BLOCK START

D5.12: Report on Dissemination and Communication – 2nd version

07/2021

Work Package	WP5 - Impact
Document Reference	BS-WP5-D5.12-Report-on-Dissemination-and-Communication-2nd-version
Document Type	Report
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Contributor(s)	BRPX, CIVT
Delivery Date (DoA)	31/07/2021
Actual Delivery Date	31/07/2021
Abstract	This document offers an in-depth look into the dissemination and communication activities of BlockStart during the project's 2nd year, related with its Open Calls #2 and #3

Document Revision History			
Date	**Version**	**Contributor(s)**	**Description**
13/07/2021	v1.0	F6S	First version prepared by F6S
25/07/2021	v1.1	BRPX, CIVIT	Second version including inputs from BRPX and CIVIT
31/07/2021	Final	F6S, BRPX	Final version including review from BRPX and F6S

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)	

BlockStart Consortium			
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 5.12 – Report on Dissemination and Communication – 2ⁿᵈ version, which is a report on the second year of activities related with the project's Open Call #2 and #3. 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 5.12 – Report on Dissemination and Communication – 2nd version, which is a report on the second year of activities related with the project's Open Call #2 and #3. Dissemination and Communication activities related with intermediary trainings are referred and briefly explained, as they are subject to a more thorough analysis at Deliverable 5.5 – Intermediary Training Resources – 2nd 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, in its second year, continued to promote BlockStart and engage a vast audience, with focus on the 2nd Acceleration Programme and the launching of Open Call #3. More specifically, this strategy aimed to:

1. Attract enough industry-led innovators (DLT developers) as well as SME adopters from across the EU and H2020 Associated Countries to apply to BlockStart's Open Call #3.
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-based products and services and business models in an environment that is heavy on collaboration, based on the successful cases of Open Call #1 and #2.
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, as the BlockStart online and offline communities grew considerably since Open Call #1.
6. Deliver clear and tangible benefits of BlockStart to DLT startup developers and stakeholders across the DLT/blockchain space, through a set of awareness-raising actions focused on lessons learned and testimonials from Open Call #1 and #2, going further than traditional communication actions.
7. Support the organization of a range of events inside the BlockStart ecosystem (e.g., Webinars, 2nd Demo Day, 3rd Ideation Kick-off, etc.).
8. Develop networks and liaison with innovation intermediaries, ongoing DLT/blockchain focused initiatives, to share resources and maximize impact, namely with the launching of BlockStart's 3rd and final Open Call.
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 Deliverable 5.11 – Report on Dissemination and Communication – 1st version, and acts as the second report of progress during the second 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

Second 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 followed up on the activities planned for the project's second year (please see section 4.3 Next steps – Year 2 of Deliverable 5.11 – Report on Dissemination and Communication – 1st version) and, therefore, it successfully maintained the strong base of dissemination and communication activities of the whole project during its second year.

Between the end of 2020 and early 2021, the focus of the activities was mainly on the continued promotion of the first tangible results of BlockStart, with the end of its first Acceleration Programme in October last year, particularly the promotion of the programme's SMEs and their main achievements, to call for action potential applicant SME adopters to the pilot stage of the project's second Acceleration Programme, that had started in November (as Open Call #2 for SME adopters, 2nd cut-off, run until the 11th of March 2021).

After March 2021, the project's dissemination and communication activities was twofold. On the one hand, still running its second Acceleration Programme, dissemination and communication activities were intensified and focused on the 1st results of the second programme, alongside the promotion of the programme's participating startups and SMEs and their main achievements, as they moved forward in the programme's Prototype (between December 2020 and April 2021) and Pilot (between April and June 2021) stages, culminating with the 2nd Demo Day event on the 30th of June 2021. This has been crucial to build a strong brand around the BlockStart project and give credibility to its accelerator programme, raising awareness of a wide range of stakeholders and attracting more DLT developers and SME adopters interested on how they could benefit from such a programme, and built pace for the final Open Call, launched in March.

Therefore, on the other hand, this second period culminated with the promotion of BlockStart's Open Call #3, that build up on the strategy already set for the previous Open Calls and lessons learned and intensified that campaign, this time mainly focused on participation at external online events to promote the Open Call, share the results already achieved and provide the feedback of startup alumni to attract new potential applicants. Promotional activities were also based on sound online content strategy, reaching out to potential disseminators (associations, clusters, accelerators/incubators, investors, media, etc.) and potential applicants (namely DLT developers), by leveraging its Database of contacts, and the creation of a strong pool of external partners, advisory board members and external mentors, engaged in promoting the Call. The main goal was to build a community, become a thought-leader in the sphere and ultimately ensure the promotion of the project's Open Call #3 with a greater impact than in previous Open Calls.

To sum up, 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 3rd Open Call, it can be stated that this period's dissemination and communication activities have reached those goals and even surpassed them, as seen by the 116 applications received

on BlockStart's Open Call #3. In two years, the project has been able to set itself as a reference, either for both participants and external stakeholders, as promotional activities are now 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 5.11 – Dissemination and Communication Report – 1ˢᵗ version 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) suffered no change, have been used in all external and internal communication activities and continued to be made available at BlockStart's website, under "Media Kit", to be used by external media actors or other type of disseminators.

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 website[1] is BlockStart's main communication tool. The website was updated regularly, as the project progressed and major updates in recent months have included:

[1] Update of BlockStart's website Menu tab, to make it more user friendly and organized in terms of the project's results and achievements, with the creation of new pages: Advisory Board members[2], Mentors[3], Ecosystem Partners[4], Events[5] and Community[6].

The first two intend to showcase the list of BlockStart's Advisory Board members and the short CV and technical and business expertise of BlockStart's pool of external mentors, with whom its beneficiaries can ask the consortium to get in touch for further individual support.

The Ecosystem Partners page intends to showcase the entity, logo and type of collaboration established between BlockStart and external stakeholders and calls for action if others wish to become ecosystem partners. These external stakeholders have been reached out based on a contact list of influencers and key contacts, available on BlockStart's Google Drive and regularly updated, and have also reached out to BlockStart based on the project's visibility over the last few months.

The events page shows all upcoming and past events organized or co-organized by BlockStart or in which the project has had a speaking or booth slot, with a short description and photo of the event and link to a follow-up blogpost and the corresponding video recording, if applicable.

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[1] https://www.blockstart.eu/
[2] https://www.blockstart.eu/advisory-board/
[3] https://www.blockstart.eu/mentors/
[4] https://www.blockstart.eu/partnerships/
[5] https://www.blockstart.eu/events/
[6] https://www.blockstart.eu/community/

Finally, to engage a higher number of potential beneficiaries and ecosystem players in its Slack and Telegram communities, the project has decided to create a dedicated page for those who wish to be part of those communities.
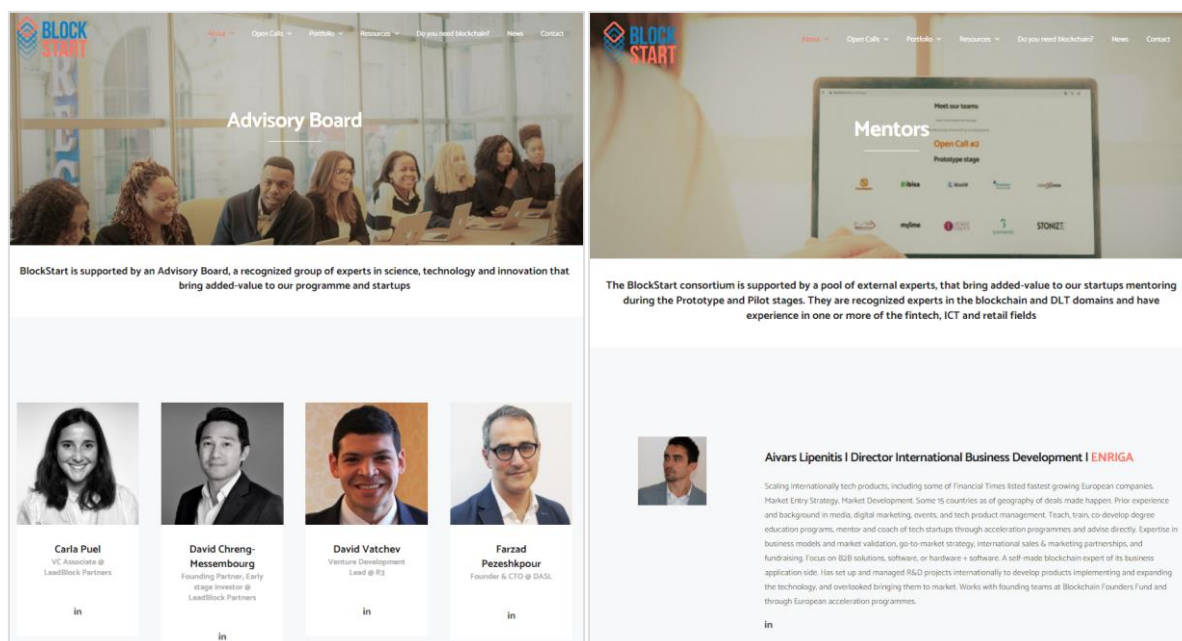
Figure 1 - Screenshot of Advisory Board (left) and Mentors (right) page at BlockStart website

[2] Drafting and publication of 56 blogposts in the Newsroom page[7], BlockStart's blog section, that provided a major opportunity to promote the project's upcoming events and activities, follow up on them and provide main lessons learned, as well as further promote the programme's DLT startups and end-user SMEs through dedicated interviews of their journey and next steps and give visibility to blockchain-related articles, written by BlockStart's ecosystem partners on relevant topics.

[3] Regular update of the Press page[8], namely the Press Releases, Newsletters and Press Clipping sections, and the change of BlockStart's media partners into ecosystem partners, with a new dedicated page.

[4] A new page showcasing the project's 2nd Demo Day "Blockchain Beyond the Hype"[9], that included the teaser[10], the agenda, a short summary of the event, and the top 5 DLT startups that have pitched their solutions, and afterwards the video recording and PowerPoint presentation, as well as information on the VC keynote speakers.

[5] The portfolio pages of the DLT startups and end-user SMEs who have participated in the 2nd Acceleration Programme. As they went through the programme's Prototype and Pilot stages, they were asked to provide updated content to their pages, like the request made for beneficiaries of Open Call #1 (as described in Deliverable 5.11 – Dissemination and Communication Report – 1st version), to give them visibility and further promote their main achievements in the scope of the programme. Additionally, a filter was added to the DLT startups and SME adopters showcase pages, for a friendlier user experience[11].

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[7] https://www.blockstart.eu/newsroom/
[8] https://www.blockstart.eu/press/
[9] https://www.blockstart.eu/demo-day-2/
[10] The teaser of BlockStart's 2nd Demo Day can be found at https://youtu.be/1SYvc-rNQW8
[11] Please access https://www.blockstart.eu/our-startup-developers/ for the DLT startups filter and https://www.blockstart.eu/our-sme-adopters/ for the SME adopters filter
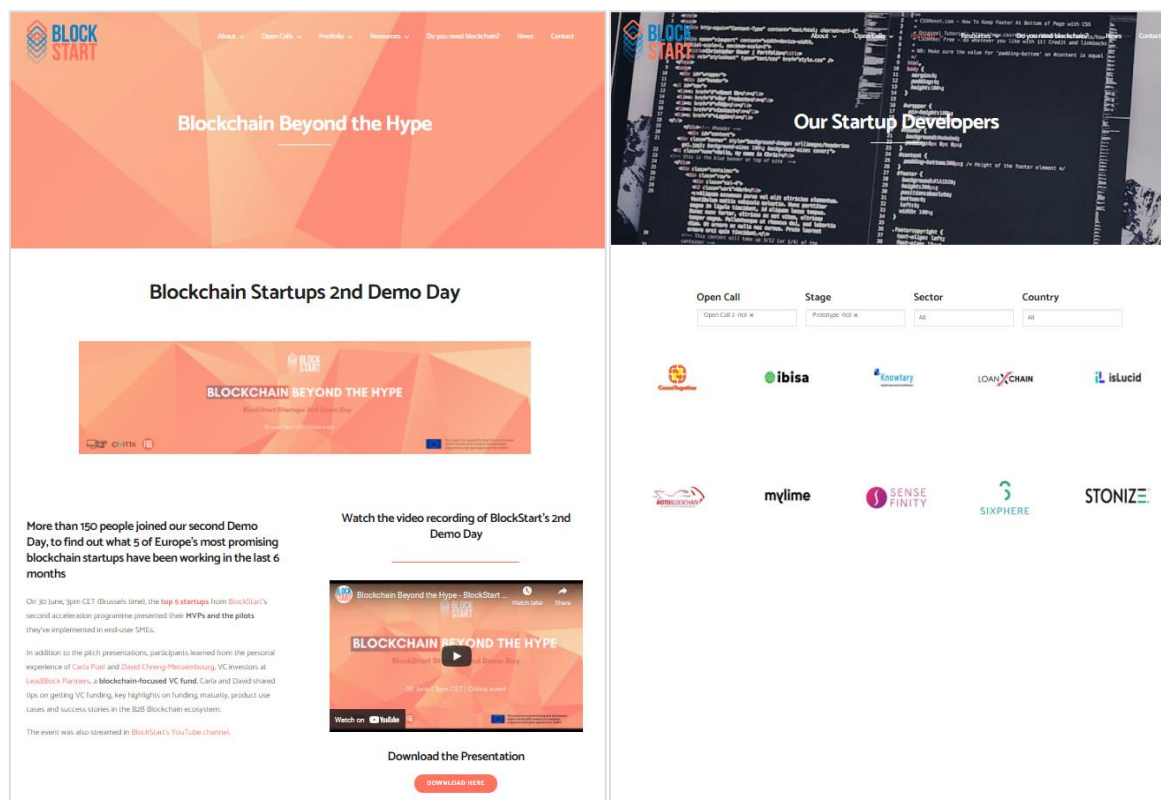
Figure 2 - Screenshot of BlockStart 2nd Demo Day (left) and Startup Developers page with the new filters (right)

[6] Update of the pages dedicated to Open Calls – DLT developers[12], SME adopters[13], Evaluators[14] and Frequently Asked Questions (FAQ)[15], with new information regarding BlockStart's Open Call #3. The main goal was to provide clear information on BlockStart's last Open Call, namely official documentation, submission deadlines, type of beneficiaries and main perks.

Moreover, an application was made to the .eu Web Awards, being accepted as one of the 2021 candidates for the "Laurels'' prize for EU. Results are expected to be known by mid-August.

Figure 3 - Screenshot of BlockStart's website at the Web Awards.eu website

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12 https://www.blockstart.eu/open-calls/
13 https://www.blockstart.eu/adopters/
14 https://www.blockstart.eu/evaluators/
15 https://www.blockstart.eu/open-calls/faq/

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 continues to be present on Facebook[16], LinkedIn[17], and Twitter[18]. These continue to be the main social media accounts used to disseminate the project and the results of the Acceleration Programmes, 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 relied 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 "Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs"[19], organized on the 28ᵗʰ of April 2021, "How to make sure regulation helps and not hinders the development of blockchain solutions"[20], organized on the 27ᵗʰ of May 2021 and "Blockchain: latest trends, myths and things you might not know"[21], organized on the 9ᵗʰ of June 2021), foster lasting relationships with key stakeholders, namely the startups and SMEs it supports and other disseminators (such was the case of BlockStart's ecosystem partners) and learn from parallel initiatives/projects, among other reasons.

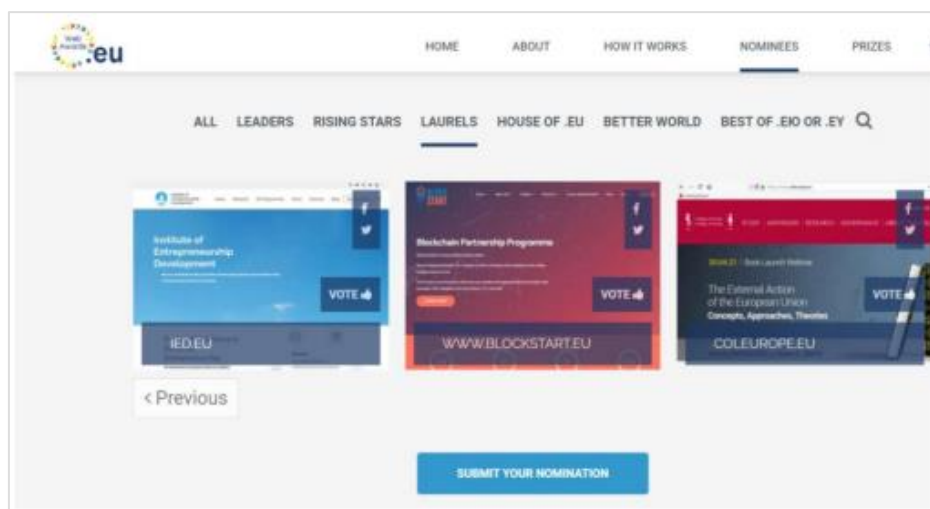Moreover, to ensure the biggest impact, our social media activities were always aligned with our broader communication objectives and values, effectively considering the needs of our target audience, as well as the nuances between different social media platforms. Furthermore, we also continued to seek 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 and Deliverable 5.11 – Report on Dissemination and Communication – 1ˢᵗ version, the project has tried that at least 1/3 of its social media content served to demystify the BlockStart Programme, raise the sense of urgency, and trigger call-to-action (i.e. apply to BlockStart Open Call #3) and another 1/3 to inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc). With only one Open Call to be launched and another one with an on-going acceleration programme, in the beginning of the current reporting period the focus was thus on the promotion of that second accelerator's main results and achievements, and afterwards on the promotion of BlockStart's Open Call #3.

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[16] https://www.facebook.com/BlockStartEU/
[17] https://www.linkedin.com/company/blockstarteu/
[18] https://twitter.com/BlockStartEU
[19] https://www.facebook.com/101665007888025/videos/475212157047962
[20] https://www.facebook.com/101665007888025/videos/323618175811397
[21] https://www.facebook.com/101665007888025/videos/193317479349961
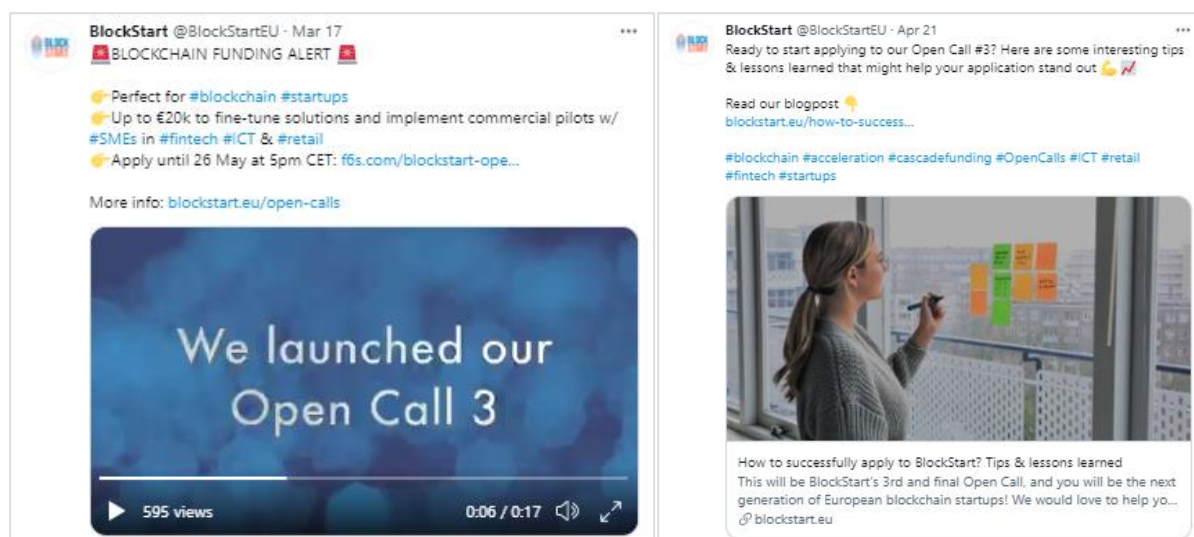
Figure 4 - Examples of Twitter post triggering call to action (left) and providing support to applicants (right)

In order to achieve a higher impact, BlockStart also launched a social media campaign on LinkedIn and Twitter that lasted almost a month, between April and May 2021, to promote its 3rd and final Open Call. A detailed description of the main results is provided in *section 3 – Dissemination and Communication activities* of this report.

Throughout the current reporting period, by making use of its comprehensive network of ecosystem partners, BlockStart was also able to draft a clear strategy and include 1/3 of 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 in its social media content, thus tackling a gap in communication related with more content outside BlockStart's network identified in Deliverable 5.11 – Dissemination and Communication Report – 1st version.
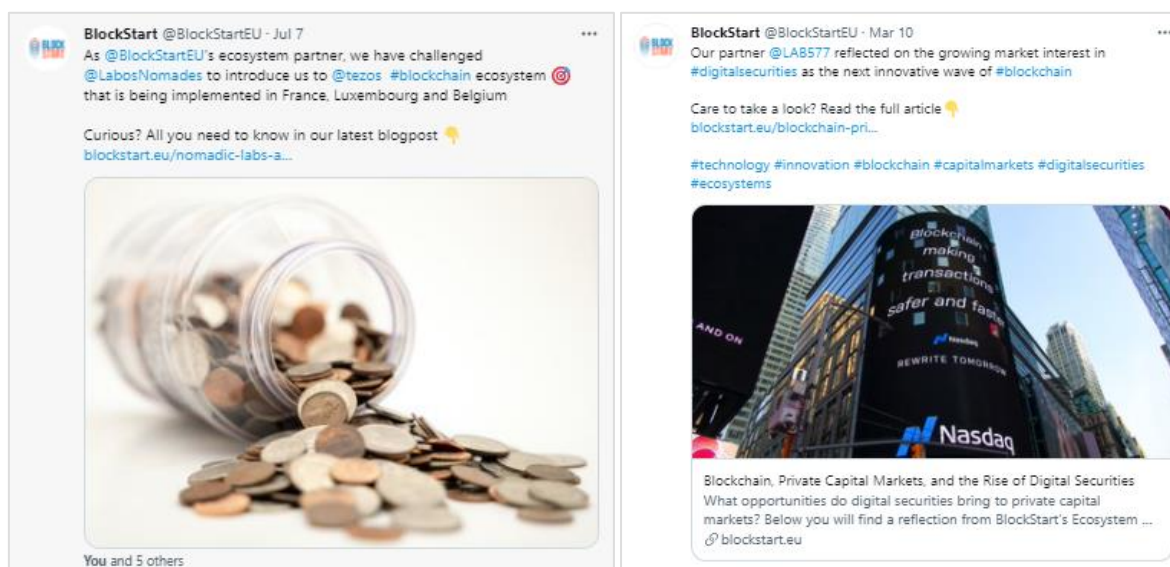
Figure 5 - Examples of Twitter posts showcasing ecosystem partners articles on blockchain-related topics

Apart from social media channels, BlockStart also continued to nurture its ecosystem surrounding the project. It continued to communicate with potential applicants of Open Calls through the F6S platform[22] and continued to engage new users in its Telegram[23] and Slack Connect[24] communities.

Regarding the F6S platform, hyperlinks to the BlockStart networking and Q&A discussion group remained accessible throughout the project's website and social media channels, and relevant information was shared with potential applicants on the launch of the final Open Call, Q&A Webinars an answers and questions to potential applicants, for transparency reasons, and other blockchain-related events. Moreover, following the example of previous Open Calls, all official announcements, such as Press Releases and Open Call documentation, also included a link to this platform. With the closing of the final Open Call, there is still the possibility to get in touch with the BlockStart consortium through the F6S platform, a new recently developed feature to engage with the community once a project or programme is done (see figure 5).

Figure 6 - Screenshot of BlockStart's page at F6S, with the possibility to connect with the consortium members

On what concerns the Slack Connect channel, this digital space where SMEs and technology developers can engage has already reached +380 users, also including other intermediaries, mentors, evaluators, and consortium partners. 4700 messages have been shared in this channel so far, including events and job and funding opportunities, among others. During the project's 2ⁿᵈ year, the consortium held several online events (e.g., 2ⁿᵈ Demo Day, 3ʳᵈ Ideation Kick-off event, Webinars for Intermediaries, etc.) and participants were invited to join the platform. New private channels have also been created to help keep the communication between relevant parties only (i.e., enabling a more agile interaction between startups and SMEs and jury members participating in the Ideation

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[22] https://www.f6s.com/blockstart
[23] http://t.me/blockstart
[24] https://blockstartconnect.slack.com/

Kick-off event). In the 3rd and final year of the project, it is expected that this channel continues to act as a unified space for communication between different stakeholders in the blockchain domain.

While the Slack Connect community is more about individually engaging with each applicant throughout its participation in the acceleration programme, the Telegram community intends to engage target groups by presenting several funding & support opportunities, as well as other interesting events and initiatives (see figure 5). So far, this channel has had less members (currently, +50 members) and relevance when compared to Slack, due to the lack of useful functionalities when compared with Slack for community engagement.
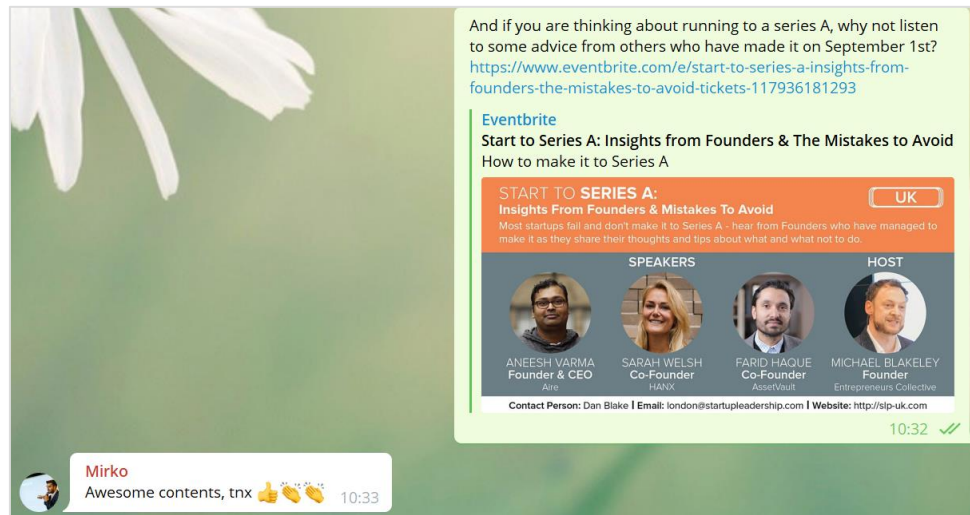
Figure 7 - Screenshot of BlockStart's page at F6S, with the possibility to connect with the consortium members (above) and of BlockStart's Telegram, with an example of an interaction

Nevertheless, the main goal of these communities remains the same: develop a trusted network, keep track of the main hot topics related with BlockStart's 3 target sectors, and engage the target groups on interesting discussions. To engage more community members, a blogpost was published on BlockStart's website[25] and shared at the project's social media channels, challenging our audience and community to take part and join both digital spaces. As previously mentioned, a new page was also created on BlockStart's website, showcasing both channels and with direct links to join them (see section 2.2 Project website of this report).

Apart from these online communities promoted by the project, BlockStart also integrated new Slack, Telegram, and other online communities relevant for the promotion of its last Open Call and events, such as Blockrocket, DAO Maker, Berchain – Berlin Blockchain, TNW Community, among others.

Finally, BlockStart's YouTube channel[26] continued to mature with the continuous addition of new video recordings of previously organized or co-organized events or even live events (such was the case of the "Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs"[27], organized on the 28th of April 2021, "Blockchain: latest trends, myths and things you might not know"[28], organized on the 9th of June 2021, and "Blockchain Beyond the Hype: BlockStart Startups 2ⁿᵈ Demo Day"[29], organized on the 30th of June 2021), and other relevant videos from DLT developers from the 2ⁿᵈ acceleration programme explaining their solution and pilot implementation with end-user SMEs and

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[25] https://www.blockstart.eu/join-our-blockstart-community/, published on the 19th of January 2021
[26] https://www.youtube.com/channel/UCIX6ZKvp2k2ZcJNRfHmbK1w
[27] https://youtu.be/FAzeN20cXsg
[28] https://youtu.be/iysJkq2jjhw
[29] https://youtu.be/e0_IvQWiNM8

the promotional teasers – short[30] and long[31] – of Open Call 3, a novelty in terms of Calls promotion in BlockStart. So far, BlockStart was able to upload or stream 23 video recordings and has currently 48 subscribers of its YouTube channel.
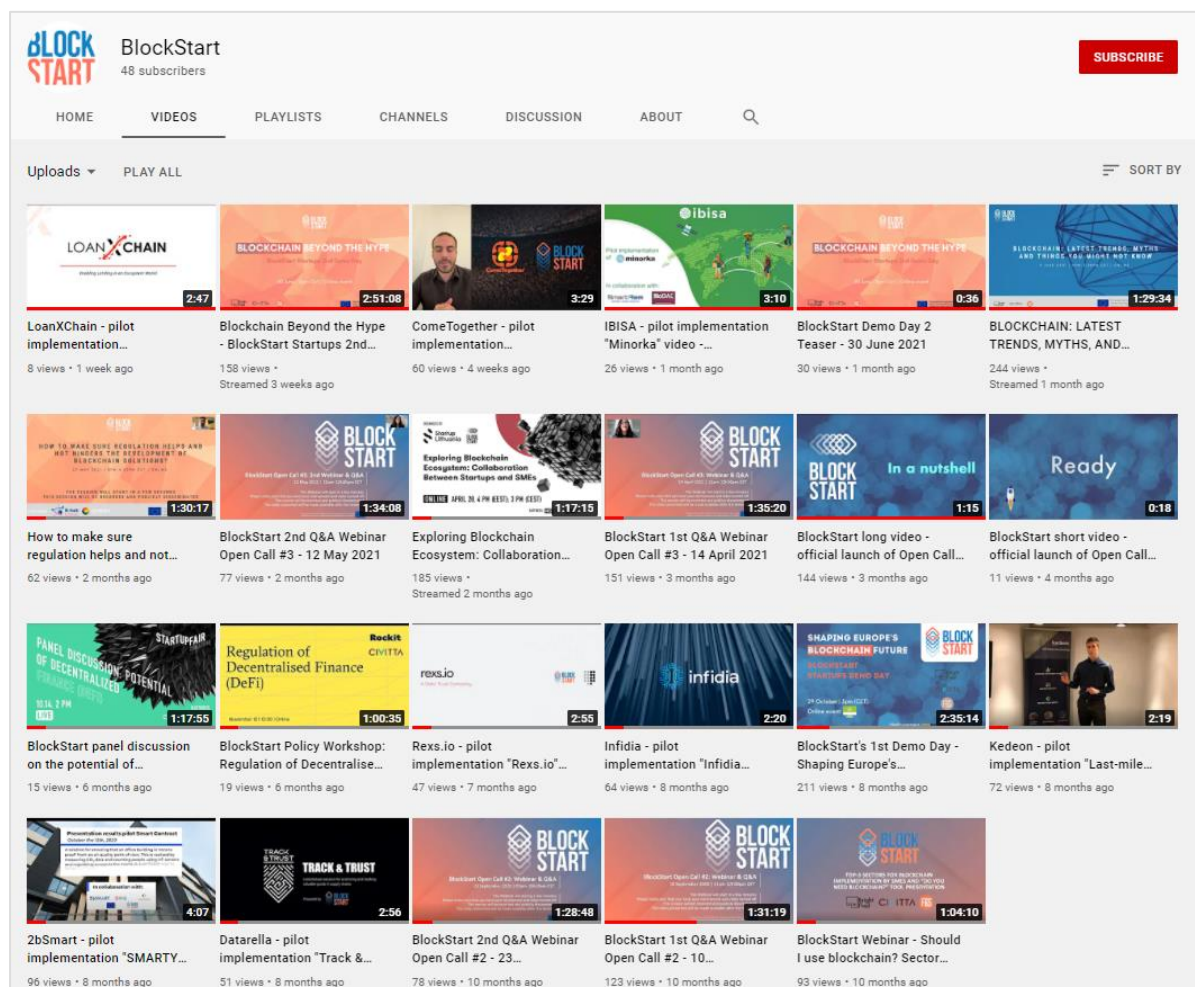
Figure 8 - Screenshot of BlockStart's YouTube channel

2.4. Offline communication & marketing

Various channels continued to be used during the project's 2nd year 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 Releases drafted by the BlockStart consortium, included in the "Press" section of the project's webpage, and shared with the project's Ecosystem Partners, Advisory Board Members and pool of External Mentors 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.

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[30] https://youtu.be/HxejlBDgsWg
[31] https://youtu.be/L4o_XGn89nU

- 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 has been one of the main platforms to disseminate BlockStart. During the project's 2nd year, BlockStart partners have raised awareness of BlockStart's activities and main results in a significant number of online events, as physical events were still not possible to the covid-19 pandemic, 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:

- 2 Q&A Webinars on the project's Open Call #3 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 "Blockchain Beyond the Hype – BlockStart Startups 2nd Demo Day", that was held online and shared live on YouTube on the 30th of June 2021, with the main goal of showcasing the results of BlockStart's 2nd 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 "Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs", was a roundtable discussion held online and shared live on Facebook and YouTube on the 28th of April 2021 and co-organized with Startup Lithuania, NGI TruBlo and LAB577, with the main goal of further discuss experiences from both sides – the support providers and the beneficiaries -, when collaborating with one another in the blockchain domain. The 2nd one was also shared on BlockStart's YouTube and Facebook channels on the 9th of June 2021. Entitled "Blockchain: latest trends, myths and things you might not know", it joined together experienced speakers on blockchain technology to discuss list the things people should know about this relatively new technology. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.

- 1 Policy Workshop was organized by CIVITTA, B-Hub Blockchain for Europe and Spherik Accelerator on the 27th of May 2021 and entitled "How to make sure regulation helps and not hinders the development of blockchain solutions". This online discussion was also held live on Facebook and joined together relevant experts to discuss how to find a balance between encouraging new ideas and fostering innovation and protecting consumer rights and ensuring prevention of bad acts and how to make sure regulation helps and not interferes with the development of blockchain-based solutions. Regulatory challenges resulting from this discussion and policy improvements are further detailed on Deliverable 5.5 – Intermediary

Training Resources – 2ⁿᵈ version and Deliverable 5.8 – Policy Recommendations – 2ⁿᵈ version. This was the 2ⁿᵈ Policy Workshop from a total of 3 Workshops that are expected to take place in the home countries of its members, that should focus on 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.

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, particularly the beneficiaries of the 1ˢᵗ Acceleration Programme that already ended and its final Open Call. In its 2ⁿᵈ year, the BlockStart team has been involved in 17 relevant events, all online, as one of the organizers, speakers/booth slot or as participant. 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 continued to explore complementarities and exploit synergies with other relevant initiatives and H2020 projects addressing similar issues during the project's 2nd year. The rational behind these activities was to exchange timely and contextual information and build collaboration networks that would support the project in its promotional activities, but also foster long-term relationships that would go beyond the project's end.

Therefore, BlockStart's consortium members have engaged in a series of meetings to explore cooperation pathways with other entities involved in SMEs/startups/blockchain support. + 30 meetings were held and, as previously mentioned on section 2.2 Project Website, a webpage was created, showcasing the established partnerships, that presents the entity and the type of collaboration held (see figure 7). BlockStart's pool of Ecosystem Partners is currently made of 25 entities, including H2020 Projects (i.e., Block.IS, DT2 Invest Launchpad, NGI TruBlo), investors (i.e., LeadBlock Partner, DAO Maker), technological platforms/communities (i.e., Nomadic Labs, R3), accelerators (i.e., Blockrocket, Spherik), event organizers (i.e., European Blockchain Convention, EU Startups Summit), associations (i.e., European Entrepreneurs CEA-PME, Startup Lithuania), among others. The full list can be found at https://www.blockstart.eu/partnerships/.

The contribution provided by BlockStart's Ecosystem Partners includes support in the communication and dissemination of funding opportunities (such was the case of BlockStart's Open Call #3), scouting of SMEs and startups and co-organization of events (such was the case of the "Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs" event, held on the 28ᵗʰ of April 2021 and of the "How to make sure regulation helps and not hinders the development of blockchain solutions" policy workshop, held on the 27ᵗʰ of May 2021) , among others. Throughout BlockStart's 2ⁿᵈ year, these collaborations were highlighted by both parties, through joint articles and social media posts[32] (see figure 9).

This increased outreach and engagement was facilitated by BlockStart's continued update of its outreach list with new leads, a living document with contacts for potential new Ecosystem Partners, included in the project's Google Drive. Additionally, relevant new Ecosystem Partners have reached

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[32] Just to give a couple of examples, please see the article showcasing the collaboration activities with R3 at https://www.blockstart.eu/blockstart-and-r3-partnership/, published on the 15th of April 2021, and with the European Blockchain Convention at https://www.blockstart.eu/ebc-blockstart-partnership-and-event/, published on the 6th of April 2021

out directly to the BlockStart team, showing the impact and visibility the project has already been able to achieve among its peers.
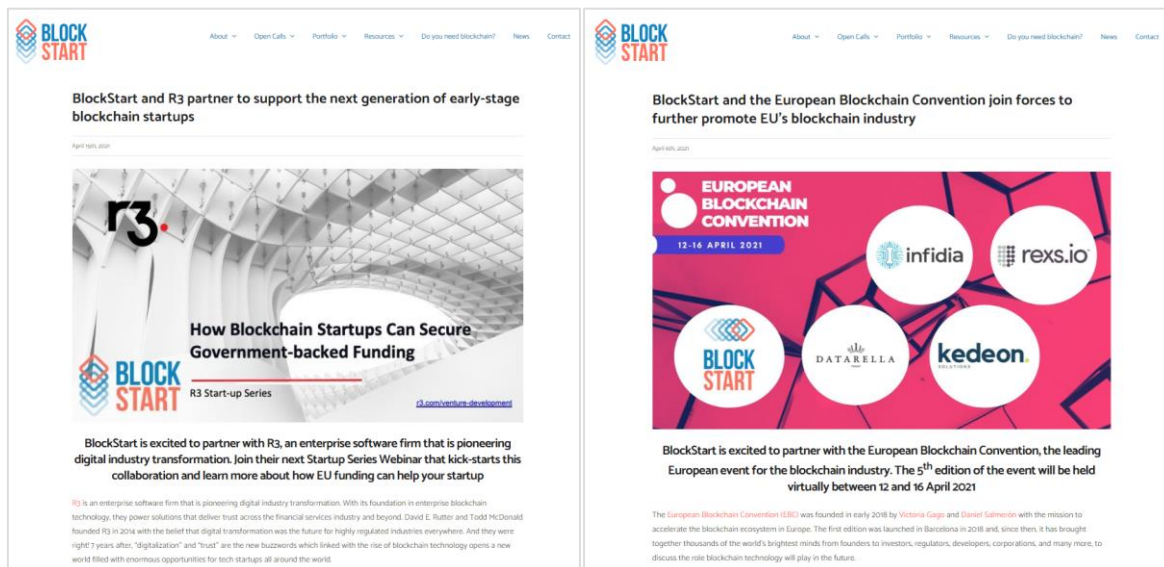
Figure 9 - Screenshot of BlockStart's article on the collaboration with R3 (left) and the European Blockchain Convention (right)

3   Dissemination and communication activities

In the second year of the project, various dissemination activities have been implemented, according to the Action Plan set in Deliverable 5.10 – Outreach Plans and the follow-up on the activities planned for the project's second year (please see section 4.3 Next steps – Year 2 of Deliverable 5.11 – Report on Dissemination and Communication – 1ˢᵗ version). A comprehensive description of the relevant dissemination activities implemented in the second year of the project is provided below.

3.1. Project website

As previously stated, the project's website is BlockStart's main communication tool. In its 2ⁿᵈ year, it has suffered major changes and regular updates which have been thoroughly described in *section 2.2 – Project Website*.

Some statistics are presented below, corresponding to the period between December 2020 and July 2021 (the time of this Report).

Data point	Results (as time of Report)
Total page views	36,862
Average reads per month	1644
Average time on page	02:18
Most visited pages	Home, Open Calls, Our Startups, Adopters
Bounce rate	Healthy at approx. 65,67%
Mobile/Desktop use	70,59% desktop, 28,68% mobile, 0,73% tablet
Top 5 referral countries	United Stated, Italy, Spain, United Kingdom, Germany

Figure 10 - BlockStart website statistics

In the figure below, the average number of visits per day can be seen. In comparison with BlockStart's first year, the number users that visited the website has more than doubled. The spike that can be seen between January and February might be explained by the March deadline of Open Call #2 for SME Adopters, 2ⁿᵈ cut-off date, to select end-user SMEs to participate at the Pilot stage of BlockStart's 2ⁿᵈ Acceleration Programme. The 2ⁿᵈ pike between April and May 2021 corresponds to the launching of BlockStart's Open Call #3. This again shows the importance of news content and website updates regarding the launching of the project's Open Calls, to attract visitors.
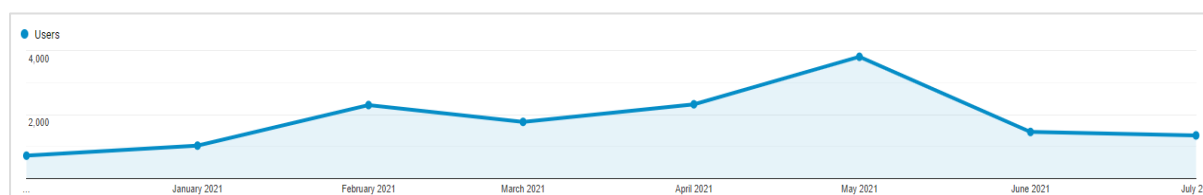
Figure 11 - Average number of visits per day to BlockStart's website

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 2020 and July 2021 (the time of this Report).

| Channel	Followers
Facebook	301 (+41 since year 1)
Twitter	509 (+212 since year 1)
LinkedIn	563 (+380 since year 1)

Figure 11 - BlockStart's social media channels

Regarding BlockStart's online communities, the project's Slack Connect channel has 387 members (+178 since year 1) members and Telegram has 51 members (+11 member since year 1), while the YouTube channel has 48 subscribers (+43 since year 1), at the time of this Report.

The social media channels continue to be 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*, the content posted tried to demystify the BlockStart programme, raise the sense of urgency, trigger call-to-action for the project's Open Call #3, 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, tips & lessons learned on how to apply, 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 and 2nd Acceleration Programme. Events organized, co-organized and participated by BlockStart were also shared, as well as other interesting events and initiatives related with funding and support to DLT/blockchain startups.

Figure 12 - Examples of LinkedIn and Twitter posts from other entities on BlockStart

Moreover, taking into consideration Deliverable 5.11 – Report on Dissemination and Communication – 1st version main activities and next steps for the second year of the project, during the current reporting period, by making use of its comprehensive network of ecosystem partners, BlockStart was also able to draft a clear strategy and include 1/3 of 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 in its social media content, thus tackling a gap in communication related with more content outside BlockStart's network identified in that previous Deliverable (see figure 5).

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 400 (+200 more since year 1), focused on sharing BlockStart's Open Call #3 and the project's events and initiatives.

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 2020 and July 2021. It should be taken into consideration that the lower numbers on the average engagements and engagement rates refer to the fact that we are considering fewer months than in comparison with year 1.

Data point	Facebook	Twitter	LinkedIn
Monthly impressions/reach	1923	16.516	3935
Monthly engagements/interactions	357	254	14.345
Average engagements/interactions per post	6	12	611
Followers rate	14%	42%	67%
Engagement rate	NA	49%	65%

Figure 13 - BlockStart's social media channels statistics

To build up the number of followers on social media channels, several actions have been put in place over the course of the second year of the programme, such as the continuous 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 and from outside its network.

Also, a paid advertisement on LinkedIn and Twitter has been made, to promote the launching of Open Call #3. Both campaigns lasted approximately 1 month, from mid-April to mid-May, with a total of +18.000 impressions on LinkedIn and +88.000 impressions on Twitter. The figures below demonstrate some statistics related to these paid campaigns. However, even though we can say they had a positive impact in terms of increasing BlockStart's visibility outside its usual community, we cannot say for certain that this had an impact on the number of applications.
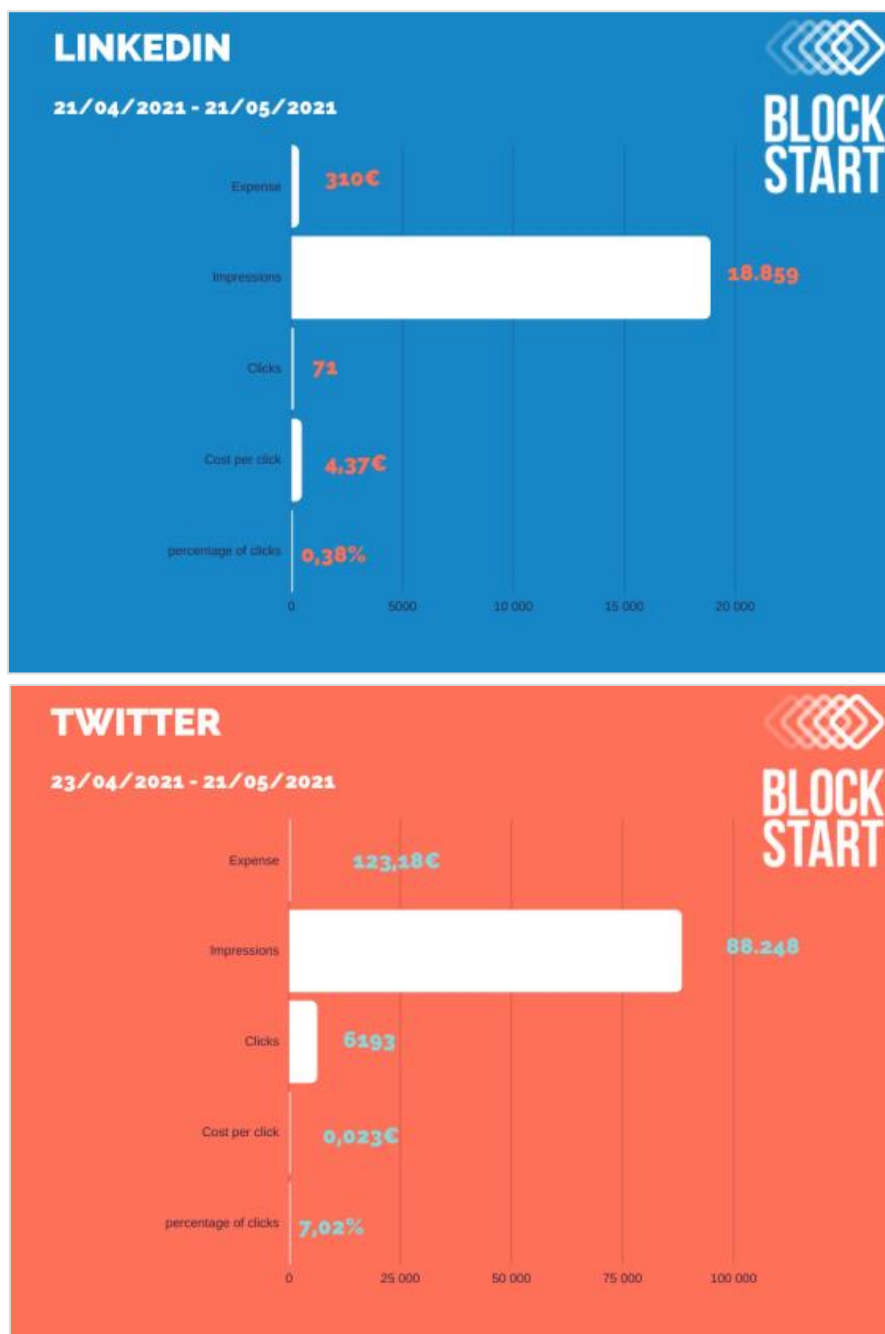
Figure 14 - Statistical data on LinkedIn (left) and Twitter (right) paid campaigns of Open Call #3

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. In the 2nd year of the project, 56 blogposts (+19 in comparison with the first year) have been written and published on the project's website.

These blogposts provided 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 communicate the main cooperation activities with the latest ecosystem partners and 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.

During the applications period of BlockStart Open Call #3, the project decided to follow the same strategy as in Open Call #2 to increase the programme's visibility through a series of blogposts focused on the main results of the 2ⁿᵈ 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. A novelty regarding the promotion of the Open Call was a blogpost on tips and lessons learned for potential applicants when applying to our programme, also promoted at the project's social media channels.

How to successfully apply to BlockStart? Tips & lessons learned

April 21st, 2021

This will be BlockStart's 3ʳᵈ and final Open Call, and you will be the next generation of European blockchain startups! We would love to help you out and see you among our top 20 selected startups to join the Ideation Kick-off. We have learned a lot from previous Open Calls and have tried to adjust our application and selection process as much as we could to the needs of our startups, but now it is your turn to do not miss this chance and show us how your application stands out from the rest! There is no magic formula, but we hope that with the following tips you can deliver a stronger application and mesmerise our evaluators! Good luck!

Figure 15 - Screenshot of BlockStart's blogpost on tips and lessons learned for potential applicants of Open Call #3

Moreover, and as previously mentioned, throughout the current reporting period, by making use of its comprehensive network of ecosystem partners, BlockStart was also able to draft a clear strategy and publish blogposts with 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, thus tackling a gap in communication related with more content outside BlockStart's network identified in Deliverable 5.11 – Dissemination and Communication Report – 1ˢᵗ version.

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, 126 (+19 in comparison with year 1) articles have referred BlockStart and have been posted on the "Press" webpage of BlockStart's website, under the "Press clipping" section. Many of these articles relate with the dissemination of BlockStart's Open Call #3, 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 Call to a previously defined list of external actors and

intermediaries. This proved fruitful as this strategy was intensified for the project's last Open Call (also taking advantage of the comprehensive network BlockStart's ecosystem partners represent and have access to) and the number of external articles in top visibility websites, newsletters and other online communities increased in comparison with Open Call #2.

Below there are some examples of externally published articles.

Figure 16 - Examples of externally published articles on BlockStart

3.3.3 Press Releases

During the current reporting period, BlockStart drafted 3 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 #3, invite participants to join the programme's 2nd Demo Day, and calling for action for the 2nd cut-off date of Open Call #2 for SME Adopters. 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 1400 contacts/leads. Based on these Press Releases, the project was able to reach a total of 126 external articles during its second year, as previously stated in *section 3.3.2 External articles*.

The 3 Press Releases are as follows:

- BlockStart 2nd Open Call for SME adopters of blockchain technology – a new piloting opportunity, released in January 2021[33]
- BlockStart 3rd Open Call – a new funding opportunity for blockchain startups and end-user SMEs, released in March 2021[34]
- Blockchain beyond the hype – BlockStart's startups 2nd Demo Day, released in June 2021[35]

Figure 17 - Example of a BlockStart Press Release regarding the project's 2nd Demo Day

3.3.4 Newsletters

In the second year, 5 newsletters (+3 than in comparison with year 1) have been developed disseminating the project's news by using the Mailchimp tool. New subscribers' rate has been growing steadily and currently BlockStart has 248 subscribers (+127 subscribers in comparison with year 2). However, a strategy for the project's 3rd year is expected to try to achieve the dissemination and communication KPI of 500 subscribers.

While the February newsletter focused on the call for action for BlockStart's 2nd cut-off date of Open Call #2 for SME Adopters, the remaining ones targeted the promotion of BlockStart's Open Call #3 and the final one focused on the invitation for the project's 2nd Demo Day.

To draw attention to the newsletters and their value, several actions were carried out: the newsletters can be found on the "Press" webpage of BlockStart's website, under the "Newsletters" section, and social media posts were made to further promote the launching of the newsletters and let a wider audience know about the publication. People can also continue to sign in for the newsletter through BlockStart's website.

The 5 newsletters are as follows:

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[33] https://www.blockstart.eu/wp-content/uploads/BlockStart-Open-Call-2-end-users-PR.docx.pdf
[34] https://www.blockstart.eu/wp-content/uploads/BlockStart-Open-Call-3-PR_final.pdf
[35] https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-2-PR.pdf

- Roses are red, violets are blue, BlockStart brings new partnerships & funding just for you <3, released in February 2021[36]
- One Easter egg a day, makes BlockStart give funding opportunities away, released in March 2021[37]
- April showers bring May flowers and your last chance for support that will blossom your solution, released in April 2021[38]
- "May" luck be with all that apply to our final call, released in May 2021[39]
- Vacation mode is on as BlockStart travels to the amazing world of blockchain, released in June 2021[40]
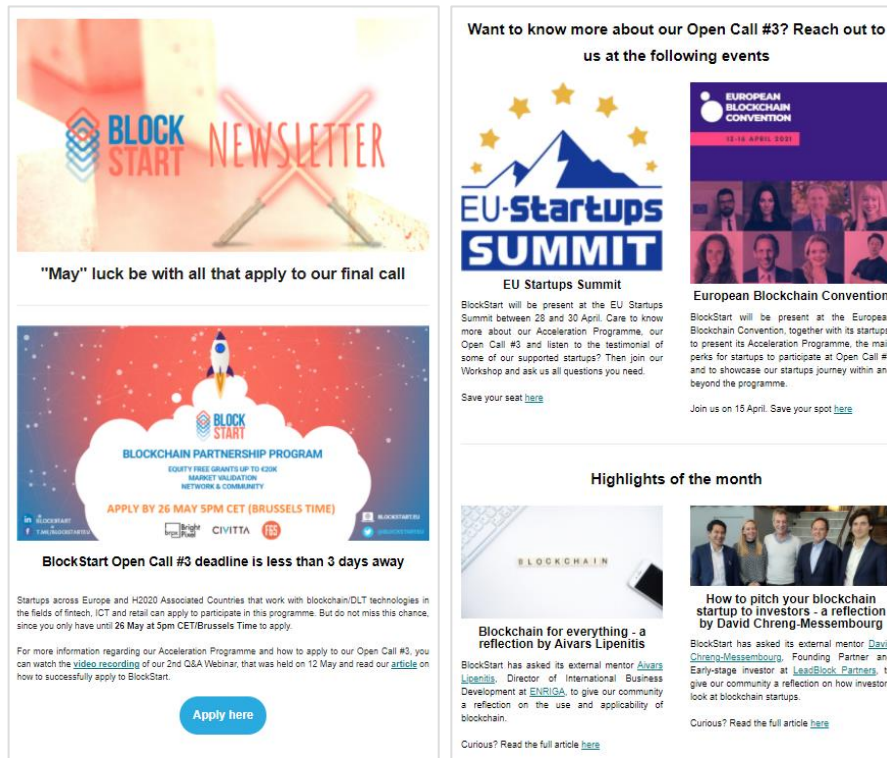
Figure 18 - Example of BlockStart Newsletter, screenshot from May (left) and April (right) editions

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 since the beginning of the project and no major changes occurred during this 2nd year.

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 strong project branding. For future events, BlockStart partners will continue to make use of the available

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[36] https://mailchi.mp/4a2d1f34d1fb/blockstart-kickstarts-september-with-new-amazing-opportunities-4729016
[37] https://mailchi.mp/f805028aa1f5/blockstart-newsletter-5-april-2021
[38] https://mailchi.mp/71d6cbb762a5/blockstart-newsletter-6-april-5022957
[39] https://mailchi.mp/684fce0f2fa4/blockstart-newsletter-7-april-5027569
[40] https://mailchi.mp/abc1d55e8a82/blockstart-newsletter-8-june-5032921

promotional materials, as convenient, and considering the restrictions imposed to face-to-face meetings due to the Covid-19 outbreak.

Moreover, an update of BlockStart's brochure[41] is expected for the project's 3ʳᵈ year, showcasing the overall main results of the project. An intermediary version of this brochure was expected for the current reporting period, but the consortium has decided not to move forward with it since it was believed it would not bring added value regarding the current content of the brochure.

3.5. Events

As previously stated, organizing, co-organizing and being present at events and conferences has been one of the main platforms to disseminate BlockStart. During the project's 2ⁿᵈ year, BlockStart partners have raised awareness of BlockStart's activities and main results in 17 relevant online events, as physical events were still not possible to the covid-19 pandemic.

3.5.1 BlockStart events

During the current reporting period, BlockStart partners have organized a series of events to raise awareness to the project's activities, namely its Open Call, 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 #3, a Demo Day to showcase the project's results regarding its 2ⁿᵈ Acceleration Programme, Training Workshops for Intermediaries to explain the principles of blockchain technology, areas for its applications and main challenges, 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 2.5 – Events.

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 showcasing the top 5 startups that reached the end of the 2ⁿᵈ Acceleration Programme, to connect them with potential end-user SMEs and investors attending the event. Overall, these events have joined +500 participants.

Below is a list of all the BlockStart events.

Name of event	Date	Location
BlockStart 1ˢᵗ Q&A Webinar Open Call #3[42]	14-04-2021	online
Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs[43]	28-04-2021	online
BlockStart 2ⁿᵈ Q&A Webinar Open Call 3[44]	12-05-2021	online
How to make sure regulation helps and not hinders the development of blockchain solutions?[45]	27-05-2021	online

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[41] You can access the 1st version at https://www.blockstart.eu/wp-content/uploads/BlockStart-brochure-1-for-digital-use.pdf

[42] You can access the video recording at https://youtu.be/3_v5NOa1dLw and the follow-up blogpost at https://www.blockstart.eu/1st-qa-webinar-open-call-3/

[43] You can access the video recording at https://youtu.be/FAzeN20cXsg and the follow-up blogpost at https://www.blockstart.eu/all-about-the-exploring-blockchain-ecosystem-online-panel-discussion/

[44] You can access the video recording at https://youtu.be/xU44x2jW2BM and the follow-up blogpost at https://www.blockstart.eu/2nd-qa-webinar-open-call-3/

[45] You can access the video recording at https://youtu.be/72se0K9C1zk and the follow-up blogpost at https://www.blockstart.eu/blockchain-regulation-panel-discussion-all-you-need-to-know/

Blockchain: latest trends, myths and things you might not know[46]	09-06-2021	online
Blockchain Beyond the Hype – BlockStart Startups 2nd Demo Day[47]	30-06-2021	online

Figure 20 - BlockStart events

Figure 19 - Screenshots of BlockStart events held on the 9th (above) and on the 30th (below) of June

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, all online. The main goal was to promote the project has a whole, namely its Open Call #3 to an extended community of tech startups and SMEs, corporations, industry influencers, technology developers, regulators and policymakers, researchers, and VCs. BlockStart's Event Calendar, created in the beginning of the project, and made available on BlockStart's Google Drive with additional details and information, served as main monitoring and strategy tool for partners' events participation during this 2nd year.

Moreover, the BlockStart consortium has also decided to sponsor 2 high-level events, considered strategic for presenting the project's results, disseminating its last Open Call and give visibility to its 1st batch of DLT Developers. These were the participation at the European Blockchain Convention, the

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[46] You can access the video recording at https://youtu.be/iysJkq2jjhw and the follow-up blogpost at https://www.blockstart.eu/takeaways-of-the-webinar-blockchain-trends-myths-and-things-you-might-not-know/

[47] You can access the video recording at https://youtu.be/e0_IvQWiNM8 and the follow-up blogpost at https://www.blockstart.eu/all-about-the-blockchain-beyond-the-hype-online-2nd-demo-day-event/

leading blockchain event in Europe, between the 12th and the 16th of April, and at the EU Startups Summit, a flagship event for tech startups around Europe, between the 28th and the 30th of April. As part of the sponsorship packages, BlockStart, its startups and its Open Call #3 were also highlighted in the events newsletters, online articles, and social media channels, apart from the speaking/booth slot. A blogpost recapping BlockStart's participation at these and other events has been published at the project's website and can be found at https://www.blockstart.eu/blockstart-events-recap/.

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

Name of event	Date	Location
Web Summit	02/04-12-2020	online
Latest Open Calls / Cascade Funding Opportunities from EU H2020 Projects	17-12-2020	online
Seminar "Pushing IoT towards intelligent and secure devices"[48]	17-12-2020	online
Working Breakfast with the European Parliament. "How policy makers can support the digitalization for European SMEs"[49]	28-01-2021	online
RockIt Coffee Club	29-01-2021	online
Workshop on the EU Blockchain Ecosystem developments[50]	02-03-2021	online
BDVA webinar - Data Science and Digital Transformation Skills challenges for SME[51]	05-03-2021	online
START Summit[52]	22/27-03-2021	online
European Blockchain Convention[53]	12/16-04-2021	online
R3 Webinar – How Blockchain Startups Can Secure Government-backed Funding[54]	20-04-2021	online
EU Startups Summit[55]	29/30-04-2021	online

Figure 20 - Events in which BlockStart partners participated in Year 2

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[48] More information can be found at https://www.ipn.pt/noticias/noticia/2898?uri=%2F
[49] More information can be found at https://blockchers.eu/wp-content/uploads/2021/01/BLOCKCHERS_Europarl_programme.pdf?__s=xxxxxxx&utm_source=drip&utm_medium=email&utm_campaign=Working+Breakfast+with+the+European+Parliament
[50] More information can be found at https://www.eublockchainforum.eu/sites/default/files/2021-02/EU%20Blockchain%20Ecosystem%20workshop%20final%20agenda_0.pdf
[51] More information can be found at https://www.bdva.eu/node/1736
[52] More information can be found at BlockStart's blogpost https://www.blockstart.eu/blockstart-events-recap/
[53] More information can be found at BlockStart's 2 blogposts https://www.blockstart.eu/blockstart-events-recap/ and https://www.blockstart.eu/ebc-blockstart-partnership-and-event/, including the video recording of BlockStart's session
[54] The video recording can be found at https://www.r3.com/webinars/how-blockchain-startups-can-secure-government-backed-funding/ and more information can be found at BlockStart's 2 blogposts https://www.blockstart.eu/blockstart-events-recap/ and https://www.blockstart.eu/blockstart-and-r3-partnership/
[55] More information can be found at BlockStart's 2 blogposts https://www.blockstart.eu/blockstart-events-recap/ and https://www.blockstart.eu/join-us-at-the-next-eu-startups-summit/
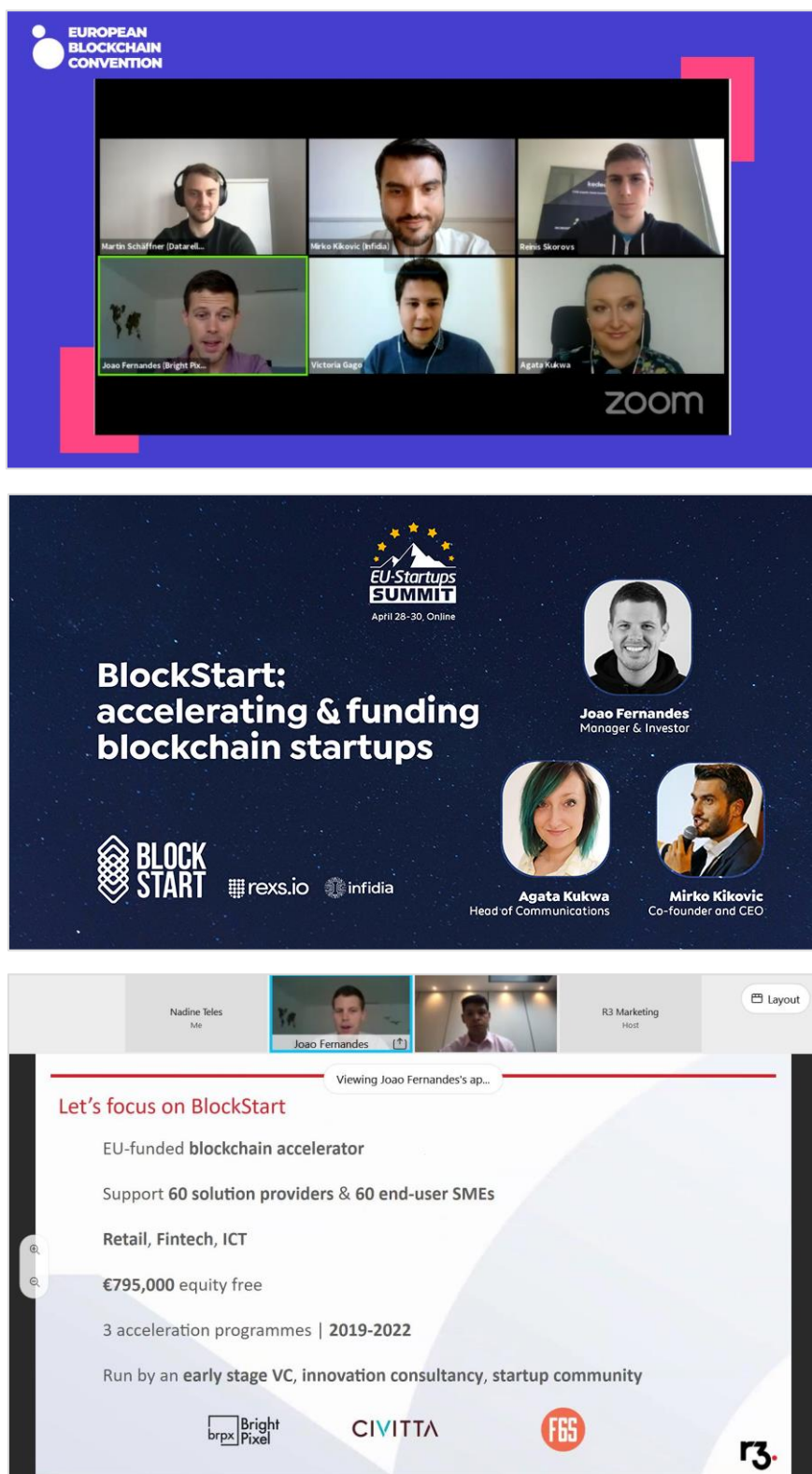
Figure 21 - Examples of events in which BlockStart partners presented the project: European Blockchain Convention (above), EU Startups Summit (middle) and R3 Webinar (below)

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 and second reporting periods. It is important to remember that at the time of this report BlockStart has finalized its 1st and 2nd Acceleration Programmes and has kicked-off its 3rd Acceleration Programme. Therefore, most of the dissemination and communication activities related with the launching and promotion of the project's Open Calls have already been finalized. This means that in its 3rd and final year, these activities will mainly focus on showcasing the progress made during the 3rd Acceleration Programme and promoting and analysing the overall results of the project.

For 2 years, the project has been able to generate interest in BlockStart's activities through a popular and regularly updated website and social media channels, building up a comprehensive network of ecosystem partners and a strong community of interested startups and SMEs. In fact, all the above-mentioned dissemination and communication efforts had a significative effect in the promotion of BlockStart's Open Call #3, again resulting in an increase in the number of finalized applications. This base level of activity will keep the project in good speed as we approach its final year, having laid down the ground for its remaining activities.

4.1   Impact assessment – Year 2

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

- **Project website:** robust branded website with +14.000 total visitors, +1600 monthly reads and with several updates to improve the user experience and to better showcase the achievements of BlockStart's beneficiaries, as well as relevant information on Open Calls and other initiatives and events.
- **Social media and online communities:** 1424 followers, thus surpassing the target of 1000 followers by the end of the project, 2796 monthly impressions, and with accounts growth at around 40% since the beginning of the project. Other online communities growing at a steady pace, with a major increase of the Slack community. Good presence of BlockStart in online communities and platforms of other relevant blockchain actors.
- **News, articles, and Press:** 56 blogposts on the project's website and mentions in 126 external articles, in multiple languages, totalling 182 news on BlockStart and the project's main achievements, as well as 25 contacts established for future long-term collaborations with disseminators. Five more newsletters have been sent out to a growing audience of 248 subscribers, to reach the target of 500 by the end of the project and the 3 Press Releases have been shared with a growing number of external actors of +1400.
- **Events:** BlockStart partners have organized 6 events and co-organized and/or participated in other 11 events across Europe. These included 3 joint events with other EU H2020 projects.
- **Synergies:** collaborations fostered with 25 relevant initiatives, paving the way for more in-depth partnerships as the project evolved.

As previously stated, dissemination and communication activities are expected to have had its major impact with the promotion of the project's Open Calls, attracting a high number of 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 #2 to its Open Call #3. More information about this can be found in Deliverable 2.14 Open Call Results – 3ʳᵈ Call.

Overall, during its second year, the project was able to improve the user experience of BlockStart's website (e.g., updating the Menu tab with new submenus, adding filters to pool of beneficiaries, etc.); contact and define a pool of advisory board members, external mentors and ecosystem partners that supported the project with the launching of its final Open Call and the scouting of beneficiaries, among other relevant promotional activities such as co-organized events; substantially increase its social media presence by more than doubling the number of followers in all social media channels; launch an online marketing campaign on its Open Call #3 on LinkedIn and Twitter; include in its online communication (blogposts and social media) ideas and success stories from top influencers, engineers, and experts in blockchain from outside its own pool of beneficiary companies; substantially increase the number of published videos on YouTube and be followed by +40 subscribers; draft and send out 3 Press Releases to more than 1400 disseminators, intermediaries, SME Associations, and potential applicants in the fintech, ICT and retail sectors, in the case of Open Call #3; draft and send out 5 newsletters, highlighting the final Open Call, BlockStart's events and partnerships and relevant blogposts and blockchain-related initiatives to a growing number of subscribers; publish 56 blogposts and referred at 126 external online articles and newsletters from all over the EU and H2020 Associated Countries (and even from outside this area), mainly related with the launching of Open Call #3.

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 and second 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 and 2

Measure	Indicators	Target number	Status at month 23
Brochures/leaflets	No. copies distributed at M30	+500	581[56]
Project website	No. visitors (monthly)	2000	1523[57]
Stakeholder engagement	No. of stakeholders involved at M30	500	534[58]
Social media	Size of the community (incl. Twitter/Facebook/LinkedIn followers)	1000	1424[59]
Video	No. of visits of published videos at M30	+100	2103
Newsletters	No. of subscribers	500	248
Webinars	No. of participants in all Webinars	50	1377

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[56] 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 materials, 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

[57] This indicator shows an average of montly visits to BlockStart's website since July 2020

[58] Project partners currently only considering applicants to its Open Calls #1, #2 and #3 for this indicator

[59] Besides Twitter, Facebook and LinkedIn, project partners are also considering Telegram in this indicator

Participation in events	No. of external events attended by the consortium (yearly)	+3	6 (2019) 11 (2020) 8 (2021)

4.3 Next steps – Year 3

The next year of BlockStart will start being planned in September 2021 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., Deliverables, Newsroom, companies' portfolios, etc.). More articles will be published on the website, to continue to promote BlockStart initiatives and its results. Content will include storytelling style interviews with participants from BlockStart's 3rd Acceleration Programme, but also more ideas and success stories from top influencers, engineers, and experts in blockchain outside the pool of BlockStart beneficiaries. Each article will be promoted on social media and highlighted, when relevant, on the newsletters. Final updates will be made by the end of year 3, so that we website can remain online 5 years after the end of the project.

Social media: the project will maintain the current strategy on social media, 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 3rd Acceleration Programme, as the teams move on to the different stages of the programme, focusing on their main achievements, as well as other expert articles on blockchain, relevant events and initiatives, among others.

Visual identity and communication materials: the project brochure will be updated in early 2022, to show the results of the project. Meanwhile, current materials will be sent by partners after an online public event and, if possible, printed in the case of physical or hybrid events. A wrap-up video is expected to be created, showcasing the main achievements of the projects. This video will feature at the project's website and YouTube channel and will be disseminated on BlockStart's social media.

Press: the next Press Release will be released in September 2021, to promote BlockStart's 2nd cut-off date of Open Call #3 for SME Adopters, which is the only remaining Open Call of the project still running. Future Press Releases are also foreseen, related with the promotion of the top 5 blockchain startups from the 2nd and 3rd Acceleration Programmes and the final Demo Day event and policymaking event (planned for February 2022). The Press Releases will be uploaded to the website, promoted in the newsletters, and distributed among BlockStart's list of +1400 contacts. The BlockStart consortium is also expected to discuss a strategy to increase the number of newsletter subscribers. Newsletters are expected to continue to be sent every month, depending on the content produced.

Events: partners are expected to search for interesting events to participate all over Europe, to further promote BlockStart's results, the Do You Need Blockchain Assessment Tool and main findings from the project's own research regarding blockchain status and sector trends. The events calendar is expected to be discussed in September 2021, whereby partners are expected to fill in conferences, summits, and high-level meetings they intend to participate. Sponsorships might be considered, namely with the European Blockchain Convention and Web Summit. Additionally, policy workshops and intermediary trainings are also expected to take place in Year 3 of the project, as well as the final policymaking event, which is foreseen to take place in Brussels in February 2022.

Synergies: new collaborations might be deepened to involve more projects and initiatives mainly focused on cross-participation in events and sharing results obtained.

Overall, project partners intend to continue to provide BlockStart with the visibility needed to promote its results, as it enters its final year of activities.

5 Conclusion

Overall, the second year of BlockStart dissemination and communication activities shows very good progress. The work completed during this year has laid a strong base in terms of promoting BlockStart's project and its preliminary results, as the project ended its first two Acceleration Programmes, and made the project readier for its third and final year, focused on keeping track of its final Acceleration Programme and promoting the project's results.

The project was able to improve the user experience of BlockStart's website (e.g., updating the Menu tab with new submenus, adding filters to pool of beneficiaries, etc.); contact and define a pool of advisory board members, external mentors and ecosystem partners that supported the project with the launching of its final Open Call and the scouting of beneficiaries, among other relevant promotional activities such as co-organized events; substantially increase its social media presence by more than doubling the number of followers in all social media channels; launch an online marketing campaign on its Open Call #3 on LinkedIn and Twitter; include in its online communication (blogposts and social media) ideas and success stories from top influencers, engineers, and experts in blockchain from outside its own pool of beneficiary companies; substantially increase the number of published videos on YouTube and be followed by +40 subscribers; draft and send out 3 Press Releases to more than 1400 disseminators, intermediaries, SME Associations, and potential applicants in the fintech, ICT and retail sectors, in the case of Open Call #3; draft and send out 5 newsletters, highlighting the final Open Call, BlockStart's events and partnerships and relevant blogposts and blockchain-related initiatives to a growing number of subscribers; publish 56 blogposts and referred at 126 external online articles and newsletters from all over the EU and H2020 Associated Countries (and even from outside this area), mainly related with the launching of Open Call #3.

Targets have already been met for the second year of the project on all fronts, putting the dissemination of the project in good speed for the third year.

To sum up, 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 BlockStart's 3rd Open Call, it can be stated that this period's dissemination and communication activities have reached those goals and even surpassed them, as seen by the 116 applications received on BlockStart's Open Call #3. In two years, the project has been able to set itself as a reference, either for both participants and external stakeholders, as promotional activities are now 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.

Annex 1 – Blogposts on BlockStart's website

Title	Entry date
Fostering innovation via decentralized infrastructure: the success story of Golem Network[60]	04-12-2020
Inside BlockStart programme – a look back from Vawlt[61]	07-12-2020
Inside BlockStart programme – a look back from Blue Circle[62]	14-12-2020
Inside BlockStart programme – a look back from AlBicchiere[63]	18-12-2020
Inside BlockStart programme – a look back from mBrainTrain[64]	21-12-2020
Inside BlockStart programme – a look back from Deliv.lv[65]	28-12-2020
Inside BlockStart programme – a look back from Piegade69[66]	04-01-2021
Inside BlockStart programme – a look back from Janis Sauka Meistardarb[67]	07-01-2021
Inside BlockStart programme – a look back from A-Birojs[68]	11-01-2021
Inside BlockStart programme – a look back from Mlekara Petrov[69]	14-01-2021
Join our BlockStart Community[70]	19-01-2021
BlockStart 2nd Open Call for SME adopters of blockchain technology – a new piloting opportunity[71]	22-01-2021
Decentralized finance (DeFi) – how it is complementing and challenging the financial sector?[72]	25-01-2021
Blockchain for everything – a reflection by Aivars Lipenitis[73]	28-01-2021
Policymakers and EU Projects join forces to support the digitization of European SMEs[74]	01-02-2021
What's common between blockchain and coffee club?[75]	05-02-2021
How to pitch your blockchain startup to investors – a reflection by David Chreng-Messembourg[76]	09-02-2021
Blockchain, Private Capital Markets, and the Rise of Digital Securities[77]	09-03-2021
Assessing the maturity level of blockchain adoption in 2021 – a sector-based analysis[78]	12-03-2021
BlockStart 3rd and final Open Call is now open for applications – are you up for the challenge?[79]	15-03-2021
BlockStart and DAO Maker join efforts to build a more inclusive and sustainable blockchain ecosystem[80]	23-03-2021
Are you ready for BlockStart's Open Call #3? Join us in our Q&A Webinars[81]	29-03-2021
Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs online event[82]	01-04-2021
BlockStart and the European Blockchain Convention join forces to further promote EU's blockchain industry[83]	06-04-2021
Ready for the next challenge? Meet our 5 selected developers that will pilot their solutions in the next 2 months[84]	13-04-2021
Did you miss the 1st Q&A Webinar on BlockStart's Open Call #3? Watch it here![85]	14-04-2021
BlockStart and R3 partner to support the next generation of early-stage blockchain startups[86]	15-04-2021

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[60] https://www.blockstart.eu/golem-network/
[61] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-vawlt/
[62] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-blue-circle/
[63] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-albicchiere/
[64] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-mbraintrain/
[65] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-deliv-lv/
[66] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-piegade69/
[67] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-janis-sauka-meistardarb/
[68] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-a-birojs/
[69] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-mlekara-petrov/
[70] https://www.blockstart.eu/join-our-blockstart-community/
[71] https://www.blockstart.eu/blockstart-2nd-open-call-for-sme-adopters/
[72] https://www.blockstart.eu/decentralized-finance-defi/
[73] https://www.blockstart.eu/blockchain-for-everything-a-reflection-by-aivars-lipenitis/
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[81] https://www.blockstart.eu/open-call-3-qa-webinars/
[82] https://www.blockstart.eu/exploring-blockchain-ecosystem-online-event/
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[84] https://www.blockstart.eu/ready-for-the-next-challenge-pilot-stage-2/
[85] https://www.blockstart.eu/1st-qa-webinar-open-call-3/
[86] https://www.blockstart.eu/blockstart-and-r3-partnership/

Join us at the next EU Startups Summit and learn more about how we can support your blockchain startup[87]	19-04-2021
How to successfully apply to BlockStart? Tips & lessons learned[88]	21-04-2021
Assess the applicability of blockchain technology for your business in 15 minutes[89]	23-04-2021
All about the "Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs" online panel discussion[90]	29-04-2021
We might be done with events for now, but your startup's journey has just begun[91]	30-04-2021
Inside BlockStart programme – a look back from IBISA[92]	03-05-2021
Is regulation an opportunity or a hazard for blockchain development?[93]	04-05-2021
Inside BlockStart programme – a look back from Sixphere[94]	07-05-2021
Inside BlockStart programme – a look back from isLucid[95]	10-05-2021
Did you miss the 2nd Q&A Webinar on BlockStart's Open Call #3? Watch it here![96]	12-05-2021
Inside BlockStart programme – a look back from MyLime[97]	14-05-2021
Inside BlockStart programme – a look back from Sensefinity[98]	17-05-2021
Blockchain: trends, myths and things you might not know[99]	17-05-2021
Inside BlockStart programme – a look back from LoanXchain[100]	21-05-2021
Inside BlockStart programme – a look back from ComeTogether[101]	24-05-2021
Inside BlockStart programme – a look back from Motoblockchain[102]	28-05-2021
Inside BlockStart programme – a look back from Stonize[103]	31-05-2021
All you need to know about the "How to make sure regulations helps and not hinders the development of blockchain solutions" panel discussion[104]	07-06-2021
Blockchain beyond the hype – Join us in our 2nd Demo Day[105]	16-06-2021
Takeaways of the Webinar "Blockchain: trends, myths and things you might not know"[106]	17-06-2021
Calling all innovative SMEs – don't miss BlockStart's 1st cut-off from Open Call #3 for SME Adopters of blockchain technology[107]	18-06-2021
All about the Blockchain beyond the hype online 2nd Demo Day event[108]	30-06-2021
Nomadic Labs, a technical excellence center to support the development of the Tezos ecosystem in France, Belgium and Luxembourg[109]	07-07-2021
Inside BlockStart programme – a look back from Emergency Help[110]	09-07-2021
Results are in! Congratulations to the top 24 selected startup developers. What can they expect next?[111]	12-07-2021
Inside BlockStart programme – a look back from Tickets4Good[112]	15-07-2021
Inside BlockStart programme – a look back from BioDAC[113]	19-07-2021
Inside BlockStart programme – a look back from Smart!Rem[114]	23-07-2021

[87] https://www.blockstart.eu/join-us-at-the-next-eu-startups-summit/
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[90] https://www.blockstart.eu/all-about-the-exploring-blockchain-ecosystem-online-panel-discussion/
[91] https://www.blockstart.eu/blockstart-events-recap/
[92] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-ibisa/
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[97] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-mylime/
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[100] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-loanxchain/
[101] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-cometogether/
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[103] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-stonize/
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[112] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-tickets4good/
[113] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-biodac/
[114] https://www.blockstart.eu/inside-blockstart-programme-a-look-back-from-smartrem/

Inside BlockStart programme – a look back from B4Bi[115]	26-07-2021
Ideation event kick-starts BlockStart's 3rd and final Acceleration Programme and selects top 10 DLT/blockchain startups[116]	29-07-2021

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