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Safe-DEED

www.safe-deed.eu

D8.3. Dissemination, Communication and Engagement Report

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1 Executive summary

This document is the deliverable “D8.3. – Dissemination, Communication and Engagement Report” of the European project “Safe-DEED: Safe Data Enabled Economic Development” (project reference: 825225). Its goal is hence to provide a detailed overview of the first year dissemination activities in the Safe-DEED project.

The main goal of WP8 is to provide the tools to disseminate the knowledge generated in the project but also engage the public and enterprises to enable them to adopt technologies developed in the project. For that purpose, a first step is the creation of the project website. At <https://www.safe-deed.eu> one can find elements of particular interest for dissemination, as is described in Chapter 3.1.

During the first year, the focus lies on awareness creation, and this is also the focus of this deliverable. As Safe-DEED technologies become more concrete, the focus will shift in the second year from awareness creation to education and engagement towards adoption.

To ensure that the project has a high profile through the internet, other electronic media were also employed and complemented the website. In particular, social media channels were established to represent the project, its objectives, expected results and benefits to end-users. In order to reach the broadest target audience possible, profiles on some of the most popular social networks have been created like LinkedIn and Twitter (see chapter 3.2.). Furthermore, a regularly updated blog was set up on the website and advertised in social media to attract visitors. This was the most successful activity, driving the visits to the website and the social media, and generating significant feedback from the research and industry community.

Besides the mentioned online activities, 7 publications in internationally recognized journals and conferences contributed to disseminating the research results in Safe-DEED. Additionally, the Safe-DEED partners contributed to dissemination by participating and contributing to 27 international and European conferences and events (see chapter 2).

2 Dissemination

2.1 Scientific Dissemination

2.1.1 Conferences and Events

To disseminate the research results of Safe-DEED and reach a broader audience, all project partners participated and contributed to international and European conferences and events. In the following, the table shows which events the members of the consortium have attended and contributed to over the last year (see Table 1). Figure 1 shows a picture from the most recent series of public dissemination activities, where Safe-DEED was showcased as part of the Austrian ICT Delegation to China.

#	Name of conference / title of publication	Date	Location	Type of dissemination and communication activities	Type of audience reached	Estimated # persons reached	Additional information (link, website, participants, ...)	Person in Charge
1	AI Law & Ethics Conference	28.2.2019	Brussel	Publication in Conference proceedings/Workshop	Scientific Community, Policy Makers	50	https://www.law.kuleuven.be/citip/en/news/item/citip-conference-through-the-looking-glass-of-ai-platforms-between-global-governance-and-techno-regulation-28-02-2019-leuven	Alessandro Bruni (KUL)
2	Pricing and Revenue Management Summit	22.2.2019	Munich	Publication in Conference proceedings/Workshop	Industry, Customers	50	http://www.gor-ev.de/3923-2	Seula Lee (IFX)
3	Workshop "Towards Value-Centric Big Data: Connect People, Processes and Technology"	2.4.2019	Brussel	Publication in Conference proceedings/Workshop	Scientific Community, Policy Makers, Customers	50	https://www.eventbrite.com/e/towards-value-centric-big-data-connect-people-processes-and-technology-tickets-57526205429	Alessandro Bruni (KUL)
4	Kick-off Workshop: InDI - Industrial Data Initiative	3.4.2019	Linz	Other	Industry, Customers	50	https://www.biz-up.at/veranstaltungen/InDi_Kick-off/	Mihai Lupu (RSA)
5	Data Governance Conference	4.4.2019	Vienna	Other	Industry, Policy Makers, Customers	100	https://www.adv.at/Events/Event-Items/Data-Governance-2019	Mihai Lupu (RSA)
6	2nd International Data Science Conference 2019	22.-24.5.2019	Salzburg	Other	Scientific Community, Business Experts	100	https://idsc.at/recap-idsc19/	Mihai Lupu (RSA)
7	Annual Privacy Forum	13.-14.6.2019	Rome	Other	Industry, Customers	100	https://privacyforum.eu/	Evangelos Kotsifakos (LST)

8	4th IEEE European Symposium on Security and Privacy	17.-19.6.2019	Stockholm	Other	Researchers and practitioners in computer security and electronic privacy	100-150	https://www.ieee-security.org/TC/EuroSP2019/index.php	Sebastian Ramacher (KNOW)
9	Theory and Practice of Multi-Party Computation (TPMPC) 2019	17.-20.6.2019	Tel Aviv	Other	Scientific Community, Customers, Industry	150-200	http://www.multipartycomputation.com/tpmpc-2019	Lukas Helminger (KNOW)
10	EURO 2019 – 30th EUROPEAN CONFERENCE ON OPERATIONAL RESEARCH	23.-26.6.2019	Dublin	Other	other	>100	https://www.euro2019dublin.com	Hans Ehm (IFX)
11	Big Data Value PPP	26.-28.6.2019	Riga	Other	Research, Industry	100	http://www.bdva.eu/	Ioannis Markopoulos (FNET) / Noreen Berger/ Patrick Ofner (KNOW)
12	Data-Driven Future Forum 2019	4.7.2019	Graz	Other	Industry, Customers	100	https://www.know-center.tugraz.at/reger-austausch-data-driven-future-forum-2019-rund-um-aktuelle-big-data-und-kits-trends-und-entwicklungen/	Patrick Ofner (KNOW)
13	Data Science International Summer School	16.-24.8.2019	Bucharest	Other	Scientific Community (higher education, Research)	30	https://datascience.ase.ro/	Mihai Lupu (RSA)
14	9 th IFAC Conference MIM 2019	28. – 30.8.2019	Berlin	Other	other	>100	https://blog.hwr-berlin.de/mim2019/	Hans Ehm (IFX)

15	Handeln mit Big Data. Vom Technologie- Schowcase zur Profitablen Wertschöpfung	18.9.2019	Vienna	Other	General Public	170	https://conferences.dataintelligence.at/	Mihai Lupu (RSA)
16	NIEDERÖSTERREICH -DATE MIT BIG DATA EXPERTEN	3.10.2019	St. Pölten	Other	General Public	30	https://www.dataintelligence.at/	Mihai Lupu
17	THREE DECADES @ THE CROSSROADS OF IP, ICT AND LAW	4.10.2019	Leuven	Other	Academia, Lawyers, Public Servants	>120	https://www.law.kuleuven.be/citip/en/30-years-icir-citip/agenda	Alessandro Bruni
18	European Big Data Value Forum 2019	14.- 16.10.2019	Helsinki	Other	[Scientific Community (higher education, Research)]	200	https://www.european-big-data-value-forum.eu/	Mihai Lupu
19	IEEE/WIC/ACM International Conference on Web Intelligence	14- 17.10.2019	Thessaloniki	Publication in Conference proceedings/Workshop	[Scientific Community (higher education, Research)]	50	https://dl.acm.org/citation.cfm?id=3360918	Alexandros Bampoulidis
20	e-SIDES Workshop at BDV PPP Summit	27.06.2019	Riga	Other	[Other]	50	http://www.bdva.eu/node/1217	Ioannis Markopoulos
21	Imagine19 – Artificial Intelligence Fachkonferenz (Workshop)	22.10.2019	Vienna	other	[General Public]	35	https://www.seidlerconsulting.at/veranstaltungen/a-intelligence-22-10-2019/	Mihai Lupu

22	27th European Conference on Information Systems	8-14 June 2019	Stockholm	Publication in Conference Proceedings	[Scientific Community (higher education, Research)]	>500	http://ecis2019.eu/	Mark de Reuver
23	6th Innovation in Information Infrastructure workshop	18-20 September 2019	Surrey, UK	Publication in Conference Proceedings	[Scientific Community (higher education, Research)]	>70	https://www.surrey.ac.uk/events/20190918-6th-innovation-information-infrastructures-iii-workshop	Mark de Reuver Wirawan Agahari
24	32 nd Bled eConference – Humanizing Technology for a Sustainable Society	16-19 June 2019	Bled, SLO	Publication in Conference Proceedings	[Scientific Community (higher education, Research)]	>200	http://press.um.si/index.php/ump/catalog/book/418	Gert Breitfuss
25	15th International Conference on Modeling and Analysis of Semiconductor Manufacturing (MASM) 2019	8.-11.12.2019	Maryland				http://meetings2.informs.org/wordpress/wsc2019/masm/	Hans Ehm
26	42nd International ACM SIGIR Conference on Research and Development in Information Retrieval	21.-25.07.2019	Paris	Publication in Conference proceedings/Workshop	Scientific Community (higher education, Research)	75	https://sigir.org/sigir2019/	Mihai Lupu
27	Austrian ICT delegation to China	17-22.11.2019	Hangzhou, Jiaxia, Shanghai, Nanjing, Beijing China	other	Scientific Community, Business community	100	Part of the ICT Delegation of the Austrian Ministry of Transport, Innovation, and Technology, visiting research centres and companies across China.	Mihai Lupu Peter A. Bruck

Table 1: Attended Events and conferences



Picture 1: Safe-DEED presented at the Chinese Academy of Sciences institutes in Shenzhen, Nanjing, Jiaxia, Guangzhou, Shanghai, and Beijing

2.1.2 Scientific Publications

In order to increase the impact on the research and scientific communities, the members of the Safe-DEED consortium published papers in various journals and presented them on conferences. The following list shows an overview about the publications.

- Taha A.A., Bampoulidis A., Lupu M. (2019) Chance influence in datasets with a large number of features. In: Haber P., Lampoltshammer T., Mayr M. (eds) Data Science – Analytics and Applications. Springer Vieweg, Wiesbaden, DOI : https://doi.org/10.1007/978-3-658-27495-5_2
- Lupu M., Bampoulidis A., Papariello L. (2019) A Horizontal Patent Text Collection, In Proceedings of the 42nd International ACM SIGIR Conference on Research and Development in Information Retrieval, Pages 1213-1216, DOI : <https://dl.acm.org/citation.cfm?doid=3331184.3331346>
- Faber R., de Reuver M. (2019) Consumer Studies on Digital Platforms Adoption and Continuance : a Structured Literature Review, In Proceedings of the 27th European Conference on Information Systems (ECIS), Stockholm & Uppsala, Sweden, June 8-14, 2019. ISBN 978-1-7336325-0-8 Research Papers. https://aisel.aisnet.org/ecis2019_rp/121
- Albrecht M.R., Grassi L., Perrin L., Ramacher S., Rechberger C., Rotaru D., Roy A., Schofnegger M. (2019) Feistel Structures for MPC, and More. In: Sako K., Schneider S., Ryan P. (eds) Computer Security – ESORICS 2019. ESORICS 2019. Lecture Notes in Computer Science, vol 11736. Springer, Cham, DOI : https://doi.org/10.1007/978-3-030-29962-0_8
- Bampoulidis A., Markopoulos I., Lupu M. (2019). PrioPrivacy: A Local Recoding K-Anonymity Tool for Prioritised Quasi-Identifiers, In Proceedings of WI '19 Companion IEEE/WIC/ACM International Conference on Web Intelligence - Volume 24800, Pages 314-317 314-317., DOI : 10.1145/3358695.3360918.
- Agahari W., de Reuver M., Fiebig T. (2019) Understanding how privacy-preserving technologies transform data marketplace platforms and ecosystems: the case of Multi-Party Computation. Presented at the 6h Innovation in Information Infrastructure Workshop, Surrey, UK.
- Breitfuss G., Fruhwirth M., Pammer-Schindler V., Stern H., Dennerlein S. (2019) The Data-Driven Business Value Matrix - A Classification Scheme for Data-Driven Business Models, In Proceedings of the 32nd Bled eConference – Humanizing Technology for a Sustainable Society, Bled, Slovenia. DOI: <https://doi.org/10.18690/978-961-286-280-0>

The PDFs of the published papers are available on the project website at <https://safe-deed.eu/category/publications/>.

MSc theses based on research done in the context of Safe-DEED:

- Kumar, J. (2019). Enabling Data Marketplaces with Multi-Party Computation (MPC): An Exploratory Study investigating the Implication of the Maturation of Multi-Party

Computation (MPC) technology to the Architecture and the Threat Landscape of the Data Marketplaces. MSc thesis, Delft University of Technology

- Kashyap, M. (2019). Effectiveness of Market Segmentation techniques using Data Sharing in the Telecom industry. MSc thesis, Delft University of Technology
- Faujdar, V. (2019). Customer Acceptance of a Revenue Management Platform with Multi-Party Computation: Application of Multi-Party Computation to Revenue Management in the Semiconductor Industry. MSc thesis, Delft University of Technology.
- Prlija, E. (2019). Discovering Business Models of Data Marketplaces. MSc thesis. Graz University of Technology

Further, papers under review are:

- De Prieelle, F., Rezaei, J., & De Reuver, M. (conditionally accepted) The role of ecosystem data governance in adoption of data platforms by Internet-of-Things data providers: Case of Dutch horticulture industry. IEEE Transactions on Engineering Management
- Schwarz, Patrick (under progress). Homomorphic Decision Trees. MSc thesis. Graz University of Technology, Supervisor: Christian Rechberger.

2.2 Broader Community and industrial market

2.2.1 Workshops

So far, two business-model workshops have been organized by the Safe-DEED consortium to collect requirements and feedback of possible use cases from companies (see D8.2. Chapter 3.4).

2.2.1.1 1st business-model workshop in Barcelona

On May 27th, at the end of the first day of the first Safe-DEED plenary meeting, the consortium partners got together with business representatives from the larger Eurecat organisation as well as with representatives of the Big Data Center of Excellence Barcelona, in order to explore together the business opportunities that the technologies developed in Safe-DEED might bring. As the project was still within its first six months, the discussions concentrated on the kind of opportunities one may envisage and how to structure the key aspects of novel business models. The tool used in the workshop was an initial version of the novel data value map, developed by Know-Center. The tool was presented by WP2 and subsequently used to facilitate an interactive workshop.

The main goal of the workshop was to try out the tool and get initial feedback and engagement. Due to the young age of the project, the number of participants of the Barcelona workshop was lower than anticipated.

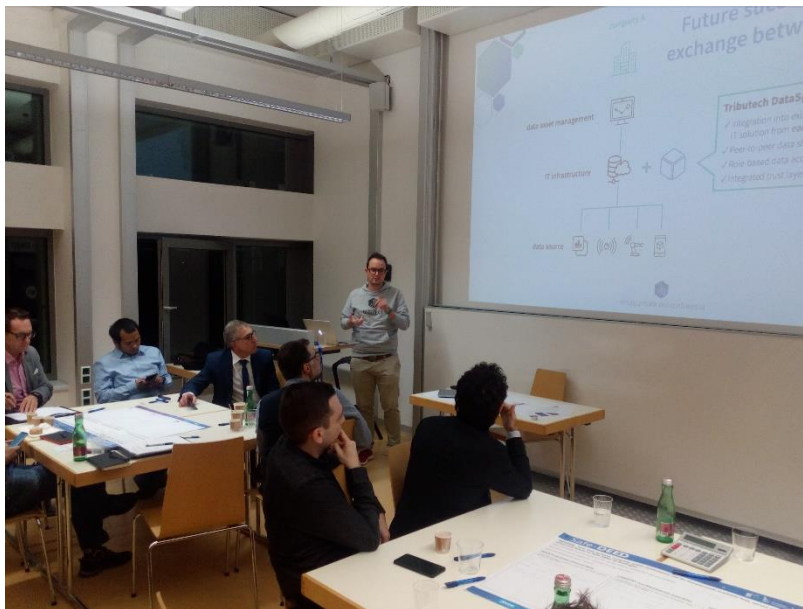
2.2.1.2 2nd business-model workshop in Graz

The second business-model workshop was held in Graz and integrated in the second plenary meeting. The workshop was held on the 6th of November 2019 and lasted 2.5 hours. Under the title “Finding new data-driven Business Model Opportunities with Safe-DEED Technologie”, three interactive sessions were held. The workshop was promoted extensively using the network of the Austrian partners, including flyers and various social media channels. Three tools were used to facilitate the workshop.

First, a presentation was given by Know-Center on Multi-Party Computation. One goal was to make participants aware of opportunities of data sharing that are currently not being seized, but that Safe-DEED tools might unlock. In a first interactive session, participants were asked what data would be valuable to share, but they were not sure about whether they could be shared. Personal data, business data and government data were discussed. Participants were also asked what the reasons were why they would currently not share the data. In the second interactive session, participants were asked to create service ideas in case the Safe-DEED technologies were already available.

In the final part of the workshop, participants were presented the case of a data intermediary that would like to enable data sharing between OEMs and customers. Based on that “real life” use case the last interactive session was carried out asking the participants to design a stakeholder network by sketching data/benefit/money flows on a provided template. At the end of all three sessions the sub groups (four tables with each 6-8 participants) were asked to present some highlights of their findings.

In total there were 27 participants from 13 different institutions or companies. 11 participants were not part of the Safe-DEED consortium.



Picture 2: Workshop in Graz, presentation



Picture 3: Workshop in Graz, interactive session

2.2.2 Safe-DEED professional Partners Community building

For a successful dissemination, it is essential that professional partners adapt the technologies of Safe-DEED at an early stage and work closely with the project. For this not only more workshops will be offered, but also companies and start-ups will be directly invited to work closely with the project. Now that we have a demonstrator (see deliverable 6.1 and Bampoulidis et al. 2019), we plan to launch the online professional partners platform in December 2019.

We are in discussion with various interested business partners that could be lead customers or interested in exploiting the Safe-DEED tools. Specifically, these are:

- Tributech (data intermediary)
- Colomba Labs (consultancy on MPC)
- DaraRade (data marketplace provider)
- TNO Netherlands (consultancy on MPC)
- AMS Institute (stakeholders in the Amsterdam Data Marketplace)
- ID-Ward (identity provider)

In addition, the consortium is exploring the links with interest groups, such the Hague Security Delta.

2.2.3 Git repository

Software libraries will be made publicly available. For that purpose, we have created a site for Safe-DEED on Github to later upload our code and instructions how to use it. The first software library will implement MPC functions, and will be released at the end of December / beginning of January, as the accompanying paper is currently under review.

2.2.4 Dissemination through teaching

Safe-DEED materials have also been disseminated through teaching of university students.

- TU Delft, April-May 2019: 20 MSc students analyzed case studies of data marketplace platform business models through desk research. They then analyzed how Safe-DEED technologies (i.e. multi-party computation) could affect and improve the business models
- TU Delft, March 2019: 100 BSc students were assigned to come up with use cases for multi-party computation in data sharing between multiple partners. They developed designs of the enterprise architecture, value network and business model, and reflected on ethical and security implications
- TU Delft, February – October 2019: 3 MSc theses written within the context of Safe-DEED

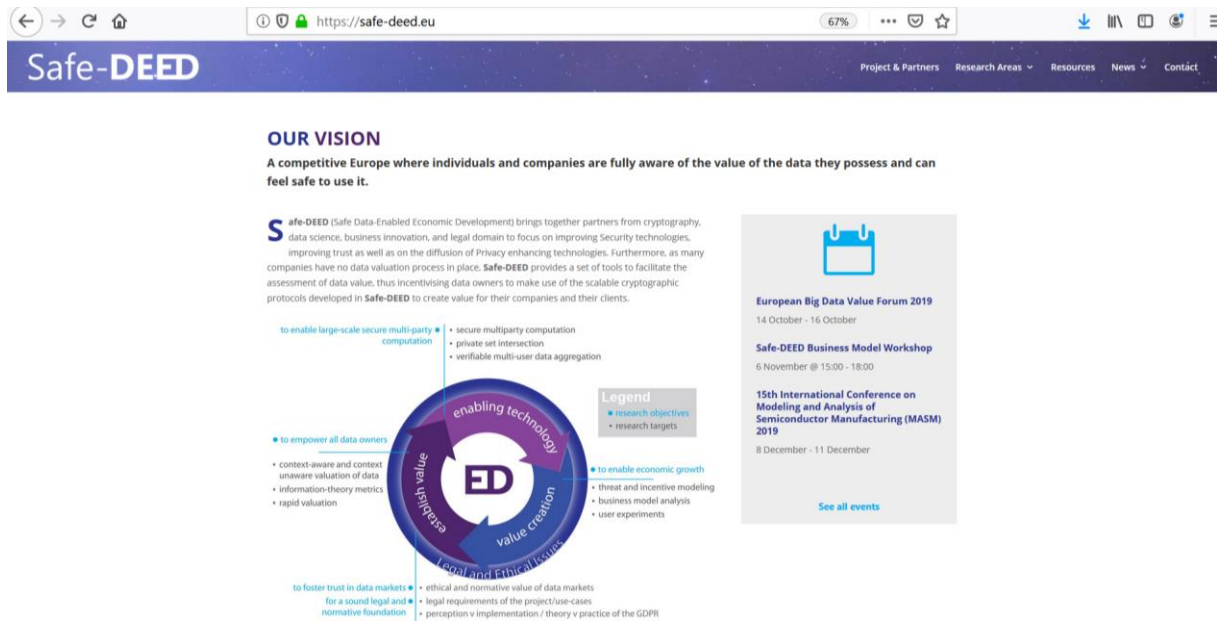
2.2.5 Engagement through online learning

For 2020, it is foreseen that one or two online learning modules will be created to teach businesses on how to utilize Safe-DEED technologies in developing data-driven business models. The learning modules will contain short knowledge clips as well as interactive exercises on using the business model tools developed within Safe-DEED. The modules will be embedded within the already existing online learning materials of TU Delft which has attracted over 70,000 participants in the past two years.

3 Communication

3.1 Project Website

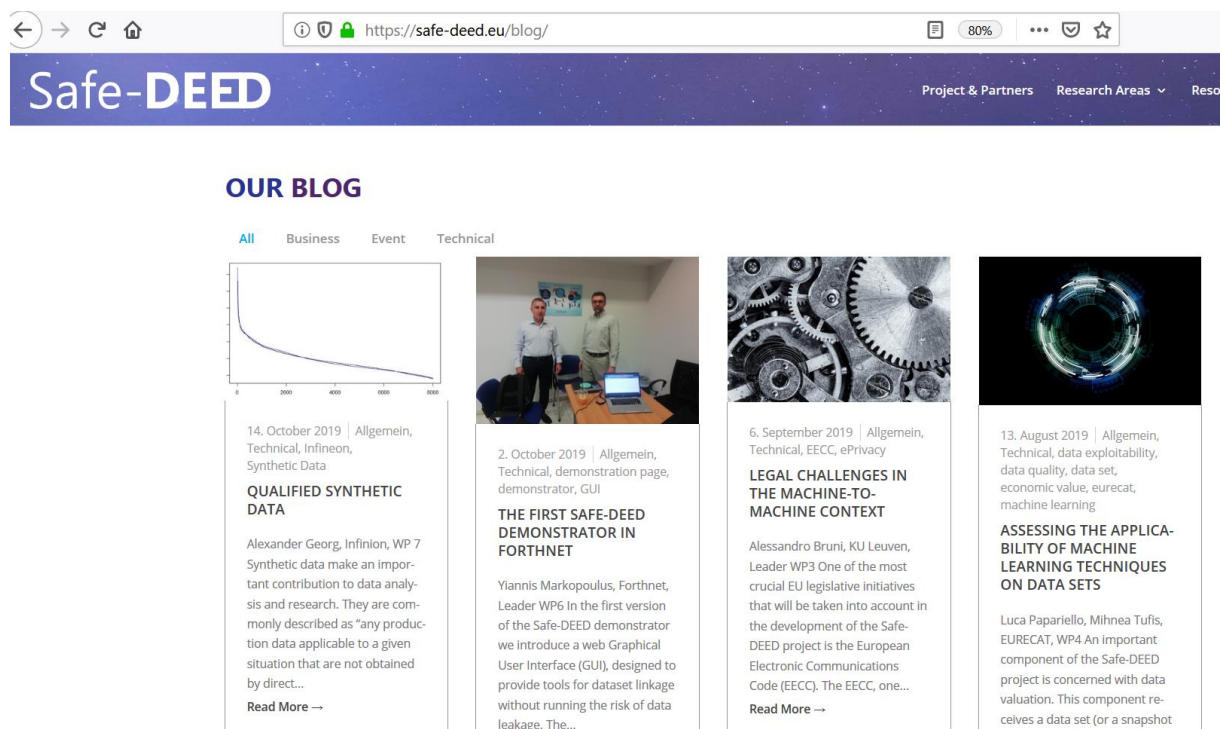
The project website <https://www.safe-deed.eu> is one of the main communication tools of the project and is therefore updated regularly. The webpage provides a clear presentation of the project vision and its objectives, all the consortium members, the scientific publications and the research areas/workpackages in detail (including the public deliverables).



Picture 4: Landing page of the Safe-DEED website

Additionally, an agenda was implemented to keep track of the upcoming events and to show which partners will attend Safe-DEED related events.

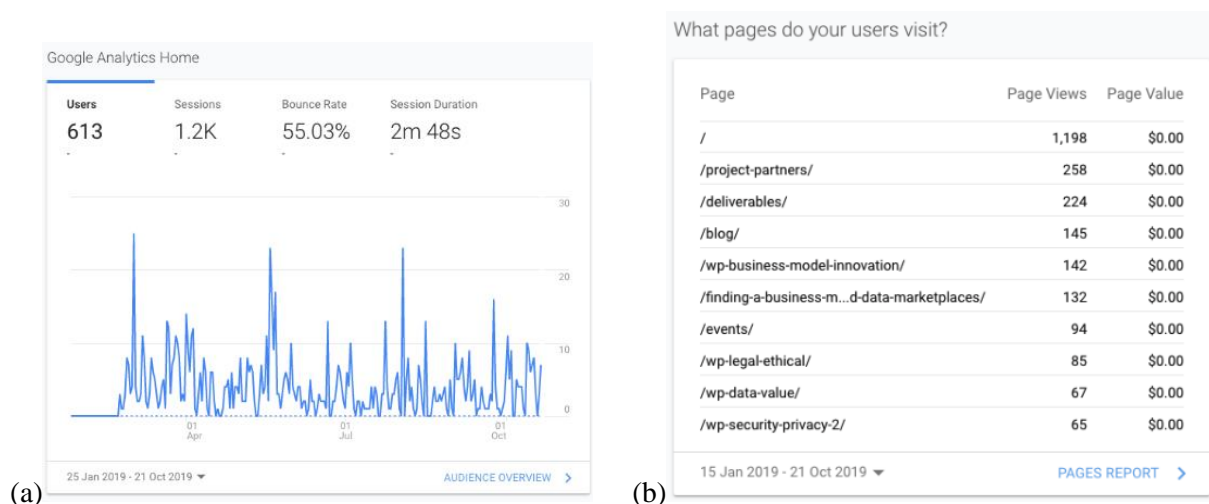
A very important tool of the website is the Blog. The Blog Entries are posted by all partners of the Safe-DEED project to announce latest news/developments to the community and to briefly explain what each resource does, in a way that is appropriate for a larger community. Of course, the blog will be used over the following years to continuously post results.



Picture 5: The Blog on the Safe-DEED webpage

The webpage also contains all contact information to get in touch with the project partners, as well as the links to our social media presence, which will be discussed in the following chapter 3.2.

To determine visitor flows and user behaviour of the project website, Google Analytics was used. As can be clearly seen in Figure 3 (a), in the period between the creation of the project website and mid-October 2019 over 600 different users visited the website in about 1200 sessions. The main interests of the visitors continued to be with the partners, the deliverables and the blog, as well as with sub-pages, which deal with the business model topic (Figure 3. (b)).



Picture 6: Google Analytics of project website

Of the 616 users, more than 50% came directly to the project website, while referrals from search engines account for approx. 24% and links via social media approx. 16% (Figure 4.).

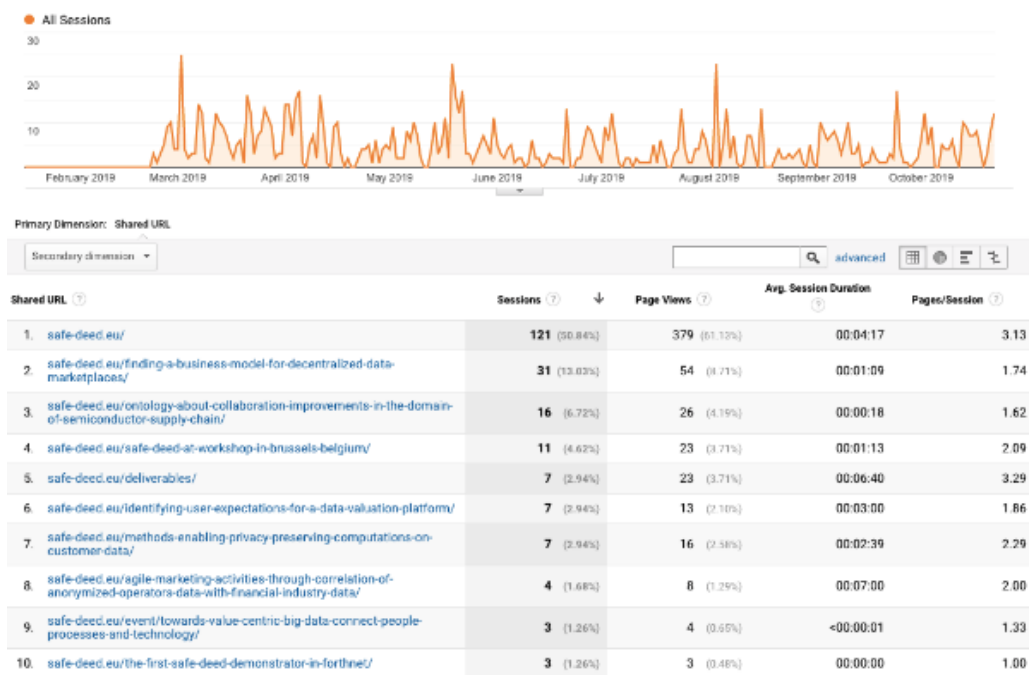
Primary Dimension: **Source/Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

	Source/Medium ?	Acquisition			Behaviour		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
		616 % of Total: 100.00% (616)	616 % of Total: 100.00% (616)	1,166 % of Total: 100.00% (1,166)	54.97% Avg for View: 54.97% (0.00%)	2.86 Avg for View: 2.86 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/>	1. (direct) / (none)	353 (54.22%)	351 (56.98%)	536 (45.97%)	64.37%	2.70	00:02:27
<input type="checkbox"/>	2. google / organic	137 (21.04%)	123 (19.97%)	286 (24.53%)	37.76%	3.00	00:02:41
<input type="checkbox"/>	3. t.co / referral	60 (9.22%)	48 (7.79%)	184 (15.78%)	50.54%	3.03	00:04:03
<input type="checkbox"/>	4. linkedin.com / referral	26 (3.99%)	26 (4.22%)	27 (2.32%)	77.78%	1.26	00:00:08
<input type="checkbox"/>	5. m.facebook.com / referral	12 (1.84%)	12 (1.95%)	12 (1.03%)	91.67%	1.17	00:00:04
<input type="checkbox"/>	6. facebook.com / referral	11 (1.69%)	11 (1.79%)	11 (0.94%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	7. bing / organic	10 (1.54%)	9 (1.46%)	17 (1.46%)	58.82%	2.47	00:02:55
<input type="checkbox"/>	8. law.kuleuven.be / referral	7 (1.08%)	6 (0.97%)	7 (0.60%)	42.86%	2.00	00:02:16
<input type="checkbox"/>	9. ramacher.at / referral	6 (0.92%)	5 (0.81%)	13 (1.11%)	30.77%	4.00	00:02:07
<input type="checkbox"/>	10. mail.google.com / referral	4 (0.61%)	4 (0.65%)	4 (0.34%)	75.00%	1.25	00:00:23

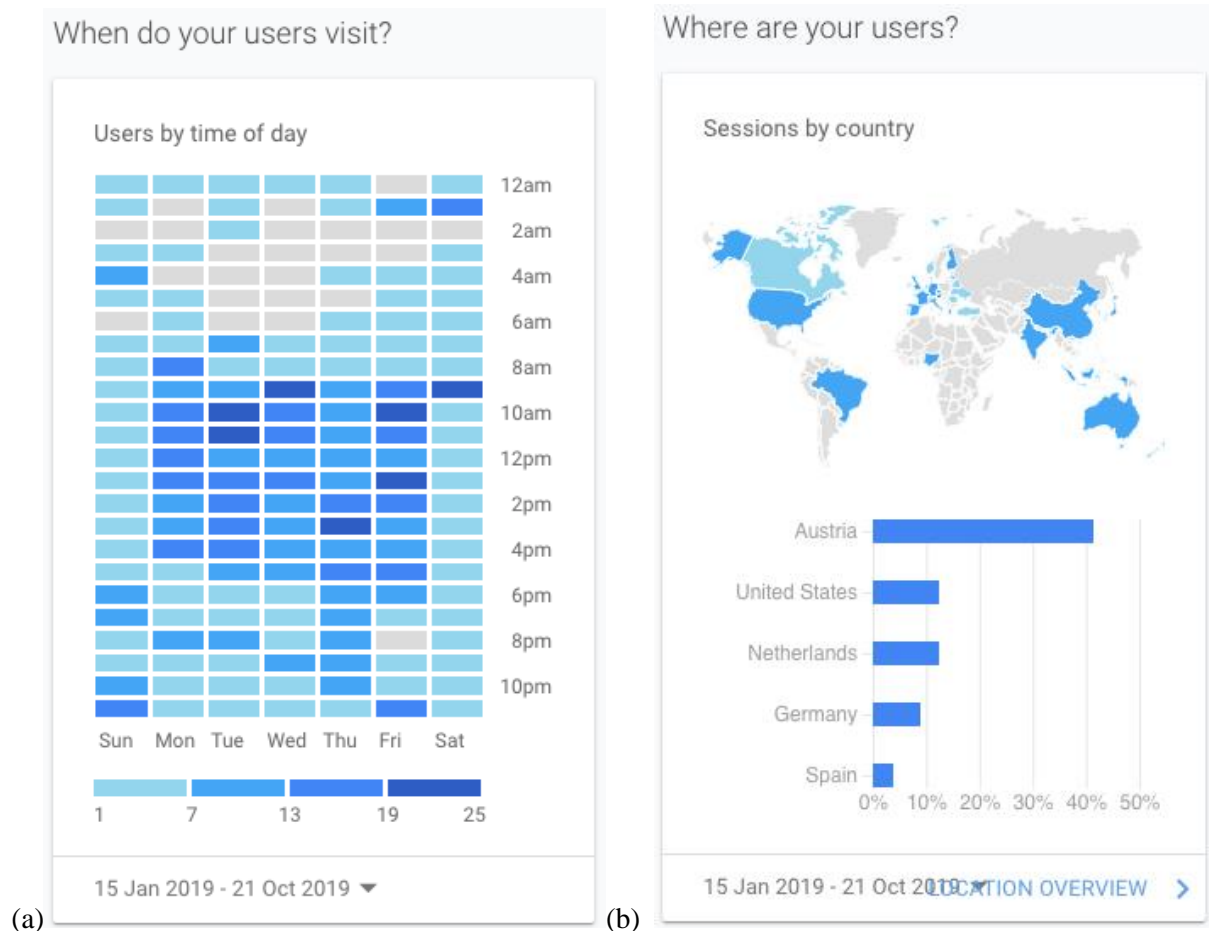
Picture 7: Acquisition per channel

The most frequently viewed links were the main page, followed by blog-entries. Over the months, the website was constantly frequented, with noticeable peaks at the start of the project, late May / early June and mid-August. (Figure 5).



Picture 8: Visitors from shared URLs

Figure 6 (a) shows that many visits are made on weekdays during working hours. As expected, the user counts drop on weekends, as well as overnight. A large part of the website visits come from Austria, which could be related to the regional Data Market Austria project, in the context of which Safe-DEED was extensively advertised (Figure 6. (b)).



Picture 9: User description

3.2 Social Media

In order to maximally spread its area of influence, Safe-DEED exploited various available communication and dissemination channels, of which social media are very important ones. In order to reach the broadest target audience possible, Safe-DEED uses two of the most popular social networks: LinkedIn and Twitter.

Both platforms are kept up-to-date by regular posts aiming at promoting the project website and linking with contents on the website, announcing progresses, providing dates and details about project related events, workshops, publications and conferences.

3.2.1 LinkedIn

The platform <https://www.linkedin.com> is mainly used for professional networking. It allows its members to connect to others with similar professional interests. Safe-DEED uses LinkedIn to reach stakeholders and industry professionals. Therefore, companies in the area of data markets, secure MPC, cryptography etc. have been contacted to enlarge the Safe-DEED network.

The group currently has 9 members, which is below expectations. However, LinkedIn is not so popular in German-speaking countries, which could explain this phenomenon and represents a bigger hurdle than expected. Nevertheless, there is a clear need to catch up. Within the group no posts or discussions have been published since the project started.

We plan to restart the efforts for the use of LinkedIn as the communication platform for all members of the Professional Partners, and will re-evaluate the effort in obtaining traction there at M18 of the project.

3.2.2 Twitter

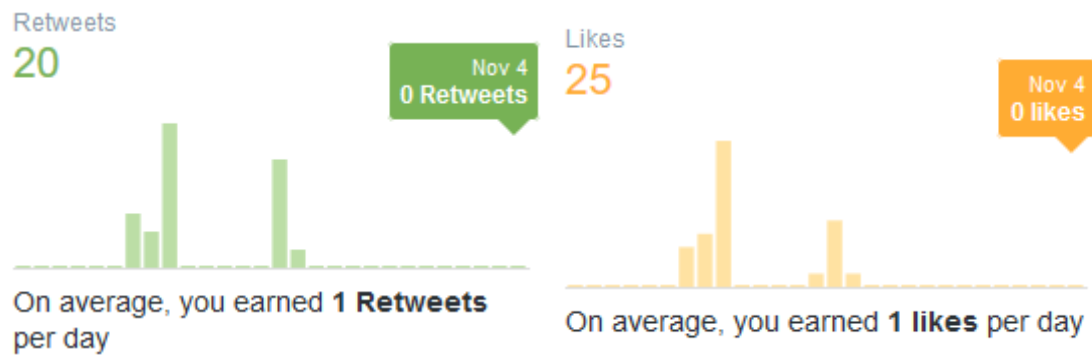
To promote project news and latest activities, a Twitter account has been created: <https://twitter.com/SafeDEED>

It is used to also reach the general public and spread the word about Safe-DEED. At the moment the total number of followers reached in Twitter has reached 55 while the number of tweets is 92 (see Figure 7 – all numbers and statistics are from November 19th, 2019).



Picture 10: Twitter account of the Safe-DEED project (screenshot from Nov. 19th, 2019)

To see what impact we achieve with our tweets, Twitter Analytics can be used to obtain a report. Looking at October 2019, the statistics show that on average we get one Retweet per day and also one like per day (see Figure 8).



Picture 11: Twitter Analytics showing the average amount of Retweets and likes in October 2019

Looking at the tweet activity in October 2019, Twitter Analytics points out an amount of 4.5k impressions over this 28 day period (see Figure 9).



Picture 12: Tweet Activity in October 2019

More than half of the twitter followers are private persons, about a quarter are the official project accounts of other H2020 project pages. The rest are official company accounts or others, such as job boards.

3.3 Press releases

A press release has been published at the start of the project. It was communicated on 20.12.2018 and announced the project start. It can be viewed at the following link:

https://www.ots.at/presseaussendung/OTS_20181220_OT50015

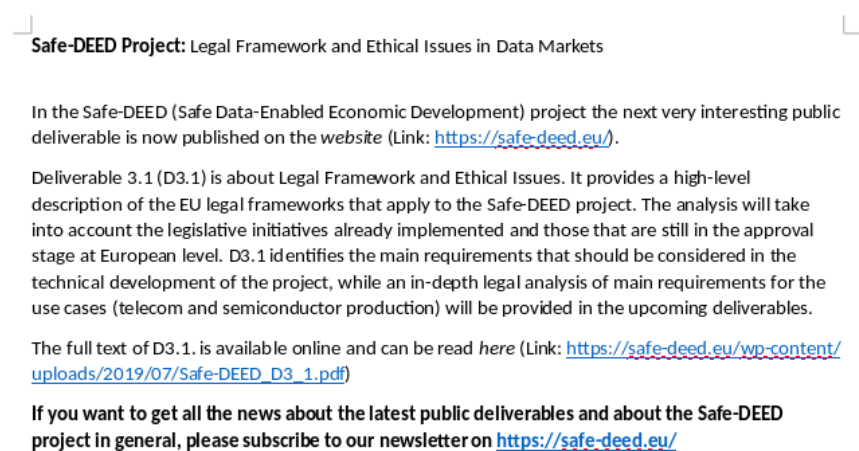
The second press release was sent out on 4.11.2019 and advertised the business model workshop in Graz at the consortium meeting.

TU Delft prominently featured a news article on Safe-DEED on the home-page of faculty of Technology, Policy and Management (TPM), as a showcase for typical research of the faculty:

<https://www.tudelft.nl/en/tpm/research/projects/safe-and-secure-data-marketplaces-for-innovation/>

3.4 Newsletter

There was one newsletter sent out so far. The text can be seen below in Figure 10. The desired number of subscribers was not reached at this point in time. Meanwhile the newsletter has reached an audience of 111 persons, which is more than expected.



Picture 13: Text of the newsletter

3.5 Printed promo material

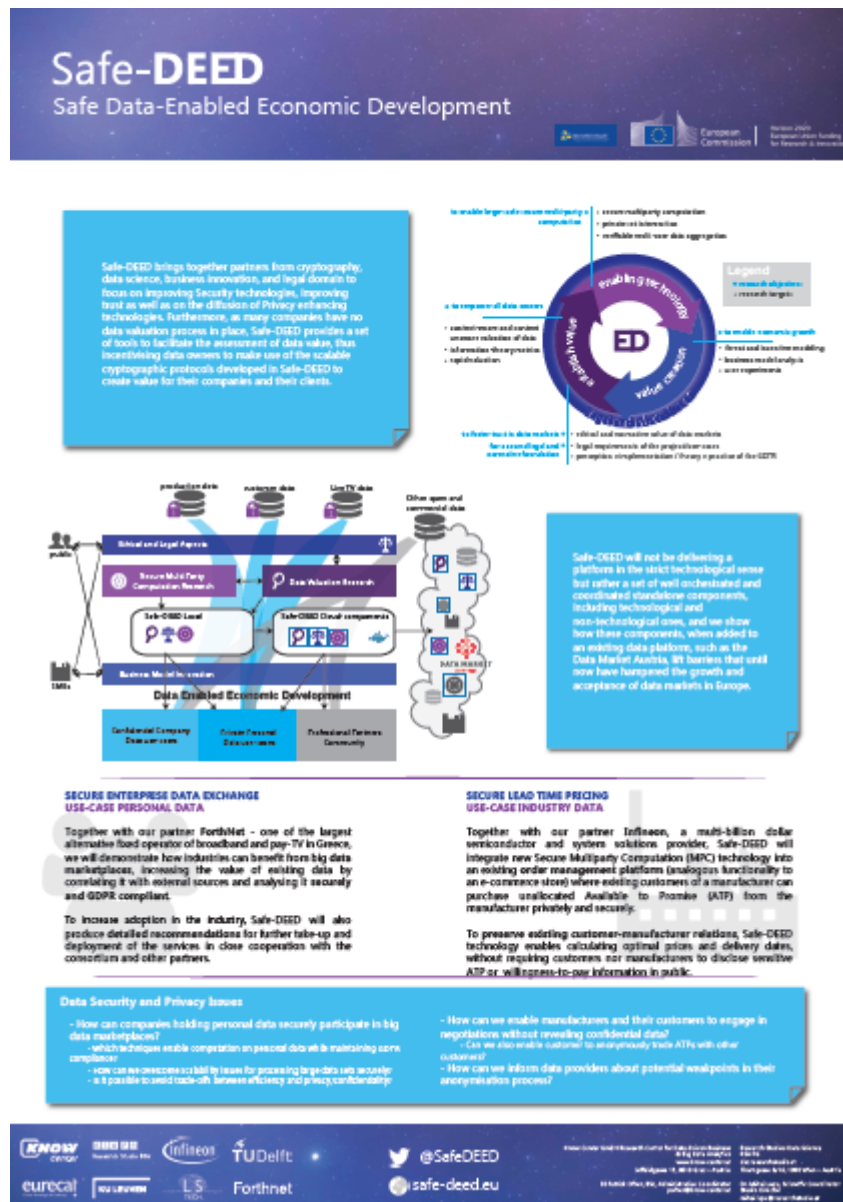
An overview over the printed promo material can be found in table 2 – overview of KPIs. Three posters of different work packages were printed and presented on attended conferences (see 2.1.1). One flyer, roll-up and trifold respectively, were produced and distributed at different occasions (Figures 11-16).



Picture 14: Safe-DEED rollout




Picture 15: Safe-DEED Trifold



Picture 16: Safe-DEED Poster WP5







Safe-DEED
Safe Data-Enabled Economic Development

The objectives of Safe-DEED are:

Bring together technology, business, and legal researchers to advance the state-of-the-art in privacy-preserving algorithms and data valuation, to enable data-centric business model innovation, and increase trust by a better understanding of the legal and ethical frameworks under which data-enabled services operate.

Safe-DEED Business Model Workshop

Finding new data-driven Business Model Opportunities with Safe-DEED Technologies

Transforming data into business requires new standards for privacy-preserving and security. Safe-DEED enables privacy-preserving data exchange thanks to technologies of Multi-Party Computation (MPC) and Private Set Intersection (PSI) which are currently being developed in the project.

Preliminary workshop agenda

- A short update on the development stage of the SafeDEED technologies
- Moderated creativity session on new business opportunities/use cases applying these technologies
- Group work on a concrete use case using new data-driven Business Model tools and methods

What's in for participants

Insights in latest technologies and related business opportunities

Target audience: Companies interested in data-driven business

When: Wednesday, Nov. 6th 2019 | 15-18 hours

Where: Campus TU Graz/Know-Center in Graz [exact location on <https://safe-deed.eu/>]

Registering: <https://www.eventbrite.co.uk/e/safe-deed-business-model-workshop-tickets-72659702125>

Logos and Contact Information:

KNOW Center, eurecal, KU Leuven, Infineon, TU Delft, Fortinet, @SafeDEED, safe-deed.eu

Know-Center/Center for Research Center for Data-Driven Business
Safe-DEED is a project of the Know-Center/Center for Data-Driven Business
Safe-DEED is a project of the Know-Center/Center for Data-Driven Business
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Picture 19: Safe-DEED Flyer

4 Metrics

In order to evaluate the progress of dissemination activities, the Consortium defined a set of major key performance indicators (KPIs), which will be used during the whole project lifecycle. These KPIs, and the established success criteria, are specified in Table 5 of Deliverable 8.2. Table 2 below shows the status of each of the KPIs defined in the Dissemination plan, and adds additional ones

Channel		KPI	Success criteria	Current status	
Scientific publications		Number of journal and conference papers	≥ 4/year	4 +1 (see 2.1.2)	✓
Workshops		Number of events	≥ 1/year	21 (see 2.1.1)	✓
		Number of participants	≥ 10/workshop	2 and > 10 / workshop (see 2.2.1)	~
Promo material (Posters, roll-ups, etc.)		Number of posters / roll-ups	≥ 3/year	3 Posters (WP2, WP3, WP5) 1 Flyer 1 Trifold 1 Rollup	✓
Project website		Number of visits	100/month	Ø 150/month (see 3.1)	✓
		Average time of visits	1 minute	2min 48s (see 3.1)	✓
Social media	Twitter	Number of followers	≥ 50/year	52 (see 3.2.2)	✓
		Number of posts	≥ 2/month	Ø ≥ 5/month (see 3.2.2)	✓
	LinkedIn	Number of group members	≥ 100 end of project	9 since start (see 3.2.1)	✗
		Number of posts/discussions	≥ 1/month	0 since start (see 3.2.1)	✗
Press releases		Number of releases	2/year	2 since start	✓
Newsletter		Number of e-mail newsletters	1 per quarter	1 since start	✗
		Subscribers	≥ 50/year	111	✓

Table 2: KPI-overview

5 Conclusion

During the first year, the focus was on awareness building, which we achieved through active participation in 27 events in academia and industry, 7 publications, 2 press releases and the very active use of the project website and Twitter account.

Most metrics established in the dissemination plan (D8.2) are within the desired range. Particularly noteworthy are the lively activities at events, with which a large number of interested persons but also the general public could be reached. We also already organised two public Safe-DEED workshops. While the first workshop was a try-out of Safe-DEED tools and materials, the second workshop attracted 27 participants from 13 different entities, 11 of which were from outside the consortium. In addition, the press releases in particular were focused towards the general public in order to address a broader base.

At the end of year 1 we already have the ability to demonstrate a prototype, and have already done so both internally at one of the partners as well as externally at the Web Intelligence Conference. In Year 2 we will build on these tools and focus on the Professional Partners Community and the large, online courses programmed according to the Grant Agreement.