



# BLOCK START

## D5.13: Report on Dissemination and Communication – 3<sup>rd</sup> version

02/2022



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<b>Abstract</b>	This document offers an in-depth look into the dissemination and communication activities of BlockStart during the project's 3 <sup>rd</sup> year

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Dissemination Level		
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<b>PP</b>	Restricted to other programme participants (including the EC Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the EC Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the EC)	

BlockStart Consortium			
Participant Number	Participant Organisation Name	Short Name	Country
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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 5.13 Report on Dissemination and Communication – 3<sup>rd</sup> version, which is a report on the third year of activities. 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 5.13 Report on Dissemination and Communication – 3<sup>rd</sup> version, which is a report on the third year of activities. Dissemination and Communication activities related with intermediary trainings are referred and briefly explained, as they are subject to a more thorough analysis at Deliverable 5.6 – Intermediary Training Resources – 3<sup>rd</sup> 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 third year, continued to promote BlockStart and engage a vast audience, with focus on the promotion of startups from the 2<sup>nd</sup> and 3<sup>rd</sup> Acceleration Programme and the closing of Open Call #3 for SME adopters. More specifically, this strategy aimed to:

1. Attract enough 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. Support the organization of a range of events inside the BlockStart ecosystem (e.g., Webinars, Policy Conferences, 3<sup>rd</sup> Demo Day, etc.).
7. Develop networks and liaison with innovation intermediaries, ongoing DLT/blockchain focused initiatives, to share resources and maximize impact.
8. 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, Deliverable 5.11 – Report on Dissemination and Communication – 1<sup>st</sup> version and Deliverable 5.12 – Report on Dissemination and Communication – 2<sup>nd</sup> version and acts as the third report of progress during the third 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

### ***Third 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 third year (please see section 4.3 Next steps – Year 3 of Deliverable 5.12 – Report on Dissemination and Communication – 2<sup>nd</sup> version) and, therefore, it successfully maintained the strong base of dissemination and communication activities of the whole project during its third year.

Between the end of 2021 and early 2022, the focus of the activities was mainly on the continued promotion of the first tangible results of BlockStart, with the end of its second Acceleration Programme in June 2021, particularly the promotion of the programme's startups and SMEs and their main achievements, to call for action potential applicant SME adopters to the pilot stage of the project's third Acceleration Programme, that had started in March (as Open Call #3 for SME adopters, 2<sup>nd</sup> cut-off, run until the 10<sup>th</sup> of November 2021).

After July 2021, the project's dissemination and communication activities was twofold. On the one hand, we continue our efforts in disseminating Open Call 3 for SME Adopters, which closed on November 10, 2021. In addition, we focused on disseminating the results and achievements of our startups and SME Adopters from previous open calls. 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.

Therefore, on the other hand, the project was present in three external events and organized five. Thus, the communication and dissemination efforts were very focused on the promotion of these events in order to have a greater visibility within the community. The third year of BlockStart culminated with the 3<sup>rd</sup> Demo Day, which brought together the top 6 startups, finalists of the third and final acceleration program. Promotional activities were also based on sound online content strategy, reaching out to potential disseminators (associations, clusters, accelerators/incubators, investors, media, etc), by leveraging its Database of contacts, and the reinforcement of a strong pool of external partners, advisory board members and external mentors, engaged in promoting the Call and our events. The main goal was to strengthen the community, become a thought-leader in the sphere and ultimately ensure the promotion of the project's Open Call #3 for SME Adopters and the events.

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 making the results of acceleration programs known, it can be stated that this period's dissemination and communication activities have reached those goals and even surpassed them, as seen by the 60 applications received on BlockStart's Open Call #3 for SME adopters and by the high number of registration on our several events. In three 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 5.12 – Dissemination and Communication Report – 2<sup>nd</sup> version 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 most of its elements (project name, logo and project colours, funding information, poster, 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. Of all these materials, only the brochure was updated to include the results, achievements and testimonials from the various entities that went through our acceleration programs

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<sup>1</sup> is BlockStart’s main communication tool. The website was updated regularly, as the project progressed, and no major updates were made:

[1] Drafting and publication of 41 blogposts in the Newsroom page<sup>2</sup>, 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.

[2] Regular update of the Press page<sup>3</sup>, 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.

[3] A new page showcasing the project’s 3<sup>rd</sup> Demo Day “From Blockchain to Web3”<sup>4</sup>, that included the teaser<sup>5</sup>, the agenda, a short summary of the event, and the top 6 DLT startups that have pitched their solutions, and afterwards the video recording and PowerPoint presentation, as well as information on the VC keynote speakers.

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<sup>1</sup> <https://www.blockstart.eu/>

<sup>2</sup> <https://www.blockstart.eu/newsroom/>

<sup>3</sup> <https://www.blockstart.eu/press/>

<sup>4</sup> <https://www.blockstart.eu/demo-day-3/>

<sup>5</sup> The teaser of BlockStart’s 3rd Demo Day can be found at [https://www.youtube.com/watch?v=4F9gL5\\_sTec](https://www.youtube.com/watch?v=4F9gL5_sTec)

[4] The portfolio pages of the DLT startups and end-user SMEs who have participated in the 3<sup>rd</sup> 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 and #2 (as described in Deliverable 5.11 – Dissemination and Communication Report – 1<sup>st</sup> version and Deliverable 5.12 – Dissemination and Communication Report – 2<sup>nd</sup> version), to give them visibility and further promote their main achievements in the scope of the programme.

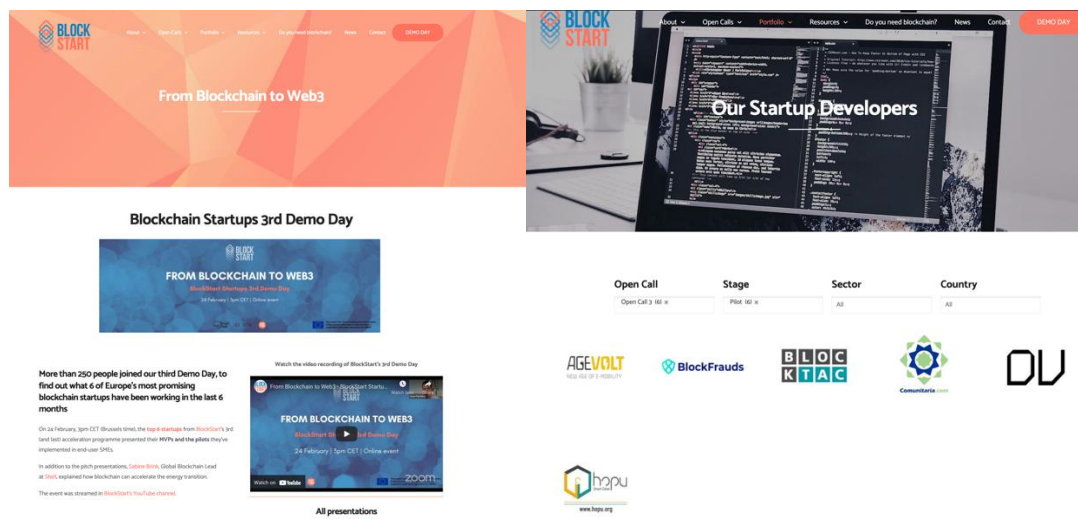


Figure 1- Screenshot of BlockStart 3<sup>rd</sup> Demo Day (left) and Startup Developers page (right)

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<sup>6</sup>, LinkedIn<sup>7</sup>, and Twitter<sup>8</sup>. 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 "Application for NFTs"<sup>9</sup>, organized on the 20<sup>th</sup> of October 2021, "Blockchain for Sustainability"<sup>10</sup>, organized on the 7<sup>th</sup> of December 2021, "Blockchain: regulation in the decentralized world: BlockStart Policy Conference", organized on the 24<sup>th</sup> of February 2022 and "From Blockchain to Web3: BlockStart Startups 3<sup>rd</sup> Demo Day", organized on the 24<sup>th</sup> of February 2022), foster lasting relationships with key

<sup>6</sup> <https://www.facebook.com/BlockStartEU/>

<sup>7</sup> <https://www.linkedin.com/company/blockstarteu/>

<sup>8</sup> <https://twitter.com/BlockStartEU>

<sup>9</sup> <https://www.facebook.com/BlockStartEU/videos/578130840191822/>

<sup>10</sup> <https://www.facebook.com/BlockStartEU/videos/1034091260704590/>

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, Deliverable 5.11 – Report on Dissemination and Communication – 1<sup>st</sup> version and Deliverable 5.12 – Report on Dissemination and Communication – 1<sup>st</sup> 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 all the Open Calls 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 and third accelerator's main results and achievements.

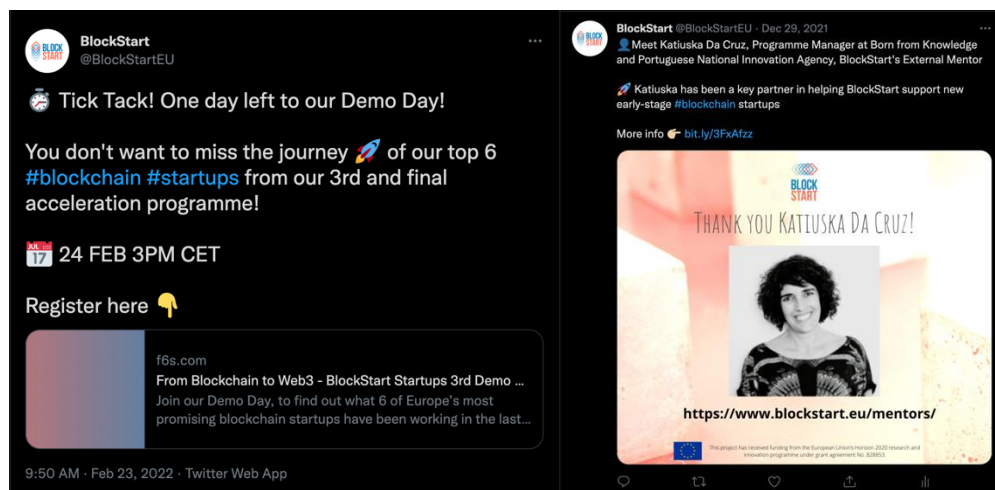


Figure 2 - Examples of Twitter post triggering call to action (left) and providing appreciation to external mentors (right)

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 – 1<sup>st</sup> version and in Deliverable 5.12 – Dissemination and Communication Report – 2<sup>nd</sup> version.

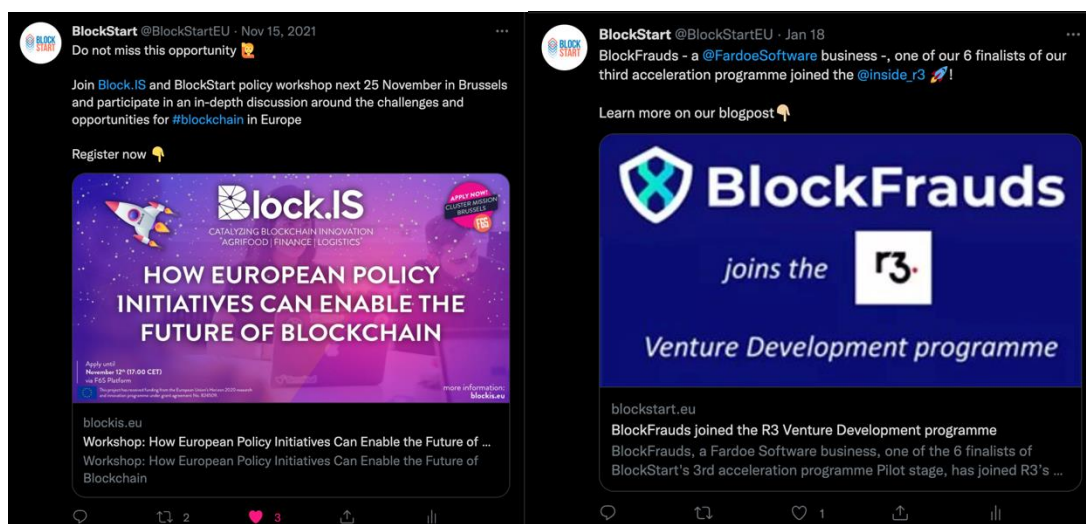


Figure 3 - Examples of Twitter posts showcasing ecosystem partners articles on blockchain-related topics

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<sup>11</sup> and continued to engage new users in its Telegram<sup>12</sup> and Slack Connect<sup>13</sup> 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. Relevant information was shared through the platform regarding our 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 4)

<sup>11</sup> <https://www.f6s.com/blockstart>

<sup>12</sup> <http://t.me/blockstart>

<sup>13</sup> <https://blockstartconnect.slack.com/>

**BlockStart**

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Figure 4 - 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 419 users, also including other intermediaries, mentors, evaluators, and consortium partners. More than 4700 messages have been shared in this channel so far, including events and job and funding opportunities, among others. During the project's 3<sup>rd</sup> year, the consortium held several online events (e.g., Application for NFTs webinar, Blockchain: regulation in the decentralized world: BlockStart Policy Conference, 3<sup>rd</sup> Demo Day etc.) and participants were invited to join the platform. In this final year of the project, this channel continued 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.

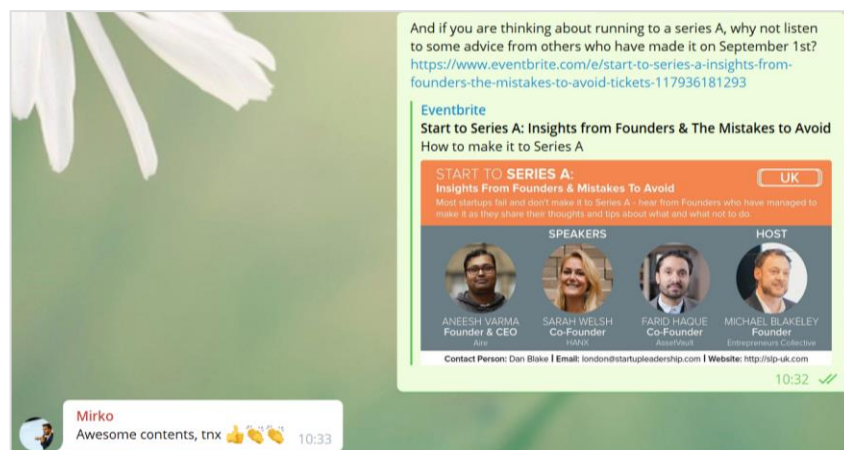


Figure 5 - Screenshot of BlockStart's page at F6S, with the possibility to connect with the consortium members (above) and of BlockStart's Telegram, with an example of an interaction

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.

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

Finally, BlockStart's YouTube channel<sup>14</sup> 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 "Application for NFTs"<sup>15</sup>, organized on the 20<sup>th</sup> of October 2021, "Blockchain for Sustainability"<sup>16</sup>, organized on the 7<sup>th</sup> of December 2021, "Blockchain: regulation in the decentralized world: BlockStart Policy Conference", organized on the 24<sup>th</sup> of February 2022 and "From Blockchain to Web3: BlockStart Startups 3<sup>rd</sup> Demo Day", organized on the 24<sup>th</sup> of February 2022), and other relevant videos from DLT developers from the 3<sup>rd</sup> acceleration programme explaining their solution and pilot implementation with end-user SMEs and the promotional teaser BlockStart Final Demo Day. So far, BlockStart was able to upload or stream 42 video recordings and has currently 94 subscribers of its YouTube channel.

<sup>14</sup> <https://www.youtube.com/channel/UCIX6ZKvp2k2ZcJNRfHmbK1w>

<sup>15</sup> [https://youtu.be/II9l\\_dAigOA](https://youtu.be/II9l_dAigOA)

<sup>16</sup> <https://youtu.be/Dh4k-1Udkfk>



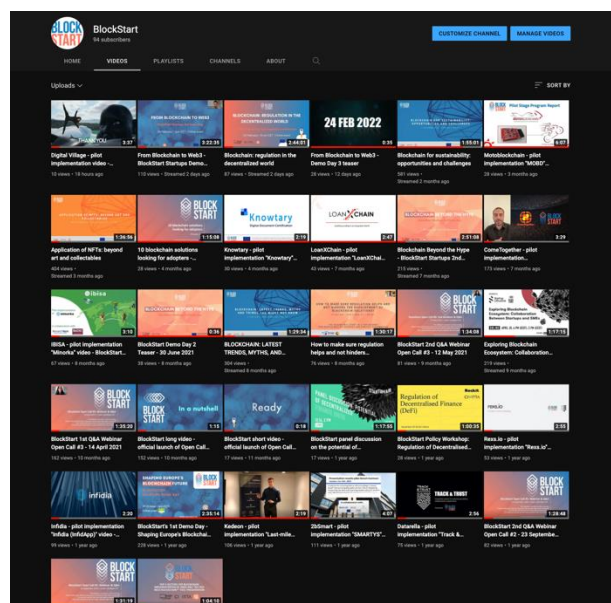


Figure 6 - Screenshot of BlockStart's YouTube channel

## 2.4. Online communication & marketing

Various channels continued to be used during the project's 3<sup>rd</sup> 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.
- 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 3<sup>rd</sup> year, BlockStart partners have raised awareness of BlockStart’s activities and main results in a significant number of online events. In addition, BlockStart was present in two face-to-face 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:

- 1 Webinar on the project's Open Call #3 for SME Adopters have been organized by Bright Pixel and F6S, aiming to event with the objective of making our finalist startups known to potential sme adopters. By attending these Webinars, potencial SME Adopters could better understand our startups' solutions. Moreover, potential applicants did a deep dive into the eligibility requirements and the application/evaluation process of BlockStart. 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 "From Blockchain to Web3 – BlockStart Startups 3<sup>rd</sup> Demo Day", that was held online and shared live on YouTube on the 24<sup>th</sup> of February 2022, with the main goal of showcasing the results of BlockStart's 3<sup>rd</sup> Acceleration Programme by presenting the pitches of the programme's top 6 DLT/blockchain startups. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.
- 2 Webinars organized by CIVITTA, with the support of F6S in terms of dissemination and communication. The 1<sup>st</sup> one, entitled "Application of NFTs: beyond art and collectables", was a roundtable discussion held online and shared live on Facebook and YouTube on the 28<sup>th</sup> of October, with the main goal of further discover the transformative potential and opportunities NFTs present for DLT developers and adopters. The BlockStart project team invited founders of NFT startups and experts for. The 2<sup>nd</sup> one was also shared on BlockStart's YouTube and Facebook channels on the 7<sup>th</sup> of December 2021. Entitled "Blockchain for sustainability: opportunities and challenges", it joined together experienced speakers and startup representatives to explore how blockchain solutions can incentivize sustainable behaviour and contribute to the 2030 Agenda for Sustainable Development. We intended to clarify the doubts that are prevalent about the environmental effects of blockchain and present the cases of blockchain-based technologies for positive environmental effects and sustainable development. A more detailed explanation is provided in *section 3 – Dissemination and Communication activities*.
- 2 Policy Workshops were organized by CIVITTA. The first was held in person and was entitled "How European policy initiatives can enable the future of blockchain", aiming to discuss the current state of the regulatory landscape in Europe, identifying the best practices and moments for advancement and providing input into removing regulatory barriers for SMEs to adopt DLT and developing a compelling legal framework. The second one, entitled "Blockchain: regulation in the decentralized world" was an online discussion held live on Facebook and YouTube, that joined together relevant experts to discuss the question of whether top-down regulation and the decentralized essence of blockchain are compatible and how to best regulate the emerging sector. This was the 3<sup>rd</sup> and 4<sup>th</sup> Policy Conferences from a total of 3 that were 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.

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. In its 3<sup>rd</sup> year, the BlockStart team has been involved in 8 relevant events, most of them 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 3<sup>rd</sup> year. The rationale 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.

BlockStart's pool of Ecosystem Partners is currently made of 27 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 for SME adopters) and co-organization and collaborations on events (such was the case of the "European Blockchain Convention" event, held between 13 and 16 of December 2021, the "How European policy initiatives can enable the future of blockchain" policy conference, held on the 25<sup>th</sup> of November 2021, and BlockStart's Demo Day 3, held on the 24<sup>th</sup> of February 2022), among others. Throughout BlockStart's 3<sup>rd</sup> year, these collaborations were highlighted by both parties, through joint articles and social media posts<sup>17</sup> (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 out directly to the BlockStart team, showing the impact and visibility the project has already been able to achieve among its peers.

## 3 Dissemination and communication activities

In the third 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 third year (please see section 4.3 Next steps – Year 3 of Deliverable 5.12 – Report on Dissemination and Communication – 2<sup>nd</sup> version). A comprehensive description of the relevant dissemination activities implemented in the second year of the project is provided below.

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<sup>17</sup> Just to give a couple of examples, please see the article showcasing the collaboration activities with Block.IS at <https://www.blockstart.eu/block-is-blockstart-policy-workshop-highlights/>, published on the 1st of December 2021, and with the European Blockchain Convention at <https://www.blockstart.eu/blockstart-at-the-6th-european-blockchain-convention/>, published on the 28th of December 2021

### 3.1. Project website

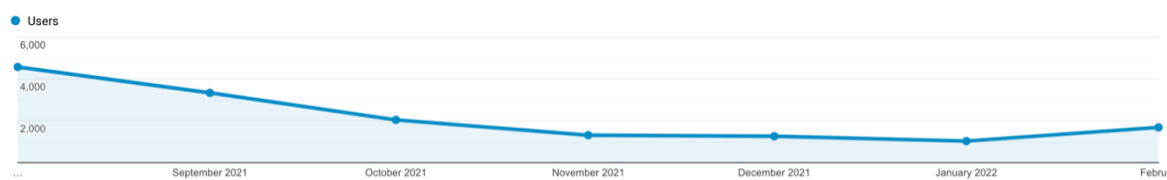
As previously stated, the project's website is BlockStart's main communication tool. In its 3<sup>rd</sup> year, it has suffered regular updates which have been thoroughly described in *section 2.2 – Project Website*.

Some statistics are presented below, corresponding to the period between August 2021 and February 2022 (the time of this Report).

Data point	Results (as time of Report)
Total page views	31815
Average reads per month	2135
Average time on page	02:17
Most visited pages	Home, Our Startups, Adopters, Demo Day 3
Bounce rate	75,50%
Mobile/Desktop use	41,60% desktop, 57,79% mobile, 0,61% tablet
Top 5 referral countries	Georgia, United States, Italy, Spain, United Kingdom

Figure 7 - BlockStart website statistics

In comparison with BlockStart's second year, the total number of page views was slightly lower due to a shorter period. However, the average number of visitors per month increased and we met our KPI of 2000 visitor per month. In the figure below, the average number of visitors per month can be seen. The spike that can be seen in August 2021 might be explained by the announcement of Open Call #3 for SME Adopters, 2<sup>nd</sup> cut-off date, to select end-user SMEs to participate at the Pilot stage of BlockStart's 3<sup>rd</sup> Acceleration Programme. The 2<sup>nd</sup> pike between January and February 2022 corresponds to Dissemination period of BlockStart's final Demo Day and Policy Conference. This again shows the importance of news content and website updates regarding the launching of the project's



Open Calls and events, to attract visitors.

Figure 8 – Average number of visitors per month 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 August 2021 and February 2022 (the time of this Report).

Channel	Followers
Facebook	327 (+26 since year 2)
Twitter	653 (+144 since year 2)
LinkedIn	858 (+295 since year 2)

Figure 9 - BlockStart's social media channels

Regarding BlockStart's online communities, the project's Slack Connect channel has 419 members (+33 since year 2) members and Telegram has 57 members (+6 member since year 2), while the YouTube channel has 94 subscribers (+46 since year 2), 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 events, and inspire personal interactions with the audience. In order to do that, the project has heavily relied on sharing interesting blogposts from its website promoting the results of the project by sharing interesting interviews with DLT/blockchain startups and end-user SMEs which have participated in all the Acceleration Programmes. 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.

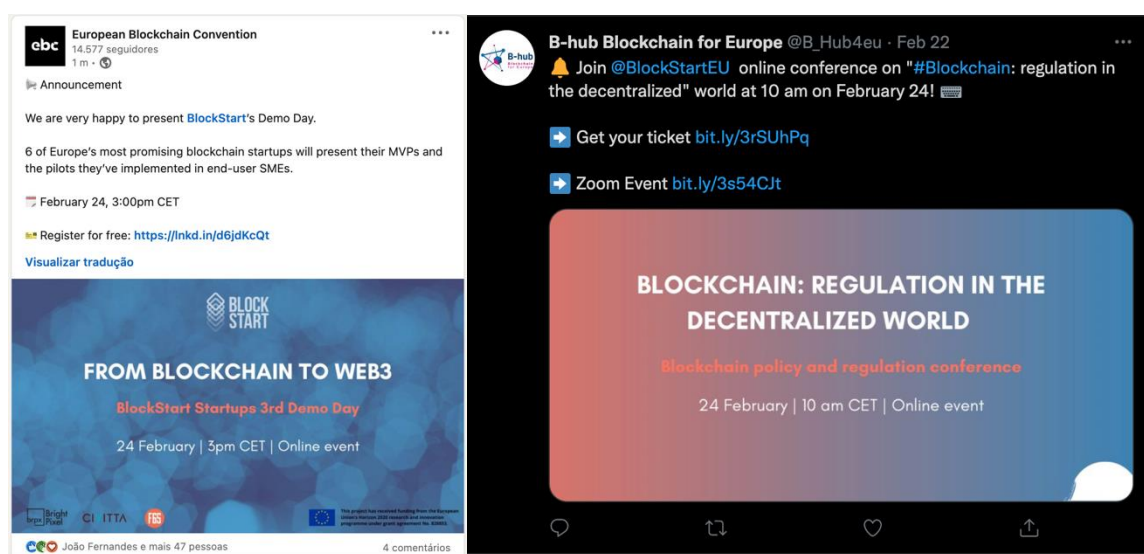


Figure 10 - Examples of LinkedIn and Twitter posts from other entities on BlockStart

Moreover, taking into consideration Deliverable 5.12 – Report on Dissemination and Communication – 2<sup>nd</sup> version main activities and next steps for the third 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.

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 thought-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 240.

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 August 2021 and February 2022.

Data point	Facebook	Twitter	LinkedIn
Monthly impressions/reach	976	6686	5419
Monthly engagements/interactions	58	213	326
Average engagements/interactions per post	5	11	15
Followers rate	8,6%	27%	45,8%
Engagement rate	6%	3,2%	6%

*Figure 11 - 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 third year of the programme, such as the continuous 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. Due to the absence of open calls and to the fact that this reporting period was shorter, the number of impressions and engagement was lower than in year 2.

### 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 3<sup>rd</sup> year of the project, 48 blogposts 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.

Despite having no more open calls going on, the project decided to follow the same strategy to increase the programme's visibility through a series of blogposts focused on the main results of the 2<sup>nd</sup> and 3<sup>rd</sup> Acceleration Programmes, 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 for SME Adopters.

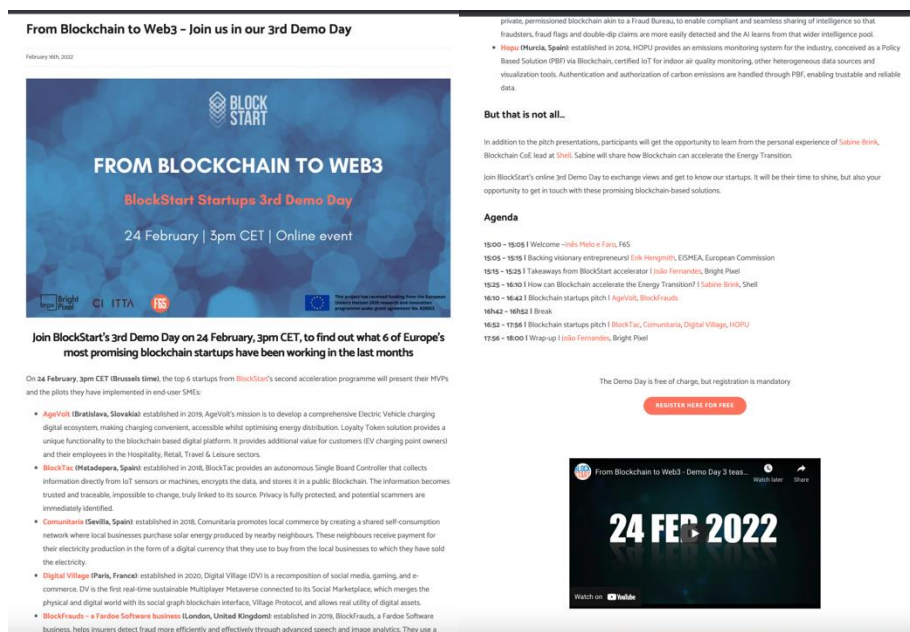


Figure 12 - Screenshot of BlockStart's blogpost promoting Demo Day 3

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 – 1<sup>st</sup> version and Deliverable 5.12– Dissemination and Communication Report – 2<sup>nd</sup> 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, 28 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 for SME Adopters, the dissemination of our 6 top startups from the 3<sup>rd</sup> Acceleration Programme and the dissemination of our final Demo Day. Due to the absence of open calls and to the fact that this reporting period was shorter, the number of external articles was lower than in year 2.

Below there are some examples of externally published articles.

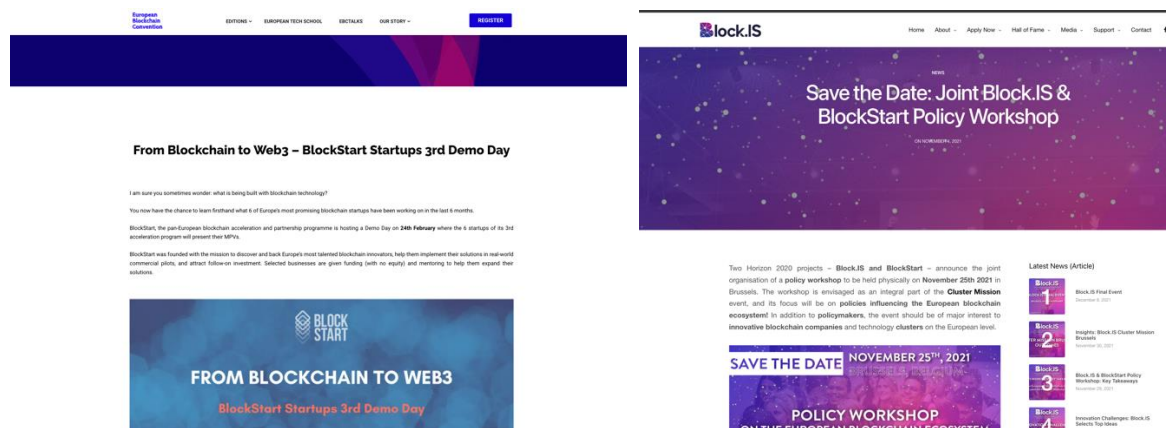


Figure 13 - Examples of externally published articles on BlockStart

### 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 our top 5 startups from the 2<sup>nd</sup> Acceleration programme, Last call for applicants for Open Call #3 for SME Adopters and invite participants to join the programme’s 3<sup>rd</sup> Demo Day. 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 2400 contacts/leads.

The 3 Press Releases are as follows:

- BlockStart presents 5 of Europe’s most promising blockchain startups, released in August 2021<sup>18</sup>
- BlockStart 3rd Open Call for SME adopters of blockchain technology – last piloting opportunity, released in September 2021<sup>19</sup>
- From Blockchain to Web3– BlockStart’s startups 3rd Demo Day, released in February 2022<sup>20</sup>

<sup>18</sup> <https://www.blockstart.eu/wp-content/uploads/BlockStart-Press-Release-top-5-DLT-startups-OP2.pdf>

<sup>19</sup> <https://www.blockstart.eu/wp-content/uploads/BlockStart-Open-Call-3-end-users-PR.pdf>

<sup>20</sup> <https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-3-PR.docx.pdf>





Figure 14 - Example of a BlockStart Press Release regarding the project's 3<sup>rd</sup> Demo Day

### 3.3.4 Newsletters

In the third year, 5 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 305 subscribers (+57 subscribers in comparison with year 2).

While the September and October newsletter focused on the call for action for BlockStart's deadline of Open Call #3 for SME Adopters, the December one targeted the promotion of BlockStart's events and achievements. The January and February newsletters focused on the invitation for BlockStarts' final events: Policy Conference and the project's 3<sup>rd</sup> 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:

- Hello September, let's bring back blockchain funding, news and events! – released in September 2021;
- Trick or treat for BlockStart events & funding – released in October 2021;
- Ho Ho Ho! Check the presents under BlockStart's tree – released in December 2021;
- It's the beginning of the end! - Released in January 2022;
- Tick tack 🕒 Time is running out! – Released in February 2022.

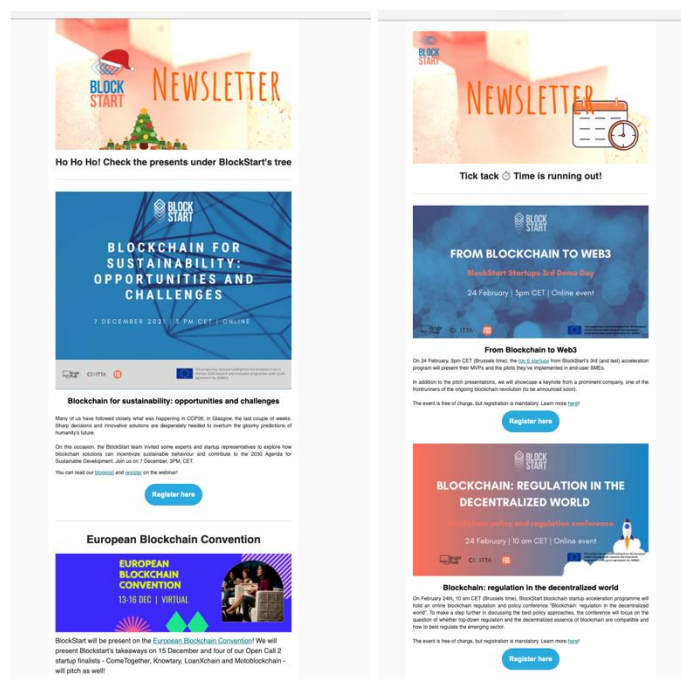


Figure 15 - Example of BlockStart Newsletter, screenshot from December (left) and February (right) editions

### 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 of all these materials, only the brochure was updated to include the results, achievements and testimonials from the various entities that went through our acceleration programs

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. 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.

### 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 3<sup>rd</sup> year, BlockStart partners have raised awareness of BlockStart's activities and main results in 7 online events and one physical conference, due to the travel restrictions imposed by 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 and main results, as well as to collect feedback from main stakeholders on the topics relevant for the project.



4 types of BlockStart events have been held during this period, serving different purposes: 1 Webinar on the project's Open Call #3 for SME Adopters, 1 Demo Day, 2 Webinars and 2 Policy Workshops. Due to the Covid-19 outbreak, 7 out of 8 of these events had to be held remotely.

After each event, all participants received a follow-up email with the video recording, a short feedback survey, the presentations 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 6 startups that reached the end of the 3<sup>rd</sup> Acceleration Programme, to connect them with potential end-user SMEs and investors attending the event. Overall, these events have been joined by +1000 participants.

Below is a list of all the BlockStart events.

Name of event	Date	Location
10 blockchain solutions looking for adopters	20-10-2021	online
Application of NFTs: beyond art and collectables	28-10-2021	online
How European policy initiatives can enable the future of blockchain	25-11-2021	Face-to-Face
Blockchain for sustainability: opportunities and challenges	07-12-2021	online
Blockchain: regulation in the decentralized world	24-02-2022	online
From Blockchain to Web3	24-02-2022	online

Figure 16 - BlockStart events

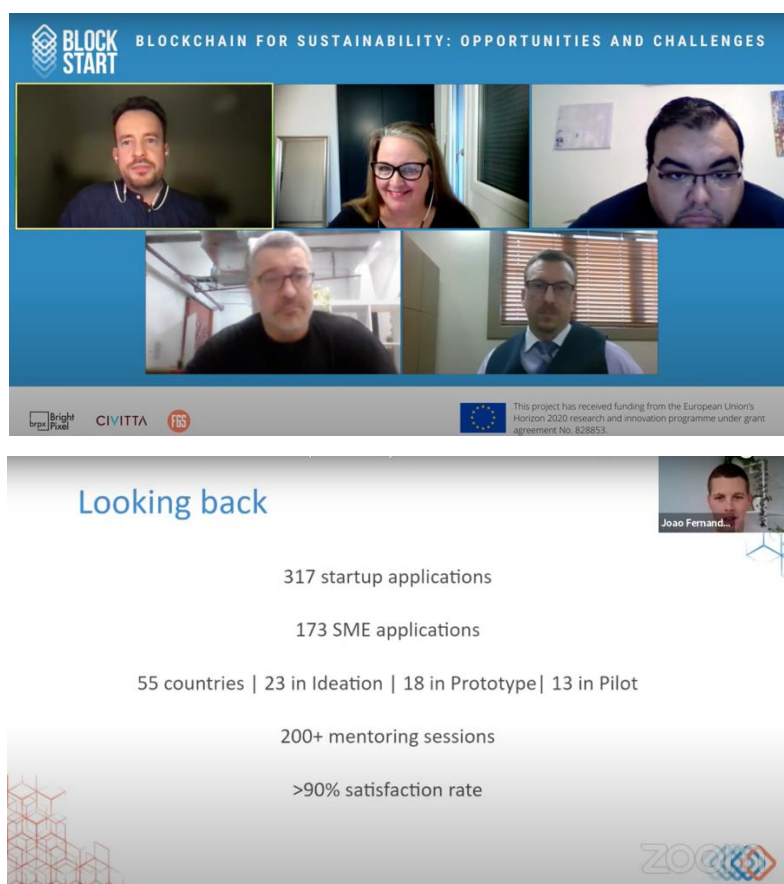


Figure 17 - Screenshots of BlockStart events held on 7<sup>th</sup> of December 2021 (above) and on 24<sup>th</sup> of February 2022 (below)

### 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. 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 3<sup>rd</sup> year.

Moreover, the BlockStart consortium has also decided to sponsor 1 high-level event, considered strategic for presenting the project's results, giving visibility to its 2<sup>nd</sup> batch of DLT Developers. This was the participation at the European Blockchain Convention, the leading blockchain event in Europe, between the 13<sup>th</sup> and the 16<sup>th</sup> of December 2021. 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/>.

Moreover, BlockStart partners, as well as some of its top startups were present in the Web Summit, face-to-face, at Lisbon, in Portugal, between 1<sup>st</sup> and 4<sup>th</sup> November 2021.

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

Name of event	Date	Location
Web Summit	01/04-11-2021	Face-to-Face
European Blockchain Convention	13/16-12-2021	online

Figure 18 - Events in which BlockStart partners participated in Year 3

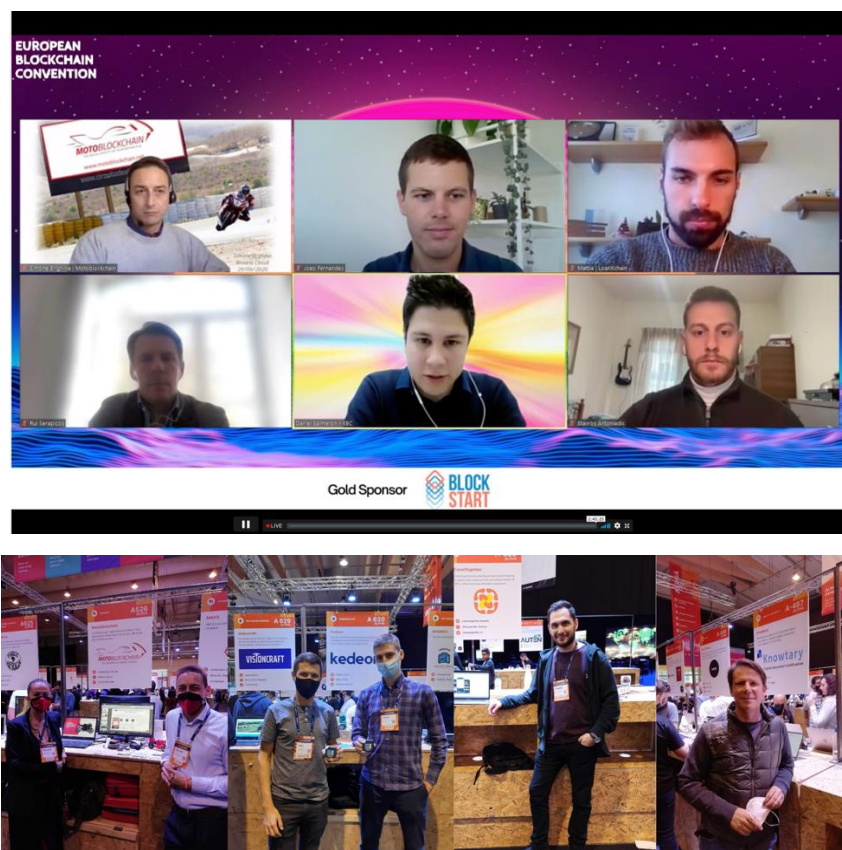


Figure 19 - Examples of events in which BlockStart partners presented the project: European Blockchain Convention (above), and Web Summit (below)

## 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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Acceleration Programmes. Therefore, 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 this 3<sup>rd</sup> and final year, these activities mainly focused on showcasing the progress made during the 2<sup>nd</sup> and 3<sup>rd</sup> Acceleration Programmes and promoting and analysing the overall results of the project.

For 3 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.

### 4.1 Impact assessment – Year 3

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

- **Project website:** robust branded website with almost 15.000 total visitors, +2100 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 other initiatives and events.
- **Social media and online communities:** 1932 followers, thus surpassing the target of 1000 followers by the end of the project and 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:** 41 blogposts on the project's website and mentions in 28 external articles, in multiple languages, totalling 69 news on BlockStart and the project's main achievements. Seven more newsletters have been sent out to a growing audience of 305 subscribers and the 3 Press Releases have been shared with a growing number of external actors of +2400.
- **Events:** BlockStart partners have organized and co-organized 6 events and participated in other 2 events across Europe. These included 1 joint event with other EU H2020 projects.
- **Synergies:** collaborations fostered with 27 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 – 3<sup>rd</sup> Call.

Overall, during its third year, the project was able to keep the 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 increasing the number of

followers in all social media channels; 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 more than 90 subscribers; draft and send out 3 Press Releases to more than 2400 disseminators, intermediaries, SME Associations, and potential applicants in the fintech, ICT and retail sectors; 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 41 blogposts and referred at 28 external online articles and newsletters from all over the EU and H2020 Associated Countries (and even from outside this area).

The BlockStart project achieved the objectives proposed for its dissemination strategy. A deeper analysis of the communication activities through the three years 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 3

Measure	Indicators	Target number	Status at month 30
Brochures/leaflets	No. copies distributed at M30	+500	1519 <sup>21</sup>
Project website	No. visitors (monthly)	2000	2135 <sup>22</sup>
Stakeholder engagement	No. of stakeholders involved at M30	500	599
Social media	Size of the community (incl. Twitter/Facebook/LinkedIn followers)	1000	1932 <sup>23</sup>
Video	No. of visits of published videos at M30	+100	3880
Newsletters	No. of subscribers	500	305
Webinars	No. of participants in all Webinars	50	2455
Participation in events	No. of external events attended by the consortium (yearly)	+3	6 (2019) 11 (2020) 13 (2021)

Figure 20 -Dissemination and Communication KPIs

<sup>21</sup> 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

<sup>22</sup> This indicator shows an average of monthly visits to BlockStart's website since August 2021

<sup>23</sup> Besides Twitter, Facebook and LinkedIn, project partners are also considering YouTube in this indicator

### 4.3 Next steps – Wrap-up Activities

The final months of BlockStart foresee a comprehensive calendar with regards to website updates, blogposts to be published, and timely campaigns, among others. With most of the objectives accomplished, there are a few wrap-up activities left until the end of April 2022:

**Project website:** current sections will be updated with new content (e.g., Deliverables, Newsroom, etc.). More articles will be published on the website, to promote BlockStart results. Content will include storytelling style interviews with SME Adopters from BlockStart 3<sup>rd</sup> Acceleration Programme. Each article will be promoted on social media and highlighted, when relevant, in March and April newsletters.

**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 main achievements, as well as making know BlockStarts' mentors, advisory boards and ecosystem partners.

**Visual identity and communication materials:** A wrap-up video will 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 March 2022, to wrap-up the final Demo Day and Policy Conference events. A final PR will be released in April to showcase BlockStarts' main achievements and results. The Press Releases will be uploaded to the website and distributed among BlockStart's database.

**Events:** No future events are expected

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

## 5 Conclusion

Overall, the third year of BlockStart dissemination and communication activities shows very good progress.

The project was able to improve the user experience to better showcase the achievements of BlockStarts' beneficiaries, as well as relevant information on other initiatives and events; substantially increase its social media presence by considerably increasing the number of followers in all social media channels; 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 +90 subscribers; draft and send out 3 Press Releases to disseminators, intermediaries, SME Associations, and potential SME applicants in the fintech, ICT and retail sectors; draft and send out 5 newsletters, highlighting BlockStart's events and partnerships and relevant blogposts and blockchain-related initiatives to a growing number of subscribers; publish 48 blogposts and referred at 28 external online articles and newsletters from all over the EU and H2020 Associated Countries (and even from outside this area).

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, it can be stated that this period's dissemination and communication activities have reached those goals and even surpassed them. In three 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
<a href="#"><u>Inside BlockStart programme - a look back from Innova Solutions</u></a>	02-08-2021
<a href="#"><u>How NFTs can increase efficiency in trade finance</u></a>	09-08-2021
<a href="#"><u>The numbers behind BlockStart’s Open Call #3</u></a>	17-08-2021
<a href="#"><u>Inside BlockStart programme – a look back from Hoop Capital</u></a>	18-08-2021
<a href="#"><u>BlockStart 3rd Open Call for SME adopters of blockchain technology – last piloting opportunity</u></a>	31-08-2021
<a href="#"><u>How Blockchain Can Take the Finance Industry Beyond APIs</u></a>	09-09-2021
<a href="#"><u>A look back on an exciting second year of BlockStart</u></a>	14-09-2021
<a href="#"><u>Meet our 10 blockchain solutions looking for adopters</u></a>	24-09-2021
<a href="#"><u>Application of NFTs: beyond art and collectables discussed at BlockStart’s next Webinar</u></a>	14-10-2021
<a href="#"><u>Are you an innovative SME with blockchain needs? Missed our showcase Webinar or blockchain solutions?</u></a>	21-10-2021
<a href="#"><u>Inside BlockStart programme – a look back from Azzur Portugal</u></a>	25-10-2021
<a href="#"><u>Missed our Webinar on “Application of NFTs: beyond art and collectables”?</u></a>	05-11-2021
<a href="#"><u>Inside BlockStart programme – a look back from e-swissolar AG</u></a>	08-11-2021
<a href="#"><u>How European policy initiatives can enable the future of blockchain</u></a>	16-11-2021
<a href="#"><u>Inside BlockStart programme – a look back from GLOBAL &amp; LOCAL</u></a>	16-11-2021
<a href="#"><u>Blockchain for sustainability: opportunities and challenges</u></a>	22-11-2021
<a href="#"><u>Inside BlockStart programme – a look back from Plastic Free Certification</u></a>	23-11-2021
<a href="#"><u>Inside BlockStart programme – a look back from Anaya MX Moto</u></a>	24-11-2021
<a href="#"><u>Inside BlockStart programme – a look back from BMS Racetech</u></a>	30-11-2021
<a href="#"><u>Block.IS &amp; BlockStart Policy Workshop: Key Takeaways</u></a>	01-12-2021
<a href="#"><u>Inside BlockStart programme – a look back from Volvero</u></a>	02-12-2021
<a href="#"><u>Inside BlockStart programme – a look back from Co.Mo</u></a>	10-12-2021
<a href="#"><u>Inside BlockStart programme – a look back from Slick Eixample</u></a>	13-12-2021
<a href="#"><u>Missed our Webinar on “Blockchain for sustainability: opportunities and challenges”?</u></a>	15-12-2021
<a href="#"><u>Missed our Webinar on “Blockchain for sustainability: opportunities and challenges”?</u></a>	17-12-2021
<a href="#"><u>BlockStart at the 6th European Blockchain Convention</u></a>	28-12-2021
<a href="#"><u>BlockFrauds joined the R3 Venture Development programme</u></a>	18-01-2022
<a href="#"><u>Inside BlockStart programme – a look back from Agevolt</u></a>	27-01-2022

<a href="#"><u>Inside BlockStart programme – a look back from Blockpulse</u></a>	01-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Blocktac</u></a>	03-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Blue Room Innovation</u></a>	08-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Comunitaria</u></a>	10-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Digital Village</u></a>	15-02-2022
<a href="#"><u>From Blockchain to Web3 – Join us in our 3rd Demo Day</u></a>	16-02-2022
<a href="#"><u>Blockchain: regulation in the decentralized world</u></a>	17-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Blockfrauds</u></a>	17-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from HODLNG</u></a>	18-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from HOPU</u></a>	21-02-2022
<a href="#"><u>Inside BlockStart programme – a look back from Shipnext</u></a>	22-02-2022
<a href="#"><u>All about the From Blockchain to Web3 online 3rd Demo Day event</u></a>	25-02-2022
<a href="#"><u>Key takeaways from BlockStart policy and regulation conference “Blockchain: regulation in the decentralized world</u></a>	28-02-2022