PiSTiS

Promoting and Incentivising Federated, Trusted, and Fair Sharing and Trading of Interoperable Data ASsets

D6.2
Dissemination Activities Report, Training Material and MOOC - First Report

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Abstract	The deliverable 6.2 presents the activities that PISTIS has carried out during the first 21 months of the project for the communication and dissemination, engagement and training, and standardisation of the project solutions. This document delivers the assessment of: - communication material and tools, also events for participating in seminars and conferences relevant to the scope of the project. - the active engagement and liaison with similar projects and standardization bodies. - appropriate educational and skills cultivation material and MOOC, dedicated webinars, and open training workshops. - the PISTIS Living lab activities engaging SMEs and DIHs.

Executive Summary

PISTIS is a European funded project that aims to develop a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence. The project started in January 2023 and will last until June 2026. The funded activities will produce a considerable number of results that need to create a real impact on civil society and specific target audiences. The communication of the progress of the project and the dissemination of its results and findings are key activities for PISTIS to ensure that such a goal is achieved in an efficient and measurable way. It spans the whole duration of the project (42 months) and will consist of a variety of actions strategically distributed along the four years of the project. This document presents the first report for Dissemination, Communication, Training and Standardization of the PISTIS.

This report describes the communication and dissemination activities implemented from M1 to M21; it includes an evaluation of the impact and effectiveness of those activities against the KPIs (the Key Performance Indicators, i.e., the means to measure the results of the activities and to track progress towards the dissemination goals) identified in "D6.1 - Dissemination, Communication, Liaison, Training and Living Lab Plan".

This report also updates the initial plan, based on the analysis of the activities performed until M21 and on new possibilities and constraints identified in the meantime, to provide further guidance on achieving the dissemination objectives set in D6.1.

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Terms and Abbreviations

AI	Artificial Intelligence
C&D	Communication & Dissemination
DIH	Demonstrator Innovation Hub
DLT	Distributed Ledger Technology
LL	Living Lab
M	Month
MOOC	Massive Open Online Course
SME	Small and Medium Enterprise
ToC	Table of Content
WP	Work Package

1 INTRODUCTION

1.1 SCOPE OF THE DOCUMENT

This document is the first report of the Dissemination Activities, Training Material and MOOC from M1 to M21 (January 2023 to September 2024), the first reporting period of the PISTIS project. It describes all the project's dissemination actions, discusses the impact generated and defines the post-project dissemination and communication actions plan to support the exploitation strategy (delivered in WP7).

An updated version of this deliverable (D6.3 - Dissemination Activities Report, Training Material and MOOC – Second Report) will be delivered at the end of the project in M42.

1.2 STRUCTURE OF THE DOCUMENT

This document contains an overview section about the PISTIS project (Chapter 2) and the WP6 activities (Extrovert excellence diffusion and skills cultivation activities, Chapter 3).

Chapter 4 reports the communication & dissemination activities (section 4.1), the engagement & training (section 4.2), and the standardisation (section 4.3).

Chapter 5 presents the list of the communication and dissemination Key Performance Indicators (KPI) and compares it to the targets set at the beginning of the project and

Chapter 6 outlines a schedule of future communication and dissemination actions.

Chapter 7 describes how the actions implemented within WP6 supported and intertwined with the exploitation work of WP7.

Chapter 8 presents the conclusions of the document, including an explanation of deviations from the initial plan and an analysis of the success of the communication and dissemination.

2 PISTIS PROJECT OVERVIEW

PISTIS is a European-funded project that brings forward a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence.

Although data has the credentials to bring tangible business/economic benefits and innovation to all the stakeholders involved, secure, seamless, and trustful data sharing among them remains elusive, due to several technical, cultural/organisational, economic and legal challenges that PISTIS aims to face. Such stakeholders will formulate a distributed network of existing and new data spaces with built-in governance brought by PISTIS to eliminate silos, while accruing the actual data value and multiplying it through derivative assets in a fair and transparent manner.

The project will advance the available techniques and technologies, such as federated data discovery and sharing, DLTs, data non-fungible tokens (NFTs), AI-driven data quality assessment and monetisation, to build trust among stakeholders and assuage their concerns.

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Considering the data supply and demand perspectives, PISTIS will establish the methodological and technical foundations across four different axes:

- PISTIS Federated Data Management, Interoperability & Governance

- PISTIS Federated, Secure Data Sharing

- PISTIS Data Valuation and Monetisation

- PISTIS Data Sharing Skills Cultivation

2.1 OBJECTIVES

PISTIS aims to achieve four Scientific and Technical Objectives (STO) and three Business, Innovation and Exploitation Objectives (BIEO), reported below.

Scientific and Technical Objectives (STO)

STO.1: To set and implement the underlying foundations for trusted, fair and reliable data sharing, trading and exchanges in a federated manner over a secure, immutable, sovereignty preserving and IPR respecting multi-party data exchange framework.
STO.2: To design and deliver appropriate data asset management and governance techniques, addressing ever-present data interoperability, quality assurance and security challenges that are common to both data providers and data consumers.
STO.3: To develop rigorous and fit-for-purpose data valuation and monetisation methods and tools to allow data providers to accrue the right value for the right data at the right time and reach the actual data potential.
STO.4: To integrate and serve the novel PISTIS federated data sharing, value accrual and monetisation platform, through easily deployable software, enabling trustful, reliable & interoperable exchanges with a wealth of sources, platforms, and data spaces.

Business, Innovation and Exploitation Objectives (BIEO)
BIEO.1: To deploy, operate and validate a reference industrial data sharing, value accrual and monetization platform within a set of representative demonstrator hubs that implement diverse data and intelligence sharing scenarios and substantiate multistakeholder added value in real-world business problems.
BIEO.2: To diffuse, replicate and scale up the PISTIS offerings, bringing forward novel data sharing-driven business models and satisfying emerging / explicit needs of a wide range of stakeholders.
BIEO.3: To cultivate a data sharing mentality within the organisation by fostering data sharing-related skills and technology competences and understanding the "shared" data value concept.

2.2 APPROACH

The PISTIS project will follow four phases. During the first phase, the needs and requirements of the data economy will be elicited by engaging core stakeholders in the different data spaces, through Living Lab activities. The second phase will consist of the technical

implementation of the PISTIS product, considering the requirements and the feedback gathered from the stakeholders involved. Then, in phase 3, the successful introduction of the product developed by PISTIS will be evaluated in real-life scenarios in three different demonstrator hubs: mobility, energy and automotive sectors. The last phase will be devoted to the promotion of the most mature PISTIS solutions and their introduction to the relevant market.

3 OVERVIEW OF THE EXTROVERT EXCELLENCE DIFFUSION AND SKILLS CULTIVATION ACTIVITIES

PISTIS aims to promote and implement its advancements in data sharing and monetisation through a robust dissemination strategy. The core focus is on **involving end-users and stakeholders** throughout the project lifecycle to ensure the developed solutions meet real-world needs. The dissemination is inherently embedded on many activities, from requirements definition to final evaluation, through the utilization of the PISTIS Living Lab to proactively involve end-users and stakeholders in all phases of the project implementation, coherently with the User-Driven Innovation Approach PISTIS intends to adopt.

Key components of the strategy for the excellence diffusion and skill cultivation

- **User-Driven Innovation:** PISTIS emphasizes active collaboration with SMEs through Living Labs and MOOCs to co-create solutions.
- **Dissemination:** the project will widely disseminate its findings to various stakeholders, including data owners, consumers, SMEs, researchers, policymakers, and industry associations.
- **Skills Development:** PISTIS will offer training and educational materials to enhance stakeholders' capabilities in data sharing and monetisation.
- **Impact:** the ultimate goal of PISTIS is to influence policies and practices related to the data economy based on PISTIS's findings.

3.1 OBJECTIVES

The excellence diffusion aim of the project is to ensure that project results reach all interested stakeholders and targeted organisations, fostering operational stakeholder engagement in the development process, acceptance, and adoption of the PISTIS solutions.

Overall, PISTIS seeks to create a thriving data ecosystem by developing innovative solutions, engaging stakeholders, and influencing policy.
To achieve this goal, four high-level C&D objectives are considered.

- **Inform:** Share project updates, innovations, and impact on the European data ecosystem.
- **Raise Awareness:** Highlight the benefits of PISTIS solutions and foster a supportive environment.
- **Engage:** Involve stakeholders in validation and improvement processes.

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- **Ensure Impact:** Influence policies and practices to promote European leadership in the data economy.

In the first period of the project, the communication aimed at promoting the project itself and making stakeholders aware of the project and its goals.

As the project activities evolve and the first results are produced, the communication moves from the project itself to its preliminary findings. When this happens, the WP6 activities will switch from communication to dissemination. The same applies to the target audience which will move from a general to a more specialised one. Towards the end of the project, key messages will focus on the final project's results, such as the tools and processes for secure data trading, monetisation and usage enforcement developed in WP2 and WP3 and the integrated platform in WP4, the tools for decision support or the training of WP6.

3.2 TARGET AUDIENCE

- **General Audience:** Data owners, consumers, and other economic operators in the data value chain.
- **Specialized Audience:** ICT SMEs, researchers, public sector organizations, industry associations, and EU projects.
- **Policymakers:** Influence policy decisions to support the data economy.

For more details on the Communication, Dissemination and training strategy that PISTIS is following, the reader is invited to see D6.1 - Dissemination, Communication, Liaison, Training and Living Lab Plan.

4 DISSEMINATION REPORT

4.1 COMMUNICATION & DISSEMINATION

4.1.1 Communication activities and products

4.1.1.1 Internal Communication
The communication activities within the PISTIS Consortium have the two-fold objective of coordinating the dissemination effort and keeping the Consortium aware of the progress of the project. More specifically:

- A restricted, internal mailing list has been created, including one point-of-contact per company specifically responsible for dissemination. The mailing list allows a more agile and timely exchange of information and coordination regarding the dissemination activities.

- A shared workspace has been established on the new SharePoint at https://fraunhofer.sharepoint.com/sites/PISTIS742 which replaced the first BSCW platform. In this space, all PISTIS partners share documents and inputs useful to coordinate and schedule the dissemination activities.
- A slack workspace that the technical partners use for direct communication during software development and integration
- Shared documents and direct contacts are used to coordinate the activities related to the production of website contents and news on the social channels.
- Periodic e-mails from DBL, the WP6 leader, are used to send reminders and elicit specific contributions from PISTIS partners.
- A monthly call, led by WP6 leader DBL with the participation of the Communication, Dissemination and Impact working group (CDI-WG) formed by dissemination points-of-contact, ensures periodic discussion of future actions in WP6, facilitating coordination.

Objectives and responsibilities of the CDI-WG

Since PISTIS consortium is large and counts about 70 people, 30 representatives (one for each partner) were invited to take part in a smaller group (the CDI-WG) with the following objectives and responsibilities:

Objectives

- implementing communication and dissemination of the project objectives and outcomes in their own countries and at local, national and EU level.
- exploiting their contacts and networks.
- supplying news and updates for the website, social media channels and newsletter.
- keeping the project's Social Media Accounts alive and active.
- supporting the organization of and participation in relevant dissemination events to promote the project and its outcomes.

Responsibilities

- Steering and Management
    - Collaborate with the WP6 coordination team to develop and update the overall communication and dissemination strategy.
    - Ensure that the C&D activities align with the project's goals and objectives.
    - Monitor the progress of C&D activities and adjust strategies as needed.
    - Engage with colleagues within the partner organization to collect comprehensive information, ensuring that all updates and reports shared with the CDI-WG and WP6 coordination team are accurate and represent the collective input of your entire team.
- Information Collection and Reporting file[1]
    - Report relevant information regarding your C&D efforts.

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[1] Information collection and reporting file. This file is restricted to the consortium members.

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- o Report about event participations, news, updates, publications by the partners.
- Content Creation and Distribution
  - o Oversee the creation of content for the project's website, social media channels, and newsletters.
  - o Send the WP6 coordination team content such as news, updates and success stories.
  - o Ensure that all content aligns with the project's messaging and branding guidelines.
- Dissemination Events (Relevant event database)
  - o Identify relevant dissemination events, conferences, and workshops to attend or participate in.
  - o Support the WP coordination team in organizing public outreach events

4.1.1.2 External Communication

External communication targets all the stakeholders not involved in the PISTIS project. Therefore, the main purpose of external communication is raising their awareness of the project's activities and achievements, and later engaging them in using the PISTIS solutions.

The external communication relies on many different means to promote the project: the website and other media communication, attendance of conferences and events by the PISTIS consortium, the use of targeted dissemination products, and direct contact within selected organisations. PISTIS will contact these relevant organisations to collaborate, obtain expertise and provide outputs.

These actions aim at stimulating discussions and exchange of information with professionals and experts in the field, to both support the refinement of the project based on the feedback received and, at the same time, foster the future exploitation of the project results.

4.1.1.3 PISTIS Graphical identity

Figure 1: PISTIS logo

The PISTIS logo represents a brand focused on data, cybersecurity, profitability, and living labs. The design of the logo is modern and cutting-edge, to reflect the focus of the project on innovation and technology. The goal of the PISTIS logo is to convey a sense of reliability, expertise, and cutting-edge technology to its target audience, and to build brand recognition and loyalty.

The fundamental elements and their significance are reported in Figure 2:

Figure 2: Elements of the PISTIS Logo

The font is Monument Extended, a sans-serif font that is characterized by its geometric shapes and clean lines. The font is designed to be highly legible and readable.

VIOLET colour is used for: technology, royalty, sophistication, notability, community; ORANGE colour is used for: enthusiastic, stimulating, affordable, energetic, creative.

4.1.1.4 PISTIS templates

Templates for presentations or public technical documents are essential to reinforce the consistency of the project identity, uniform the style of the produced material and immediately refer the document to the PISTIS project. The design of these tools is coherent with the project visual representations (e.g., PISTIS logo, typography, etc.). At the same time, templates are clear, useful and adaptable to the specific needs of the Consortium members. The various templates created for PISTIS are shown in the following figures as follows:

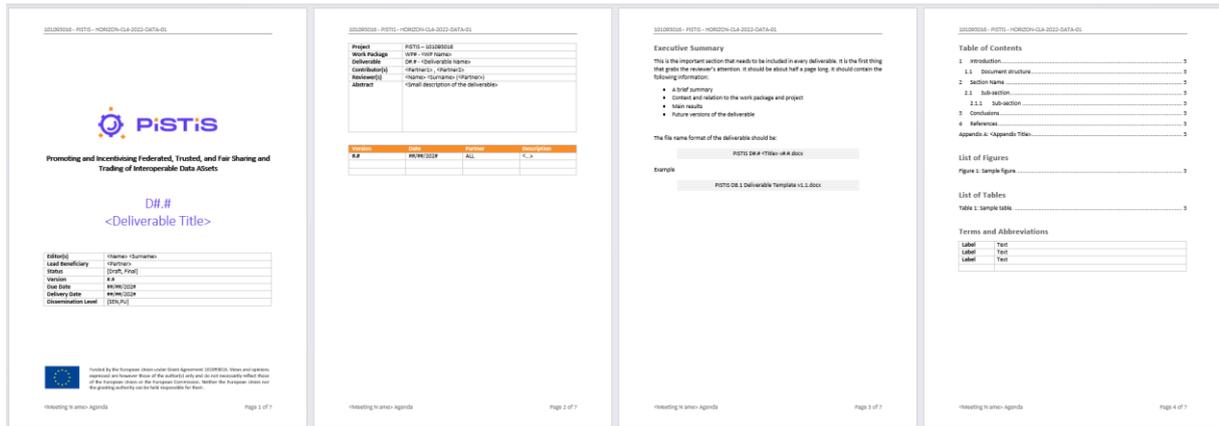**Figure 3: Template of PISTIS presentation**
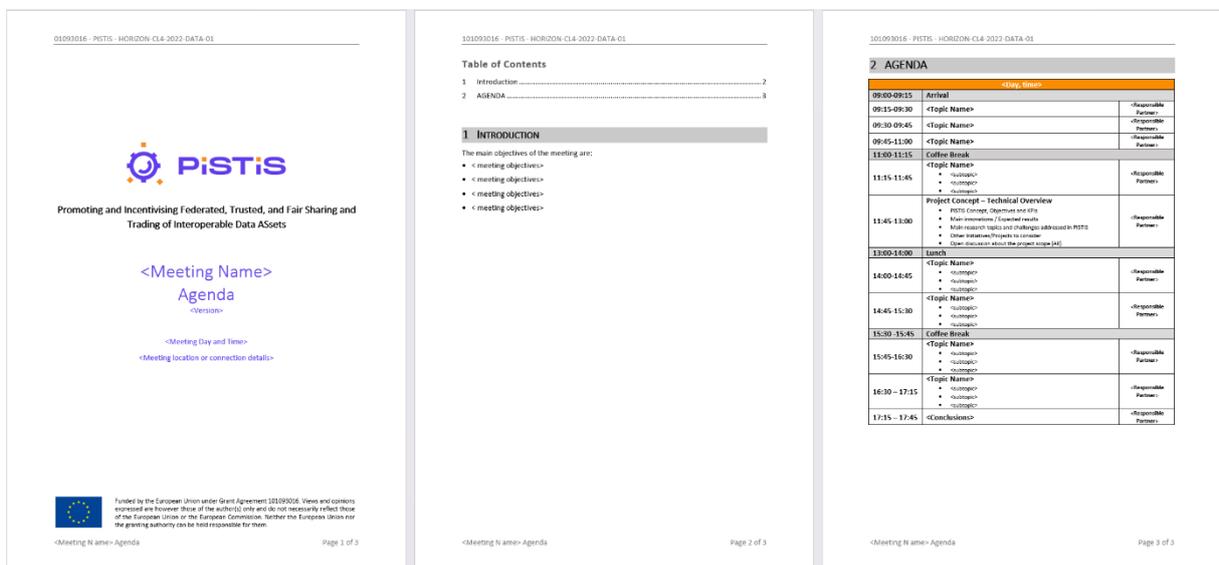
Figure 4: Template of PISTIS deliverables

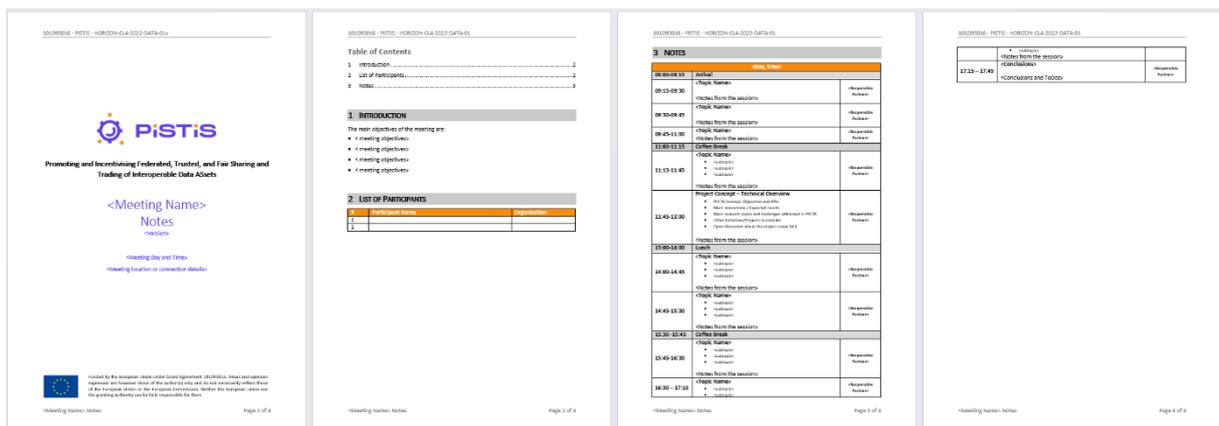**Figure 5: Template of PISTIS meeting agenda**
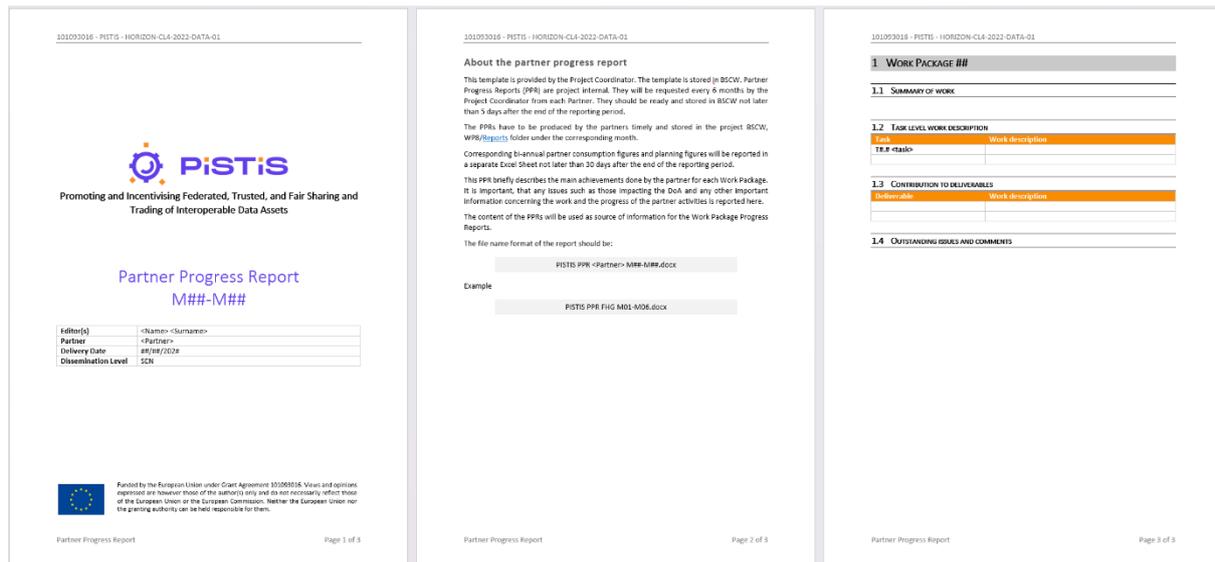

Figure 6: Template of PISTIS meeting notes

Figure 7: Template of PISTIS partner progress report

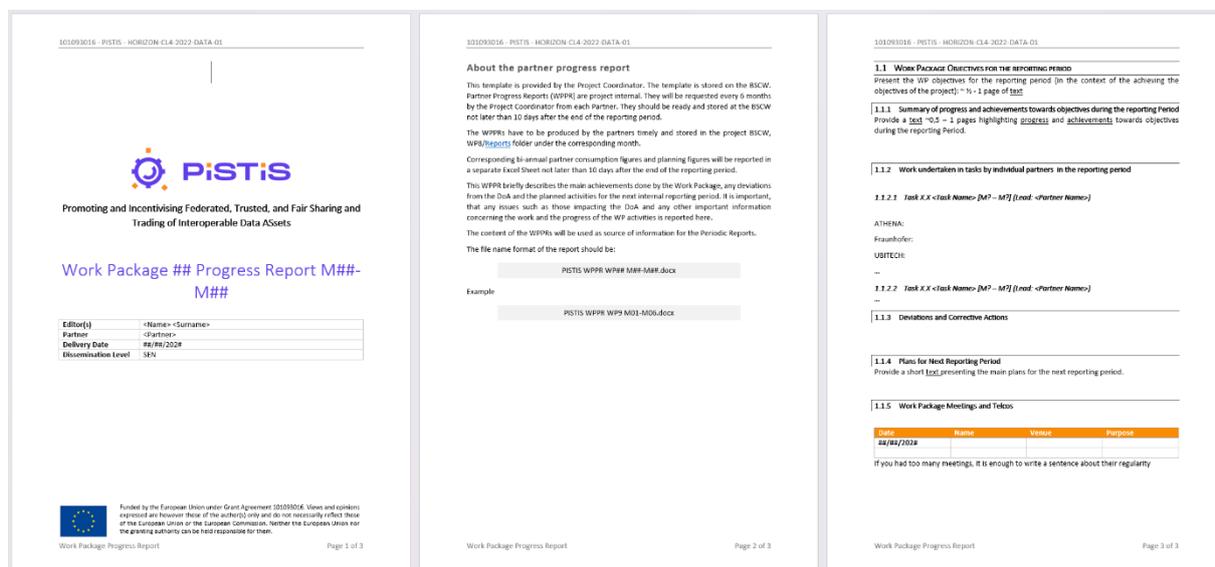

Figure 8: Template of PISTIS work package progress report

4.1.1.5 Website

The public project website (https://www.pistis-project.eu/) is a key element in the communication of PISTIS, facilitating the interaction with specialists and potential users, as well as the general public. It represents a virtual showcase where PISTIS displays information about the project and share its results, the events PISTIS attended or organised along the project, and more generally the news of the project. The website is also the virtual space where PISTIS collects promotional material, public documents, scientific papers, posters or presentations, videos.

It is updated regularly with public information about PISTIS progress, the status of the activities and any other relevant communication. It integrates the project's social profiles, so to share easily the latest project developments or relevant news related to the research field and relevant external links to project partners, contributing to build a solid network.

In this direction, each partner of the PISTIS Consortium contributes to create a backlink to the PISTIS website on its organisation website, to maximise the project visibility and the ranking on search engines.

DBL is responsible for the graphical layout, the information architecture, the implementation and maintenance of the website. The website architecture and contents were discussed internally with the partners to select the most appropriate and appealing ones for the website. The partners of the Consortium contribute to the website by providing information, documents, or any other material they consider useful to disseminate the progress of the project.

The website is implemented using the WordPress Content Management System platform, which grants the integration of different functionalities and tools, also allowing easy changes in the structure and characteristics of the website.

Two releases of the website were foreseen: the homepage, delivered at M3, and the full website at M6.

As responsible of the C&D task, DBL proposed an information architecture and a contents draft (the mock-up of the website in Annex 1), which the partners then reviewed and discussed.

The final approved website structure consists of 5 pages:

- **Home page**: presenting the project's overview and main purpose, its objectives, the timeframe and a call to action to subscribe the project mailing list.
- **About:** this page provides further details on the project, such as the concept and the approach, the consortium's composition and the PISTIS network.
- **Demonstrators:** this section contains information about the three demonstrator hubs: mobility, energy and automotive, and the related case studies.
- **Resources:** a container of the public deliverables, scientific publications, technical products and the communication material.
- **Learning hub** contains the learning material.
- **News & Events:** at the top of this page there is a Call to Action that invites visitors to register to the PISTIS mailing list, a single page with the news, and a further single page reporting the events.

The project's website efficiently incorporates the proper dissemination format of the results and shall provide a "customised" link to make them sufficiently visible to stakeholders, and each specific target group.

Importantly, the reference to EU funding will be properly emphasised further on of PISTIS footer website.
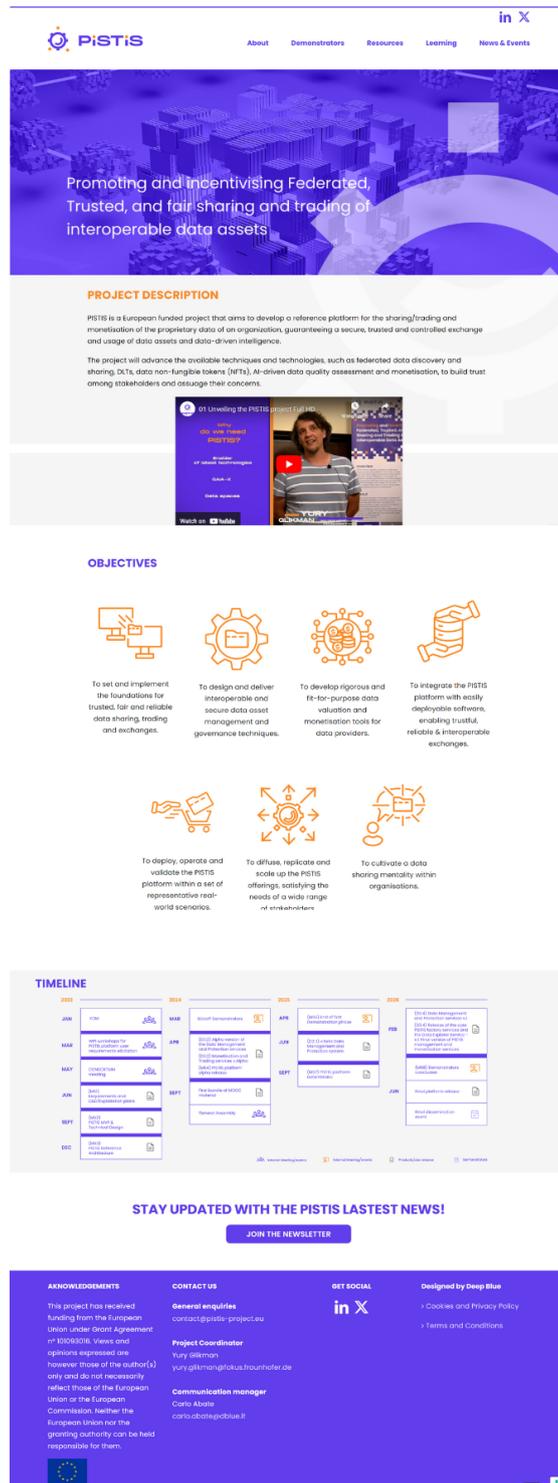
Figure 9: The homepage of the PISTIS website

4.1.1.6   Social Media

To amplify the impact of PISTIS and ensure our findings resonate with a wider audience, we have strategically embraced social media as a key communication channel. By cultivating a strong online presence, we aim to broaden our follower base and foster a vibrant community around our project.

LinkedIn[2] has been selected as the primary platform to connect with professionals and institutions within our field. This platform offers a unique opportunity to share in-depth content, such as research articles and project updates, and engage in meaningful discussions with like-minded individuals. By actively participating in relevant groups and conversations, we can position PISTIS as one of the thought leaders in the industry.

To complement our LinkedIn efforts, we are utilizing X[3] to disseminate concise and engaging updates about our project. This platform allows us to share key findings, project milestones, and industry news in a rapidly digestible format. Furthermore, X enables us to connect with a broader audience, including both experts and the public, fostering a diverse and inclusive community.

To enhance our visual storytelling, we are exploring the potential of a dedicated YouTube channel[4]. This platform would serve as a repository for project videos, such as interviews with partners and project highlights, providing a more immersive and engaging experience for our audience.

We are committed to creating a dynamic and interactive social media presence. To achieve this, we continue to launch multiple social media campaigns throughout the project lifecycle. These campaigns focus on increasing our follower count, building a loyal community, and effectively sharing our project's outcomes. By collaborating closely with our project partners, we leverage their existing networks to maximize our reach and impact.

Our recent addition of a YouTube channel, featuring interviews with key partners, marks a significant step forward in our social media strategy. This platform will serve as a valuable resource for those seeking a deeper understanding of our project and its implications.

By strategically utilizing these social media platforms, we are confident in our ability to expand PISTIS' influence and create a lasting impact on the field.

Figure 10: The main page of the three PISTIS social channels: a) LinkedIn, b) X and c) YouTube

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[2] https://www.linkedin.com/company/pistis-project
[3] https://x.com/PISTISproject
[4] https://www.youtube.com/@PISTIS_project

4.1.1.7 Promotional material (factsheets, brochures, flyers, posters and roll-up banners)

Over the past 21 months, our primary promotional tools have been **two flyers**: one for public events and another specifically for the Launch Event: showcasing the future of innovation in AI, Data, and Robotics organised by ADRA.

These concise, visually appealing documents (one or two pages) highlight project objectives, conference details, and agendas. The digital versions are accessible on our website.

Throughout the project, we will create at least eight additional promotional materials (e.g., factsheets, brochures, banners) to support public events and showcase our latest findings.

Furthermore, we have developed a roll-up banner for partner use at conferences and events and a scientific poster emphasizing the aviation hub for our partners attending the EASN International Conference 2024.

To maintain a consistent visual identity, we provided a versatile poster template allowing partners to customize content.

Both physical and digital materials include QR codes or links to our website and social media for easy access to project information. These resources are available on our website and SharePoint and distributed to interested stakeholders upon release.
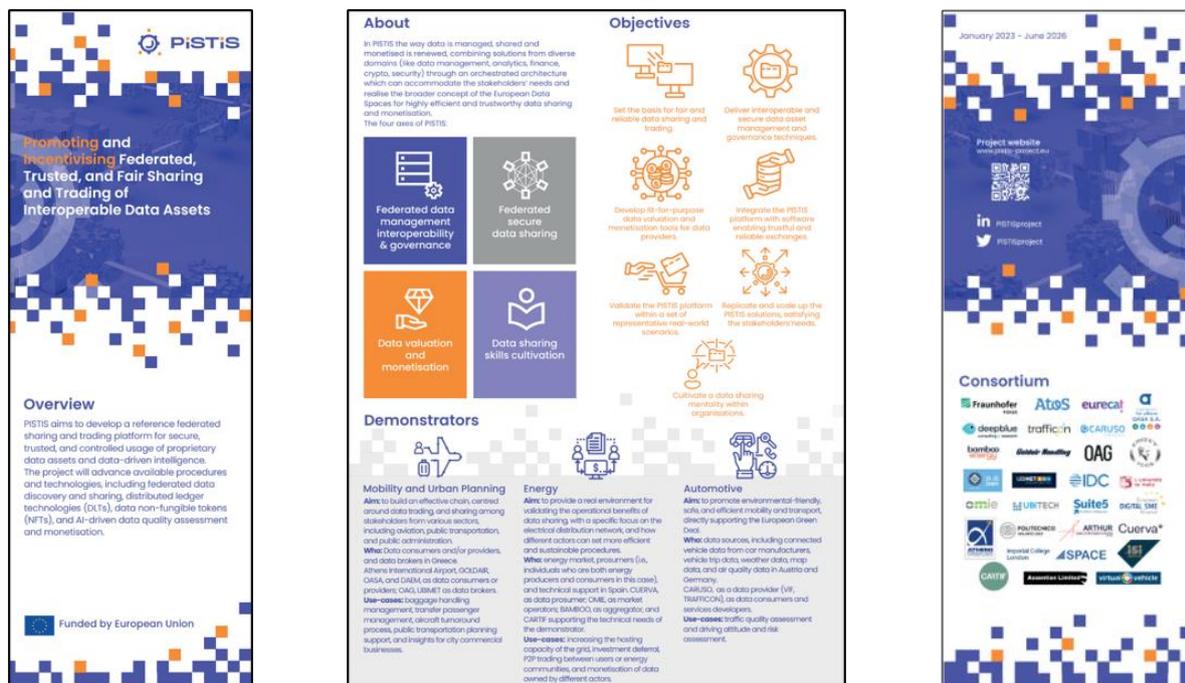

Figure 11: The first PISTIS threefold brochure

Figure 12: The PISTIS brochure of the Adra event

Figure 13: The PISTIS roll-up
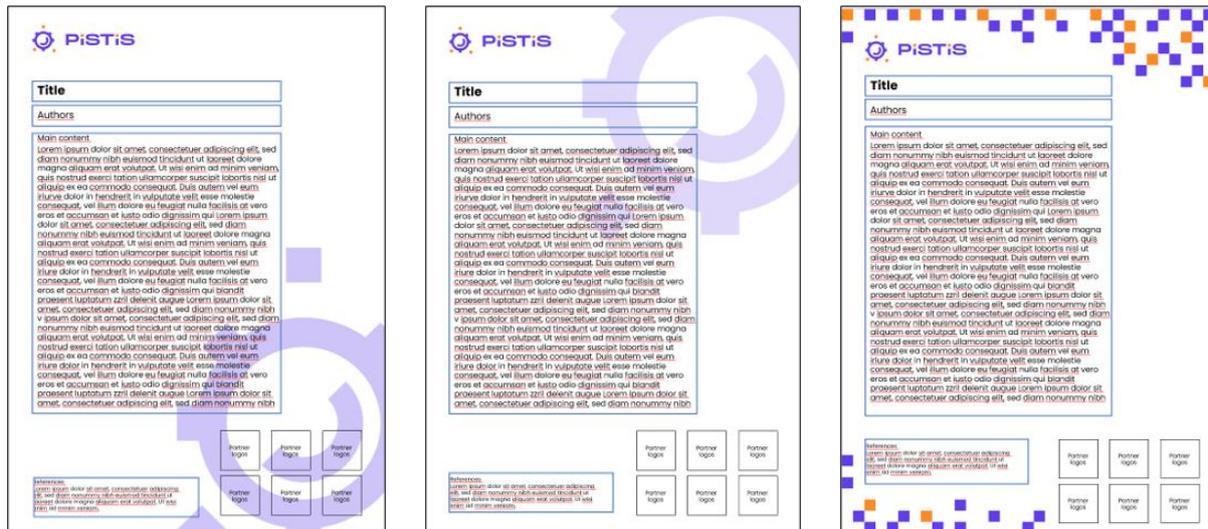
Figure 14: The PISTIS poster templates

4.1.1.8 Press media

Press media includes the preparation of press releases, dossiers information, interviews management, press conferences and media events. Overall, PISTIS will launch at least three communication campaigns concurrent with the project's milestones (such as the launch of the project, the products releases, and at the end of the activities).

The first press campaign included:

- 1 press release[5] at the launch of the project

- 1 video interview[6] with the representatives of the demonstrators' use-cases

- News in partners newsletters/websites/social media (see below).

Some news and posts about the PISTIS project in M1-M21, from the project coordinator and other partners' social media and websites, are listed below:

FHG:

https://www.fokus.fraunhofer.de/en/news/dps/pistis-project-start
https://www.fokus.fraunhofer.de/en/dps/projects/pistis
https://twitter.com/FOKUSpublic/status/1618273096271790082
https://twitter.com/fraunhoferfokus/status/1617895748481482753
https://twitter.com/FOKUSpublic/status/1653470448032595988
https://twitter.com/FOKUSpublic/status/1717539415524811216
https://twitter.com/FOKUSpublic/status/1717422053232697378
https://x.com/FOKUSpublic/status/1813576437531811919

SUITE5:

https://twitter.com/suite5eu/status/1618201820228194304?s=20

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[5] Press release #1
[6] https://www.youtube.com/watch?v=_3ZsjOnoXXw&t=5s

https://www.linkedin.com/feed/update/urn:li:activity:7023967632756215809
dvehicles-connectedcars-activity-7034051978297012224-
AipB?utm_source=share&utm_medium=member_desktop
https://www.linkedin.com/feed/update/urn:li:activity:7023642889704325120

CARUSO:
https://www.linkedin.com/posts/carusodataplace_dataplatform-connecte
https://www.linkedin.com/posts/carusodataplace_dataplatform-connectedvehicles-
connectedcars-activity-7072082261449302016-
LXg9?utm_source=share&utm_medium=member_desktop

ISI:
https://www.isi.gr/news/pistis-kick-meeting

AIA:
https://www.linkedin.com/posts/npapagiannopoulos_pistis-horizon-fraunhofer-activity-
7024475961811251200-oR_t?utm_source=share&utm_medium=member_desktop

VIF:
https://www.linkedin.com/posts/virtual-vehicle-research-gmbh_pistis-activity-
7031910133286723585-VdzN?utm_source=share&utm_medium=member_desktop

CUERVA:
https://cuervaenergia.com/es/innovacion-personas/investigacion-y-desarrollo/pistis/
https://cuervaenergia.com/en/innovation-people/research-and-development/pistis/
https://www.linkedin.com/feed/update/urn:li:activity:7049667298265022465
https://twitter.com/Cuerva/status/1643519337817333763
https://twitter.com/Cuerva/status/1643519840513040384

ICCS:
https://www.linkedin.com/feed/update/urn:li:activity:7024286431808208896
https://www.linkedin.com/feed/update/urn:li:activity:7055118555335278592
https://twitter.com/ISENSE_GROUP/status/1649350123154034689
https://www.linkedin.com/feed/update/urn:li:activity:7056175142883778560
https://twitter.com/ISENSE_GROUP/status/1656200740065406976
https://twitter.com/ISENSE_GROUP/status/1671871642694287367
https://www.linkedin.com/feed/update/urn:li:activity:7077634956167983104
https://www.linkedin.com/feed/update/urn:li:activity:7115268663569477633
https://www.linkedin.com/feed/update/urn:li:activity:7117070577835622400/

https://www.linkedin.com/posts/isensegroup_pistis-and-its-partner-european-digital-activity-7136275505560846338-Tmgy?utm_source=share&utm_medium=member_desktop
https://twitter.com/ISENSE_GROUP/status/1730510800375173566
https://www.linkedin.com/feed/update/urn:li:share:7191053075674001408/
https://twitter.com/PISTISproject/status/1782708712068538684

DBL:

https://www.linkedin.com/posts/pistis-project_interoperabledata-dataassets-trading-activity-7042465552098865153-evV4?utm_source=share&utm_medium=member_desktop
https://www.linkedin.com/posts/pistis-project_lets-introduce-the-pistis-consortium-activity-7043943456087367680-1ANj?utm_source=share&utm_medium=member_desktop
https://www.linkedin.com/posts/pistis-project_pistis-federated-data-activity-7042515244891422720-eLQe?utm_source=share&utm_medium=member_desktop
https://www.linkedin.com/posts/pistis-project_pistis-horizon-fraunhofer-activity-7042514470459351040-POlE?utm_source=share&utm_medium=member_desktop

4.1.1.9 Blog post

A well-executed blog strategy is essential for maximising the impact of the PISTIS project. By consistently publishing high-quality, relevant and content with a simple and clear language, the project is enhancing its search engine visibility, attracting a wider audience, establishing authority, and building stronger relationships with stakeholders. Moreover, blogs serve as valuable platforms for educating customers, showcasing project outcomes, generating leads, and reinforcing the project's brand identity. The long-term benefits of a robust blogging strategy extend beyond the project lifecycle, providing a lasting digital asset that continues to attract and engage audiences.

All the PISTIS partners are contributing to enrich the PISTIS blog with several expert contents and different points of views. DBL established the blogging strategy and calendar and is coordinating and supervising the content creator activity to ensure consistency in quality and in the tone of voice of the communication.

The blogging activity started at M6 when the website was online with a rate of one per month and the posts are collected in the News and Events page of the website. At M21 PISTIS has published and circulated on social media and through the project newsletter a total of 15 blog posts, listed and linked below:

1. PISTIS has started!
2. Get-to-know: an introductory day for the Data Projects
3. PISTIS meets for the 2nd Plenary Assembly in Limassol
4. DataWeek23 has come to an end!
5. Trustful sharing of valuable data among organisations: PISTIS as Data Spaces enabler
6. PISTIS at the European Big Data Value Forum 2023: technologies enabling the data economy
7. PISTIS inaugural Living Lab: exploring data connectivity for data-driven companies

8. [Automotive Hub Use Case: Data-driven driving style and risk assessment](#)
9. [PISTIS at the Data Week 2024: the Data Spaces Symposium](#)
10. [The PISTIS platform and "Data as a Public Good"](#)
11. [PISTIS: Delivering on the EU Data Strategy](#)
12. [Enabling data-driven innovation in the energy sector: the PISTIS platform](#)
13. [PISTIS talks about PISTIS: three video interviews](#)
14. [Ensuring Trust in Data Trading: Insights from the PISTIS Project](#)
15. EU Data sharing and cybersecurity in energy sector: the Cyber Europe exercise (to be published in M22)

4.1.1.10 Mailing lists and newsletters

In line with the GDPR, PISTIS implemented a mailing list, open for subscribers, to gain contacts interested in the project. PISTIS uses call-to-action on the project's website and social media as well as through signed consent forms distributed during events and meetings organized or attended by PISTIS. Partners are exploring the possibility of leveraging their customer relationship management systems, inviting relevant contacts to subscribe to the mailing list, if this is done in accordance with the GDPR.

The emails collected in the mailing list receive periodic project updates in the form of newsletter at least twice a year (starting from M13), as well as invitation to PISTIS workshops and dissemination events. MailerLite is used to create the newsletter and monitor the engagement generated.

Newsletter#1[7] has been released at M14.

Our mailing list currently boasts 242 subscribers. A significant portion (123) joined us during the inaugural Living Lab, while the remainder were acquired through social media, in-person interactions, and direct referrals from our partners. The first newsletter was opened by about 48% (118 subscribers).

4.1.1.11 European Commission channels

By collaborating with the Project Officer, the Consortium is continuously seeking opportunities to be promoted through the European Commission's channels and events. In this first period (M1-M21), several technical and C&D partners participated in the activities of EU Data Spaces and EU initiatives, among which: Big Data Value Association (BDVA), GAIA-X, Data Spaces Support Centre (DSSC) with Horizon Europe Projects in Data Life Cycles (HORIZON-CL4-2023-DATA-01-02, Adra-e, AI on Demand, and the European Commission, and received their support in promoting activities and results.

4.1.1.12 Video

Videos represent an easy and appealing way to spread messages about the project and its results. We produced three videos available on both the PISTIS YouTube channel and website:

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[7] https://preview.mailerlite.io/preview/677722/emails/104286335906350487

1- **Unveiling the PISTIS project**[8]
2- **PISTIS: understanding data**[9]
3- **PISTIS unleashed: real world applications**[10]

They address both general and specialised audiences.

4.1.2   Dissemination activities and products

4.1.2.1   Third parties' events and conferences

Targeted external events are a key platform for disseminating PISTIS' research advancements and outcomes. The Consortium is participating in **live and virtual meetings, exhibition and scientific events and roundtable between data experts** to share findings, collaborate with other relevant projects within the EU Data Spaces and similar initiatives, and showcase its work through **demo or exhibition booths**.

Table 1: Third parties' events attended or planned

Location and date	Type of event	Name of the event	Participants	Activity
Lulea, Sweden 13.06.2023	Conference	DATAWEEK24	SUITE5	Presentation and Panel Discussion
Munich, Germany 19.06.2023	Roundtable	EM-Power side event - Utility Knowledge Exchange	CUERVA	Roundtable discussion
Braunschweig, Germany 21 - 22.06.2023	Workshop	GXFS Tech Workshop #2	FHG	Participation
Berlin, Germany 05-06.09.2023	GXFS community conference	GXFS Connect 2023 – Entering the next level	FHG	Participation
Zaragoza, Spain 28.9.2023	Roundtable	Flexibility in SmartGrids. Flexigrid	CUERVA	Participation
Santander, Spain19.10.2023	Conference	Congreso CIDE	CUERVA	Panel discussion
Granollers, Spain 19.10.2023	Seminar	GEODE Autumn Seminar 2023	CUERVA	Roundtable participation

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[8] https://www.youtube.com/watch?v=aNRkKORS4gk&t=1s
[9] https://www.youtube.com/watch?v=iQHvRTl9Nm4
[10] https://www.youtube.com/watch?v=_3ZsjOnoXXw&t=43s

Valencia, Spain 25-27.10.2023	Thematic forum	European Big Data Value Forum 2023	FHG, DBL, IDC, DSME	Dissemination at the booth, presentation, panel discussion, and networking
Athens, Greece 10.11.2023	Conference	22nd International Semantic Web Conference 2023	ATHENA, FHG	Presentation
Barcelona, Spain 07-10.11.2023	Conference	Smart City Expo	DAEM	Participation and project dissemination
Muscat, OMAN 19.11.2023	Technical meeting	Airports 4 Innovation	AIA	Workshops, Round table discussions, Presentation
Madrid, Spain 23.11.2023	Conference	FUTURED	CUERVA	Presentation
Paris, France 28.11.2023	Conference	ENLIT EUROPE 23	CUERVA	Presentation
Online 4.12.2023	Thematic forum	Living-in.EU Stakeholder Forum	ASSENTIAN	Participation
New Orleans (attended online) 11.12.2023	Conference	NeurIPS Conference Tutorial - Data Contribution Estimation for Machine Learning	EURECAT	Panel discussion
Frankfurt, Germany 22 - 23.01.2024	Workshop	GXFS Tech Workshop #6	FHG	Participation
Online 05.02.2024	Collaboration meeting	Data 01-04 | Action Group	FHG	Participation
Athens, Greece 14.02.2024	Meeting	CyberSecurity Meetup for OTE Group	ATHENA	Presentation
Online 15.02.2024	Workshop	Workshop with Data Life Cycles projects	FHG	Presentation
Online 22.02.2024	Joint Event	Horizon Europe AI, Data & Robotics -	FHG	Presentation

		Launch Event 2024		
Aeroport de Paris (ADP) Paris, France 28.2.2024	Technical meeting	Airports 4 Innovation	AIA	Presentation and Dissemination
Darmstadt, Germany 15.03.2024	Conference	Data Space Symposium - DATAWEEK24	EURECAT	Presentation
Thessaloniki, Greece 25-2.04.2024	Exhibition	Beyond Expo	ATHENA	Poster presentation and exhibition
Brussels, Belgium 29-30 April 2024	Thematic forum	FLY.AI 2024	SUITE5	Presentation and Networking
Leuven, Belgium 05.06.2024	Conference	BDVA - Data Week 2024	EURECAT	Presentation
Online 13.06.2024	Technical Meeting	DSSC Technology TG Meeting: Data Quality	EURECAT, FHG	Presentation
Online 21.06.2024	Technical Meeting	BDVA Task Force Standards meeting	FHG	Presentation
Online 25.06.2024	Workshop	Semantic Interoperability framework	FHG	Presentation
Online 02.07.2024	Joint workshop	Collaborative Workshop under the HORIZON-CL4-2022-DATA-01-04 projects	FHG, Suite5, ASSENTIAN, EURECAT	Presentation and panel discussion
PLANNED				
Budapest, Hungary 2 - 4.10.2024	Thematic forum	European Big Data Value Forum 2024	SUITE5, DBL, IDC	Joint participation with other 5 projects. Dissemination at the booth, 2h thematic session
Thessaloniki, Greece 8-12.10.2024	Conference	EASN 2024	SUITE5, AIA	Poster presentation

4.1.2.2 *Public events organised by PISTIS (workshop, showcases, demonstrators)*

PISTIS conducts focus group workshops with key internal stakeholders, primarily partners from demonstrator hubs, to gather requirements and feedback on the data-sharing platform throughout its development process.

To increase awareness and engagement among external stakeholders, PISTIS collaborates with DSME on Living Labs, as detailed in section 4.2. Public events showcasing the platform through live demos will be organized upon the release of the alpha and beta versions

Table 2: A list of the dissemination activity organised by PISTIS

Location and date	Type of event	Name of the event	Participants	Activity
Online, 13.04.2023	Internal Workshop	Automotive HUB End-to-end Scenario	CARUSO, VIF, TRAFFICON, UBIMET + technical partners	Interactive Session, Usage Scenario identification
Online, 20.04.203	Internal Workshop	Energy HUB End-to-End Scenario	CUERVA, BAMBOO, OMIE, CARTIF, UBIMET + technical partners	Interactive Session, Usage Scenario identification
Online, 27.04.2023	Internal Workshop	Mobility and Urban Planning Hub (UC4-5) End-to-End Scenario	OASA, DAEM + technical partners	Interactive Session, Usage Scenario identification
Online, 04.05.2023	Internal Workshop	Mobility and Urban Planning Hub (UC1-2-3) End-to-End Scenario	AIA, GOLDAIR, OAG + technical partners	Interactive Session, Usage Scenario identification
Online, 13.06.2024	Internal workshop	The Use Cases storytelling workshop	All the consortium	interactive session, storytelling exercise
Online, 14.12.2023	Living lab #1	Exploring Data Connectivity for Data-Driven Companies	SMEs	Three presentation session, Q&A
PLANNED				
Online, 21.10.2024	Living Lab #2	TBD	SMEs	Project overview, breakout rooms on data

				monetisation and ethics

4.1.2.3 *Scientific Publications and Open access to scientific publications*

At least 10 publications in conferences and more than 10 publications in top tier journals are foreseen, preferring open access journals when feasible, relevant to the research and innovation activities that will target the scientific communities directly or indirectly in the scope of PISTIS, under the principles of open science adopted by the project.

The PISTIS implementation methodology has been carefully designed to incorporate and promote a variety of open science practices (either as part of broader activities in the frame of the PISTIS Living Lab, or as dedicated actions of the overall Communication and Dissemination Strategy) towards increasing the quality and efficiency of research works, reinforce reusability and improve their reproducibility.

Table 3: List of the scientific publications

Title	Status	Event or journal	Date	Partner
Promoting Federated and Trusted Sharing and Trading of Interoperable Data Assets and Data-Driven Intelligence – The PISTIS Platform	Published	ERCIM News: "Data Infrastructures and Management", Issue 133	28.04.2023	ATHENA, SUITE5, FHG
Data Governance in Service Ecosystems – The Case of Vehicle-Based Services[11]	Published	CBIM 2024 International Conference Book of Abstract	14.06.2024	VIF
Battling Data Counterfeiting in Industrial Data Trading Environments	Published	2024 IEEE 29th International Conference on Emerging Technologies and Factory Automation (ETFA)	10.09.2024	ATHENA
A Conceptual Framework for Mobility Data Science[12]	Published	IEEE Access	16.08.2024	VIF

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[11] https://static.uni-graz.at/fileadmin/veranstaltungen/marketingconference/CBIM2024_Book_of_Abstracts.pdf
[12] https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=10638040

4.2 ENGAGEMENT & TRAINING

4.2.1 Engagement activities and products

4.2.1.1 Living Labs

The European DIGITAL SME Alliance, in line with the approach offered in the DoA, outlined the four main phases of the PISTIS Living Lab in the table below.

Table 4: The four phases of the PISTIS Living Lab

M1 – M12	***Living Lab planning and concept design phase***	- PISTIS Living Lab concept development: concept, approach and planned activities' validation with partners involved. - PISTIS Living Lab stakeholders' definition and initial mapping, early end-user awareness raising and engagement, a continuous and communicative approach to build trust and confidence between the stakeholders. - Internal engagement and coordination with WP1 for data landscaping. - Support and stakeholder engagement for the requirement collection and co-designing, validation of the first draft of requirements.
M13 – M2	***Mock-up testing phase***	- Validation of early results through open workshops / online events to test the end-user's perception of the proposed PISTIS reference architecture and the first Platform release. - Definition of the key characteristics and the main features of the end-users' interest, analysis and discussion on the main aspects and features of PISTIS platform, and how it answers the end-users' needs – collaboration with WP7 to contribute to the exploitation planning and business modelling. - Additional active interaction with industry stakeholders to keep them further engaged with PISTIS through the organised events.

M25 – M3	*Prototype design and small-scale piloting phase*	• Promotion of PISTIS potential application stories – revision of its minimum value proposition and feedback from the stakeholders, based on the early demo results. • End-users' invitations for demo presentations, where real-life feasibility and usability of PISTIS solution can be tested. • User engagement to the training activities offering first-hand experience using PISTIS Platform, incl. its Beta release after M33. • Creation of potential PISTIS users' network through user engagement to the trainings and validation activities.
M37 –M4	*Full-scale demonstration and commercialisation preparedness phase*	• Full testing of the system culminating in demo conclusion, providing end-users with the final results and demo success stories. • Consumer engagement and co-creation linked to the end-users' contributions in the definition of potential PISTIS means of exploitation, contribution to different business models, etc. • Final technical design validation, usability evaluation and potential impact assessment (in collaboration with WP5) via open workshops and results / success stories presentations from the demonstrators.

The European DIGITAL SME Alliance, along with its partners, closely followed the methodology delineated above for the development of the PISTIS Living Lab.

In mid-July 2023, the European DIGITAL SME Alliance concluded the first phase of the Living Lab, the Living Lab Planning and Concept Design Phase, with the approval of D6.1.

To advance to the second phase, which involves the stakeholders' definition and initial mapping, the European DIGITAL SME Alliance invited all Leaders of the PISTIS Work Packages (WPs) to fill out a form. This form aimed to assess what other Leading Partners of PISTIS WPs would like to validate in the upcoming months, the expected timeline for providing key topic outlines, and the preferred format for discussing the indicated advancements. The survey results indicated that the leaders of PISTIS WPs anticipated being prepared to propose significant themes for the inaugural PISTIS Living Lab between M12 and M18.

Building upon the aforementioned activities, on 14th December, the European DIGITAL SME Alliance organized the first PISTIS Living Lab[13].The primary objective of this inaugural event was to systematically explore the latent potential inherent within data spaces, with a specific focus on understanding their transformative influence on modern business connections. In an era defined by the explosive growth of data, the inaugural PISTIS Living Lab recognised the transformative power of these expansive digital environments and understand their role in fostering connections in modern business. The event offered a unique opportunity to delve into the innovative solutions developed by PISTIS for seamless integration with data spaces. Participants gained comprehensive insights into the cutting-edge technology and strategies employed by PISTIS, providing a distinct perspective on the future landscape of data interaction.

Figure 15: Two screenshots of the first PISTIS Living Lab

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[13]   https://www.digitalsme.eu/events/pistis-living-lab-event-exploring-data-connectivity-for-data-driven-companies/

A key highlight of the event was the practical demonstration of three specific use cases: the PISTIS Mobility and Urban Planning Hub, the PISTIS Energy Sector Demonstrator Hub, and the PISTIS Automotive Sector Demonstrator Hub. These demonstrations allowed participants to witness first-hand how these solutions functioned in real-world scenarios. Through these interactive presentations, attendees gained a deeper understanding of how PISTIS developments aimed to facilitate interaction with data spaces, offering a tangible view of their capabilities and applications.

Thanks to the support of other partners of WP6 and technical partners, notably Suite5, Virtual Vehicle, Cuerva, Energia, and Athens International Airport, the event received 123 registrations and resulted in 77 participants. The contact information of the registrants at the inaugural PISTIS Living Lab was provided to the leaders of WP6 for use in promotional campaigns and other outreach activities.

A second Living Lab will be held on 21 October 2024. This will focus on presenting the PISTIS solution and discussing data monetisation techniques for SMEs and accompanying ethical considerations when doing so. The Living Lab will be organised around breakout sessions of an online meeting, to allow for greater interaction and collaboration. To assess the relevance of the topics of the Living Lab, and to provide some audience insight, during the registration process, three questions were asked:

1) Is your company currently monetising its data?
2) How important is it for your company to consider data ethics in your business operations?
3) What is the biggest challenge your company faces in monetising data?

The results of the questions are available in Annex 1.

4.2.2 Training activities and products

In the following we report a list of actions preceding the actual delivery of appropriate material for educational and skills cultivation purposes in the next year.

4.2.2.1 *Educational and Skills Cultivation (M12-M21)*
● Identification of state-of-the-art channels and media for training and education on data-driven platforms and services.
● Design and development of a repository of documents coming from the work done in the different work packages of PISTIS suitable to be used as input to the corpus of offline and multimedia material to be produced starting from month twelve (M12).

● Definition of the requirements and cost for a MOOC.
● Development of MOOC syllabus and sequencing built on prior video content (from the PISTIS corpus of materials) and new content to be developed.

- Identification of the MOOC's lecturers among academics and practitioners within the consortium.
- Organisation of filming and production (centralised or decentralised) for new content.
- Identification and choice of the platform and logistics for hosting the MOOC.

4.2.2.2 Educational and Skills Cultivation (M22-M42)

- To design two MOOC tracks: 1) business track and 2) technical track (details in Table 5).
- To develop and record videos related to the business track which will last about 25-30 minutes (5-6 videos of 5 minutes each) with a speaker (filming somebody speaking) who will narrate the story and use some slides or animations. These videos will aim to target both a more general audience (e.g., data owners/ providers/ subjects; data consumers, business users of data spaces) and a specialised audience (e.g., researchers/scientific community; public sector organisations; policy makers; standardisation bodies).
- To develop and record videos related to the technical track, which will last about 35-40 minutes (7-8 videos of 5 minutes each), and these will be based on a PowerPoint presentation with a voice aiming to explain the content of the presentation. These videos will aim to target both a more general audience (e.g., data owners; economic operators belonging in the data value chain) and a specialised audience (e.g., ICT SMEs / software vendors and developers; researchers/scientific community; public sector organisations; industry associations & technology clusters).

The MOOC videos will cover the following topics:

Table 5: List of the business tracks of the PISTIS MOOCs

Data Spaces and Monetization Approaches (Suite5)
This module discusses about monetisation opportunities that can be performed over data space infrastructures, to showcase how these artefacts can become a trusted marketplace environment for data assets.
1. The role of Data Spaces in the Data Economy
2. Data Assets Monetisation Aspects – Current Approaches and Limitations
3. New ways to monetise over Data Space infrastructures
4. The larger vision – Building an economic environment for data asset trading
5. Conclusions and recap
Business Models for Data Monetization (Imperial)

This module provides a comprehensive understanding of how organizations generate and exploit their data. The module also unpacks the key business model elements to capture the value creation potential that data offers.

1. What is data monetization?
2. How organizations can develop and implement a data strategy
3. Business models for the data economy
4. Data-based business models: opportunities and risks
5. Conclusion and recap

Data Economy and Crypto Market (ICCS)

This module provides a basic understanding of how data are monetized and integrated into data economy alongside with digital ledger technology, cryptocurrencies and decentralized finance fundamentals

1. Introduction to Data Economy
2. Cryptocurrencies and Distributed Ledger Technologies
3. Decentralized Finance (DeFi)
4. Conclusions and recap

Innovation in Data Sharing Domain (Imperial)

This module describes the current state of the art in data sharing and provides an in-depth analysis of innovation opportunities for both public and private organizations.

1. Data Sharing: the state of the art
2. Data ecosystems and data sharing
3. Data sharing opportunities in the public sector and private organizations
4. New data sources and technologies: opportunities and challenges
5. Conclusion and recap

The Role of SMEs in the Data Sharing landscape (DSME)

SMEs play a significant but challenging role in the data sharing landscape. This module will look at why SMEs should play a bigger role in European data –sharing, how they can do so and the challenges that they face.

1. Introduction to the Role of SMEs in Data Sharing Landscape
2. Current Trends in Data Sharing
3. Challenges for SMEs with Data Sharing
4. SMEs and Data Sharing – Case Study
5. Success Stories of Data Driven SMEs and Best Practices

Data Sharing and Revenue Generation from Aviation Data (OAG)

This module is a thought-provoking view on considerations when contemplating how to generate revenue from aviation data.

1. Setting the scene – The aviation ecosystem

2. Evaluating the demand
3. Determining value
4. Data sharing methods and approach to market
5. Conclusion and recap

Data Sharing and Public Sector Innovation (DAEM)
Short description of the module
1. Landscape of data sharing in the cities sector
2. Open data to citizens, businesses and public
3. Benefits and challenges on data sharing in smart cities
4. Conclusions and outcomes

Data Sharing and Revenue Generation from Energy Data (CUERVA)
DSOs and other energy agents face several challenges in the field of data acquisition and treatment of the energy infrastructure making the accessibility of this data to actors in the same and other sectors of great value, being this data the basis for many possible developments.
1. Introduction of relevant agents of the energy value chain
2. Challenges of the energy digitalization and data treatment
3. Determine possible interested agents
4. Data enrichment and valorisation
5. Conclusions and expected outcomes

Data Spaces and benefits for the Manufacturing Domains (POLIMI)
Enlarging the I4.0 control scope in manufacturing through the use of data spaces.
1. Introduction to dataspaces for manufacturing
2. Advantages of dataspaces for manufacturing (e.g. data sovereignty in manufacturing)
3. Available technologies and use cases (e.g. Smart Supply Chain in manufacturing)
4. Towards circularity and Digital Product Passport
5. Challenges and future trends

Data Spaces for Urban Mobility (ICCS)
This module aims to provide an understanding of the data spaces concept and their importance in enhancing urban transportation.
1. Introduction to Data Spaces for Mobility
2. Building Data Spaces for Mobility
3. Case Studies
4. Future Trends

Is there a market for data sharing? (IDC)
Understanding main quantitative indicators of the data economy in Europe and comparison with other regions of the world.
1. Subtitle European Data Market Study: quantitative indicators and scenario-based methodology
2. Data Market, Data Economy and Data companies in EU27
3. The challenge of Skills Gap
4. Data sharing, monetization and technologies to derive data value
5. Data Spaces: approach and state of play

Table 6: List of the technical tracks of the PISTIS MOOCs

The PISTIS Architecture and Overall Infrastructure (Suite5)
This module discusses the PISTIS Platform Architecture, starting from the requirements coming from the PISTIS concept that led the decisions for the architecture design
1. PISTIS Concept and Core Requirements leading to the architecture
2. Macroscopic View of the PISTIS Architecture
3. Main Architectural Elements and Modules
4. PISTIS Deployment Options
Data Connectors for Trusted Data Exchange (SPH)
Short description of the module
1. Data Connectors – What are they, and what is their role
2. Why we need a Data Connector in PISTIS
3. The PISTIS Factory Data Connector
4. Interdependencies of PISTIS Data Factory Connector with other PISTIS Modules
Data NFTs in a new digital economy era (ICCS)
This module introduces the core concepts of NFTs and their corresponding role in the digital economy and data trading ecosystem.
1. Digital economy and data trading
2. What are NFTs
3. NFTs in PISTIS
4. NFT Generator and DLT FIAT Wallet
5. NFT as a licencing tool
Data Quality and Data Valuation (EURECAT)
This module introduces the core concepts behind the PISTIS Data Quality and Data Valuation Assessments. From DQ dimensions and metrics to their role in the definition of data valuation as a multi-dimensional process incorporating DQ, usage context, data utility assessment, ethical and legal compliance.

1.	Introduction to Data Quality
2.	Data Quality Assessment – Dimensions and metrics
3.	From Data Quality to Data Valuation
4.	Data Quality in PISTIS
5.	Data Valuation in PISTIS

Trusted Contract Executions and Decentralized Identity Management Wallet (UBITECH)

TBC

DLT FIAT Wallet (ICCS)

Understanding monetization component in the PISTIS Platform.

1.	What are DLTs?
2.	Why IOTA?
3.	PISTIS Wallet architecture
4.	Essential aspects of digital wallets

Distributed Queries (ATHENA)

Understanding the challenges for creating a system for indexing and searching for large datasets of mixed datatypes in a distributed environment. Exploring solutions for designing and developing such a system.

1.	Designing a Distributed Querying system
2.	Creating the APIs for controlling the data flow
3.	Searching in large Datasets
4.	Locality Sensitive Hashing techniques (1/2)
5.	Locality Sensitive Hashing techniques (2/2)

Inspecting and Enforcing License Terms (ATHENA)

The module will explore automated techniques for inspecting and enforcing license terms when data is bought, sold, or shared in digital marketplaces. It will cover the challenges posed by different forms of data delivery (online and offline), legal complexities, and existing technologies that can streamline compliance efforts. The presentation will also highlight emerging trends in using blockchain, AI, and smart contracts for ensuring adherence to licensing agreements.

1.	Introduction to Digital Data Marketplaces and Licensing
2.	Challenges in Enforcing Data Licensing Terms
3.	Automated Inspection of License Terms
4.	Mechanisms for Enforcing License Terms in Online Data Exchanges
5.	Offline Data: Enforcing License Terms on Downloaded Data

PISTIS Platform walkthrough (SPH)

This video is a walkthrough of the main parts of the PISTIS platform
1. Introduction
2. Understanding PISTIS core Platform parts and user roles
3. Organisation Registration
4. How to Ingest a data asset into the PISTIS Data Factory
5. Setting up the monetisation method and placement of a data asset in the market
6. Using the PISTIS Catalogue to find and acquire a data asset
7. Other PISTIS services that support monetisation and data quality assessment and security

4.2.2.3   Focused training activities (M22-M28)
- Focused training activities will liaise with other actions under the PISTIS Living Lab set-up; hence, first months will focus on coordination and liaison actions.
- The requirements for SME-focused trainings and business-oriented open training workshops will be gathered through the Living Lab and will be aligned with content already available through the T6.5. If needed, coordination for the specific required content development or adaptation will be facilitated, and content will be developed. Besides the content, the consortium will also consider the most appropriate format (hybrid or online) as well as timing of the training so that SMEs could be engaged with minimum resources and at the most appropriate timing.
- The promotion of upcoming training will be planned in collaboration with Dissemination and Communication Activities under T6.2.

4.2.2.4   Focused training activities (M28-M36)
- One (or more – depending on demand) training session(s) will be organised to show and explain the PISTIS solution for the external audience
- The session(s) will be designed and developed in a way that provide the audience with the key skills and knowledge to deploy and effectively utilise the PISTIS ecosystem
- The organised session(s) will be interactive and, through the Living Lab methodology, will allow a feedback loop on the final version of PISTIS solution
- Besides the practical implementation and usage of PISTIS solution, the potential business value and PISTIS benefits will be presented.

4.2.2.5   Focused training activities (M36-M42)
- With the last months of the demonstration cycle, additional training session(s) will be organised in collaboration with WP5, in order to demonstrate the success stories and PISTIS solution within the actual real-life pilots.

The interactive session(s) will call SME participants for a lively discussion with PISTIS demonstrators' partners in order to identify any other potential use cases and PISTIS implications on SME business models and offerings.

4.3 LIAISON WITH STRATEGIC INITIATIVES (INC. STANDARDISATION)

4.3.1 Strategic partnership with the Horizon Europe projects

Almost from the start PISTIS established a strong collaboration with the three sister projects funded under the HORIZON-CL4-2022-DATA-01-04 topic:

- DATAMITE[14] – "Empowering European companies by delivering a modular, open-source and multi-domain Framework to improve DATA Monetizing, Interoperability, Trading and Exchange".
- FAME[15] – "Delivering an open, all-inclusive training program for instructor led training, remote e-Learning and knowledge retention and delivery tools".
- UPCAST [16] – "Universal Platform Components for Safe Fair Interoperable Data Exchange, Monetisation and Trading".

The projects exhibit both similarities and differences in the topics they address and the methods/technologies they employ. Consequently, there was strong interest in collaboration. This began with regular exchanges between project and technical coordinators to share knowledge and progress, and to identify common interests and areas for collaboration. Subsequently, communication managers were involved to support each other's dissemination and communication activities and to organize joint communication efforts. Finally, the projects' exploitation leaders engaged in discussions about their respective exploitation and business strategies, providing mutual inspiration. The projects organised a common conference session at the EBDVF2023[17] and Data Spaces Symposium 2024[18].

In 2025 two other projects joined the group:

- ENRICH MY DATA[19] – "Enabling Data Enrichment Pipelines for AI-driven Business Products and Services".
- GRAPH-MASSIVIZER[20] – "Extreme and Sustainable Graph Processing for Urgent Societal Challenges in Europe".

The projects organized a full-day internal workshop for their members to exchange updates on project status and share knowledge about the methods and technologies being used.

The successful collaboration among the projects in 2023-2024 inspired them to establish it as a common initiative open to other members. This aims to strengthen their presence in the community and enhance the impact and sustainability of their individual activities. The projects are planning to present this initiative at the EBDVF2024[21].

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[14] https://datamite-horizon.eu/
[15] https://projectfame.eu/https:/projectfame.eu/
[16] https://www.upcast-project.eu/
[17] https://european-big-data-value-forum.eu/2023-edition/
[18] https://www.data-spaces-symposium.eu
[19] https://enrichmydata.eu/
[20] https://graph-massivizer.eu/
[21] https://european-big-data-value-forum.eu/

4.3.2   Liaison with the Strategic Initiatives and Standardisation Groups

The consortium is actively engaging with and contributing to key strategic initiatives, particularly those of the Big Data Value Association (BDVA)[22]. Several PISTIS members are also BDVA members. In collaboration with its sister projects, PISTIS organized conference sessions at BDVA events in 2023 and 2024. Project representatives joined the BDVA Task Forces "Data Spaces" and "Standards," regularly attending meetings and contributing to their work. Notably, they contributed to the BDVA white paper "Elevating Data Quality: A Paradigm Shift for Data Spaces and AI Needs"[23] and are currently working on a white paper on data valuation. The project is following and contributing to the activities of the Data Spaces Support Centre (DSSC)[24]. The PISTIS Coordinator is a member of the DSSC Technology Thematic Group.

Fraunhofer, the PISTIS coordinator, along with several consortium partners, is involved in strategic data spaces initiatives such as GAIA-X[25], GXFS[26], IDSA[27], and the Eclipse Dataspace Working Group[28]. Fraunhofer has also initiated the process of joining the W3C Dataspaces Community Group. Additionally, the European DIGITAL SME Alliance has a representative on the European Data Innovation Board (EDIB), which is a distinguished group of experts dedicated to implementing the Data Governance Act (DGA) and promoting the standardization and interoperability of data.

Consortium members are also following or participating in other working groups and initiatives, including the W3C Dataset Exchange Working Group (DXWG) [29], IEEE Data Trading System Working Group (P3800WG) [30], the European Union Blockchain Observatory and Forum[31], European Blockchain Services Infrastructure (EBSI) [32], the IEEE Blockchain Initiative[33], and relevant discussion groups of the IETF Security Area[34] and EUOS[35].

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[22] https://bdva.eu/
[23] https://bdva.eu/download/92/publications/5291/elevating-data-quality-a-paradigm-shift-for-data-spaces-and-ai-needs_may-2024.pdf
[24] https://dssc.eu
[25] https://gaia-x.eu/
[26] https://www.gxfs.eu
[27] https://internationaldataspaces.org/
[28] https://www.w3.org/community/dataspaces/
[29] https://www.w3.org/2017/dxwg/wiki/Main_Page#Dataset_Exchange_Working_Group_(DXWG)
[30] https://sagroups.ieee.org/3800/
[31] https://blockchain-observatory.ec.europa.eu/
[32] https://ec.europa.eu/digital-building-blocks/sites/display/EBSI/Home
[33] https://blockchain.ieee.org/
[34] https://datatracker.ietf.org/wg/#SEC
[35] https://www.standict.eu/euos

5 DISSEMINATION IMPACT

5.1 KPI MONITORING

To constantly monitor and evaluate the success of its dissemination efforts, the PISTIS project defined a set of Key Performance Indicators (KPIs) within its D6.1 plan. These KPIs, primarily quantitative, measure short-term outcomes to assess the effectiveness of communication and dissemination activities. While the ultimate goal is the long-term adoption of the PISTIS ecosystem and solutions, these KPIs provide valuable insights into the project's progress and the impact of its outreach strategies. Constant monitoring of the results of WP6 actions is fundamental.

The PISTIS consortium tracked and reported its C&D activities using shared spreadsheets within the project workspace. These digital records included contact information for consortium members and relevant stakeholders, a database of potential dissemination channels, and detailed reports on C&D actions. To measure the effectiveness of the C&D strategy, specific KPIs were defined for each WP6 activity, enabling the project team to identify strengths, weaknesses, and areas for improvement.

Table 7: KPIs for monitoring WP6 activities and their effectiveness

KPIs	Actual (M21)	Expected (M21)	Overall
Communication KPIs			
No. of unique visitors to the Website (based on Google Analytics)	2500	1000	4000
No. of posts	200	500	> 1000
No. of blog posts	15	15	> 30
No. of social media followers (LinkedIn and Twitter)	290	300	> 750
No. of social media interactions (likes, comments…)	906	125	> 250
Views (webpage views, social media impressions…)	> 25000	5000	> 10000
Brochure, Flayers, Posters and Roll-up banners	4	4	> 8
No. of press releases delivered to traditional media	6	5	> 10
No. of newsletters	2	2	6

No. of videos	3	1	> 3
Dissemination KPIs			
No. of workshops (participation and contribution)	5	5	> 8
No. of events attended representing the project	30	10	> 25
No. of synergies created with other relevant European projects	5	4	> 10
Demo booth presence	1	0	> 3
No. of joint events with other projects	4	1	> 3
No. of articles published (incl. scientific publications as top-ranked, top tier, and open access journals)	3	3	> 10
Engagement & Training KPIs			
Workshops for requirement collection and external validation	2	1	3
Workshops for co-creation and internal validation	0	1	3
Number of external stakeholders involved in external validation	123	0	30
Number of lectures created (within 1 MOOC)	0	0	7
Number of trained end-users	0	0	100
Open training webinars	0	0	5
Internal training days	0	0	5
Liaison with Strategic Initiatives (inc. Standardisation) KPIs			
Number strategic initiatives reached and established collaboration with	3	3	> 5
Liaisons with Working Groups	2	2	> 3

5.2 DEVIATIONS FROM THE INITIAL DISSEMINATION, ENGAGEMENT AND TRAINING PLAN

What are the major and minor deviations from the initial planned activities?

Regarding the Communication and Dissemination activities in WP6, the main deviation from the initial plan is the establishment of CDI working group (as mentioned above, paragraph 4.1.1.1) that helps better coordinate C&D efforts within this large consortium and facilitates smoother interactions between partners. This action is encouraging all partners to contribute more to our posting and blogging metrics, and, in turn, increases the number of followers in the PISTIS social channels.

Collaboration with the strategic initiatives and other research projects was successfully established according to the initial plan. The main focus was on establishing contacts, collaborative communication and information exchange. Also, the number of posts published so far is less than expected at M21 (200 instead of 500). This number will increase as the project progresses and the partners will be invited to contribute to this KPI with the posting activities of their organisations. A positive deviation is represented by the number of external stakeholders reached during the first Living Lab which has already exceeded the number expected at the end of the project.

In reviewing the progression of activities within the PISTIS Living Lab, no significant deviations from the initial plans have been identified thus far. However, it has to be acknowledged the potential for minor deviations as the project evolves. Specifically, possible delays in technical advancements across other working groups could impact the overall organization and success metrics of the Living Lab initiative.

Regarding the activities related to the MOOC videos, there are no major deviations from the initial planned activities. The WP6 members have started developing the MOOC syllabus and identifying the partners within the consortium in charge of each module. This involved sequencing built on prior video content (from the PISTIS corpus of materials) and new content to be developed.

Yet, the minor deviation is related to the decision regarding the platform that will host the MOOC videos. This will need a careful assessment of the costs associated with the platforms and the degree of accessibility associated with the identified alternative platforms.

5.3 OVERALL ANALYSIS OF THE SUCCESS OF THE DISSEMINATION, ENGAGEMENT AND TRAINING

What are the strengths and weaknesses, the opportunities and threats of the activities and actions carried out in your tasks?

Overall, the PISTIS project successfully met and often surpassed its initial KPIs for the period covered by this report. This positive outcome is evident in areas such as website traffic, social media engagement, graphic and video materials, events participation and collaboration with other EU projects.

While some KPIs were not immediately achieved, these delays were primarily due to project timelines and a suboptimal coordination approach for the PISTIS consortium.

The current progress of the PISTIS communication and dissemination activities appears to be consistent with the project expectations.

The PISTIS partnership's extensive network offers both opportunities and challenges. While it allows us to reach a diverse range of stakeholders, it can also be difficult to effectively engage with individuals from such varied sectors.

Together with a group of research projects, PISTIS organized several sessions at events, supported each other's communication efforts, exchanged information on planned work, and launched a common initiative to better coordinate collaboration and enhance the projects' contributions to strategic activities. During the first part of the project, collaboration with strategic initiatives primarily focused on establishing contacts, sharing information, and receiving feedback from the data spaces initiatives on the reusable results and contributions expected from PISTIS.

Regarding T6.4, the strengths lie in the collaborative efforts of the European DIGITAL SME Alliance and its partners, leveraging diverse technical expertise and resources for the success of the Living Lab. Weaknesses include the potential for technical delays impacting project milestones and the complexity of stakeholder engagement across multiple sectors. Opportunities exist in expanding the network of stakeholders and enhancing technological advancements through shared expertise. Threats include unforeseen delays in technical development and the necessity to maintain alignment with varying stakeholder interests and sectoral requirements.

6 FUTURE COMMUNICATION AND DISSEMINATION STRATEGY

During the second phase of the project (months 22 to 42), we will build on the momentum established over the past few months and further refine our communication strategy to better align with the project's objectives and the diverse interests of our stakeholders. As we release the alpha version of the platform, we will kick off a series of public dissemination events — both in-person and online — to introduce the project's concept. We will create a concept image to visually represent the project and develop short video tutorials to demonstrate the platform's various applications.

PISTIS will continue its work with the partner projects under the umbrella of the established common initiative. It can be expected that more projects join it. Additionally, more collaboration with the strategic dataspaces initiatives is planned. In its first part the project developed the first version of the PISTIS platform, which components can be now be presented to the initiatives and potentially positioned in their architecture.

The communication and dissemination activities are intrinsically linked to the project advancements and results. The communication of the project will proceed according to the C&D strategy detailed in D6.1 to increase awareness of the project's goals and achievements in addressing EU challenges. We will highlight the project's societal and economic benefits, building a strong foundation for subsequent dissemination activities.

In the second phase of the PISTIS project (M21-M42) the dissemination will be more intense along with the progresses in the technical WPs, focusing on sharing technical results with specialized audiences, leveraging the established community cultivated through our communication efforts. The active involvement of PISTIS technical partners will be crucial in this phase. By engaging with diverse stakeholders through workshops, training, and mainstream channels, we aim to demonstrate the impact of innovation on societal challenges.

To disseminate project results to policymakers, researchers, and experts and to maximise the visibility and hence the impact of the project at the European level, the consortium will utilise institutional EU websites. As mentioned in the plan, we aimed to appear at least twice on one of platforms such as:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU

- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation

- CORDIS (Community Research and Development Information Service): European Commission's primary public repository and portal aimed at disseminating information on EU-funded research projects and their results. The website includes editorial content to support communication and exploitation (news, events, success stories, magazines, multilingual "results in brief" for a broader public).

  - The CORDIS News and Events: it allows to browse and find the latest news from EU-funded research projects and forthcoming events;
  - CORDIS Wire: it allows the research community to publish their own news and events (access to Wire requires a CORDIS account). PISTIS aims to make use of this channel to promote its events.

The use of these channels will be coordinated with the European Commission, asking for support – if needed – to reach and interact with the channel "owners".

Regarding T6.4, the focus in the coming months will centre on advancing the goals of the next PISTIS Living Lab. Emphasis will be placed on ensuring robust participation by stakeholders, both in terms of quantity and diversity, to capture a comprehensive range of perspectives and interests. Monitoring stakeholder interests closely will guide efforts in refining and enhancing the Living Lab experience and promotion campaigns. Additionally, creating an environment conducive to collaboration and innovation will remain a priority.

The European DIGITAL SME Alliance, supported by WP6, has commenced preparations for the second PISTIS Living Lab. Following deliberations with WP5 in May, it was mutually agreed that the presentation of demonstrators would be premature at this stage. Subsequently, following to consultations with technical partners during the General Assembly, the Alliance developed a content note. The second Living Lab is scheduled for October 21st, commencing with a platform demonstration. Subsequently, external stakeholders will have the opportunity to participate in either a panel focusing on data monetisation or one addressing data ethics.

European DIGITAL SME further promoted and discussed the upcoming PISTIS Living Lab with the DIGITAL SME Scientific Committee. This committee comprises a community of academic experts, research centres, industry researchers, and innovative SMEs heavily engaged in R&D activities.

To deliver the first bundle of MOOC material (M24), the members of WP6 are going to decide on the platform and identify the MOOC's lecturers among academics and practitioners within the consortium and organise filming and production for content.

Table 8: A list of the future activities foreseen in PISTIS

Future Activity	Project results/milestones	Provisional dates/frequency
3 Press releases (one for each DH)	Demonstrators' experimentation kick-off	M22 - M23
Co-organise and/or participate in events with similar/relevant projects	Creation of a Data Alliance with 5 sister projects	M22
2nd Living Lab on the PISTIS platform demonstration (alfa version)	PISTIS Platform alpha release	M22
Public event	PISTIS Platform alpha release	M22-M24
Promotion of training opportunities	First bundle of MOOC material	M24
Presentation/demonstration of the relevant PISTIS components to the BDVA Task Force "Data Spaces"	PISTIS Platform alpha/beta releases	M30, M36
Presentation/demonstration of the relevant PISTIS components to the members of the DSSC Technology Thematic Group	PISTIS Platform alpha/beta releases	M30, M36
Presentation/demonstration of the relevant PISTIS components to the leaders of the GXFS initiative	PISTIS Platform alpha/beta releases	M30, M36
Final Event		M42

7 SYNERGIES WITH EXPLOITATION

The primary goal of PISTIS' dissemination strategy is to proactively share project advancements with relevant stakeholders, fostering their involvement in development,

validation, and exploitation. This goes beyond mere awareness; dissemination is integral to every project phase, from initial requirements to final evaluation. By actively engaging end-users and stakeholders through the PISTIS Living Lab, we aim to accelerate the project's commercialization and long-term success.

The consortium has outlined initial exploitation plans to establish sustainability, continuity, and a clear path to market entry for the project's outcomes.

In close collaboration with **WP7 Exploitation, Business Model Innovation and Business Plan**, WP6 will cooperate in ensuring the platform meets real-world needs and is widely adopted, by emphasizing stakeholder engagement and knowledge sharing.

Key Objectives:

- Involve stakeholders: Actively engage core stakeholders in the project through workshops, focus groups, surveys, and training to co-create solutions, gather feedback, and build awareness.
- Develop a Living Lab: Create a platform for interaction between stakeholders and the project team to test and refine the PISTIS platform.
- Collaborate with EU Data Spaces and other projects: Share knowledge, resources, and best practices with other relevant projects to enhance the PISTIS platform.
- Engage with Digital Innovation Hubs (DIHs): Collaborate with DIHs to integrate SMEs into the data economy and accelerate their digital transformation.
- Build capacity: Develop training materials and a MOOC to enhance stakeholder skills in data management, interoperability, and data economy.

Strategies:

- Stakeholder engagement: Implement a Living Lab with various activities to involve stakeholders in all project phases.

  PISTIS Living Labs will be crucial for exploiting the PISTIS solution as they will actively engage end-users, particularly SMEs, in the requirement collection phase. SMEs, representing most European companies, are both major data providers and users. In these Living Labs, external stakeholders will offer their inputs on the requirements for the PISTIS solution, validate it against real market and users' needs, and contribute to the end-product definition and go-to-market strategy creation. These labs will help SMEs overcome resource constraints, foster innovation, and quickly adopt or contribute to the PISTIS solution, thus driving its effective implementation and growth in the European data market.

- Knowledge sharing: Collaborate with EU Data Spaces, other projects, and DIHs to leverage existing knowledge and expertise. PISTIS aims to establish continues exchange with relevant initiatives and projects to produce better and more sustainable results and to use the data spaces initiatives as the exploitation channels for them by positioning PISTIS components as part of their blueprint architecture.

- Capacity building: Develop training materials and a MOOC to equip stakeholders with necessary skills and manage the logistics for hosting the MOOC

7.1 SYNERGIES WITH WP5 AMBITIONS

The PISTIS project was designed in such a way that the demonstrators, as well as providing the key material to aid dissemination and the identification of the key stakeholders for dissemination purposes, also have a key role in further developing the product during the lifetime of the project. This will provide further dissemination opportunities as well as contributing to the exploitation process.

Indeed, some overlapping work between WP5 and WP6 is being carried out almost as a "joint-task" and this activity will be stepped up once the demonstrations are fully active.

Living Labs in WP5

Whist the Living Labs described above have specific target audiences and in particular, SMEs, those which are part of the WP5 activities have a different focus. The stakeholders associated with the Living Labs within WP5 will be:

· Those which will provide the most benefit to the demonstration partners themselves by widening the scope of the demonstrations, bringing on board new data sources and new opportunities for increasing the value of their demonstration activities

· Those stakeholders likely to become part of the "Pistis movement", improving the overall offer, whilst looking to deploy the platform themselves, thus bringing onboard early adopters in the later stages of the project.

Task 5.6 provides the deployment of a Pistis Factory which will act as a playground for the Living Labs and encourage such horizontal activities, utilizing weather data, open data etc. All this activity contributes to both WP6's dissemination endeavours as well as to opening new avenues for exploitation in WP6.

The task will also deal with the deployment of PISTIS instances which are considered horizontal to the three core demonstrators. As such, an instance to trade weather data will be developed (by partner UBIMET), while two other instances will be developed, one for serving selected open data via connecting to the EU Open Data Portal (to be hosted by FGH which implements the EU Data portal as well) and one domain agnostic, to act as a playground by the Living Lab participants (to be hosted by SPH).

Similarly, Task 5.7 as well as gathering some of the Lessons Learned required by WP6 "will also propose improvement actions, interventions and measures to be applied for successfully paving the exploitation path of the project. Evaluation will also pay special attention on assessing the cost-efficiency and viability of new business models developed by the project in WP7."

Finally, towards the end of the project, an overall impact assessment and evaluation of PISTIS will be carried out involving all stakeholders of the PISTIS Living Lab, to achieve the holistic assessment and collaborative devising of the project results.

8 CONCLUSIONS

The report presented in this document showcases the communication activities that the PISTIS project implemented to ensure the spread of information about PISTIS. This report also updates the initial plan, based on an analysis of the activities carried out up to M21 and on new opportunities and constraints identified in the meantime, to provide further guidance on achieving the dissemination objectives that the PISTIS project set in the "D6.1 Dissemination, Communication, Liaison, Training and Living Lab Plan" in the final phases of the project.

9   ANNEX 1 – RESPONSES TO LIVING LAB 2 REGISTRATION QUESTIONS