



BLOCK START

D5.11: Report on Dissemination and Communication - 1st version

11/2020



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Abstract	This document offers an in-depth look into the dissemination and communication activities of BlockStart during the project's 1 st year, related with its Open Calls #1 and #2

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	

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Participant Number	Participant Organisation Name	Short Name	Country
1	Bright Development Studio, S.A.	BRPX	PT
2	UAB CIVITTA	CIVT	LT
3	F6S Network Limited	F6S	UK

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Executive Summary

This document was elaborated for the BlockStart project. It corresponds to the Deliverable 5.11 – Report on Dissemination and Communication – 1st version, which is a report on the first year of activities related with the launching of the project's Open Call #1 and #2 (month 1-15). This Deliverable comes under Work Package 5 – Impact, that will run for the whole duration of the project. In this way, the dissemination and communication activities are considered horizontal, and touch every element of the project.

1 Introduction

This document was elaborated for the BlockStart project. It corresponds to the Deliverable 5.11 – Report on Dissemination and Communication – 1st version, which is a report on the first year of activities related with the launching of the project’s Open Call #1 and #2 (month 1-15). Dissemination and Communication activities related with intermediary trainings are referred and briefly explained, as they are subject to a more thorough analysis at Deliverable 5.4 – Intermediary Training Resources – 1st version.

This Deliverable comes under Work Package 5 – Impact, that will run for the whole duration of the project. In this way, the dissemination and communication activities are considered horizontal, and touch every element of the project. The main goal of this Work Package is to multiply the impact of the BlockStart Programme by collecting and disseminating its results, methodologies, learnings, and research through different formats that are accessible for multiple audiences.

In order to ensure compliance to the objectives proposed and the respective KPIs, the project’s dissemination and communication activities and ecosystem building aim to promote BlockStart and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

1. Attract enough industry-led innovators (DLT/blockchain startup developers) as well as SME adopters from across the EU and H2020 Associated Countries to join BlockStart.
2. Present to potential BlockStart beneficiaries the importance of obtaining access to cutting edge go-to-market support, tailored business training services, and funding.
3. Highlight the importance of piloting, testing and experimentation with novel DLT/blockchain-based products and services and business models in an environment that is heavy on collaboration.
4. Raise awareness of a wide range of stakeholders, locally, regionally, and internationally, of the role of BlockStart in increasing the competitiveness of existing industries through DLT/blockchain adoption, but also additional business creation.
5. Ensure proper know-how exchange among BlockStart partners.
6. Deliver clear and tangible benefits of BlockStart to DLT/blockchain startup developers and stakeholders across the DLT/blockchain space, through a set of awareness-raising actions, going further than traditional communication activities.
7. Support the organization of a range of events inside the BlockStart ecosystem (e.g. Ideation Kick-off event, Webinars, Workshops, etc.).
8. Develop networks and liaison with innovation intermediaries, ongoing DLT/blockchain focused initiatives, to share resources and maximize impact.
9. Support the development and maintenance of the official project’s website throughout the project’s lifecycle.

Format of the Report

This report follows on directly from Deliverable 5.10 – Outreach Plans, and acts as the first report of progress during the first year of the project. Therefore, to compare the activities planned and the activities completed, the deliverable follows a similar format:

- Tools and channels
- Dissemination and Communication activities

- Monitoring and evaluation
- Conclusions

First year progress

Overall, the progress made during this period has been well-planned, executed on time and reached the targets set. Each of the sections above-mentioned has hit the goals set in the original Outreach Plan D5.10 and, therefore, successfully laid a strong base for the dissemination and communication activities of the whole project.

During the first 6 months of the project, the focus of the activities was mainly on promoting BlockStart's Open Call #1 and introducing the project's Acceleration Programme and main perks to a broader audience, as at that stage there were still no results to be shown. However, it has been crucial to build a brand, and spread the news of what BlockStart plans to achieve and how DLT/blockchain startups and end-user SMEs could benefit from such a programme. Promotional activities were thus based on sound online content strategy, complemented by offline activities at national, regional, and pan-European level, such as event organization, co-organization and participation. To sum up, it can be stated that the majority of the work carried out in this period has been dedicated to creating and building up the main tools for the project (such as the website, social media, newsletter, and blog), including creating regular branded content for those tools, setting up awareness campaigns on what BlockStart is and offers and ensuring a smooth customer journey.

Throughout BlockStart's 1st Acceleration Programme (between March and October 2020), and in order to build pace for the next Open Call, dissemination and communication activities were intensified and mainly focused on the 1st results of the programme, alongside the promotion of the programme's participating startups and SMEs and their main achievements. The last 6 months of this first period culminated with the promotion of BlockStart's Open Call #2, that build up on the strategy already set for the previous Open Call and lessons learned and intensified that campaign, this time mainly focused on online content and creating a strong pool of external actors, engaged in promoting the Call, such as press organizations, intermediaries (i.e. incubators, accelerators, associations, etc.) and SME organizations. The main goal was to build a community, become a thought-leader in the sphere and ultimately ensure the promotion of the programme's Open Call #2 in a context of severe physical restrictions (with major impact on events) due to the Covid-19 outbreak.

With the main goal to position BlockStart as a go-to-place for high potential, market oriented DLT/blockchain powered products, services, and business models across fintech, ICT and retail, and with public outreach activities focusing on attracting a sufficient number of applicants to apply to BlockStart's Open Calls, it can be stated that this period's dissemination and communication activities have reached those goals and even surpassed them, as seen by the 90 applications received on BlockStart's Open Call #1 and the 111 applications to BlockStart's Open Call #2. In one year, the project has been able to set itself as a reference, either for both participants and external stakeholders, as promotional activities are now more focused on showing the results achieved, the high quality of the DLT/blockchain startups who have participated, the impact of their solutions, and the advantages of the matching with innovative end-user SMEs willing to test those solutions.

2 Tools and channels

As defined in Deliverable 5.10 – Outreach Plans, the following are the tools and channels used to support the dissemination of the BlockStart project. Updates since the Deliverable has been submitted are provided below. How each channel and tool has been used in this period is detailed in *section 3 – Dissemination and Communication activities*.

2.1. Visual identity & promotional material

The BlockStart visual identity and all its elements (project name, logo and project colours, funding information, poster, brochure and branded templates – Word document template, Word deliverable template and Power Point template) have been created, made available through the project’s Google Drive and used in all external and internal communication activities. Furthermore, some of these materials have been made publicly available at BlockStart’s website, through a specific webpage for Press related topics¹, under “Media Kit” (poster, logo, and brand book), in order to be used by external media actors or other type of disseminators.

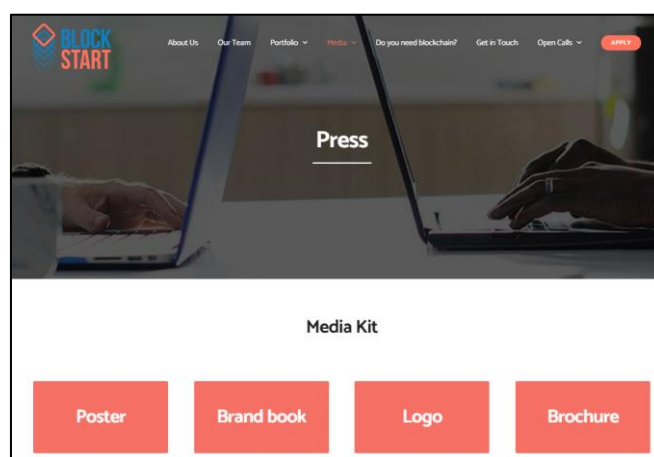


Figure 1 – Screenshot of BlockStart’s Press webpage and media kit for external actors

Due to the Covid-19 outbreak and the need to postpone or change physical events to online ones, the diverse types of promotional material designed for printing (e.g. poster, brochure, t-shirts, pins, etc.) have not been printed so far. Instead, part of this material, as stated before, is available in digital form and used by the BlockStart consortium when needed (for instance, after a BlockStart event, a follow-up email is sent to all participants with the digital version of the brochure).

2.2. Project website

The project’s website² is BlockStart’s main communication tool. The website was updated regularly, as the project progressed and major updates in recent months have included:

- The portfolio pages of the DLT/blockchain startups and end-user SMEs who have participated in the 1st Acceleration Programme³. As they went through the programme’s Prototype and Pilot stage, DLT/blockchain startups and end-user SMEs were asked to provide updated

¹ <https://www.blockstart.eu/press/>

² <https://www.blockstart.eu/>

³ For examples of DLT/blockchain startups portfolio pages, please access <https://www.blockstart.eu/our-startups/>. For examples of end-user SMEs portfolio pages, please access <https://www.blockstart.eu/our-adopters/>

content to their pages, in order to provide them with visibility and further promote their main achievements in the scope of the programme, which included the company's logo, city and country of headquarters, starting year, social media, company teaser and photo, team members with photo, short CV and LinkedIn profile, description of the blockchain-based solution (for DLT/blockchain startups) and/or pilot implementation (for DLT/blockchain startups and end-user SMEs), feedback on the project's participation, main achievements outside BlockStart's programme, media features and funding received. Moreover, for the 10 DLT/blockchain startups that have reached the Prototype stage, a company profile was created and added to the webpage of each startup, and for the 5 DLT/blockchain startups that have reached the Pilot stage, a pitch video of the solution's implementation with end-user SMEs was asked to the startups and later on added to their webpages.

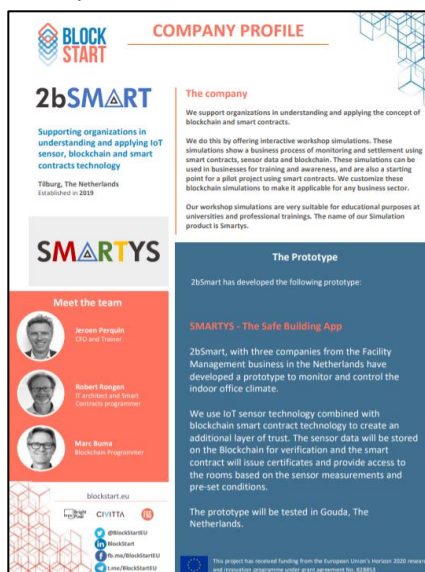


Figure 2 – Example of a company's profile featured in the company's webpage

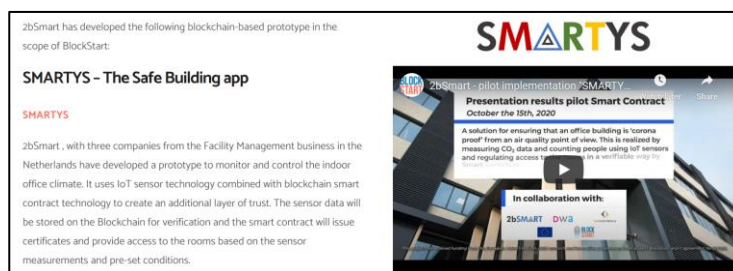


Figure 3 – Example of a company's pitch video featured in the company's webpage

- The creation of the “Press” webpage⁴ containing a media kit for external actors, namely journalists and tech blogs, with an easy-to-download project poster, logo, brand book and brochure, as well as a Press Release, Newsletter and Press Clipping section. This webpage also includes the reference and the logos of BlockStart's media partners, that correspond to a number of specialized media channels – Fintech Bulgaria, BTN Bitnews Today, Hrvatski Bitcoin Portal, IT Ukraine Association, and ICT Cluster of Central Serbia – to whom BlockStart have reached out in the scope of the 1st Demo Day promotion and with whom it has established a long-term collaboration for further dissemination of BlockStart's activities and

⁴ <https://www.blockstart.eu/press/>

Open Calls. These and other external stakeholders have been reached based on a contact list of influencers and key contacts, available on BlockStart's Google Drive and regularly updated.



Figure 4 – Screenshot of BlockStart official media partners on the project's website

- The drafting and publication of 36 blogposts in the “Newsroom”⁵ webpage, BlockStart's blog & events section, that provides a major opportunity to disseminate the project's upcoming events and initiatives, follow-up on them and provide some main lessons learned, as well as further promote the programme's DLT/blockchain startups and end-user SMEs, through some dedicated interviews on who they are, what were their expectations when entering the Acceleration Programme and results achieved, and main plans for the future.

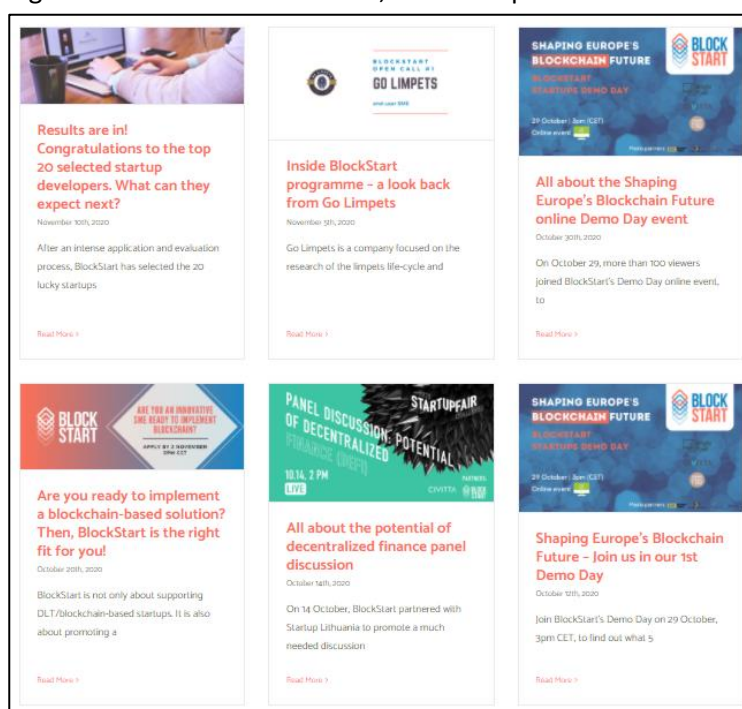


Figure 5 – Example of blogposts in BlockStart's newsroom webpage

- A new webpage showcasing the project's 1st Demo Day⁶ “Shaping Europe's blockchain future”, that includes the agenda and a short summary of the event, its video recording and Power Point presentation, as well as information on the VC keynote speaker and the top 5 DLT/blockchain startups that have pitched their solutions.

⁵ <https://www.blockstart.eu/newsroom/>

⁶ <https://www.blockstart.eu/demo-day-1/>

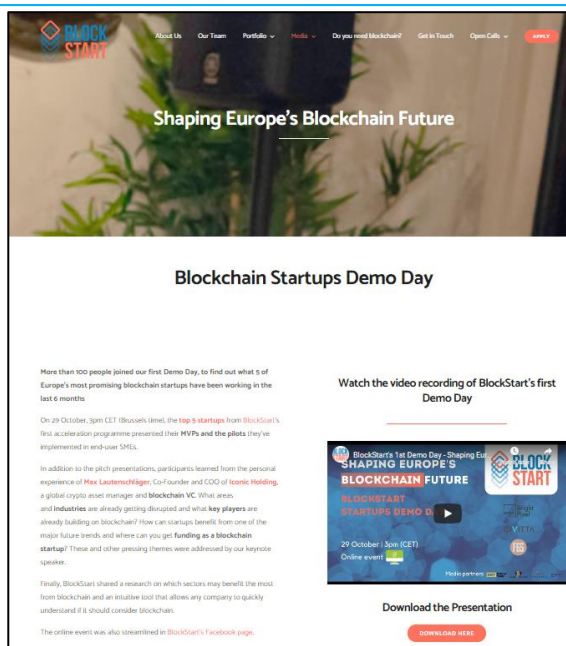


Figure 6 – Screenshot of BlockStart’s webpage on the 1st Demo Day event

- A set of dedicated webpages to Open Calls for DLT/blockchain startups⁷, end-user SMEs⁸ and Evaluators⁹, as well as a Frequently Asked Questions (FAQ) section¹⁰, building on lessons learned from Open Call #1 and the feedback provided by applicants and participants of the 1st Acceleration Programme. The main goal of these pages is to provide clear information on BlockStart’s Open Calls, namely official documentation, submission deadlines, type of beneficiaries and main perks.

Website statistics are provided in *section 3 – Dissemination and Communication activities* of this report and are also part of *section 4 – Monitoring and Evaluation*, as part of the project’s dissemination and communication KPIs.

2.3. Social media & online communities

BlockStart is present¹¹, LinkedIn¹², and Twitter¹³. These are the main social media accounts used to disseminate the project and the results of the Acceleration Programme, thus raising awareness of the projects activities and main achievements. A description of the organic social media activity implemented to date is provided in *section 3 – Dissemination and Communication activities* of this report. In addition to the project’s social media accounts, BlockStart makes use of its partners presence on social media, and each partner is responsible for interacting on social media by following BlockStart and sharing the content provided.

BlockStart heavily relies on the use of social media marketing to boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience, improve lead generation such as hosting live videos (such was the case of the “Should I Use

⁷ <https://www.blockstart.eu/open-calls/>

⁸ <https://www.blockstart.eu/adopters/>

⁹ <https://www.blockstart.eu/evaluators/>

¹⁰ <https://www.blockstart.eu/open-calls/faq/>

¹¹ <https://www.facebook.com/BlockStartEU/>

¹² <https://www.linkedin.com/company/blockstarteu/>

¹³ <https://twitter.com/BlockStartEU>

Blockchain” event, organized on the 9th of September 2020¹⁴, and BlockStart’s 1st Demo Day event, organized on the 29th of October 2020¹⁵), foster lasting relationships with key stakeholders, namely the startups and SMEs it supports and other disseminators (such was the case of BlockStart’s media partners) and learn from parallel initiatives/projects, among other reasons. Moreover, to ensure the biggest impact, our social media activities are always aligned with our broader communication objectives and values, effectively considering the needs of our target audience, as well as the nuances between different social media platforms. Furthermore, we also seek to demonstrate the personality behind our brand and our unique value proposition.

To maintain consistency of interactions and messages across BlockStart’s social media channels, and as previously expressed in Deliverable 5.10 – Outreach Plans, the project has tried that at least 1/3 of its social media content would serve to demystify the BlockStart Programme, raise the sense of urgency, and trigger call-to-action (i.e. apply to BlockStart Open Calls) and another 1/3 would inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc). With 2 Open Calls in only one year, in the beginning the focus was thus on its promotion. More recently, the project has been able to start showing some of the results from the 1st Acceleration Programme. However, another 1/3 still needs to be further explored, with social media content focused on sharing ideas and success stories from top influencers, engineers, and experts in blockchain and the world of DLTs outside the BlockStart world of funded startups and SMEs. This will be further explored in the project’s 2nd year.

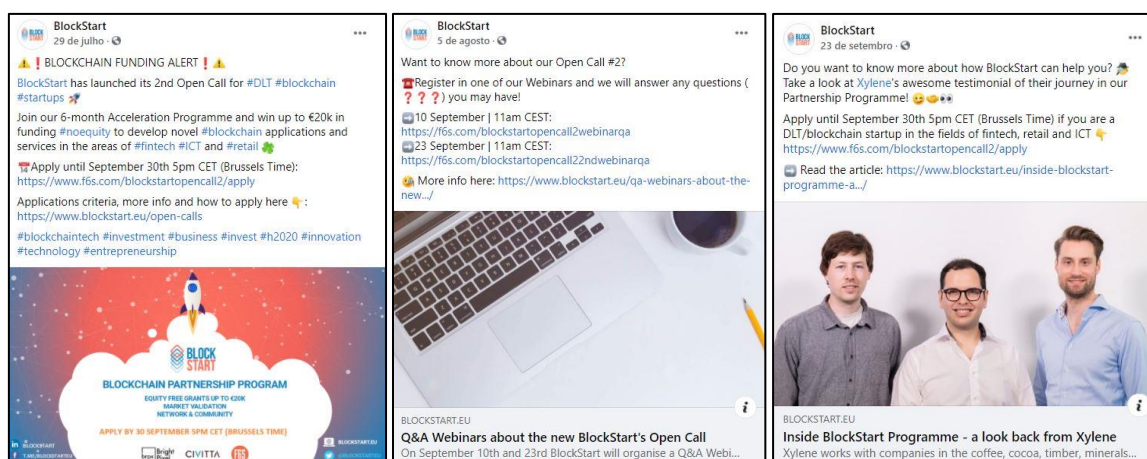


Figure 7 – Examples of Facebook posts triggering call to action, providing support to applicants, and presenting BlockStart’s initial results (testimonials from participants)

Apart from social media channels, BlockStart has also tried to build and nurture an ecosystem surrounding the project. For that, it has created a channel on the F6S platform¹⁶, is present on Telegram¹⁷ and it continues to increase its community in the Slack Connect channel¹⁸. Regarding the F6S Platform, this continues to serve as a focal point for the ecosystem building and nurturing. Hyperlinks to the BlockStart F6S networking and Q&A group are accessible throughout the project’s website and social media channels. Moreover, all official announcements, such as Press Releases and Open Calls documentation, also include a link to this platform. Through the F6S platform, BlockStart

¹⁴ <https://www.facebook.com/BlockStartEU/videos/634927227457757>

¹⁵ <https://www.facebook.com/BlockStartEU/videos/921166281624063>

¹⁶ <https://www.f6s.com/blockstart>

¹⁷ <http://t.me/blockstart>

¹⁸ <https://blockstartconnect.slack.com/>

announces the launch of its Open Calls, as well as events such as Q&A Webinars, and answers any question from potential applicants.

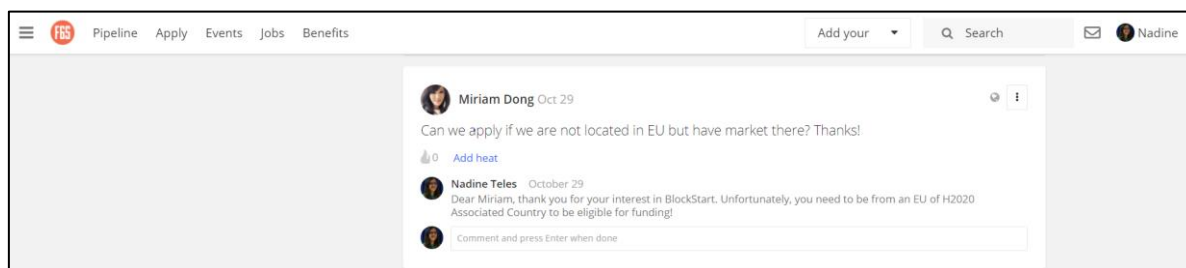


Figure 8 – Examples of a question posed on BlockStart's F6S discussion group

On the other hand, a dedicated group on Telegram and on Slack have been created, to further engage with the DLT/blockchain community. While the Telegram community intends to engage target groups by presenting several funding & support opportunities, as well as other interesting events and initiatives, the Slack Connect Community is more about individually engaging with each applicant throughout its participation in the Acceleration Programme. Nevertheless, the main goal of both these communities is to develop a trusted network, keep track of the main hot topics related with the three targeted sectors, and engage the target groups on interesting discussions.

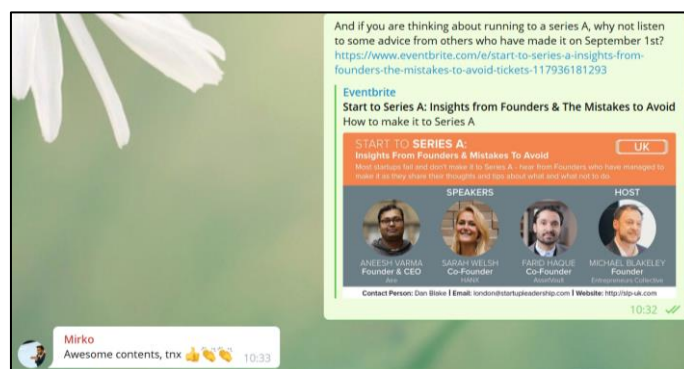


Figure 9 – Example of an interaction on BlockStart's Telegram

Finally, BlockStart has also decided to create a YouTube channel¹⁹ to give more visibility to the video recordings of its organized and co-organized events, as well as to the pitch presentations of top 5 DLT/blockchain startups of each Acceleration Programme. In the beginning of the project, a Vimeo account was created, and one of the project's Q&A Webinars on Open Call #1 was shared in this platform. However, the BlockStart consortium has decided to opt for the creation of a YouTube account, based on the possibility of a broader visibility that can be provided by this communication channel. Nevertheless, the Vimeo account remains open, as a previous video recording had already been posted there.

¹⁹ <https://www.youtube.com/channel/UCIX6ZKvp2k2ZcJNRfHmbK1w>

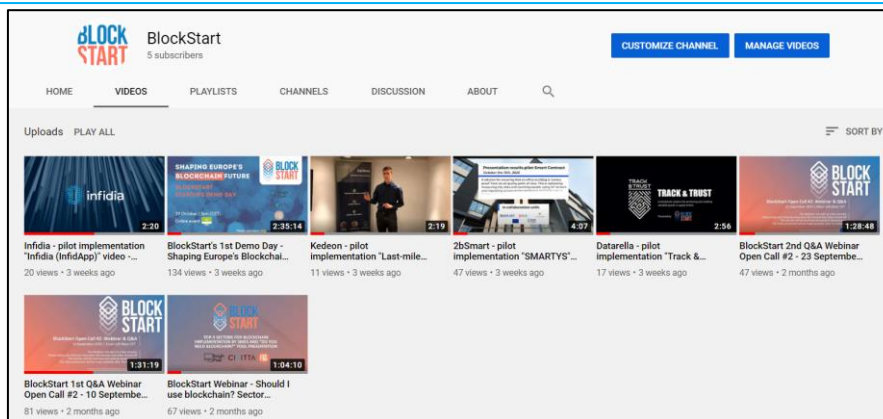


Figure 10 – Screenshot of BlockStart’s YouTube channel

2.4. Offline communication & marketing

Various channels have been used to publish news about the project, apart from social media. These include the following:

- Blogposts drafted by the BlockStart consortium, included in the “newsroom” section of the project’s webpage, and shared in the project’s social media channels.
- Press Released drafted by the BlockStart consortium, included in the “Press” section of the project’s webpage, and shared with the project’s media partners and other disseminators.
- BlockStart Newsletters, released on a regular basis through Mailchimp, that communicate the essential pieces of information on BlockStart, and news from its ecosystem, included in the “Press” section of the project’s webpage.
- External articles about BlockStart from well known magazines, periodicals, and newsletters of EU and national associations and networks, namely regarding the dissemination of the project’s Open Calls, listed in the “Press” section of the project’s website.

2.5. Events

Organizing, co-organizing and being present at events and conferences is one of the main platforms to disseminate BlockStart. Since the project has started, BlockStart partners have raised awareness of the project’s activities and main results in a significant number of events, which are listed and further detailed in *section 3 – Dissemination and Communication activities* of this Report.

4 types of BlockStart events have been held during this period, serving different purposes:

- 5 Q&A Webinars on the project’s Open Call #1 and #2 (3 for Open Call #1 and 2 for Open Call #2) have been organized by Bright Pixel and F6S, aiming at demystifying BlockStart’s Acceleration Programme to DLT/blockchain startups and end-user SMEs. By attending these Webinars, potential applicants did a deep dive into the eligibility requirements and the application/evaluation process of BlockStart. Moreover, plenty of time was dedicated to Q&A, so that participants could take the most out of the experience. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.
- 1 Demo Day was organized by Bright Pixel and F6S entitled “Shaping Europe’s Blockchain Future – BlockStart Startups Demo Day”, that was held online and shared live on Facebook²⁰ on the 29th of October 2020, with the main goal of showcasing the results of BlockStart’s 1st

²⁰ <https://www.facebook.com/BlockStartEU/videos/921166281624063>

Acceleration Programme by presenting the pitches of the programme's top 5 DLT/blockchain startups. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.

- 2 Training Workshops for Intermediaries were organized by CIVITTA, with the support of F6S in terms of dissemination and communication. The 1st one, entitled “Should I use blockchain: sector challenges and future trends”, was held online and shared live on Facebook²¹ on the 9th of September 2020 with the main goal of explaining the principles of blockchain technology, areas for its application, present success stories, and what tools companies and organizations can use to decide whether blockchain is relevant for their business advancement i.e. the project's Do You Need Blockchain Assessment Tool. The 2nd one was co-organized by CIVITTA and Startup Lithuania in the scope of the Startup Fair event and was shared live on the Startup Fair's Facebook page²² on the 14th of October 2020. Entitled “Panel discussion on the potential of decentralized finance”, this roundtable discussion joined together experienced speakers on blockchain technology to discuss the potential for the technology's application in enterprises which are considering the decentralized financing model as an option for their organization. Once again, the project's Do You Blockchain Assessment Tool was presented. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.
- 1 Policy Workshop was organized by CIVITTA and the ROCKIT fintech community²³ entitled “Regulation of Decentralized Finance (DeFi) in Lithuania”, that was held online and shared live on Facebook²⁴ and YouTube²⁵ on the 12th of November 2020 with the main goal of collecting feedback from key financial industry players for the project's Deliverables D5.7 Policy Recommendations and D5.1. Sector specific DLT maturity assessment (for more information, please access this Report). This was the 1st Policy Workshop from a total of 3 Workshops that are expected to take place in the home countries of its members, that should focus presenting the preliminary results of the project, discuss the current state of legislation on DLT, legal barriers encountered by SMEs in their implementation of DLT, and potential support Governments could provide to SMEs in this area. However, due to the Covid-19 outbreak, the Workshop was held online, although focused on the Lithuanian fintech community.

Apart from BlockStart events, BlockStart partners have also actively contributed to several events of interest at regional national and international level, such as meetings, workshops, conferences, etc. with the aim of further promote BlockStart's activities and results, namely its Open Calls. So far, the BlockStart team has already been involved in 24 relevant events across the continent, either as one of the organizers and/or one of the speakers. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.

2.6. Networks and liaison with other relevant initiative and projects

To ensure a scalable impact of its ecosystem services, BlockStart has explored complementarities and exploited synergies with other relevant initiatives and H2020 projects addressing similar issues. The rationale behind these activities was to exchange timely and contextual information and build collaboration networks. First, in the scope of its 1st Demo Day event promotion, BlockStart reached out to several intermediaries who could act as disseminators and explored the possibility for a long-

²¹ <https://www.facebook.com/BlockStartEU/videos/634927227457757>

²² <https://www.facebook.com/startupfair2020/videos/648487762486181>

²³ <https://www.rockitvilnius.com/>

²⁴ <https://www.facebook.com/RockitVilnius/videos/2731782303702519>

²⁵ <https://www.youtube.com/watch?v=V3JzNJzTxF>

term collaboration: personalized emails were drafted and followed-up to start relevant conversations and explore possibilities for cross-promotion and partnerships.

So far, and as previously stated, BlockStart was able to partner with Fintech Bulgaria, BTN Bitnews Today, Hrvatski Bitcoin Portal, IT Ukraine Association, and ICT Cluster of Central Serbia who became its official media partners for BlockStart related news and initiatives. However, others are expected to be reached in the scope of the Open Call #3 promotion, expected to be launched in early 2021.

To facilitate outreach and engagement, BlockStart has set up an outreach list, a living document with contacts to these innovation intermediaries (also including tech/startup portals and magazines), which was included in the project's Google Drive and has regularly being updated with new leads. This list also closely monitors offline and online traffic referrals of BlockStart. The project has also been able to engage several VCs from this list to attend the project's 1st Demo Day, and more specifically two of them have been put in direct contact with the top 5 DLT/blockchain startups of Open Call #1.

Regarding complementarities with other H2020 projects supporting the creation of the blockchain ecosystem, the members of the BlockStart consortium are either involved or have direct links with at least 5 projects' consortium members: Block.IS, Blockchers, Blockpool, Ontochain and Demeter, among others.

At this moment, initial discussions have already been made between Block.IS and BlockStart and the two projects have been engaged in several synergies, such as speaker and/or jury invitations, workshops participation, etc., such as the Block.IS Fundraising Workshop to the top 10 finalists of the programme, that was held online on the 20th of November 2020, in which BlockStart presented its Acceleration Programme and promoted the upcoming Open Call #3, and Block.IS' 1st Demo Day which was organized online on the 24th of November 2020, in which BlockStart was one of the jury members. Moreover, BlockStart together with Block.IS and Diatomic delivered a masterclass on cascade funding opportunities in the scope of the Coimbra Sustainability Event, that was held online on the 29th of May 2020. Another collaboration opportunity in the scope of this event is foreseen for the upcoming year.

Regarding other cooperation possibilities, BlockStart has participated in a meeting together with Blockpool and Blockchers in October 2020, to explore the possibility of cooperation in terms of drafting of joint policy recommendations.

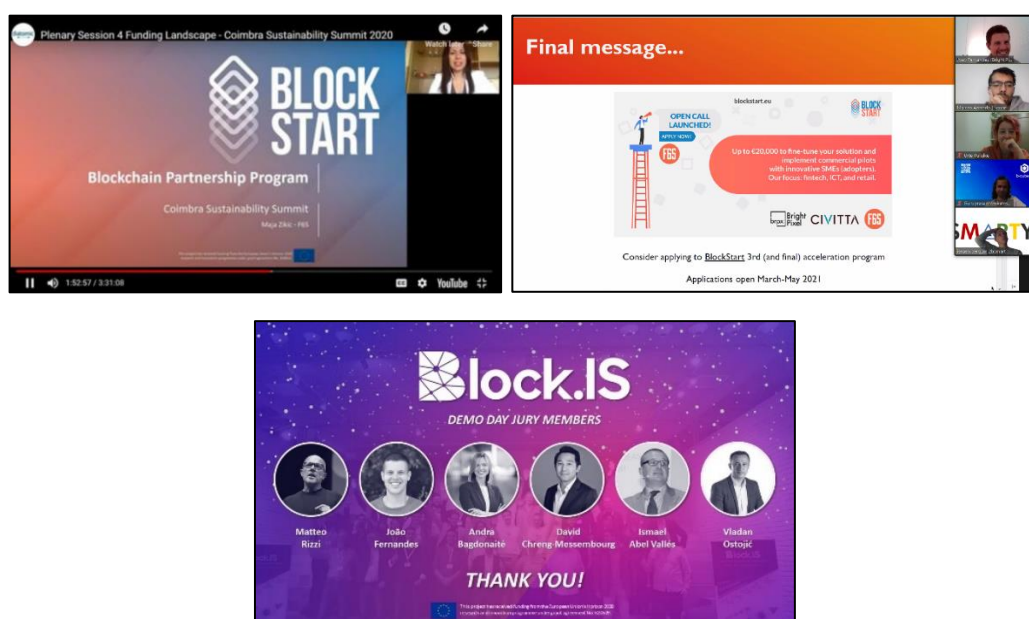


Figure 11 – BlockStart's participation in Coimbra Sustainability Summit and Block.IS' Workshop and Demo Day

3 Dissemination and communication activities

In the first year of the project, various dissemination activities have been implemented, according to the Action Plan set in Deliverable 5.10 – Outreach Plans. A comprehensive description of the relevant dissemination activities implemented in the first year of the project is provided below.

3.1. Project website

As previously stated, the project's website is BlockStart's main communication tool. Since the beginning of the project, it has suffered major changes and regular updates which have been thoroughly described in *section 2 – Tools and channels*, page 8-11.

Some statistics are presented below, corresponding to the period between December 2019 and November 2020 (the time of this Report).

Data point	Results (as time of Report)
Total page views	8,729
Average reads per month	1912
Average time on page	02:31
Most visited pages	Home, Open Calls, Our Startups, DLT
Bounce rate	Healthy at approx. 56,32%
Mobile/Desktop use	70,59% desktop, 28,68% mobile, 0,73% tablet
Top 5 referral countries	Portugal, United States, Italy, Spain, Serbia

Figure 12 – BlockStart website statistics

In the figure below, the average number of visits per day can be seen. The first spike that can be seen between December 2019 and February 2020 corresponds to BlockStart's launch of its Open Call #1. Furthermore, a noticeable spike can also be observed between July 2020 and September 2020, due to the launch of the project's Open Call #2. This shows the importance of news content and website updates regarding the launching of the project's Open Calls, to attract visitors.

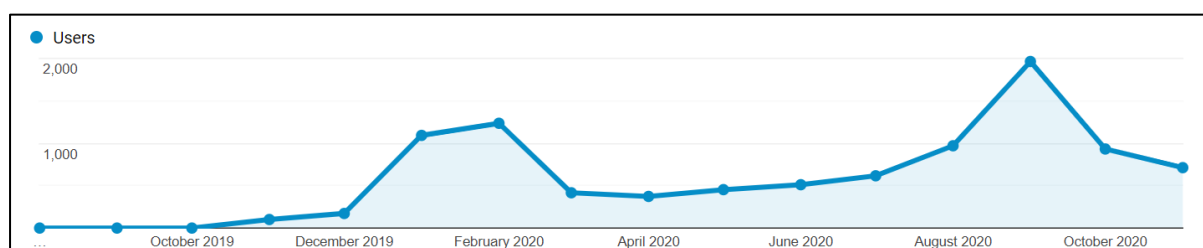


Figure 13 – Average number of visits per day to BlockStart's website

3.2. Social media & online communities

As previously stated, the BlockStart project has 3 project accounts, on Facebook, Twitter, and LinkedIn. In terms of community building, it is also present in F6S through a dedicated group, on Telegram and has created a Slack channel. A YouTube account was also created for video recordings of the project.

Some statistics are presented below, corresponding to the period between December 2019 and November 2020 (the time of this Report).

Channel	Followers
Facebook	260

Twitter	297
LinkedIn	183

Figure 14 – BlockStart’s social media channels

Regarding BlockStart’s online communities, the project’s Slack Connect channel has 209 members and Telegram has 40 members, while the YouTube channel has 5 subscribers, at the time of this Report.

The social media channels are attended on a weekly basis and postings are sent at optimal times for each platform. As set out in Deliverable 5.10 – Outreach Plans, and has previously explained in *section 2 – Tools and channels*, on page 11-14, the content posted tried to demystify the BlockStart programme, raise the sense of urgency, trigger call-to-action for the project’s Open Call #1 and #2, and inspire personal interactions with the audience, namely replying to Q&A on the Open Calls. In order to do that, the project has heavily relied on sharing interesting blogposts from its website on the Open Calls (such as invitations for Q&A Webinars, more information on the perks of joining the Acceleration Programme, announcement of the startups which went through the several stages of the programme, etc.), as well as promoting the first results of the project by sharing interesting interviews with DLT/blockchain startups and end-user SMEs which have participated in the 1st Acceleration Programme. Events organized, co-organized and participated by BlockStart are also shared, as well as other interesting events and initiatives related with funding and support to DLT/blockchain startups.

This activity has been useful to tag a large community of tech startups and innovative SMEs, as well as other entities and initiatives that support DLT/blockchain and draw their attention to our channels, and in doing so, demonstrate that the BlockStart project is a though-leader in this sphere. In fact, the project has received very good online feedback regarding its activities, which can be seen by the number of BlockStart re-tweets and sharing of posts – more than 180, focused on sharing BlockStart’s Open Call #1 and #2 and the project’s events and initiatives.

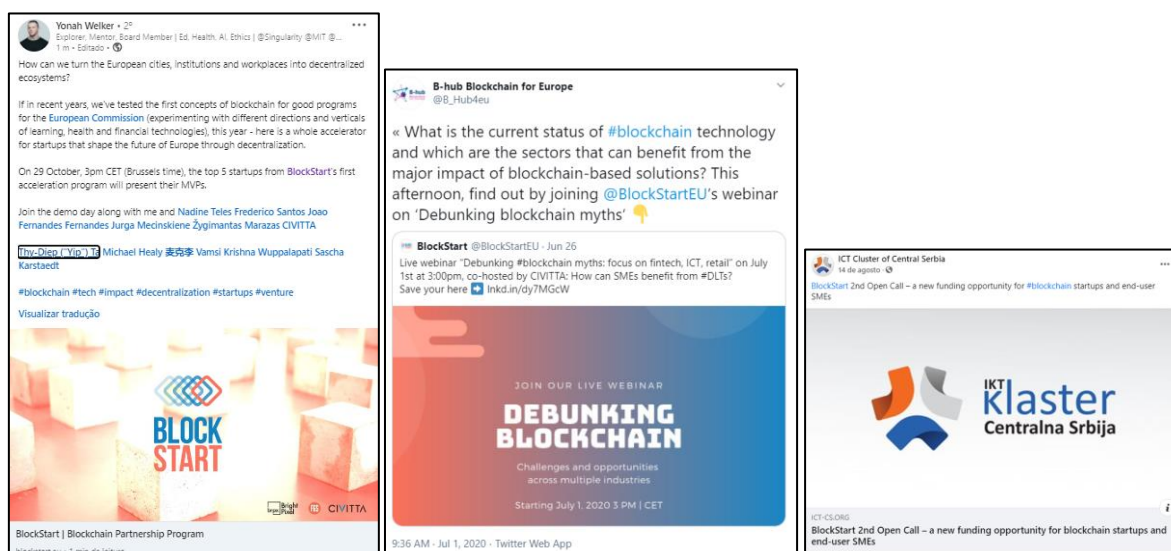


Figure 15 – Examples of LinkedIn, Twitter, and Facebook posts from other entities on BlockStart

BlockStart social media channels and online communities are growing at a healthy rate of new accounts that attract a niche community. The number of engagements and impressions achieved for each post continues to grow incrementally, month by month. The figure below demonstrates some statistics related to the accounts, including engagement rate and followers increase rate between December 2019 and November 2020.

To build up the number of followers on social media channels, a number of actions have been put in place over the course of the first year of the programme, such as the strategic following of other accounts (e.g. other H2020 DLT/blockchain support projects, blockchain initiatives and support intermediaries, such as incubators, accelerators, associations, clusters, etc.), tagging in new publications and when relevant BlockStart consortium partners, so that these can share with their organization’s networks, and posting of content every week, including sharing news in the field of BlockStart’s activities. No paid advertisements have been made so far.

Data point	Facebook	Twitter	LinkedIn
Monthly impressions/reach	875	173	602
Monthly engagements/interactions	180	92	878
Average engagements/interactions per post	18	20	122
Followers rate	100%	100%	100%
Engagement rate	NA	400%	67%

Figure 16 – BlockStart’s social media channels statistics

3.3. News and articles

3.3.1 Blogposts

As previously explained in section 2 – Tools and channels, the BlockStart “Newsroom” webpage features the project’s blog & events section. To date, 37 blogposts have been written and published on the project’s website. These blogposts provide a major opportunity to disseminate the project’s upcoming events and initiatives, follow-up on them and provide some main lessons learned, as well as further promote the programme’s DLT/blockchain startups and end-user SMEs, through some dedicated interviews on who they are, what were their expectations when entering the Acceleration Programme and results achieved, and main plans for the future.

During the applications period of BlockStart Open Call #2, one of the strategies followed to increase the programme’s visibility was through a series of blogposts mainly focused on the main results of the 1st Acceleration Programme, entitled “Inside BlockStart programme – a look back from”. These were also shared on the project’s social media channels, to increase visibility and call to action potential applicants.

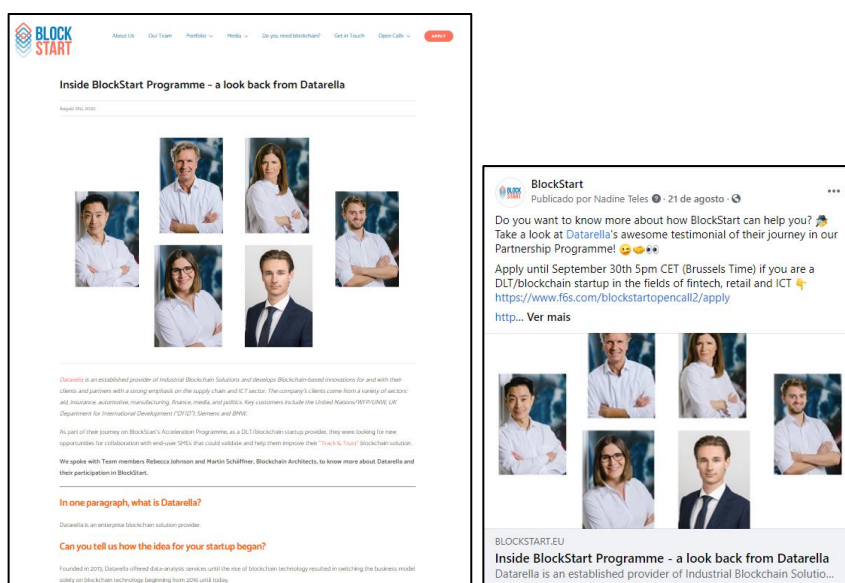


Figure 17 – Examples of a blogpost and the corresponding social media post calling for action to Open Call #2

The list of blogpost titles, entry date and official link can be found on *Annex 1 – Blogposts from BlockStart’s website* of this Report.

3.3.2 External articles

In total, 107 articles have referred BlockStart and have been posted on the “Press” webpage of BlockStart’s website, under the “Press clipping” section. The majority of these articles relate with the dissemination of BlockStart’s Open Call #1 and #2, as one of the project’s strategy to reach a higher number of potential participants was the drafting and sending of Press Releases advertising the launching of the Open Calls to a previously defined list of external actors and intermediaries. This proved fruitful, namely for Open Call #2, for which this strategy was intensified and the number of external articles more than doubled.

Below there are some examples of externally published articles.

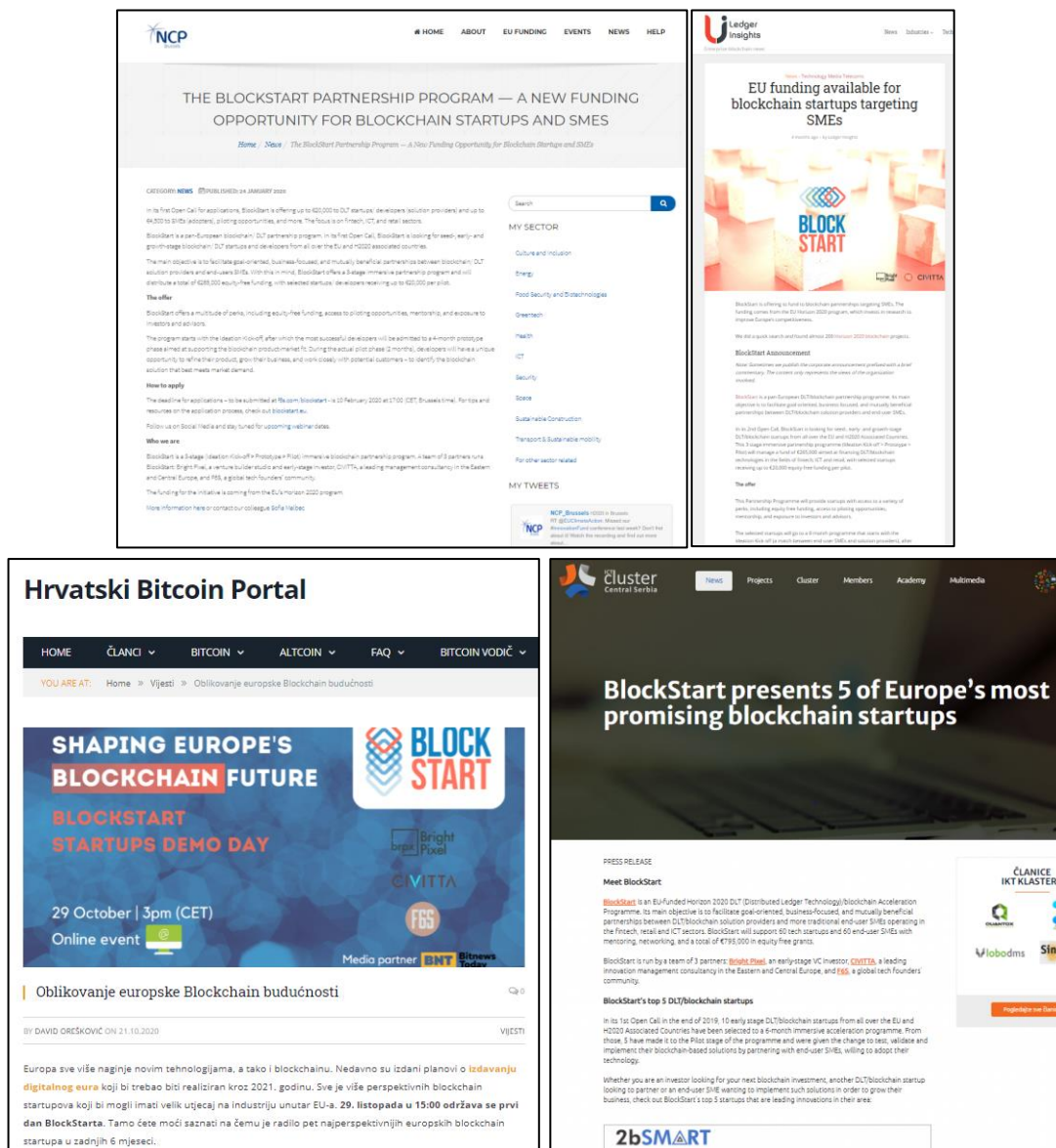


Figure 18 – Examples of externally published articles on BlockStart

3.3.3 Press Releases

So far, BlockStart has drafted 4 Press Releases, that can be found on the “Press” webpage of BlockStart’s website, under the “Press Releases” section, with the aim of promoting the launch of its

Open Call #1 and #2, invite participants to join the programme's 1st Demo Day, and publicizing the main achievements accomplished by its top 5 DLT/blockchain startups that have reached the end of the 1st Acceleration Programme. Partners were asked to share BlockStart Press Releases in their channels and networks, and these have also been sent to BlockStart's list of external actors and disseminators, which currently has more than 1000 contacts/leads. Based on these Press Releases, the project was able to reach a total of 107 external articles so far, as previously stated in *section 3.3.2 External articles*.

The 4 Press Releases are as follows:

- The BlockStart Partnership Program — A New Funding Opportunity for Blockchain Startups and SMEs (Press Release n°1, December 2019)²⁶
- BlockStart 2nd Open Call – a new funding opportunity for blockchain startups and end-user SMEs (Press Release n°2, August 2020)²⁷
- Shaping Europe's Blockchain Future – BlockStart's startups first Demo Day (Press Release n°3, October 2020)²⁸
- BlockStart presents 5 of Europe's most promising blockchain startups (Press Release n°4, November 2020)²⁹



Figure 19 – Example of a BlockStart Press Release

3.3.4 Newsletters

In the first year, two newsletters have been developed disseminating the project's news by using the Mailchimp tool. New subscribers' rate has been growing steadily and currently BlockStart has 121 subscribers. While the first one intended to promote the launching of BlockStart's Open Call #2, its Q&A Webinars and other initiatives, the second one focused on the invitation for the project's 1st Demo Day and on providing a glimpse of BlockStart's 1st year.

²⁶ <https://www.blockstart.eu/wp-content/uploads/BlockStart-Open-Call-1-PR-1.pdf>

²⁷ <https://www.blockstart.eu/wp-content/uploads/BlockStart-Open-Call-2-PR.pdf>

²⁸ <https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-1.docx.pdf>

²⁹ <https://www.blockstart.eu/wp-content/uploads/BlockStart-Press-Release-4-top-5-DLT-startups-OP1.pdf>

To draw attention to the Newsletters and their value, a number of actions were carried out: the Newsletters can be found on the “Press” webpage of BlockStart’s website, under the “Newsletters” section, several updates have been made to the project’s website to include a sign-in option for the Newsletter and social media posts were made to further promote the launching of the Newsletters and let a wider audience know about the publication.

The two Newsletters are as follows:

- BlockStart kick “start”s September with new amazing opportunities (Newsletter n°1, 1 September 2020)³⁰
- Autumn is here, but BlockStart will not “fall” behind (Newsletter n°2, 12 October 2020)³¹

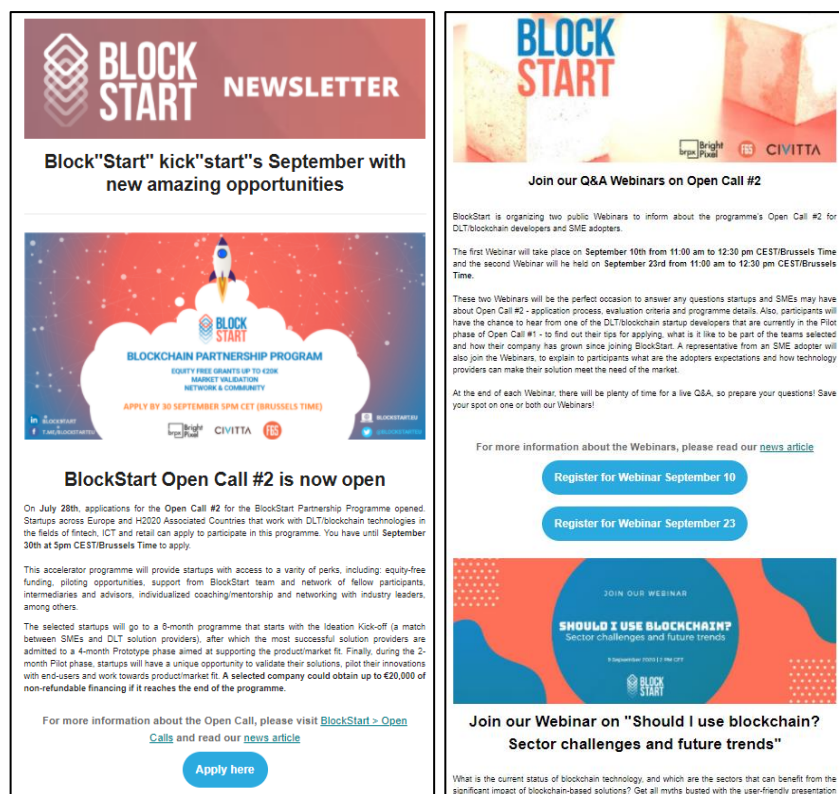


Figure 20 – Example of a BlockStart Newsletter

3.4. Visual identity & promotional material

As previously stated, BlockStart’s visual identity and all its elements have been created, made available through the project’s Google Drive and website, and used in all external and internal communication activities. A more comprehensive description can be found in *section 2 – Tools and channels, page 8*.

Due to the Covid-19 outbreak and the need to postpone or change physical events to online ones, the diverse types of promotional material designed for printing (e.g. poster, brochure, t-shirts, pins, etc.) have not been printed so far. Instead, part of this material, as stated before, is available in digital form and used by the BlockStart consortium when needed (for instance, after a BlockStart event, a follow-up email is sent to all participants with the digital version of the brochure).

The BlockStart visual identity is maintained across all dissemination activities, ensuring a string project branding. Below there are some examples of the promotional materials developed.

³⁰ <https://mailchi.mp/28a4caa5143f/blockstart-kickstarts-september-with-new-amazing-opportunities>

³¹ <https://mailchi.mp/ca78e7f1ea3f/blockstart-kickstarts-september-with-new-amazing-opportunities-3942228>



Figure 21 – BlockStart’s brochure



Figure 22 – BlockStart Power Point template



Figure 23 – BlockStart visuals for social media channels

The pictures below provide an example of the promotional material (poster and Power Point template) being used at external events and internal meetings since the beginning of the project. For future events, BlockStart partners will continue to make use of the available promotional materials, as convenient, and considering the restrictions imposed to face-to-face meetings due to the Covid-19 outbreak.

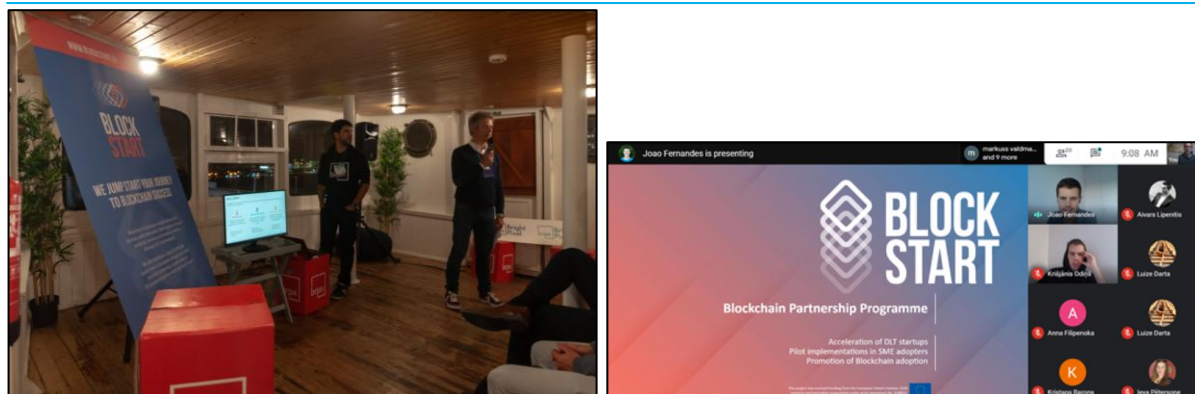


Figure 24 – BlockStart poster being used in a physical event (BlockStart Boat, 2019) and Power Point presentation being used in an online event (Startup Management Programme, 2020)

3.5. Events

As previously stated, organizing, co-organizing and being present at events and conferences is one of the main platforms to disseminate BlockStart. Since the project has started, BlockStart partners have already been involved in 24 relevant events across the continent, either as one of the organizers and/or one of the speakers.

3.5.1 BlockStart events

Since the project has started, BlockStart partners have organized a series of events to raise awareness to the project’s activities, namely its Open Calls, and main results, as well as to collect feedback from main stakeholders on the topics relevant for the project.

4 types of events have been held during this period, serving different purposes: Q&A Webinars on the Project’s Open Call #1 and #2, a Demo Day in order to showcase the project’s results regarding its 1st Acceleration Programme, Training Workshops for Intermediaries in order to explain the principles of blockchain technology, areas for its applications and main challenges, and to present BlockStart’s Do You Need Blockchain Assessment Tool, and a Policy Workshop to collect feedback from key stakeholders to feed the project’s policy recommendations. Due to the Covid-19 outbreak, all these events had to be held remotely. All these events are further explained in *section 2 – Tools and channels*, on page 14-15.

After each event, all participants received a follow-up email with the video recording, a short feedback survey, the Power Point presentation and several other communication materials, such as the project’s brochure and the corresponding blogpost with the main lessons learned of that event. In the case of the Demo Day, this email was also about again showcasing the top 5 startups that reached the end of the Acceleration Programme, to connect them with potential end-user SMEs and investors attending the event. Overall, these events have joined +400 participants.

Below is a list of all the BlockStart events.

Name of event	Date	Location
Webinar and Q&A: from application to evaluation ³²	13-01-2020	online
Webinar and Q&A: applying to BlockStart ³³	24-01-2020	online
BlockStart 101: Webinar and Q&A ³⁴	05-02-2020	online

³² Registration page can be found here: <https://www.f6s.com/webinarandqafromapplicationtoevaluation>

³³ Registration page can be found here: <https://www.f6s.com/webinarqaapplyingtoblockstart>

³⁴ Video recording can be found here: <https://vimeo.com/389736003>

Should I use blockchain: Sector challenges and future trends ³⁵	09-09-2020	online
BlockStart Open Call #2: Webinar and Q&A ³⁶	10-09-2020	online
BlockStart Open Call #2: 2 nd Q&A Webinar ³⁷	23-09-2020	online
Panel discussion: Potential of decentralized finance ³⁸	14-10-2020	online
Shaping Europe's blockchain future: BlockStart's 1 st Demo Day ³⁹	29-10-2020	online
Regulation of Decentralized Finance (DeFi) in Lithuania ⁴⁰	12-11-2020	online

Figure 25 – BlockStart events

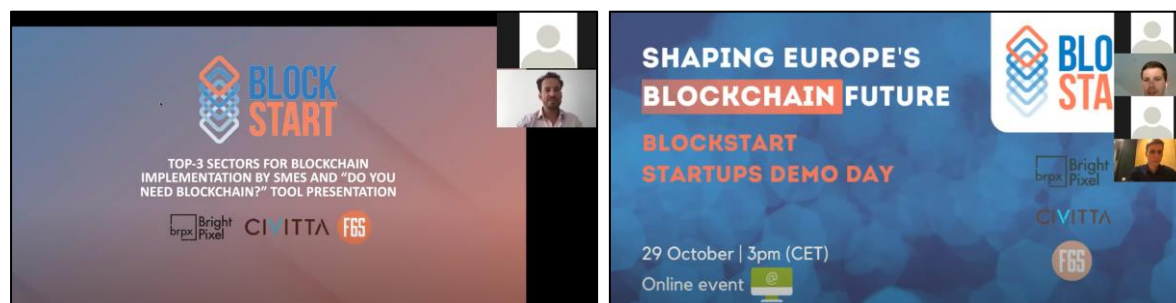


Figure 26 – Screenshots of BlockStart events

3.5.2 External events

BlockStart partners have actively contributed to several events of regional, national, and international level, such as meetings, workshops, conferences, etc., over the last year. The main goal was to promote the project as a whole, namely its Open Calls and the Do You Need Blockchain Assessment Tool, to an extended community of tech startups and SMEs, corporations, industry influencers, technology developers, regulators and policymakers, researchers and VCs.

Moreover, in order to better coordinate partners participation at events of interest to BlockStart, as well as to ensure that each partner has adequate support from the Communication Manager (F6S), an Event Calendar has been created and made available on BlockStart's Google Drive with additional details and information.

Due to the Covid-19 outbreak, several external events have been cancelled, postponed for 2021 or have adapted to be held in a hybrid manner of solely online, which has decreased the number of participation possibilities by the BlockStart consortium in such events in the 2nd quarter of 2020.

Below is a list of all external events in which BlockStart partners have participated.

Name of event	Date	Location
ICT Proposers' Day ⁴¹	19/20-09-2019	Helsinki
Block.IS Cluster Mission	27/28-09-2019	Novi Sad
Web Summit	05/07-11-2019	Lisbon
Through the Tagus River: BlockStart Boat Pitch & Networking Event ⁴²	06-11-2019	Lisbon

³⁵ Registration page can be found here <https://www.f6s.com/debunkingblockchainmythsqawebinar> and video recording can be found here https://www.youtube.com/watch?v=6rGg3_MfcuA&t=2s

³⁶ Registration page can be found here: <https://www.f6s.com/blockstartopencall2webinarqa> and video recording can be found here: https://www.youtube.com/watch?v=4U_ZE9LM9DE&t=2708s

³⁷ Registration page can be found here: <https://www.f6s.com/blockstartopencall22ndwebinarqa> and video recording can be found here: <https://www.youtube.com/watch?v=cbXGPWqevck&t=637s>

³⁸ Video recording can be found here: <https://www.youtube.com/watch?v=o9rePw0OaGA&t=18s>

³⁹ Registration page can be found here: <https://www.f6s.com/blockstart-shapingeuropesblockchainfuture> and video recording can be found here: <https://www.youtube.com/watch?v=1OuQrpPIGwg&t=7s>

⁴⁰ Video recording can be found here: <https://www.youtube.com/watch?v=V3JzNJzTxFa>

⁴¹ <https://ec.europa.eu/digital-single-market/en/news/digital-excellence-forum-ict-proposers-day-2019>

⁴² <https://www.blockstart.eu/blockstart-boat/>

Malta AI & Blockchain Summit	07/08-11-2019	Valletta
Convergence: The Global Blockchain Congress 2019 ⁴³	11/13-11-2019	Malaga
Fintech Inn	27/28-11-2019	Vilnius
Blockchain relaunch in Lithuania ⁴⁴	09-03-2020	Vilnius
Horizon 2020 Cascade Funding Opportunities: Webinar ⁴⁵	27-03-2020	online
#StartupsKillTheVirus ⁴⁶	28-04-2020	online
Coimbra Sustainability Summit ⁴⁷	29-05-2020	online
Technology Entrepreneurship course, Startup Management program ⁴⁸	22-10-2020	online
EOSC-hub/ DIH Webinar on Funding Opportunities ⁴⁹	11-11-2020	online
Block.IS Fundraising webinar to 10 startup finalists	20-11-2020	online
Block.IS 1st Demo Day ⁵⁰	24-11-2020	online

Figure 27 – Events in which BlockStart partners presented the project



Figure 28 – Examples of events in which BlockStart partners presented the project

⁴³ <https://blockchainconvergence.com/>

⁴⁴ <https://www.facebook.com/events/228718761594129/>

⁴⁵ <https://www.eventbrite.co.uk/e/horizon-2020-cascade-funding-opportunities-webinar-registration-97971602701#>

⁴⁶ <https://www.blockstart.eu/startups-kill-the-virus/>

⁴⁷ <https://diatomic.eu/index.php/recap-of-coimbra-sustainability-summit-plenary-session-4-funding-landscape/>

⁴⁸ <https://businessacademy.lv/en/>

⁴⁹ <https://www.eosc-hub.eu/training-event/funding-innovation-webinar>

⁵⁰ <https://blockis.eu/2020/11/11/block-is-demo-day-1st-acceleration-programme/>

4 Monitoring and evaluation

The Dissemination and Communication Plan is revisited by WP5 leaders and discussed in the project's monthly meetings, considering the objectives and KPIs set. It can be observed that the BlockStart project has achieved a considerable amount of impact through communication and dissemination activities in this first reporting period. It is important to remember that at the time of this report BlockStart has only finalized its 1st Acceleration Programme and launched its 2nd Open Call. This means that two more Acceleration Programmes will be put in place, with 40 DLT/blockchain startups and +40 end-user SMEs being supported and their main achievements been given visibility, and one more Open Call will still be launched in 2021. Therefore, a good amount of dissemination and communication activities still need to be carried out over the next 2 years of the project.

Nevertheless, this period has been used to start off with the project's dissemination, generating interest in the project's activities through an already popular website and social media channels, to build up a community of interested startups and SMEs, as well as external actors, and in the project's Newsletter. In fact, all the above-mentioned dissemination and communication efforts had a significant effect in the promotion of BlockStart's Open Call #2, resulting in an increase of 19% in the number of applications from 90 finalized applications in Open Call #1 to 111 finalized applications in Open Call #2. This base level of activity will keep the project in good speed for the upcoming reporting period, having laid down the ground for its remaining activities.

4.1 Impact assessment – Year 1

The following shows a snapshot of the impact achieved during this period:

- **Project website:** robust branded website with +8500 total visitors, 700 monthly reads and with several updates to better showcase the achievements of participants at BlockStart's Acceleration Programme, as well as relevant information on Open Calls and other initiatives.
- **Social media and online communities:** 740 followers (almost reaching the target of 1000 followers at the end of the project), 1650 monthly impressions, and with accounts growth of 100% since the beginning of the project. Other online communities growing at a steady pace, with a major increase of the Slack community.
- **News, articles, and Press:** 36 blogposts on the project's website and mentions in 107 external articles, in multiple languages, totalling 143 news on BlockStart and the project's main achievements, as well as contacts established for future long-term collaborations with disseminators. The 1st two Newsletters have been sent out to a growing audience of 121 subscribers, to reach the target of 500 by the end of the project and the 4 Press Releases have been shared with a growing number of external actors of +1000.
- **Events:** BlockStart partners have organized 9 events and co-organized and/or participated in other 15 events across Europe, including 3 joint events with other EU H2020 projects.
- **Synergies:** collaborations fostered with +5 relevant initiatives, paving the way for more in-depth partnerships as the project evolves.

As previously stated, dissemination and communication activities are expected to have a major impact in promoting the project's Open Calls, to attract a higher number of potential applicants. In this sense, the impact of the activities carried out in this reporting period can also be shown in the increase on the number of applicants from the project's Open Call #1 to its Open Call #2. More information about this can be found in Deliverable 2.5 Open Call Results – 2nd Call.

Overall, the project was able to create a Press page on BlockStart's website, containing important information on the project for media disseminators, including the project's poster, brochure, logo, and brand book, as well as Press Releases, Newsletters and Press Clipping; draft and send out a Press Release on the launching of Open Call #2 to more than 1000 media disseminators (tech startup portals, business magazines, etc.), intermediaries (such as incubators, accelerators, industry associations, cluster organizations, etc.), SME Associations, and potential applicants in the fintech, ICT and retail sectors; release its first Newsletter on September 2020, highlighting the Open Call and the two Q&A Webinars; publish 16 blog articles directly related with the promotion of BlockStart's Open Call #2 or calling for action by providing testimonials from DLT/blockchain startups and end-user SMEs participating in the 1st Acceleration Programme; be referred in 51 external articles from all over the EU and H2020 Associated Countries (an increase of 37% in comparison with Open Call #1), and be highlighted in several Newsletters from other entities, as a direct result of the dissemination and communication effort of its Press Release; publish 69 social media posts directly related with the promotion of BlockStart's Open Call #2 or calling for action – 23 on Facebook, 23 on Twitter and 23 on LinkedIn -, have more than 100 shares/retweets of those posts and be referred in more than 40 individual posts from other entities regarding the launch of our Open Call #2 (an increase of 57% in comparison with Open Call #1); and increase the number of monthly visits to the project's website by 70% since July 2020, due to the referral links in all dissemination and communication materials.

The BlockStart project is thus in a good position to continue achieving the objectives proposed for its dissemination strategy. A deeper analysis of the communication activities in the first Year of the project is presented in contrast with the KPIs set for the end of the project in the table below.

4.2 Dissemination and communication KPIs – Year 1

Measure	Indicators	Target number	Status at month 15
Brochures/leaflets	No. copies distributed at M30	+500	289 ⁵¹
Project website	No. visitors (monthly)	2000	700
Stakeholder engagement	No. of stakeholders involved at M30	500	295 ⁵²
Social media	Size of the community (incl. Twitter/Facebook/LinkedIn followers)	1000	780 ⁵³
Video	No. of visits of published videos at M30	+100	551
Newsletters	No. of subscribers	500	121
Webinars	No. of participants in all Webinars	50	785
Participation in events	No. of external events attended by the consortium (yearly)	+3	7 (2019) 8 (2020)

⁵¹ Due to the Covid-19 outbreak and the impossibility of organizing and physically participating at events, project partners have decided to send a follow-up email after each organized session containing, among other communication material, the digital version of the project's brochure. This indicator thus shows, not the no. of printed copies, but the number of digital copies distributed

⁵² Project partners currently only considering applicants to its Open Calls #1 and #2 for this indicator

⁵³ Besides Twitter, Facebook and LinkedIn, project partners are also considering Telegram in this indicator

4.3 Next steps – Year 2

The next year of BlockStart has already been planned in terms of dissemination and communication activities, with a comprehensive calendar set up with regards to events to be attended, website updates, blogposts to be published, and timely campaigns, among others.

Project website: current sections will be updated with new content (e.g. “Newsroom”, “Press” companies’ portfolio webpages, etc.). More articles will be published on the website, to continue to promote BlockStart initiatives. Content will include new storytelling style interviews with participants at BlockStart’s 2nd Acceleration Programme, but also include ideas and success stories from top influencers, engineers, and experts in blockchain and the world of DLTs outside the BlockStart world of funded startups and SMEs. Each article will be promoted on social media, the partners’ channels and on the Newsletters. The upcoming BlockStart public deliverables (once approved by the European Commission) will be fed into the website.

Social media: a strategy has been set up to promote the channels (Facebook, LinkedIn, and Twitter), to gain more followers and to reach more audiences. Goals include increasing the number of followers and engagement rate, as the project moves on to its 2nd and 3rd Acceleration Programme, continuing to follow the plan laid out in the Outreach Plan, including posting on Facebook, LinkedIn and Twitter on a weekly basis, posting content such as BlockStart news items. New content will involve updates on the 2nd Acceleration Programme, as the teams move on to the different stages of the programme, focusing on their main achievements. Additionally, and as previously stated, the project wants to tackle a gap in communication related with more content outside BlockStart network.

Visual identity and communication materials: materials such as the project’s brochure will be refreshed in early 2021, to show the intermediary results of the project. These materials will continue to be sent by partners after an online public event, and, if possible, printed in the case of physical or hybrid events.

Press: the next Press Release will be released in early 2021, with the launch of BlockStart’s Open Call #3. This will be uploaded to the website, promoted in the Newsletter, and distributed among BlockStart’s list of +1000 contacts to further promote the Open Call. This list is expected to be regularly updated and more contacts are expected to be made to increase the number of Press partners for a long-term collaboration in the scope of BlockStart activities. A strategy has been planned to increase the number of BlockStart’s Newsletter subscribers, such as social media promotion, email promotion after each organized event and collaboration with intermediaries. Newsletters are expected to be sent every 2 months, but dependent on the content produced in each month.

Events: partners are expected to search for interesting events to participate all over Europe, in order to further promote BlockStart’s Open Call #3, the Do You Need Blockchain Assessment Tools and main findings from the project’s own research regarding blockchain status and sector trends. An initial calendar has already been planned, whereby partners have filled in conferences, summits, and high-level meetings, although, due to the uncertainty provided by the Covid-19 outbreak, it is still not clear if these will be online or physical events. Additionally, policy workshops, intermediary trainings and Q&A Webinars are also expected to take place in Year 2 of the project.

Synergies: collaboration will be deepened to involve more projects and initiatives beyond communication partnerships, including cross-participation in events and sharing results obtained.

Overall, project partners intend to continue to provide BlockStart with visibility that can be reflected in an increased number of applications on its Open Call #3 in comparison with previous Open Calls.

5 Conclusion

Overall, the first year of BlockStart dissemination and communication activities have made good progress. The work completed during this year has laid a strong base in terms of promoting BlockStart's project and its mission, and particularly its Open Call #1 and #2, and made the project readier for its second year, when its Open Call #3 will be launched and its 2nd and 3rd Acceleration Programmes will be up and running.

The visual identity for the project has been strengthened and implemented in all project materials (project poster, brochure, templates, etc.). These materials have been shared among partners and used at both internal and external events. The main digital channels for dissemination have been set up and established, such as the website (with information on the Open Calls, documentation and main perks, companies' portfolios with main achievements, blogposts, Press kit, etc.), and also social media (Facebook, LinkedIn and Twitter). Additionally, other contact channels have been created to ensure a closer proximity of the BlockStart community, such as Slack and Telegram communities, as well as a YouTube channel for video sharing of the project's main events and companies' pilots. These channels are growing at a healthy rate for new accounts and are targeting the goal audiences with regular relevant content.

In addition, the Newsletter has been designed according to the visual identity and already launched, growing at a steady number of subscribers, and Press Releases have been used by external actors to draft publications and support BlockStart's efforts in promoting its mission and its Open Calls. BlockStart has made an impact in the local press, receiving coverage in multiple local languages. The number of blogposts has increased substantially to better promote the project's first results and BlockStart partners have been able to participate in a series of important local, national and international events across Europe to disseminate the project and its results. Additionally, synergies and collaborations are beginning to be established with external actors and other projects and initiatives, with preliminary partnerships already having been made with the potential to grow.

Targets have already been met for the first year of the project on all fronts, putting the dissemination of the project in good stead for the second year. A higher impact on dissemination is thus expected and project partners believe that this could have a positive impact in the number of applications for the project's 3rd Open Call, which will be launched in early 2021.

Annex 1 – Blogposts on BlockStart’s website

Title	Entry date
Through the Tagus River: BlockStart Boat Pitch & Networking Event ⁵⁴	19-11-2019
BlockStart 101 > Webinar and Q&A ⁵⁵	03-02-2020
Calling all innovative SMEs – don’t miss the first cut-off date! ⁵⁶	25-02-2020
The Opportunity of Blockchain: Blockchain Seed Funding Around Europe ⁵⁷	25-02-2020
#StartupsKillTheVirus: Digital technology for COVID-19 response ⁵⁸	16-04-2020
Meet the 10 developers selected for BlockStart Accelerator’s first cohort ⁵⁹	22-04-2020
Moving beyond the hype: BlockStart’s 2020 Blockchain Survey ⁶⁰	29-06-2020
Calling all innovative SMEs – don’t miss the second cut-off date! ⁶¹	13-07-2020
BlockStart 2nd Open Call is now open for registration ⁶²	28-07-2020
Q&A Webinars about the new BlockStart’s Open Call ⁶³	05-08-2020
Results are in! Congratulations to the 5 selected developers. What can they expect next? ⁶⁴	17-08-2020
Inside BlockStart programme - a look back from Copyrage ⁶⁵	18-08-2020
BlockStart’s Webinar on blockchain sector challenges and future trends ⁶⁶	19-08-2020
Inside BlockStart Programme – a look back from Datarella ⁶⁷	21-08-2020
Inside BlockStart Programme – a look back from Bright Habitat ⁶⁸	25-08-2020
Inside BlockStart Programme – a look back from REXS.io ⁶⁹	28-08-2020
A look back on an exciting first year of BlockStart ⁷⁰	01-09-2020
Inside BlockStart Programme – a look back from Inova DE ⁷¹	04-09-2020
Inside BlockStart Programme – a look back from 2bSmart ⁷²	08-09-2020
Inside BlockStart Programme – a look back from Cropt ⁷³	11-09-2020
All about the Should I Use Blockchain online event ⁷⁴	15-09-2020
Did you miss the 1st Q&A Webinar on BlockStart’s Open Call #2? Watch it here! ⁷⁵	18-09-2020
Inside BlockStart Programme – a look back from Xylene ⁷⁶	22-09-2020
Did you miss the 2nd Q&A Webinar on BlockStart’s Open Call #2? Watch it here! ⁷⁷	28-09-2020
Inside BlockStart Programme - a look back from Infidia ⁷⁸	02-10-2020
Inside BlockStart Programme – a look back from Kedeon ⁷⁹	06-10-2020
BlockStart promotes panel discussion on the potential of decentralized finance ⁸⁰	08-10-2020

⁵⁴ <https://www.blockstart.eu/blockstart-boat/>

⁵⁵ <https://www.blockstart.eu/how-to-apply-what-to-expect/>

⁵⁶ <https://www.blockstart.eu/first-cut-off/>

⁵⁷ <https://www.blockstart.eu/the-opportunity-of-blockchain/>

⁵⁸ <https://www.blockstart.eu/startups-kill-the-virus/>

⁵⁹ <https://www.blockstart.eu/ideation-kick-off-top-10/>

⁶⁰ <https://www.blockstart.eu/blockchain-survey/>

⁶¹ <https://www.blockstart.eu/calling-all-innovative-smes-dont-miss-the-second-cut-off-date/>

⁶² <https://www.blockstart.eu/blockstart-2nd-open-call-is-now-open-for-registration>

⁶³ <https://www.blockstart.eu/qa-webinars-about-the-new-blockstarts-open-call/>

⁶⁴ <https://www.blockstart.eu/results-are-in-congratulations-to-the-5-selected-developers-what-can-they-expect-next/>

⁶⁵ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-copyrage/>

⁶⁶ <https://www.blockstart.eu/blockstarts-webinar-on-blockchain-sector-challenges-and-future-trends/>

⁶⁷ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-datarella/>

⁶⁸ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-bright-habitat/>

⁶⁹ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-rexs-io/>

⁷⁰ <https://www.blockstart.eu/a-look-back-on-an-exciting-first-year-of-blockstart/>

⁷¹ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-inova-de/>

⁷² <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-2bsmart/>

⁷³ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-cropt/>

⁷⁴ <https://www.blockstart.eu/all-about-the-should-i-use-blockchain-online-event/>

⁷⁵ <https://www.blockstart.eu/did-you-miss-the-1st-qa-webinar-on-blockstarts-open-call-2-watch-it-here/>

⁷⁶ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-xylene/>

⁷⁷ <https://www.blockstart.eu/did-you-miss-the-2nd-qa-webinar-on-blockstarts-open-call-2-watch-it-here/>

⁷⁸ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-infidia/>

⁷⁹ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-kedeon/>

⁸⁰ <https://www.blockstart.eu/blockstart-promotes-panel-discussion-on-the-potential-of-decentralized-finance/>

Shaping Europe's Blockchain Future – Join us in our 1st Demo Day ⁸¹	12-10-2020
All about the potential of decentralized finance panel discussion ⁸²	14-10-2020
Are you ready to implement a blockchain-based solution? Then, BlockStart is the right fit for you! ⁸³	20-10-2020
All about the Shaping Europe's Blockchain Future online Demo Day event ⁸⁴	30-10-2020
Inside BlockStart programme – a look back from Go Limpets ⁸⁵	05-11-2020
Results are in! Congratulations to the top 20 selected startup developers. What can they expect next? ⁸⁶	10-11-2020
The numbers behind BlockStart's Open Call #2 ⁸⁷	17-11-2020
Inside BlockStart programme – a look back from Latitudo 40 ⁸⁸	20-11-2020
Inside BlockStart programme – a look back from Eldro Technologie ⁸⁹	24-11-2020
Ideation event kick-starts BlockStart's 2nd Acceleration Programme and selects top 10 DLT/blockchain startups ⁹⁰	30-11-2020

⁸¹ <https://www.blockstart.eu/shaping-europes-blockchain-future/>

⁸² <https://www.blockstart.eu/all-about-the-potential-of-decentralized-finance-panel-discussion/>

⁸³ <https://www.blockstart.eu/are-you-ready-to-implement-a-blockchain-based-solution-then-blockstart-is-the-right-fit-for-you/>

⁸⁴ <https://www.blockstart.eu/all-about-the-shaping-europes-blockchain-future-online-demo-day-event/>

⁸⁵ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-go-limpets/>

⁸⁶ <https://www.blockstart.eu/results-are-in-congratulations-to-the-top-20-selected-startup-developers-what-can-they-expect-next/>

⁸⁷ <https://www.blockstart.eu/the-numbers-behind-blockstarts-open-call-2/>

⁸⁸ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-latitudo-40/>

⁸⁹ <https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-eldro-technologie/>

⁹⁰ <https://www.blockstart.eu/ideation-event-2/>