 Pilot-Specific Engagement

Stakeholder engagement at pilot level represented a core mechanism through which FAME extended its tangible results and validated its use cases. It simultaneously served to gather important feedback from real end-users, and align technical development with market and societal needs. Across all seven pilots, engagement activities combined both internal corporate stakeholders, external domain experts, end-users, and potential adopters through workshops, testing sessions, surveys, interviews, and additional dissemination events. While the depth and scale of engagement varied by pilot, all pilots followed a structured approach supported under Task 6.5 (WP6) and aligned with the broader stakeholder methodology of T7.5. Below, the stakeholder engagement actions for each pilot are

briefly mentioned; for a more detailed analysis of stakeholder feedback per pilot, please refer to **Deliverable 6.3 Techno-Economic Evaluation and Stakeholders' Feedback**.

#### **Pilot 1 – FaMLy: Financial Recommendation Engine for Families**

Pilot 1 mainly focused on internal corporate stakeholder engagement, reflecting its B2B orientation and integration within existing business ecosystems (Universo and MC Sonae). Engagement activities were conducted through multiple structured workshops and follow-up questionnaires throughout various phases of pilot development. Stakeholder profiles included data scientists, marketing analysts, operational teams, and managerial profiles, all providing feedback on solution accuracy, integration with business processes, and alignment with customer expectations.

#### **Pilot 2 – Embedding Finance Services in a Personalized Citizen Wallet.**

Pilot 2 represents the largest and most diverse stakeholder engagement effort among FAME's pilots, involving citizens, municipal employees, and external public authorities. Engagement was designed as a multi-phase process spanning identification, testing, and validation while culminating in dissemination. Stakeholders involved include direct end-users (citizens), municipal IT staff and back-office operators, municipal police officers, and external entities; each was engaged through meetings, testing sessions, structured surveys, internal and external workshops, and presentation of the use cases at FAME events. In total, more than 120 stakeholders activated.

#### **Pilot 3 – Personalized Collaborative Intelligence for EmFi Services**

Pilot 3's stakeholder engagement actions concentrated on external stakeholders in financial and compliance positions, reflecting the user groups of its use cases. Stakeholders came from financial institutions, industry associations, consulting firms, and compliance experts, and were engaged through dedicated workshops, at sector conferences, through targeted discussions, and other panels.

#### **Pilot 4 – The EU Funds Application Process Made Easy**

The stakeholders from Pilot 4 mainly came from public administration, funding, and financial ecosystems. This included public sector employees from various funding programs, administrative staff, banks and financial institutions, and funding consultants familiar with the public funding processes. Demonstrations were shared with account managers at banks, and documentation was provided for diffuse internal use of the pilot solution within the banks. Feedback was gathered through workshops, validation meetings, and structured feedback sessions.

#### **Pilot 5 – ESG Scorecard Ranking & Sustainable Portfolio Optimisation**

Pilot 5 engaged a variety of stakeholder profiles, including bank managers, IT developers, and finance-oriented practitioners, as well as internal analysts and ESG practitioners. Pilot use cases were demonstrated and feedback collected through workshops, expert consultations, and dedicated sessions.

#### **Pilot 6 – Embedding Climatic Predictions in Property Insurance Products**

The central stakeholder groups for Pilot 6 were representatives from the insurance and climate-risk sectors, and this pilot engaged with both internal and external experts. Through workshops, internal calls, and demonstration events, the gathered feedback supported validation of climate prediction usability, integration into insurance workflows, and trust in data-driven risk models.

#### **Pilot 7 – Assessing the Quality and Monetary Value of Data Assets**

Stakeholders for Pilot 7 included refinery engineers, data scientists, business analysts, IT experts, and maintenance workers and were engaged through consultations, workshops, evaluation sessions, and questionnaires. Pilot use case demonstrations were presented, along with the FAME Marketplace, and feedback helped to align the pilot with additional industrial requirements.

#### 4.4.1 Pilots Showcase Events

To complement the pilot-level engagement activities carried out throughout the reporting period, FAME hosted two Pilots Showcase events in November 2025. These sessions functioned as open-access demonstration events that presented FAME's use cases in a clear, narrative-driven and non-technical manner. In each case presentation, speakers presented the business problem addressed, the data assets involved, and the concrete value generated. In short, the Pilots Showcase events translated pilot progress into an accessible format for a broader external audience, strengthened cross-pilot visibility, and created a structured space for further business-related feedback and for promoting interest in the marketplace.

The first **Pilots Showcase** took place on **13 November 2025** and welcomed 29 participants to a session dedicated to sustainable and data-driven finance. The event started with an overview of FAME and its mission and ended with a demo of the FAME Marketplace. Likewise, three pilot projects shared their use cases to attendees:

- **Pilot 5** presented ESG reporting and ESG-aware portfolio optimization tools designed to increase transparency and user-driven configurability in sustainable investing.
- **Pilot 6** showcased climate analytics translated into decision-ready financial insights, demonstrating how complex climate data can become a usable data asset.
- **Pilot 7** highlighted industrial IoT monetization, linking data quality scoring and price formation with predictive maintenance and anomaly detection use cases

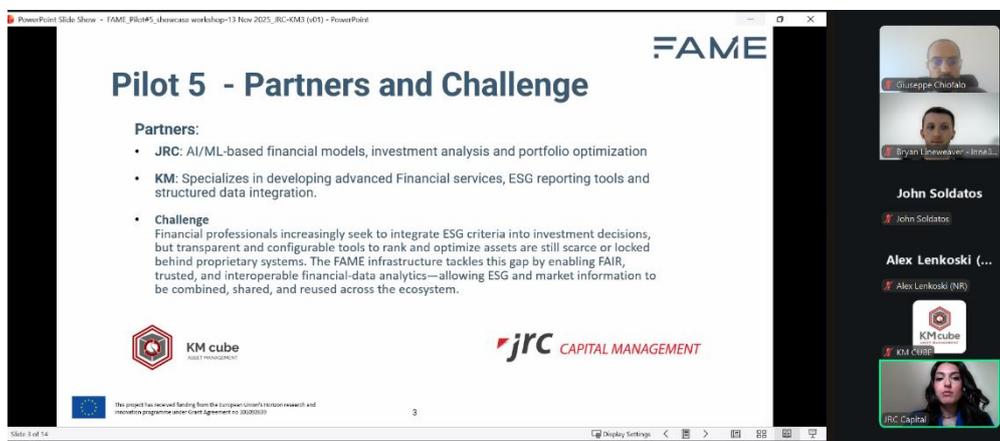


Figure 79: Pilots Showcase 1 - Screenshot of Pilot 5's presentation.

Similarly, on **20 November 2025**, the second **Pilots Showcase** took place with the remaining FAME pilots. This session, which brought together 25 participants from end-user organizations, researchers, policy actors, and European Digital Innovation Hubs (EDIHs), demonstrated highly diverse real world use cases of the FAME Marketplace in other sectors. The event began with a quick survey to gauge attendees' knowledge of FAME and to determine which use case was of highest interest for them. Then, the FAME pitch was presented followed by presentations of each pilot.

- **Pilot 1** demonstrated personalization in retail/finance ecosystems and emphasized the longer-term organizational value of federated data collaboration across internal business units.

- **Pilot 2** showcased their citizen wallet approach that embeds payments and services, highlighting public-sector potential for data-driven solutions.
- **Pilot 3** addressed collaborative intelligence in regulated financial contexts, including privacy-preserving approaches supporting robo-advisory personalization and analytics for AML.
- **Pilot 4** highlighted how fragmented public funding data can be transformed into enriched, actionable datasets that help financial institutions such as banks proactively support SMEs in accessing public funding.

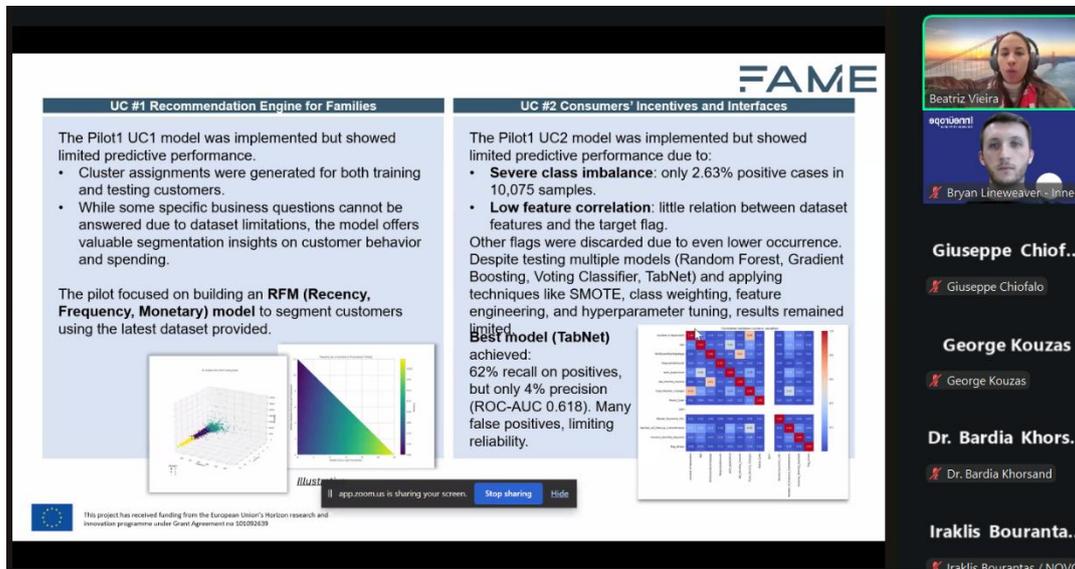


Figure 80: Pilots Showcase 2 - Screenshot of Pilot 1's presentation.

Both events concluded with a concrete demo of the FAME Marketplace by technical partners and an invitation to the stakeholders to further explore the marketplace. After both sessions, a post-event email was shared with all registrants with the recording of the event, links to an event survey, and further information about FAME.

#### 4.5 Progress Toward KPIs for T7.5

T7.5 focused on building, maintaining, and activating a robust stakeholder ecosystem to support the uptake of FAME results, the growth of the community, and sustained engagement with possible users and early adopters. The primary KPI associated with this task was the development of a stakeholders' database and engagement tracker, measured through the cumulative number of unique contacts reached and engaged over the project duration.

Across the three project years, FAME gradually expanded its stakeholder database through a combination of structured stakeholder mapping, pilot-specific engagement activities, participation and organization in external events, registrations for webinars and trainings, and other targeted outreach actions. By the end of the project, the total stakeholders have reached more than 3,000, exceeding the targets set for Y1 and Y2 and coming close to the final, ambitious target of 3,500 stakeholders by Y3. This growth reflects sustained effort across the consortium to identify and engage relevant actors, including industry representatives, fintechs, banks, public institutions and authorities, research organizations and universities, and innovation hubs.

While the final Y3 target was nearly reached, the achieved result represents a significant and high-quality base when considering the nature of the project and the timing of key technical outputs. Much of the stakeholder growth in the later stages of the project was further driven by concrete engagement actions.

The results achieved under this task demonstrate the project’s ability to build a substantial community around FAME, supporting both dissemination and early adoption objectives. This gradual increase in stakeholder engagement over time also highlights the importance of aligning community-building efforts with the technical output timeline and technical readiness. The KPIs related to this task are presented in Table 14.

Table 14: Stakeholder KPIs.

Stakeholder KPIs					
Measure	Reason	Engagement Action	Target KPIs	Achieved	Observations
<b>Stakeholders’ database and engagement tracker</b>	Marketplace members, prospective clients	Develop a database of contacts and liaisons	<b>Y1: &gt;=500, Y2: &gt;=1500, Y3: &gt;=3500</b>	<b>Y1:758 Y2: 1200 Y3: 3031</b>	Measured through the stakeholder mapping database, INFINITECH database, pilot engagement actions, and attendees at FAME events.

#### 4.6 Conclusions for T7.5

Task 7.5 successfully established and sustained a broad, diverse, and engaged community around the FAME project, including around its pilot use cases and the FAME marketplace. Through a structured stakeholder mapping methodology, GDPR-compliant data management practices, and continuous engagement actions, FAME positioned itself as an active participant within the European ecosystems of data, embedded finance, and data spaces. Collaboration with sister projects, most notably the EUDATA+ Cluster projects, as well as with other EU initiatives, research communities, industry actors, and public stakeholders significantly strengthened the project’s ecosystem presence. These efforts ensured that FAME’s technical, business, and governance innovations were not developed in isolation, but were continuously exposed to feedback and validation.

A key outcome of T7.5 is the demonstration that effective community and ecosystem building is inherently tied to the maturity of technical outputs and the sustained engagement of consortium partners. As the FAME Marketplace and pilot solutions reached higher levels of readiness, engagement activities became increasingly impactful. The stakeholder KPI was ambitious, and although not fully reached, the achieved results reflect an important stakeholder base underpinned by meaningful interactions and opportunities for involvement.

## 5 Conclusions

The work presented in this deliverable confirms that dissemination, standardization, and ecosystem-building activities were integral to ensuring that FAME's technical results achieved visibility, relevance, and long-term usability. Over the M13–36 period, these activities evolved in parallel with the maturation of the Marketplace, pilots, and analytical components, enabling a progressive transition from generic project communication toward targeted, results-driven engagement.

From a dissemination and communication perspective, the main result lies in the establishment of a coherent and credible external presence for FAME. Rather than relying on isolated outputs, WP7 implemented a continuous flow of content across complementary channels, allowing different stakeholder groups to access FAME's results at appropriate levels of detail. Digital platforms, scientific outputs, training-related materials, and event participation jointly contributed to positioning FAME within discussions on data spaces, embedded finance, trusted data exchange, and AI-enabled analytics. The sustained growth observed across communication KPIs demonstrates that this approach successfully reached both European and international audiences and adapted to changing project needs during the final phase.

Standardization-related activities produced results of particular strategic importance. Through structured engagement with standardization bodies, clusters, and policy-oriented fora, FAME was able to externalize knowledge gained from its technical work and pilots into broader discussions on interoperability, governance, data quality, and trust. The development and refinement of a standardization roadmap, combined with white papers, workshops, and direct participation in working groups, ensured that FAME's contributions were timely, concrete, and aligned with ongoing European initiatives. As a result, the project moved beyond internal alignment with standards to an active role in shaping emerging frameworks relevant to data spaces and embedded finance.

Community and ecosystem-building activities generated results that are expected to outlast the project itself. The consolidation of a structured stakeholder base, systematic collaboration with sister projects, and strong engagement within the EUDATA+ Cluster helped situate FAME within a wider network of European data initiatives. Pilot-specific engagement and showcase activities were particularly effective in translating abstract technical concepts into concrete value propositions, facilitating dialogue with industry actors, researchers, and policy stakeholders. These interactions also provided valuable feedback loops that informed communication priorities and reinforced the practical relevance of FAME's solutions.

Looking forward, several follow-up considerations emerge from this work. First, the assets created, including publications, training materials, marketplace documentation, and standardization inputs, provide a strong foundation for post-project exploitation and uptake. Second, the relationships established with standardization bodies, clusters, and stakeholders can support continued alignment with evolving regulatory and technical landscapes. Finally, the lessons learned regarding adaptive communication, early and sustained standardization engagement, and ecosystem-centric thinking offer transferable insights for future European research and innovation actions.

In conclusion, this deliverable demonstrates that WP7 effectively supported FAME's objectives by ensuring that technical excellence was matched with strategic outreach, standardization relevance, and community integration. These results significantly enhance the prospects for sustained impact and reuse of FAME's outcomes beyond the project's formal duration.