D5.5 - Periodic Report on Communication and Dissemination (M36)

<table>
<thead>
<tr>
<th>Workpackage</th>
<th>WP5 - Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor(s):</td>
<td>Victoria Monje</td>
</tr>
<tr>
<td>Responsible Partner:</td>
<td>Ogilvy</td>
</tr>
<tr>
<td>Contributors</td>
<td>All partners</td>
</tr>
<tr>
<td>Internal Reviewer</td>
<td>TNO, UPM</td>
</tr>
<tr>
<td>Status-Version:</td>
<td>(v.1.0)</td>
</tr>
<tr>
<td>Due to</td>
<td>M36</td>
</tr>
<tr>
<td>Submission Date:</td>
<td>31/12/2019</td>
</tr>
<tr>
<td>EC Distribution:</td>
<td>PUBLIC</td>
</tr>
<tr>
<td>Abstract:</td>
<td>Evolution of the communication and dissemination activities during the period M19-M36 of the project, including: Website, Social Channels, Newsletter, Support to Events.</td>
</tr>
</tbody>
</table>

This document is issued within the frame and for the purpose of the BDVE project. This project has received funding from the European Union's Horizon 2020 Programme (H2020-ICT-2016-2017) under Grant Agreement No. 732630
## Contents

1 INTRODUCTION ........................................................................................................... 7  
2 THE BDV PPP WEBSITE ......................................................................................... 8  
  2.1 Global concept and objective ............................................................................ 8  
  2.2 The BDV PPP Website Homepage ..................................................................... 9  
  2.3 The “About us” Section .................................................................................... 10  
  2.4 The “Projects” Section ..................................................................................... 11  
  2.4 The “News” Section ......................................................................................... 12  
  2.5 The “Newsroom” Section ................................................................................ 12  
  2.6 The “Skills” Section ......................................................................................... 12  
  2.5 The “Ecosystem” Section ................................................................................. 15  
  2.6 The “Resources” Section ................................................................................. 16  
3 DISSEMINATION TOOLS .......................................................................................... 18  
  3.1 SOCIAL CHANNELS .......................................................................................... 18  
  3.2 OTHER DISSEMINATION TOOLS ..................................................................... 21  
4 DISSEMINATION ACTIVITIES .................................................................................... 23  
  4.1 BDV PPP OWNED EVENTS ............................................................................ 23  
  4.2 PRESENCE IN OTHER EVENTS ....................................................................... 31  
5 CONCLUSIONS ............................................................................................................. 34
List of Figures

FIGURE 1: Top-bar menu on BDV PPP website .......................................................... 9
FIGURE 2: Three project tiles at "Projects" section of the website .................. 11
FIGURE 3: New search implementation on Education Hub site ....................... 13
FIGURE 4: “Submit your program” page form .................................................... 14
FIGURE 5: "Open Call for Academic Level" – Webpage screenshot ................ 15
FIGURE 6: Webinars page .................................................................................... 17
FIGURE 7: “Policy Blog Series” webpage ......................................................... 18
FIGURE 8: An example of the current Newsletter ............................................. 22
FIGURE 9: Lead banner on the EBDVF website main page before and during the event
................................................................................................................................. 25
FIGURE 10: Lead banner on the EBDVF website main page after the event ....... 25
FIGURE 11: BDV PPP Website 2019 Edition ..................................................... 27
FIGURE 12: EBDVF 2019 Webpage ...................................................................... 29
FIGURE 13: Palacio da Bolsa picture with two flags on the façade ................. 30
FIGURE 14: Badges design proposal for Speakers, Attendees, Staff, Students and Press...................................................................................................................... 31
FIGURE 15: Website design proposal ................................................................... 31
D5.5: Periodic Report on Communication and Dissemination – M36

List of Tables

TABLE 1: Definitions, Acronyms and Abbreviations ........................................... 5
TABLE 2: Videos published on BDV YouTube Channel during M19 – M36 .......... 21
TABLE 3: BDV PPP Owned Events M19-M36 ...................................................... 23
TABLE 4: Events where PPP have attended .................................................. 32
TABLE 5: Activities and Events where BDVe partners have been involved ........ 33
TABLE 6: PPP presence on media ................................................................. 33
TABLE 7: Other Dissemination activities by BDVe partners ............................... 34
### Definitions, Acronyms and Abbreviations

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDV</td>
<td>Big Data Value</td>
</tr>
<tr>
<td>BDVA</td>
<td>Big Data Value Association</td>
</tr>
<tr>
<td>BDVe</td>
<td>Big Data Value ecosystem</td>
</tr>
<tr>
<td>C &amp; D</td>
<td>Communication and Dissemination</td>
</tr>
<tr>
<td>CSA</td>
<td>Coordination and Support Action</td>
</tr>
<tr>
<td>EBDVF</td>
<td>European Big Data Value Forum</td>
</tr>
<tr>
<td>EC</td>
<td>European Commission</td>
</tr>
<tr>
<td>PPP</td>
<td>Public Private Partnership</td>
</tr>
<tr>
<td>SME</td>
<td>Small and Medium Enterprise</td>
</tr>
<tr>
<td>WP</td>
<td>Work Package</td>
</tr>
</tbody>
</table>

**Table 1: Definitions, Acronyms and Abbreviations**
Executive Summary

The BDVe is the CSA supporting the entire BDV PPP, and, among its tasks, the project has the mandate to harmonize and execute the Communication and Dissemination strategy at Programme level.

In the first period of the program, BDVe has set up a complete website to showcase specific results and to report news coming from present and future PPP projects. During M19-M36 this website have been improving its content with the information provided by all partners.

Along with the website, intended as the heart of the communication strategy, BDVe had agreed to co-manage with the BDVA both the Twitter channel and the BDV Newsletter, finding and exploiting the synergies between the two organisations, and multiplying the reach and impact of these communications in benefit of the target audience and the entire ecosystem.

The presence in events is a fundamental basis of this project and the PPP, and it is one of the pillars of WP5. In addition to being part of the organization of different events, such as the European Big Data Value Forum which is the flagship event that already has three editions. Also note that the BDP PPP Summit has been confirmed in the PPP environment, the result of the BDV Meetup and Open Day Conference. All these events effectively combining the power of both the private (BDVA) and the public (EC) sides of the PPP.

This deliverable D5.5 Periodic Report on Communication and Dissemination compile the tools, actions, procedures and results achieved on the last months, This report is an update of the deliverable submitted D5.4, showcasing progresses made during M19 – M36 of the project.

The dissemination and communication actions gathered in this document are directly linked with other deliverables from this WP5: D5.9 Promotional Materials and D5.12 Impact and Coverage.
1 Introduction

This document covers the description of the different actions and activities undertaken to fulfill the Communication and Dissemination objectives contained in WP5 of the BDVe project during M19-M36.

This document is part of the deliverables of WP5 for the period M19-M36 of the BDVe project. As such, it is completely aligned with D5.3 which covers the revision of the Communication and Dissemination Strategy after these 18 months of operation. The different materials developed to support the actions covered in this document can be found in D5.9, while the measured results are explicitly gathered and discussed in D5.12.
2 The BDV PPP Website

2.1 Global concept and objective

The BDVe has been running for three years covering technical research and innovation projects, vertical integration solutions, large scale pilots, and other activities to boost the Big Data Economy in Europe.

In such a complex environment, during M01-18 a unique place was designed to act as a PPP showcase, where:

- News, events and other notifications around the PPP were shared and referenced by other communication channels.
- General information about the PPP was given, including the list of projects belonging to the PPP.
- Global tools serving the whole PPP developed by BDVe were made available, such as: Marketplace, Skills Recognition Program, Mobility Program, Landscape, Education Hub, among others.
- A repository of documentation was offered to all PPP members to place their relevant outcomes and publications.

This environment was the PPP Website and portal, accessible at www.big-data-value.eu. The domain name is owned by the BDVA, which guarantees sustainability beyond the project end. It is operated mainly by Ogilvy as the project lead on PPP marketing activities.

An initial proposal for merging the BDVA (www.BDVA.eu) and PPP websites was abandoned to avoid conflicts; not all companies belonging to the Association are part of the projects represented in the PPP website and not all the companies participating in PPP projects are BDVA members. For this reason, it was decided that the PPP website remains independent from that of the BDVA, even if both sites are closely linked. This is a recurrent proposal from some partners and also from this WP.

The first release of the website was in M5. During the following months its content was enriched becoming a complete website to promote the value of Big Data in Europe.

During M17 it was performed a full redesign of the website, selecting a different professional theme based on the WordPress architecture, called DIVI. This solution
D5.5: Periodic Report on Communication and Dissemination – M36

offered a straightforward migration of contents, continuity on the support given by WordPress and full compatibility in terms of CMS operation. The implementation of the website and its technical details are gathered on D5.4.

The following subsections cover in detail the different areas of the site, its structure and contents.

2.2 The BDV PPP Website Homepage

The website homepage is accessible at the main URL of the site: www.big-data-value.eu.

As the entry point of the portal, it features the different sections and resources covered by the site. It has been as follows:

- A top-bar menu, with access to the different Social Networks (Twitter, LinkedIn, YouTube), the Newsletter section and direct access to BDVA website. It was decided to create this bar to have direct and quick access to the pages mentioned. It is decided to implement in this way instead of adding tickers or news feed to not overload the webpage.

![Figure 1: Top-bar menu on BDV PPP Website](image)

- The main menu has slightly changed during M19-M36. This menu was implemented to have a directly access to the full sections and resources that Big Data Value has.
  - About us
  - Projects
  - News
  - Events
  - Skills
  - Ecosystem
  - Resources

- These sections have their own dropdown menus:
  - About us
    - Online Impact Monitor
  - Projects
  - News
D5.5: Periodic Report on Communication and Dissemination – M36

- Events
  - All
  - Media Partners
  - BDV PPP Summit 2019
  - EBDVF 2019
- Skills
  - Overview
  - Education Hub
  - Mobility Program
  - Skills Recognition Program
  - Big Data Centres of Excellence
- Ecosystem
  - Overview
  - Marketplace
  - Landscape
  - I-Spaces
  - SMEs
- Resources
  - Overview
  - Webinars
  - Marketing tools
  - Policy Blog Series

- A lead graphic rolling slider to place creative banners featuring the most interesting news or resources related to the PPP. At the time of writing this report it features a direct link to the PPP project list, another for the BDVA, and the next webinars.

All dynamic content is directly editable by authorized editors. All partners have access to the website. It is mainly used a general user which it is allowed to change all the pages, although for some specific pages such ad Education Hub or Landscape it has been created specific users to facilitate the access once new content has to be updated.

2.3 The “About us” Section

This section is accessible via the main menu (visible throughout the website) and the commented first block of the homepage. The direct link to this section is: www.big-data-value.eu/about-us
There have been no notable changes in this section. Although in its dropdown menu you can access the Online Impact Monitor, a new section on the website.

**Online Impact Monitor**

Online Impact Monitor reflects the data from the latest Monitoring Report distributed as an infographic. The information that has been used as a basis to create this infographic has been compiled by BDVA and delivered to Ogilvy, who has overseen its design. As it is placed on the website, it allows to have some add-ons on the design such animated icons, reflecting the information in a more dynamic way. Highlight the great acceptance of the result by the rest of the partners.

This infographic has been adapted in other pieces that will be shown in *D5.8 Promotional Materials*.

### 2.4 The “Projects” Section

One of the main objectives of the website, aligned with the overall C&D strategy, is to provide the projects with enhanced visibility.

The projects section, directly accessible at [www.big-data-value.eu/our_projects/](http://www.big-data-value.eu/our_projects/) provides a complete list of all with a direct link to the respective websites. There have been no notable changes in this section; only the yearly increase on the number of projects running, which is currently 46.

---

**Figure 2: Three Project Tiles at "Projects" Section of the website**
2.4 The “News” Section
A total of 204 articles are included in this section at the middle of December 2019. Globally, it serves as a container for pieces of content coming from different sources to make them accessible via other channels (such as Social Media, Newsletters, etc.). They are accessible at big-data-value.eu/newsroom

In the Deliverable 5.12 Impact and Coverage are showed the evolution of the website and the analysis of the articles published during M19 – M36 period.

2.5 The “Newsroom” Section
This section provides updated information on relevant events on Big Data technologies and is directly accessible at: www.big-data-value.eu/events. The section has a sub-menu with specific sections for the events organised by BDVe on behalf of the PPP.

Now on this dropdown menu are found two direct links to PPP Summit and EBDVF websites event.

2.6 The “Skills” Section
Europe is its people. Demanding solutions and providing talent to the industry. The Skills section covers useful content and information on the BDV PPP activities and around Big Data in general. In that respect the Section on Ecosystem could be considered as the “product” part of the site, as it references a collection of assets developed by BDVe as a service to all PPP members, being the outcome of the different working packages of the project.

A network of centres of excellence, easy access to information about educational and mobility programmes, and schemes for the recognition and assessment of skills ensure the long-term sustainability of the investment in Big Data technologies and solutions. Accessible at www.big-data-value.eu/skills

Skills section is composed by:
- Education Hub
- Mobility Program
- Skills Recognition Program
- Big Data Centres of Excellence

The purpose of having this content on the website is for sharing it with all the Big Data Value community, in an easy way. All these resources are accessible directly via
D5.5: Periodic Report on Communication and Dissemination – M36

the drop-down menu from the menu bar or by the link “Read More” in the main page of the section. A short description each of them is included below on the following points: 2.7.1, 2.7.2, 2.7.3 and 2.7.4.

Education Hub
As a key objective of WP4 of this project, the Education Hub responds to the need of creating a catalogue of the different master programmes in Europe to serve the academic community around Big Data.

Education Hub is the online platform and living repository for European Master and PhD Programmes and Online and Onsite Trainings.

Selected carefully to match students and scientists’ interests in key areas, where Big Data will have an impact on the industry and where Big Data will deliver clear business value. Targeted and relevant to current or future data scientists and data engineers.

Ogilvy programmed an ad-hoc interface to be included in the website that was populated by the database gathered by WP4, which is continuously updated with new upcoming master programmes.

During M19-36 there has been some improvements on this site, changing the search tool and adding more filters and categories. All of it requested by WP4 and implement by WP5.

Figure 3: New search implementation on Education Hub site

Another new tool is the option to submit your program through the website. WP4 requested to Ogilvy to implement a form option on the website. It is accessible
through the main page of the Education Hub and it has its own URL, which is: www.big-data-value.eu/courses-form. Whoever is interested in showing their program in the Education Hub can complete the fields. If the program is already on the website and there are some changes needed, it is possible to specify it on the description.

Figure 4: “Submit your program” page form

*Education Hub is accessible at: [www.big-data-value.eu/education-hub](http://www.big-data-value.eu/education-hub)*

**Skills Recognition Program**

Skills Recognition Program is a new section requested by WP4. It is created to address the needs of data scientists, industry, and academia while taking into consideration educational trends in Europe. The section on the page is to announce the advances on the Skills Programme and in particular the badges that have been designed for this. These badges are showed on D5.8.

WP5 has been working on the design of the content received from WP4. This section is distributed in:

• Call section, where it is placed the information for submissions. Available here: www.big-data-value.eu/skills/skills-recognition-program/call-for-academic-level-data-science-analytics-badge-issuers

![CALL FOR ACADEMIC LEVEL DATA SCIENCE ANALYTICS BADGE ISSUERS](image)

**Figure 5:** “Open Call for Academic Level” – Webpage screenshot

**Big Data Centres of Excellence**

A Centre of Excellence is an organizational unit within a national system of research and education that provides leadership in research, innovation and training for Big Data technologies. The BDV PPP is furthering the development of the European data ecosystems as a data-driven economy. One key action is the work to support a network of Big Data Centres of Excellence to foster collaboration, share best practices and know-how among centres, facilitate meetings of the network participants and provide expert guidance and support for the establishment of new centres of excellence in Europe.

On this section it is shown the information about featured Big Data Centres of Excellence, previously examined by WP4.

**2.5 The “Ecosystem” Section**

To achieve a vibrant, competitive data-driven EU economy, the Big Data Value PPP is bringing together a diverse yet coordinated ecosystem, empowering its different actors: from SMEs to Large Enterprises, from Academic and Research Centres to Pilot Projects and Data Incubators.
D5.5: Periodic Report on Communication and Dissemination – M36

This section is formed by:

- i-Spaces
- SMEs
- Landscape
- Marketplace

During M19-M36 it is remarkable the changes and implementation on the Landscape. On the other sections haven’t been notable variations.

**Landscape**

As one of the main tasks of WP3 of BDVe project, the Landscape it is already integrated on the website as an accessible resource for the entire Big Data Ecosystem.

The Landscape aims to create a comprehensive directory of the companies, entities and initiatives around Big Data in Europe. Based on previous experiences it is based on a map where all actors, enablers and programmes are geo-represented, with different filtering capacities. Out of this database, a detail section is available for each of the entries, connecting with their respective websites. Any actor could apply to be part of this landscape by sending its data to BDVe. After an evaluation will be published in the map.

Map is developed to show an introduction of the information. During M19-M36 WP5 have developed a pod-form which allows the creation of the pages for each pilot on the map. This pod-form is filled by WP3 with a user created for this purpose with the help of WP5 in case is needed.

This new implementation facilitates the updated of the content and enriches the map.

The map is available at landscape.big-data-value.eu.

**2.6 The “Resources” Section**

To bring up-to-date information, empower communication strategies and decision-making processes around Big Data, to support the activities of community members and open this framework to the public, on the website it is shared a comprehensive recollection of marketing materials, technical papers, operational reports and community newsletters.

During M19-M36 is remarkable the work performed to add the following 2.9.1 and 2.9.2 sections:
Webinars
The BDVe webinar series related to Big Data technologies and business insights showing results of EU projects funded under topics related to the Big Data Value PPP. This webinar series aims to offer a shared space for communication and potential engagement for projects and other stakeholders in the big data ecosystem.

Requested by WP3, a new page has been implemented to announce the upcoming webinars. Each webinar has their own banner and a button to registration, which is linked to a *gotowebrinar* page. When the webinar is finished, WP5 received from WP3 the content (video recorded and presentation/s) and it is published on this site. Videos are first upload to the youtube channel shared with BDVA and presentations are on the SlideShare profile shared too with BDVA.

![Webinars page](image)

*Figure 6: Webinars page*

Information related to website views and other statistics is collected in D5.12.

Policy Blog Series
Policy Blog Series is a new section on the website during this last M19-M36 period, and accessible on the Newsroom portal on the Big Data Value page. It is the first in a series of blogs that aim to clarify and show current key debates concerning the regulatory landscape around (big) data and data for AI. In this BDVe blog series, key thinkers have been asked to reflect on a set of questions regarding main challenges, drivers, barriers and solutions that act upon the Digital Single Market. It is published on a regular basis each month.
Six posts have been published by now. Each one is published as the other posts on the newsroom under a category called “Policy Blog Series”.

All the posts are accessible through these URLs: www.big-data-value.eu/policy-blog-series/ and www.big-data-value.eu/newsroom/#policy-series

This content is provided by WP2 and published on the website by WP5, which layout the content as a post; adapting the text to the correct format and searching a header picture which matches the content of the post. Also, it is shared on BDVA_PPP Social channels. Statistics information are gathered in Deliverable 5.12.

Figure 7: “Policy Blog Series” webpage

3 Dissemination tools

3.1 Social channels

The creation of a “BDV Community” has increased the visibility and impact of the results in the project. This is related to the creation of Social Media profiles during M01-M18, that has continued during M36. Twitter, LinkedIn and YouTube are the
main channels of BDV, all of them shared with the BDVA. Social Media helps to increase the interest of stakeholders and the general public. Additionally, these profiles are a useful dissemination tool to achieve more visits to the website.

**Twitter Profile**

By the time BDVe started its operations, back in January 2017, BDVA was already operating Social Network profiles in Twitter and LinkedIn on behalf of its members providing news and content around the Big Data Value world.

Therefore, it did not seem smart to open new profiles for the PPP from scratch, which will compete with those of BDVA seeking for the same target groups and, in many cases, sharing the same information.

As a result, it was decided and agreed between BDVe, on behalf of the PPP, and BDVA that the operation of the Twitter profile, @BDVA_PPP, will be shared. For the PPP we would take advantage of an already existing critical mass of followers and the content coming from BDVA, and for the BDVA they would take advantage of the content coming from the different project incorporated to the PPP. For Linkedin it also was decided to maintain the BDVA profile – as Linkedin is a professional network and the BDVA is a legal entity (while the PPP is not).

In terms of type of contents, there are three main categories featured in our posts:
- Promotion and live coverage of key events (EBDV, Summit).
- Information on-the-fly from the different PPP projects (retweeting their respective profiles).
- Promotion of the webinars and policy blog series, and other content from the website.

Statistics and more specific information about Twitter channel are explained in *D5.12 Impact and Coverage*, and also *D5.3 Communication and Dissemination Strategy*.

**LinkedIn Group**

LinkedIn group is shared with BDVA, and it helps to get to know the project and all BDV ecosystem. This group is the perfect place to portrait results, increase awareness and guide stakeholders about Big Data Value.

**YouTube**

YouTube channel is a useful tool to share and organized the videos created by BDV Community. On BDV profile are uploaded all webinars and promotional videos for events.

Videos uploaded during this period are on the following table:
<table>
<thead>
<tr>
<th>Video</th>
<th>Category</th>
<th>Published on Youtube</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBDVFS 2019 Promo</td>
<td>Events</td>
<td>2018/07/18</td>
</tr>
<tr>
<td>Big Data Value PPP</td>
<td>Ecosystem</td>
<td>2018/09/14</td>
</tr>
<tr>
<td>BDVe Webinar Series: QROWN - The</td>
<td></td>
<td></td>
</tr>
<tr>
<td>human factor in Big Data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BDVe Webinar Series: Ocean Protocol - Why you need to care about HOW you share data</td>
<td>Webinar</td>
<td>2018/12/11</td>
</tr>
<tr>
<td>BDVe Webinar Series: TransformingTransport – Big Data in the Transport Domain</td>
<td>Webinar</td>
<td>2019/01/16</td>
</tr>
<tr>
<td>BDVe Webinar Series - Designing Big Data pipelines with Toreador</td>
<td>Webinar</td>
<td>2019/02/12</td>
</tr>
<tr>
<td>BDVe Webinar Series - Copernicus - Startup Programme (Francesco Barbato)</td>
<td>Webinar</td>
<td>2019/03/07</td>
</tr>
<tr>
<td>BDVe Webinar Series - How much do you know about the European Strategy on Big Data</td>
<td>Webinar</td>
<td>2019/04/10</td>
</tr>
<tr>
<td>BDV Marketplace essentials - Walkthrough</td>
<td>Webinar</td>
<td>2019/05/13</td>
</tr>
<tr>
<td>BDVe Webinar Series - Big Data for Public Policy, the state of play</td>
<td>Webinar</td>
<td>2019/05/16</td>
</tr>
<tr>
<td>BDV Marketplace essentials - Motivation &amp; Benefits</td>
<td>Webinar</td>
<td>2019/05/17</td>
</tr>
<tr>
<td>BDVe Webinar Series: Big Data Ocean - Rocking the boat with Big Data</td>
<td>Webinar</td>
<td>2019/06/04</td>
</tr>
<tr>
<td>BDVe Webinar Series - Big Data in the Smart Manufacturing Industry</td>
<td>Webinar</td>
<td>2019/06/18</td>
</tr>
<tr>
<td>BDV PPP Summit 2019 - Mariya Gabriel welcome video</td>
<td>Event</td>
<td>2019/07/01</td>
</tr>
<tr>
<td>EBDVFS2019 Helsinki Promo</td>
<td>Event</td>
<td>2019/09/20</td>
</tr>
<tr>
<td>BDVe Webinar Series - The DEEP Hybrid DataCloud approach</td>
<td>Webinar</td>
<td>2019/10/29</td>
</tr>
<tr>
<td>BDV PPP Summit Porto 2019</td>
<td>Event</td>
<td>2019/11/14</td>
</tr>
<tr>
<td>EBDVF 2019 - Helsinki - Short Video</td>
<td>Event</td>
<td>2019/11/21</td>
</tr>
</tbody>
</table>
**3.2 Other dissemination tools**

**Newsletter**

Newsletters are a common dissemination vehicle used by companies to inform subscribers about recent and/or important developments and outcomes of the brand and attract attention on the upcoming events, milestones and opportunities. As in the case of the Social Networks BDVA was successfully running their own Newsletter for a while, so a decision on the way to go for spreading news and announcements on the BDV PPP needed to be taken, with the agreement of the BDVA.

In order to accommodate the inclusion of content provided by new contributors (the PPP projects), a redesign of the Newsletter was performed by Ogilvy in December 2017. On this last period M19-M36 another new designed has been implemented in order to ensure the responsiveness, to provide a fresher look-and-feel.
The Newsletter features the following building blocks:

- **Header and Welcome by the BDVA.**
- **“In the spotlight”:** Selected highlights from the content.
- **BDVA section on the Association activities and Community.**
- **Opportunities:** Announcements such as Open Calls for funding, Calls for Papers, etc.
- **PPP Section with contributions from the PPP projects.**
- **A call-for-action to become a BDVA member.**
- **Upcoming events section (Note EBDVF is highlighted and is kept in all issues).**
- **Footer with links to Twitter, BDV Website, BDVA Website, Legal disclaimer, credits and opt-out.**

**Webinars**

A Webinar is a type of conference, workshop or seminar that is transmitted over the Internet. The main feature is the interactivity that occurs between the participants and the speaker. As in any face-to-face event, the speaker is speaking live to the audience and attendees can ask questions, comment and listen to what other participants have to say. As it is already shown on this deliverable, on 2.6 The “Resources” Section of BDV website, webinars are one of the dissemination tools used by BDV to spread the knowledge around BDVe ecosystem.

Webinars are given in real time, with specific date and time. Once a webinar is confirmed with WP3, WP5 receives the content to create banners and share on the different social channels and mailing lists.

These tools are also useful for networking, to connect between people with similar interests who can continue to communicate and collaborate after the Webinar is over. The BDVe webinar series related to Big Data technologies and business insights...
D5.5: Periodic Report on Communication and Dissemination – M36

showing results of EU projects funded under topics related to the Big Data Value PPP. This webinar series aims to offer a shared space for communication and potential engagement for projects and other stakeholders in the big data ecosystem.

15 webinars have taken place during M22 – M36. All of them are available on BDV Youtube Channel and BDV website.

4 Dissemination Activities

Events are the principal vehicle for dissemination of PPP achievements and outcomes by reaching target audiences relevant for the Big Data universe.

BDVe project members attending those events on behalf of the BDV PPP present results, defend the BDV PPP vision and objectives, or they may announce and promote PPP activities in conferences, workshops, round tables and exhibitions around Europe.

As committed by BDVe a large annual event is to be organized, sponsored and supported by the project to attract all the BDV PPP Community and stakeholders around Big Data developments, challenges and results. On these last period M19-M36 there have been three different BDV PPP owned events were co-organized; two EBDVF editions and BDV PPP Summit.

4.1 4.1 BDV PPP Owned Events

There are different events around the PPP, on this 5.1 appears the ones

<table>
<thead>
<tr>
<th>EVENT</th>
<th>CATEGORIES</th>
<th>LOCATION AND DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBDVF18</td>
<td>AI / Big Data Community</td>
<td>Vienna, November 2018</td>
</tr>
<tr>
<td>PPPSummit19</td>
<td>PPP / Big Data + Baltic community</td>
<td>Riga, June 2019</td>
</tr>
<tr>
<td>EBDVF19</td>
<td>AI / Big Data Community</td>
<td>Helsinki, October 2019</td>
</tr>
</tbody>
</table>

Table 3. BDV PPP Owned Events M19-M36

The European Big Data Value Forum 2018, Vienna (Austria)

The European Big Data Value Forum is a key European event for industry professionals, business developers, researchers, and policy makers to discuss the challenges and opportunities of the European data economy and data-driven innovation in Europe.
On July 1, 2018, Austria took over the Presidency of the Council of the European Union. One of the top priorities was maintaining Europe’s competitiveness through digitization. As part of its 2018 Presidency of the Council of the European Union, Austria hosted the second European Big Data Value Forum.

The first edition of the event took place in Versailles (Palais des Congrès), France and the second was held in 12 - 14 November in Vienna; keynotes and presentations ranged from cutting-edge industrial applications of Big Data technologies, artificial intelligence, innovative business cases of the data economy, inspiring future visions, and insights on EU policy-making and R&D&I funding in this area. Ideas exchanged at the European Data Forum have an impact on the design of future research and innovation programmes and policy decisions both at the EU and Member States level.

BDVe project was part of the Communication Committee, attending the regular calls and leading the Communication strategy and implementation, including the development of different marketing materials to be used before and after the event.

Apart from that, as a central asset to the event organisation, the event website was designed and implemented by WP5. This website was the central point for updated information around all aspects of the event: latest agenda changes, speaker’s confirmations, logistics, etc.

Apart of being on the Communication Committee, BDVe repeated its involvement by sponsoring the event, and the participation in the exhibition space. As part of its task, it supported communications by duplicating the event website and continuously incorporating the updates on the different event elements that were produced.

All contents on 2018 edition can be found at http://2018.european-big-data-value-forum.eu/

The Austrian presidency declared this as a “Green Event” and therefore printed materials were to be reduced to a minimum, putting all our efforts in designing top quality digital assets that could be used throughout the communication channels and in the on-site facilities during the event.

For this reason, the initial identity for the event was modified into a more modern and versatile 2-D colourful version that was easily adapted to many different digital formats. This was lead graphic in the main banner of the website as can be shown in the next figure.
The sections on the event website included:

- The Main page, featuring the sponsors, and a short presentation on the event and the location. At the end of the event it was added a media module to access the videos and pictures taken during the event.
- The Program, with CMS capabilities for easy updating. This section included detailed descriptions for most of the sessions held.
- The Speakers, also with CMS support for additions and changes. This section included a grid distribution with all the speakers pictures and positions, linked each one to a detailed bio, relating them to their respective sessions as well.
- The sponsors categorized in their different levels: diamond, platinum, gold and silver.
- The exhibitors, for those companies or institutions with a place in the exhibition area.
- The organizing committee, with information on their different roles.
D5.5: Periodic Report on Communication and Dissemination – M36

- The venue, with logistic information on travel, accommodation, directions, etc.
- Press corner, with contact information to the local communication team and also useful materials for the promotion, such as banners and logos.

BDVe, as part of its mandate to represent the BDV PPP in this event, was present as follows:

- Production of the Event Promotional Video, available at: https://www.youtube.com/watch?v=syv_26ufC-g
- Diamond Sponsor, with a contribution of 9 K€.
- 2m x 2'5m approx. booth at the exhibition space, where all projects where represented and given the opportunity to disseminate their materials and contents. The stand was manned at any times with presence of BDVe, which provided general information on the PPP for all visitors and arrange meetings with the projects and other stakeholders as appropriate.
- Live coverage on Twitter of the Event.

The BDV PPP Summit 2018 Riga (Latvia)
The BDV PPP Summit is the primary event for driving European innovation in Big Data and Artificial Intelligence. Key European industry, academia and policy-making players will gather in Riga to foster cross-sector collaboration and shape strategies for European leadership in data-driven Artificial Intelligence.

The Summit was organized with the aim to welcome the hundreds of organisations involved in Big Data Public Private Partnership as well as all those who want to be part of the thriving European Big Data Ecosystem.

The focus of the Summit was Impact empowered by Data-driven Artificial Intelligence. It was held on June 26-28 in the Latvian National Library, the prestigious and modern landmark of Riga, Latvia.

It was a three-day event, divided on: BDV PPP Conference and BDV PPP Meetup. This Meetup was already held in Sofia, Bulgaria on May 2018. The first day of the Summit – BDV PPP Conference – provided a strategic perspective on the current and future European data and AI landscape. Highlights from the European industry and research cooperation was also presented. It was followed by two days of thematic workshops – BDV PPP Meetup. Activity Groups, Technical and Steering Committees, as well as the BDVA General Assembly, were on the program.

This main organizers of the event were the BDVA and Tilde, a member of BDVA and the local organizer of the BDV PPP Summit, apart from being a partner of this BDVe project.
Another premiere that took place during this event was the launching the Best Success Story award. This was an exciting opportunity for BDV PPP Projects, to tell their story on stage and to win a free pass to EBDVF2019 (October 14-16 in Helsinki, FI). To participate it was needed to be a project of the BDV PPP ecosystem. There was no limitation in the number of success story per project, however, each success story should be clearly different.

Last but not least, it is important to point out the support of the EC to this event, proven by the introductory welcome speech by the EC Commissioner, Mariya Gabriel, as she already did for the Meetup in Sofia last May 2018.

As this event is a PPP event, it was decided to implement the website on the same webpage, having its own URL (summit.big-data-value.eu) but easily accessible through the PPP site.

The sections on the event website include:

- Home
- The Event
  - Program
  - Speakers
  - Exhibitors
- Contest
- Venue
  - Main Venue
  - Social Event
  - Hotels
  - About Riga
- Tickets
The identity of this event was inspired by the place where it was held: the national library. It was dedicated to use a range of blues, based on the visual identity of the PPP.

It was placed a small exhibition area were some projects of the PPP participated. BDVe decided to share its space with BDVA.

The EBDVF 2019 Helsinki (Finland)
In 2019 EBDVF2019 was organized by BDVA, in collaboration of the European Commission and VTT as the main local organizer. The European Big Data Value Forum 2019 aimed to continue the success of previous editions, where on average every year industry professionals, business developers, researchers, and policymakers’ different countries attended the event. The organiser committee of this event included, in addition to BDVA, the EC and VTT, multiple Finnish industrial, Innovation and Research players as well as international companies and other research institutions.

The website accessible on www.EBDVF.eu, was available with all the information of this last edition. The next edition will be held in Berlin. Establishments for the event have started and the web site will be transferred to another one under the URL http://2019.europea-big-data-value.eu. WP5 will be responsible of this website as it was done with the two previously celebrated editions.

This website includes:
- Home
- The Event
  - About
  - Program
  - Organizing Committee
  - Press Corner
  - EBDVF 2017
  - EBDVF 2018
- Sponsorship
  - Sponsorship Package
  - Sponsors
- Attend
  - Venue
  - Social Event
  - About Helsinki
BDVe, as part of its mandate to represent the BDV PPP in this event, was present as follows:

- Production of the visual identity (slightly change from the past edition) and the application on the materials requested from the promotion.
- Diamond Sponsor, with a contribution of 10 K€.
- 12 m² approx. booth at the exhibition space, where all projects where represented and given the opportunity to disseminate their materials and contents. The stand was manned at any times with presence of BDVe, which provided general information on the PPP for all visitors and arrange meetings with the projects and other stakeholders as appropriate.
- Live coverage on Twitter of the Event.
- Edition of the after-movie interview video recorded by Common Dissemination Booster during the event. This recording was supervised from BDVe helping to contact the interviewers.

**BDV PPP Summit 2020 Porto (Portugal)**

Next edition of BDV PPP Summit for 2020 will be take in Porto, 14th-15th May. The organizing committee was settled and WP5 have already started to design the visual identity.

Last 18 and 19 of November, a Project Meeting was organized in Madrid on behalf of UPM and Ogilvy. During this meeting WP5 presented the proposal for the next edition of this event, BDV PPP Summit.
D5.5: Periodic Report on Communication and Dissemination – M36

The proposal was formed by a new re-design of the event logotype and the visual identity around it. The reason why a redesign has been done was for the purpose of reaching other target for this event, such as students and startups. Besides of taking advantage of the opportunity to be in a city like Porto, where design and digital features complement each other.

Based on this and the requests of the other partners of this project, the redesign of the logo fully reflects modernity and at the same time the digital world. The visual identity around it has been inspired by the tiles so characteristic of the city of Porto. This event is not only for the Big Data Value PPP, it also has an open day to all who are interested in the Big Data universe in Europe.

A video presentation was edited just to present this new identity. It is on BDVA PPP YouTube channel as private. Images used on the video are only for an internal usage. The video is accessible through this URL: www.youtube.com/watch?v=sg9xHUtgCtA.

To showcase the new visual identity some materials where produced as an example, placed on this document on the figures 13, 14 and 15.

Figure 13. Palacio da Bolsa pICTure with two flags on the façade
4.2 Presence in other events

Throughout this M19 – M36 period all partners working on this project have attended several events or workshops. In these points there are different tables gathering the presence on events and media.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>CATEGORIES</th>
<th>LOCATION AND DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECSA 2018</td>
<td>Skills, Academia, Research</td>
<td>24 – 28 September 2018, Madrid</td>
</tr>
<tr>
<td>ICT2018</td>
<td>AI / Big Data Community, Policy Makers</td>
<td>4 – 6 December 2018, Vienna</td>
</tr>
<tr>
<td>ECSA 2019</td>
<td>Skills, Academia, Research</td>
<td>9 – 13 September 2019,</td>
</tr>
</tbody>
</table>
**Events and other activities**

<table>
<thead>
<tr>
<th>Event</th>
<th>Partners Involved</th>
<th>Type Event Of</th>
<th>Type Of Participation</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Paper</td>
<td>BDVA</td>
<td>BDVA Ag Meeting</td>
<td>Session Organizer, Presentation</td>
<td>2019/01/23</td>
</tr>
<tr>
<td>Position Paper</td>
<td>TNO</td>
<td>BDVA Ag Meeting</td>
<td>Presentation</td>
<td>2019/05/16</td>
</tr>
<tr>
<td>Position Paper</td>
<td>TNO</td>
<td>Ifip Summer School</td>
<td>Lecture</td>
<td>2019/08/23</td>
</tr>
<tr>
<td>Policy4data</td>
<td>TNO</td>
<td>Big Data Summit Riga</td>
<td>Session Organizer, Presentation</td>
<td>2019/05/26</td>
</tr>
<tr>
<td>Data Driven Innovation</td>
<td>Siemens, TNO</td>
<td>Big Data Summit Riga</td>
<td>Session Presenter, Participant</td>
<td>2019/05/27</td>
</tr>
<tr>
<td>Getting Your Idea Investor-Ready</td>
<td>Siemens, EIT, TNO</td>
<td>EBDVF Vienna</td>
<td>Session Chair</td>
<td>2018/11/12</td>
</tr>
<tr>
<td>Data Privacy</td>
<td>TNO</td>
<td>EBDVF Vienna</td>
<td>Presentation, Participant</td>
<td>2018/11/14</td>
</tr>
<tr>
<td>Data Democratisation: Empowering the</td>
<td>BDVA, Mydata, The European</td>
<td>ICT Week Vienna</td>
<td>Organisation Of Event, Participant</td>
<td>2018/12/05</td>
</tr>
</tbody>
</table>
Table 5. Activities and Events where BDVe partners have been involved

<table>
<thead>
<tr>
<th>EVENT</th>
<th>SOURCE</th>
<th>URL</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills recognition KDNuggets publication</td>
<td>KDNuggets</td>
<td><a href="https://www.kdnuggets.com/2019/10/growing-need-skills-data-science.html">https://www.kdnuggets.com/2019/10/growing-need-skills-data-science.html</a></td>
<td>October, 2019</td>
</tr>
</tbody>
</table>

Table 6. PPP presence on media

Other dissemination activities

<table>
<thead>
<tr>
<th>EVENT</th>
<th>CATEGORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data driven innovation workshop</td>
<td>Business, industry, SMEs</td>
</tr>
</tbody>
</table>
5 Conclusions

This document presents a review of the communication and dissemination tasks and actions taken place during M19-36.

During the reported period the main objective was to maintain the support and communication channels of the BDV PPP and provide what was needed to PPP members to build a consistent and continuous communication and dissemination at programme level.

The website was at the centre of all activities, acting as an information hub (the always-on booth of the PPP), a repository of documentation and a portal for different resources from all partners.

While the first period of the project was devoted to introducing the brand in the market, to create visibility and to establish more links with the different communities involved on the European data ecosystem. During this last M19-M36 period it was aimed at consolidating the brand, strengthening those links, and exploiting new ways of collaboration.

Also, the EBDVF has been a succeeded during the three editions, becoming into a flagship event in terms of audience, relevance of speakers, topics and networking opportunities.
Finally, BDV PPP Summit event in Riga achieved its double objective of gathering the PPP and BDVA members into productive networking sessions and workshops on the common topics of interest and spreading the BDV PPP message.

Guidelines to follow for the coming period can be summarized as follows:
- Explore how potential synergies between the PPP and BDVA can be maximized, especially concerning the respective websites, avoiding competition, and building on the experience of shared assets and channels.
- Boost the activity on Twitter to enhance its reach and attract new followers to the channel.
- Establish a good basis for the follow up as the last year of the project.