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D7.5: Dissemination, communication and networking report – Y3

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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.

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Executive Summary

ACROSS has provided 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. Work Package 7 (WP7) has coordinated the activities concerning the dissemination, communication, and exploitation of the project outcomes, including research results, policy recommendations, and expected impacts throughout the project duration. Dissemination, communication, and exploitation are critical parts of ACROSS to raise awareness and inform the project's results to the targeted audience.

During the third year of the project (M25-M39), the focus of the communication and dissemination strategy has been directed towards promoting the project's results in order to ensure an increase of awareness to the target audience. Following the strategy provided in D7.2, the partners through the coordination of LC as WP leader, have channelled their efforts in activities that could best engage with stakeholders, such as participating to events, conferences and workshops as well as seeking opportunities to publish the project's results. Moreover, the partners have pursued collaboration and synergies with other related projects in order to maximise the reach of the outcomes. These activities have contributed to raise awareness about ACROSS among the European policymaking and public administration community, as well as engaging with citizens.

This document presents an overview of the dissemination and communication activities carried out by the consortium during the third year of project and reports the end results achieved in terms of the monitoring KPIs. The coordination and joint effort of the consortium partners, who have actively been involved in dissemination and communication activities, has been crucial to achieve the end results, in line with the technical developments of ACROSS that has been carried out over the entire course of the project.



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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
General Data Protection Regulation	GDPR
California Consumer Privacy Act	CCPA
Lei Geral de Proteção de Dados	LGPD



1 Introduction and Outline

This deliverable presents the final report on the dissemination activities for the last year of the project (M25-M39). The ACROSS project has made significant progress in advancing innovative solutions in its field of study. To ensure that project stakeholders are kept informed and engaged, the project team has been working to update the personas of the project. The updated approach has focused on effectively communicating the project's progress, and impact. To this end, this report aims to provide an overview of the ACROSS dissemination activities conducted throughout the whole project and highlights the team's efforts to engage with the wider community and promote the project's outcomes.

The ACROSS objectives for communication and dissemination remain the same from start until the end of the project. To this end, the section about the objectives of the project remains the same as from the first yearly report of the project. It is possible to check the ACROSS objectives in D7.1 “Dissemination, communication and networking report – Y1.”

1.1 Purpose and Scope

The present report describes the dissemination and communication activities that took place during the last 15 months of the project and provides an updated status on the dissemination and communication KPIs. 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 D7.1 “Communication, Networking Plan and Dissemination strategy”.

1.2 Structure of the Deliverable

The present report is comprised of seven chapters.

- Chapter 1 serves as an introduction for the deliverable and overview of the objectives for communication and dissemination.
- Chapter 2 gives a high-level overview of ACROSS’s dissemination and communication strategy, and activities conducted during Y3.
- Chapter 3 presents the overview on the ACROSS project’s website performance.
- Chapter 4 presents social media channels and activities.
- Chapter 5 reports on scientific and non-scientific dissemination and communication activities performed during the last year of the project.
- Chapter 6 summarises 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 7 provides the conclusions of the report.

2 Strategic Dissemination and Communication Plan at a glance

This section presents an overview of ACROSS’s dissemination and communication activities that have been performed throughout the whole duration of the project, as described thoroughly on D7.2. During the third reporting period for WP7 (M25 – M39), WP7 focused its efforts on communicating and dissemination the project’s results to the target personas. Thanks to the collaboration of all project partners, the activities resulted in an effective promotion of the project at a national, European, and international level.

ACROSS’s goal is to provide 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 have been set in a **communication funnel**, where the main goal was to gather promoters for the project by engaging them through different phases. The last year of the project was more focused on converting the personas initially engaged throughout the first phases of the project into promoters of the project. In the figure below the communication funnel established in ACROSS is depicted:

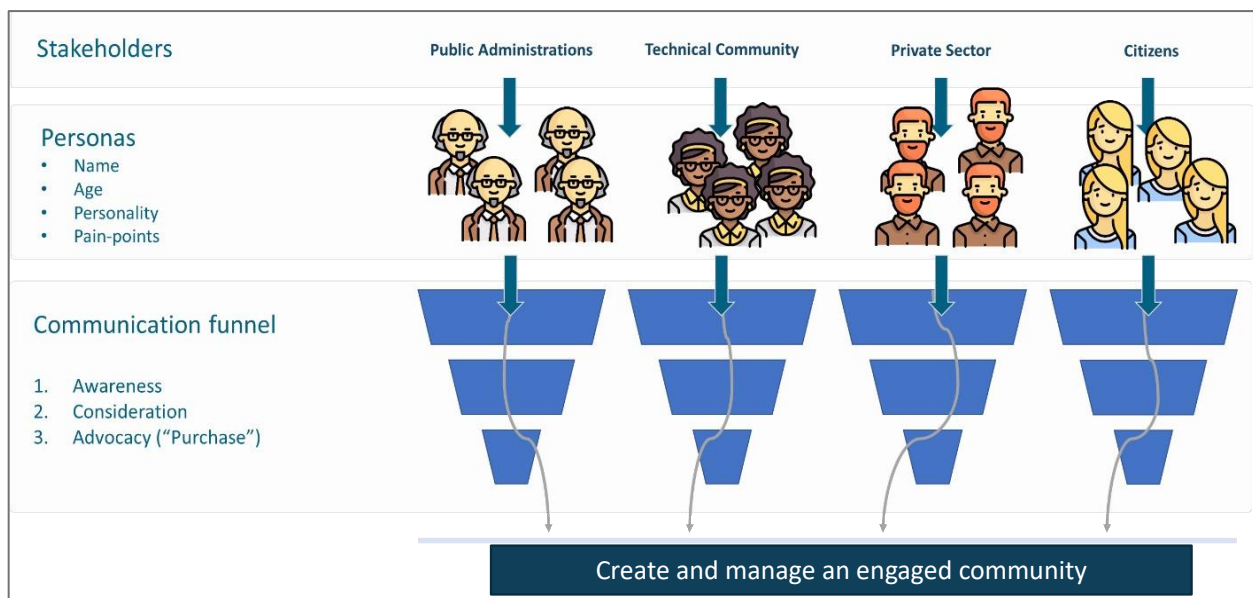


Figure 1 - ACROSS communication funnel

Each persona has different needs. To efficiently target the different audiences and stakeholders, the consortium has addressed them through the communication channels and delivered materials, such as project videos and articles, that could reach the audience in a more targeted manner. The consortium has been keeping track of the performance of these actions at overall project level and providing updates to all partners on the activities performed.

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



- 1) Reinforce the ACROSS brand by utilising it in all dissemination materials;
- 2) Present the project in all relevant events;
- 3) Disseminate the project's vision & objectives to key partners;
- 4) Create scientific content and share it to stakeholders such as the scientific community;
- 5) Reach out to the wider community of non-experts with social media posts.

To create a better coordination between all partners of the project, a joint calendar of planned dissemination activities was created and shared with each partner of the project. Moreover, LC has set up a monthly meeting involving all partners regarding WP7. The goal of the monthly meeting was to follow-up with the planning of the activities and share dissemination and communication opportunities among the consortium partners. The monthly meeting has ensured that all partners and WP leader LC were constantly involved and updated on the status of the activities and their impact on the KPIs.

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



3 Project Website

In this section, an overview on the website of the project and the impact on the communication activities is presented. The domain of the website has been maintained on <https://across-h2020.eu/> The project team has constantly monitored the website and agreed on providing updates and slight modifications in order to maintain a high level of performance and update with the projects' progress.

Within the third year “Monsterinsights” WordPress plugin has been installed. It offers third-party Google analytics integration for WordPress and facilitates the automation of some of the GDPR compliance process. It also provides analytics right from the Website Dashboard without the need to go to Google Analytics.

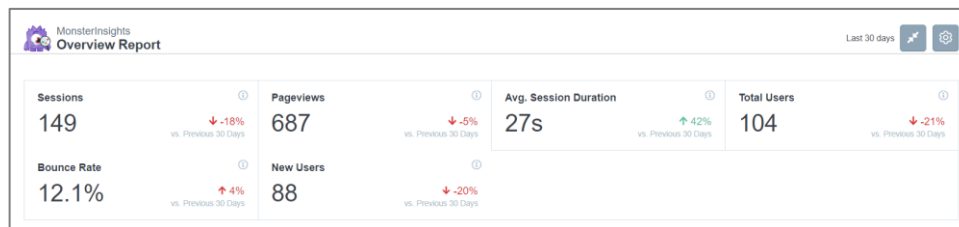


Figure 2 - Monsterinsights Overview Report example

Cookiebot CMP plugin has also been installed to comply with the major data protection laws (GDPR, ePrivacy, CCPA, LGPD, etc.). In any case, ACROSS website only collects analytics cookies that are essential to its proper operation.

3.1 Website Overview

The ACROSS official website (<https://across-h2020.eu/>) represents a key resource to support the project's communication and dissemination activities. In fact, it has been set up from the earliest stages and has been constantly updated, both in looks and content, in order to represent a resource of up-to-date information on the project and maintain visual appeal for visitors.

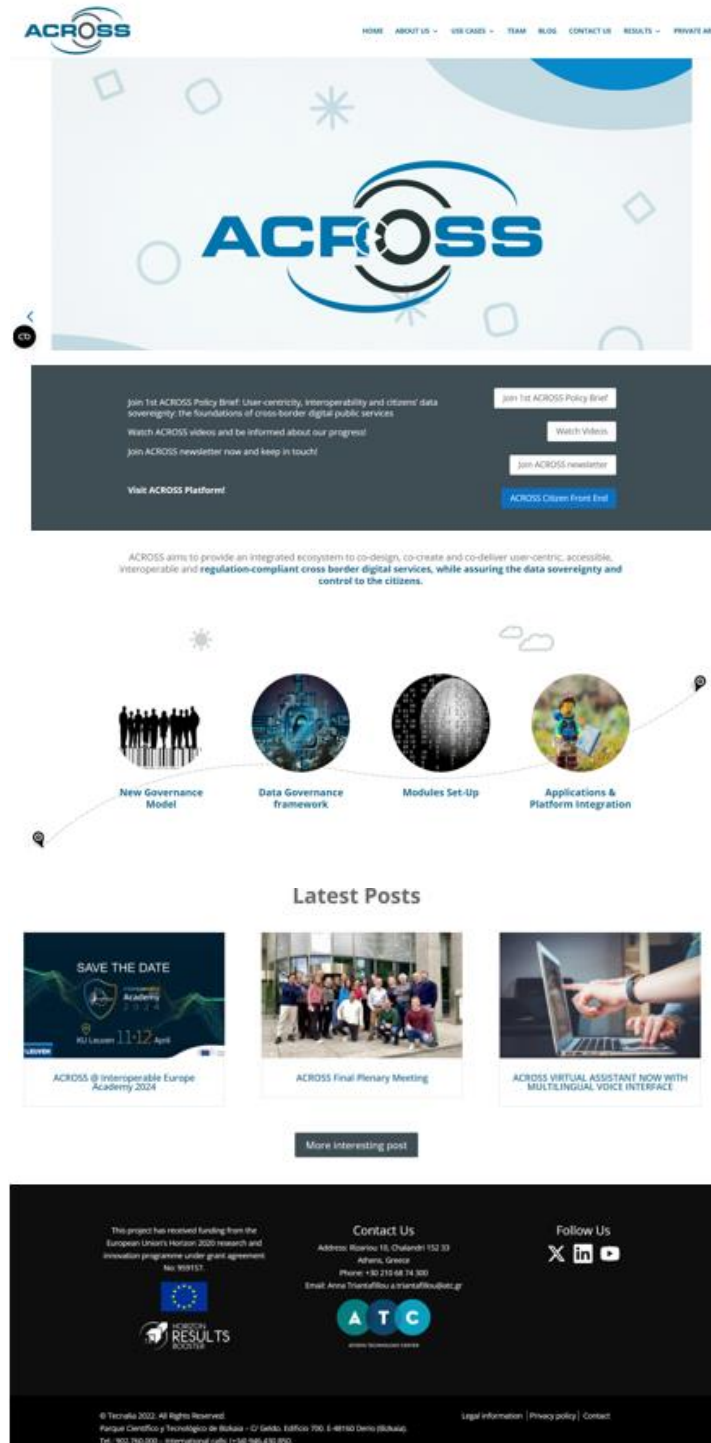


Figure 3 – Homepage of ACROSS website



As shown in Figure 3, the current version of the Homepage includes one of the project videos that have been developed in the last months which explains in a simple and engaging way what the ACROSS platform does and how it can be used by citizens that plan to work or study abroad in Europe, in order to engage potential users. To this end, a direct link to the ACROSS platform has also been included in the homepage in order to make it easier for interested stakeholders to access the platform.

The website serves as a collaboration tool for knowledge, experience and best practice sharing, as well as for results consolidation and dissemination support. It also represents the primary source for uploading all the project’s public material (publications, deliverables, videos) that the visitors can access and download.

In particular, the “Results” section has been updated and comprises four subsections:

- **Materials** where the ACROSS-related policy briefs, banner, poster, and brochure and are available for download.
- **Deliverables** where all public deliverables of the project can be downloaded.
- **Videos** under which are provided the previews and direct link to all videos produced by the partners, including a brief description. The videos are also collected under the YouTube channel of ACROSS and are available at Homepage/Results/videos (<https://across-h2020.eu/videos/>)
- **Toolbox** that contains the direct link to the ACROSS Toolbox on the Interoperable Europe - Joinup portal¹.

Additional improvements that have been made on the website during the third year of project include:

Table 1 – ACROSS website improvements during the third year

Page	Modification
Home page	Harmonizing the font size and distribution of content on the Homepage
Home page	Align the text of the sections in the footer
Home page	Replace the old “Twitter” logo with the new “X” logo
About Us	Revise and update the text under the “Objectives”
About Us	Revise the layout of the page

The “Blog” section has been continuously updated, featuring articles related to the project’s meetings, dissemination activities and promoting the achieved results.

¹ <https://joinup.ec.europa.eu/>



Moreover, the SEMrush SEO audit report monitors ACROSS's website to enable the team to make sure that the website's health is ever improving and catch all upcoming issues before they become a concern for potential users.

3.2 Website analytics

This section presents figures from the website's analytics page of the ACROSS website from the day of its launch to the time of the drafting of the present report, during the last month of the project (M39).

The results presented below bring together the ACROSS site traffic data collected through Google Analytics and aggregate the data from two distinct periods: from 1 August 2021 (during the first year of the project) to 1 October 2023 (during the final year), added to the data collected from 1 October 2023 to April 2024. The reason for this approach is that during Y3 of the project, a migration was made to Google Analytics 4 (GA4), which replaced the previous version as of 1 July 2023². In the case of ACROSS, the previous version collected the analytics of the ACROSS site until 1 October 2023 with one user ID, and from 1 October 2023 they are collected via a new user ID on GA4. Therefore, in order to have a complete view of the traffic on the site from the time it was launched online until now, it is necessary to add up the data from both sources. It should also be noted that these changes have not affected the ability of users to research and visit the site.

Regarding the audience, overall, a **total of 7.197 new users** have visited the website, while the website has reached a total of **18.582 page views** from the launch until now. The visits value is well above the target value of 4,500 set for the communication KPIs. Through the whole period that the website has been operating, ACROSS has had a stable number of daily users, with increments appearing whenever there is an important project activity. By comparing the data from the first analytics with the most recent one, it appears that **the average session duration** is slightly below 1 minute (00:00:54).

² <https://support.google.com/analytics/answer/11583528?hl=en>

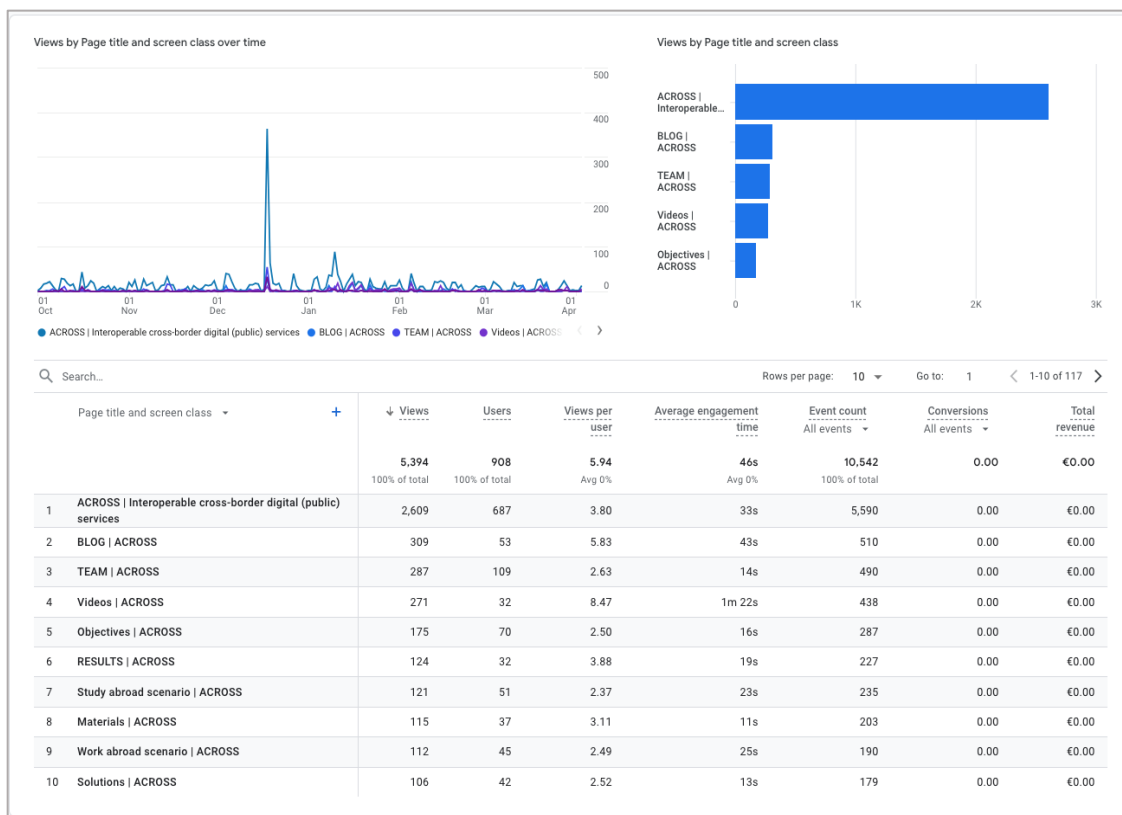
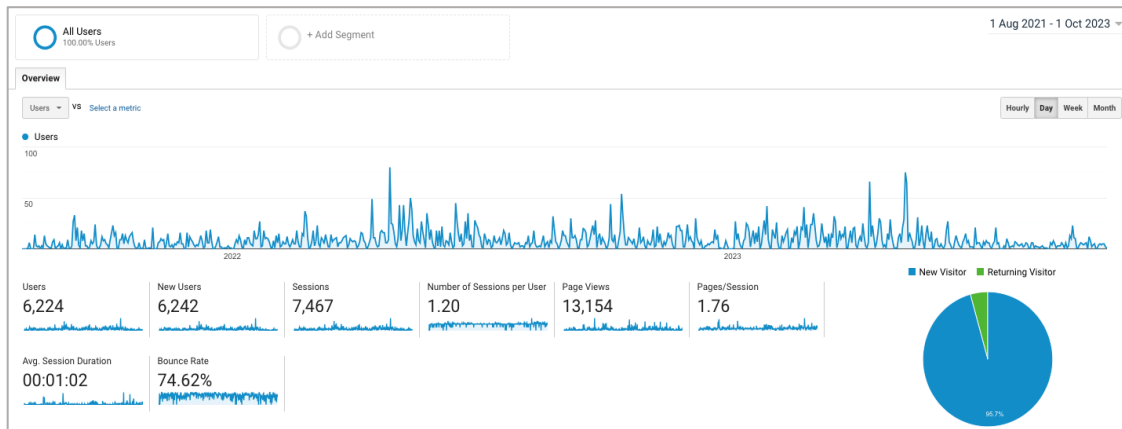


Figure 4 - ACROSS audience analytics combined

This result is consistent with the content offered on the ACROSS site. In fact, the pages of the site contain content that may also take less time to read and visit than estimated by the target; in the case of longer content, such as videos, deliverables, or published scientific articles, these are opened by users in separate windows or downloaded to be read at a later time and are therefore not tracked directly on the ACROSS site as visit time.



This behaviour is confirmed by another figure, which is the average engagement time of the users on the videos featured on ACROSS, that is well above 1 minute (00:01:22). This behaviour may mean that some users who visited the site spent more time watching one or more ACROSS videos and less time browsing the pages of the site. Considering the number of videos that were published during the course of the project, this can be considered a good result as it indicates that through the videos, ACROSS was able to attract the audience of site visitors who sought to gain information about the project through this media rather than by reading more descriptive sections of the site.

Moreover, the average duration of the uploaded videos is over 2 minutes, so users watched the videos for more than half of their duration, and this is also a significant result that testifies to the importance of the engagement capacity of the videos produced.

Regarding the number of events – consisting in interactions with content by a single user within a single session that are tracked separately from pageviews or screen views – there have been a total of **704 downloads from the website**. During the Y2 of projects, the consortium added the “event tracking” to be able to comply with the KPIs defined in the description of action of the project – in order to track the total number of downloads of project’s materials. Taking into consideration the whole period when the website has been online, from M7 until M39, there have been an average of **22,7 downloads per month**.

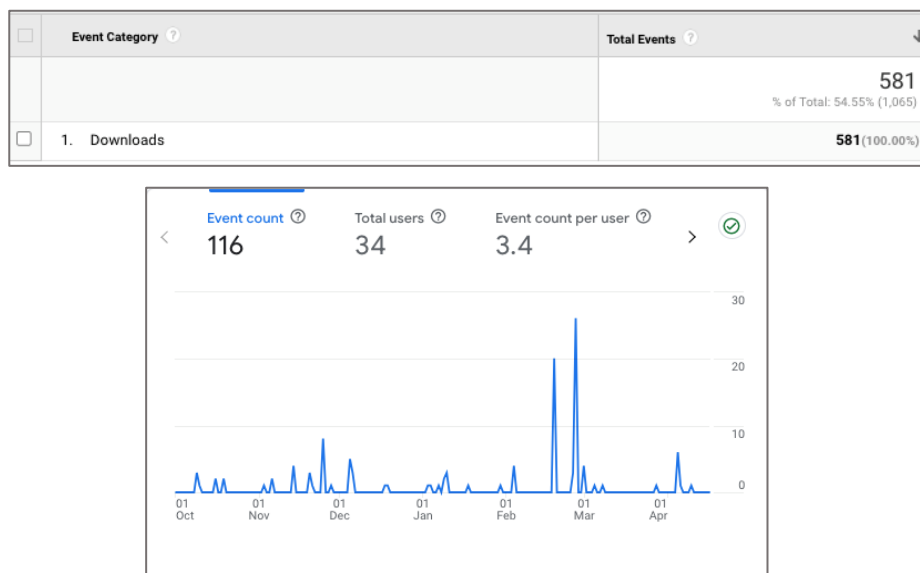


Figure 5 - Total number of downloads from ACROSS website



Due to structural changes in the Google Analytics platform, at the time of writing, it is not possible to retrieve some more detailed information with respect to downloads, in particular:

- the previous version of the analytics platform, since it is being discontinued, does not allow to extrapolate the detail on the materials downloaded in the period from 1 August 2021 to 1 October 2023, differently to what was presented in deliverable D7.4.
- the current analytics platform allows only some analytics to be provided, with a lower level of detail than was available in the previous version.

Nevertheless, in the following figure it is possible to see which public deliverables were the most downloaded in the period from 1 October 2023 to April 2024.

Link Text	EVENT COUNT	TOTAL USERS
(total) 25 items	36	7
Download	6	4
D2.1 User Journey Methodolo...	4	4
D1.4 Data Management Plan	2	2
D2.5 ACROSS Governance fra...	2	1
D5.4 ACROSS Platform Protot...	2	1
D2.3 Cross-border service ga...	1	1

Figure 6 - Most downloaded deliverables on ACROSS website from October 2023 to April 2024

These figures are in line with those reported in D7.4, even during the Y2 of the project, the most downloaded deliverables included the current ones, in particular D2.1, D1.4, and D2.5, an indication that the topics related to user journey methodology, data management and the ACROSS governance model were some of the most interesting subjects for visitors to explore.

The project KPIs stipulated a minimum of 35 downloads per month for posters and 50 downloads per month for reports. Due to the aforementioned changes, it is not possible to establish the exact number of downloads of each material at this stage of the project, so it has been decided to consider the total number of downloads of all materials on the site. The final value comes in slightly below the target value set by the KPIs. Even in this case, however, the overall result is considered positive, taking into account that some of the most relevant deliverables reporting the final results of the project (including those relating to the user journey methodology, the final policy brief, the toolbox and, above all, the results of the impact assessment) have yet to be validated and published at the time of writing. The consortium therefore expects that in the coming months these deliverables will contribute to a further increase in the number of downloads of the site materials, thus reaching the set target values.



Regarding the demographic data of ACROSS visitors, it is possible to see that 76,5% of the website visitors are aged between 18 and 44, with a rather balanced distribution between male and female visitors.

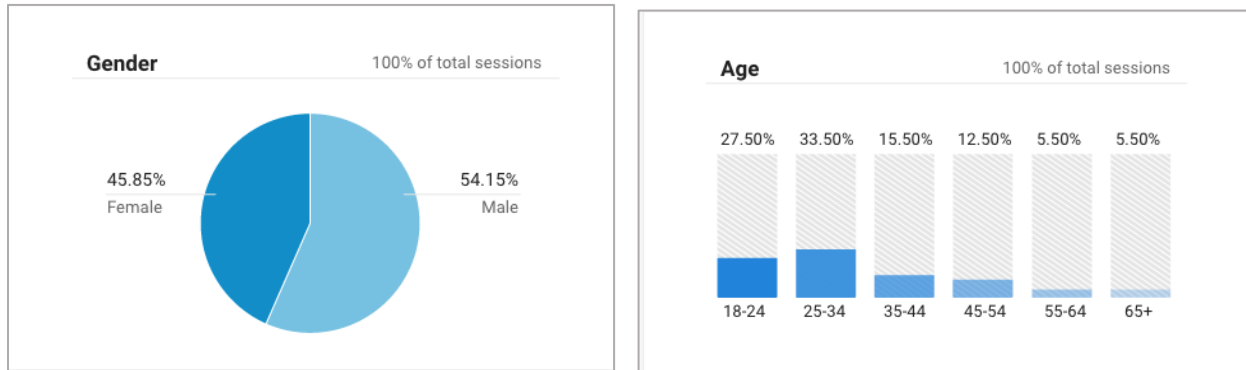
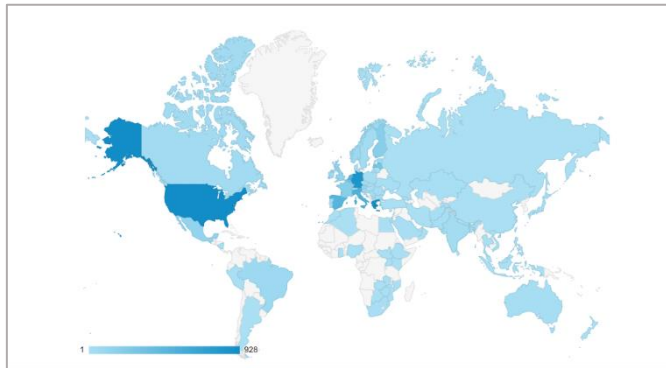


Figure 7 - Demographic visitors report

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. The top three countries with the most visitors are United States, Greece and Germany.



Country	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,224 % of Total: 100.00% (6,224)	6,242 % of Total: 100.00% (6,242)	7,467 % of Total: 100.00% (7,467)	74.62% Avg for View: 74.62% (0.00%)	1.76 Avg for View: 1.76 (0.00%)	00:01:02 Avg for View: 00:01:02 (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. United States	927 (14.78%)	927 (14.85%)	933 (12.49%)	96.03%	1.05	00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
2. Greece	906 (14.45%)	905 (14.50%)	1,210 (16.20%)	66.20%	2.10	00:01:37	0.00%	0 (0.00%)	€0.00 (0.00%)
3. Germany	822 (13.11%)	818 (13.10%)	915 (12.25%)	75.08%	1.55	00:00:29	0.00%	0 (0.00%)	€0.00 (0.00%)
4. Italy	508 (8.10%)	504 (8.07%)	712 (9.54%)	68.26%	1.72	00:01:00	0.00%	0 (0.00%)	€0.00 (0.00%)
5. Spain	472 (7.53%)	470 (7.53%)	706 (9.45%)	59.49%	3.81	00:03:50	0.00%	0 (0.00%)	€0.00 (0.00%)
6. Netherlands	437 (6.97%)	436 (6.98%)	467 (6.25%)	81.37%	1.27	00:00:11	0.00%	0 (0.00%)	€0.00 (0.00%)
7. Belgium	307 (4.89%)	304 (4.87%)	356 (4.77%)	65.45%	1.79	00:01:11	0.00%	0 (0.00%)	€0.00 (0.00%)
8. Latvia	291 (4.64%)	287 (4.60%)	323 (4.33%)	66.25%	1.49	00:00:15	0.00%	0 (0.00%)	€0.00 (0.00%)
9. Finland	196 (3.12%)	196 (3.14%)	196 (2.62%)	93.37%	1.10	<00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)
10. France	190 (3.03%)	191 (3.05%)	191 (2.56%)	90.58%	1.12	00:00:01	0.00%	0 (0.00%)	€0.00 (0.00%)

Figure 8 – List of top countries with most users on the website

For the acquisition of users, the figure below presents the top referral channels for the ACROSS website.

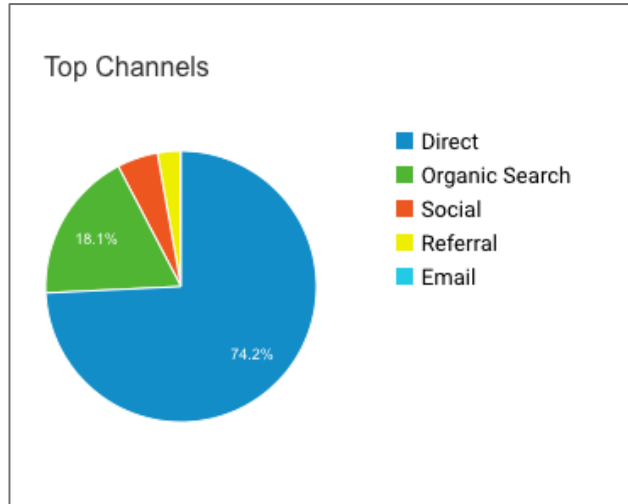


Figure 9 - Traffic acquisition overview

Most website traffic (74.2%) is direct. Direct traffic comes from users searching directly the website or clicking links from emails or social media posts, as well as documents. This number means that the vast majority of visitors of ACROSS website are engaged through the newsletter, or social media posts or videos shared on YouTube where the website URL is indicated, or are even users that already know the ACROSS website and type the URL in the search bar. However, it is worth mentioning that more than 18% of traffic comes from organic search. This identifies users that are directed on the website by typing clicking on a search engine results page and thanks to the SEO that improve the visibility, they see ACROSS website as one of the top results of their search. This is a significant achievement given that ACROSS does not use paid search results or ads, meaning that the optimization of content, meta tags and keywords has intercepted a wide audience that was able to find ACROSS among the top results of their web search.

Concerning the webpages that attract most of the website’s users, the figure below presents the list of the ten most popular webpages within the ACROSS website. The figure retrieves the most popular webpages visited measured through the previous analytics page of the ACROSS website, but the results are comparable with the traffic measured through the GA4 platform. The home page, along with the partners section and the blog timeline are the most visited pages.



Page		Page Views	% Page Views
1. /		4,912	37.34%
2. /partners		833	6.33%
3. /timeline		652	4.96%
4. /public-deliverables		359	2.73%
5. /about-across		314	2.39%
6. /deliverables		303	2.30%
7. /materials		302	2.30%
8. /objectives		283	2.15%
9. /study-abroad-scenario		264	2.01%
10. /results		239	1.82%

Figure 10 - List of most visited webpages

Also, ACROSS is building backlinks for its website. 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. Currently, **ACROSS has 76 backlinks in total**, which is a good threshold for the last year of the project website and have increased during this period of time. This value is well above the KPI target of 20 backlinks in total. These backlinks **are coming from 33 different websites**. Most of the backlinks come from text-based links.

As measured during the second year, also during the third year of project there are no backlinks with a high toxic score. This means that there are no incoming links that negatively affect the visibility of ACROSS website on the search engines.

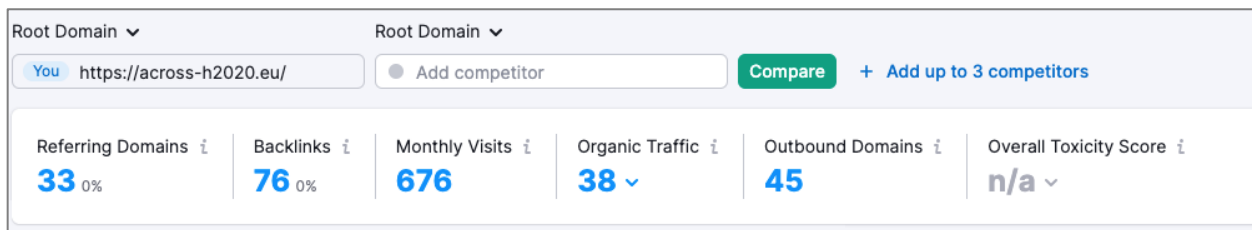


Figure 11 – Backlinks analytics on SEMRush



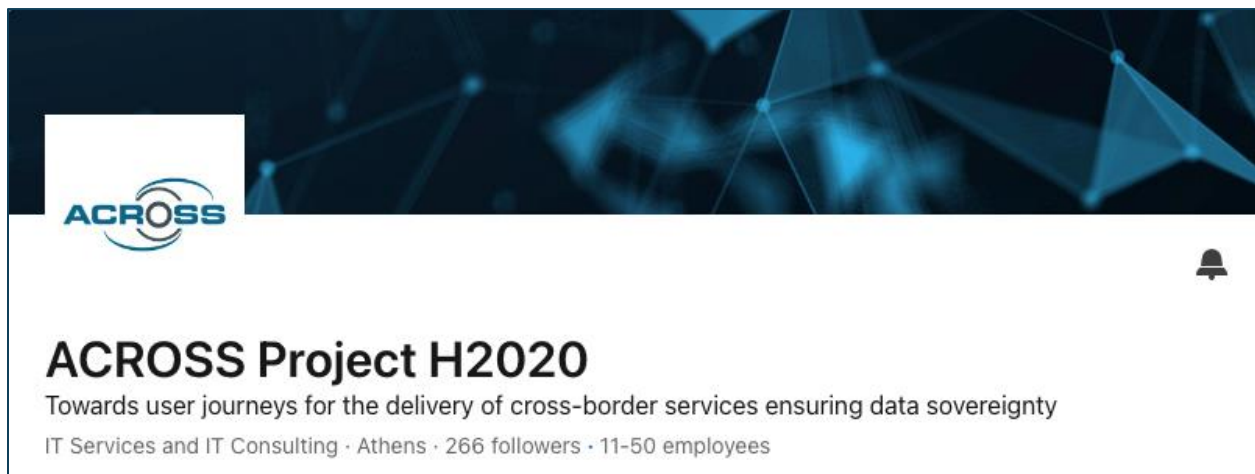
4 Social media channels

The dissemination of the ACROSS project has taken place through programmed management of a social media editorial calendar. ACROSS's social media channels are [LinkedIn](#), [X](#) and [YouTube](#). Each of them was chosen to differentiate the message based on the target persona, thus implementing a more targeted communication strategy. During the third year of the project, whenever a partner has attended an event on behalf of the project, a blogpost followed by a social media campaign was done. Each LinkedIn and X post is always done tagging the participating partners and their company's profile.

All the social media icons are included in the footer of ACROSS website, in order to maximise the reach to the ACROSS social media channels for the visitors. The project logo and name on social media has remained the same from the initial phases of the project, which has contributed to keep a consistent approach for the project's awareness and consolidated distinctiveness.

4.1 LinkedIn

[LinkedIn](#) is one of the most powerful social networks 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, and to share news item and content such as videos. The blogposts are replicated as posts and articles on the LinkedIn page to attract more visitors to the website.



LinkedIn represented the social media channel that carried more traffic than the others and contributed to increasing the visibility of the project. The current number of followers is **266**. The page has seen a steady growth in followers over the last year of the project and thanks to the cooperation of partners and networks on LinkedIn, it has managed to achieve good visibility. It was therefore considered indicative of the measurement of the project's impact to cumulatively consider LinkedIn and Twitter followers for the achievement of the KPI on the audience, to



emphasise that the strategic choice of conveying the project's communication also on this channel was successful.

Regarding the impressions on the LinkedIn page, the ACROSS project page had a total of **10,262** impressions from April 2023 until April 2024, showing a growing trend overtime. 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:

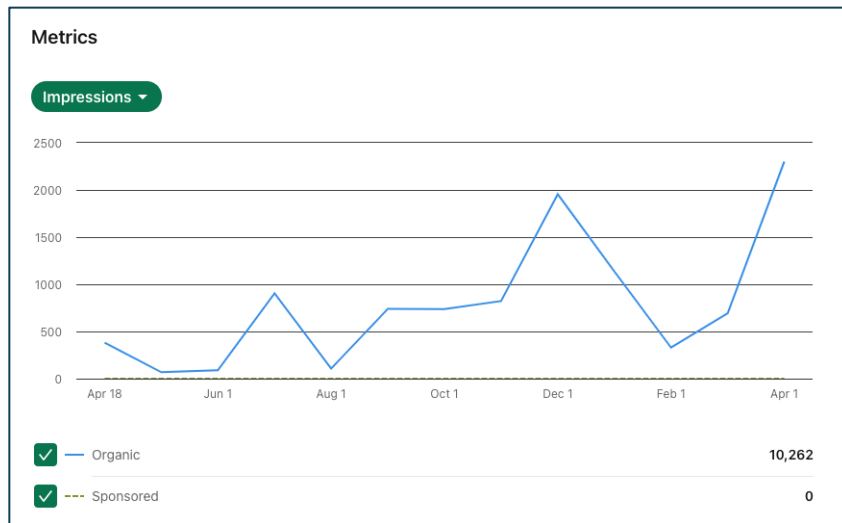


Figure 13 - Total number of impressions on LinkedIn

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reaction
The final ACROSS Project H2020 GA is over! The partners reunited in Berlin for... Posted by Jasmin Jabbarpour 4/12/2024	Image	All followers	1,421	-	118	8.3%	3
The ACROSS final plenary has started! Thanks to Fraunhofer FOKUS for hosting... Posted by Jasmin Jabbarpour 4/10/2024	Video	All followers	600	593	36	6%	2
Across Technical Description Posted by Jasmin Jabbarpour 3/21/2024	Video	All followers	704	-	19	2.7%	2
Transparency Dashboard Complete video 1080p Posted by Jasmin Jabbarpour 1/30/2024	Video	All followers	248	-	11	4.44%	1

Figure 14 - ACROSS LinkedIn posts



4.2 X

X, formerly known as Twitter, is a highly content-based social media and extremely concise, mainly used by 'insiders' and opinion leaders from different sectors. This is considered particularly suitable for the communication needs of the project, which on a strategic level aims to engage this type of audience that works with information, knowledge and news. In this case, the ACROSS project target is defined on interests, pages followed, hashtags followed, and people followed. For this reason, the content has been written in a way that is still different from other social media channels.



Figure 15 – ACROSS's Twitter page

From February 2023 until April 2024 there were a total of **2.066 impressions** on ACROSS Twitter account. During this period, the partners have contributed in creating blogs and content to be disseminated through the channel and that could be redirected to the project's website. Whenever possible, partner accounts are tagged to raise the impression of each tweet. The following Figure 16 depicts some of the tweets that performed well in the last months.

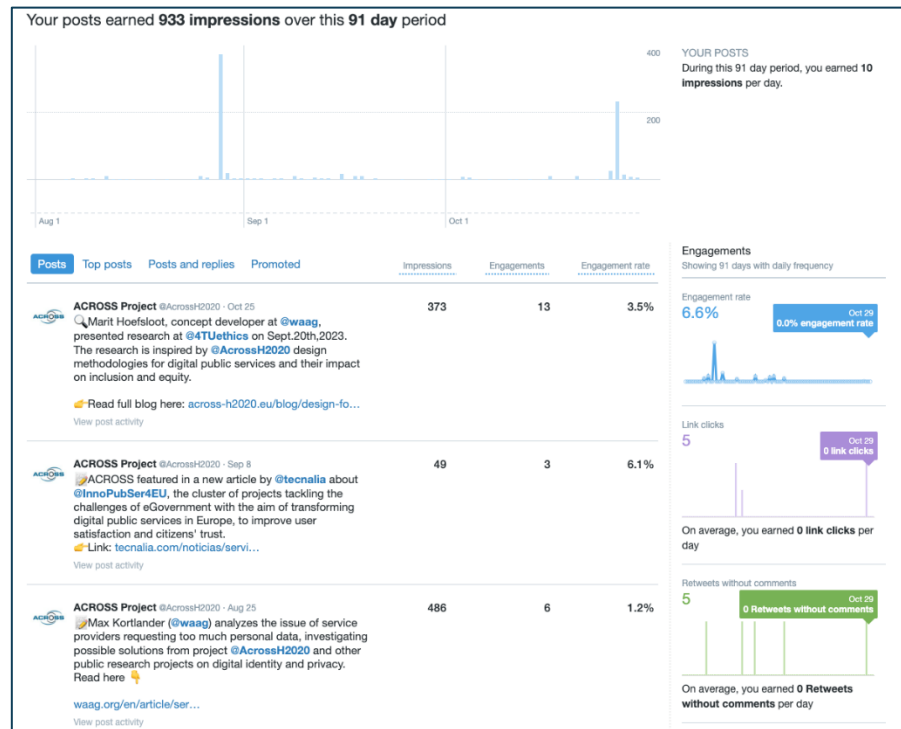


Figure 16 - ACROSS posts on X

One of the strategic KPIs set for the project was to reach 200 followers on the ACROSS Twitter account; the final number at the end of the project is **122 followers**. This is a positive result as it indicates that a target audience has been intercepted and followers have continued to grow during the project’s duration. However, it is important to point out that since the conception and deployment of the ACROSS communication strategy and the creation of the social media profiles, there have been profound changes on this channel in particular. The purchase of Twitter by Elon Musk in September 2022 led to radical changes and continuous updates, culminating in the name change to X in August 2023. The changes implemented over the past year have to some extent negatively affected accounts that did not activate a subscription or 'Premium' profile, such as ACROSS, which has never made use of any paid promotion to increase visibility. Therefore, the result achieved can be considered positive in light of the changes resulting from external factors over the last year of the project.

4.3 YouTube

Videos, due to their communicative language, are an excellent tool for dissemination. [ACROSS's YouTube channel](#) plays a very important and transversal role among all the social channels because it allows all the video content to be uploaded and collected over time, which can be shared on social networks and reach different targets, in addition to driving traffic through the site visitors. To this end, during the third year of the project, **11 videos** have been uploaded on the YouTube channel, in order to maximise the dissemination of the project’s results. Therefore, the KPI related to the number of showcase videos produced has been reached.



The videos have been shared through dedicated posts on the social media accounts and also through blog posts on the website. 2 of these videos were produced with the aim of showcasing the project and describing the ACROSS platform to different users: one video is aimed at targeting citizens that are interested in studying or working abroad and describes how the ACROSS platform could support them in utilizing cross-border services. The second video aims to target experts and stakeholders as it describes the different components of the ACROSS solution and how they work together to convey into the platform. For each component, the partners have created a dedicated video tutorial in order to provide an in-depth description of the functioning and role within ACROSS.

The other videos showcasing the components developed for the project have been produced by the partners, in addition to other dissemination videos as listed below:

1. The Citizen Front-end guide video from ATC,
2. The Service Catalogue Component video from ENG,
3. ACROSS videos of the Transparency Dashboard and Personal Data Governance Framework from TECNALIA,
4. Videos of the 2 joint webinars with e-GOV cluster (inGOV, Interlink, mGov4EU, GLASS)
5. Horizon Results Booster video pill

The videos have reached more than 650 views just from the YouTube channel, that counts 18 subscribers. In addition to this number there is also to consider that the videos are embedded on the website and generate more views that are not counted under the visualizations through the YouTube channel. Therefore, it is expected that the actual reach of the videos has been higher than what is measured solely through the YouTube views.

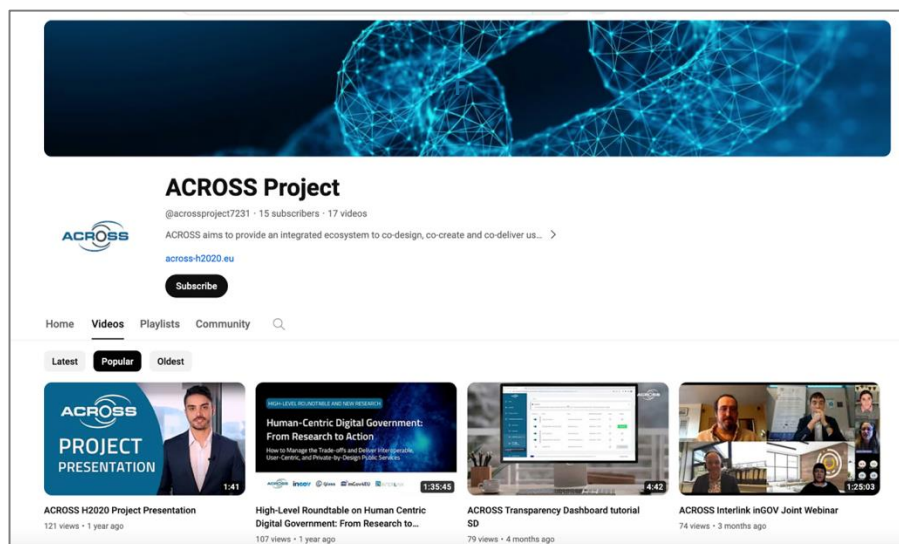


Figure 17 - ACROSS YouTube channel



5 Dissemination and communication activities

This section summarises the communication and dissemination activities that have been performed by the ACROSS consortium throughout the last 15 months of project. The activities are split into the following categories:

- Participation in events.
- Organized events by ACROSS.
- Cooperation activities with other related EU funded projects.
- Mass media releases.
- Collaborative web posts and consortium synergies.
- Publications.

5.1 Participation in events

The following table lists all the events ACROSS partners attended during the third year of the project. The list consists of conferences, workshops, seminars, presentations in relevant events.

It should be noted, as previously mentioned, that project partners were very active in different 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. The target value of the KPI is 15 attended events by the end of the project; this KPI has been reached and surpassed as partners have overall attended **38 events** during the whole project to effectively promote and disseminate the project results.

When feasible, the ACROSS consortium participated online. The following **Error! Reference source not found.** describes the events that ACROSS was present throughout Y3. The following paragraphs describe some of the events that ACROSS members were present.

Table 2 - List of attended events during Y3 of ACROSS

Date	Partners	Name
31/01/2023	GRNET	European Day of Personal Data protection
22/05/2023	Waag	Symposium at Vrij Universiteit Amsterdam
26/06/2023	Waag	Public Spaces Conference 2023
12/07/2023	GRNET	DGO2023 Conference



14/06/2023	Waag	Identity Week Europe
20/09/2023	Waag	4TU Ethics and Technology Research Day
26/09/2023	LC	ICEGOV2023 Conference
20/10/2023	Waag	Identity Week America
26/10/2023	LC	Major Cities of Europe 2023 Conference
06/03/2024	ATC, LC, TECNALIA	Policy Roundtable with eGOV Cluster
11-12/4/2024	ATC	Interoperable Europe Academy 2024

The following sub-chapters gives more information on some of these events:

5.1.1 European Day of Personal Data protection

On the occasion of the European Day of Personal Data Protection, held on January 31st 2023, the ACROSS Partners GRNET and GFOSS co-organized a discussion event on the topic “Power to the People? Towards a human-centered data governance model”.



Figure 18 - Petros Christopoulos (GRNET) during ACROSS project presentation

During the event, Petros Christopoulos, Project Manager, Directorate for Digital Governance at GRNET, presented the ACROSS project, focusing on the Data Governance topic and the effort to put citizens’ ownership and control over their personal data at the center of cross-border public service design.

Other topics presented during the event were:

- The global MyData initiative and the contribution of MyData Operators to a sustainable and fair personal data governance for all;
- The European regulatory framework and the challenges of balancing a human-centric model of personal data governance and privacy protection;



- The relevant initiatives of the Ministry of Digital Governance.

A press release for open registration to the event was published both by GRNET and GFOSS. The event was delivered online with five presentations and a final discussion with the attendees. About 200 citizens joined the two-hour online event. The agenda, the presentations and all relevant information of it can be found in GRNET's page <https://events.grnet.gr/event/127/>.

5.1.2 Symposium at Vrij Universiteit Amsterdam

The Amsterdam City ID meet-up at Vrije Universiteit Amsterdam brought together various stakeholders around the question of providing identity services to undocumented migrants in Amsterdam. ACROSS and its user journey methodology were presented at this meet-up, along with the story of 'Cornelius the Capybara' as presented in D2.2. The user journey methodology was of great interest to facilitators and participants, with decentralised sharing and issuing of credentials considered at length by the group as a potential way to help undocumented migrants in Amsterdam access necessary services like healthcare.



Figure 20 - Max Kortlander presenting at the Amsterdam City ID meet-up at Vrije Universiteit Amsterdam



Figure 19 - Reynard the Fox illustration at the Amsterdam City ID meet-up at Vrije Universiteit



5.1.3 Public Spaces Conference 2023

On the 27th and 28th of June 2023, Sophie Almanza and Marit Hoefsloot attended the [Public Spaces Conference](#) at Pakhuis de Zwijger in Amsterdam. This is a yearly public conference, attended by over 500 civil servants, (open source) software developers, civil society organisations, entrepreneurs, and other interested parties. The Waag team attends every edition of the conference and represents the ACROSS project there in different capacities.

This year, Waag presented our Public Stack Reflection Cards, which were developed as a supporting tool to the Governance Framework and Service Design approach of ACROSS. More information on this is available in the deliverable D2.6 “ACROSS Governance framework including service design approach – Final” and is also described in D6.5 “Toolbox for public administration managers and policy makers – Final”, including the online version on the toolbox on Joinup.

Waag hosted a table at the Bazaar, which allowed the team to not only present and gift the cards to interested individuals, but to also have deeper conversations with the recipients. This led to interesting conversations in which the Waag team explained the concept of the cards, how to employ them, as well as the context of the ACROSS project. Moreover, the recipients were able to ask questions and explain how they were intending to use the cards into their context. We gifted approximately 45 sets of cards to a mix of civil servants, teachers, entrepreneurs and researchers.



Figure 21 - Sophie Almanza at the Public Spaces conference 2023



Figure 22 - Deck of Public Stack reflection cards



5.1.4 DGO.2023 Conference

Nikos Vasilakis, Deputy Director of Digital Governance at GRNET, presented a research article at the 24th Annual International Conference on Digital Government Research (dgo.2023), held in the city of Gdańsk, Poland, from July 11-14, 2023.

The research article, titled “Enhancing Cross-border Mobility by Adopting a User Journey Approach for Digital Public Services,” is the result of collaborative effort and co-authored by Nathan Da Silva Carvalho, Lucy Temple, Petros Christopoulos, Ipek Köysürenbars, Michaela Pfeiffer and Matīss Veigurs.

The research article, which is a synergy effort between project ACROSS and mGOV4EU, aims to explore the potential of adopting a user journey approach for improving cross-border mobility through the design and implementation of cross-border digital public services. Especially, the User Journey approach for digital public services delivery to citizens who want to move in Europe for work or studies. The process of forming the user journeys based on co-creation session and interviews as well as the lessons learned by designing specific features in the project’s platform for personal data sovereignty, services interoperability etc. The presentation was well received raising questions from the audience about the Interoperability Framework and the governments’ efforts to support such initiatives. The scientific conference attended university professors, students, researchers in European projects and public servants interested in Digital Government.



Figure 23 - Nikos Vasilakis at D.GO2023 Conference



5.1.5 Identity Week Europe – WAAG

[Identity Week Europe](#) is a large-scale commercial conference, on themes of identity and trust and geared towards both government and corporate enterprises. The 2023 edition of the conference took place at the RAI conference centre in Amsterdam, lasted for 2 days, included over 250 speakers and 250 exhibitors, and was attended by more than 4000 people. Max Kortlander from Waag participated in a panel discussion, and together with Marit Hoefsloot, they presented the ACROSS solution in a 20-minute open presentation.

Max Kortlander took part in a panel discussion on Smart Digital ID Wallets at Identity Week Europe. The panel was in front of a large audience of over 100 people. Max took the opportunity to present ACROSS as a values-driven project, in which values like privacy and citizen control are front and centre. This was presented alongside the notion that market-based digital identity and wallet solutions are not enough - rather, digital identity inherently impacts access, and thus is also a matter of democratic importance. Values-based projects around digital identity, like ACROSS, are thus a necessary approach in the field.



Figure 24 - Max Kortlander as a panellist at Identity Week Europe 2023

On the second day of the conference, Max Kortlander and Marit Hoefsloot presented the ACROSS project in a 20-minute presentation, which was attended by approximately 25 people. To fit with the themes and audience of the conference, the presentation focussed on the aspects of identity, data minimisation, and inclusion in digital public service design. One of the emphasised aspects during the presentation is that to ensure the privacy and data sovereignty of the users of digital public services, we can use the concepts of attribute-based credentials and community vouching. To explain this point, Waag used the comic of Cornelius the Capybara, as it proves to be an effective and accessible way to present the argument. These ideas are further developed in the



deliverables D2.4 “Cross-Border Service Gap Analysis” and D2.2 “User Journey Methodology definition – Final”, respectively.

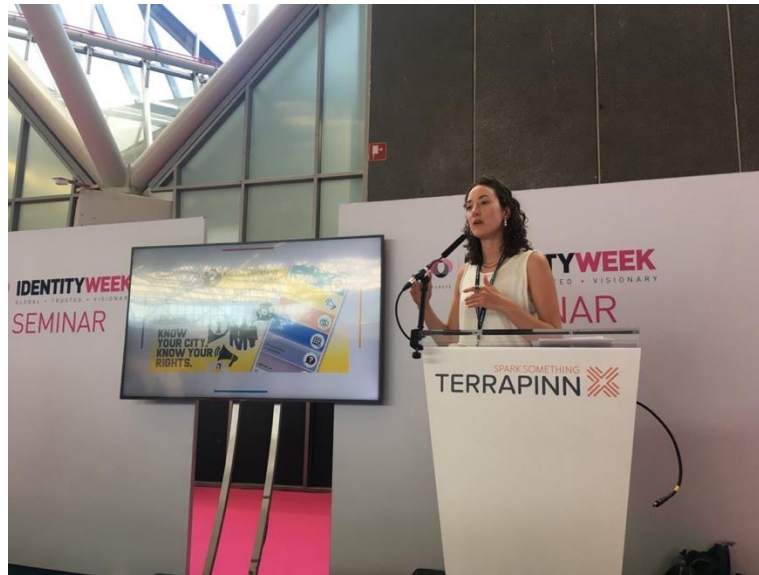


Figure 25 - Marit Hoefsloot at Identity Week Europe 2023

5.1.6 4TU Ethics and Technology Research Day

Marit Hoefsloot (Concept Developer at Waag Futurelab) presented research on design for equity at the [4TU Ethics and Technology Research Day](#) in Utrecht on the 20th of September 2023. During this high-level event, researchers presented their work in different domains of philosophy and ethics of technology. Approximately 30 professors, researchers, and PhD-students at the technical universities of Wageningen, Delft, Eindhoven and Enschede attended the session.

The presentation was based on the joint research of Hoefsloot and Simone van der Burg (Head of Programme at Waag) into design methodologies for digital public services and their impact on inclusion and equity. This is inspired by ACROSS, where WAAG designed an extensive user journey methodology including the creation of two personas. These personas are fictional main characters in the designed user journey. The description of the personas includes the desires, goals and capabilities of potential end users of the ACROSS platform, which were collected during the user research in the beginning phases of the project. In her research and subsequent presentation, Hoefsloot reflected on the persona methodology and evaluated whether the approach can be used to design for the values of inclusion and equity in digital public spaces.



Figure 26 - Marit Hoefsloot at the 4TU Ethics and Technology Research Day

5.1.7 ICEGOV2023 Conference

On September 27th, 2023 Jasmin Jabbarpour, project manager and research associate at LC, has participated to the 16th International Conference on Theory and Practice of Electronic Governance (ICEGOV 2023) held in Belo Horizonte, Brazil. This year's theme focuses on Digital Governance for Democratic, Equitable, and Inclusive Societies. ICEGOV is ranked as one of the leading conferences in Digital Governance and brings together academia, governments, international organisations, industry, and civil society to share and discuss the latest insights and experiences in the field. The 16th edition of the conference was focused on "Digital governance for democratic, equitable and inclusive societies", revolving around the topic of citizen-centricity.

During the conference, LC has presented the scientific article "A more inclusive Europe through personal data sovereignty in digital cross-border digital services" during the second paper session "Privacy, security, and ethics in digital governance". LC was able to present the paper outlining the research approach and results obtained within the project for the management of citizens' data sovereignty in cross-border digital service delivery. The conference, which was attended by around 200 people, was a valuable opportunity to disseminate the results of ACROSS and helped to increase interest in this project and the solution developed by many participants. During the presentation panel, participants asked several questions related to the presentation and this generated a debate on the topic of security, data privacy and how to protect citizens when using digital services. The article also represented a great opportunity for synergy and joint dissemination with the mGov4EU project.



Figure 27 - Jasmin Jabbarpour at ICEGOV2023 Conference

5.1.8 Identity Week America

Identity Week America was a large conference held in Washington DC, and is the American version of the Identity Week Europe conference where ACROSS was also presented. The ACROSS presentation at Identity Week America, delivered by Max Kortlander from Waag, covered the user journey methodology, presented design dilemmas from the ACROSS governance and service design approach, and considered various ways in which user journeys can design for people 'at the margins' or facing more complex user journeys. The presentation ended with a framing of shared democratic values between the US and EU, and pointed to ACROSS as one example of European values-driven technology.

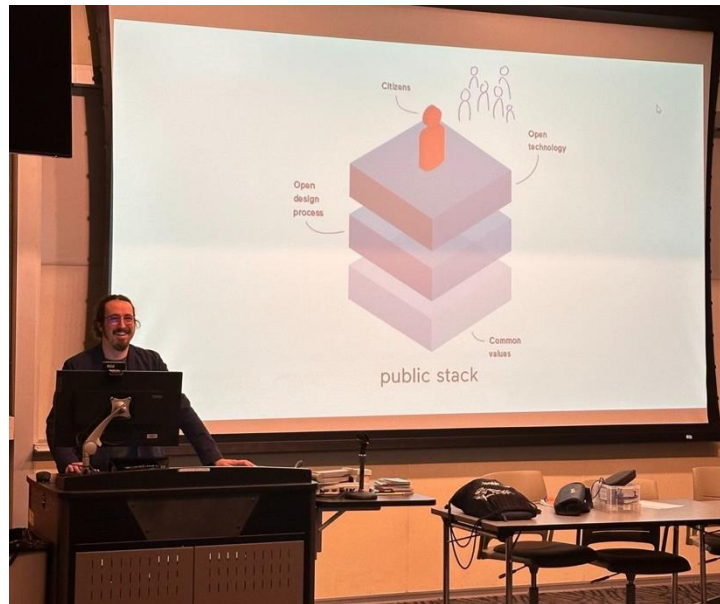


Figure 28 - Max Kortlander at Identity Week America

5.1.9 Major Cities of Europe 2023 Conference

On October 26th, 2023 Jasmin Jabbarpour (LC) has participated to the Major Cities of Europe 2023 Conference in Prato, Italy, to deliver a presentation about ACROSS. The conference, which has already been running for more than 40 editions, aims at bringing together the local public administrations and citizens services by sharing international experiences, projects, strategies, and solutions while developing skills and improve the efficiency and the effectiveness of Local Governments. The 2023 edition was called “Loom with a view – weaving the future of digital communities” and focused on exploring and discussing the impact of digitization and climate transition in local public administration as well as the impact of emerging technologies.

For this conference, LC published a presentation that was then showcased and discussed during a panel dedicated to the innovations brought by European projects. During the three-day conference, a dedicated ACROSS stand was also set up where all the information materials - rollups, printed brochures, posters - were displayed and where LC was able to present the solution and answer all visitors' enquiries. Many participants from public administrations and service providers showed interest in ACROSS and subsequently attended the dedicated slot presentation to ask further questions. Overall, ACROSS received a lot of appreciation and expressions of interest from the audience and this helped to further raise awareness about the project and disseminate the results.



Figure 29 - Jasmin Jabbarpour at the ACROSS stand at Major Cities of Europe Conference

5.1.10 Policy Roundtable organised by EC

The “Virtual event” took place on March 6th, 2024, and it was led by Athanasios Gerakis with representatives from DIGIT and DG Connect. European Commission Ms Andrea Halmos (B2 DepHoU DG DIGIT) gave short policy presentation mainly focused on Interoperability. European Commission Mr. Johannes Boermann (B2 DG REFORM), made also a short policy presentation on Digital Transformation.

The eGOV cluster projects ACROSS, mGOV4EU, inGOV and GLASS we invited to present the lessons learned during the project as well as policy recommendations from their individual perspective. There was also a common presentation from all projects with Key recommendations and commonalities in recommendations across all of them.

Marina Klitsi from ATC, Alessandro Paciaroni from LC and Enrique Areizaga from Tecnalia presented the ACROSS project and participated actively in the Policy Roundtable. The policy makers showed a lot of interest in the way the project addressed Personal Data Sovereignty and Interoperability in Cross-Border services and were greatly surprised by the high positive feedback obtained within the “Assessment” phase involving almost a hundred participants.

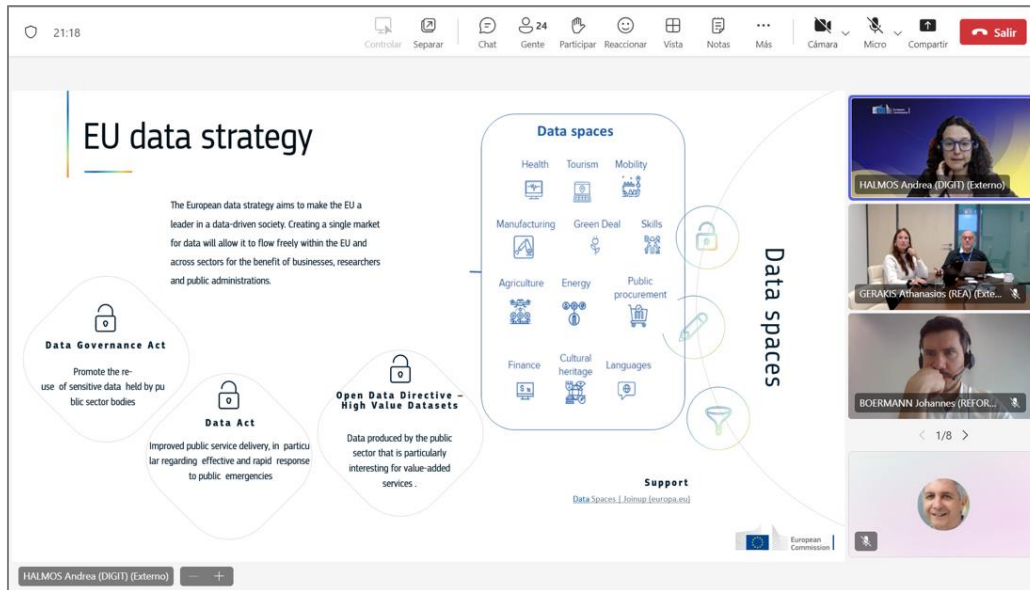


Figure 30 - eGOV Projects Cluster Roundtable

5.2 Organized events by ACROSS

5.2.1 Assessment activities

During the impact assessment activities conducted from November 2023 until February 2024, the pilot partners organized several activities in order to present the ACROSS projects to stakeholders and conduct the surveys with citizens and experts. The majority of these activities have been performed online, complemented with some events in person in order to engage better with the participants, explain the details of the ACROSS project and platform and ensure an effective conduction of the surveys from the participants.

A similar approach was followed by all pilot partners (GRNET, VARAM and DATAPORT). Each partner initially formed a list of potential participants, like email lists of students and citizens as well as a list of experts (policy makers, public and private sector officials, service providers and IT experts). Invitation emails were sent to them with an attached consent form where a reply was asked by those who would voluntarily participate to the assessment of the ACROSS solution. Two questionnaires were prepared, one for citizens and one for experts, which both included instructions of a use case scenario of the platform, encouraging also the free exploration and followed by some questions about ACROSS. Additionally, for the experts' group a presentation was prepared showing all the features of the components of the ACROSS solution even in the back end. For this presentation, separate sessions with experts were held by partners so any questions could be raised and usually followed by a free discussion reflecting on the future of service delivery.



Figure 31 - Assessment session with students held by VARAM

More specifically, GRNET held six separate online sessions with one or two experts in each session and one live session with four experts. They also held one live session with 16 students with duration of one and a half hours. DATAPORT initially had sessions internally with experts and citizens within the company, extending the assessment by sending invitations to several channels of students, citizens and experts. VARAM initially contacted a university, to ensure the participation of citizens in the testing of the Portal and to collect the required number of respondents, as students are one of the potential audiences of the Portal. It was implemented with the support of the University of Latvia (LU), by organizing two working groups onsite, in the premises of the LU. The first group of students was organized on 14th of November 2023 with 13 participants, and the second on 5th December 2023 involving 17 participants. Afterwards they also extended the assessment by reaching citizens and experts via email.

5.2.2 Policy roundtable organised by ACROSS

Coinciding with the conclusion of the project, the ACROSS partners organised a final event on 29 April 2024: a policy roundtable to present the project and discuss how the results obtained can be used to advance the creation and delivery of digital public services. Invited to the policy roundtable entitled 'Advancing Digital Transformation in European Public Cross-border services' were members of the European Commission, in particular from the DIGIT and DG CONNECT units, together with researchers and policy and digital governance experts from various universities and international bodies. Among the ACROSS partners who presented and discussed during the roundtable were the project coordinator ATC, LC, TEC, ENG, GRNET, TIMELEX, WAAG, who presented some aspects of ACROSS to discuss how the project's solution development can contribute to the development of European policies in the areas of digital transformation, interoperability, user-centricity, privacy and data sovereignty. Following the entry into force of the European Interoperability Act, the discussion was centred on how ACROSS acts as a demonstrator of an interoperable solution addressing the provision of digital public services.



The organisation of this event, together with the production of the final ACROSS policy brief (see D1.6), reflects the consortium's interest in promoting ACROSS results at European level to relevant stakeholders. The communication and dissemination strategy and activities aimed, especially during the last year of the project, to align ACROSS results with the European policy agenda on e-government and interoperability, in order to promote the ACROSS solution as a case study able to contribute positively to the policy landscape at improving the creation and delivery of digital public services addressed to European citizens.

5.3 Liaison activities with other related EU funded projects

In order to pursue synergies and collaborations with other H2020 projects under the same call as ACROSS, the partners investigated possible joint activities to be carried out in accordance with project developments. Thanks to the cooperation between the consortia, ACROSS organised two joint webinars in December 2023 involving all the other projects to promote their achievements and build a dialogue on the contributions that the developed solutions can bring in the field of eGovernment and for the improvement of the use of digital public services for citizens. The projects involved by ACROSS are the following:

Table 3 – Cluster Projects

Project Name	Coordinator	Duration	Website	Aim
Glass	UniSystems Information Technology Systems (Greece)	01/01/202 1 – 31/12/202 3	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)	01/01/202 1 – 31/12/202 3	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)	01/01/202 1 – 31/12/202 3	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.

As a result of the collaboration with these projects, ACROSS conducted and organised a series of two webinars called “EU Projects 4 eGOV” to deepen common aspects and approaches to the project cluster:

- Joint webinar with ACROSS, Interlink and inGOV about the topic “EU projects supporting governments in providing services through co-creation approach” on December 6th, 2023. The speakers involved were Max Kortlander from Waag (ACROSS), Matteo Gerosa from Fondazione Bruno Kessler, Taco Brandsen from Radboud University” (Interlink) and Mariza Konidi from Uni Systems (inGOV) and 30 people participated to the webinar.
- Joint webinar with ACROSS, mGov4EU and GLASS about the topic “Personal data sovereignty: solutions from EU projects for data governance”. The involved speakers were Enrique Areizaga from TECNALIA (ACROSS), Mariza Konidi (GLASS), Detlef Huhnlein from ecsec (mGov4EU), and there was a total of 16 participants.

The webinars were promoted through the ACROSS newsletter and social media channels, as well as the other projects’ accounts. Overall, the webinars represented an excellent dissemination opportunity for all projects and these joint activities have contributed to enhance the quality of the research and to improve the communication efforts.



Figure 32 - ACROSS webinar banner



Figure 33 - ACROSS joint webinar with Interlink and inGOV

5.3.1 ACROSS Horizon Results Booster

The ACROSS consortium has joined forces with other partners for the Horizon Booster programme. A policy advice booklet on e-governance has been created together with a video pill to disseminate the benefits of digitisation of key public services in Europe.

During Y3, the collaboration with the Horizon Results Booster was mainly focused on the Smarter eGovernment for European Residents policy recommendations. The report is available at the



ACROSS website and can be downloaded from the following link: https://across-h2020.eu/wp-content/uploads/2023/05/hrb_across_policy_brief_booklet_a4_mar2023_3.pdf

Some of the most noteworthy aspects highlighted in the report are the following:

- increase interoperability across countries
- creating a unified cross-border platform
- deliver data protection and privacy to citizens
- improve mutual trust between member states
- consider mobile-first in digital policy



**Figure 34 - Innovative Public Services for EU Citizens
policy brief booklet**

In parallel with the policy recommendations, a video pill for the promotion of e-government services was developed. This video is available at the following link: <https://across-h2020.eu/egovernment-teaser/>.



5.4 Mass media releases

To disseminate the project online, the consortium has made many blogposts on ACROSS' website during the third year of the project and have published **19 blogs** in the project's website. The blogs have covered a variety of topics, from the GA meetings to the new videos published on the channels, as well describing events that partners participated to. The complete list of blogs is reported in the following table:

Table 4 – Mass media releases

Date	Content / Title
14-02-2023	ACROSS Project presented at GR Digigov Innohub 2023
21-02-2023	ACROSS at European Day of Personal Data Protection
28-02-2023	ACROSS Plenary Meeting in Hamburg
17-04-2023	ACROS in HRB Policy Brief
18-07-2023	ACROSS 5 th Plenary Meeting
22-08-2023	Accounting for human agency in European digital identity
13-09-2023	ACROSS Paper at DGO2023
19-10-2023	Design-for-Equity by means of personas: Sharing lessons learned with the Dutch Ethics and Technology community
22-10-2023	Unlocking the power of ACROSS: a game-changing workshop
15-12-2023	ACROSS 6th general assembly
16-01-2024	User Journey Modelling Tool
16-01-2024	Virtual assistant tutorial
17-01-2024	ACROSS software component Service Catalogue
17-01-2024	ACROSS software component Transparency Dashboard
16-02-2024	ACROSS software component Citizen Front-end
16-02-2024	ACROSS runs assessment to measure the usability and impact of the platform
11-03-2024	ACROSS virtual assistant now with multilingual voice interface
16-04-2024	ACROSS Final Plenary Meeting
16-04-2024	ACROSS at Interoperable Europe Academy 2024



The blog posts were also replicated and published through the LinkedIn and X social media channels, in order to maximise the impact and reach a broader audience.

5.5 Collaborative web posts and consortium synergy

The partners during the last year have also contributed by promoting the project through their organization's websites to reach a wide audience, including different stakeholders. The project has been featured in the following articles:

- Dataport internal dissemination article, that was accessed by more than 4.700 employees
 - ENG: case study presentation on corporate website: <https://www.eng.it/en/case-studies/across-fornitura-di-servizi-transfrontalieri-che-garantisce-la-sovrانيت-dei-dati>
 - VARAM press release: <https://www.varam.gov.lv/lv/jaunums/tiek-veidota-parrobezu-publisko-pakalpojumu-platforma-starp-eiropas-savienibas-dalibvalstim>
 - VARAM publication on Facebook:
<https://www.facebook.com/VARAMLATVIJA/posts/pfbid02UprfH8TmCNszKboMwSZJizd5GeZgLsKA3aPN5geQpGbNeMMX8LU48SVX7z4KoUeNI>
- ATC Post on company website and social media

Social media posts have been made by ATC on the LinkedIn community “Public Sector Transformation” of [Co-VAL](#), an EU funded project aimed at exploring the concept of value created in public administration through citizen and civil participation, together with new approaches to the integration of respective practices towards the transformation of public administration services and processes. The published posts are aimed not only at promoting ACROSS but in particular the [Toolbox](#) on the Interoperable Europe-Joinup portal. The posts reached the community of 3,756 registered members of the group.



Figure 35 - Post about ACROSS on Co-VAL LinkedIn group

5.6 Publications

In order to disseminate the results achieved during the last phase of the project, partners have continued working on ACROSS scientific publications, as the project’s results and deliverables were also being published. The publications made during the third year of the project are listed in the table below:

Table 5 – ACROSS publications during Y3

Partner(s)	Type	Title	Main author(s)	Publisher/Conference	DOI/ Status
The Lisbon Council, TECNALIA, WAAG	Publication in scientific conference	A more inclusive Europe through personal data sovereignty in cross-border	Nathan da Silva Carvalho, Jasmin Jabbarpour, Urtza Iturraspe Barturen, Idoia Murua	ICEGOV2023: International Conference on Theory and Practice of	https://doi.org/10.1145/3614321.3614329



		digital services	Belacortu, Max Kortlander, Valentin Sanchez Pelaez, Enrique Areizaga Sanchez, Lucy Temple and Francesco Mureddu	Electronic Governance	
The Lisbon Council, GRNet, Dataport, VARAM	Publication in scientific conference	Enhancing cross-border mobility by adopting user journey approach for digital public services	Nathan da Silva Carvalho, Petros Christopoulos, Ipek Köysürenbars, Michaela Pfeiffer, Lucy Temple, Nikos Vasilakis and Matīss Veigurs	DG.O 2023: The 24 th Annual International Conference on Digital Government Research	https://doi.org/10.1145/3598469.3598487
WAAG	Publication in scientific conference	Equitable Digital Public Services: Using Personas to Design for Equity	Marit Hoefsloot and Simone van der Burg	EGOV2024 – IFIP EGOV-CeDEM-EPART 2024	Submitted
The Lisbon Council	Policy brief	ACROSS Final Policy brief (D1.6)	Jasmin Jabbarpour, Francesco Mureddu, Luca Remotti	-	To be published
The Lisbon Council	Published Project Presentation	Citizens' data sovereignty in delivering public services	Jasmin Jabbarpour	Major Cities of Europe Conference 2023	https://majorcities.eu/conferences/2023-prato/presentations/



The consortium has overall successfully achieved the following publications results within the overall project's duration:

- 4 publications in scientific conferences (1 under review),
- 3 policy briefs,
- 1 banner in scientific conference,
- 20 project presentation at scientific conferences and public events.

The partners have been very proactive in investigating many opportunities for dissemination and communication and have successfully achieved to present ACROSS in relevant events and conferences. Taking into consideration the results obtained in the impact assessment, conducted during the final phase of the project, the consortium partners intend to continue publishing scientific materials to disseminate the results of ACROSS at the most relevant events and conferences, as well as publishing articles in scientific journals. This will lead to a promotion of the positive results achieved in ACROSS in the months following the end of the project, and contribute to increasing the project's impact. At the time of writing this deliverable, the partners are working on two papers to be published at the following conferences:

- ICEGOV2024
- Emcis 2024 conference

The consortium is also working on two articles to be published in the following scientific open access journals:

- Digital Government: research and practice (ACM)
- Public Administration review

Overall, the partners have channelled their efforts into publishing several papers, articles and three policy briefs, achieving a good result considering the impact achieved by the project. Taking into consideration that the ACROSS consortium is composed of non-academic partners, the collective effort to deploy resources in the production of scientific materials was high and resulted in the production of a good number of scientific materials. The commitment of the partners was particularly focused on the communication of the project results as well as promotion at international events and conferences, where the partners were able to engage with a large number of stakeholders belonging to the categories identified by the communication strategy adopted. The impact was very positive, with a high degree of interest shown by stakeholders belonging to the world of public and private enterprise, as also demonstrated by the results obtained in the impact assessment (D6.3). The footprint of the research project in ACROSS was strongly oriented towards obtaining a functioning final solution that could be further developed through the exploitation strategy. Therefore, the consortium's collective effort will be continued even after the end of the project and will be aimed at publishing and disseminating the results through publications and scientific articles.



6 Dissemination and 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) and in the ACROSS DoA. 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 whole duration of the project (M1-M39):

Table 6 - KPIs tracking

Dissemination KPIs	Objective	Total (M1-M39)
Brochures	3	3
Publications in Scientific conferences	15	5 ³
Publications in Scientific journal	2	0
Project posters	2	2
Press releases	3	4
Project showcases (videos)	3	14
Project newsletters	3	4
Attendance of events	15	37
Organization of events	1	5
Participation in policy roundtables	1	5
Mass media releases	6	41
Collaborative webs (blogs, Wikipedia)	5	9
ACROSS website (total visits)	4.500	7.197
ACROSS website (average duration of visits)	00:02:00	00:00:54
Number of monthly downloads (materials on website)	35 (average)	22,7 (average)

³ This value includes 2 publications in scientific conferences that are undergoing the submission phase: 1 paper for the EGOV2024 - IFIP EGOV-CeDEM-EPART 2024 conference under review (listed in Table 5) and 1 paper for the ICEGOV2024 conference to be submitted in May 2024.



ACROSS website (backlinks)	20	76
LinkedIn + Twitter followers	200	388
Policy brief (not in the DoA)	-	3

As it is possible to see from the table above, the majority of the project communication KPIs have successfully been reached. This has been possible thanks to the joint effort of the consortium and the commitment of the partners to successfully reach the planned targets.

The activities conducted by the partners have been described in more detail in this deliverable as well as in the previous ones. In the light of the results achieved, it is important to emphasise as proven by the data that the partners made a significant effort in exploiting national and international opportunities to promote ACROSS to various audiences and stakeholders. This is demonstrated by the high number of attended events where the partners in most cases made presentations on ACROSS to specific audiences, as well as attended policy roundtables and mass media releases. From the point of view of the number of scientific publications in journals and conferences, the partners at the time of writing this deliverable have achieved a lower number than the planned target. This result is not a consequence of low effort from the partners; on the contrary, as the results achieved by ACROSS from a technical and impact point of view are very positive, the consortium intends to continue to promote the project results by producing scientific papers and articles. As mentioned above, at the time of writing this deliverable, two papers and two scientific articles are being prepared and will be submitted for publication. The intention of the partners is to process the results and positive feedback from the impact assessment and to continue working on the dissemination of ACROSS results in the relevant fora.

The interest around the ACROSS project is also demonstrated by the results obtained on site views and followers on social media. As explained above, it was decided to present the total number of followers on LinkedIn and Twitter, and not only on the latter channel, as the LinkedIn community showed much higher growth results than initially foreseen. In light of the major changes that have taken place on the Twitter platform over the last 12 months already illustrated, the aggregate figure of social network followers is representative of the engagement created through communication activities.



7 Conclusion

In conclusion, the third and final year of the ACROSS project was focused on effectively communicating and disseminating the project's research results and policy implications to various target audiences. The team created results-oriented dissemination materials and collaborated with other relevant communities and research projects across Europe. The project's participation in events, conferences, as well as efforts to promote it through publications and communication materials, helped to raise awareness about the project. Collaboration with the project's stakeholder panel was strengthened through more stakeholder meetings, such as webinars and policy roundtables, and ongoing communication.

Two new policy briefs, one published under Horizon Results Booster and the final ACROSS policy to be published, are disseminated to the European policymaking and public administration community. Overall, the dissemination and communication efforts during the whole course of the project were successful in raising awareness about the project and its research results and helped to further the project's goal of addressing cross-border services in the EU. Given that the impact assessment has been conducted within the final phase of the project, and the relative results are being presented at the time of the writing of this deliverable, the consortium is committed in promoting these results and creating more knowledge materials and awareness based around ACROSS, even after the conclusion of the project.

The publication of the policy brief, scientific articles and the featuring of the online version of the toolbox on the Interoperable Europe-Joinup portal, will also contribute after the conclusion of the project to further disseminate the results achieved by ACROSS and increase its impact.