mGov4EU

D6.1

Initial Dissemination and Communication Plan

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Abstract:	This deliverable will describe the detailed plan for the project dissemination strategy to be adopted throughout the project's lifetime, and it will define the plan with which the different stakeholder communities will be targeted, as well as the social media that will be used.
Keywords:	Dissemination, Communication, Twitter, Website

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Executive Summary

This document defines the dissemination and communication strategy of the mGov4EU (Mobile Cross-Border Government Services for Europe) project. The objective of this project is to develop an open ecosystem for secure mobile government services to be used across Europe and behind by combining and enhancing the existing eIDAS Layer and SDGR Layer with modules for mobile devices.

This deliverable aims at describing the mGov4EU strategic plan to steer dissemination and communication activities during the project's lifetime. This includes defining the objectives, target groups and stakeholders of the project. In addition to this, the plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread mGov4EU activities, achievements, and tangible results to stakeholders.

To ensure maximum impact of dissemination and communication activities, mGov4EU will focus on communicating the potential of secure mobile government services to clearly defined target groups, which are derived and built off the active stakeholders identified in T2.1 (i.e. public sector service providers). These specific activities will then subsequently target the public to raise awareness of this topic, the project, and its results. The communication activities will also target key stakeholders who play a relevant role in the project's fields and activities and act as multipliers.

After a short introduction (Chapter 1) Chapter 2 defines the goals, the objectives, and different types of target groups the project focuses on, as well as the importance of defining specific communication channels for each target group to address them accurately. A SWOT analysis, which identifies the general strengths, weaknesses, opportunities, and threats of the project that need to be considered, completes the picture of the second chapter.

Chapter 3 deals with the dissemination strategy, which describes the purpose, the tools for successful implementation and the necessary steps to be applied in each of the three years of the project. Besides the visual identity of the project, which would be the logo and the presentation templates, as well as the social networks (most of all Twitter and LinkedIn) where the project should be present, the next section describes the development of the public website. This will disseminate information about the consortium and partners, the public deliverables and all events related to the project. A brochure (in digital format) will be distributed to consortium members to facilitate dissemination of the project at face-to-face events, conferences, and symposia. Press releases, e-Newsletter and other publications (e.g. scientific publications) planned during the project and strategies for conducting trainings and workshops aimed at promoting the results of the project and building an active stakeholder group complete the picture. Networking with related projects has started already in the initial phase of the project. Presenting the pilots and publishing the codes will also be part of the dissemination and communication activities.

The following Chapter 4 shows a tabular timeline of the first year of the project, including which dissemination channels are planned in relation to each of the twelve months to keep the mGov4EU project in the public eye. So-called Key Performance Indicators (KPIs) set the framework for the different tools (described in Chapter 5).

This document aims to provide a first strategy for the communication and dissemination of the planned actions, which could be adapted during the 3-year project phase.

The following table shows the relation between D6.1 and other tasks, work packages and deliverables:

Contributing tasks of this WP	T6.1, T6.2
Input from other tasks/WPs	WP1, WP2, WP3, WP4, WP5,
Output to other tasks/WPs	T2.1
Output to other deliverables	D2.1

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Abbreviation	Meaning
eID	Electronic Identification
eIDAS	electronic IDentification, Authentication, and trust Services - Regulation (EU) No 910/2014 of the European Parliament and of the Council of 23 July 2014 on electronic identification and trust services for electronic transactions in the internal market and repealing Directive 1999/93/EC
GDPR	Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons about the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)
KPI	Key Performance Indicator
mGov4EU	Mobile Cross-Border Government Services for Europe
MS	Milestones
PR	Press Release
SDGR	Regulation (EU) 2018/1724 of the European Parliament and of the Council of 2 October 2018 establishing a single digital gateway to provide access to information, to procedures and to assistance and problem-solving services and amending Regulation (EU) No 1024/2012

Chapter 1   Introduction

The objective of the dissemination strategy is to identify and organize the activities to be performed to maximize the influence/impact of the project and to promote commercial and secondary exploitation routes of the project results.

The task will be to establish and maintain on- and offline dissemination and communication tools and materials to promote stakeholder and target group engagement and community building, as well as coordinate the inputs of all other project partners.

To ensure the widest possible dissemination of the project and to increase its impact and outreach, mGov4EU general dissemination objectives are:

- Ensure effective communication of project objectives and activities at local, national and EU level.
- Identify appropriate target groups to address the dissemination objectives.
- Implement a broad and differentiated set of tools, materials, measures, and events.
- Identify the KPIs for measuring the efficiency of the tools and channels implemented.
- Cooperate with other EC-funded projects or related initiatives and stakeholders.
- Define how the dissemination activities will be managed and the procedure for publishing it.
- Support the mGov4EU partners in the correct implementation of the communication strategy.

To concrete the above lines, this work package will fulfil the following objectives:

- Establish and maintain on- and offline dissemination and communication tools and materials to promote target groups and stakeholder engagement and community building as well as coordinate the inputs of all other project partners. This will be achieved by: creating a project visual identity and public image, designing, launching, hosting and updating a dedicated project website, and establishing social media channels (mostly Twitter), creating white paper/newsletter/a project brochure and project video/podcast for publishing on social media channels.
- During the project lifetime, there will be a number of dissemination activities, including: the creation of a detailed calendar of relevant events consisting of key national and international conferences and events where mGov4EU can participate and share its achievements.
- mGov4EU communication workshops will be organised, designed to engage key stakeholders, and draw the attention of public and private bodies to the project. To maximise impact and efficiency, most workshops are likely to be organised in parallel with other major e-IDentity and eIDAS events - a strategy that can be relied upon to ensure relevant and high-level participants.
- An international event will be organised towards the end of each project year to communicate the achievements of mGov4EU.
- Ensure that necessary documentation is available in mGov4EU's project Nextcloud online repository.
- Effectively promote the project in terms of its key messages (outcomes, results, and networking activities etc.) that will be sound, clear, comprehensive, and relevant to each target group, so they will be defined and targeted by taking into account the different communication means / channels.
- Duly display the EU emblem and include the corresponding information on the EU funding on any communication of results.
- All project partners will also contribute to promoting the project through their own websites and social media channels.

In addition to dissemination and communication, exploitation is very important for the success of the project. Therefore, all partners of this project are aware of and committed to the exploitation of the project results. The exploitation activities aim to use the research results to create value within all participating organisations and thus improve their competitive advantages. Initial exploitation plans

have already been provided during the proposal phase and might be updated during the lifetime of the project.

Chapter 2   Dissemination and Communication Plan

The general purpose of this document is to develop a dissemination and communication plan for the development of the mGov4EU solution. In order to do this, it is important to explicitly define what requirements need to be met. Therefore, this section identifies the main objectives, goals, target groups and stakeholders that need to be considered throughout the mGov4EU project.

2.1   Goals of the mGov4EU project

mGov4EU mobilises the existing eIDAS interoperability infrastructure ("eIDAS Layer") and introduces user-friendly mobile authentication with Single Sign-On and privacy-preserving identity and consent management for cross-border eGovernment processes.

mGov4EU leverages the emerging "Single Digital Gateway Layer" to create a trustworthy federation of collaborative platforms, which facilitates the co-delivery, reuse, and trustworthy provision of accessible and easy to use public and private services, which implement the once-only and digital-by-default principle across Europe.

Multiple mGov4EU pilots implement and validate the enhanced infrastructure services for electronic voting, smart mobility, and mobile signing.

The two layers eIDAS Layer and SDG Layer are glued together by common components that mGov4EU will research and develop and that will implement the project's core elements:

- Mobile authentication using notified eIDAS eID (electronic identification) systems, but also research on integrating non-notified eID solutions.
- Discovery of services and (user) data, as well as evidence provision through SDGR's once-only implementation.
- Enrichment by commonly used or sector-specific attributes provided through a user's wallet or data service.
- User consent for transferring the data, evidence, and attributes and beyond the explicit request under SDGR.

More specifically, mGov4EU will expand the eID foundation provided by the eIDAS Regulation for cross-border authentication and identification by increasing the breadth of eID solutions available to citizens (also by incorporating not (yet) notified eIDs), and by exploring the use of single sign-on services building on the self-sovereign identity paradigm. This is expected to create significant benefits in terms of usability, end-user control and privacy, all without sacrificing security and without violating confidentiality requirements. Additionally, mGov4EU aims to support the creation of user-friendly mobile procedures by expanding on the emerging "Single Digital Gateway (SDG) Layer" in order to create a trustworthy federation of collaborative platforms. Various support and implementation initiatives (e.g. TOOP, DE4A – see section 3.2.4) are already underway in relation to the SDG, none of which however focuses on mobile interfaces and mobile platforms. mGov4EU will address this gap.

Dissemination activities aim to ensure that the values and results generated in mGov4EU have a sustainable impact on the identified target groups, which consist of different types of stakeholders, in both the medium and long term.

2.2   Communication and Dissemination Objectives

The mGov4EU agreement with the European Commission states that the project must involve the public and ensure that the knowledge and results are made available to those who want to use them. The communication objective of mGov4EU is therefore to promote the project and its results to achieve maximum impact and show how EU funding contributes to addressing societal challenges. The dissemination objective is to make the results and knowledge easily accessible to the public and target groups with an interest in an open ecosystem for secure mobile government services and to

enable stakeholders to use the results for their own work. To further maximize impact, cooperation with support measures and other initiatives with similar strategic objectives is planned to support the dissemination of this ecosystem.

Year 1

Lay the groundwork for dissemination tools

Create awareness for the project

Disseminate the concept in strategic networks of partners

Create a strong image

Engage the stakeholders

Year 2

Build further awareness of the mGov4EU results in specific networks, in the administration and among stakeholders.

Fully engage in groups and activities to be defined beforehand.

Explore opportunities to present the mGov4EU solutions at events and engage other stakeholders.

Strong coverage in professional/public/ scientific journals and social media.

Year 3

Prepare the integration of the mGov4EU results into relevant environments and collaborate with the leading clusters.

Promote the integration of technologies and tools in selected domains.

Prepare the exploitation of all mGov4EU knowledge components.

Engage the public through outreach activities.

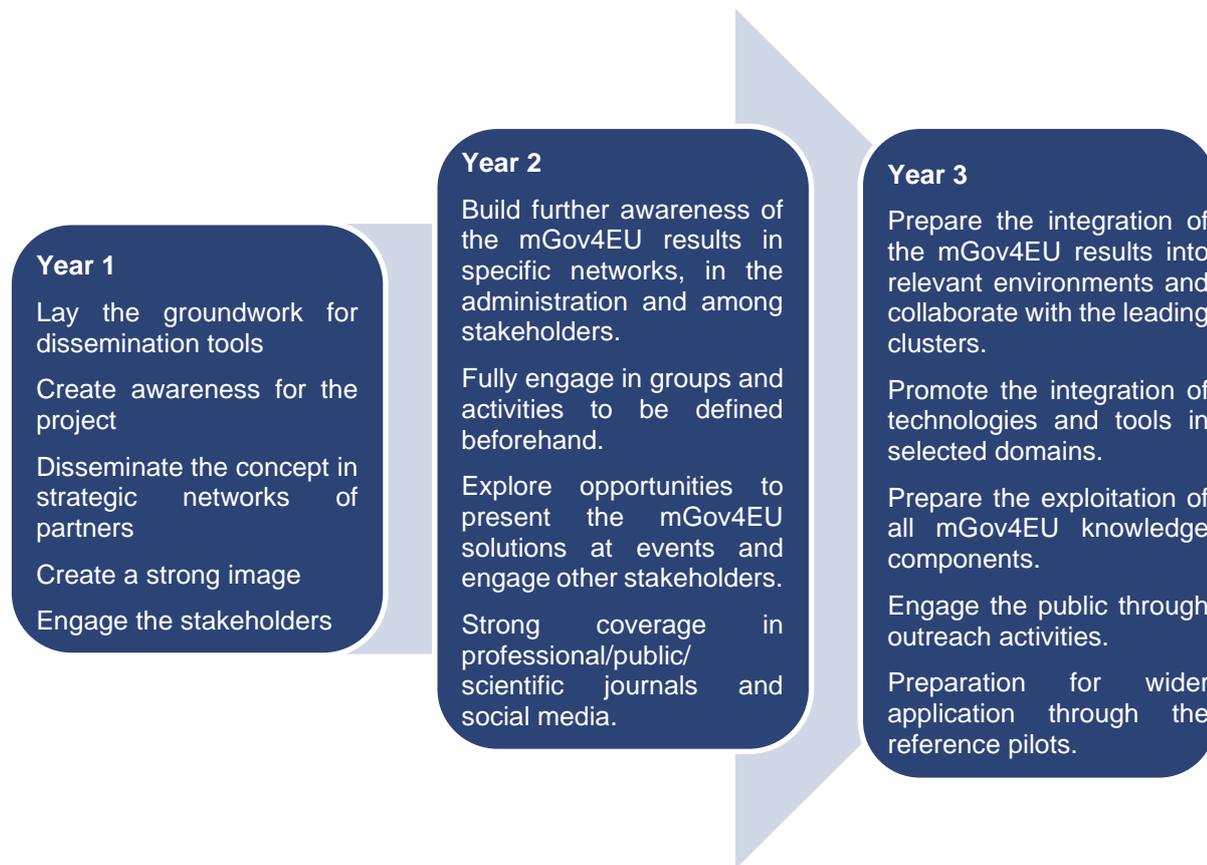Preparation for wider application through the reference pilots.

Figure 1: Stages of dissemination strategy

As indicated, communication and dissemination in mGov4EU should pave the way for an effective and competitive exploitation of mGov4EU results for the individual partner organizations.

The following tables illustrate how communication and dissemination will support the achievement of the overall goals in mGov4EU and which Target Groups defined in Chapter 2.3 are addressed.

Goal: Enhancing the technical eIDAS interoperability solution to make it compatible with mobile-only use cases

Task	Communication and dissemination channel	Target Groups
Overall reference architecture is available.	Social Media, Press Release, Website	1,2,4,5,6,8
Enhanced architecture of the technical eIDAS interoperability solution is available.	Social Media, Scientific Publications, Networks	1,2,4,5,6

Goal: Enhancing technical SDG infrastructures to make it compatible with mobile-only use cases

Task	Communication and dissemination channel	Target Groups
Overall reference architecture is available.	Social Media, Scientific Publications, Networks	1,2,4,5,6,10
Enhanced architecture of the technical eIDAS interoperability solution is available.	Social Media, Scientific Publications, Networks	1,2,4,5,6,10

Goal: Implementing enhanced eIDAS and SDG related architectures, concepts and building blocks

Task	Communication and dissemination channel	Target Groups
Relevant concepts and building blocks identified are available as ready-to-use software packages.	Newsletter, Networks, Blog Post	1,2,4,5,6,7,8,10

Goal: Combining enhanced eIDAS and SDG related solutions to enable secure and user-friendly mobile use cases

Task	Communication and dissemination channel	Target Groups
Implemented software packages support the realization of secure and user-friendly mobile use cases.	Newsletter, Networks, Blog Post	1,2,4,6,7,8,10

Goal: Integrating implemented solutions into pilots and testing them in real-world scenarios

Task	Communication and dissemination channel	Target Groups
Pilots successfully demonstrate the feasibility of secure and user-friendly mobile use cases.	Newsletter, Networks, Blog Post, Pilot Applications, Social Media	1,7

Goal: Evaluating relevant perspectives of designed, implemented, and operated architectures, concepts, building blocks, and pilots

Task	Communication and dissemination channel	Target Groups
Evaluation results are available showing developed solutions' compliance with functional, security and legal requirements.	Newsletter, Networks, Blog Post, Social Media, Scientific Publications, Website	2,4

Goal: Ensuring the sustainability of project results and achievements

Task	Communication and dissemination channel	Target Groups
Material is available and actions are applied to ensure the adoption of project results by external stakeholders	Newsletter, Networks, Blog Post, Social Media, Scientific Publications, Website	1,2,3,4

2.3 Target Group identification and classification

The success of the mGov4EU project not only depends on the implementation of the mGov4EU ecosystem and innovations, but also on the impact it has on relevant stakeholders. Stakeholders can be defined as those who have an interest in mGov4EU, who have an active influence on the project or who are passively influenced by mGov4EU. Task 2.1 "Business Models and Stakeholder Ecosystem" is dedicated to providing an extensive understanding and overview of the Stakeholder groups and participants. The results can be found in D2.1 (Due M12). However, this section provides a first insight to potential stakeholders or target groups that will be targeted in the communication and dissemination strategy. The key result of D2.1 is that public sector service providers are the key target group (users) addressed in mGov4EU. In relation to dissemination, the term target groups will be used. Target groups are a particular group of people or stakeholders that the dissemination is intended to reach.

In order to maximize impact through communication and dissemination, it is first important to identify, classify and prioritize target groups, for mGov4EU to send the right messages through the right channels. The mGov4EU project aims at involving the key target groups with respect to eIDAS and SGD at an early point in time and in a continuous manner. The main classes of target groups, which are meant to be addressed with mGov4EU are outlined in the following table.

The target groups (below) will also be mapped to specific dissemination according according to their? interests and targeted through a number of different communication and dissemination channels. These will include invitations to on-site events, direct mailing of key project results and a concluding seminar in month 36.

Table 1: mGov4EU Target Groups

Target Group	Specified in more detail
1. Government and Public Sector	• Representatives of the Member States that do not participate in the mGov4EU consortium. • Public sector bodies (at national, regional, local level) from all the Member States that provide online public services. • Policy makers from the public institutions (international, national, regional, local) responsible for the implementation of the once-only principle.

Target Group	Specified in more detail
2. EU Member States	• National Coordinators (REGULATION (EU) 2018/1724 Art. 28) • SDG-related Service Providers • SDG Node Operators • eGovernment Program Managers
3. eGovernment-focused collaborative platforms	• Examples :ISA² (ISA², 2021), IMI (IMI Internal Market Information System, 2021),
4. European Commission	• DG GROW E.3 • DG CONNECT H.4 • DG DIGIT (CEF Digital OOP Action)
5. Researchers and Innovators	• IFIP • IEEE • ACM • GI • W3C Credential Community • Open Identity Community
6. Other EU projects	• TOOP 　▪ once-only.org • DE4A • Related projects funded under same H2020 call
7. Pilots-related target groups	• Online Voting 　▪ e-vote-id.org 　▪ e-voting.cc 　▪ electoral commissions, university bodies (where we plan to do the pilots) etc. 　▪ student represents (union) • Smart Mobility • Mobile Signature
8. eIDAS-related target groups	• Member States • eIDAS Points of Single Contact • Cooperation Network Representatives • eIDAS Node Operators • National Supervisory Bodies • European Commission • DG CONNECT H.4 • ENISA • Trust Service Providers • QTSPs • other TSPs • Conformity Assessment Bodies
9. Standardisation Bodies	• ETSI • CEN • OASIS • IETF
10. Stakeholders related to (REGULATION (EU) 2018/1724 – Annex I - III)	• Assistance Services • Procedures to be offered fully online • Business • Citizen

Although most of the dissemination and communication tools and channels are appropriate for more than one target group, it is recognized that some tools are better suited to a specific audience than to another. Table 2 summarises the main dissemination and communication tools and channels (detailed in Chapter 3) that are considered as most appropriate for the defined target groups and gives an overview of which dissemination tools and activities are relevant for which target groups that were defined in Table 1 in Chapter 2.3.

Table 2: Main dissemination and communication tools and channels relevant to the target groups

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
Website	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Social Media	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Project Brochure/ White Papers	☑	☑	☑	☑	☑	☑	☑	☑	☑	
Newsletter					☑	☑	☑	☑		
Scientific Publications	☑	☑		☑	☑	☑		☑	☑	
Press Releases	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Conferences, Workshops, Webinars	☑	☑		☑	☑	☑		☑	☑	☑
Project videos/ podcasts	☑			☑	☑	☑	☑	☑	☑	☑
Pilot Applications		☑		☑		☑	☑			☑

2.4   SWOT

This section describes an analysis of strengths, weaknesses, opportunities, and threats (SWOT) in relation to the communication and dissemination of information, results, news in the mGov4EU project, contrasting the internal situation (strengths and weaknesses) with the external situation (opportunities and threats). The purpose of the analysis is to identify potentials and barriers in order to better plan the strategic actions. The SWOT analysis is shown in Figure 2. The analysis shows that mGov4EU has a strong foundation and broad partners to achieve the best impact. The results and pilots of the project will be widely applicable, necessary, and practical demonstrations that will be relevant to many Europeans and beyond. The challenge will be to use resources wisely, to give the right people the right information at the right time to achieve maximum impact and to ensure that the needs of authorities and users are met. The following chapters describe the strategy and plan to achieve this goal.

Strengths

The mGov4EU project is innovative, the results will be of great interest for member states and citizens in the EU.

A dedicated, well-exhibited consortium is focused on the exploitation of the

results and is supported by a strong stakeholder network as multipliers.

The selection of pilots ensures wide coverage and visibility.

As a 3-year project, there is a unique opportunity to create momentum, meet expectations and present results to specific target groups.

Weaknesses

The high level of technological knowledge risks generating a language which hinders understanding for non-technical stakeholders.

Legal barriers identified prevent a pilot's execution.

Relevant technical information about existing eID-Apps is not publicly available.

SWOT

Opportunities

Marking the project as best practice for Mobile Cross-Border Government Services for Europe.

Benefits of press coverage for branding mGov4EU.

Reach out to new markets and actors forming new possibilities for secure mobile government services.

Threats

Different national (legal) regulations and lacking standards may become a barrier to the introduction of for secure mobile government services.

Traditional management impedes fast, open communication.

Lack of interest in mGov4EU results among public administration and stakeholders.

Lack of user acceptance of mGov4EU solutions.

Failure to obtain statistically significant input/feedback from stakeholders.

Figure 2: SWOT analysis for mGov4EU project

Chapter 3 Dissemination Tools and Activities

This chapter presents a general overview of the mGov4EU dissemination tools and the dissemination activities that will be carried out until the end of the project. Instructions and recommendations are also provided on how to prepare these tools and activities to ensure that all partners disseminate the project information in the most effective and appropriate way.

3.1 Dissemination Tools

3.1.1 mGov4EU visual identity

Easier and recognisable identification by the public to ensure better visibility on the project. Appealing project logo and common graphics for any project template and any published or publicly presented material (e.g. reports, leaflets, posters, slides and other dissemination materials) will be created. A project motto may also be elaborated in the early stages of the project, incorporated to the communication strategy.

3.1.1.1 Project Logo

The development of a visual identity for the mGov4EU project, and thus a project logo, ensures that the project results are consistent and easily recognisable.

The project logo expresses all facets of the project. The logo is comprised of two elements: The name (abbreviation of the project title) and the icon/symbol (representing a government building with WiFi/wireless icon). It should only be used in that way with all items as shown below (Figure 3).

Mobile Cross-Border Government Services for Europe (mGov4EU):

Figure 3: mGov4EU logo

The project logo will be presented on all documents developed within the mGoV4EU project and on documents submitted to the EC (e.g., deliverables), on PowerPoint presentations and newsletter used for communication and dissemination activities, on the mGov4EU website and project presentations on social networks, as well as academic publications.

When using the logo on a complicated background, it needs to be ensured that there is sufficient contrast so that it is always clearly visible.

3.1.1.2 Design Guidelines

It is important to follow and respect the visual identity of the project in order to maximize the impact on the audience. For this purpose, different presentation templates with mGov4EU branding were prepared for the partners:
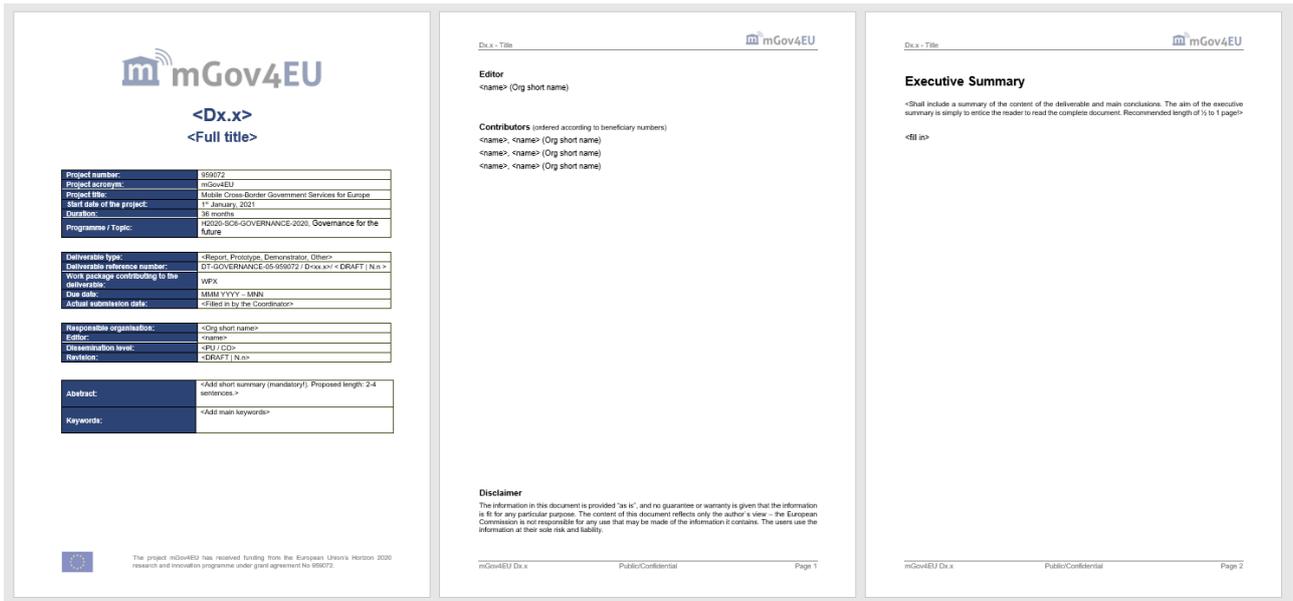
Figure 4: mGov4EU template for Deliverables

Figure 5: mGov4EU template for White Papers

Figure 6: mGov4EU template for Power Point Presentations

The mGov4EU Project

The "**Mobile Cross-Border Government Services for Europe**" (**mGov4EU**) project will lift cross-border services supported by the Single Digital Gateway Regulation (SDGR) and by the eIDAS Regulation to new levels by enabling them for a mobile-device use we nowadays naturally expect. This shall come with unprecedented user journeys by making extensive use of automatic attribute provision and SDGR's once-only principle, complemented by mobile identification so that the so-far cumbersome filling of complex forms gets replaced by user-controlled and user-consented releasing of authoritative data. By taking advantage of security features of modern smartphones like hardware-backed secure elements together with integrated convenience elements like biometric sensors, mGov4EU will meet both the security needs and data-protection expectations one has into public services and the usability challenges that arise when accessing complex services using constrained mobile devices.

THIS ISSUE

1. **The mGov4EU Project**
2. **Introducing our Coordinator Technikon**
3. **Introducing A-SIT**

"**10 different partners with complementing expertise from 5 different countries.**"

Figure 7: mGov4EU template for internal and external mGov4EU Newsletter

In order to ensure a uniform external image and to create a recognition value, it is important to use the same colours for all publication material in accordance with the corporate design:

Figure 8: mGov4EU colour scheme

3.1.2 mGov4EU Website

Besides the social media presence, the website is the main communication tool suitable to address the heterogeneous stakeholders of mGov4EU. Therefore, the project website (https:/www./mGov4.EU) was published right at the very beginning of the project to give visibility and recognition to the project by promoting the latest news related to mGov4EU, inform about the partners and activities of the project and providing stakeholders materials and published results of the project and the option for joining and managing membership of project email lists, e.g. for specific topics for interacting with them in order to increase the reach and acceptance of the project.

The efficiency of the website is ensured by the following criteria:

- The content is always kept up to date.
- The focus is on user-friendliness. This means that attention is paid to a clear structure with low hierarchical depth.
- The working language of the website is English.
- All partners will provide content for the website.

The mGov4EU website provides the following content at the time of publication of this document:

- Home: Introducing the projects and its objectives.
- About mGov4EU: mGov4EU in a nutshell.
- News: Latest news on events, milestones, results and many more.
- Partners: Presentation of the mGov4EU consortium.
- Contact Us

Figure 9: mGov4EU Website – state: 2021/02/11, 10:13 p.m.

In the following months, content on events such as conferences or webinars will follow, as well as FAQs on the project and a special section for presenting the pilots. A download section will offer the possibility to download all public documents such as mGov4EU Newsletter, project brochure, etc.

In addition, the website will offer a download section by using, inter alia, Zenodo Open Access Repository, which provides access to relevant information, results, and achievements (i.e. publications and presentations, summaries on progress and achievements, publishable milestones etc.). In order to measure the impact and visibility of the website, analytical tools have been set up to monitor the number of visits, average visit time and country of origin.

After completion of the project, the mGov4EU website will be maintained after project for at least 18 months.

3.1.3   Social Media

Social media platforms are an increasingly relevant channel to consider for dissemination and communication activities, especially for very heterogeneous audiences, as in the case of this project.

mGov4EU is present on Twitter with a project account to increase its online communication through short and clear messages and eye-catching images.

- mGov4EU-related messages will be short, direct, and clear, within the Twitter character count limit, and will contain all the necessary information.
- The mGov4EU project logo will be displayed in tweets with pictures.
- Through the form of "networking" that is particularly pronounced on Twitter (users follow other users and "retweet" posts. Through interaction, the project's audience is constantly expanding).

- Twitter is one of the social media platforms with the most users worldwide. Many different individuals and organisations relevant to the mGov4EU project and/or working in areas addressed by mGov4EU, use Twitter. This facilitates interaction with these users, which might be more difficult via other channels (e.g., website, newsletter or similar).

The mGov4EU Twitter account (Twitter.com/mGov4EU) has been operational since the beginning of the project.

A project video, video-interviews or podcasts will be created during the project lifetime and while conferences, workshops, or webinars at which mGov4EU partners participate and published at social media platforms, highlighting the technological developments, and consequently showcasing developments and expected outcomes.

Figure 10: mGov4EU Twitter account

In addition to Twitter, LinkedIn was chosen as the most suitable social network to disseminate the project's successes, news and results. The mGov4EU LinkedIn account (https://www.linkedin.com/showcase/mgov4eu) has been operational since beginning of March 2021.

Figure 11: mGov4EU LinkedIn account

3.1.4   Project Brochure/White Papers

As a further communication tool, the mGov4U project will produce a brochure describing the project and its objectives. The brochure will be in electronic form and can be forwarded by email or downloaded from the website as a first source of information about the project. The use of a paper-based project brochure will probably not be needed due to the current Covid-19 situation. It is likely that there will be a further reduction in face-to-face activities in the coming months and possibly throughout the project. The project brochure will not be very technical in content and will be similar in information content to the style of the project website.

In addition, various white papers on specific topics will be designed, which present results, user descriptions or the project pilots at a high level and in technical language.

3.1.5   mGov4EU Newsletter

mGov4EU regularly publishes an electronic Newsletter. This allows the consortium to inform the project community about the latest project activities and results, which especially addresses eIDAS- and SDG-related topics. A mailing template was designed for this purpose (see section 3.1.1.2).

Electronic newsletters are intended to cover project-related results, information as well as about the partners or pilots in more detail than can be communicated via social media, especially Twitter, due to the limited number of characters. The newsletters will be organised and edited by the go.eIDAS Association, with content contributed by each project partner. It is initially planned to publish and distribute three newsletters per year. Depending on the project phase, it may be necessary to communicate important results and information worth knowing more frequently to participants, target groups and stakeholders. They are intended for external use and will not contain confidential information. The language of the newsletter will be English, although translations and adaptations for National languages are permitted. Dissemination will be taken by every member of the Consortium at national level. Once the newsletter is published, go.eIDAS Association will make it available on the project´s website and disseminate it on Twitter. All members will be asked to repost and/or to share it on their own profiles. There will be a specific form on our website to enable users to subscribe to our newsletter. We will also explore the possibility of using other networks for dissemination via mailing lists in full compliance with GDPR rules.

3.1.6   Presentation

A general project presentation will be designed for the purpose of consistency and dissemination of uniform content regarding the project description, project concept, project objectives, partners, and pilots and to support the mGov4EU dissemination efforts.

3.2   Dissemination Activities

3.2.1   Scientific, technical and industry Publications

The main project achievements and results will be presented to relevant technical journals. These publications will include both the technical/technological developments achieved and the new knowledge generated in the project that can contribute to the development of a trustworthy digital Europe.

The mGov4EU research partners will publish scientific papers in conference proceedings and journals, some of which are already in close contact with them. The consortium will take the necessary steps to ensure that this process is implemented.

3.2.2   Press Releases

Press releases (PR) will be produced to distribute information for the media around key mGov4EU milestones, major achievements, solutions, pilots, and stories. These will be distributed through the networks, platforms and PR contacts of the project partners and further multipliers.

- go.eIDAS Association will prepare three PR per project year for each important announcement (milestones, major achievements, etc.) and PRs on relevant project publications.
- The partners will validate the content of the PRs before dissemination.
- go.eIDAS Association disseminates the PRs under the mGov4EU contact network and uploads them to the resources section of the project website to keep them accessible to the public.
- Partners send the press release through their extended contact networks to maximise exposure.

3.2.3   Conferences, Workshops and Webinars

In order to effectively ensure the visibility of the project and to establish important contacts, the mGov4EU partners will organise and/or participate in several events, ranging from conferences and exhibitions to workshops, webinars and meetings, targeting different target groups and stakeholder and bring the project to the attention of public and private entities. Webinars for example are suitable for inviting many various target groups or stakeholders to dialogue, share knowledge and best practice.

During the lifecycle of the project there will be a number of dissemination activities including the creation a detailed calendar of relevant events that will consist of major national and international conferences and events where mGov4EU will participate and share its achievements.

To maximise impact and efficiency, most workshops will likely be organised alongside other big events in the field of eID and eIDAS - a strategy to ensure relevant and high-level attendees.

The main project achievements and results will also be presented at meetings of various networks and conferences, co-design workshops, presentations, meet-ups and stakeholder training events.

Within each project year, an international event is organised to communicate the achievements of mGov4EU.

3.2.4   Networks and related projects

Partners will use their local and national networks to communicate and disseminate mGov4EU and the specific values of the project relevant to their field of activity. mGov4EU will also establish networks with relevant European projects and initiatives to promote the project's objectives and exchange knowledge and information.

The aim of these networks is to achieve synergies between the projects/networks and to extend their reach to target groups and stakeholders. The list of identified projects to be considered for liaison activities are:

At the time of publication of this document, the EU and international networks include, but are not limited to:

Table 3: mGov4EU related projects for networking

Related project (short name - title)	Type, content of the cooperation	Prioritisation (on a scale 1-5)
ACROSS - Towards user journeys for the delivery of cross-border services ensuring data sovereignty	ACROSS proposes a novel framework aiming to substantially complement SDG and Your Europe portal by leveraging the advanced capabilities of Cloud, privacy-preserving, semantic interoperability, and mobile technologies, to build the next generation Public-Services ecosystem while maintaining the highest privacy level. https://cordis.europa.eu/project/id/959157	1
DE4A - Digital Europe for All	The development of cross-border digital public services is underway and includes the creation of European interoperable platforms such as a common framework for citizens' electronic identity management (eID) and the fostering of innovation through the Competitiveness and Innovation Programme (funding large-scale pilots and e-participation projects). https://www.de4a.eu/	1
GLASS - SinGLe Sign-on eGovernAnce paradigm based on a distributed file exchange network for Security, transparency, cost effectiveness and truSt	GLASS caters for a 'European Common Services Web', bringing closer together citizens, businesses and European governments. + distributed file storage system + Middleware Gateway Framework + a distributed ledger + ecosystem for delivering mobile services + a single sign-on Wallet as a Service https://www.linkedin.com/showcase/glass-eu/	1
IMPULSE - Identity Management in PUbLic SErvices	In particular, IMPULSE focuses on 2 of the most promising and disruptive technologies nowadays: Artificial Intelligence (AI) and Blockchain, and their contributions to and impacts on eID. Together with framework conditions (like GDPR and eIDAS regulations, existing eID systems, and standards). https://cordis.europa.eu/project/id/101004459	1
inGOV - Inclusive Governance Models and ICT Tools for Integrated Public Service Co-Creation and Provision	The vision of the inGov project is to provide innovative ICT-supported governance models as well as mobile apps including chatbots, which will enable stakeholders' collaboration in co-producing inclusive and accessible Integrated Public Services (IPS) thus increasing trust and satisfaction. https://cordis.europa.eu/project/id/962563	1
InteropEHRate - Interoperable EHRs at user edge	The electronic health record (EHR) collects, systematises and stores patient data in a digital format in order to improve healthcare systems. https://www.interopehrate.eu/	1
KRAKEN - Brokerage and market platform for personal data	KRAKEN provides innovating data sharing control based on advanced end-to-end encryption that prevents access to and modification of data. In addition, it uses sophisticated proxy cryptography designs that secure full data control. https://cordis.europa.eu/project/id/871473	1

Related project (short name - title)	Type, content of the cooperation	Prioritisation (on a scale 1-5)
TOOP - The Once Only Principle Project	Three pilots are implemented: (1) Cross-border e-Services for Business Mobility, (2) Updating Connected Company Data and (3) Online Ship and Crew Certificates. https://www.toop.eu/	1
CyberSec4Europe - Cyber Security Network of Competence Centres for Europe	Faced with ever-increasing cybersecurity challenges, the European Union is committed to improving its awareness and response to cyber-attacks aimed at Member States or its institutions. CyberSec4Europe aims to boost defenses within the vertical sectors of digital infrastructure, finance, government, transport, health and smart cities. https://cybersec4europe.eu/	2
DEMOTEC - Democratising Territorial Cohesion: Experimenting with deliberative citizen engagement and participatory budgeting in European regional and urban policies	DEMOTEC investigates the role of participatory budgeting in fostering greater and more informed citizen participation in policy-making and in engaging citizens that feel disconnected from political and policy processes. It focuses on citizen engagement in European regional and urban policies, combining in-depth research on participatory budgeting and mediated deliberation in the public sphere with real-world experiments. https://cordis.europa.eu/project/id/962553	2
INFINITECH - Tailored IoT & BigData Sandboxes and Testbeds for Smart, Autonomous and Personalized Services in the European Finance and Insurance Services Ecosystem	Leaders in finance and ICT will aim to provide novel Big Data/IoT/AI technologies for managing and querying all kinds of data along with data governance capabilities. https://www.infinitech-h2020.eu/	2
IntelComp - A Competitive Intelligence Cloud/HPC Platform for AI-based STI Policy Making	IntelComp sets out to build an innovative Cloud Platform that will offer Artificial Intelligence based services to public administrators and policy makers across Europe for data- and evidence-driven policy design and implementation in the field of Science, Technology and Innovation (STI) policy. Large STI datasets are processed on High Performance Computing (HPC) environment part of the European Open Science Cloud (EOSC) initative. https://cordis.europa.eu/project/id/101004870	2
INTERLINK - Innovating goverNment and ciTizen co-dEliveRy for the digitaL sINgle marKet	INTERLINK aims to overcome the barriers preventing administrations to reuse and share services with private partners (including citizens) by developing a novel collaborative governance model that merges the enthusiasm and flexibility of grassroot initiatives with the legitimacy and accountability granted by top-down e-government frameworks. INTERLINK will provide a set of digital building blocks, called "Interlinkers", that	2

Related project (short name - title)	Type, content of the cooperation	Prioritisation (on a scale 1-5)
	implement the defined governance model and standardize the basic functionalities needed to enable private actors to co-operate in the delivery of a service (organization, communication, scheduling, monitoring, etc.). https://cordis.europa.eu/project/id/959201	
UserCentriCities - Towards common digital government indicators and support for European cities	UserCentriCities is a project driven by six cities and regions to deliver the goals of the Tallinn declaration at local level, supported by Eurocities, the largest association of European cities, VTT, a world-class research centre, and led by the Lisbon Council, a Brussels based think tank which has advised the Estonian presidency on the Tallinn declaration. https://cordis.europa.eu/project/id/101004603	2

Synergies with other projects, related associations, standardization bodies and initiatives will be examined during the project.

3.2.5 Pilot Applications

The way citizens expect public services to be delivered has changed radically during the past years. While for some time, web browsers operated and used on classical end-user devices like PCs and laptops have been the predominating means to consume electronic public services, a paradigm shift towards mobile end-user devices is observable during the past years. This shift has been mainly caused by the emergence of modern smartphones, which enable an improved user experience, and which also provide various security features like integrated hardware-backed security elements and biometric sensors. This makes these devices an interesting alternative for security-critical use cases and application scenarios. Existing public services and underlying national and cross-border infrastructures have not been designed and implemented with the mobile usage paradigm in mind. As a result, existing solutions cannot be mapped easily to mobile-only scenarios expected by citizens. This poses a serious challenge to the transformation of existing services and infrastructures towards mobile usage scenarios. Another challenge is introduced by replacing classic end-user devices by modern smartphones as the primary means to consume public services. On a technical level, smartphones differ in various aspects from PCs and laptops, which, on the one hand, offers new technical opportunities, but, on the other hand, also raises various challenges with regard to security and usability. mGov4EU tackles these challenges by evolving and transforming the existing ecosystem of technical interoperability solutions supporting the EU eGovernment Action Plan 2016-2020 and the European Interoperability Framework Implementation Strategy such that mobile-only use cases, including the authenticated cross-border access of mobile public services, becomes a reality. Part of this evolution will be an integration of modern mobile end-user devices into existing processes and infrastructures, which will require a critical assessment of these devices' capabilities and limitations. mGov4EU puts special focus on the eIDAS and the SDG Regulation and their respective technical implementations, which are both crucial for panEuropean cross-border ICT solutions in Europe and hence have been selected to be in the primary scope of mGov4EU.

The general viability of the mGov4EU approach is planned to be validated by selected pilot projects:

Online Voting: One of the most critical environments from the point of view of security and privacy in "the Digital Era" are electoral processes. Within these processes it is necessary to ensure the privacy of voters as well as the integrity of the votes, to guarantee the accuracy of the election' results. However, another point that is very important is to ensure the authenticity of the voters and their eligibility in the election process, i.e. that they are authorized to vote in that particular process. Otherwise, the election integrity could be posed at risk. This use case consists of integrating the eIDAS authentication in the Scytl online voting system, thus voters from different countries and with

different eIDAS compliant authentication tokens, can authenticate seamlessly in the system for voting. In addition, the project introduces the ability to get voter personal data relevant to statistics by means of the SDG-Layer.

Smart Mobility: The Smart Mobility pilot demonstrates the applicability of the mGov4EU infrastructure for innovative state-subsidised mobility services, which require a trustworthy identification and further evidence (e.g. proof of residency and student status via SDG mechanism) within the enrolment phase.

Mobile Signature: The mobile signature pilot within the mGov4EU project will demonstrate that the novel mobile infrastructure can not only be used for authentication and identification but also for the creation of advanced and qualified electronic signatures according the eIDAS-Regulation in well established (e.g. CAdES, XAdES, PAdES) and emerging signature formats (e.g. JAdES). The mobile signature pilot will support both the user-controlled provisioning of documents which are to be signed and the creation of signatures within pre-defined work flows and business processes. Special attention will be paid to the seamless integration of the eID App, the Signature App and the underlying signature, identification, and certificate management services, which are envisioned to cover a range of IdPs as well as qualified and non-qualified Trust Services Providers from different EU MS.

3.2.6   *Code publication on popular collaboration platforms*

The project's core components will be made available as free software under the European Union Public License (EUPL) 1.2 where possible on GitHub to invite outside contributions from the general public and foster an open discourse and improvements past the project. A link to the code repository will be placed prominently on the project website. Components containing protected Internet Protocol (such as the online voting system used in one of the pilots) or published under incompatible licences are exempt from this.

Chapter 4 Dissemination and Communication Timeline

The following table shows the dissemination activities of the various channels (in green) in relation to the months of the first project year. As shown in the timeline, different materials are published each month to keep the mGov4EU project in the public eye. In addition to the intuitive social media interactions, the partners have designed a posting plan, covering the whole project duration to continuously publicise the project.

Table 4: Year 1 Planning of Dissemination Tools and Activities

Month	Website	Social Media	Project Brochure	White Paper	Newsletter	Scientific, technical industry	Press Releases	Conferences, Workshops, Webinars	Project videos and podcasts
M1 (Jan 21)	green	green					green		
M2 (Feb 21)	green	green				green			
M3 (Mar 21)	green	green			green			green	
M4 (Apr 21)	green	green				green	green	green	
M5 (May 21)	green	green		green				green	
M6 (Jun 21)	green	green	green			green		green	green
M7 (Jul 21)	green						green	green	green
M8 (Aug 21)	green	green			green			green	green
M9 (Sep 21)	green	green		green					green
M10 (Oct 21)	green	green				green	green	green	green
M11 (Nov 21)	green	green				green	green	green	green
M12 (Dec 21)	green	green			green	green			green

Chapter 5 Evaluation and Monitoring of Dissemination activities

To ensure accurate monitoring and reporting of dissemination activities, the mGov4EU dissemination results include several reports linked to dissemination activities. All partners will report on their dissemination activities and there will be a compilation of activities. For the purpose of evaluating the mGov4EU dissemination activities, quantitative indicators and related metrics were established. A numerical target was initially set up as an estimate. These targets will be reviewed at regular intervals in collaboration with the consortium.

5.1 Key Performance Indicators

In order to know whether the project is meeting the needs of the target groups or stakeholders and whether adjustments need to be made if necessary, the communication activities are monitored using a number of quantitative and qualitative indicators of success. The evaluation of the communication activities will determine the extent to which the communication objectives have been achieved and how the results relate to the efforts made to achieve the objectives.

This analysis will help the project to better understand facilitators and barriers to successful communication and will be used to refine communication activities accordingly. To measure the progress and impact of communication and dissemination at the project level, a set of quantifiable Key Performance Indicators (KPIs) has been established based on an assessment of project size and reach, partner composition and allocated resources.

The KPIs listed below are initially set as such and will be steadily revised and adjusted throughout the 3-year project lifetime. They are divided into KPIs for dissemination performance (Table 5) and communication performance (Table 6).

The KPIs for dissemination performance are:

Table 5: Key performance indicators for dissemination performance during project lifetime

Outputs/KPI´S	Value	Tolerance (±)
Percentage of cross-border eID authentications[1]	10%	2%
Variety of cross-border eID authentications[2]	≥5	n/a
Number of public events	3	33%
Number of participants in annually conference	>50	40%
Number of participants at final conference	>50	40%
Number of (open) stakeholder workshops	4	n/a

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[1] During the pilots it will be measured how many successful crossborder authentications are done. In this case by cross-border authentication it is meant a citizen of a country X authenticating in a service of the country Y. At least 10% of the authentications must be of this type, and must be successful, in order to consider proved that the system operates correctly in a cross-border setting.

[2] During the pilots it will be verified that a minimum number of country eIDs are used to authenticate in a given service. At least eIDs of 5 different countries must be present in the total number of authentications of at each one of the pilots. This will ensure the compatibility of the system with different eIDs.

Outputs/KPI´S	Value	Tolerance (±)
Number of participants in open stakeholder workshops	20	33%
Participation in academic conferences /events	24	33%
Participation in industry exhibitions and event	4	33%
Participation in trade, industry, or student events	24	33%
Scientific publications	24	33%
Software releases with main mGov4EU artefacts	2	n/a
Open access & EU funding acknowledgement compliance	24	n/a

In order to accurately assess communication performance against the work plan, a set of key performance indicators was established:

Table 6: Key performance indicators for communication performance during project lifetime

Outputs/KPI´S	Value	Tolerance (±)
Unique Website Visitors	8000	33%
Average website visit duration	2 min	25%
Number of material downloads	500	25%
Number of project brochures (first and final)	2	n/a
Number of demonstration leaflets	4	n/a
Press releases, articles, white papers, …	10	33%
Social media activities (tweets, posts, …) excluding video uploads	100	33%
Social media visibility: impressions per post	500	33%
Video uploads (YouTube, …)	4	n/a
Views across video channels	500	33%
Number of newsletters	9	n/a
Number of subscribers to the newsletter mailing list[3]	250	40%

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[3] The high tolerance with respect to mailing list subscribers boils down to the interpretation of what qualifies as subscriber. While no major obstacles are expected to reach a value beyond the initial target, unsubscribe rates cannot be reliably predicted, especially at this early stage in the project. Taking into account the possibility of unsubscribing, the number of subscribers is defined as number of subscribers by the end of the project. If unsubscribe rates remain as low as aimed for, this KPI is expected to be significantly overshot.

5.2 List of Upcoming Dissemination Activities

The list of upcoming dissemination activities is a dedicated tool for monitoring the dissemination activities of the partners throughout the project. The log is shared with all partners in a common repository.

When a mGov4EU partner performs a specific dissemination action (e.g. participation in an event, participation in a workshop to disseminate mGov4EU, etc.), this is added to the log. All information contained in this log will be transferred to the EC portal at the time of the first periodic report.

Chapter 6   Summary and Conclusion

mGov4EU mobilises the existing eIDAS interoperability infrastructure ("eIDAS Layer") and introduces user-friendly mobile authentication with Single Sign-On and privacy-preserving identity and consent management for cross-border eGovernment processes. mGov4EU leverages the emerging "Single Digital Gateway Layer" to create a trustworthy federation of collaborative platforms, which facilitates the co-delivery, reuse, and trustworthy provision of accessible and easy to use public and private services, which implement the once-only and digital-by-default principle across Europe.

This Dissemination and Communication Plan (DCP) includes strategies on how the above mentioned objectives will be pursued and achieved with the use of specific tools by the mGov4EU partners, whereas the overall goal is to maximise the impact of the mGov4EU project by step by step promoting the different milestones that were reached while developing the three pilot applications. The DCP is an integral part of both the dissemination tools and activities, which also includes the visual aspects of the communication efforts. It describes in detail the dissemination and communication channels that will be used to reach each defined target group, as identified in Table 1 and in deliverable D2.1. It also describes the actions that need to be taken to achieve the greatest impact. The Dissemination and Communication Plan is an important starting point for impact creation and can be adapted to the needs of the target groups at a later stage of the project.

Action plans are presented and activities are shown in terms of timelines and how these can be measured in order to evaluate the content and dissemination process and improve it based on these results. The KPIs will need to be continuously revised and monitored after the project has been running for a certain period of time and changes in society and/or policy have been perceived.

In addition to dissemination and communication, the exploitation of mGov4EU achievements is crucial and is recognised as one of the key elements for the success of mGov4EU, underpinned by stakeholder and target group participation. A viable long-term presence of these stakeholders and target groups is one of the main post-project goals. The exploitation strategy of mGov4EU is to help develop an open ecosystem for secure mobile government services that can be used across Europe and beyond, by combining and extending the existing eIDAS layer and SDGR layer with modules for mobile devices.

Chapter 7   Bibliography

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