



D8.4 Dissemination and Communication Activities Report M24

Document Identification			
Status	Final	Due Date	31/12/2021
Version	1.05	Submission Date	22/12/2021

Related WP	WP8	Document Reference	D8.4
Related Deliverable(s)	D8.1, D8.2, D8.3	Dissemination Level (*)	PU
Lead Participant	EEMA	Lead Author	EEMA
Contributors	Ana Piñuela Marcos (ATOS)	Reviewers	József Györkös (UM)
	All Partners		Arvid Welin (SU)

Keywords :

Dissemination, communication, website, collateral, stakeholders

Disclaimer for Deliverables with dissemination level PUBLIC

This document is issued within the frame and for the purpose of the DE4A project. This project has received funding from the European Union's Horizon2020 Framework Programme under Grant Agreement No. 870635 The opinions expressed and arguments employed herein do not necessarily reflect the official views of the European Commission.

[The dissemination of this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains. **This deliverable is subject to final acceptance by the European Commission.**

This document and its content are the property of the DE4A Consortium. The content of all or parts of this document can be used and distributed provided that the DE4A project and the document are properly referenced.

Each DE4A Partner may use this document in conformity with the DE4A Consortium Grant Agreement provisions.

(*) Dissemination level: PU: Public, fully open, e.g. web; CO: Confidential, restricted under conditions set out in Model Grant Agreement; CI: Classified, Int = Internal Working Document, information as referred to in Commission Decision 2001/844/EC.

Document Information

List of Contributors	
Name	Partner
Jon Shamah	EEMA

Document History			
Version	Date	Change editors	Changes
0.1	01/09/2021	Jon Shamah (EEMA)	Revision of document
0.2	25/10/2021	Jon Shamah (EEMA)	Revision of document
0.95	18/11/2021	Jon Shamah (EEMA)	Ongoing revision of document
0.97	22/11/2021	Jon Shamah (EEMA)	Including reported actions and checking indexing
0.97a	26/11/2021	József Györkös (UM)	Review
0.97b	29/11/2021	Jon Shamah (EEMA)	Response to review and additional tuning
0.99	06/12/2021	Jon Shamah (EEMA)	Ready for coordinator contribution
1.01	16/12/2021	Jon Shamah (EEMA)	Response to review and additional tuning
1.01a	20/12/2021	Arvid Welin (SU)	Review
1.02	20/12/2021	Jon Shamah (EEMA)	Response to review
1.03	21/12/2021	Jon Shamah (EEMA)	For submission
1.04	21/12/2021	Julia Wells (ATOS)	Quality assurance revision
1.05	22/12/2021	Ana Piñuela (ATOS)	Final revision for submission

Quality Control		
Role	Who (Partner short name)	Approval Date
Deliverable leader	Jon Shamah (EEMA)	21/12/2021
Quality manager	Julia Wells (ATOS)	21/12/2021
Project Coordinator	Ana Piñuela Marcos (ATOS)	22/12/2021

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	2 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

Table of Contents

Document Information.....	2
Table of Contents	3
List of Tables.....	5
List of Figures.....	6
List of Acronyms	7
Executive Summary	8
1 Introduction.....	9
1.1 Purpose of the document	9
1.2 Structure of the document	9
2 KPIs and Impacts.....	10
3 Communications Activities	12
3.1 Visual Identity	12
3.2 DE4A Website (DO1, KPI#1/2/3).....	12
3.2.1 DE4A Pilot Microsites (DO2, KPI#16/19)	12
3.2.2 Search Engine Optimisation (DO1, KPI#1/2)	13
3.2.3 Other changes to Website.....	15
3.2.4 DE4A Synergies with other H2020 projects	15
3.2.5 Consolidation of Membership only area with main website	16
3.3 DE4A Newsletters	16
3.3.1 #3 (DO1/2, KPI#8).....	16
3.3.2 #4 (DO1/2, KPI#8).....	17
3.4 DE4A Social Media (DO1/2, KPI#4)	17
3.4.1 Twitter (DO1/2, KPI#5)	18
3.4.2 LinkedIn	19
3.5 EEMA “Communique” (DO1/2, KPI#8).....	20
3.6 DE4A Bite-Size Presentations (DO1, KPI#10)	22
3.7 DE4A Pilot Videos (DO1, KPI#6)	23
3.8 EU Regions Week Conference – DE4A Streamlining how citizens and business interact with governments (DO2, KPI#14)	24
3.9 DE4A Press Releases YR2 (DO1/2, KPI#13)	26
3.9.1 Process for Press Release approval	26
3.9.2 Press Releases	26
4 Dissemination activities.....	27
4.1 H2020 Cluster Actions.....	27
4.2 Events/Conferences	27

Document Name:	D8.4 Dissemination and Communication Activities Report M24				Page:	3 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

4.3 Stakeholder Group Events	28
4.4 Scientific publications	29
4.5 Multimedia.....	30
4.6 Dissemination Reporting.....	30
4.7 Liaison with the SDG and related projects / initiatives.....	31
4.7.1 CEF Preparatory Action on Once-Only Principle	31
4.7.2 EESIF/EBSI.....	31
5 Partner Dissemination Activities	32
6 Conclusions.....	34
7 Annexes	35
7.1 Annex 1 –New DE4A Website Screenshots.....	35
7.2 Annex 2 – DE4A Newsletter #3	38
7.3 Annex 3 – DE4A Newsletter #4	42

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	4 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

List of Tables

<i>Table 1: Communications and Dissemination Objectives</i>	10
<i>Table 2: Communications KPIs</i>	10
<i>Table 3: Events participation/organization</i>	27
<i>Table 4: Stakeholder Group Events</i>	28
<i>Table 5: Scientific Publications</i>	29
<i>Table 6: Multimedia</i>	30
<i>Table 7: Dissemination Reporting</i>	30
<i>Table 8: Partner Activity Summaries</i>	32

Document Name:	D8.4 Dissemination and Communication Activities Report M24				Page:	5 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

List of Figures

Figure 1: Website traffic YR2.....	13
Figure 2: Website traffic measured by new visitors and device type YR2	14
Figure 3: Website traffic measured by originating location.....	14
Figure 4: Website traffic measured by page visits YR 2	15
Figure 5: DE4A Newsletter Cover	16
Figure 6: DE4A Newsletter Cover	17
Figure 7: Tweet from EU Cities.....	18
Figure 8: Twitter Impressions M18-M23.....	19
Figure 9: New Followers statistics of DE4A`s LinkedIn profile.....	20
Figure 10: Top job functions of Followers of DE4A`s LinkedIn profile	20
Figure 11: Sample page of EEMA Communiqué.....	21
Figure 12: Bite-Size Presentations.....	22
Figure 13: Cover images from DE4A Videos	23
Figure 14: DE4A Welcome Page.....	24
Figure 15: EU Regions Press Release from YR2	26
Figure 17: DE4A - DBA Pilot Page.....	35
Figure 16: DE4A Website Home Page with news pane	35
Figure 18: DE4A Pilot Participation Page	36
Figure 19: DE4A Pilot FAQs Page	36
Figure 20: DE4A Pilot Privacy Policy Page.....	37
Figure 21: Newsletter Page 1	38
Figure 22: Newsletter Page 2	39
Figure 23: Newsletter Page 3	40
Figure 24: Newsletter Page 4	41
Figure 25: Newsletter Page 1	42
Figure 26: Newsletter Page 2	43
Figure 27: Newsletter Page 3	44

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	6 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

List of Acronyms

Abbreviation / acronym	Description
CA	Consortium Agreement
CFS	Certificate on the Financial Statements
DE4A	Digital Europe for All
DoA	Description of Action
Dx.y	Deliverable number y, belonging to WP number x
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
Mx	Project Month number (eg M1, M2)
OOP	Once Only Principle
PC	Project Coordinator
PM	Person-month
QA	Quality Assurance
QM	Quality Manager
RASCI	Responsible/Accountable/Supportive/Consulted/Informed
RP	Reporting Period
SDG	Single Digital Gateway
SEO	Search Engine Optimisation
TL	Task Leader
WP	Work Package
WPL	Work Package Leader
YRx	Project Year (eg YR2 is the equivalent of M13-M24, January -December 2021)

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	7 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

Executive Summary

DE4A is a Member States driven project that will assist Member States to be prepared for the Single Digital Gateway when it becomes a reality in 2023. The purpose of DE4A is to develop an open and comprehensive environment and platform for EU Member States to consistently deliver secure cross-border, high quality, fully online procedures under the Once-Only Principle (OOP).

This document reports the detailed dissemination and communication activities, undertaken during year 2 of the DE4A project (January 1st 2021 to 31st December 2021) following the strategy described in the deliverable “D8.1 Project Dissemination and Communication Strategy”, and following on from “D8.3. Dissemination and Communication Activities Report M12”.

During this reporting period, the website was updated including dedicated area for the three DE4A pilots called pilots’ microsities with detailed description, FAQ, questionnaires for stakeholders and videos. The project also produced two newsletters, one press release, 3 scientific publications and has been presented in numerous events, mainly at national level but also in European conferences like the EU Regions Week Conference. From the participation in these events, it has been evident that there is much interest in the project, from technologists and public sector representatives alike. The benefits of speed and convenience when starting a company abroad, can influence business decisions, being based on business needs and Return on Investment, similarly with activities in respect to moving abroad or studying abroad. Liaisons with other related projects have also been established during this period and will continue in year 3. In addition, DE4A has organized meetings with the SDG team responsible for the Once Only Technical System to share the knowledge and lessons learnt about the project that might be relevant for this team. EBSI/ESSIF was also an important stakeholder for DE4A as our project was selected as participant in the “Early adopters programme” of EBSI and as such, the project has participated in all the meetings organized by EBSI.

The actions in the second year do not display any significant deviations from the initial Key Performance Indicators as described in the Description of the Action (DoA), aside from COVID related issues. Minor deviations, if any, are noted per KPIs.

In the third year of the project, the focus will be the promotion and dissemination of the project through the three DE4A pilots in a number of different virtual media with the goal of gaining pilot participation and encouraging uptake by Member States.

Document Name:	D8.4 Dissemination and Communication Activities Report M24				Page:	8 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

1 Introduction

1.1 Purpose of the document

The current document is the deliverable “D8.4 Dissemination and Communication Activities” and reports the DE4A dissemination activities for the second year of the project along with the respective KPIs and impacts. This document has been produced in the context of the workpackage “WP8 Stakeholder dialogue, dissemination and communication”.

WP8 addresses the dialogue activities towards the Stakeholder Group (SG), Technical Stakeholder Group (TSG) including actors in the value and support chains, and in the policy/regulatory framework. It also includes all activities related to dissemination and communication of the project results and collected success stories in the form of written materials, social media engagement, on-site activities and the content production for and updating of the project website as well as other forms of dissemination, as described in the preliminary Dissemination Plan.

During the reporting period, the WP has the following objectives:

- Continued development of Project identity and public image
- Improvements of the Project website including development of pilot micro-sites
- Ongoing social media and content development for website

1.2 Structure of the document

This document is divided into the following chapters:

- Chapter 2 describes the progress of the Key Performance indicators and impacts.
- Chapter 3 provides an overview of the communication activities.
- Chapter 4 reports the dissemination activities including events, publications, stakeholder liaisons and a list of dissemination activities in the year.
- Chapter 5 reports the dissemination activities carried out from the partners up to December 2021.
- Chapter 6 presents the conclusions.
- Annexes includes the tables and graphics supporting reporting of communications and dissemination activities

Document Name:	D8.4 Dissemination and Communication Activities Report M24				Page:	9 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

2 KPIs and Impacts

The following objectives are as stated in the original DE4A Proposal as agreed by project partners at the beginning of the project.

Table 1: Communications and Dissemination Objectives

#	Dissemination Objective (DO)	Description
DO1	Raise awareness	Ensure that all key concepts and messages are disseminated through tailored methods and channels to increase awareness and eventual feedback
DO2	Engagement of key stakeholders	Sustain the engagement of stakeholders who are already involved, at the same time as reaching out to all those who should be participating, but who are not due to lack of awareness, resources or incentives
DO3	Boost sustainability	Ensure sustainability of the DE4A over-arching goals and architectures for a cost-efficient provision of Digital Public European Services.

Note: The trend towards web-based activities and eNewsletters continues to be the result of the reduction in personal travel and lack of face-to-face meetings.

Table 2: Communications KPIs

KPI#	DO	Metric	KPI	Actual YR2
1	1	Website visits/ Unique visitors	480	3414 / 2530 Page visits: 8267
2	1	Average website visit duration	2 min	13:48 mins
3	1	Number of material downloads	0	Not available
4	1,2	Social media activities (tweets, blogs, posts etc)	240	2000+ impressions
5	1,2	Followers on social media channels	750 (over 3 years)	194
6	1	Video uploads (YouTube, Vimeo)	2	5
7	1	Views across video channels	50	148 views
8	1,2	Number of eNewsletters	6 (over 3 years)	2
9	1	Number of subscribers to the eNewsletter mailing list	50	16,000 reported distribution. The list is distributed through each partner who maintains own list for confidentiality
10	1	Number of demonstration leaflets	2	1
11	1,2	Number of project ebrochures (first and final)	1	1

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	10 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

KPI#	DO	Metric	KPI	Actual YR2
12	1,2	Research publications	8	3
13	1,2	Other written dissemination actions (press releases, articles)	2	11
14	2	Partner participation in academic/industry events/conferences, and public sector	0	5
15	2	Partner participation in trade, industry or student events	2	0
16	2	Number of stakeholder workshops	1	1
17	2	Number of streamed events	1	2
18	2	Number of participants in workshops	20	300+
19	2	Number of stakeholders engaged	40	~10

(c) = Cumulative YR1 + YR2

It should be noted that due to COVID-19 restrictions, physical meetings have been limited and have been replaced by webinars and remote workshops. These changes have not been reflected in the KPI table above, as the situation is fluid and a return to physical meetings may be expected at short notice.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	11 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

3 Communications Activities

This chapter describes the communications activities in the second year of the project. The work done in this and previous years are intended to support future pilot activities and form the basis of communications with stakeholders throughout the course of the project, driving exploitation and sustainability.

3.1 Visual Identity

The visual identity has remained unchanged from YR1 (2020).

3.2 DE4A Website (DO1, KPI#1/2/3)

The DE4A website was launched in January 2020. According to the original plan, the website is the primary dissemination and communication tool. The initial version of the website is described in Deliverable D8.2. The website is dynamic and can be found at <https://de4a.eu>.

Improvements and additions made in year 2 had the aim of increasing impact of awareness and to draw visitors to special features. These are listed below:

3.2.1 DE4A Pilot Microsites (DO2, KPI#16/19)

The DE4A website has now added a new menu tab named 'Pilots'. This leads to three specialised areas (microsites) designed to provide information to enable stakeholders to participate in DE4A pilots and to provide key information throughout the process. The Microsites have become publicly available to support individual pilots when they are ready for release. At time of writing this document, the Doing Business Abroad Pilot (<https://www.de4a.eu/doingbusinessabroadpilot>), and the Studying Abroad pilot (<https://www.de4a.eu/studyingabroadpilot>) are both available.

In Year 2 there were 467 visits to the Doing Business Abroad microsite, 184 visits to the Studying Abroad microsite, and 96 visits to the Moving Abroad microsite.

3.2.1.1 Structure

The structure of each microsite is broadly similar, consisting of a step-by-step approach through the process. These steps vary (as appropriate) between each microsite, but each contains:

About The Pilot

- Advantages
- Timeline
- Member States participating
- Secondary information

Participating Timelines

- What is expected
- How to apply
- FAQs

3.2.1.2 The Privacy Policy

The Privacy Policy was written by the DE4A legal Partner specifically for the pilots and is distinct from the general website Privacy Policy.

3.2.1.3 Questionnaires

The post pilot questionnaires are also tailored to specific pilots and types of stakeholders.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	12 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

Example: Questions for the Studying Abroad Pilot are:

- Data Evaluators (USI pattern)
- Data Evaluators (VC pattern)
- Data Owners (USI pattern)
- Data Owners (VC pattern)
- Member States
- Students

Note that the questionnaires are executed using the Qualtrics platform. (<https://www.qualtrics.com/uk/core-xm/survey-software/>).

3.2.2 Search Engine Optimisation (DO1, KPI#1/2)

Starting from the beginning of 2021, the website is undergoing Search Engine Optimisation (SEO) monitoring to ensure that the most advantage is taken of Social-Media and Web Search Engine searches.

One of the most significant impacts of SEO is that the website site traffic will be increased. By following SEO best practices, the website ranks better in search results. As a result of increased rankings, more traffic will be attracted to the DE4A website. In addition to increasing traffic, DE4A should have boosted brand awareness. When you are ranking towards the top of search results, people are more likely to see DE4A listings. This action is aimed to increase the scoring of the website during browser searches and therefore attracting new visitors.

It should be noted that the measurable impact of SEO is hard to quantify, it is widely considered Best Practice for promotion of websites.

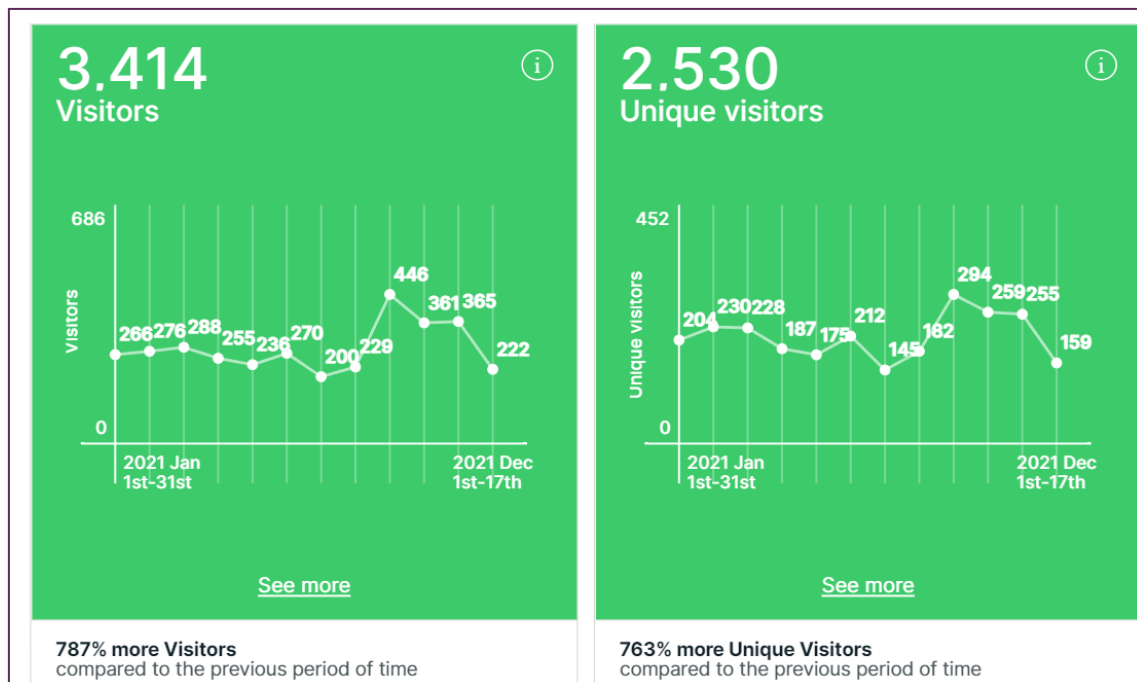


Figure 1: Website traffic YR2

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	13 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

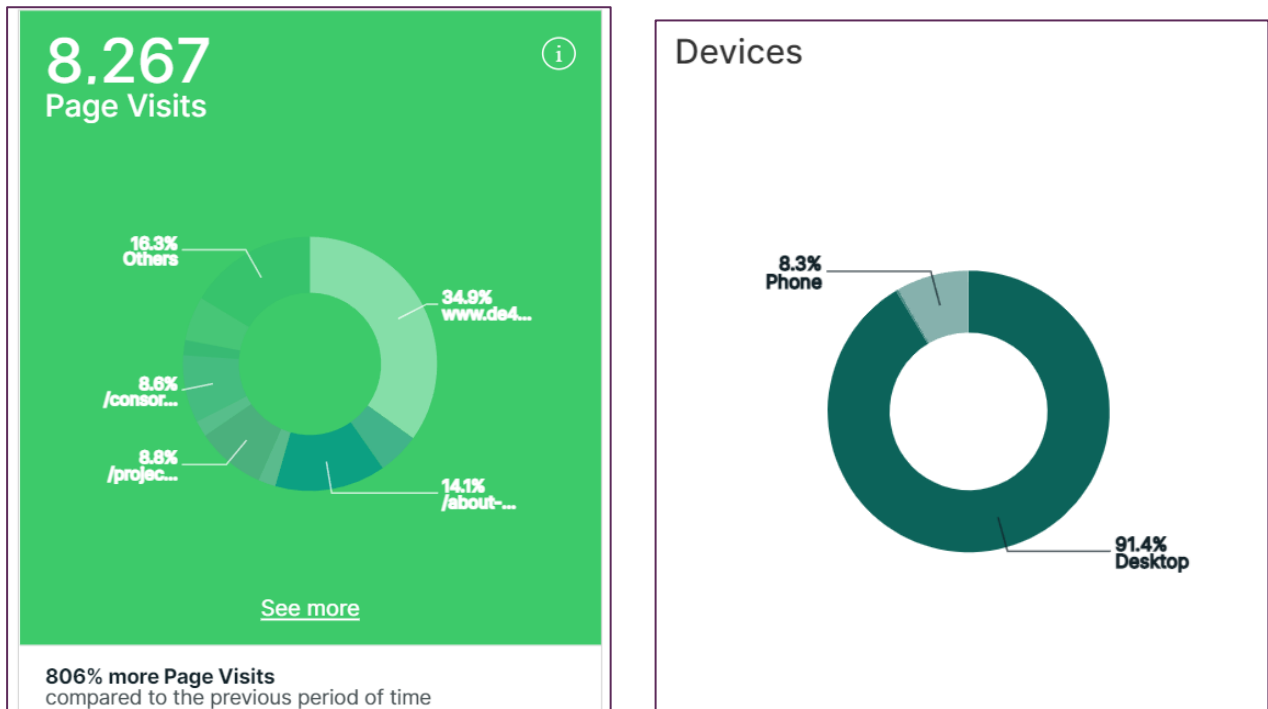


Figure 2: Website traffic measured by new visitors and device type YR2

Country	Region	City	Page Views	Site Sessions	Unique Visitors
United Kingdom	BNE	Finchley	447	129	36
Bulgaria	22	Sofia	196	73	6
Netherlands	ZH	The Hague	154	74	25
Spain	M	Madrid	144	50	25
Belgium	BRU	Brussels	144	40	25
Austria	9	Vienna	143	75	27
Slovenia	061	Ljubljana	118	43	20
Germany	BE	Berlin	76	27	21
Germany	BY	Lichtenfels	68	18	3
Netherlands	NH	Amsterdam	65	22	8

Figure 3: Website traffic measured by originating location

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	14 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

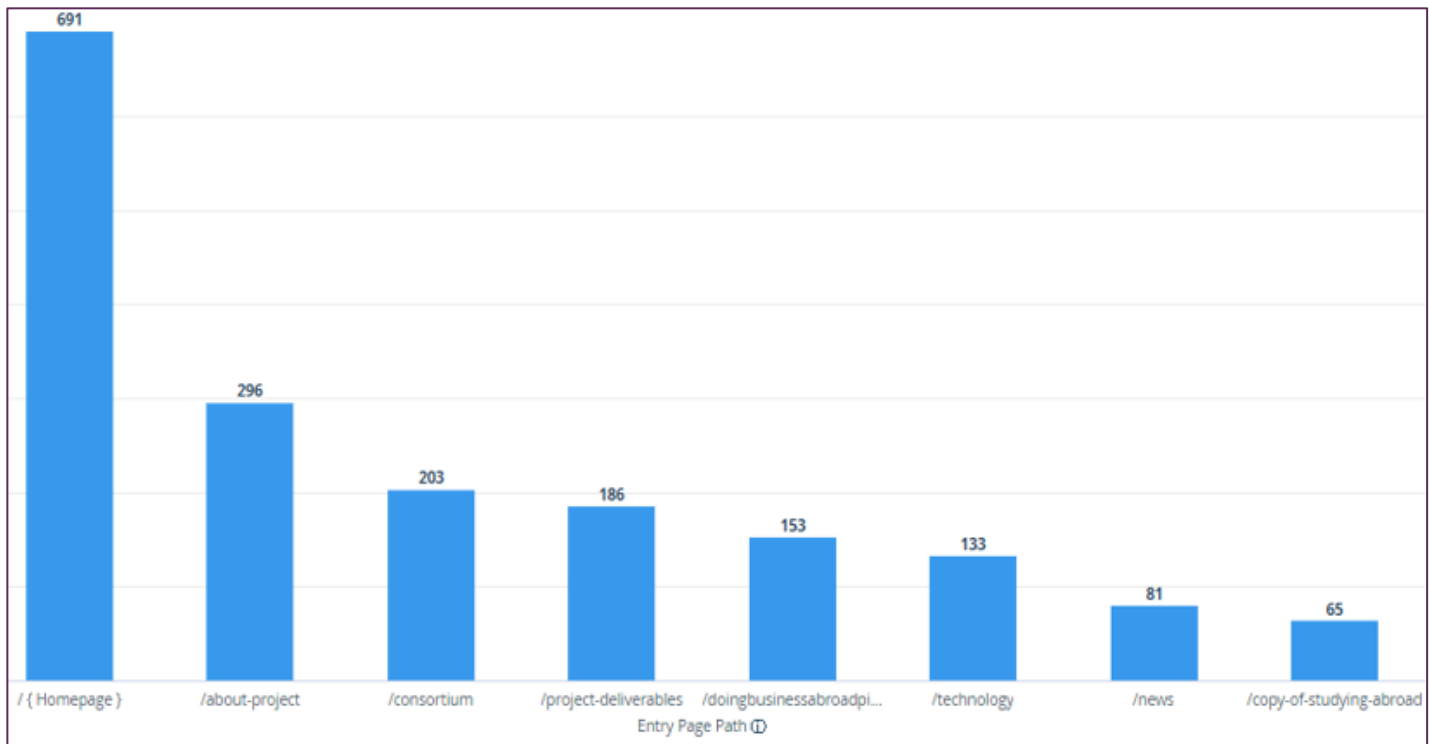


Figure 4: Website traffic measured by page visits YR 2

3.2.3 Other changes to Website

3.2.3.1 New Homepage News-Pane

As the DE4A activity increases, timely and easy to find announcements must be utilised. A news pane has now been introduced in the centre of the front page.

3.2.3.2 Increased number of Presentations on website

Shorter, more focused ‘bite-sized’ presentations are now introduced to assist specific information requirements concerning DE4A.

The topics for the shorter presentations include:

- Real-Life Piloting of the Once-Only Principle in DE4A
- DE4A Semantic Interoperability
- Piloting with disruptive tech and paradigms like blockchain and self-sovereign identity
- Multi-Pattern Architecture

3.2.4 DE4A Synergies with other H2020 projects

To support the clustering of aligned EU and H2020 projects, a “Synergies” section, accessible from the main menu will become an access point for Project-Clustering activities. Please see section 4.1 in this deliverable for a description of these initial activities.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	15 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

3.2.5 Consolidation of Membership only area with main website

To support the changing usage of websites, and social media, the members’ only area is being phased out in favor of the microsites, password protected assets and fuller social media utilization.

3.3 DE4A Newsletters

3.3.1 #3 (DO1/2, KPI#8)

The third newsletter was produced in June 2021 and is shown in full in **Annex-2**. A cover is also shown below.



Figure 5: DE4A Newsletter Cover

Document Name:	D8.4 Dissemination and Communication Activities Report M24				Page:	16 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

3.3.2 #4 (DO1/2, KPI#8)

The fourth newsletter was produced in December 2021 and is shown in full in **Annex-3**. A cover is also shown above.



Figure 6: DE4A Newsletter Cover

3.4 DE4A Social Media (DO1/2, KPI#4)

The Social Media strategy of DE4A was created at the beginning of the project's lifetime to build brand awareness, engage with followers, promote activities, and develop a brand voice related to the project. To further engage with the targeted audience relevant industry news and updates continue being regularly posted.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	17 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

Social media has become the primary channel for delivering news and information to stakeholders and the public. Its rise has superseded the use of website membership (as discussed previously) and for this reason a greater emphasis on this media has been made.

3.4.1 Twitter (DO1/2, KPI#5)

EEMA created and is responsible for the management of the project's Twitter account. The Twitter handle @DE4A_EU was running from the beginning of the project. All partners have been asked to contribute relevant content that could be shared and/or retweeted.

The figure below shows the look of the project account as well as a tweet posted on November 19th where the DE4A webinar took place.



Figure 7: Tweet from EU Cities

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	18 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

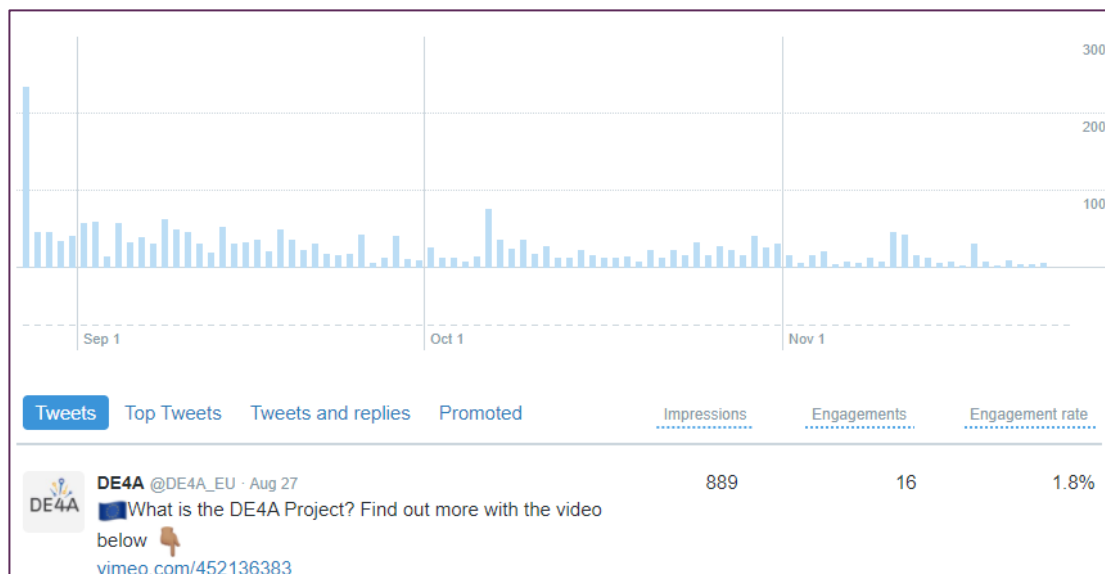


Figure 8: Twitter Impressions M18-M23

General statistics – 2021 (YR2-11 months) analytics

Followers (who follow DE4A) – 157
 Following (who DE4A follows) – 506
 All tweets – 185

Summary – 2021(YR2-11 months)

Profile visits – 1,702
 Tweet impressions - 2,750
 Mentions - 8

3.4.2 LinkedIn

The proposed approach for project promotion via LinkedIn is designed to utilise each partner's organisation's existing LinkedIn accounts, if any, to achieve good engagements and results. A DE4A LinkedIn page was created for communication of the project achievements to our stakeholders and general public.

Statistics for the DE4A LinkedIn profile are as follows.

General statistics (November 2021 only)

Followers – 305
 Posts –158 (93 posts + 65 reshares)
 Unique visitors – 9
 New Followers – 2
 Post Impressions - 60

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	19 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

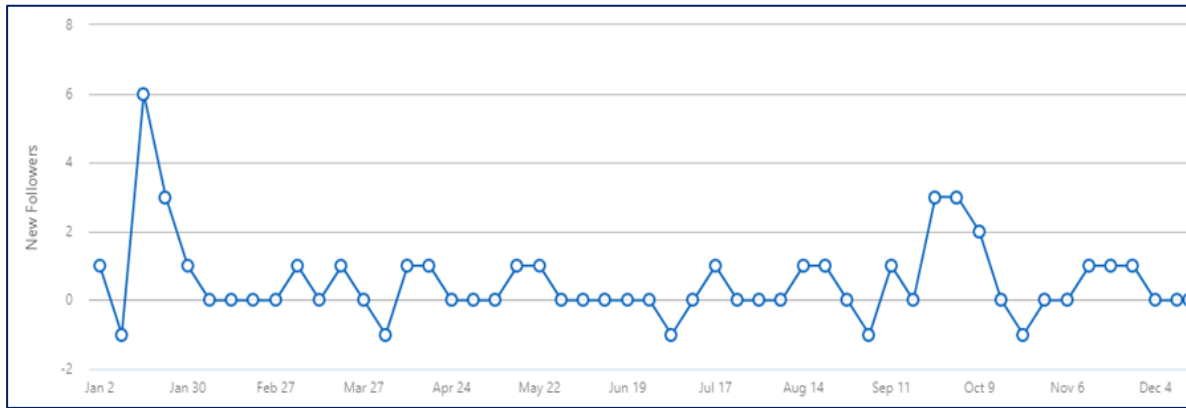


Figure 9: New Followers statistics of DE4A's LinkedIn profile

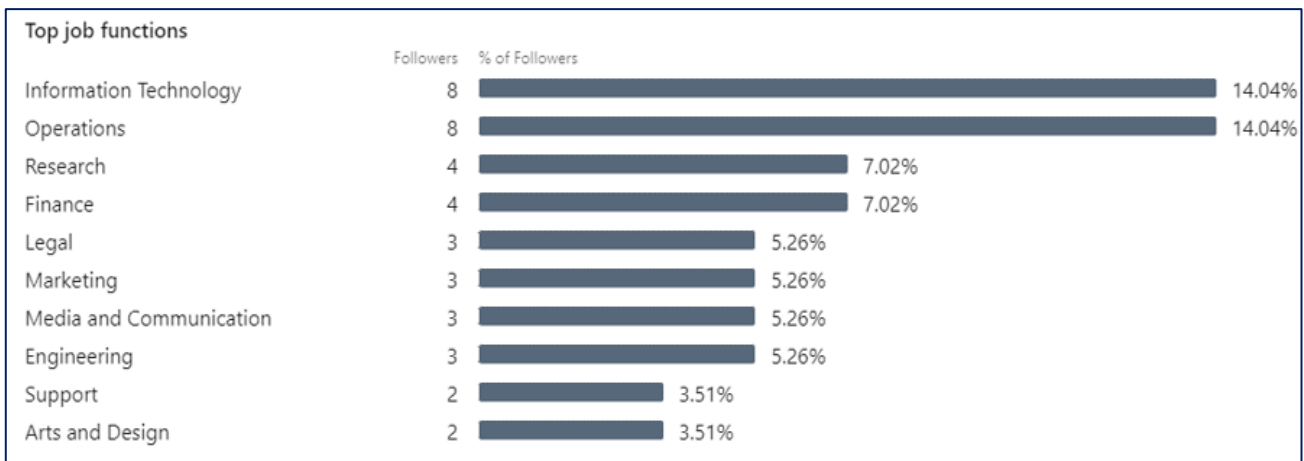


Figure 10: Top job functions of Followers of DE4A's LinkedIn profile

From the presented graphs we can state that the DE4A LinkedIn channel shows a slow but steady growth of its followers. The rapid increase of followers is based on crucial events like the publishing of a newsletter, announcement of submitted deliverables and other major update such as a pilot launch.

The follower job functions show a more business/professional ICT following than the general twitter.

3.5 EEMA “Communique” (DO1/2, KPI#8)

The EEMA communique is a monthly newsletter issued by EEMA to its base of approx. 2,000 consented recipients. EEMA has continued to feature DE4A. An example of is shown below. DE4A articles are included as available.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	20 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

Communiqué

SEPTEMBER 2021 / ISSUE 44

Contact EEMA: info@eema.org | www.eema.org | [@EEMA1](https://twitter.com/EEMA1)

Collaborations, conferences, and courses

I hope you are feeling revitalised after a summer break. Whilst the EEMA team has had the opportunity to take some well-deserved time out, it has also been a busy time, with strong progress being made on the DE4A, LOCARD and GLASS projects, we are partners with.

Following the success of the Annual Conference we have been creating the programme for ISSE 2021 in November, which this year includes six webinars focusing on Building a new and Secure Future, with a look at new trends in information security. In addition to our own events, we are supporting the European Week of Regions and Cities, through our work as a partner of the Digital Europe for All (DE4A) project. Next month it will host a live online session that will demonstrate how the many interactions citizens and businesses have with governments can be streamlined.

Hosting and participating in events have always been an important part of EEMA's remit to help educate and inform on new technology trends, commercial, governmental, and societal issues, and the impact of the constantly evolving regulatory landscape. To build on this foundation I am proud to announce the launch of a brand-new initiative - EEMA Up-Skilling.

Developed and delivered by some of the foremost subject matter experts, EEMA Up-Skilling live online training courses include - Decentralized /Self-Sovereign Identity, National Identity Programmes, eIDAS regulation, Blockchain, legal frameworks for identification and trust, and Cyber Security. You can find out more about the courses and the world-leading subject matter experts who have developed and deliver them, on our new website: www.eema.org

Jon Shamah, Chair of EEMA

Streamlining how citizens and business interact with governments

DE4A, has been selected as a partner for the European Week of Regions and Cities. As part of the event it will host a live session entitled '**Streamlining how citizens and business interact with governments**' on Tuesday, October 12, from 17:30 to 18:30 (CEST).

The session will present the current challenges of cross-border interoperability and how the DE4A project is helping citizens and businesses overcome them. The **Moving Abroad** pilot launches next month and aims to create a digitised process for requesting and delivering evidence in real-time (free from any language barriers), to streamline the process for EU citizens moving from one Member State to another.

The session is free to attend, and registration is [open now](#).

Figure 11: Sample page of EEMA Communiqué

Document Name:	D8.4 Dissemination and Communication Activities Report M24	Page:	21 of 44
Reference:	D8.4	Dissemination:	PU
		Version:	1.05
		Status:	Final

3.6 DE4A Bite-Size Presentations (DO1, KPI#10)

DE4A has introduced a range of 'Bite-Size' presentations, to reduce the complexity and learning curve of various aspects of DE4A. These are available on the DE4A website.



This PowerPoint presentation describes the DE4A Pilots.



This PowerPoint presentation describes how DE4A deals with Semantic interoperability.



This PowerPoint presentation investigates the prospective use of new technologies in DE4A.



This PowerPoint presentation shows how DE4A deals with the variations in government workflows encountered in the pilots.

Figure 12: Bite-Size Presentations

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	22 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

3.7 DE4A Pilot Videos (DO1, KPI#6)

In 2021, DE4A has produced 3 pilot specific videos to supplement presentations and to deliver self-service dynamic content to partners. The videos are short animations based on the pilot processes. The first videos are supporting “Doing Business Abroad” and “Studying Abroad”. The “Moving Abroad” video will be released early in Year 3. They will all be accessible from the DE4A website and pilot microsites, social media and Youtube.com.

See: <https://de4a.eu/videos>

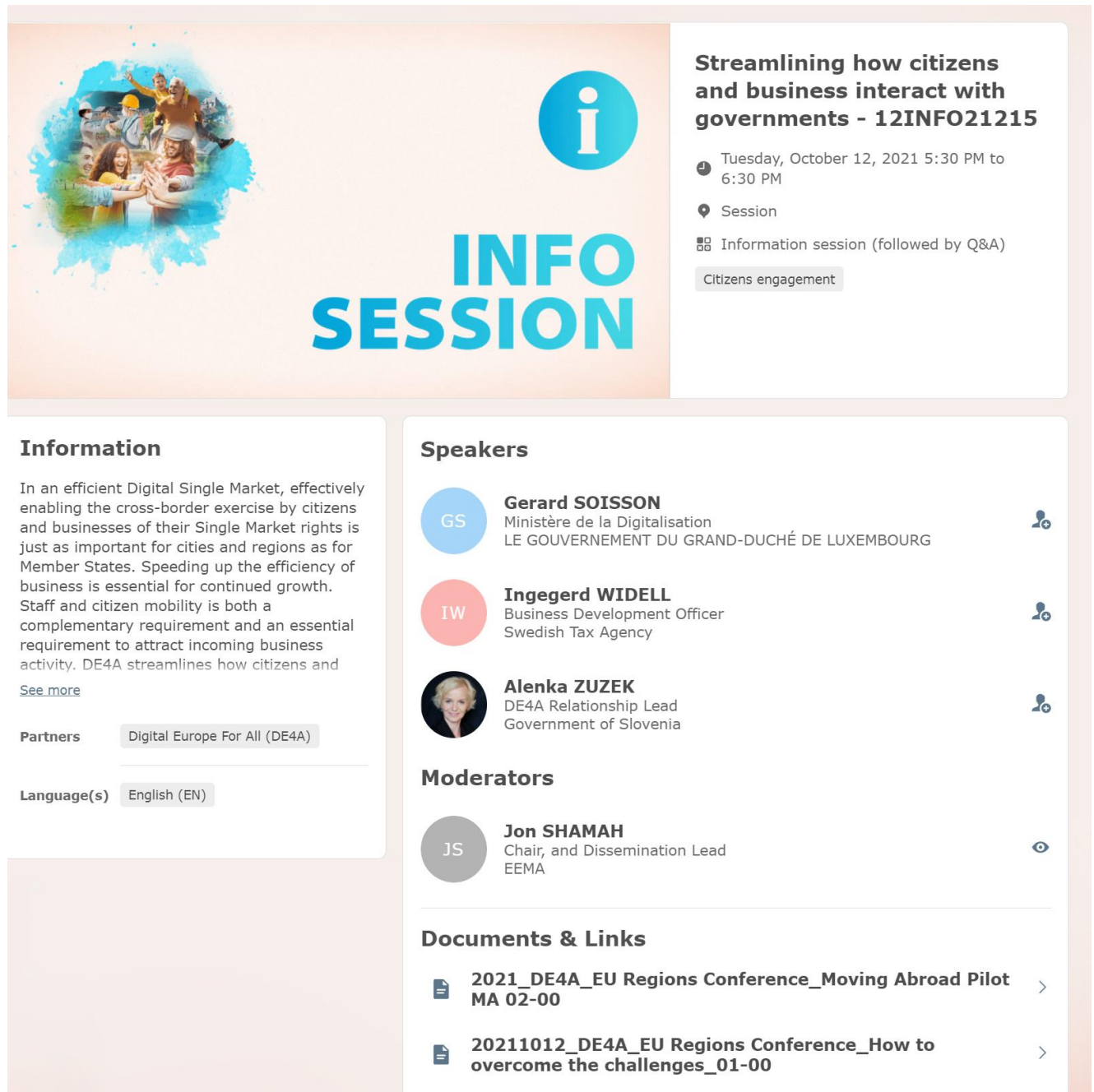


Figure 13: Cover images from DE4A Videos

The videos comprise two dimensional animations with a step-by-step explanation of how DE4A pilots will work from the perspective of the user.

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	23 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

3.8 EU Regions Week Conference – DE4A Streamlining how citizens and business interact with governments (DO2, KPI#14)



Streamlining how citizens and business interact with governments - 12INFO21215

Tuesday, October 12, 2021 5:30 PM to 6:30 PM

Session

Information session (followed by Q&A)

Citizens engagement

Information

In an efficient Digital Single Market, effectively enabling the cross-border exercise by citizens and businesses of their Single Market rights is just as important for cities and regions as for Member States. Speeding up the efficiency of business is essential for continued growth. Staff and citizen mobility is both a complementary requirement and an essential requirement to attract incoming business activity. DE4A streamlines how citizens and

[See more](#)

Partners Digital Europe For All (DE4A)

Language(s) English (EN)

Speakers

GS **Gerard SOISSON**
Ministère de la Digitalisation
LE GOUVERNEMENT DU GRAND-DUCHÉ DE LUXEMBOURG

IW **Ingegerd WIDELL**
Business Development Officer
Swedish Tax Agency

Alenka ZUZEK
DE4A Relationship Lead
Government of Slovenia

Moderators

JS **Jon SHAMAH**
Chair, and Dissemination Lead
EEMA

Documents & Links

2021_DE4A_EU Regions Conference_Moving Abroad Pilot MA 02-00

20211012_DE4A_EU Regions Conference_How to overcome the challenges_01-00

Figure 14: DE4A Welcome Page

There were over 65 direct pre-registered attendees to the EU regions week (#EURegionsWeek)

DE4A participated in the 19th European Week of Regions and Cities - the biggest annual Brussels-based event dedicated to cohesion policy. The project was invited to host a live online information session to demonstrate how interactions between citizens, businesses and governments can be streamlined. The session entitled 'Streamlining how citizens and business interact with governments' took place on

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	24 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
		Status:	Final		

October 12. The hour and fifteen minutes event was hosted by the Chair of DE4A project partner, EEMA, Jon Shamah, who provided an overview of the project and its objectives.

Mr. Shamah explained how DE4A is a Member State-led project that is aiming to make it easier for EU citizens, to live, work and study in whichever Member State they choose, by reducing the effort needed to transfer official documents, providing direct and permissioned communications. He explained how the project aligns with the European Commission's commitment to a digital society and value-based digital government, citing EU regulations – Single Digital Gateway (SDGR 2018), eIDAS and GDPR, as well as declarations from Tallin, Berlin and Lisbon.



Attendees were introduced to the three pilots and given insight into how they will utilise innovative technologies (notably Blockchain) and the Once Only Principle (OOP) to realise the European Single Market in practice.

Dr. Alenka Žužek Nemec, from the Ministry of Public Administration, Republic of Slovenia, highlighted the benefits of cross border interoperability and the OOP presents to governments and citizens such as reducing administrative burdens, improving data reliability and service delivery, as well as reducing fraud. However, Dr. Nemec also pointed to the main challenges that need to be overcome – trust, interoperability, user centricity and technological development. Dr. Nemec provided insight into the Once Only Technical system infrastructure which is being developed at an EU level to support the OOP in line with the SDGR's requirement for 'full cross-border accessibility.'

Explaining how three of the challenges highlighted by Dr. Nemec (user centricity, interoperability, and trust) can be overcome, was Gérard SOISSON, from the Ministry for Digitalisation (Luxembourg), representing CTIE. This was built upon by Ingegerd Widell from The Swedish Tax Agency, who introduced the Moving Abroad real-life pilot that will commence before the end of 2021, to highlight the complexities (for all parties) involved in the current process of moving from one Member State to another, with a new procedure that streamlines the sharing of information.

A recording of the session is available at: <https://vimeo.com/636512427>

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	25 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

3.9 DE4A Press Releases YR2 (DO1/2, KPI#13)

3.9.1 Process for Press Release approval

An EEMA internal process for release and approval for each press release was instigated to ensure that each partner approves the releases, especially Member States.

The DE4A Press Release Review and Dissemination Process is now as follows:

1. EEMA to draft the press release (or create a press release at the request of a DE4A partner) and submit to the coordinator for review.
2. Reviewed press release will be shared by EEMA with DE4A consortium partners
3. Partners will have a maximum of three working days to comment.
4. Subject to comment the press release will be returned to the coordinator for final sign-off.
5. The signed-off press release will then be uploaded to the DE4A website, shared in social media and issued to the media.
6. Partners are encouraged to disseminate the press release on their respective websites, social media outlets, and newspapers.

3.9.2 Press Releases

Any press releases were drafted and disseminated extensively to international media outlets incorporating digital, print-based and broadcast media, with specific sectors targeted including:

- International, national and regional government media outlets
- Public sector outlets
- Technology focused outlets
- Internet services outlets

Senior reporters at regional and national news media outlets were also targeted with the press announcement. Across Europe, for each announcement, approximately 554 individual named journalist contacts received a personalised DE4A press release.

The English press release in year 2 as listed on the website is found below:



Figure 15: EU Regions Press Release from YR2

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	26 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

4 Dissemination activities

This chapter describes the specific activities directed towards all stakeholders and a general industry audience, following the DE4A deliverable “D8.1 Project Dissemination and Communication Strategy”.

4.1 H2020 Cluster Actions

At the time of writing, there are 5 aligned projects in addition to DE4A being investigated for collaboration. The full clustering activities will be decided by the DE4A Executive Advisory Board with a view to commencing in early year 3, if approved. Initial contacts via EEMA have been made.

The cluster partners considered are:

- mGov4EU (<https://www.mgov4.eu/>)
- inGOV (<https://www.inGOV-project.eu/>)
- INTERLINK (<https://www.INTERLINK-project.eu/>)
- GLASS (<https://glass-h2020.eu>)

4.2 Events/Conferences

The following table reports the events where DE4A was presented by the DE4A partners.

Table 3: Events participation/organization

Event	Date	Partner attending	Role	Place	# Attendees	Comment
EEMA Annual Conference	1.7.2021	EEMA	Host & Speakers	V		Professionals from public administration, companies and academia
IEEE EMEA Blockchain Seminar	08.09.21	INESC-ID	Seminar	V	100+	Professionals from many areas interested blockchain and its applications
EU Regions Week	12.10.21	EEMA, SKV, SI-MPA, CTIE	Session Hosts	V	60+	Part of larger conference. Many additional downloads of 1hr+ session expected.
Slovensko društvo Informatika / DSI 2021	19.10.21	JSI	Conference Speaker	Portoroz SL	100+	Professionals from public administration, companies and academia
ZEIDES 2021	21.10.21	UM	Presenter	Brdo pri Kranju	Not registered	Policy makers, technical decision makers

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	27 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status: Final

4.3 Stakeholder Group Events

Table 4: Stakeholder Group Events

Stakeholder Group	Participating Partner	Event Type	Date	Event Description
EBSI	Atos	Meeting	17.03.2021	Presentation on DE4A Status
Eurochambres	Atos/EEMA	Meeting	22.04.2021	Discussions on potential upcoming webinar
Germany Member State (Federal Ministry of Interior, Federal Office of Administration, University of Koblenz)	Atos/SU/CTI E/MINBZK	Meeting	22.04.2021	Discussions on the Germany involvement in DE4A
SDG representatives of Austrian federal states	BMDW	Meeting	26.04.2021	Architecture and functional concepts in DE4A.
SDG representatives of Austrian federal states	BMDW	Meeting	22.06.2021	EU Projects in the Context of SDGR
SDG representatives of Austrian federal states	BMDW	Meeting	25.06.2021	Implementation of OOP in Austria and Europe
SDG representatives of Austrian federal states	BMDW	Meeting	25.06.2021	OOP for Companies
SDG representatives of Austrian federal states	BMDW	Meeting	25.06.2021	SDG Implementing Act
SDG representatives of Austrian federal states	BMDW	Meeting	28.06.2021	DE4A
German and Austrian representatives responsible for SDG	BMDW	Meeting	29.06.2021	Status and achievements of DE4A
Germany Member State (Federal Ministry of Interior, Federal Office of Administration, University of Koblenz)	Atos/SU/CTI E/MINBZK	Meeting	12.07.2021	Further planning on German participation in DE4A
COM SDG OOTS Team	RVO/ICTU	Meeting	28.10.2021	Expert meeting (hybrid) with representatives from DG-GROW, DG-DIGIT and DG-CONNECT on mandates and powers validation
Austria GovCamp 2021	BMDW	Meeting	26.11.2021	"eGovernment and Economy". (https://barcamps.eu)

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	28 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

Stakeholder Group	Participating Partner	Event Type	Date	Event Description
Terena	UJI	Presentation	30.11.2021	A presentation proposal on DE4A has been submitted, to be presented on next year's Terena conference, TNC22, targeting NRENS and indirectly Higher education institutions
Germany Member State (Federal Ministry of Interior, Federal Office of Administration, University of Koblenz)	Atos/SU/CTI E/MINBZK/RVO	Meeting	09.12.2021	Discussions on the potential involvement of Germany in DE4A Doing business abroad pilot
COM SDG OOTS Team	RVO/ICTU/ATOS	Meeting	10.12.2021	Expert meeting (virtual) with representatives from DG-GROW, DG-DIGIT and DG-CONNECT for follow-up on mandates and powers validation

4.4 Scientific publications

Table 5: Scientific Publications

Partner Involved	Article Name	Publication Date	Venue	Location	Link
UM	Decentralized and Self-Sovereign Identity: Systematic Mapping Study	04.10.21	IEEE Access	139009 - 139027	https://ieeexplore.ieee.org/document/9558805
IHU	DaLiF: a data lifecycle framework for data-driven governments	14.06.2021	Springer Journal - Journal of Big data	89	https://journalofbigdata.springeropen.com/articles/10.1186/s40537-021-00481-3
JSI	Varne čezmejne e-storitve in načelo "samo enkrat"	19.10.2021	DSI 2021 conference proceedings	Portorož, Slovenia	https://dsi2021.dsi-konferenca.si/uploads/files/ZBORNIKDSI2021.zip

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	29 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

4.5 Multimedia

Table 6: Multimedia

Partners Involved	Topic	Dates	Place of publication	Link
ATOS/RVO/SU/UM/EEMA	website (microsites)	23.09.2021	DE4A Website	https://www.de4a.eu/doingbusinessabroadpilot https://www.de4a.eu/movingabroadpilot https://www.de4a.eu/studyingabroadpilot
RVO/EEMA	video on Doing business abroad pilot	23.09.2021	DE4A Website, Youtube etc	https://www.de4a.eu/doingbusinessabroadpilot
SU/EEMA	video on Moving abroad pilot	01.12.2021	DE4A Website, Youtube	https://www.de4a.eu/movingabroadpilot
JSI/EEMA	video on studying abroad pilot	01.12.2021	DE4A Website, Youtube	https://www.de4a.eu/studyingabroadpilot

4.6 Dissemination Reporting

Table 7: Dissemination Reporting

Partner	Place of publication	Publication Date	Title of the publication	Publication Description
EEMA	External Newsletter	01.07.21	DE4A Newsletter #3	DE4A Editorials
SI-MPA	Govt Website	30.09.21	DE4A latest news	DE4A press release summary at a glance, link to pdf attachment
MAETD-SGAD	Newsletter	04.10.21	Participation of DE4A in the EU Regions Week	Spanish Digital Administration Portal
SI-MPA	Govt Website	08.10.21	DE4A latest news	Newsletter summary at a glance, link to pdf attachment
EEMA	Multiple outlet	12.10.21	Participation of DE4A in the EU Regions Week	DE4A press release distribution
MAETD-SGAD	Newsletter	21.10.21	Progress and benefits of the DE4A project	Spanish Digital Administration Portal
EEMA	External Newsletter	16.12.21	DE4A Newsletter #4	DE4A Editorials

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	30 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.05
				Status:	Final

Partner	Place of publication	Publication Date	Title of the publication	Publication Description
SI-MPA	Govt Website	18.12.20	DE4A latest news	DE4A press release summary at a glance, link to pdf attachment. 550 + circulation
INESC-ID	Website	2021	INESC-id Projects	Project Description
IHU	Press Release	On-going activity	DE4A update	Facebook
IHU	Press Release	On-going activity	DE4A update	Linkedin
IHU	Project Dissemination on website	On-going activity	DE4A and its goals	IHU (DORG) website

4.7 Liaison with the SDG and related projects / initiatives

4.7.1 CEF Preparatory Action on Once-Only Principle

DE4A has kept close contact with the SDG team in charge of the development of the Once Only Technical System in order to provide contributions that might be relevant for the work of the SDG. To that end, the following meetings between the project and the SDG team have been organized during the course of the year.

- 9/03: DE4A - SDG Working Group 4 on the DE4A Information Exchange Model
- 9/03: DE4A - SDG team on USI pattern
- 28/10: DE4A- SDG team on powers and mandates validation
- 10/12: DE4A SDG team on follow-up of powers and mandates validation

The conclusions of these meetings will be reported in the periodic management report.

Also, it is worth mentioning that Member States have promoted the work and results of DE4A to the SDG coordination team at DG Grow in the framework of the SDG meetings.

4.7.2 EESIF/EBSI

As reported in the previous dissemination report, the project, and in particular Atos as leader of the development of the Self Sovereign solution to be applied in one of the studying abroad pilot use cases, has established an intense dialogue with the European Blockchain Services Infrastructure (EBSI) and the European Self-Sovereign Identity Framework (ESSI) that has resulted in the participation of DE4A in the Early Adopters (EA) program defined by EBSI/ESSIF.

As a result of it, Atos has led the communication with EBSI/ESSIF, participating in all the regular EA teleconferences held every week but also leading ad-hoc teleconferences for discussing the integration of the DE4A developments with the main aim of complying with the EBSI/ESSIF guidelines and directives. The non-technical meetings between DE4A and EBSI/ESSIF are listed below:

- 15/01: DE4A-EBSI Alignment and Collaboration
- 28/01: DE4A-EBSI Alignment
- 04/03: DE4A – EBSI Technical Meeting
- 17/03: EBSI – DE4A Meeting to present DE4A Pilot in EBSI
- 29/01: CEF EBSI ESSIF use case representatives meeting
- 15/02: EBSI early adopter program: kick-off meeting wave 1

Document Name:	D8.4 Dissemination and Communication Activities Report M24			Page:	31 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.05	Status:	Final

5 Partner Dissemination Activities

The following section reports the dissemination activities carried out by the individual partners.

Table 8: Partner Activity Summaries

Beneficiary	Work Performed by each beneficiary
EEMA	<p>(Not exhaustive) EEMA is the WP8 lead and lead for all WP8 communication tasks.</p> <ul style="list-style-type: none"> 3 videos Press Releases 2 newsletters Stakeholders events (EU Regions) 1 conference (EEMA Annual 2021) Primary Website development 3 Micro websites for pilots 4 'bite-size' Presentations
ATOS	<ul style="list-style-type: none"> Review and provision of comments to the DE4A Pilots brochure (Jan 2021) Participation in the liaison meeting between DE4A and the mGov4EU project (https://mgov4eu.eu) on Feb 10th 2021. DE4A's presentation to EBSI (17 March, 2021) DE4A's presentation to Eurochambres (22 April, 2021) DE4A's presentation to Germany Member State (Federal Ministry of Interior, Federal Office of Administration, University of Koblenz) (April 22nd, July 12th, Dec 9th, 2021) Review of July's and December newsletter (July 2021) Participation in a preparation meeting with SI-MPA and JSI of the dissemination event organized by JRC on Sept 16th 2021. The workshop was called "IPSO Knowledge Exchange Workshop". Review of the presentation and feedback to SI-MPA. (Sept 2021) Preparation of the agenda for the European Week of Regions and Cities conference 2021 (Sept 2021) Information about DE4A provided to mGov4EU project for its inclusion in the mGov4EU website (Synergies (mgov4.eu)) (Oct 2021) Coordination and participation in the SDG DE4A alignment meetings: - Meeting with SDG Working Group 4 on the DE4A Information Exchange Model (March 9th, 2021), Meeting with SDG team on USI pattern (March 9th, 2021), Meeting with SDG team on follow-up of powers and mandates (December 10th, 2021) Structure and revision of content of the pilots' microsites
MPTFP-SGAD	2 newsletters
UJI	<ul style="list-style-type: none"> DE4A Introduction to Spanish NREN. No other WP8 related actions Presentation proposal for Terena TNC22 conference
IHU	Press Releases
SI-MPA	<ul style="list-style-type: none"> Press Release Presentation at EU Regions conference Presentation of DE4A in the "IPSO Knowledge Exchange Workshop" held in Sept 16th 2021 organized by JRC
JSI	Contribution to conference proceedings and presentation at the DSI 2021 conference, Oct 19, 2021, Portorož, Slovenia

Document Name:	Dissemination and Communication Activities Report M24			Page:	32 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
		Status:	Final		

Beneficiary	Work Performed by each beneficiary
	<p>Preparation of the material for the Studying abroad pilot microsite and presentation video</p> <p>Participation in a preparation meeting with SI-MPA and ATOS of the dissemination event organized by JRC on Sept 16th 2021. Review of the presentation and feedback to SI-MPA (Sept 2021)</p>
RVO	<p>RVO and EEMA have been working on the script concerning a video explaining at a high level of abstraction the concept of the Doing Business Abroad pilot. It also explains the added value of this pilot to entrepreneurs and employees of companies and organizations doing business cross border in Europe. The script has been finalized and EEMA contracted a company to produce the video which should be completed end of August 2021. The video will be used to support DE4A / DBA presentations during the Smart Cities and Region and the Eurochambers meetings and workshops towards the end of YR2.</p> <p>It will be also used to explain the DE4A / DBA concept and added value to other policy-making stakeholders from EU and national directories generals and departments.</p> <p>DBA Pilot microsite developed and published</p>
ICTU	<p>Promoting the work and results of DE4A to the SDG coordination team at DG Grow in the framework of the of the IA OOP comitology process</p> <p>Promoting of WP8 deliverables and events with Dutch sector networks</p> <p>Meeting with Niels McGrath (DG Connect)</p> <p>Meetings with National Coordinators cooperating in SDG implementation from MS who are not represented in DE4A</p>
CTIE	EU Regions Week Presentation
BRZ/BMDW	<p>Stakeholder meetings</p> <p>Stakeholder event</p>
CIO	We plan to further promote the project on our website in order to attract participants from the Romanian Business environment. This is work in progress.
INESC-ID	Produced a press release announcing active participation as a full partner in DE4A

Document Name:	Dissemination and Communication Activities Report M24			Page:	33 of 44		
Reference:	D8.4	Dissemination:	PU	Version:	1.03	Status:	Final

6 Conclusions

The second year of the project of DE4A has seen all the main communications building blocks established for a successful project outcome. The website has had over 2,500 unique visitors and the newsletters has been successfully distributed to over 16,000 recipients via partner lists. Other collaterals such as presentations, and pilot explanatory videos have been created. Awareness building has increased.

As in any project, the dissemination and communications activities will mature over time, and this document will in turn adapt to the project's continuing activities.

In YR3, WP8 will expand the website and continue to address the KPIs as outlined in the DoA. It will continue to re-align with the commencement of pilot activities. It will also continue to engage Key Stakeholders and expand communications. Support to the DE4A pilot activities is already intense with pilot micro-sites, questionnaires and webinars and will be increased. The website will grow the pilot microsites once the pilots go live and will provide additional information and high profile workshops on related activities.

Project clustering activities will be pursued during YR3.

Document Name:	Dissemination and Communication Activities Report M24				Page:	34 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.03	Status:	Final

7 Annexes

7.1 Annex 1 –New DE4A Website Screenshots

The following figures show a small number of the latest images of the DE4A website. These pages are being modified over the course of the project. Please visit <https://de4a.eu> for the latest version.



Figure 17: DE4A Website Home Page with news pane

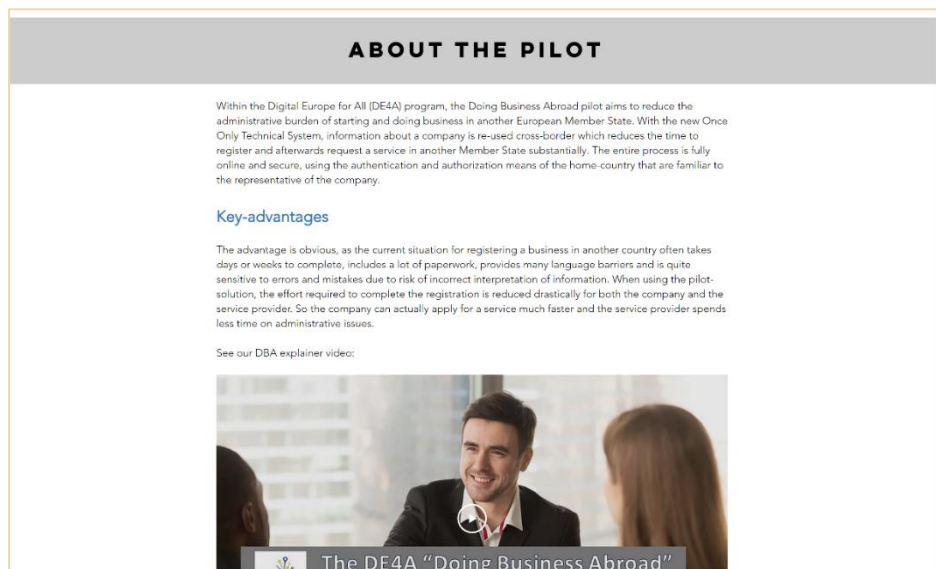


Figure 16: DE4A - DBA Pilot Page

Document Name:	Dissemination and Communication Activities Report M24			Page:	35 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final

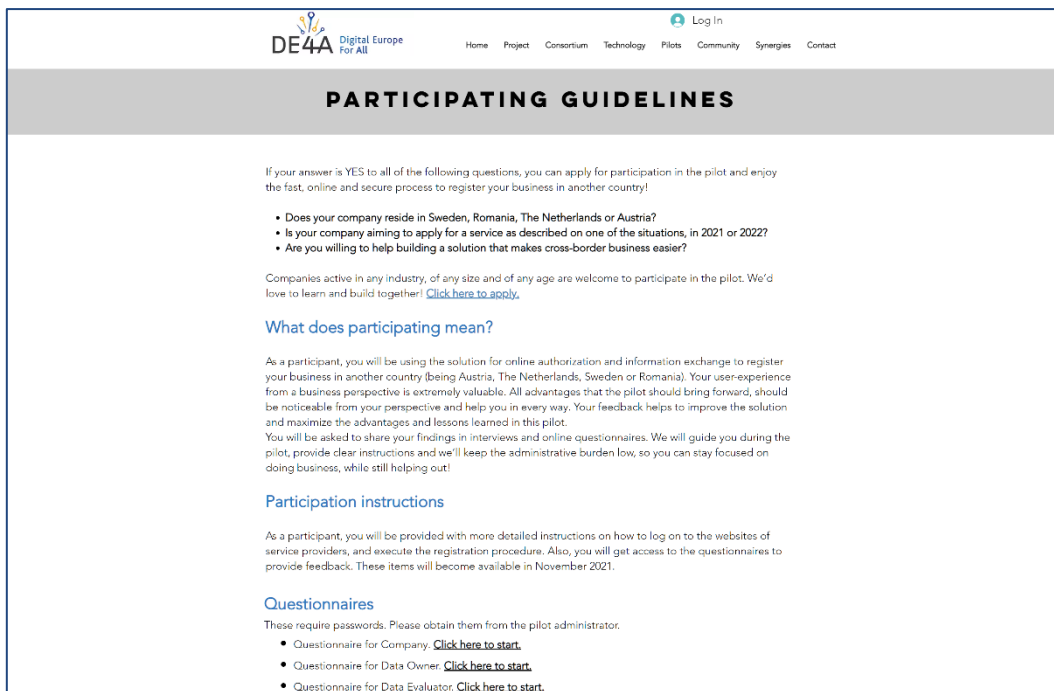


Figure 18: DE4A Pilot Participation Page

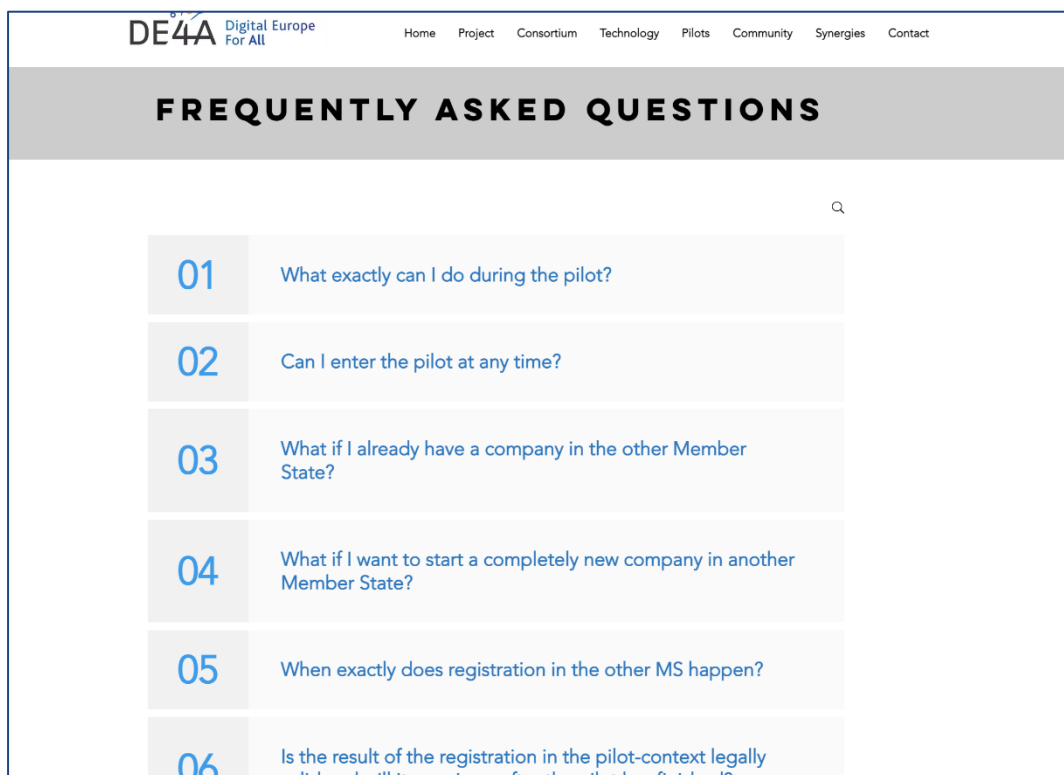



Figure 19: DE4A Pilot FAQs Page

Document Name:	Dissemination and Communication Activities Report M24			Page:	36 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.03	Status: Final



DE4A
Digital Europe
For All

Log In

Home Project Consortium Technology Pilots Community Synergies Contact

PRIVACY POLICY FOR DE4A PILOTS

Common Privacy Policy for all DE4A pilots:

This privacy policy applies to our use of any and all personal data collected by us or provided by you in relation to these pilots. Your use of any services and applications in these pilots will result in the processing of certain personal data relating to you (as the user of the pilot), or possibly relating to third parties (if the service or application requires personal data from such third parties to be processed). While DE4A is a pilot project, it is set up to comply fully with European data protection law, including specifically the General Data Protection Regulation (GDPR). Through this privacy policy, we aim to inform you of how your data will be used and protected, as required by law.

Please read this privacy policy carefully.

Who we are and how to contact us

Each pilot project in DE4A is principally managed by the organisations identified on the specific website of that pilot, in this case [URL to the microsite of the relevant pilot]. The organisations that you are interacting with in the context of your participation in the pilot will act as data controllers in relation to your data. When this privacy policy refers to 'us', 'we', or 'our', it refers to the organisations that you'll interact with during your participation in the pilot.

For any questions in relation to the pilots or to your personal data, please contact them directly using the contact information provided on the piloting website; or alternatively contact the DE4A project and its data protection officer via this [link](#), to the DE4A General Privacy Information Page and we will help to identify the relevant parties for you and/or address your questions.

Personal data and our use of it

During the course of piloting, we will explore ways to implement and provide once-only e-government services, particularly in the context of the Single Digital Gateway. The objective is to ensure that e-government services work more efficiently, securely and smoothly.

To do so, we may ask for certain personal data from you, or obtain it from you automatically. Specifically:

- You may choose voluntarily to register to participate in our piloting activities. In doing so, rudimentary contact and identity details relating to you and/or the organisation(s) that you represent may be requested.
- You may choose voluntarily to answer questionnaires relating to our piloting activities, e.g. to provide us with more details on your profile, expectations, needs, and requirements. In doing so, rudimentary contact and

Figure 20: DE4A Pilot Privacy Policy Page

Document Name:	Dissemination and Communication Activities Report M24				Page:	37 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03	Status: Final

7.2 Annex 2 – DE4A Newsletter #3



Figure 21: Newsletter Page 1

Document Name:	Dissemination and Communication Activities Report M24			Page:	38 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final

INESC-ID joins DE4A to simplify student mobility



The Portugal-based research institute - INESC-ID (IN-ID), has joined the project to participate in the studying abroad pilot.

Established in 2000, IN-ID specialises in computer science and engineering, electronics and telecommunications. Its team includes more than 100 PhD qualified researchers, many of whom are professors from the Instituto Superior Técnico (IST, University of Lisbon) (ULisboa).

IN-ID has a proven track record for participating in EU projects and has also published more than 1,800 scientific papers, dozens of industrial prototypes and a number of patents and awards.

Within the framework of the DE4A project IN-ID will primarily focus on the Studying Abroad Pilot. Europe has around 4,000 higher education institutions, with over 19 million students and 1.5 million staff. The pilot aims to simplify cross-border interactions for students engaging with procedures, systems and platforms used by these establishments. Three use cases (application to public higher education, applying for a study grant and diploma recognition) will demonstrate how administrative burdens can be reduced, by re-using evidence from trustworthy sources, as well as strengthening security levels for cross-border services and increasing the use of electronic identities.

The opportunity and importance of the once only principle

Georg Nessler is Head of Division “eGovernment for Businesses” in DG ICT of the Federal Ministry for Digital and Economic Affairs. He considers the opportunities and importance of the Once Only Principle (OOP) for the future of the Digital Single Market.

What do you consider to be the biggest opportunity that the OOP creates?

Once Only creates more than one opportunity, it is rather a bunch of opportunities. Let us split it into government internal and external opportunities, which could result in real benefits in time. For the government internal area, we can extend and foster our attempts to automate processes, for which the Once Only Principle provides technical, juridical and organisational support. It brings up the chance to evaluate existing processes of data management, “End2End” alongside the governmental “value chain”. It touches the data systems itself and could result in data harmonisation in large-scale, both nationally and

European wide. That is also a reason why we are so eager to participate in European research projects, such as DE4A, because it brings up significant advantages and experiences to cope with all the challenges. We can learn a lot from other experiences in Europe and we hope we are a good partner for others as well.

Looking at the external sphere we see some very important opportunities as well. The governmental internal advantages of Once Only Principle find its equivalent in the improvement of the external business processes. The more the Once Only Principle is developed and rolled out, the better for the businesses and the people, because their governmental related processes are more automated, securer and faster. The benefits are visible in domestic governmental procedures, but even more in the European dimension.

Nonetheless, we must consider some very important points on the road to Once Only Principle in the future, for example data protection and within this we have to strengthen all efforts



Georg Nessler, Head of Division “eGovernment for Businesses” in DG ICT of the Federal Ministry for Digital and Economic Affairs



and specifically on data minimisation.

Are there any examples of OOP in existence today that provide a blueprint for the EU?

The road to Once Only Principle is paved to a certain extent. This does

Figure 22: Newsletter Page 2

Document Name:	Dissemination and Communication Activities Report M24			Page:	39 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final

not mean that everything is tucked out, but the European and the Austrian ideas are stretched out. Following these guidelines we have created our strategies. The participation in European initiatives, work groups and the participation in European research projects from PEPOL to TOOP and to DE4A brought and still bring up huge advantages to fulfil the tasks. The European initiatives also foster the Austrian strategy and their realisations. In Austria we are on the way to implementing the necessary legal basis; we have implemented the Austrian Data Hub, a technical service bus for secure data exchange; we have connections to our main registers in the business-related eGovernment; we set up an information obligation database (IVDB) with the aim of providing a national data catalogue and, finally, we are integrating the

specific Once Only use cases. Our national infrastructure will also serve as the hub for the European connections.

We share our experiences with other partners in Europe within the research projects and we also communicate our findings within the work groups, such as the SDG work groups. We are sure that all partners working together will give the best results. So, we invite everybody to get in touch with us and exchange ideas and experiences!

Given the societal and economic challenges COVID-19 has presented, how important is OOP in supporting the Digital Single Market?

I guess that all initiatives for strengthening the European Single Market will show positive socio-

economic effects, and the Once Only Principle is a central point in reducing the administrative burden for businesses and simplifying cross border activities.

As far as we see it now COVID-19 is a driver for the digital market and its future, and therefore it is to be expected that the recent pandemic crisis will result in significant digital initiatives, and within this also for the Once Only Principle. With a more specific view, the Once Only Principle minimises the need of physical interactions to gather information (potentially Europe-wide), so it reduces the risk of infections.

An introduction to the DE4A pilots

DE4A has published a new brochure that offers EU citizens and businesses an introduction into this transformative project, as well as an insight in to the three pilots and associated use cases, that are ongoing as the initiative enters its second year. The work, results and outcomes of these pilots will positively impact all EU citizens that intend to move to and/or study in a different Member State, as well as set-up and conduct business across international borders within the EU.

Europe has a large and thriving higher education sector with more than 19 million students studying at 4,000 institutions. In 2018, there were in total 1.3 million mobile tertiary students in the EU coming from abroad (both from another EU Member State and from outside the EU), a number which has increased by 36 % since 2013. DE4A's Studying Abroad pilot aims to make it easier for EU citizen students to apply to these institutions, have their qualifications recognised in the

country they wish to study, and to apply for a grant.

Every EU citizen has the right to move to any EU country to live, work, study, look for a job or retire. In fact, in 2020 3% of the 447 million people living in the EU, had the citizenship of another Member State. The process of moving can present a logistical and administrative challenge, so the Moving Abroad pilot aims to reduce some of this burden in the areas of notifying change of address process, requesting birth, marriage or death certificates, and obtaining pension information and making claims.

In addition to the freedom of movement, EU citizens also have the ability to start a business or set-up a subsidiary branch of an existing EU-based business, in another Member State (as well as Norway and Liechtenstein). The target guidance from the EU is that this should be possible in no more than three working days, with the process completed through a single administrative body. In support of this objective, the Doing

Business Abroad pilot is focusing on making it easier to start a business in another Member State, as well as breaking down barriers to do business in other Member States.

The DE4A 'Supporting the implementation of the Single Digital Gateway Regulation across Europe - Introduction to the Pilots' brochure is available to read and download at: [Public Information | Digital Europe For All \(de4a.eu\)](#)



Figure 23: Newsletter Page 3

Document Name:	Dissemination and Communication Activities Report M24			Page:	40 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final

DE4A Member States

ADMINISTRATIVE MODERNIZATION AGENCY				

DE4A has received funding from the European Union's Horizon 2020 research and innovation program, under G.A. No. 870635

Produced by EEMA - Lead Dissemination Partner WP8

Project contact
 Coordinator: [Ana Piñuela Marcos](#)
 Email: info@de4a.com
 Web: www.de4a.com
 Twitter: [@DE4A](https://twitter.com/DE4A)
 LinkedIn: www.linkedin.com/showcase/de4a

Figure 24: Newsletter Page 4

Document Name:	Dissemination and Communication Activities Report M24	Page:	41 of 44
Reference:	D8.4	Dissemination:	PU
	Version:	1.03	Status: Final

7.3 Annex 3 – DE4A Newsletter #4

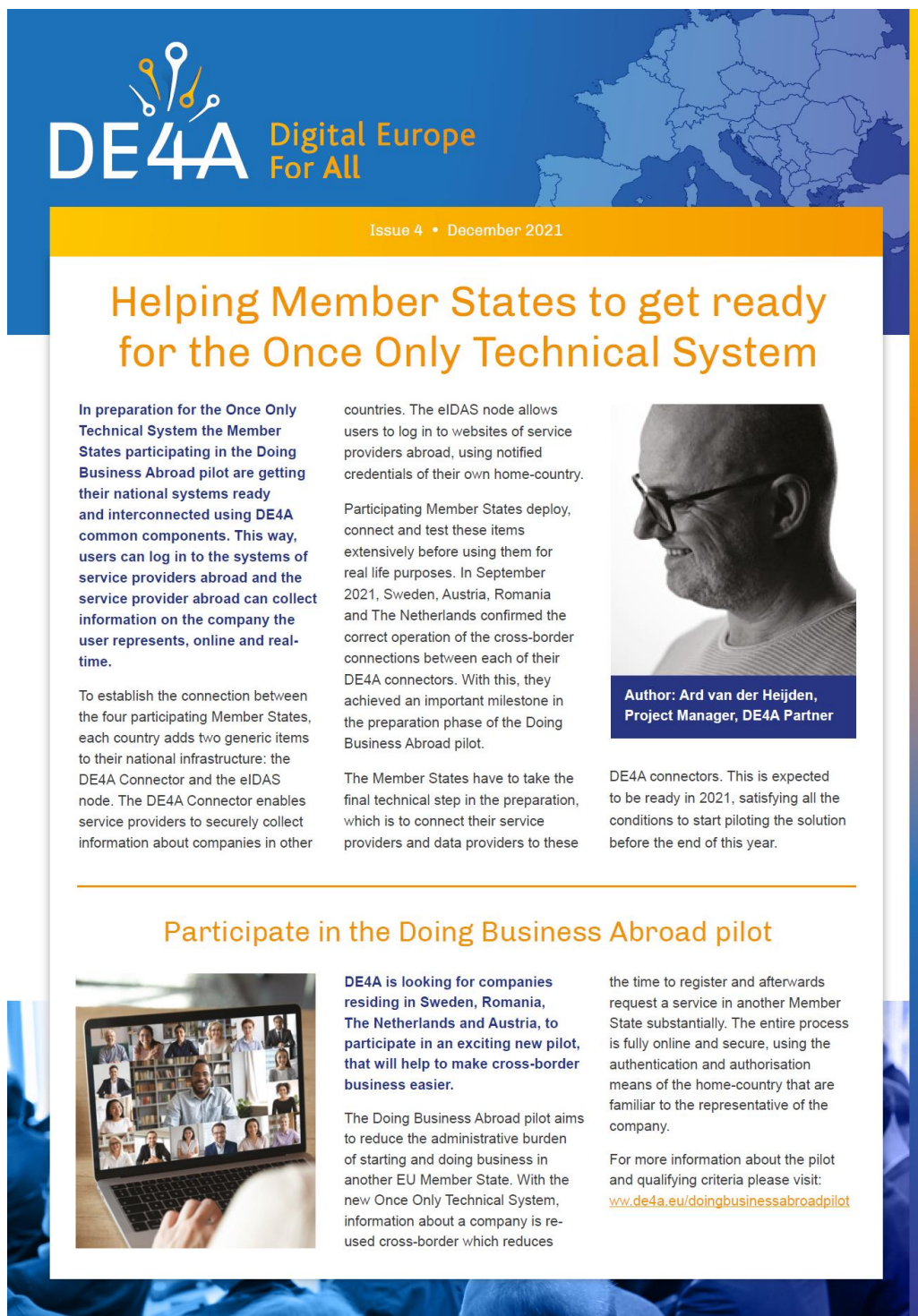


Figure 25: Newsletter Page 1

Document Name:	Dissemination and Communication Activities Report M24			Page:	42 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final

DE4A takes part in European Week of Regions and Cities



DE4A participated in the 19th European Week of Regions and Cities - the biggest annual Brussels-based event dedicated to cohesion policy. The project was invited to host a live online information session to demonstrate how interactions between citizens, businesses and governments can be streamlined. The session entitled 'Streamlining how citizens and business interact with governments' took place on October 12. The event was hosted by the Chair of DE4A project partner, EEMA, Jon Shamah, who provided overview of the project and its objectives.

Mr Shamah explained how DE4A is a pilot-led project that is aiming to make it easier for EU citizens, to live, work and study in whichever Member State they choose, by reducing the effort needed to transfer official documents, providing direct and permissioned communications. He explained how the project aligns with the European Commission's commitment to a digital society and value-based digital government, citing EU regulations – Single Digital Gateway (SDGR 2018), eIDAS and GDPR, as well as

declarations from Tallin, Berlin and Lisbon.

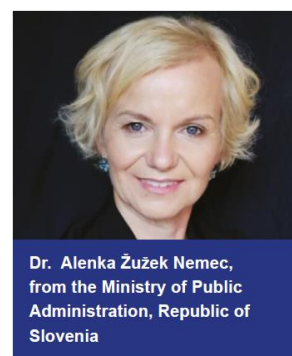
Attendees were introduced to the three pilots and given insight into how they will utilise innovative technologies (notably Blockchain) and the Once Only Principle (OOP) to realise the European Single Market in practice.

Dr. Alenka Žužek Nemeč, from the Ministry of Public Administration, Republic of Slovenia, highlighted the benefits cross border interoperability and the OOP presents to governments and citizens such as reducing administrative burdens, improving data reliability and service delivery, as well as reducing fraud. However, Dr. Nemeč also pointed to the main challenges that need to be overcome – trust, interoperability, user centricity and technological development. Dr. Nemeč provided insight into the Once Only Technical system infrastructure which is being developed at an EU level to support the OOP in line with the SDGR's requirement for 'full cross-border accessibility.'

Explaining how three of the challenges highlighted by Dr. Nemeč (user centricity, interoperability and trust) can

be overcome, was Gérard SOISSON, from the Ministry for digitalisation (Luxembourg), representing the Government IT Centre (CTIE). This was built upon by Ingegerd Widell from the Tax Authority of Sweden, who introduced the Moving Abroad real-life pilot that will commence before the end of 2021, to highlight the complexities (for all parties) involved in the current process of moving from one Member State to another, with a new procedure that streamlines the sharing of information.

A recording of the session is available at: <https://vimeo.com/636512427>



Dr. Alenka Žužek Nemeč,
from the Ministry of Public Administration, Republic of Slovenia

Figure 26: Newsletter Page 2

Document Name:	Dissemination and Communication Activities Report M24				Page:	43 of 44	
Reference:	D8.4	Dissemination:	PU	Version:	1.03	Status:	Final

DE4A Member States

ADMINISTRATIVE MODERNIZATION AGENCY				
	MYNDIGHETEN FÖR DIGITAL FÖRVALTNING Agency for Digital Government			

Project contact
 Coordinator: [Ana Piñuela Marcos](#)
 Email: info@de4a.com
 Web: www.de4a.com
 Twitter: [@DE4A](https://twitter.com/DE4A)
 LinkedIn: www.linkedin.com/showcase/de4a

DE4A has received funding from the European Union's Horizon 2020 research and innovation program, under G.A. No. 870635
 Produced by EEMA - Lead Dissemination Partner WP8

Figure 27: Newsletter Page 3

Document Name:	Dissemination and Communication Activities Report M24			Page:	44 of 44
Reference:	D8.4	Dissemination:	PU	Version:	1.03
				Status:	Final