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ACROSS

Towards user journeys
for the delivery of cross-border services
ensuring data sovereignty

D7.3: Dissemination, communication and networking report - Y1

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Document description	This deliverable reports the accomplished dissemination and communication activities of ACROSS for the first 12 months of the project as well as the planned activities for the next period.

About

The project is co-funded by the European Commission's Horizon 2020 research and innovation framework programme. Spanning through three years, ACROSS consists of a consortium of 11 partners from 7 countries: Athens Technology Center (coordinator), Tecnalia, Dataport, Engineering, Fraunhofer, GRNET, GFOSS, TimeLex, The Lisbon Council, Waag and VARAM. The project kicked off its activities in February 2021, with an energising online meeting, where all partners took the floor to present their plans to make the project a great success.

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Document Revision History

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V0.2	07/01/2022	First draft of the plan	The Lisbon Council
V0.5	15/01/2022	Address comments provided by ATC	The Lisbon Council
V0.6	22/1/2022	Final revision for submission	The Lisbon Council
V1.0	30/01/2022	Final version	The Lisbon Council

Executive Summary

The main goal of ACROSS is to provide an integrated ecosystem to co-design, co-create and co-deliver user-centric, accessible, interoperable, and regulation-compliant cross border digital services while assuring data sovereignty and control to the citizens.

Apart from the critical work conducted at the ACROSS's technical research level, another essential work package (WP) of the project is WP7 concerning the dissemination and communication of the project objectives, research results, policy recommendations, and expected impacts. Dissemination and communication are critical parts of ACROSS to raise awareness and inform the project's results to the targeted audience.

From the beginning of the project, a lot of weight was given to define an appropriate communication and dissemination strategy. As a result, ACROSS's communication and dissemination strategy was created during the first months as part of the dissemination and communication plan (D7.2). The plan contains a detailed description of the project's strategy, communication and dissemination channels, tools and activities. ACROSS follows a two-dimensional outreach model, with communication activities targeting a wider and not so specialised audience (citizens and generally people interested in ACROSS's thematic topics) and dissemination activities targeting more specialised audiences (researchers/scientists, policy makers, public administration practitioners, think tanks).

Moreover, ACROSS's dissemination and communication strategy consists of four phases that run respectively from year one to year three of the project. The strategy also englobes different personas, each representing a different stakeholder of the project. The plan also sets the project's objectives regarding the communication and dissemination impact and defines the Key Performance Indicators (KPIs) to be monitored.

The dissemination and communication plan is used as a roadmap for all the activities that will be performed until the project's end. In this framework, the present deliverable aims to report and offer a first summary of all the communication and dissemination tools and activities deployed from the beginning of the project until month 12 (M12). Considering ACROSS's four phases of the communication and dissemination strategy, the first 12 months of the project were focused mainly on raising public awareness around the project through general communication activities, consistent with the awareness-oriented phase. The topics covered included information about the project's developments in ICT-enabled public sector innovation and issues related to cross-border digital public services within the EU.

Looking forward to the next twelve months of the project, the planned activities will continue to disseminate the project's results and policy recommendations, which will increase as the consortium reaches the mid-point of the project. On top of that, the consortium will continue to participate in relevant events to maintain the project active within the general public, policymakers and technical community.

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List of Terms and Abbreviations

Abbreviation	Definition
Key Performance Indicators	KPIs
European Union	EU
Single Digital Gateway	SDG
Once-Only principle	OOP
European Interoperability Framework	EIF
Search Engine Optimisation	SEO
Call To Action	CTA

1   Introduction and Outline

ACROSS aims to achieve full-fledge cross-border digital public services with the participation of citizens, civil servants and the private sector. The main objective of the ACROSS project is to provide the means (tools, methods and techniques) to enable user-centric design and implementation of interoperable cross-border (digital) public services compliant with the current European regulations (e.g. the Single Digital Gateway (SDG) and Once-Only principle (OOP), European Interoperability Framework (EIF)) where the private sector can also interconnect their services **while ensuring the data sovereignty of the citizens, who can set the privacy level that will allow the public and private sector to access to their data based on their requirements**. In other words, sharing data between administrations while maintaining privacy levels is one of the main goals of the project. In the context of ACROSS interoperability and privacy are not mutually exclusive concepts, they should rather happen simultaneously and complement each other.

In this regard, WP7 (dissemination, communication and exploitation) ensures that the project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner and that the key stakeholders for the project's exploitation and market uptake are early engaged and actively participate in the various implementation phases of the project. Dissemination is instrumental to effectively promote the exploitation activities, while it is closely related to the communication activities. The following specific objectives are outlined for the communication of the project.

Table 1 - ACROSS specific objectives for dissemination and communication

#	Specific objective
S1	To widely disseminate and communicate the project concept, developments and findings to identified stakeholders using effective communication means and strategies.
S2	To ensure that all the relevant communities will be reached out to in an interactive way, integrating their feedback at key timestamps of the project: namely specification requirements, market analysis, design, development, and evaluation periods, as well as during exploitation tasks.
S3	To create and publish scientific contributions valuable for the research community.
S4	To collaborate with other European projects in the relevant topics of ACROSS.
S5	To participate in appropriate European and worldwide events (workshops, seminars, conferences, etc.) targeted at the public and private sector and academia with the ultimate goal not only to showcase ACROSS results and subsequently to prepare the way for a successful commercial exploitation of the project outcomes, but also to create a multistakeholder community for ACROSS and mobilising its members whenever it is needed (requirements definition process, evaluation period, etc.).
S6	To address the future adoption and ensure the sustainability of the project results considering the market trends, the business scenarios and the consortium and partners' needs and strategies. This overall objective will be pursued by defining and managing a consistent and synergic strategy structured around specific analysis and exploitation activities.

#	Specific objective
S7	The exploitation activities will both look at promoting the setup of concrete plans by the project's partners, as well as by external subjects, to adopt ACROSS outcomes into their products or offerings.

In the scope of WP7, a dissemination and communication strategy (D7.2 Communication, Networking Plan and Dissemination strategy) was created early in the project's lifecycle. Based on this strategy and taking the COVID-19 pandemic into consideration, ACROSS has carried out mainly digital, large-scale dissemination and communication activities, mainly through online channels.

As set out in the dissemination and communication plan (D7.2), ACROSS's dissemination strategy consists of four phases that run respectively from *year one* to *year three* of the project, as depicted in the table below. Each phase is also divided into a different set of communication personas, which are derived from the target audiences of the project. More information about each persona is available in the Deliverable D7.2.

(a) Public sector, EU decision-makers, and European Commission
(b) General public
(c) Technical community
(d) Private sector and service providers

Table 2 -Dissemination strategy in phases

Persona	Phase 1 Attract – Raise awareness Activities' Intensity: Medium (M1-M12)	Phase 2 Convert – Inform and interact Activities' Intensity: High (M13-M24)	Phase 3 Engage – Promote Activities' Intensity: High (M13-M24)	Phase 4 Analyse – Improve the strategy Activities' Intensity: Medium (M25-M36
	Activities			
Garrison Evans (a)	Social media posts, on-page SEO, blog posts, events	CTA links on twitter and website	Tailored newsletter and marketing automation	ACROSS reports, channel analysis, marketing BI
Annie Spinnoza (b)	Social media posts, on-page SEO, blog posts, landing pages, workshops	CTA on the website, links on social media and landing pages	Tailored newsletter and marketing automation	ACROSS reports, channel analysis, marketing BI
Marie Beenhouwer (c)	Research articles, LinkedIn articles, social media posts, events	CTA on research articles and LinkedIn articles/posts	Tailored newsletter and marketing automation	ACROSS reports, channel analysis, marketing BI

Frank Neumann (d)	LinkedIn posts, on-page SEO, blog posts, landing pages, events	CTA on LinkedIn, website and landing pages	Tailored newsletter and marketing automation	ACROSS reports, channel analysis, marketing BI

D7.3 constitutes the first report on the project's dissemination and communication activities. Its submission is placed at the start of ACROSS's lifecycle and at the end of phase one (attraction phase) of the dissemination and communication strategy.

During this period, communication activities have been focused on two primary goals. One was to make the project known among its different target audiences as defined and categorised in D7.2 and raise awareness among potential stakeholders. Making the project known was key to creating awareness, getting people on board, and raising their interest in ACROSS's work. During year one, communicating the project objectives, concepts, and expected results were vital to achieve awareness. This dissemination was best done through channels like the project website, blog, and Twitter, enabling the consortium to spread information about ACROSS and connect with a wider audience of interested individuals and groups.

1.1   Purpose and Scope

The present report describes the dissemination and communication activities that took place during the first 12 months of the project and outlines the planned activities for the remaining duration of the project. More specifically, the deliverable outlines the dissemination and communication objectives and strategy of the reporting period. In addition, it presents the tools and activities that were undertaken to accomplish the set objectives, disseminate the project, and implement the strategy as it was set out in the deliverable D7.2 (Communication, Networking Plan and Dissemination strategy).

1.2   Structure of the Deliverable

The present report is comprised of nine chapters.

- Chapter 1 serves as an introduction and presents an overview of the project and its objectives. The work included in WP7 regarding the dissemination and communication of the project and the purpose and scope of the present report.
- Chapter 2 gives a high-level overview of ACROSS's dissemination and communication strategy and foreseen activities at a glance.
- Chapters 3 presents the project materials created and used for dissemination purposes.
- Chapter 4 presents the project website and reports on its analytics and Search Engine Optimisation (SEO).
- Chapter 5 describes the social media activities.

- Chapter 6 reports on scientific and non-scientific dissemination & communication activities performed during the first 12 months of the project.
- Chapter 7, the target values for the project period are compared against values achieved by considering the KPIs defined in ACROSS's dissemination and communication Plan (D7.2) to assess progress.
- Chapter 8 provides an overview of the second dissemination and communication reporting period, describing future dissemination activities and indicative dissemination events and scientific journals/specialised magazines that the project will target.

2 High-level strategic dissemination and communication plan

This section presents a high-level overview of ACROSS's dissemination and communication activities to be undertaken throughout the whole duration of the project. During the first reporting period for WP7 (M1 – M12), WP7 focused its efforts on implementing and testing the appropriate dissemination and communication strategy and activities that will result in the most effective promotion of the project at a national, European, and international level. This is achieved through the contributions of all project partners.

ACROSS aims to make significant contributions to both research and policy by producing instruments to reach different **personas** involved in co-creation and transformative public sector innovation. These personas are then set in a **communication funnel**, where the main goal is to gather promoters for the project. In this regard, the first two years are focused on attracting and engaging these personas to convert them into potential promoters. The second and third years of the project will be more centred on taking these leads and converting them into promoters of the project, as depicted in the figure below:
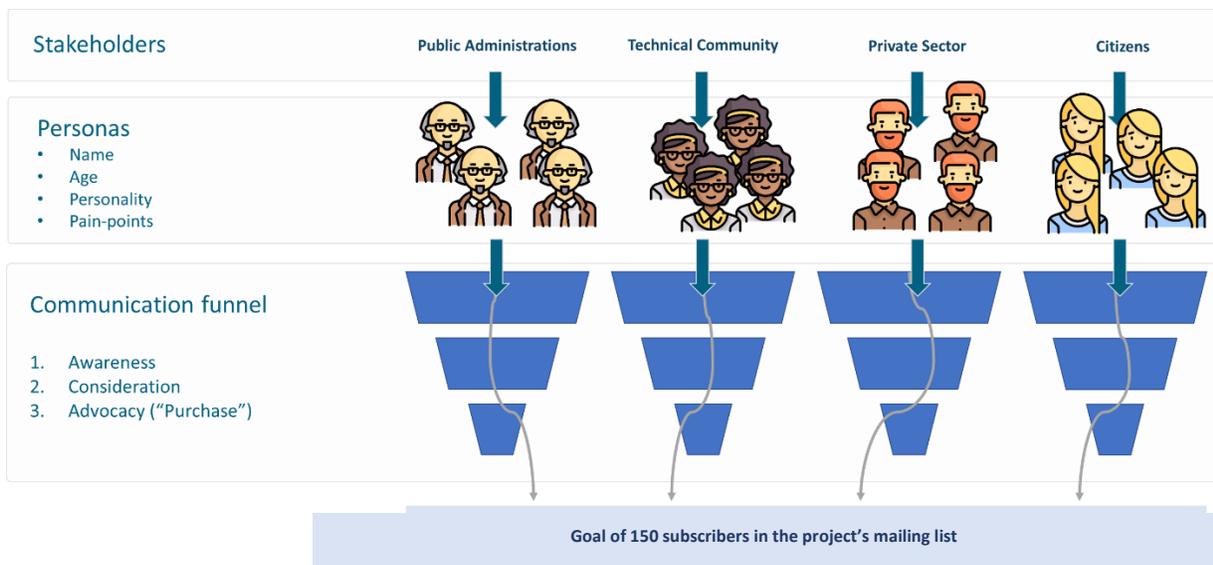

Figure 1 – ACROSS communication funnel

Each persona has different needs. Therefore, to efficiently target these different audiences and stakeholders, the consortium has addressed the audiences through distinct channels and messages. Moreover, the consortium used Google Analytics and SEMrush to monitor most KPIs and build a dashboard visible for internal communication. All partners have access to this dashboard and can see the results in real-time. These platforms will help track real-time data and generate detailed reports to the consortium and external stakeholders. Since one of the project's goals is to create a community of stakeholders to promote ACROSS's objectives, the final conversion KPI will be the number of people subscribed to the ACROSS's newsletter. In other
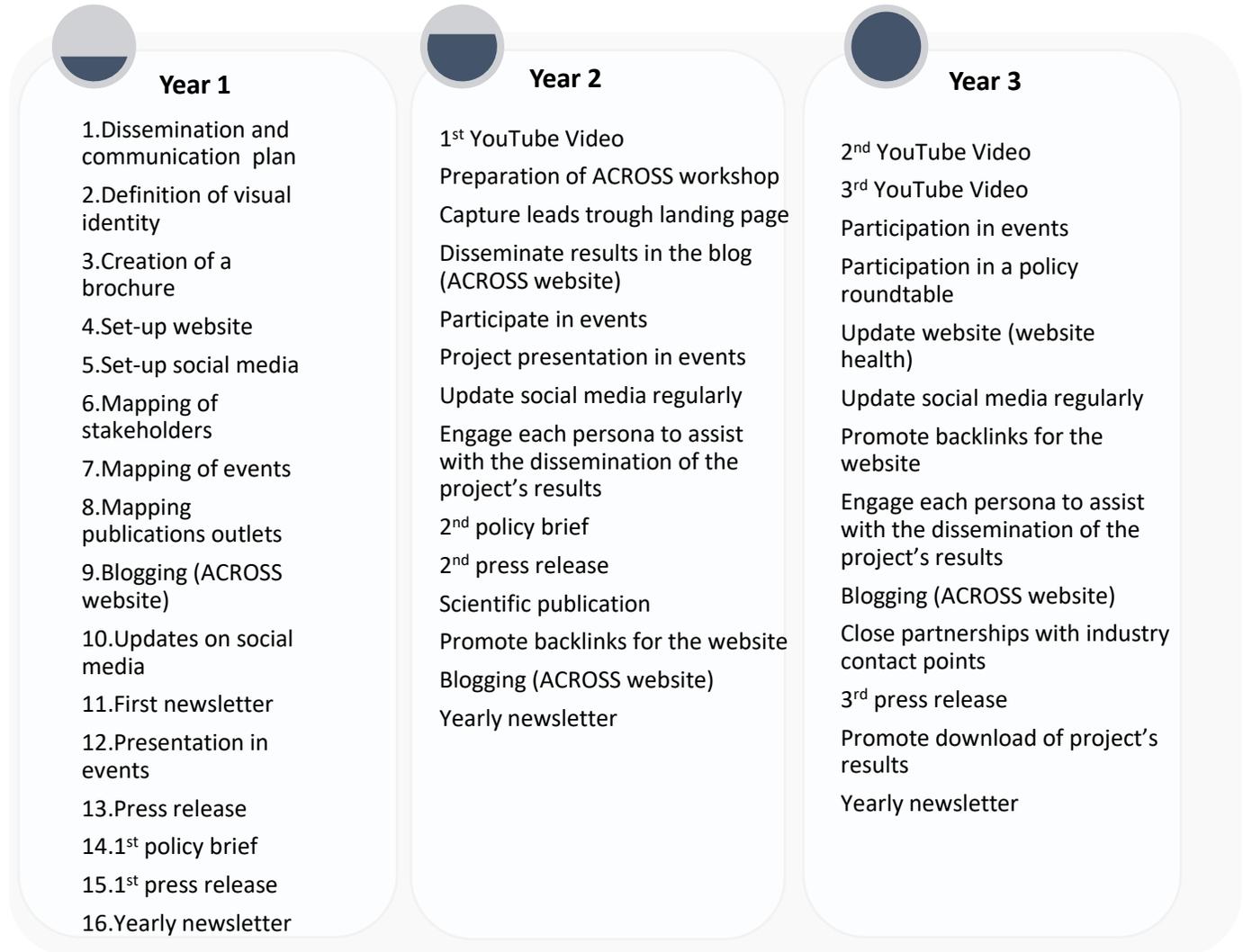
words, how many promoters the project has. The subscription option is the main call to action (CTA) on the website and social media links.

For the first year of the project period, the main objectives for the dissemination and communication were the following:

1) Build the ACROSS brand with specific colours, logo and templates.
2) Produce key dissemination material such as brochures.
3) Disseminate the project's vision & objectives to key partners.
4) Start engaging stakeholders such as the scientific community.
5) Reach out to the wider community of non-experts.

The following figure presents the dissemination and communication activities that were planned for years one, two and three, respectively. For the first year, all the activities have been performed and concluded successfully.

Year 1

1. Dissemination and communication plan
2. Definition of visual identity
3. Creation of a brochure
4. Set-up website
5. Set-up social media
6. Mapping of stakeholders
7. Mapping of events
8. Mapping publications outlets
9. Blogging (ACROSS website)
10. Updates on social media
11. First newsletter
12. Presentation in events
13. Press release
14. 1st policy brief
15. 1st press release
16. Yearly newsletter

Year 2

1st YouTube Video

Preparation of ACROSS workshop

Capture leads trough landing page

Disseminate results in the blog (ACROSS website)

Participate in events

Project presentation in events

Update social media regularly

Engage each persona to assist with the dissemination of the project's results

2nd policy brief

2nd press release

Scientific publication

Promote backlinks for the website

Blogging (ACROSS website)

Yearly newsletter

Year 3

2nd YouTube Video

3rd YouTube Video

Participation in events

Participation in a policy roundtable

Update website (website health)

Update social media regularly

Promote backlinks for the website

Engage each persona to assist with the dissemination of the project's results

Blogging (ACROSS website)

Close partnerships with industry contact points

3rd press release

Promote download of project's results

Yearly newsletter

Figure 2 - Communication and dissemination activities

In the following chapters, an overview of the dissemination and communication tools used to set the brand identity of the project and promote the project's concept, activities and initial results is provided.

3   Brand identity and project materials

This section describes the dissemination & communication channels that have been used in order to establish the ACROSS brand identity and to ensure that all dissemination and communication activities of the project, including reports, website, flyers, poster, presentation slides, and promotional banners have a professional and uniform look. ACROSS's brand identity also greatly facilitates recognition by stakeholders.

3.1   Project logo

Communication and branding are nowadays essential to enhance visibility and awareness of a project. The logo is the main graphic identity element and the key to build a successful dissemination campaign. The logo is placed on all graphic material and documents related to the project. Therefore, the logo's design has been carried out in a way that can be representative of ACROSS's concept and vision.

The ACROSS logo design process started at the very beginning of project activities in February 2021 and involved all the partners in the selection phase. After preparing some samples, the consortium voted and agreed on utilising the following logo for the ACROSS project:

Figure 3 - ACROSS Logo

3.2   Project templates

To support the official communication of ACROSS project during events and meetings, a uniform slide master has been created on PowerPoint so all partners will be able to use it for presentations. Each slide can be customised with the partner's data and content, while other elements have been made fixed and non-modifiable, such as, for example, the caption "*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 959157.*" and the official flag of the EU. A similar document was designed in Microsoft Word, so partners are able to write reports and other documents in a uniform way. The following paragraphs depict the materials to disseminate the project.

3.2.1 ACROSS digital documents templates

Figure 4 – ACROSS PowerPoint template

Figure 5 - ACROSS Microsoft Word template
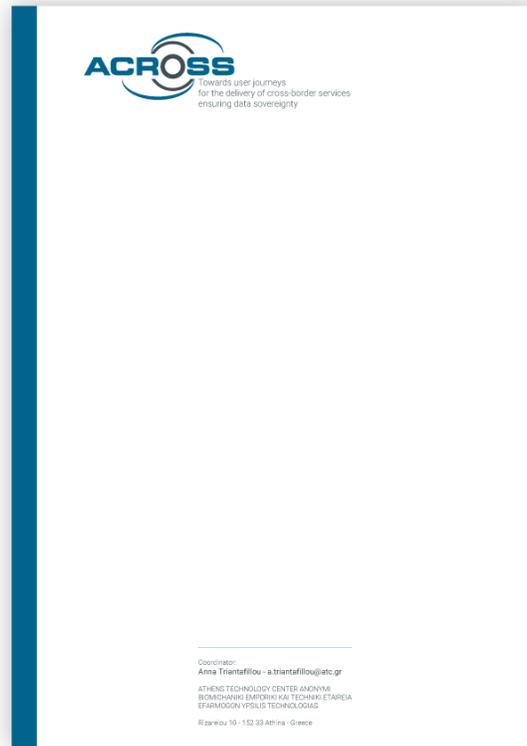
3.2.2 ACROSS physical documents templates

Figure 6 - ACROSS printed A4 format
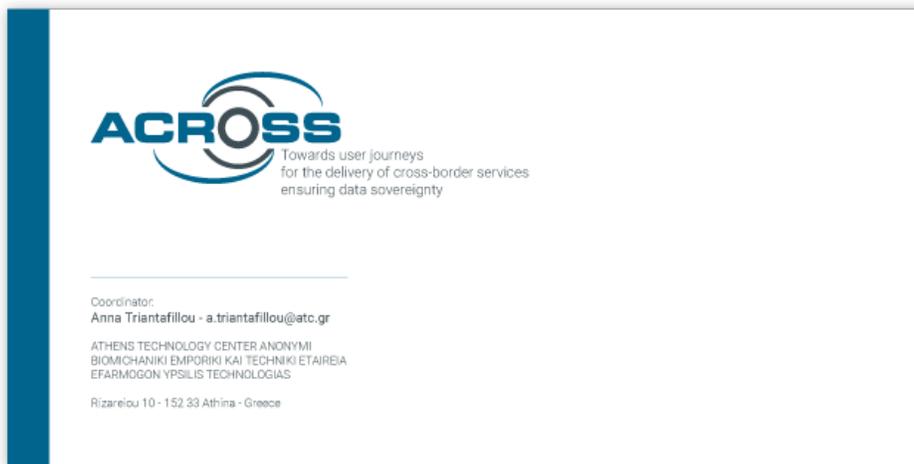
Figure 7 - ACROSS business cards

Figure 8 - ACROSS commercial envelope

Figure 9 - A4 document folder with pocket

3.3 Project PowerPoint presentation

ACROSS's presentation is part of the project's tools to support dissemination efforts and has been designed to be used by all the partners when they present the project in various events. This includes the design of the project's presentation template for general purposes, as well as a project presentation that provides a general project overview, background information, motivation and vision, objectives, approach, goal, partners, and contact information. This presentation is continuously updated throughout the project duration. The template is being used in all events and meetings where project results and activities are presented.
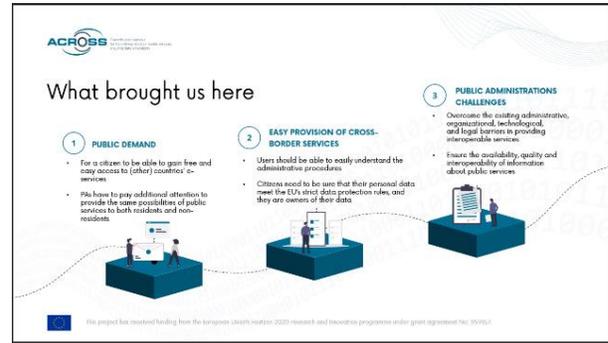
Figure 10 – ACROSS project presentation

3.4 Project brochure

The objective of the project brochure is to give an overview of the project, its objectives, results, and expected impacts, with the aim to raise awareness and visibility of the project and to be distributed at key events and conferences by the project partners. The brochure contains four pages, and it was designed to be viewed both in digital and printed formats.

Figure 11 – ACROSS Brochure

3.5 Project poster

The consortium has produced a banner in A0 format that reflects the scope of the project. The poster presents, in brief, the aims of the project, as well as contact information for further communication, partners' logos, ACROSS's website and social media channels and the EU logo with reference to the project's funding framework. By being both a printed and electronic poster, ACROSS's poster enables the consortium partners to use the poster in dissemination events and workshops, where project results and activities are presented, as well as to disseminate it through their respective websites.
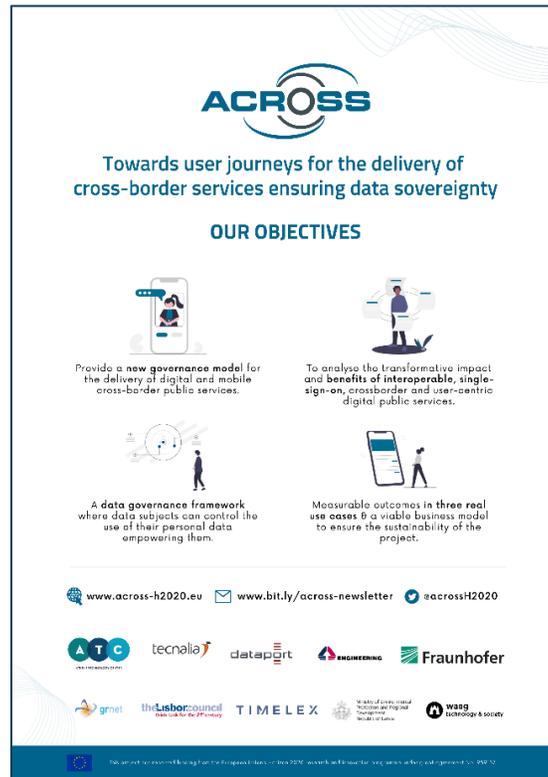
Figure 12 - ACROSS poster

Figure 13 - ACROSS poster example

3.6   Project banner

A project banner has also been designed for the purposes of communicating the project at various events. ACROSS's banner contains general information about the project. The difference lies in their size and purpose of use. A banner is typically longer, is printed on paper or fabric, and is usually suspended from a banner stand, as opposed to a poster that is printed on paper and designed to be attached to a wall or other vertical surface.
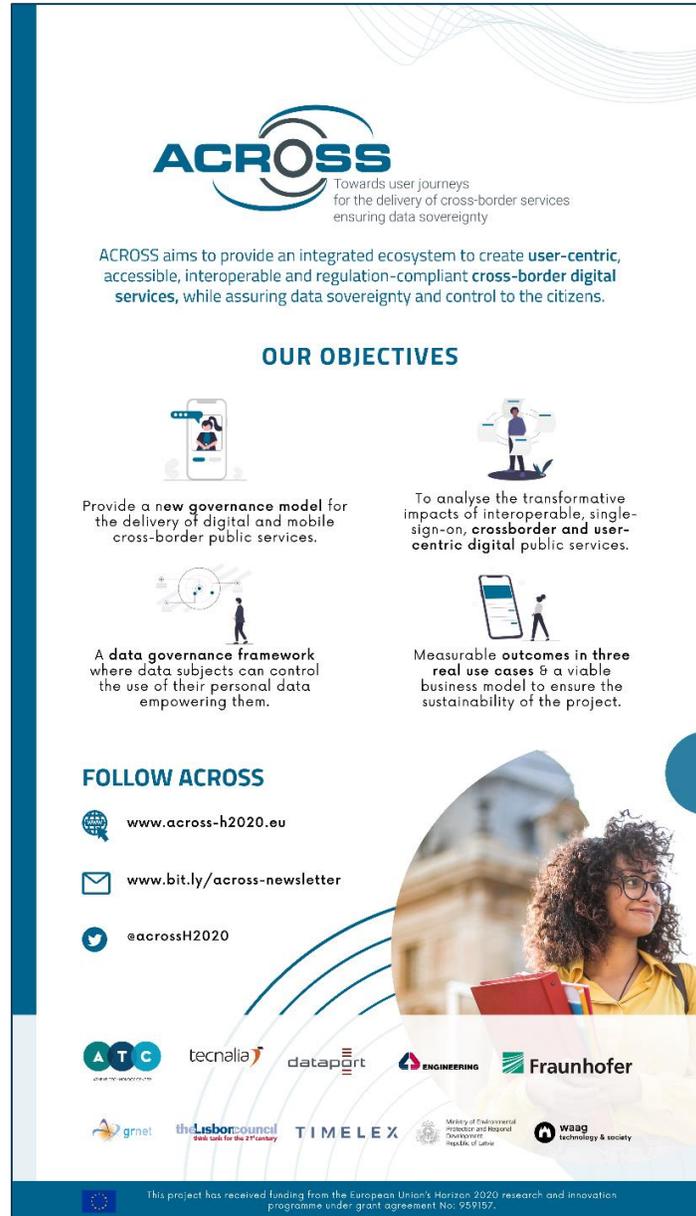
Figure 14 - ACROSS banner

Figure 15 - ACROSS banner example

3.7   Project newsletter

The newsletter is one of the most common formats of email marketing and one of the steps that many projects take when they start working with this channel. For ACROSS, the newsletter is a channel to maintain promoters of the project informed about the overall activities that are happening in ACROSS. The newsletter was sent to the emailing list of the project, and each CTA leads the reader to a different section of the website. The following Figure 16 depicts the latest newsletter of the project.

Figure 16 - ACROSS newsletter

4   Project website

In this section, it is described and reported the impact of the project website, which is available under the domain www.across-h2020.eu.

4.1   Website overview

A version of the project website has been previously evaluated and checked by all the partners involved in the project through the feedback of each page and assessment of the website's technical parameters, along with other communication tools and contents. The https://across-h2020.eu/ website and its sections have been designed and developed to let users access the most relevant information of the project organisation, objectives, and cross-border services domain targeted.
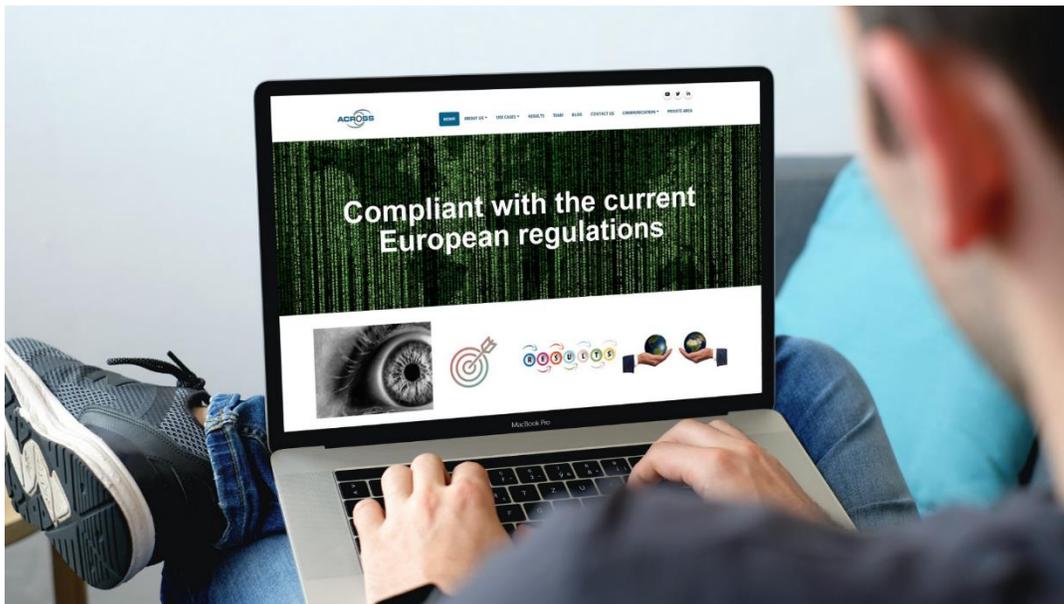
Figure 17 – ACROSS website

An initial audit was made to understand the potential technical gaps of the project's website. As a result, improvements are planned throughout the project to enhance the website's performance and health. According to SEO parameters, these metrics are all critical, so the website can load fast and achieve good SEO rankings. The SEMrush SEO audit report will regularly monitor ACROSS's website to make sure that its health is ever-improving and catch all upcoming issues before they become a concern for potential users.

Given the potential for disseminating content via the worldwide web, a system to facilitate the website's legibility has been applied in compliance with the rules of the W3C protocol. This

protocol will help people with visual disabilities to access the web content. The website is fully responsive from any device, pc or mobile. The organisation of the contents is divided into subsections, each accessible from the main menu. The ACROSS website is an important tool because:

- Facilitates information about the project's objective, data sovereignty issues and how it can potentially affect every individual.
- Provides simple and broadcast information about the project and all the partners involved.
- Each single project progress step will be inserted in a timeline on the blog page.
- The "*Public deliverables*" and "*blog*" sections will be constantly updated with the contents written by the partners with the project's progress.
- It offers the possibility to contact the ACROSS project team directly.
- Help the consortium achieve the proposed goals and analyse important KPIs for the communication and dissemination of the project.

Website design and graphic lines are consistent with the narrative imagery that is to be expressed with the ACROSS project, focusing on simplicity and usability. The shades of blue, a colour that has always been used to express calm and trust, is also a reference to the technological world, are predominant throughout the site, from the choice of images to the information boxes ad hoc created, up to the titles, to the items of menus and CTA buttons. The site embodies a synthetic, expressive and effective communication channel of the project.

4.1.1   Homepage and footer

On the homepage, users will find general information describing the project and from those who are involved, the vision, a button with a CTA that invites the user to join the ACROSS newsletter. The footer is on every page of the website. The flag of the European Union is always present with the caption about the HORIZON2020 call. Finally, the project coordinator's contacts and the references to the social media channels on YouTube, Twitter and LinkedIn.
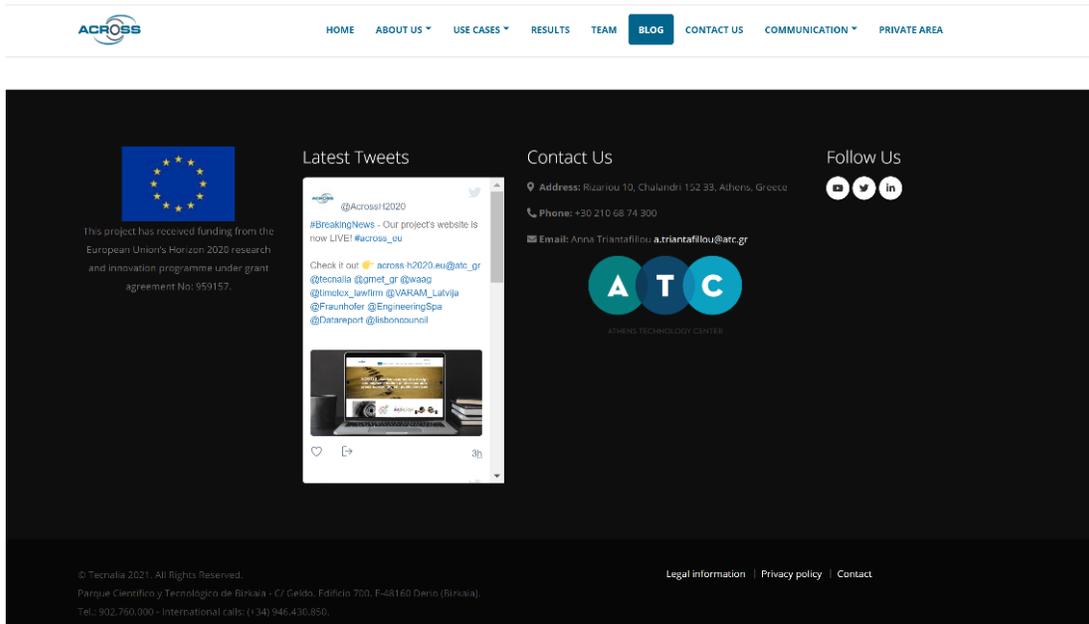
Figure 18 – ACROSS website footer

4.1.2   The project and about us section

The project page has been divided into seven subpages: about us, key results, mission and vision, solutions, approach, objectives and benefits. Each of these pages are made to separate the project's information more efficiently.
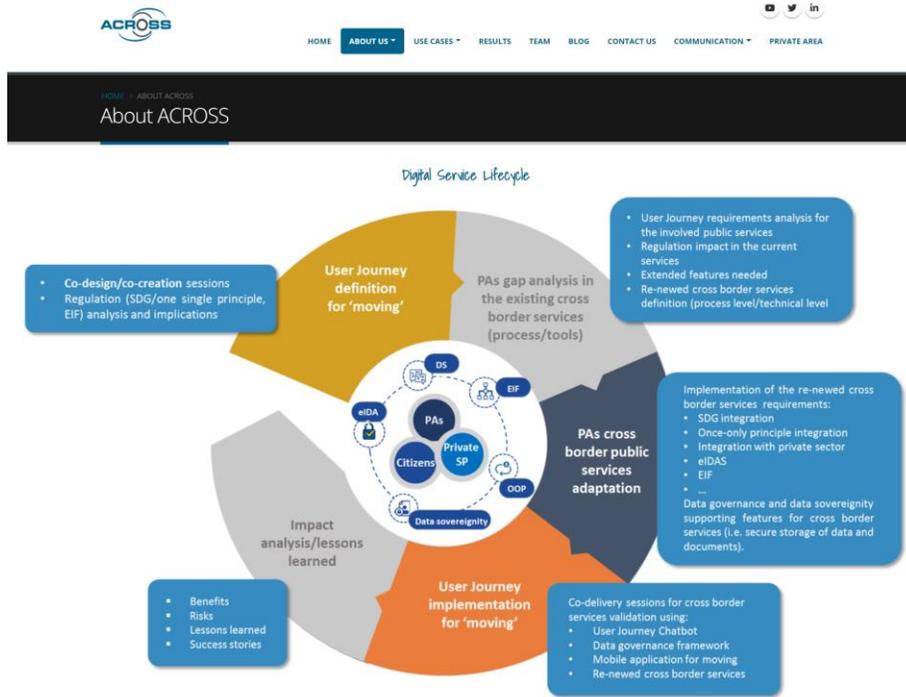
Figure 19 – ACROSS About Section

4.1.3 Contact page

On this page, users can find the easiest way to get in touch with the project team: the contact form. The general email of the project coordinator, Anna Triantafillou, a.triantafillou@atc.gr, is repeated on each page of the website because it is one of the ways for long-lasting communication with everyone interested in the ACROSS project. Joining the ACROSS community is always a possibility offered on several pages through a CTA button which allows the users to stay up to date by receiving the newsletter. Finally, users can find the footer on each page, as well as the references of the project coordinator, the general email (the correct way for long-lasting communication with everyone interested in this project) and the social media buttons—this express reachability towards the curators of the project website.

Figure 20 – ACROSS contact page and contact form

4.2   Website analytics

This section presents figures from the Google Analytics page of the ACROSS website from the day of its creation to the time of the drafting of the present report. Regarding the website audience, on aggregate, since Google Analytics was installed (August of 2021), a total of 975 new users have visited the website, while the website has a total of 2.134 page views. Through the whole period that the website has been operating, ACROSS has a stable number of daily users, with increments appearing whenever there is an important project activity.

The average sessions duration is above one minute (00:01:16), which is a good benchmark to achieve at this stage of the project. However, the bounce rate (75.30%), which is important because it shows how well people are – or, more importantly, are not – interacting with the content on a page and what the user experience is like, remains a bit above good standards. The bounce rate is the metric calculated when someone visits a single page on the website and does not do anything on the page before leaving. More specifically, a website's bounce rate measures how many visitors leave a page without taking a specific action, such as buying something, filling out a form, or clicking a link. This KPI demonstrates that the website needs some improvements in the following months to deliver a better user experience for its users, which are already planned within the consortium.
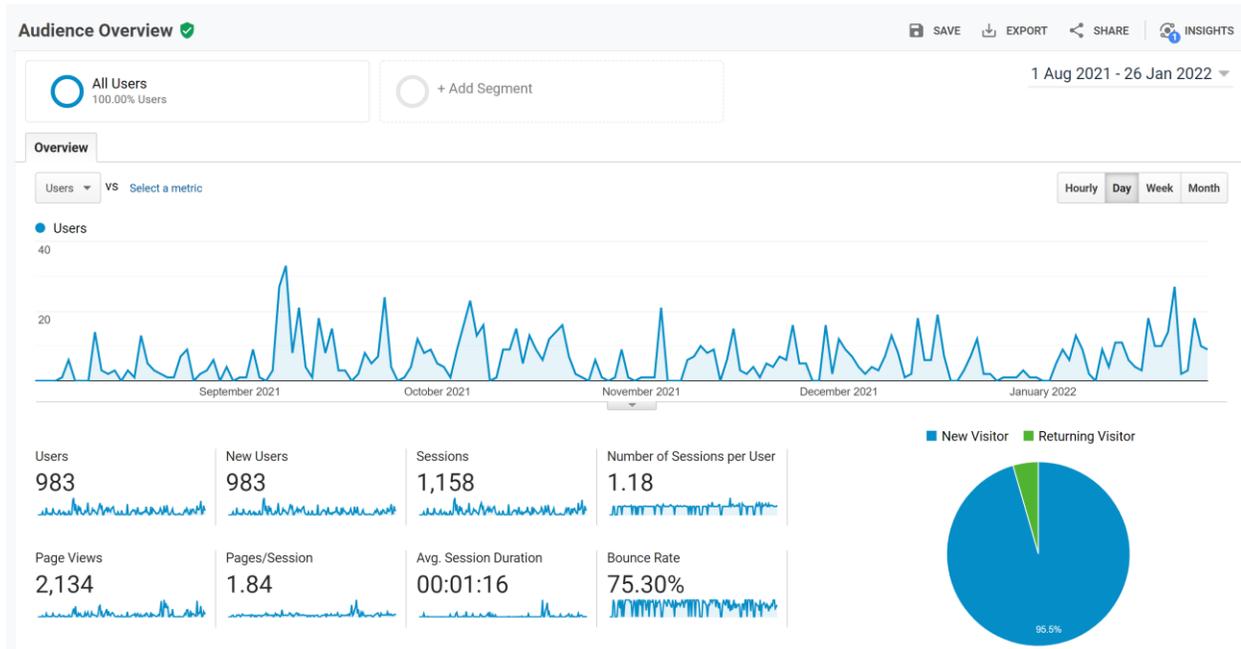
Figure 21 – ACROSS audience analytics

Regarding the geographical distribution of ACROSS's audience, it is interesting to note that ACROSS has achieved a wide reach, with website visitors coming from almost all over the world. To see where each visitor is coming from, see Figure 22. The top three countries with the most visitors are Greece, Germany, and the United States, as seen in Figure 23 below.
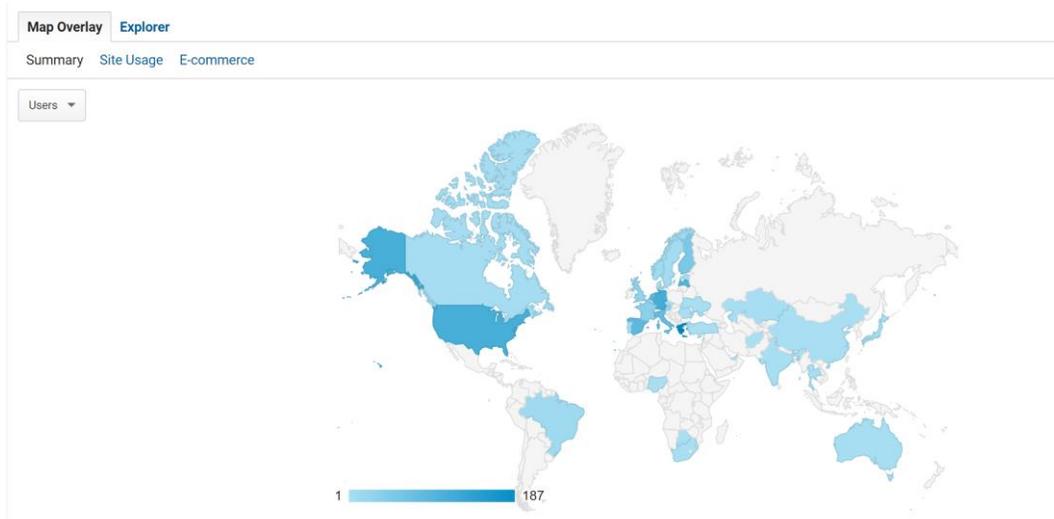

Figure 22 – Audience per geographical location

Country	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	983 % of Total: 100.00% (983)	983 % of Total: 100.00% (983)	1,158 % of Total: 100.00% (1,158)	75.30% Avg for View: 75.30% (0.00%)	1.84 Avg for View: 1.84 (0.00%)	00:01:16 Avg for View: 00:01:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	€0.00 % of Total: 0.00% (€0.00)
1. 🇬🇷 Greece	187 (19.00%)	187 (19.02%)	201 (17.36%)	68.16%	1.39	00:00:23	0.00%	0 (0.00%)	€0.00 (0.00%)
2. 🇩🇪 Germany	115 (11.69%)	115 (11.70%)	135 (11.66%)	76.30%	1.70	00:00:37	0.00%	0 (0.00%)	€0.00 (0.00%)
3. 🇺🇸 United States	111 (11.28%)	111 (11.29%)	111 (9.59%)	98.20%	1.02	00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
4. 🇱🇻 Latvia	94 (9.55%)	93 (9.46%)	99 (8.55%)	67.68%	1.30	00:00:10	0.00%	0 (0.00%)	€0.00 (0.00%)
5. 🇪🇸 Spain	87 (8.84%)	87 (8.85%)	131 (11.31%)	62.60%	4.78	00:05:51	0.00%	0 (0.00%)	€0.00 (0.00%)
6. 🇮🇹 Italy	75 (7.62%)	75 (7.63%)	89 (7.69%)	68.54%	1.25	00:00:29	0.00%	0 (0.00%)	€0.00 (0.00%)
7. 🇳🇱 Netherlands	75 (7.62%)	75 (7.63%)	79 (6.82%)	92.41%	1.18	<00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
8. 🇫🇮 Finland	53 (5.39%)	53 (5.39%)	53 (4.58%)	94.34%	1.09	<00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
9. 🇫🇷 France	35 (3.56%)	35 (3.56%)	35 (3.02%)	97.14%	1.06	<00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
10. 🇦🇹 Austria	26 (2.64%)	26 (2.64%)	26 (2.25%)	88.46%	1.27	00:00:05	0.00%	0 (0.00%)	€0.00 (0.00%)

Figure 23 – List of top countries with most users on the website

For the acquisition of users, Figure 24 below presents the top referral channels for the ACROSS website.
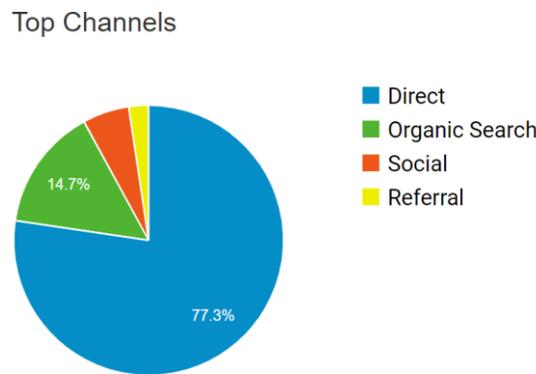
Figure 24 - Acquisition and behaviour overview

Most website traffic (77.3%) is direct. Direct traffic is defined as visits with no referring website. They come directly to the website. When a visitor follows a link from one website to another, the site of origin is considered the referrer. 3

The results are expected, as ACROSS does not use paid search results or ads, while the percentage of referrals and social media is within the normal rates for a website such as ACROSS (academic

and scientific oriented content interesting for specific audiences that are not heavy social media users).

Concerning the webpages that attract most of the website's users, Figure 25 below presents the list of the ten most popular webpages within the ACROSS website. Naturally, the home page, along with the blog section, are the most visited pages.

Page		Page Views	% Page Views	
1. /		748		35.05%
2. /blog-timeline		224		10.50%
3. /partners		180		8.43%
4. /public-deliverables		113		5.30%
5. /mission-and-vision-0		60		2.81%
6. /results		56		2.62%
7. /about-across		52		2.44%
8. /key-results		52		2.44%
9. /timeline		46		2.16%
10. /study-abroad-scenario		44		2.06%

Figure 25 - List of most visited webpages

Backlinks (sometimes known as referral links) are links that bring the user to the ACROSS website from other websites. Search engines use the quality and number of backlinks as a ranking factor. Therefore, acquiring backlinks is a fundamental strategy in SEO. At the moment, ACROSS has 48 backlinks in total, which is a food threshold for the first year of the project website. These backlinks are coming from 32 different websites. Most of the backlinks come from text-based links.

There are no backlinks with a high toxic score. The toxicity score dictates if a website is malicious or not. For instance, many websites gather various links on a page with the intention of spamming the user, or there are bots that spam the website link in different blog's commenting sections. No such case is happening with ACROSS.
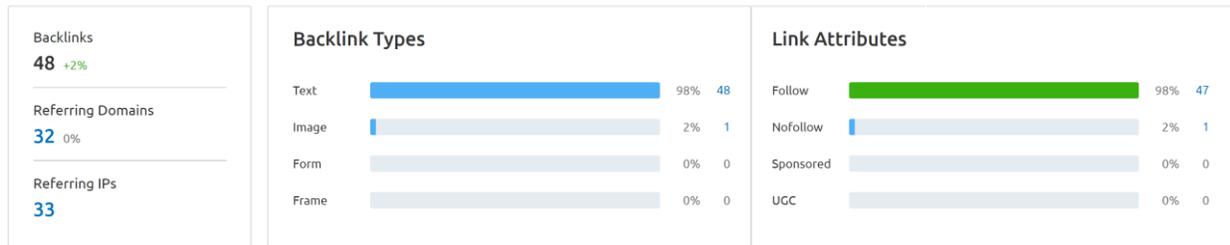
Figure 26 – Current number of backlinks

In the following Figure 27, it is possible to have an overview of where these backlinks are coming from. These are all valid and solid backlinks that aid the SEO strategy of ACROSS's website.

Figure 27 - Referring domains examples

5   Social media channels

The massive dissemination of the ACROSS project will also take place through programmed management of a social media editorial calendar. ACROSS's social media channels are YouTube, LinkedIn and Twitter. Each of them was chosen to differentiate the message based on the persona, thus implementing a more targeted communication strategy. All project partners who have social media accounts will follow each other profiles, reposting or retweeting coherent content, tagging and mentioning the ACROSS profile. All the social media icons have been included in the footer of https://across-h2020.eu/ website. The profile pictures contain the official logo. The covers have a clear reference to the homepage and branding of the https://across-h2020.eu/ website. All social profiles have been customised following the same consistency criterion to make themselves immediately recognisable.

The primary goal of ACROSS's social media execution will be to build an email list of all interested personas. This action will be set up as the main event on Google Analytics to make it easier to track the results of the social media interaction. Each persona is utilised to construct this social media plan. Social media pages will be mostly used to drive traffic to the website, where more tailored content will be provided in blogposts. A method has been designed for the internal planning of social media development over four years of the ACROSS project. Three social channels have been opened, all extremely varied by audience target: Twitter, LinkedIn and YouTube. Each social network has a different target, so contents will be different in terms of tone, mood and message. Each official ACROSS social channel will be followed up by all the project partners, and each post will be reposted using mentions and hashtags coherent with project aims. For each content, one persona will be taken into consideration. The idea is that the social channels will help push people that do not know the project to become future promoters.

5.1 Twitter

Twitter is a highly content-based social media and extremely concise. Also, in this case, the ACROSS project target is defined on interests, pages followed, hashtags followed, and people followed. For this reason, the content will be written in a way that is still different from other social media channels.

Figure 28 – ACROSS's Twitter page

In the three months, the ACROSS Twitter account had 3.500 impressions. The account is being used to disseminate information about the project, events, and keynotes given by consortium members during workshops. Whenever is possible, partner accounts are tagged to raise the impression of each tweet. The following Figure 29 depicts some of the tweets that performed well in the last months.

Figure 29 - ACROSS tweets

5.2 LinkedIn

LinkedIn is one of the most powerful in terms of disseminating professional information. The ACROSS page in LinkedIn is mainly used to connect with the scientific and technical community of the project. The blogposts are replicated as posts and articles (depending on the content) on the LinkedIn page to attract more visitors to the website.
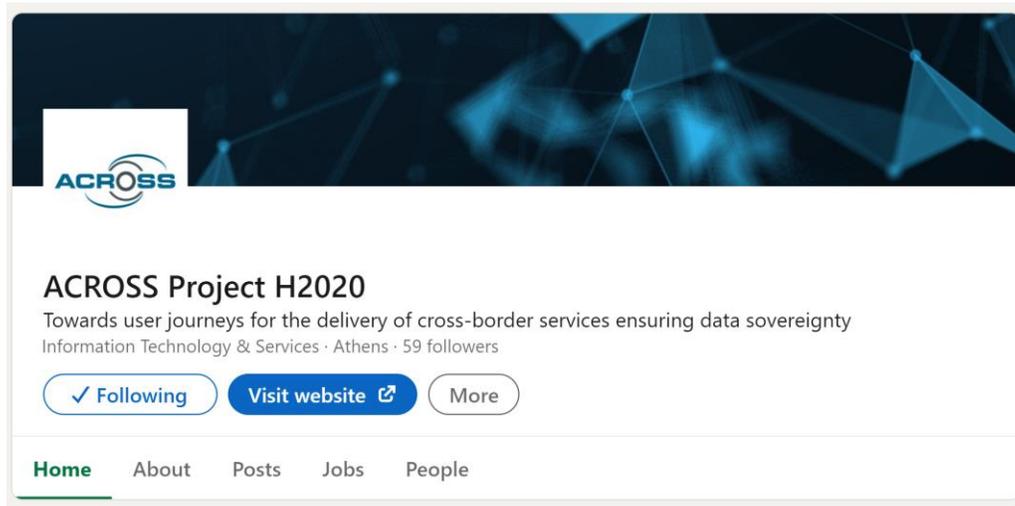
Figure 30 – ACROSS LinkedIn profile page

Regarding the impressions on the LinkedIn page, the ACROSS project page had a total of 1727 views during the year. The professional LinkedIn page was useful to attract a part of the scientific community to the website, even though it was not the main channel to attract new users. It is possible to see some analytics from the LinkedIn posts in the following figure:

Figure 31 - ACROSS LinkedIn posts

6   Dissemination & Communication activities

This section summarises the communication and dissemination activities that have been performed by the ACROSS consortium throughout the first 12 months of the project. These activities are split into the following categories:

- Participation in events.
- Social media dissemination.
- Other dissemination activities.
- Stakeholders panel and related events.
- Policy brief.
- Cooperation activities with other related EU funded projects.
- Scientific publications.

6.1   Scientific Publications

During the first 12 months, project partners worked on the first ACROSS publication, as the project's results and deliverables were published recently. The current ACROSS paper is being under peer-review process by the Cambridge University Press as depicted in the following Table 3:

Table 3 - List of upcoming ACROSS publications

Partner	Type of publication	Main title	Main authors	Title of the periodical	Publisher
The Lisbon Council	Publication in a periodical	An Ontology for Semantic Interoperability in the Vehicle Registration Domain as Required by the Single Digital Gateway Regulation	Thomas Balbach, Lana Bensiek, Lilly Schmidt, Nathan da Silva Carvalho	Data & Policy	Cambridge University Press

Aside from the first publication, Table 4 below present's details about the publications that ACROSS partners have thought as possible publications until the end of the project.

Table 4 - List of future, possible publications

Partner	Type of publication	Main title	Main authors	Title of the periodical	Publisher
VARAM	Idea	UX/data protection solutions and how they relate to social angle of the project/technology (planning).	Matīss Veigurs	TBA	TBA
Dataport	Idea	ACROSS gap analysis, comparing the status of digital transformation in Germany, Greece & Latvia within the public sector.	Jefferson Kühl, Timo Behrmann	TBA	TBA
Dataport	Idea	ACROSS vision, necessity, and value proposition of cross-border mobility for EU states and citizens.	Jefferson Kühl, Timo Behrmann	TBA	TBA
Dataport	Idea	ACROSS cross-border project management during COVID.	Jefferson Kühl, Timo Behrmann	TBA	TBA
Dataport	Idea	Analysis of user experience with public online services compared to private online services and the learnings for ACROSS.	Jefferson Kühl, Timo Behrmann	TBA	TBA
Dataport	Idea	Business model and dissemination of ACROSS	Jefferson Kühl, Timo Behrmann	TBA	TBA
Waag	Idea	Application of the public stack framework towards the co-creation of a governance model in ACROSS	Max Kortlander, Marleen Stikker	TBA	TBA
Tecnalia	idea	Cross-border digital services automation	Urtza Iturraspe, Enrique Areizaga	TBA	TBA
Tecnalia	Idea	Personal data framework for cross-border services	Idoia Murua, Valentin Sanchez	TBA	TBA

6.2 Participation in events

The following lists all the events ACROSS partners attended during the reporting period. The events consist of conferences, workshops, seminars, keynotes in relevant events.

It should be noted that project partners were very active and have participated in six events covering a wide variety of ACROSS related topics, such as public sector innovations, service design, value co-creation in public services, digital transformation, living labs, public policy evaluation and measurement of public sector innovation. Most of the events partners attended had an international reach and audience, while the presentations of project results that took place were attended by a significant number of researchers, policy makers, social scientists, and public administration employees, resulting in widespread and effective dissemination of ACROSS and its goals.

It is important to mention that many initial events that ACROSS planned to participate in were either cancelled or postponed due to the COVID-19 pandemic. When feasible, the ACROSS consortium participated online. The following Table 5 describes the events that ACROSS was present throughout the year. The following paragraphs describe some of the events that ACROSS members were present.

Table 5 - ACROSS list of attended events

Event Name	Audience	Partner	Link	Date	Type
eGOV Project Cluster	Technical community (50)	ATC	https://ingov-project.eu/news/...	10.06.2021	online
DT-GOVERNANCE-05-2020: New forms of delivering public goods and inclusive public services	General audience (undefined)	ATC	https://ec.europa.eu/info/funding-tenders/...	01.07.2021	online
go.eIDAS Summit 2021	General audience (500)	TIMELEX, LC	https://go.eID.AS/summit	01.07.2021	online
Network Conversations Dossier	General audience (100)	WAAG	https://conexionesimprobables.es/...	18.05.2021 – 22.06.2021	online
EGOV-CeDEM-ePart 2022	Technical community (200+)	LC	https://dgsociety.org/egov-2021/	07.09.2021	online
Data for Policy 2021	Technical community (100+)	LC	https://dataforpolicy.org/data-for-policy-2021/	14.09 .21	online

Event Name	Audience	Partner	Link	Date	Type
B-boost Conference	All types (300+)	GFOSS	https://b-boost.fr/en/	14.10.2021 – 15.10.2021	physical
EU Open Data Days - Shaping our future with open data	General audience (2000)	-	https://digital-strategy.ec.europa.eu/en/events/…	23.11.2021 – 25.11.2021	online
eGOV Project Cluster 2	Technical community (undefined)	ATC, TEC	-	04.11.2021	online

For more detailed information on some of these events, team members of the ACROSS project participated in the go.eIDAS Summit 2021 during the the panel discussion "The future of eGovernment – towards implementing the single digital gateway." Hans Graux, legal framework leader in ACROSS, keynoted on the implementing act of the single digital gateway regulation while also clarifying future roadmaps and potential roadblocks that surround the regulation. During the same panel discussion, Nathan Carvalho, project manager in ACROSS, explained the importance of the ACROSS project and how it will create user journeys to deliver cross-border digital public services while ensuring data sovereignty for European Union citizens.

Figure 32 - Hans Graux & Nathan Carvalho during the go.eIDAS Summit 2021

ACROSS has also been presented (online) at the international conference "Data for Policy 2021 - Lessons for Policy-Data Interactions after Covid-19", which took place online from September 14 to September 16 2021. The Data for Policy conference series is the premier global forum for multiple disciplinary and cross-sector discussions around the theories, applications, and

implications of data science innovation in governance and the public sector. Francesco Mureddu, Director at the Lisbon Council, has also chaired the Standard Track 3.B: Policy Frameworks, Governance and Management of Data-driven Innovations.

Figure 33 - ACROSS during the Data for Policy 2021

ACROSS was also present (online) as a poster at the international conference EGOV-CeDEM-ePart 2021, which took place at the University of Granada from September 7 to September 9, 2021. The conference represents the merge of the IFIP WG 8.5 Electronic Government (EGOV), the IFIP WG 8.5 IFIP Electronic Participation (ePart) and the Conference for E-Democracy and Open Government Conference (CeDEM). The conference focuses on e-Government, Open Government, eParticipation and e-Democracy, but on several other related topics too, such as the role of social media, digital transformation in society, artificial intelligence, policy informatics, cybersecurity, legal informatics, smart governance and social innovation.

Figure 34 - EGOV-CeDEM-ePart 2021 group picture

Finally, ACROSS was present in the B-BOOST event. As far as ACROSS is concerned, Alexandros Melidis, a member of the consortium, had the opportunity to make a case for it as an ambitious

project envisioning to provide a holistic solution that allows public administrations to deliver a user-centric interoperable cross-border mobility service for citizens who wish to study and/or work in another EU country. Alexandros Melidis also mentioned that the ACROSS solution will comply with the current European regulations and stressed that project partners are keen to collaborate with service owners and providers from the public and private sectors to interconnect their services with ACROSS.

Figure 35 - Alexandros Melidis keynotes about ACROSS in B-Boost 2021

6.3 Internal milestone meetings

Along with managerial and technical meetings, for alignment purposes, the consortium organised additional meetings with all partners. These meetings helped team members connect and create insights for particular areas of the project while updating everyone about what is currently happening within each work package.

In November, WAAG organised a two-day co-creation meeting for the ACROSS consortium to align visions and expectations, and to get to know each other better. While initially planned as a physical event in Amsterdam, it turned into a hybrid session due to the new COVID restrictions. Still, WAAG was happy to be able to host team members in their building on Nieuwmarkt. The consortium concluded the two days of creative exercises with so-called 'elevator-pitches'.

For this exercise, the whole team was split up into partner-mixed groups, which were asked to come up with a short presentation explaining ACROSS and its potential.

Figure 36 - Team members creating an elevator pitch for ACROSS

Another meeting was conducted as a milestone of the project, the online plenary meeting. During this meeting, all project partners gathered to showcase all the tangible results in each work package. During the plenary meeting, team members discussed the progress of the project and clarification of open points. Each work package leader presented what has been achieved so far, open points, blocking elements, key dependencies, and information about the next steps, focusing on the coming months.

Furthermore, the consortium analysed ACROSS use cases in terms of functionality and utilisation of project outcomes, also looking at how they will be demonstrated. The goal was to understand the architectural requirements from ACROSS use cases and their related properties regarding the datasets to be exploited in the project. It was also discussed the project's outcomes that can be exploited in the future and possible policy recommendations, which are made available on the policy brief.
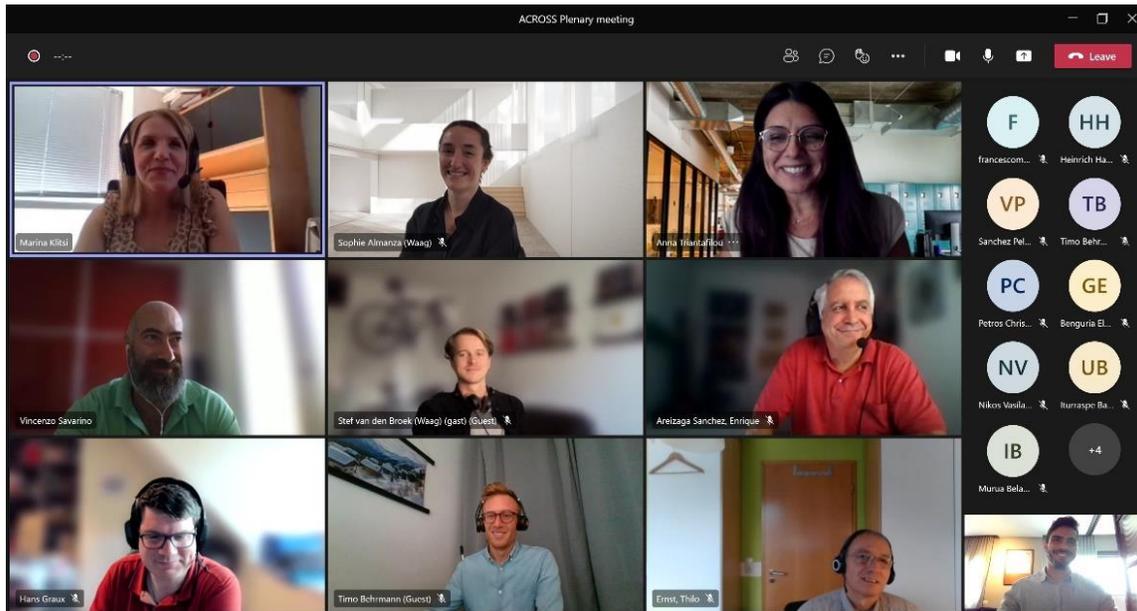
Figure 37 - Consortium during ACROSS online plenary meeting

6.4 Policy brief

ACROSS's first policy brief will be published soon, around March of 2022. The policy brief will focus on the European digital identity and policies that are boosting or hindering its implementation throughout the EU. The 1st policy brief will be disseminated through ACROSS's channels (Twitter, website, press release), as well as through the partners' own communication channels. The 2nd policy brief will be published by the end of the second year of the project, and it will focus on ACROSS's recent research results of WP2 trough WP6.

6.5 Liaison activities with other related EU funded projects

To ensure complementarities and in the interest of maximising benefits, synergies have been established between existing projects and initiatives. This ensures that information is exchanged among the projects on workshops, consultations, and networking events.

ACROSS has established linkages with the following projects that have similar topics to ACROSS:

ATC and TEC participated in a joint meeting aimed at fostering the creation of a network and the exchange of knowledge among the Horizon 2020 projects funded under the call "DT-GOV-05-2020".

Table 6 - ACROSS partner projects

Project Name	Coordinator	Duration	Website	Aim
Glass	UniSystems Information Technology Systems (Greece)	01/01/2021 – 31/12/2023	https://www.glass-h2020.eu/	Create a new paradigm for the sharing and transfer of personal information, with the citizen in control. It will provide a distributed framework for sharing common services of public administrations across the EU for citizens, businesses and governments.
InGov	Unisystems Information Technology Systems (Greece)	01/01/2021 – 31/12/2023	https://ingov-project.eu/	Develop and deploy a comprehensive IPS holistic framework and ICT mobile tools that will support IPS cocreation and governance. The project will enhance and, where needed re-design, existing EU solutions, including EIF, EIRA, Core Vocabularies etc.
Interlink	FONDAZIONE BRUNO KESSLER (Italy)	01/01/2021 – 31/12/2023	https://interlink-project.eu/	Develop a new collaborative governance model that promotes the reuse and sharing of existing public services leveraging on the partnership between citizens, private actors, and public administrations
mGov4eu	Technikon Forschungs- und Planungsgesellschaft mbH (Austria)	01/01/2021 – 31/12/2023	https://www.mgov4.eu/	mGov4EU pushes forward the practical use of inclusive mobile Government services in Europe, bringing such services in line with EU citizens' expectations for safe, resilient and sustainable mobile communication. Innovating electronic identity management, storage of data and the exchange of electronic documents are key elements.

7 Dissemination & communication impact assessment

This section deals with assessing the impact of the performed dissemination and communication activities by comparing their quantitative indicators against the Key Performance Indicators (KPIs) as set in ACROSS's dissemination and communication plan (D7.2). Based on the KPIs and their description in D7.2 "Dissemination and communication plan", and considering the dissemination and communication activities so far, the following table presents an indication of how effective these activities were during the 1st reporting period of the project (M1-M12). The "yellow" status indicates that the target KPI has not been achieved yet, while the "green" status indicates that the target KPI has already been achieved.

Table 7 - KPIs tracking for M1-M12

KPIs	Target (Y1 - Y3)	M7	M10	M12	STATUS
SEO metrics					
Backlinks	>20	3	3	48	🟩
Social media					
Twitter followers	> 200	28	38	52	🟧
Organic traffic					
Page views	> 1500/year	91	245	2134	🟩
Avg. Session Duration	00:02:00	00:00:19	02:01:08	00:01:16	🟧
Blog posts	> 5	3	5	6	🟩
Monthly downloads (posters)	>35/month	-	-	-	🟧
Monthly downloads (reports)	>50/month	-	-	-	🟧
Events and workshops					
Organised workshops by the partners	1	-	1	1	🟩
Events attended	5/year	4	7	7	🟩
Participation in policy roundtables	>1	-	-	-	🟧
Partnerships with other projects					
Joint activity with EU projects	> 5	-	-	1	🟧
Press media					
Press releases	3	1	1	1	🟧
Mass media releases	2 per country				🟧
Project newsletter	1/ year	-	-	1	
Dissemination Material					
Project brochures	> 3	7	7	7	🟩
Project showcases (videos)	3	-	-	-	🟧
Project posters / banners	1-2	-	-	2	🟩
Scientific publications					
Publication in a scientific journal	2	-	-	1	🟧
Scientific conferences	15	2	4	4	🟧

Most key dissemination and communication objectives are still in progress as expected since the project is currently finishing the first year. However, it is possible to see that many of the KPIs have been achieved already by now. The team will continue to track the KPIs to ensure that all the key dissemination and communication objectives will be achieved by the end of Y3.

8   Next steps

The second year of the project will be focused more on communicating and disseminating the project's research results and policy implications to the different target audiences, producing results-oriented dissemination material, but also on connecting with audiences, relevant communities, and research projects across Europe for input and collaboration.

We will keep participating in events, conferences, and workshops and will continuously seek opportunities to promote ACROSS through publications. Moreover, we plan to strengthen our collaboration with ACROSS's stakeholder panel through the organisation of more stakeholder meetings and the frequent communication we already have with them through official and unofficial channels. During the second year of the project, the team will also focus on publishing and disseminating ACROSS's policy briefs and organising the accompanying policy events to involve as much as possible the European community of policymaking and public administration.

The team will implement tags on the website to monitor the number of downloads on the reports and other materials. It will also revise the website's health in order to improve its SEO performance. Social media communication will remain to increase the number of page views coming from social media channels.

8.1   Indicative dissemination events

Table 8 presents some indicative venues (events, conferences) that have already been identified as useful for ACROSS dissemination within the 2nd year of the project (February 2022 – January 2023).

Table 8 - Indicative dissemination events for M13-M24

Title of event	Place	Date	Topics	Partner
Egov Cedem Epart 2022	Linköping University, Sweden	6 – 8 September 2022	E-Democracy and open government conference	The Lisbon Council
Data for Policy 2022	TBA	TBA	Data-policy interactions and governance	The Lisbon Council
Master of Digital 2022	Brussels, Belgium	3 – 4 February 2022	AI, cyberthreats, green technological revolution, solutions that work across borders	The Lisbon Council

Title of event	Place	Date	Topics	Partner
OpenGovWeek 2022	Global event (OGP member countries organise events)	TBA (usually May 2022)	Open government, participation, transparency, public services	GFOSS
ICEGOV 2022	Guimarães, Portugal	Autumn of 2022 (TBA)	eGovernance	The Lisbon Council
EGI 2022	Prague, Czech Republic	20 – 22 September 2022	Advanced Computing Services for Research	The Lisbon Council
International social innovation research conference 2022 (ISIRC)	Halifax, Nova Scotia, Canada	16 – 18 September 2022	Social innovation	The Lisbon Council
International Federation for Information Processing (IFIP)	Catania, Italy	13 – 16 June 2022	Network architectures, applications	The Lisbon Council
European Technology and Engineering Management Summit (IEEE)	Online	9 – 11 March 2022	Quality of life in smart cities through projects and digital ecosystems	The Lisbon Council
Conference on Human Factors in Computing Systems (CHI) 2022	Hybrid. New Orleans, LA	30th April – 6th May 2022	Interactive digital technologies	The Lisbon Council

Title of event	Place	Date	Topics	Partner
23st Annual International Conference on Digital Government Research (dg.0 2022)	Seoul National University, South-Korea	15 – 17 June 2022	Intelligent Technologies, Governments and Citizensrsity, South-Korea	The Lisbon Council
AI World Government 2022	Washington, DC	6 – 7 October 2022	Accelerating innovation in the public sector	The Lisbon Council

9   Conclusions

This deliverable is part of the WP7 and has provided information regarding the project's communication and dissemination activities during the first 12 months of the project (February 2021 - January 2022). An overview of the related communication tools and communication/dissemination activities that have been used to disseminate the project's results were presented.

In general, after the first year of the project has been completed, we can conclude that our dissemination efforts are on track. Dissemination and communication at the project level are running on a daily basis, and the progress made by the consortium is very visible, and partners are actively participating. Through the monitoring of the set communication and dissemination KPIs, we are able to keep track of the progress and identify quickly which activities need more attention and which have surpassed the objectives.

The dissemination and communication activities focused on reaching representatives from all the different target audiences through i) publications to journals and proceedings of conferences, ii) presentations of dedicated project results to scientific, industrial and policy conferences and events, iii) participation in scientific and policy events to foster collaboration with interested stakeholders, and iv) distribution of communication material within the consortium's network.

A number of presentations of the project have been carried out at a European and international level, targeting mainly the scientific and policy community, but also civil society organisations, innovation networks, industry representatives, and public administrations. Finally, ACROSS has established a network of very useful contacts with practitioners and policymakers that have hands-on experience in the fields of data sovereignty and cross-border services and can provide valuable feedback for ACROSS's research results and their transformation to policy recommendations.