



Promoting and Incentivising Federated, Trusted, and Fair Sharing and Trading of Interoperable Data ASsets

## D6.1 Dissemination, Communication, Liaison, Training and Living Lab Plan

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<b>Abstract</b>	<p>The deliverable 6.1 presents the plan of the activities that PISTIS will carry out for the communication and dissemination, engagement and training, and standardisation of the project solutions. This document delivers:</p> <ul style="list-style-type: none"> <li>- communication material and tools, also potential events for participating in seminars and conferences relevant to the scope of the project;</li> <li>- a plan for the active engagement and liaison with standardization bodies;</li> <li>- appropriate educational and skills cultivation material and MOOC, dedicated webinars, and open training workshops;</li> <li>- the PISTIS Living lab activities engaging SMEs and DIHs.</li> </ul>

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## Executive Summary

PISTIS is a European funded project that aims to develop a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence. The project started in January 2023 and will last until June 2026. The funded activities will produce a considerable number of results that need to create a real impact on civil society and specific target audiences. The communication of the progress of the project and the dissemination of its results and findings are key activities for PISTIS to ensure that such a goal is achieved in an efficient and measurable way. It spans the whole duration of the project (42 months) and will consist of a variety of actions strategically distributed along the four years of the project. This document presents the plan for Dissemination, Communication, Training and Standardization which outlines the strategy for the entire project dissemination and communication activities.

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## Terms and Abbreviations

<b>AI</b>	Artificial Intelligence
<b>BIEO</b>	Business, Innovation and Exploitation Objectives
<b>BSCW</b>	Basic Support for Cooperative Work
<b>C&amp;D</b>	Communication & Dissemination
<b>DIH</b>	Demonstrator Innovation Hub
<b>DLT</b>	Distributed Ledger Technology
<b>DoA</b>	Description of the Action
<b>ENoLL</b>	European Network of Living Labs
<b>FormIT</b>	A human-centred approach to develop IT-based smart city solutions with an iterative and interactive process with strong stakeholder engagement
<b>GDPR</b>	General Data Protection Regulation
<b>KoM</b>	Kick-off Meeting
<b>LL</b>	Living Lab
<b>MOOC</b>	Massive Open Online Course
<b>MVP</b>	Minimum Viable Product
<b>SME</b>	Small and Medium Enterprise
<b>STO</b>	Scientific and Technical Objectives
<b>ToC</b>	Table of Content

# 1 INTRODUCTION

## 1.1 SCOPE OF THE DOCUMENT

This document contains the PISTIS Dissemination, Communication, Liaison, Training and Living Lab Plan, identifying the appropriate channels and tools/methods (e.g., Living Labs) to be utilised to spread the PISTIS concept to a wider audience. This is the first release which will be continuously refined, adjusted and completed as the project evolves, on the basis of the project's evolution, the feedback received by the target audience and the changes in the project's communication and dissemination needs.

The upcoming versions of this deliverable (i.e., D6.2 and D6.3, due in M21 and M42 respectively) will gather and report all the project's dissemination actions, conclude on the impact generated and define the post-project dissemination and communication actions plan to support the exploitation strategy (delivered in WP7).

## 1.2 STRUCTURE OF THE DOCUMENT

This document contains an overview section about the PISTIS project (Chapter 2) and the PISTIS plan for the WP6 activities (Extrovert excellence diffusion and skills cultivation activities, Chapter 3).

Chapter 4 details the objectives, the specific target audience, the activities, and the products that define the strategy of the communication & dissemination (section 4.1), the engagement & training (section 4.2), and the standardisation (section 4.3).

Chapter 5 reports a tentative roadmap for the planned activities of WP6, and chapter 6 the KPIs related to each action for monitoring its impact. Finally, in Chapter 7 the conclusions of this deliverable are provided.

# 2 PISTIS PROJECT OVERVIEW

PISTIS is a European-funded project that brings forward a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence.

Despite data have the credentials to bring tangible business/economic benefits and innovation to all the stakeholders involved, secure, seamless, and trustful data sharing among them remains elusive, due to several technical, cultural/organisational, economic and legal challenges that PISTIS aims to face.

Such stakeholders will formulate a distributed network of existing and new data spaces with built-in governance brought by PISTIS to eliminate silos, while accruing the actual data value and multiplying it through derivative assets in a fair and transparent manner.

The project will advance the available techniques and technologies, such as federated data discovery and sharing, DLTs, data non-fungible tokens (NFTs), AI-driven data quality assessment and monetisation, to build trust among stakeholders and assuage their concerns.

Considering the data supply and demand perspectives, PISTIS will establish the methodological and technical foundations across four different axes:

- PISTIS Federated Data Management, Interoperability & Governance
- PISTIS Federated, Secure Data Sharing
- PISTIS Data Valuation and Monetisation
- PISTIS Data Sharing Skills Cultivation

## **Objectives**

PISTIS aims to achieve four Scientific and Technical Objectives (STO) and three Business, Innovation and Exploitation Objectives (BIEO), reported below.

### *Scientific and Technical Objectives (STO)*

STO.1: To set and implement the underlying foundations for trusted, fair and reliable data sharing, trading and exchanges in a federated manner over a secure, immutable, sovereignty preserving and IPR respecting multi-party data exchange framework.

STO.2: To design and deliver appropriate data asset management and governance techniques, addressing ever-present data interoperability, quality assurance and security challenges that are common to both data providers and data consumers.

STO.3: To develop rigorous and fit-for-purpose data valuation and monetisation methods and tools to allow data providers to accrue the right value for the right data at the right time and reach the actual data potential.

STO.4: To integrate and serve the novel PISTIS federated data sharing, value accrual and monetisation platform, through easily deployable software, enabling trustful, reliable & interoperable exchanges with a wealth of sources, platforms, and data spaces.

### *Business, Innovation and Exploitation Objectives (BIEO)*

BIEO.1: To deploy, operate and validate a reference industrial data sharing, value accrual and monetization platform within a set of representative demonstrator hubs that implement diverse data and intelligence sharing scenarios and substantiate multistakeholder added value in real-world business problems.

BIEO.2: To diffuse, replicate and scale up the PISTIS offerings, bringing forward novel data sharing-driven business models and satisfying emerging / explicit needs of a wide range of stakeholders.

BIEO.3: To cultivate a data sharing mentality within the organisation by fostering data sharing-related skills and technology competences and understanding the “shared” data value concept.

## **Approach**

The PISTIS project will follow four phases. During the first phase, the needs and requirements of the data economy will be elicited by engaging core stakeholders in the different data

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spaces, through Living Lab activities. The second phase will consist the technical implementation of the PISTIS product, considering the requirements and the feedback gathered from the stakeholders involved. Then, in phase 3, the successful introduction of the product developed by PISTIS will be evaluated in real-life scenarios in three different demonstrator hubs: mobility, energy and automotive sectors. The last phase will be devoted to the promotion of the most mature PISTIS solutions and their introduction to the relevant market.

### 3 OVERVIEW OF THE PISTIS PLAN FOR EXTROVERT EXCELLENCE DIFFUSION AND SKILLS CULTIVATION ACTIVITIES

The major focus of the PISTIS strategy for the “extrovert excellence diffusion and skills cultivation” is to ensure that the project’s advancements are timely and widely disseminated to the appropriate target groups via appropriate means, and that those who can contribute to the development, validation, and exploitation of the project results can be identified and encouraged to participate. The objectives of the PISTIS dissemination strategy are not limited to passive, a posteriori awareness and acceptance. The dissemination is inherently embedded on many activities, from requirements definition to final evaluation, through the utilization of the PISTIS Living Lab to proactively involve end-users and stakeholders in all phases of the project implementation, coherently with the User-Driven Innovation Approach PISTIS intends to adopt.

The User-Driven Innovation Approach will involve partners from all associated disciplines, together with all data value chain stakeholders throughout all stages of the project life cycle, as key enablers of the PISTIS innovation process, towards encouraging active and collaborative contribution in the development of a unique data-driven ecosystem for data sharing and monetisation.

The User-Driven Innovation Approach will be realised through the establishment of the PISTIS Living Labs (LLs) and the production of educational material like a Massive Open Online Course(s) (MOOCs).

PISTIS LLs will focus mostly on the demand side SMEs – the potential end-users of PISTIS solution. As such, the user-side SMEs engaged within the LL are reinforced to adopt the developed innovation, making use of it for their business – either as components facilitating their business processes, or being incorporated into their product/service offering.

Both LLs and MOOCs will offer the participating end-user SMEs a higher level of knowledge and competence in relation to their innovation capabilities (besides the actual adopted solutions), as well as access to new ideas, integration of external standpoints in their innovation process, and expansion of a corporate network.

In turn, the end-user SMEs participating in PISTIS LLs will provide the project’s consortium with openness, knowledge, creativity, and testing opportunities. More concretely, they will offer their inputs regarding the requirements for the PISTIS solution, validate against real market and users’ needs, contribute to the end-product definition and go-to-market strategy creation.



The open MOOC(s) and focused training activities will support the skills development for stakeholders that embark on data sharing and are interested in deploying and leveraging the PISTIS solution.

Concrete dissemination, communication and stakeholder engagement actions will be released to build awareness. Using the Living Labs, as well as workshops, webinars and demonstrations during relevant events and industry fairs, PISTIS aspires to validate its results by external stakeholders, providing further insights on the market readiness of the PISTIS exploitable assets.

The PISTIS strategy for Extrovert Excellence Diffusion and Skills Cultivation Activities will be oriented towards fulfilling the following objectives:

- (a) Obtaining feedback from major stakeholders, end-users and targeted beneficiaries throughout the project duration to optimise all project developments by properly addressing their critical needs.
- (b) Widely disseminating the project outcomes towards end-users, beneficiaries and data stakeholders so as to generate a broad awareness and engagement/ involvement in the various project activities.
- (c) The academic publications will adequately incorporate project's results and innovations, as planned in the DoA. In fact, a particular stream of diffusion actions will comprise a specific line of deliverables, which will lead to top tier academic publications.
- (d) Conducting focused training activities to educate stakeholders and improve their readiness to adopt the PISTIS solution.
- (e) Creating opportunities for further exploitation and replication of the project results, working hand-to-hand to WP7.

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### 3.1 OBJECTIVES

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The excellence diffusion aim of the project is to ensure that project results reach all interested stakeholders and targeted organisations, fostering operational stakeholder engagement in the development process, acceptance, and adoption of the PISTIS solutions.

In order to achieve this goal, four high-level C&D objectives are considered.

1. **Inform**, by promoting the project, the results, the ongoing activities, and sharing relevant information on upcoming innovations, digital technologies, solutions and interoperable frameworks for data markets and their impact on European industrial ecosystem of the data economy capable of ensuring digital autonomy.

2. **Raise awareness**, by informing relevant stakeholders about the benefits associated with the expected project outcomes and the methodology producing such results, providing an excellent network for experience sharing, knowledge exchange and integration towards user and business-driven open innovation while leading to “smooth acceptance and incorporation of results in their everyday activities and operations”.

3. **Engage**, by fostering the use of the project results within the community, as well as involving it in periodic validation activities to improve the quality of project findings.

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**4. Ensure impact.** The dissemination objectives will ensure the long-term impact of the project results on the target audience toward improving European leadership in the global data economy.

This is the most ambitious target of dissemination: it focuses on delivering key messages to key decision and policymakers so that the PISTIS findings and results are taken up and have an impact on future policies or practices. “

These objectives define the strategy that guides the WP6 activities and are considered the foreground for the communication and dissemination of the project results. The C&D strategy intends to maximise the project’s outreach on different categories of stakeholders by creating a strong link between the goals and target audience. In the first period of the project, the communication will aim at promoting the project itself and making stakeholders aware of the project and its goals.

As the project activities evolve and the first results are produced, the communication moves from the project itself to its preliminary findings. When this happens, the WP6 activities will switch from communication to dissemination. The same applies to the target audience which will move from a general to a more specialised one. Towards the end of the project, key messages will focus on the final project’s results, such as the concept of operations developed in WP1, the tools for decision support or the training of WP6. Throughout the overall process, the target audience remains paramount to select the most appropriate way to communicate (e.g., via digital communication or through events).

Specific objectives:

- plan the project’s communication, dissemination, training and standardisation activities;
- implement and regularly update the project’s dissemination, training, and communication plan delivering the respective communication material and tools, also participating in events, seminars, and conferences relevant to the scope of the project;
- a specific stream of diffusion actions will comprise a specific line of deliverables, which will lead to top tier academic publications. The academic publications will adequately incorporate project results and innovations, as planned in the DoA;
- organise the PISTIS Living lab activities engaging SMEs and demonstrator innovation hubs (DIHs);
- deliver appropriate educational and skills cultivation material and MOOC(s), organise dedicated webinars and open training workshops;
- deliver a plan for the active engagement and liaison with standardisation bodies.

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## 3.2 TARGET AUDIENCE

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1. General Audience:

**A. Data Owners/ Providers/ Subjects** - The main PISTIS audience (alongside with group B) that will be offered with (and educated on) novel methods for transforming their

data assets and data spaces into quality products and intelligence pools, making their assets interoperable, and having at their disposal new trusted methods for sharing and trading of data that safeguard data sovereignty, don't hand over the control to third parties and allow them to open new revenue streams.

**B. Data Consumers, Business Users of Data Spaces** - The other part of the core audience and the counterpart in data sharing, that will be in a position to discover and access data and derivative products (e.g. analytics) of higher and verified quality, building strong relationships of trust with the data providers, engaging into fair transaction and monetisation schemes which safeguard also their own interests, improving at the end the overall quality of their operations which relies on the data to be consumed.

**C. Other Economic Operators belonging in the Data Value Chain** - Impact will be witnessed by other economic operators that belong in the overall value chain, in the sense that they would be in a position, as indirect users of the platform (e.g. using the outputs of the business operations that are based on the data to be exchanged over PISTIS), to be served with improved services due to the higher quality and quantity of data to be acquired by their service providers. Moreover, this group includes data brokers which could be engaged into the overall system by offering third-party trusted services that at the same time do not tangle with the real data, taking off their shoulders the burden they currently have when it comes to data access protection and security.

## 2. Specialised audience:

**D. ICT SMEs / Software Vendors and Developers** - PISTIS will provide a set of open-source services that can be used by any stakeholder of this group to deliver innovations that can complement the PISTIS offerings, or simply extend their existing product portfolios by integrating the services and by becoming compatible with the reference architecture of PISTIS, which in turn will adopt principles and innovations by GAIA-X, IDS and EOOSC, thus ensuring interoperability of systems by design.

**E. Researchers/Scientific Community** - PISTIS will offer to this group novel methods for data management operations, offering the possibility to experiment with the project's outputs and promoting research in the intersection of the domains tackled by the project, specifically focusing on the areas of interoperability, quality assessment, secure trading and monetisation using DLTs. PISTIS will disseminate project results beyond social media, press-releases, project web site, video/films, MOOC(s) platform etc., namely through scientific publications in top tier journals.

**F. Public Sector Organisations** - The public sector will be able to capitalise on the opportunities provided by PISTIS for more secure, efficient, and robust services, avoiding large investments that lead to vendor lock-in and enjoying the benefits of federated data spaces in their full scale, ensuring data autonomy and sovereignty, and creating new revenue streams.

**H. Industry Associations & Technology Clusters** - Industry and research communities like BDVA, IMS, EFFRA, NEM.

**I. EU-wide projects/ Initiatives** promoting data autonomy, sovereignty, interoperability, privacy, trust and usage protection such as data spaces projects and past ones (like ICT-13 ones), as well as with initiatives such as GAIA-X and IDSA.

### 3. Policy Makers, Governmental and International bodies:

**G. Policy Makers** – They will be provided with evidence based on the project’s impact assessment of how the PISTIS paradigm delivers benefits at multiple levels for the data economy and for the society, putting them in a position to better understand and promote regulations to further strengthen the EU’s innovations capacity and promote the adoption by the Member States and companies of a fairer, performant, greener, smarter and trusted data management environment that relies on EU Data Spaces.

**J. Standardisation bodies** towards ensuring compatibility with existing and evolving standards. With the objective of achieving sustainability, continuity, and eventually preparing the ground for market entry for the project’s results, the consortium has drafted and agreed upon its initial exploitation intentions.

## 4 DISSEMINATION, COMMUNICATION, TRAINING AND STANDARDISATION PLAN

The dissemination, communication, training and standardisation plan described in Chapter 4, is built upon three corner-stones for each actions:

- » Key messages and objectives: this section identifies and defines the “why” and “what” of PISTIS, specifying the key messages that the project intends to communicate, and the expected impact.
- » Specific Target audience: it identifies the key-stakeholders of PISTIS, as well as their needs and interests towards the project.
- » Activities and products: it defines ad-hoc products and selects the appropriate channels and means for each category of stakeholders in order to put in place “customer-oriented” actions, maximise their impact, and ensure the achievement of the goals set out.

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### 4.1 COMMUNICATION & DISSEMINATION

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C&D activities are inherently linked. Communication activities within PISTIS aim to support the project’s dissemination and exploitation activities, by providing universally comprehensible information to all the group audience from A to J (described in section 3.2) about the project’s goals and results towards increasing the visibility of the project’s contribution to meeting wider EU goals. The communication strategy will focus on informing and demonstrating the

societal and economic benefits generated by PISTIS to a wide range of audiences outside the core project target groups. Dissemination is mostly related to technical content, it starts with the first results of the project to make them available for the interested and more specialised audience. Dissemination comes after communication, as it benefits from the community of followers created from the beginning of the project. Having a well-founded group of followers is of paramount importance to improve the dissemination of project results. In dissemination, the contribution of the PISTIS technical partners will be essential. Through the exploitation of mainstream communication channels and the attraction of additional societal groups in the PISTIS Living Lab Workshops, and other training and educational actions, the consortium will increase awareness and enhance perception on how Innovation Actions can tackle emerging challenges and positively impact the society. Importantly, PISTIS will properly reference and emphasise EU funding toward achieving project results/deliverables.

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#### 4.1.1 What: C&D key messages and objectives

The early definition of the PISTIS key messages is essential to lead and support the dissemination of the project. For sure, the key messages will be shaped to the audience and the project phase. In fact, in the initial phase the focus of the communication will be on promoting PISTIS and raising awareness around the project; later, it will shift to highlighting its progress; and finally, to spreading its results. Nevertheless, it is possible to identify from the beginning some more general key aspects of PISTIS to highlight for the entire duration of the project. It is particularly important to communicate them in the initial phase of the project, to ensure proper understanding of the project. These pertain to both technical and non-technical aspects, such as:

- **What is PISTIS?** PISTIS aims to develop a platform for the sharing/trading and monetisation of the proprietary data of an organisation. With the proposed platform PISTIS intends to guarantee a secure, trusted, and controlled exchange and usage of data assets and data-driven intelligence.

- **Why is the project needed?** Data have been rightfully placed at the heart of the Digital Economy due to the tangible business/economic benefits and innovation they have the credentials to bring for all the stakeholders involved. Nevertheless, secure, seamless, and trustful data sharing among them remains elusive due to a number of technical, cultural/organizational, economic and legal challenges that PISTIS aims to face. PISTIS intends to foster the shift from the existing approach to a new paradigm towards federated data sharing under an interoperable, trusted, and fair value distribution scheme, enabling the valuation and monetisation of data and its derivatives.

- **How does PISTIS work?** PISTIS will follow a coordinated approach, where technological innovations entail not only data management services, but also the provision to the stakeholders of novel sharing, trading and monetization methods in a non-intrusive manner, building a symbiotic relationship with their existing infrastructures and operations.

At the same time, attention will be given towards working on skills cultivation as the data economy includes the intersection of multiple disciplines, and to deeply understand its benefits and principles stakeholders will be educated with a focused approach on the topic which are important for their key business activities.

The general objective of PISTIS C&D is to build and implement a strategy for spreading the PISTIS key messages.

Instead, the specific objectives of the PISTIS communication are:

- to instantaneously inform about the project news, events, progresses, and results;
- to create a liaison with other initiatives and projects through links;
- to increase awareness and outreach to stakeholders active in social media;
- to generate a viral marketing by word of mouth through the followers;
- to set up direct communication mechanisms with the followers;
- to design the PISTIS branding and visual identity;
- to promote a unified experience of the targeted audience.

The specific objectives of PISTIS dissemination are:

- to inform about and promote the PISTIS results and the latest technologies in different communities;
- to foster collaboration with other relevant projects;
- to establish synergies for the definition of common requirements and interoperability demonstration;
- to share the knowledge;
- to gather ideas;
- to validation the project's concept, finding and achievements;
- to increase engagement and awareness on the solutions developed by PISTIS;
- to initiate a particular stream of diffusion actions that will comprise a specific line of deliverables, leading to top tier academic publications.

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#### 4.1.2 Who: C&D specific target audience

The PISTIS communication will follow two lines in parallel: the communication internal to the consortium and that to the external stakeholders.

The external communication will be directed towards all the groups of section 3.2 of this document (group A-J), both internal and external to the PISTIS consortium. The dissemination activities will focus on a more specialised audience than those targeted by communication activities. Specialised audiences are the groups D-J of section 3.2 of this document.

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#### 4.1.3 How: C&D activities and products

##### 4.1.3.1 Communication

##### **Internal Communication**

The communication activities within the PISTIS Consortium have the two-fold objective of coordinating the dissemination effort and keeping the Consortium aware of the progress of the project. More specifically:

- A restricted, internal mailing list has been created, including one point-of-contact per company specifically responsible for dissemination. The mailing list will allow a more agile and timely exchange of information and coordination regarding the dissemination activities.
- A shared workspace has been established on the BSCW platform. In this space, all PISTIS partners will share easily documents and inputs useful to coordinate and schedule the dissemination activities.
- Shared documents and direct contacts will be used to coordinate the activities related to the production of website contents and news on the social channels (see section 4.1.3).
- Periodic e-mails from DBL, the WP6 leader, will be used to send reminders and elicit specific contributions from PISTIS partners.

### **External Communication**

External communication targets all the stakeholders not involved in the PISTIS project. Therefore, the main purpose of external communication is raising their awareness of the project's activities and achievements, and later engaging them in using the PISTIS solutions.

The external communication relies on many different means to promote the project: the website and other media communication, attendance of conferences and events by the PISTIS consortium, the use of targeted dissemination products, and direct contact within selected organisations. PISTIS will contact these relevant organisations to collaborate, obtain expertise and provide outputs.

These actions aim at stimulating discussions and exchange of information with professionals and experts in the field, to both support the refinement of the project based on the feedback received and, at the same time, foster the future exploitation of the project results.

### ***PISTIS Graphical identity***

The design and development of a logo is a central task in the communication activities. The project logo should be graphically appealing, manageable, and meaningful with respect to the project goals and activities. The logo works as the project graphical identity base. Through the choice of colours and fonts, it represents the frame that embodies every communication activity. It is the "trait d'union" of the project, which makes each element of the graphical identity immediately ascribed to the project and help communicate and disseminate the project purpose.

During the KoM of the PISTIS project, the consortium chose the PISTIS logo (Figure 1) among several options in a two-step voting process.



Figure 1: PISTIS logo

The PISTIS logo represents a brand focused on data, cybersecurity, profitability, and living labs. The design of the logo may be modern and cutting-edge, to reflect the focus of the project on innovation and technology. The goal of the PISTIS logo is to convey a sense of reliability, expertise, and cutting-edge technology to its target audience, and to build brand recognition and loyalty.

The fundamental elements and their significance are reported in Figure 2:



Figure 2: Elements of the PISTIS Logo

The font is Monument Extended, a sans-serif font that is characterized by its geometric shapes and clean lines. The font is designed to be highly legible and readable.

VIOLET colour is used for: technology, royalty, sophistication, notability, community;  
ORANGE colour is used for: enthusiastic, stimulating, affordable, energetic, creative.

### ***PISTIS templates***

Templates for presentations or public technical documents are essential to reinforce the consistency of the project identity, uniform the style of the produced material and immediately refer the document to the PISTIS project. The design of these tools should be coherent with the project visual representations (e.g., PISTIS logo, typography, etc.). At the same time, templates should be clear, useful and adaptable to the specific needs of the Consortium members.

The various templates created for PISTIS are shown in the following figures as follows:





Figure 3: Template of PISTIS presentation



Figure 4: Template of PISTIS deliverables

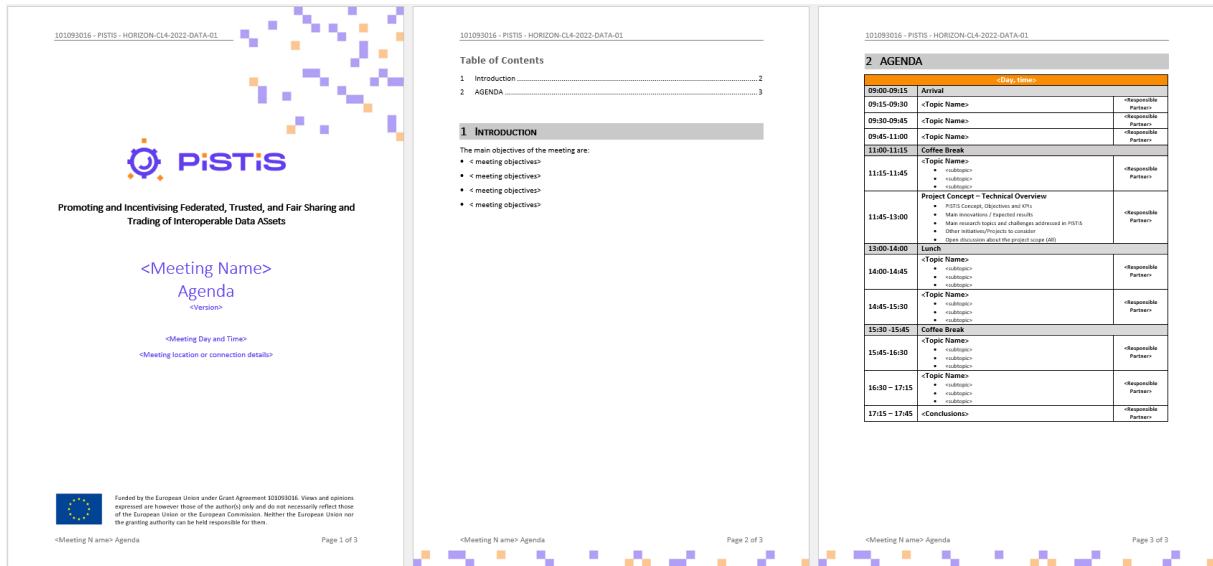


Figure 5: Template of PISTIS meeting agenda

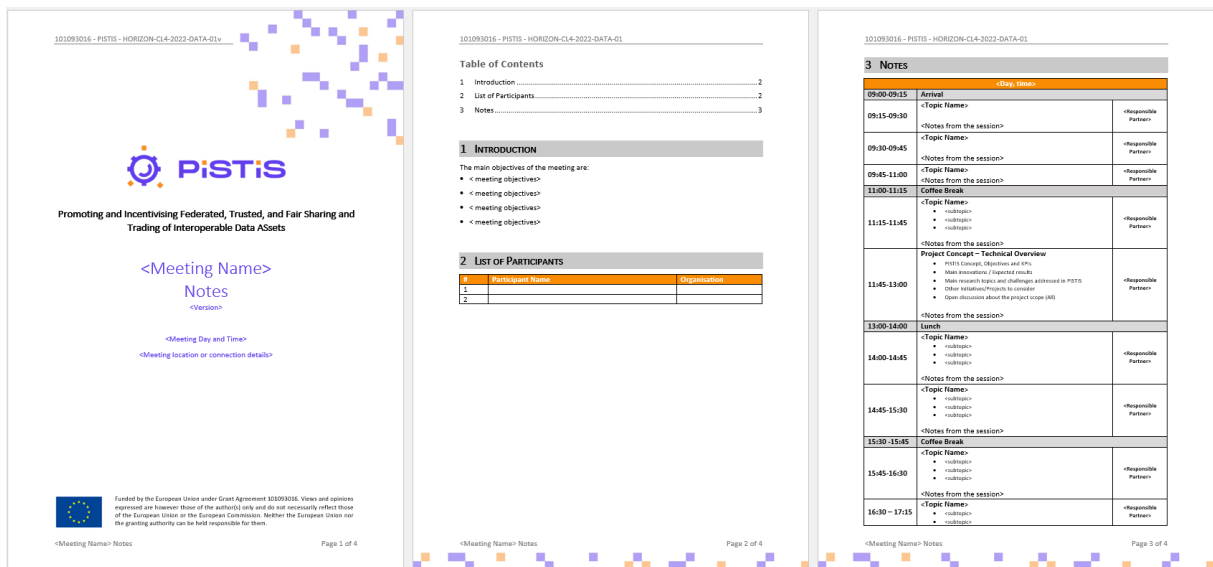


Figure 6: Template of PISTIS meeting notes

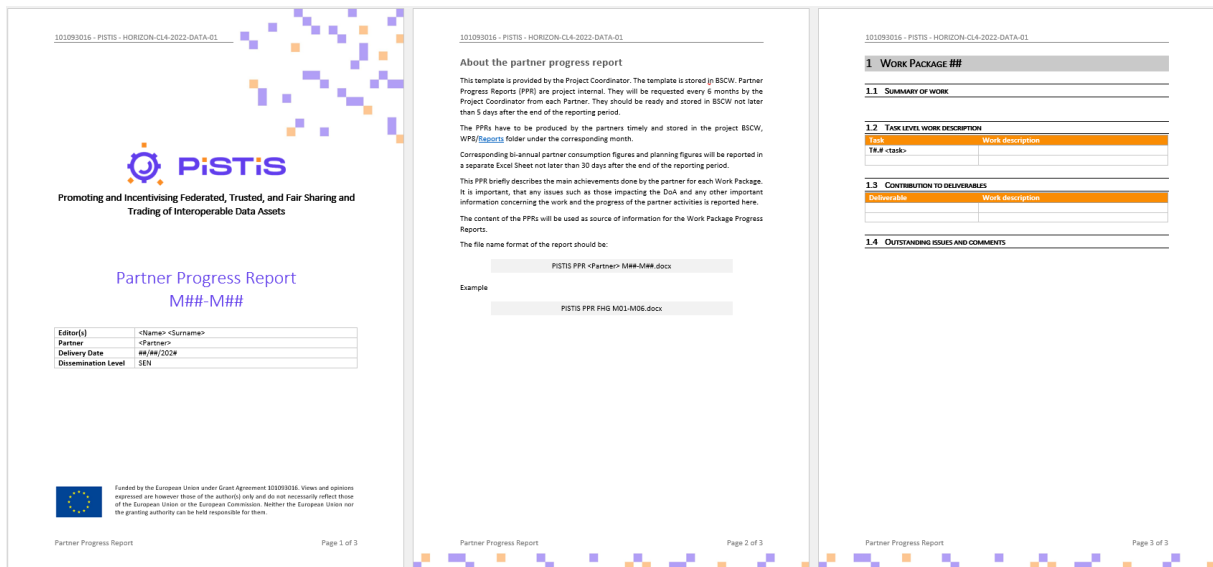


Figure 7: Template of PISTIS partner progress report

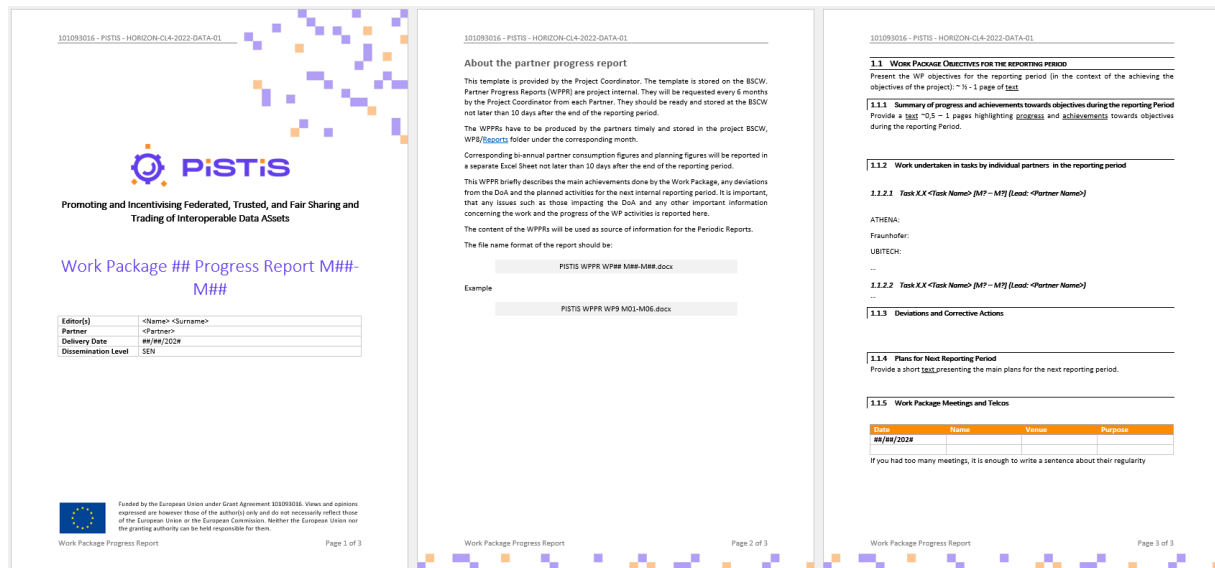


Figure 8: Template of PISTIS work package progress report

**Website**

The public project website is a key element in the communication of PISTIS, facilitating the interaction with specialists and potential users, as well as the general public. It represents a virtual showcase where PISTIS will display information about the project and share its results, the events PISTIS will attend or organise along the project, and more generally the news of the project. The website will also be the virtual space where PISTIS will collect promotional material, public documents, scientific papers, posters or presentations, videos.

It will be updated regularly with public information about PISTIS progress, the status of the activities and any other relevant communication. It will integrate the project’s social profiles, so to share easily the latest project developments or relevant news related to the research field and relevant external links to project partners, contributing to build a solid network.

In this direction, each partner of the PISTIS Consortium will contribute to create a backlink to the PISTIS website on its organisation website, in order to maximise the project visibility and the ranking on search engines.

DBL is responsible for the graphical layout, the information architecture, the implementation and maintenance of the website. The website architecture and contents will be discussed internally with the partners to select the most appropriate and appealing ones for the website.

The partners of the Consortium will contribute to the website by providing information, documents, or any other material they consider useful to disseminate the progress of the project.

The website is implemented using the Wordpress Content Management System platform, which grants the integration of different functionalities and tools, also allowing easy changes in the structure and characteristics of the website.

Two releases of the website are foreseen: the homepage, delivered at M3, and the full website at M6.

The preliminary version is the homepage of the website that presents a few key information about the project, including a brief description of PISTIS, the Consortium

composition, the contacts of the Project Coordinator and Dissemination Manager and the link to the PISTIS social channels, and informs visitors that the website is under construction. The final website is currently in the design phase. As responsible of the C&D task, DBL will propose an information architecture and a contents draft (the mockup of the website in Annex 1), which the partners will then review and discuss.

The website structure according to the approved ToC, consists of 5 pages:

- **Home page:** presenting the project's overview and main purpose, its objectives, the timeframe and a call to action to subscribe the project mailing list;
- **About:** this page provides further details on the project, such as the concept and the approach, the consortium's composition and the PISTIS network;
- **Demonstrators:** this section contains information about the three demonstrator hubs: mobility, energy and automotive, and the related case studies;
- **Resources:** a container of the public deliverables, scientific publications, technical products and the communication material;
- **Learning hub** contains the learning material;
- **News & Events:** at the top of this page there is a Call to Action that invites visitors to register to the PISTIS mailing list, a single page with the news, and a further single page reporting the events.

The project's website will sufficiently incorporate the proper dissemination format of the results and shall provide a "customised" link to make them sufficiently visible to stakeholders, and each specific target group.

Importantly, the reference to EU funding will be properly emphasised further under a specific section of PISTIS website.

### ***Social Media***

PISTIS will use social media channels to enlarge its group of followers and ensure a broader outreach of its findings and results. Social media are useful for maximizing the visibility of the PISTIS project. Using social networks, PISTIS activities and progress may also be valuable for people who are not direct part of the PISTIS immediate professional environment, allowing to easily connect with a wide range of people and facilitate the creation of a widespread community, addressing both the general audience and the specialised one, also depending on the social channel used. LinkedIn and Twitter are the social channels chosen for the PISTIS communication. Both channels allow people to stay in touch with the project; however, LinkedIn is ideal to share content in a business context, targeting specialised audiences and institutional bodies. You can write posts, share your article and book homepages, photos, links and videos.

LinkedIn (<https://www.linkedin.com/company/pistis-project>) allows finding other professionals/projects with similar interests and taking part in the online discussions in the PISTIS subject area.

Twitter targets both specialised audiences and the general public. PISTIS will use it to share information, opinions and news in less than 280 characters and to stay up-to-date on news and events in the same area of interest.

The activation of a project specific YouTube channel will be considered during the project in case it is convenient for sharing videos.

Together with the project news, the social media profiles will share relevant news that relate to the project's domain and that help place the accounts into specific discussions. At least two social media campaigns will be launched to increase the project outreach and build the community in the first half (M1-M22), and to spread project's results in the second (M23-M42). PISTIS aims to reach the overarching goal of 750 followers on both social media profiles by the end of the project. Teaming up through coordinated communications on each partner's official communication channels will be paramount to reach this goal.

### ***Promotional material (factsheets, brochures, flyers, posters and roll-up banners)***

Flyers are one of the main products to promote both the project and its activities, such as participation in public events, workshops and fairs. They are short documents (1 or 2 pages) with a strong graphical identity; usually, they provide a brief project description, the crucial points of a conference, and its programme. Both digital and printable versions will be produced and uploaded on the website.

During the whole span of the project, the Consortium will produce at least 8 promotional materials (e.g. factsheets/brochures/banners) in connection to public events (e.g., conferences, workshop, sector meeting, joint dissemination events), including most recent project results.

Other material like posters and roll-up could be also considered depending on the needs of the specific event. To ensure a homogeneous visual identity, a preeminent graphical poster template will be shared with all partners, leaving them a large degree of freedom in selecting and adding contents, depending on their needs. Posters and roll-up banners will also provide access to the project website through a QR code when in physical format, whereas it will include active links to the website and social media when digital. These materials will be available in the project's website and distributed to the people interested in the project's topic as soon as released.

### ***Press media***

Press media includes the preparation of press releases, dossiers information, interviews management, press conferences and media events. Overall, PISTIS will launch at least three communication campaigns concurrent with the project's milestones (such as the launch of the project, the products releases, and at the end of the activities), including:

- 1 press release
- 1 project promotional audio-visual product linked to PISTIS demonstrators' use-cases and technical results,
- News in partners newsletters/websites/social media.

Some news and posts about the launch of the PISTIS project in January 2023, from the project coordinator and other partners' social media and websites, are listed below:

FHG:

<https://www.fokus.fraunhofer.de/en/news/dps/pistis-project-start>  
<https://www.fokus.fraunhofer.de/en/dps/projects/pistis>  
<https://twitter.com/FOKUSpublic/status/1618273096271790082>  
<https://twitter.com/fraunhoferfokus/status/1617895748481482753>

SUITE5:

<https://twitter.com/suite5eu/status/1618201820228194304?s=20>  
<https://www.linkedin.com/feed/update/urn:li:activity:7023967632756215809>  
[dvehicles-connectedcars-activity-7034051978297012224-AipB?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/feed/update/urn:li:activity:7023642889704325120)  
<https://www.linkedin.com/feed/update/urn:li:activity:7023642889704325120>

CARUSO:

[https://www.linkedin.com/posts/carusodataplace\\_dataplatform-connecte](https://www.linkedin.com/posts/carusodataplace_dataplatform-connecte)

ISI:

<https://www.isi.gr/news/pistis-kick-meeting>

AIA:

[https://www.linkedin.com/posts/npapagiannopoulos\\_pistis-horizon-fraunhofer-activity-7024475961811251200-oR\\_t?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/npapagiannopoulos_pistis-horizon-fraunhofer-activity-7024475961811251200-oR_t?utm_source=share&utm_medium=member_desktop)

DBL:

[https://www.linkedin.com/posts/pistis-project\\_interoperabledata-dataassets-trading-activity-7042465552098865153-evV4?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/pistis-project_interoperabledata-dataassets-trading-activity-7042465552098865153-evV4?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/pistis-project\\_lets-introduce-the-pistis-consortium-activity-7043943456087367680-1ANj?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/pistis-project_lets-introduce-the-pistis-consortium-activity-7043943456087367680-1ANj?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/pistis-project\\_pistis-federated-data-activity-7042515244891422720-eLQe?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/pistis-project_pistis-federated-data-activity-7042515244891422720-eLQe?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/pistis-project\\_pistis-horizon-fraunhofer-activity-7042514470459351040-POIE?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/pistis-project_pistis-horizon-fraunhofer-activity-7042514470459351040-POIE?utm_source=share&utm_medium=member_desktop)

### ***Mailing lists and newsletters***

In line with the GDPR, PISTIS will implement a mailing list, open for subscribers, in order to gain contacts interested in the project. PISTIS will use call-to-action on the project's website and social media as well as through signed consent forms distributed during events and meetings organized or attended by PISTIS. Partners will explore the possibility of leveraging their customer relationship management systems, inviting relevant contacts to subscribe to the mailing list, provided that this is done in accordance with the GDPR.

The emails collected in the mailing list will receive periodic project updates in the form of newsletter at least twice a year, as well as invitation to PISTIS workshops and dissemination

events. Free online tools such as MailerLite or Mailchimp may be used to monitor the engagement generated by the newsletter.

### ***European Commission channels***

By collaborating with the Project Officer, the Consortium will seek opportunities to be promoted through the European Commission's channels and events. Before the end of the first year, the Consortium will explore the possibility of getting involved in the activities of EU Data Spaces and EU initiatives (BDVA, GAIA-X, IDSA and EOSC, the Data Spaces Business Alliance (DSBA), the AIOTI association, the EU backed-up Support Centre for Data Sharing (SCDS), the Data Sharing Coalition), and receive their support in promoting activities and results. Additionally, the project will use online tools for promoting workshops/events to industry experts through platforms such as EU Agenda and EU Events.

### ***Video***

Videos represent an easy and appealing way to spread messages about the project and its results. The Consortium will provide a promo video and at least 3 videos about demonstrators and training material. They will address both general and specialised audiences. The PISTIS social profiles will promote the videos uploaded on the PISTIS YouTube channel where videos can be liked, shared and commented on by the subscribers.

#### ***4.1.3.2 Dissemination***

##### ***Coordination and networking with other EU-funded projects***

The aim will be to foster the compatibility and potential integration of the outcome and effects of the different projects. The collaboration will include joint workshops and dissemination events, the exchange of knowledge, the development and adoption of best practices, or joint communication activities.

A non-exhaustive list of similar projects follows:

- [GLACIATION](#), Green responsible privacy preserving data operations
- [MOBISPACES](#), New Data Spaces for Green Mobility
- [TANGO](#), Digital Technology for Secure and Trustworthy Data Flows
- [TRUSTEE](#), Trust and privacy preserving computing platform for cross-border federation of data
- [TEADAL](#), Trustworthy, Energy-Aware federated Data Lakes along the computing continuum
- [GREEN.DAT.AI](#), Energy-efficient AI-ready Data Spaces
- [ENRICHMYDATA](#), Empower AI-driven business products and services
- [SEDIMARK](#), Secure Decentralised Intelligent Data Marketplace
- [WATERVERSE](#), Water data management ecosystem for water data spaces
- [DATABRI-X](#), European Data Spaces Platforms & Marketplaces
- [STELAR](#), a knowledge lake management system for the agrifood data space: Enabling intelligent discovery, semantic interoperability, and AI-ready data in smart agriculture and food safety applications
- [HPLT](#), High Performance Language Technologies, a space that combines petabytes of natural language data with large-scale model training

- [FAME](#), Delivering an open, all-inclusive training program for instructor led training, remote e-Learning and knowledge retention and delivery tools
- [DATAMITE](#), Datatrust. govern. monetise. Unleashing the Monetisation Potential
- [UPCAST](#), Universal Platform Components for Safe Fair Interoperable Data Exchange, Monetisation and Trading
- [CREXDATA](#), Real-time critical management of extreme scale and complex data
- [TEMA](#), Trusted extremely precise mapping and prediction for emergency management
- [EXTREMEXP](#), EXPerimentation driven and user eXPerience-oriented analytics for eXtremely Precise outcomes and decisions (not on CORDIS)
- [NEARDATA](#), Extreme near-data processing platform
- [SYCLOPS](#), Scaling extreme anaLYtics with Cross-architecture acceLeration based on OPen Standards
- [EXA4MIND](#), EXtreme Analytics for MINing Data spaces, an extreme data platform for advanced data analysis and knowledge extraction
- [EFRA](#), Extreme Food Risk Analytics, EFRA aspires to develop the first analytics-enabled, secure-by-design, green data space for AI-enabled food risk prevention
- [EMERALDS](#), Extreme-scale Urban Mobility Data Analytics as a Service
- [EXTRACT](#), Distributed data-mining software platform for EXTReMe data ACross the compute conTInuum, emergency & space use cases
- [GRAPH-MASSIVIZER](#) researches and develops a high-performance, scalable, and sustainable platform for information processing and reasoning based on the massive graph representation of extreme data.

### ***Dissemination towards the European Commission***

Institutional EU websites will be used to promote the project results at European level to policy makers, researchers, and a vast variety of experts. The Consortium plans to appear at least twice on one of the following channels:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU
- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation
- CORDIS (Community Research and Development Information Service): European Commission's primary public repository and portal aimed at disseminating information on EU-funded research projects and their results. The website includes editorial content to support communication and exploitation (news, events, success stories, magazines, multilingual "results in brief" for a broader public).
  - The CORDIS News and Events: it allows to browse and find the latest news from EU-funded research projects and forthcoming events;
  - CORDIS Wire: it allows the research community to publish their own news and events (access to Wire requires a CORDIS account). PISTIS aims to make use of this channel to promote its events.



The use of these channels will be coordinated with the European Commission, asking for support – if needed – to reach and interact with the channel “owners”.

### ***Third parties' events and conferences***

The participation at targeted external events is another relevant channel for disseminating PISTIS' advancement in knowledge and results. According to the opportunities offered from time to time, the Consortium will decide to attend live and/or virtual at least 30 meetings. The project also plans to take part to at least 25 events to disseminate its results, share information and create synergies with other relevant projects and initiatives organised in the framework of EU Data Spaces and similar projects, including at least 3 presences in events with demo/exhibition booths.

A non-exhaustive list of candidate industrial and academic events/ conferences includes:

- EU Data Week,
- International Conference on Big Data Economy and Information Management (BDEIM),
- Digital Transformation Conference,
- European Internet Forum,
- EBDF,
- Open Data Science Conference,
- Conference on Digital Contracts and Data-Trading (ERA),
- European Technology Platform for High Performance Computing (ETP4HPC) Webinars,
- European Organisation for Security (EOS),
- eu-LISA annual conferences and roundtables,
- European Union Blockchain Observatory and Forum,
- European Blockchain Convention,
- International Conference on Big Data Analytics and Knowledge Discovery (DaWaK-DEXA), International Conference on Web Intelligence (IEEE/WIC/ACM),
- European Big Data Value Forum,
- International Conference on Big Data Analytics (ICBDA),
- International Conference on Data Engineering (ICDE),
- European Semantic Web Conference (ESWC),
- The platform EnLit Europe (smart energy value chain),
- Academy of Management Meeting (AOM),
- Strategic Management Society Meeting (SMS),
- International Conference on Advanced Information Systems Engineering (CAiSE),
- Annual conference of the International Communication Association (ICA)
- International Conference on Information Systems (ICIS),
- European Conference of Information Systems (ECIS),
- Americas Conference on Information Systems (AMCIS),
- ACM Conference on Human Factors in Computing Systems (CH),
- ACM Collective Intelligence Conference.

A preliminary set of third-party events, where the PISTIS partners attended or are considering attending to represent the project is reported below:

- Data Spaces Support Center “Get-to-know” introductory workshop and welcome day to Horizon Europe Data projects (23 February 2023)
- Data Space Symposium (21-23 March 2023)
- EU Data Week 2023 jointly with our sister projects FAME, DATAMITE, and UPCAST (13-15 June 2023)
- Passenger Terminal Expo2024

***Public events organised by PISTIS (workshop, showcases, demonstrators)***

PISTIS will participate and contribute to the organisation of at least 8 workshops, 3 joint public events with relevant projects and collaborate with at least 10 other projects at different levels to present its findings and create networking opportunities that foster the exchange of knowledge. The Consortium partners will collaborate to produce truly engaging events with lively discussions and actual diffusion of the project results.

***Scientific Publications and Open access to scientific publications***

At least 10 publications in conferences and more than 10 publications in top tier journals are foreseen, preferring open access journals when feasible, relevant to the research and innovation activities that will target the scientific communities directly or indirectly in the scope of PISTIS, under the principles of open science adopted by the project.

The PISTIS implementation methodology has been carefully designed to incorporate and promote a variety of open science practices (either as part of broader activities in the frame of the PISTIS Living Lab, or as dedicated actions of the overall Communication and Dissemination Strategy) towards increasing the quality and efficiency of research works, reinforce reusability and improve their reproducibility. Such open science practices include:

(I) Early and Open Sharing of research and innovation.

Early information about the design specifications and architecture of the PISTIS Solution will be provided in the form of preprints in relevant repositories such as Zenodo (<https://zenodo.org/>), Preprints (<https://www.preprints.org/>) and ArXiv (<https://arxiv.org/>) prior to their publication in open access journals. Even though most journals accept such sharing of preprints prior to the publication, the consortium will pay attention in ensuring that the policies of targeted journals allow for preprint sharing without endangering the forthcoming publication, by taking advantage of the relevant policy check services of Sherpa Romeo (<https://v2.sherpa.ac.uk/romeo/>). In the case of activities focusing on applied research (i.e., the design of federated data sharing mechanisms, advanced ML-driven data curation methods and data sovereignty mechanisms) the consortium will promote the pre-registration of relevant approaches in targeted repositories (such as OSF, <https://osf.io/registries>, and AsPredicted, <https://aspredicted.org/>) for early validation of the research hypotheses. In parallel open-source services and AI models will be openly published in Github and made available to external stakeholders for further elaboration and improvement.

(II) Provision of Open Access to the project results: The PISTIS Living Lab will establish the mechanisms for reaching out to external stakeholders and involving them in the continuous co-creation and co-validation of the project results. Through the Living Lab external stakeholders will obtain free access to the PISTIS Solutions, experiment with it and provide feedback for its further improvement. Moreover, data collected, and derivative data generated by the project will offer “indirect” open access to the project partners’ assets and will allow data value chain stakeholders to work with them, extract insights and realise new value either by optimising their operations or by introducing novel services. Such open access will be applicable during the implementation of the project. For the post-project period, open access will be provided for Open-Source software components under an easy licensing scheme (e.g. Apache License 2.0).

(III) Participation in open peer-review processes through the publication of research results in the Open Research Europe portal that promotes the open peer-review process with which, partners of PISTIS are already familiar.

(IV) Enabling co-creation and co-validation of the project results. Exploiting the Living Lab and the inclusive approach adopted ensures the involvement of end-users, as well as participating and promoting the PISTIS results to initiatives such as GAIA-X, IDSA, AI4EU, etc, to acquire feedback promotes their validation by external experts.

(V) Additional measures to ensure reproducibility of the project’s outputs and reinforce Open Science Practices: PISTIS will employ and focus on additional measures which are inherent to the overall implementation methodology and will aim at: (i) performing extensive validation of the project’s results in the demonstration sites and reporting on the lessons learned, along with any observed weaknesses, (ii) establishing PISTIS with data space projects towards validating data exchanges, and (iii) developing a concrete plan for replication of results considering the findings of the validation phase.

A non-exhaustive list of candidate scientific journals relevant for PISTIS includes:

- IEEE Transactions on Knowledge & Data Engineering,
- Journal of Big Data (Springer),
- Big Data Research (Elsevier),
- International Journal of Big Data Intelligence (Inderscience),
- Blockchain:
- Research and Applications (Elsevier),
- Electronic Commerce Research and Applications (Elsevier),
- Peer-to-Peer Networking and Applications (Springer),
- IET Blockchain,
- Big Data Research (Elsevier),
- Journal of Big Data (Springer),
- IEEE Big Data Mining and Analytics,
- Journal of Airport Management,
- International Airport Review,
- Academy of Management Journal (AOM)

- Academy of Management Review (AOM)
- Academy of Management Discoveries (AOM)
- Journal of Computer-Mediated Communication (Oxford University Press)
- Research Policy (Elsevier)
- Organization Science (Informs)
- Government Information Quarterly (Elsevier)
- Information Systems Journal (Wiley)
- Information and Organization (Elsevier)
- Information Systems Research (Informs)
- MIS Quarterly (MISQ)
- Journal of the Association of Information Systems (AIS)
- Journal of Management Information Systems (Taylor & Francis)
- European Journal of Information Systems (Taylor & Francis)
- Journal of Information Technology (SAGE)
- Journal of Strategic Information Systems (Elsevier)
- Decision Support Systems (Elsevier)
- Information and Management (Elsevier)
- Information Systems Frontiers (Springer)
- Information Technology and People (Emerald)
- International Journal of Electronic Commerce (Taylor & Francis)
- Computers in Human Behavior (Elsevier)
- International Journal of Information Management (Elsevier)
- Journal of Systems and Software (Elsevier)
- ACM Transactions on Management Information Systems (ACM)
- ACM Transactions on Information Systems (ACM)
- The Data Base for Advances in Information Systems (ACM)
- Electronic Commerce Research (Springer)
- Information Systems Management (Taylor & Francis)
- PLOS ONE (or any other of PLOS academy), (PLOS)
- Journal of Forecasting, (Wiley)
- Technology in Society, (Elsevier)
- INFORMS Journal on Applied Analytics (IJAA) (formerly Interfaces), (Informs)
- Risk Analysis, (Wiley)
- Alexandria Engineering Journal, (Elsevier)
- Forecasting, (MDPI)
- Decision Analytics journal, (Elsevier)
- Energy Systems, Springer – (NATURE)

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## 4.2 ENGAGEMENT & TRAINING

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### 4.2.1 What: Engagement & Training key messages and objectives

PISTIS Living Labs will be designed in a way, in which the multiplier organisations which work directly with the SME end-users will also get involved in order to further transfer the knowledge towards SME communities they work with. While the main focus will be on the (European) Digital Innovation Hubs, as the main tool for technology and knowledge transfer

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and innovation facilitators, other business support networks will also be targeted, such as clusters or business associations.

Building on this approach, the main objectives of PISTIS Living Labs are two-fold. First of all, for the purpose of PISTIS project and PISTIS platform, the following objectives are raised:

- facilitation of the co-creation process, whereby the potential end-users are involved through interactive workshops, collaborative input provision / discussion / interviews (or other means to provide feedback);
- engagement of the actual end-users in the project's requirement collection phase;
- (once the beta version of the platform is developed), end-users' inputs for the customisation of technology and validation against real market and users' needs;
- facilitation of PISTIS Platform adoption by the end-users and support to the definition of the end-product and ideas for go-to-market strategy creation;
- implementation of training activities with the potential end-users, using the developed training materials;
- end-user involvement to the PISTIS impact assessment and evaluation;
- overall raise of awareness among the targeted end-users and their multiplier networks.

In turn, regarding the engaged end-users the main objectives of the PISTIS Living Labs are as follows:

- improving business processes or developed products/services with a support of PISTIS solution;
- receiving knowledge transfer and increasing one's competences in relation to data exchange and monetisation;
- contributing to the novel approaches or ideas in stimulating one's data-driven business models and practices;
- networking, learning and creating new partnerships thanks to a positive exposure vis-à-vis project's industry and academia partners, other participants of the Living Labs.

The training activities of PISTIS have four main objectives.

- First, there is a need for translating technical and managerial knowledge and expertise into a corpus of documents and multimedia materials accessible to an audience that may not have the current level of competencies for understanding and using the PISTIS platform.
- Second, using that corpus of documents and multimedia material, we aim to introduce all managers and employees of the organizations that are part of the consortium to the main concepts (e.g., data spaces), components, complete set of functionalities of the PISTIS platform, and their opportunities for value creation and value capture (e.g., new business models).
- Third, we aim to introduce the PISTIS platform to organizations not part of the consortium and increase its use, diffusion, and adoption. This is particularly important for the engagement of SMEs and their multiplier organisations (such as (European)

Digital Innovation Hubs) which otherwise lack resources to explore complex technical solutions and their potential impact on businesses.

- Fourth, we aim to create a community of PISTIS adopters producing new knowledge and ways to apply the specific functionalities of the PISTIS platform, thus continuously enriching the corpus of documents and multimedia.

#### 4.2.2 Who: Engagement & Training specific target audience

##### ***Living Labs' target audience***

Based on the ENOLL's [1] classification of the Living Labs, PISTIS Living Lab can be considered as a 'time limited Living Lab as a support for the innovation process in a project'. Such Living Lab closes when the project ends. However, it also has elements of a corporate Living Lab – although it does not focus on having a physical place, which is one of the key characteristics for a corporate Living Lab, but it focuses on engaging stakeholders (e.g., in the case of PISTIS Living Lab – SMEs, (E)DIHs and others) to co-create innovations. As such, stakeholders become central for the Living Lab, and the right target audience analysis is crucial for its successful implementation.

Therefore, specific target audiences of the Living Labs are the intended end-users of PISTIS solution, with a targeted focus on end-user SMEs, as this group: I) represents majority of companies in Europe (98.9% companies in Europe, employing 48.4% of European workforce [2]) and it, hence, forms the majority of both: data owners/ providers as well as data business users in the European data market; II) due to lack of resources, requires additional means to foster innovation and adopt the latest R&D solutions; III) due to its agility, is fast to potentially uptake or even contribute to PISTIS solution (e.g., via the Open Source services).

Different activities of the Living Labs are set to engage different profiles of the SME users. For instance, requirement collection could work with business developers, but also with the developers as well, while activities linked to testing, validation will mostly involve the developers. Finally, activities focusing on the PISTIS market and business strategy, integration of PISTIS Platform to SMEs' business processes, etc. would target business developers and SME managers.

Digital Innovation Hubs are the secondary target audience, including both – Digital Innovation Hubs already added to the European Network (European Digital Innovation Hubs), as well as those self-funded and not accepted to the network (yet). (European) Digital Innovation Hubs have been created to provide access to technical expertise and testing, support companies to improve business/production processes, products, or services, provide training, and skills development as well as other innovation services. As a result, technical / innovation advisors and trainers in the Digital Innovation Hubs will also be targeted through the Living Lab activities. Some targeted audience in the Mobility and Urban planning sector are for example the Airport Council International (ACI), the International Air Transport Association (IATA).

AIA, a partner of PISTIS involved in the DIHs, is a member and participates in major events of the Aviation Industry associations such as Airport Council International (ACI), European Aviation Safety Agency (EASA), Eurocontrol, International Air Transport Association (IATA),

and can inform the above associations and organisations of the benefits of the PISTIS project during the course and upon the successful realisation of the project.

Meeting multiple SMEs on a daily basis, these experts can provide relevant inputs in all stages of the Living Lab, as well as benefit themselves from having another technological tool in their offering.

Finally, various multiplier organisations, such as clusters, business associations or other business support organisations can also be involved in the Living Labs, mostly with the purpose of learning more about the PISTIS solution and further diffusing their knowledge and awareness towards SMEs, rather than actively participating themselves.

Furthermore, besides the external stakeholders (directly targeted end-users), the Living Lab will also contain PISTIS project partners as some of the key participants and knowledge, technology and training providers within the Living Lab. Although the project's partners, for the purpose of this deliverable and Living Lab activities, are not considered as a target audience per se, they are accepted as contributors of the PISTIS Living Lab. In this perspective, the project's partners, serving as the contributors/participants of the Living Lab also represent the following groups: research practitioners, technology providers, end-users and their representatives, as well as innovation accelerators (incl. multiplier partners and legal experts).

#### ***Target audience for the training activities***

The specific target will first be managers and employees of the organizations that are part of the consortium, specifically those who have private data sharing needs. Then, we will consider organisations that are not part of the consortium but belong to the same sectors as the PISTIS demonstrators, with a specific attention to the SME audience.

Considering the specific roles of the people in the target audience, we will differentiate the training and engagement activities, on one hand, for executives and managers; on the other hand, we target staff and people in operations.

Finally, we will pay specific attention to engage developers (mostly from the SME environment), by creating dedicated communities suitable to lead to the development of a complementary solution for the PISTIS platform.

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### 4.2.3 How: Engagement & Training activities and products

#### ***4.2.3.1 Living Labs' activities***

Based on the approach offered in the DoA, as well as building on the adapted FormIT methodology [3] for Living Lab development and activity support (the methodology provides the key guiding principles, but is adapted and somewhere simplified to match PISTIS scope and objectives), the four main stages of PISTIS Living Lab and their activities can be identified.

#### ***Living Lab planning and concept design phase (M1-M12)***

- PISTIS Living Lab concept development: concept, approach and planned activities' validation with partners involved;

- PISTIS Living Lab stakeholders definition and initial mapping, early end-user awareness raising and engagement, a continuous and communicative approach to build trust and confidence between the stakeholders;
- Internal engagement and coordination with WP1 for data landscaping;
- Support and stakeholder engagement for the requirement collection and co-designing, validation of the first draft of requirements.

#### ***Mock-up testing phase (M13-M24)***

- Validation of early results through open workshops / online events to test the end-users' perception of the proposed PISTIS reference architecture and the first Platform release;
- Definition of the key characteristics and the main features of the end-users' interest, analysis and discussion on the main aspects and features of PISTIS platform, and how it answers the end-users' needs – collaboration with WP7 to contribute to the exploitation planning and business modelling;
- Additional active interaction with industry stakeholders to keep them further engaged with PISTIS through the organised events.

#### ***Prototype design and small-scale piloting phase (M25-M36)***

- Promotion of PISTIS potential application stories – revision of its minimum value proposition and feedback from the stakeholders, based on the early demo results;
- End-users' invitations for demo presentations, where real-life feasibility and usability of PISTIS solution can be tested;
- User engagement to the training activities offering first-hand experience using PISTIS Platform, incl. its Beta release after M33;
- Creation of potential PISTIS users network through user engagement to the trainings and validation activities.

#### ***Full-scale demonstration and commercialisation preparedness phase (M37-M42)***

- Full testing of the system culminating in demo conclusion, providing end-users with the final results and demo success stories;
- Consumer engagement and co-creation linked to the end-users' contributions in the definition of potential PISTIS means of exploitation, contribution to different business models, etc.
- Final technical design validation, usability evaluation and potential impact assessment (in collaboration with WP5) via open workshops and results / success stories presentations from the demonstrators.

#### ***4.2.3.2 Training***

The dissemination strategy will consider the following flow of activities preceding the actual delivery of appropriate material for educational and skills cultivation purposes in month 12 (M12):

#### ***Months one to six (M1-M6)***

D6.1 - Dissemination, Communication, Liaison, Training and Living Lab Plan



- Identify state-of-the-art channels and media for training and education on data-driven platforms and services.
- Design and develop a repository of documents coming from the work done in the different work packages of PISTIS suitable to be used as input to the corpus of offline and multimedia material to be produced starting from month twelve (M12).
- Identify state-of-the-art online community, especially focusing on trainers, and implement a first set of experimental communities on LinkedIn.

#### ***Month six to twelve (M6-M12)***

- Design a set of training workshops for the organisations in the consortium and eventually a summer and/or winter school for making the students external to the consortium aware of the PISTIS platform and learning its basics concepts and features. Students can be from computer science, engineering, management, and economics.
- Define the requirements and cost for a MOOC.
- Develop MOOC syllabus and sequencing built on prior video content (from the PISTIS corpus of materials) and new content to be developed.
- Identify the MOOC's lecturers among academics and practitioners within the consortium.
- Organise filming and production (centralised or decentralised) for new content.
- Decide on the platform and logistics for hosting the MOOC.

#### ***Focused training activities (M22-M28)***

- Focused training activities will liaise with other actions under the PISTIS Living Lab set-up, hence, first months will focus on coordination and liaison actions.
- The requirements for SME-focused trainings and business-oriented open training workshops will be gathered through the Living Lab and will be aligned with content already available through the T6.5. If needed, coordination for the specific required content development or adaptation will be facilitated, and content will be developed. Besides the content, the consortium will also consider the most appropriate format (hybrid or online) as well as timing of the training so that SMEs could be engaged with minimum resources and at the most appropriate timing.
- The promotion of upcoming training will be planned in collaboration with Dissemination and Communication Activities under T6.2.

#### ***Focused training activities (M28-M36)***

- One (or more – depending on demand) training session(s) will be organised to show and explain the PISTIS solution for the external audience
- The session(s) will be designed and developed in a way that provide the audience with the key skills and knowledge to deploy and effectively utilise the PISTIS ecosystem
- The organised session(s) will be interactive and, through the Living Lab methodology, will allow a feedback loop on the final version of PISTIS solution
- Besides the practical implementation and usage of PISTIS solution, the potential business value and PISTIS benefits will be presented.

#### ***Focused training activities (M36-M40)***

- With the last months of the demonstration cycle, additional training session(s) will be organised in collaboration with WP5, in order to demonstrate the success stories and PISTIS solution within the actual real-life pilots

The interactive session(s) will call SME participants for a lively discussion with PISTIS demonstrators' partners in order to identify any other potential use cases and PISTIS implications on SME business models and offerings.

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### 4.3 LIAISON WITH STRATEGIC INITIATIVES (INC. STANDARDISATION)

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#### 4.3.1 What: Liaison with Strategic Initiatives (inc. Standardisation) key messages and objectives

PISTIS aims to deliver an innovative solution aligned with existing standards and the specifications from the prominent initiatives such as GAIA-X, EOSC, IDS, DAIRBDVA, etc. It is a part of the PISTIS strategy to base new developments on highly praised, well documented and strategically promoted standards and open-source tools and methods to maximize the value, the applicability and the adoption rates of the PISTIS outcomes. On the other hand, the project will communicate all the standards related findings to the corresponding European or International standardisation bodies.

Thus, the project will become an adopter of a number of the relevant standards and specifications and will communicate to the standardisation working groups a feedback and concrete recommendations on how to improve them. The adoption of the recognised standards will facilitate the interoperability of the developed in the project IT solutions and of the data artefacts and will make the results of the project more sustainable.

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#### 4.3.2 Who: Liaison with Strategic Initiatives (inc. Standardisation) specific target audience

The project has created a living document to collect and manage a list of all relevant standards, specifications, projects and other important initiatives. The consortium will continuously follow the activities of the relevant working groups from European and International standardisation bodies such as CEN, DIN, OASIS, IEEE, W3C, and ISO.

The special attention will be given to the groups working on:

- Specifications produced in GAIA-X and IDSA initiatives, for example, Gaia-X Service Characteristics defining Data model and ontology to describe services for exchange in a decentralised data space;
- Semantic Web standards such as W3C DCAT, W3C DCAT-AP – for describing data catalogues, W3C DID - for creating decentralised identifiers in Web, etc.;
- Data standards such as the ITU standard Y.3600: Big data - Cloud computing-based requirements and capabilities, or the ITU-T Y.3604 Big data – overview and requirements for data preservation, the IEEE P7002<sup>TM</sup> Data Privacy Process;
- further security related standards like those described in the Trusted Computing Group (TCG), the ISO/IEC JTC 1/SC 27 IT Security Techniques committee, the ETSI Cyber Security Technical Committee (TC CYBER).

Data and metadata standards and specifications from the PISTIS demonstrator hubs domains, e.g., IEC 62325/61970/61968/61850, OpenADR2.0, SAREF4ENER in Energy; ACRIS, A-CDM, D6.1 - Dissemination, Communication, Liaison, Training and Living Lab Plan

SSIM, AIXM in Aviation; ISO 20078-1:2021, OpenAPI 2.0, GeoJSON in Mobility and Urban planning.

#### 4.3.3 How: Liaison with Strategic Initiatives (inc. Standardisation) activities and products

The consortium will follow the activities and will identify possible synergies with the relevant standardisation groups and bodies. The consortium will sustain already established communications of PISTIS consortium partners with the standardisation groups dealing with data operations, sharing and cybersecurity and will establish new contacts to the groups in which the PISTIS consortium partners are not present yet.

Several consortium partners are already contributing to GAIA-X and IDSA initiatives, as well as to such working groups and initiatives as Eclipse Data Space Connector, IEEE Data Trading System Working Group (P3800WG), the European Union Blockchain Observatory and Forum, European Blockchain Services Infrastructure (EBSI), the IEEE Blockchain Initiative, IETF Security Area's, as well as through participation in relevant discussion groups of the EUOS.

A feedback and concrete recommendations/suggestions to standardisation groups from a complex multi-domain project like PISTIS can become a valuable contribution to their work.

## 5 PISTIS PLAN FOR DISSEMINATION, COMMUNICATION, LIAISON, TRAINING AND LIVING LAB

This chapter reports in Table 1 a preliminary schedule of the WP6 activities according to the management plan.

Table 1: WP6 activities

	Activity	Target audience	Provisional dates/frequency
<b>Communication &amp; Dissemination</b>	Design of the graphical identity and templates	Groups A-J	M2
	Website and social media release	Groups A-J	M3
	Blog publications	Groups A-J	6/year
	Social posts	Groups A-J	3/week
	Newsletters	Mailing list subscribers	2/year (starting from M12)
	Press releases	Group A-J	M3 - M42 (about every 3 months)
	Social Media Campaigns	Groups A-J	1/year
	Internal workshops for user-requirement elicitation and service co-creation	Groups A-C	M4-M21

	Co-organise and/or participate in events with similar/relevant projects	Group D-J	1/year
	Consortium meeting	Internal	Planned at M1, M5, M21, the others TBD (3/year)
	Public event PISTIS Platform alpha release	Group A-J	M21
	In presence workshop/webinars for the release of the alpha, beta and final versions of the PISTIS services and platform.	Group A-I	M16 - M21 -M30 - M33 - M38 - M42
	Project teaser	Groups A-J	M40
	Final Event	Groups A-J	M42
<b>Engagement &amp; Training</b>	Living Lab open workshops and events	Groups D, A B, E, H	Min. 1 annually (depending also on the technical needs)
	Workshops for co-creation and internal validation	Groups A-J	Min 1 annually (first three years)
	Provision of Open Training Webinars	Groups D, A, B, E, H, I	One every 2 months, starting approx. M28 (goal of achieving min 5)
	Training workshops	Groups A-J	M12-M18
	Development and management of MOOC	Groups A-E	M12-M20
<b>Liaison with Strategic Initiatives (inc. Standardisation)</b>	Landscaping relevant strategic initiatives and standardisation working groups	Groups H, I, J	M6 and then updating until M42
	Establishing contacts	Groups H, I, J	M7-M42
	Collaborating on communication	Groups H, I, J	M7-M42
	Contributing to their activities	Groups H, I, J	M7-M42

## 6 MONITORING THE IMPACT

Constant monitoring of the results of WP6 actions is fundamental.

PISTIS will report the activities made by the Consortium using C&D inputs' sheets shared in the workspace of the project (BSCW). The PISTIS partners will integrate the sheet with all relevant information about the actions taken or planned at any time during the project.

The collaborative spreadsheet will include:

- **Community building sheet** where the Consortium will add the names and contact details of stakeholders that belong to relevant target groups.
- **Consortium contact information sheet** where the Consortium will add the contact information of each Consortium Organisation and the individual staff more directly involved in the C&D activities
- **D&C Monitoring sheet**, including **PISTIS C&D Activity Report**. In these sheets the Consortium will report all the activities of C&D it carried out in the context of PISTIS
- **PISTIS\_Relevant activities database**, which the Consortium will integrate with information about events, conferences, journals, where it could be relevant to submit contributions from the PISTIS project.

KPIs specific to each WP6 activities are defined in Table 2 to pinpoint actual strengths and weaknesses of the strategy pursued, to identify and implement corrective actions, to measure the effectiveness, and to report results.

Table 2: KPIs for monitoring WP6 activities and their effectiveness

KPIs	M1-M21	M22-M42	Overall
<b>Communication KPIs</b>			
No. of unique visitors to the Website (based on Google Analytics)	1000	3000	4000
No. of posts	500	500	> 1000
No. of blog posts	15	15	> 30
No. of social media followers (LinkedIn and Twitter)	300	450	> 750
No. of social media interactions (likes, comments...)	125	125	> 250
Views (webpage views, social media impressions...)	5000	5000	> 10000
Brochure, Flyers, Posters and Roll-up banners	4	4	> 8

No. of press releases delivered to traditional media	5	5	> 10
No. of newsletters	2	4	6
No. of videos	1	2	> 3
<b>Dissemination KPIs</b>			
No. of workshops (participation and contribution)	5	3	> 8
No. of events attended representing the project	10	15	> 25
No. of synergies created with other relevant European projects	4	6	> 10
Demo booth presence	0	3	> 3
No. of joint events with other projects	1	2	> 3
No. of articles published (incl. scientific publications as top-ranked, top tier, and open access journals)	3	7	> 10
No. of publications in conferences	3	7	> 10
<b>Engagement &amp; Training KPIs</b>			
Workshops for requirement collection and external validation	1	2	3
Workshops for co-creation and internal validation	1	2	3
Number of external stakeholders involved in external validation	0	30	30
Number of lectures created (within 1 MOOC)	0	7	7
Number of trained end-users	0	100	100
Open training webinars	0	5	5
Internal training days	0	5	5
<b>Liaison with Strategic Initiatives (inc. Standardisation) KPIs</b>			
Number strategic initiatives reached and established collaboration with	3	3	> 5
Liaisons with Working Groups	1	3	> 3


## 7 CONCLUSIONS

This deliverable D6.1 establishes a communication and dissemination plan that will guide the PISTIS communication, dissemination, training and standardisation activities. The plan is agreed upon by each partner of the project and is complete with a preliminary schedule of the different activities, accountability for C&D actions, and means to measure the results of the activities and to track progress towards the planned goals.


## 8 REFERENCES

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## APPENDIX A: THE PISTIS WEBSITE MOCK-UP



ABOUT DEMONSTRATORS RESOURCES LEARNING HUB NEWS & EVENTS



Promoting and incentivising Federated, Trusted, and fair sharing and trading of interoperable data assets

### PROJECT DESCRIPTION

Pistis is a cutting-edge platform that enables the trading, sharing, and trust-based transactions of interoperable assets. With its innovative technology and user-friendly interface, Pistis makes it easy for individuals and businesses to securely buy, sell, and exchange assets with other users on the platform.

### OBJECTIVES



STO.1

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STO.2

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STO.3

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STO.4

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BIE.1

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BIE.2

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BIE.3

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**ACKNOWLEDGEMENTS**

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### CONCEPT & METHODOLOGY

Pistis is a cutting-edge platform that enables the trading, sharing, and trust-based transactions of interoperable assets. With its innovative technology and user-friendly interface, Pistis makes it easy for individuals and businesses to securely buy, sell, and exchange assets with other users on the platform.

 <p><b>Federated Data Management Interoperability &amp; Governance</b></p> <ul style="list-style-type: none"> <li>• Data Collection, Curation, Security and Control</li> <li>• Synthetic, Semantic, Metadata Interoperability</li> <li>• Data observability</li> <li>• Data source authentication mechanisms</li> </ul>	 <p><b>Federated, Secure Data Sharing</b></p> <ul style="list-style-type: none"> <li>• Secure peer-to-peer (encrypted/ anonymized) data transfer</li> <li>• Usage monitoring/tracking</li> <li>• Multi-party contracts</li> <li>• Contract-Compliance Enforcement</li> </ul>	 <p><b>Data Valuation and Monetization</b></p> <ul style="list-style-type: none"> <li>• Attribute and document data value</li> <li>• Identifying data governance and product income and market dimensions</li> <li>• Pistis conceptual Stack/Chain</li> </ul>	 <p><b>Data Sharing Skills Cultivation</b></p> <ul style="list-style-type: none"> <li>• Training modules to educate stakeholders around data sharing</li> <li>• Engage in experiential trainings and apps</li> <li>• MOOCs</li> </ul>
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**APPROACH**

Pistis is a cutting-edge platform that enables the trading, sharing, and trust-based transactions of interoperable assets. With its innovative technology and user-friendly interface, Pistis makes it easy for individuals and businesses to securely buy, sell, and exchange assets with other users on the platform.

**CONSORTIUM**

Pistis is a cutting-edge platform that enables the trading, sharing, and trust-based transactions of interoperable assets. With its innovative technology and user-friendly interface, Pistis makes it easy for individuals and businesses to securely buy, sell, and exchange assets with other users on the platform.



 <p><b>1</b></p>	 <p><b>2</b></p>	 <p><b>3</b></p>
 <p><b>4</b></p>	 <p><b>5</b></p>	 <p><b>6</b></p>
 <p><b>7</b></p>	 <p><b>8</b></p>	 <p><b>9</b></p>



# DEMONSTRATORS



## MOBILITY

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## ENERGY

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## AUTOMOTIVE

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# RESOURCES

## DELIVERABLES

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## SCIENTIFIC PUBLICATIONS

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## TECHNICAL OUTCOMES

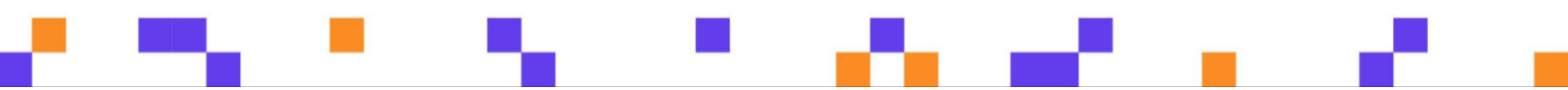
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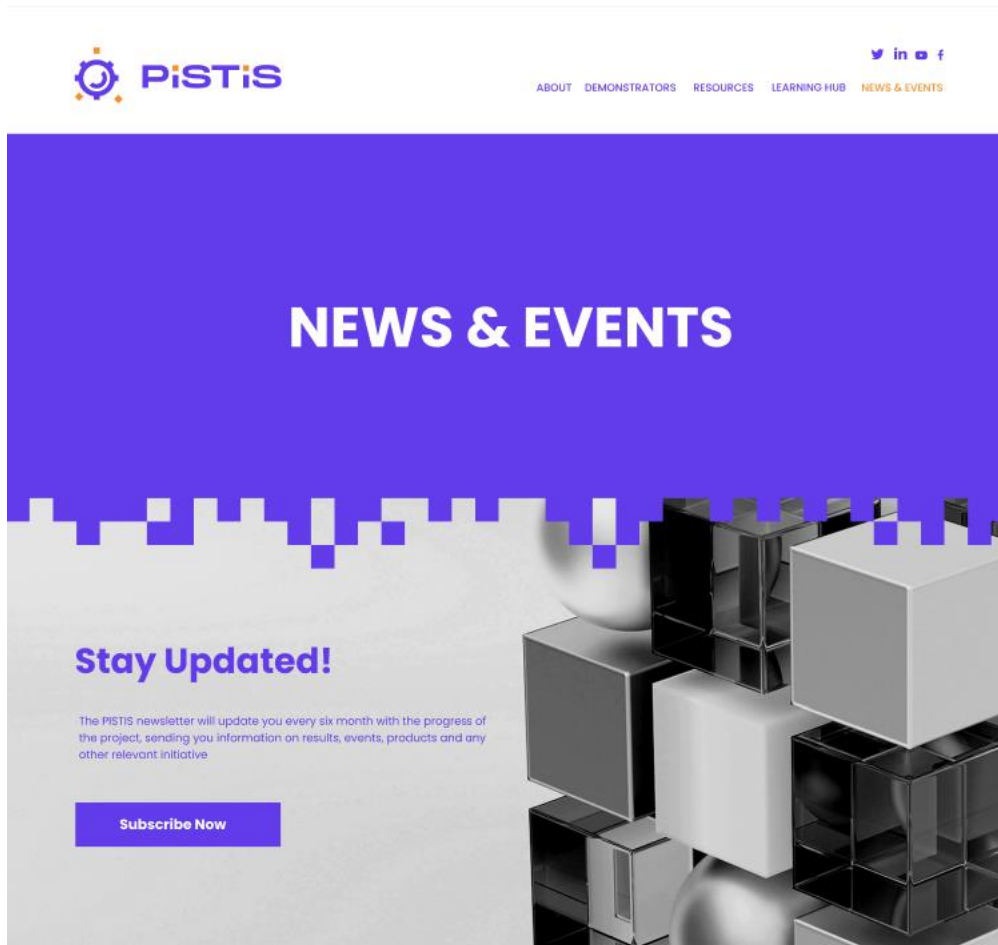
## COMMUNICATION MATERIAL

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**work in progress**








NEWS      EVENTS




**CONCEPT & METHODOLOGY**

Pistis is a cutting-edge platform that enables the trading, sharing, and trust-based transactions of interoperable assets. With its innovative technology and user-friendly interface, Pistis makes it easy for individuals and businesses to securely buy, sell, and exchange assets with other users on the platform.



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