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D2.3 – WORKSHOPS AND WEBINARS REPORTS – 2ND ISSUE

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Glossary

AUS	AUSTRALO Marketing Lab (Partner)
DCU	Dublin City University (Partner)
EAG	External Advisory Group

EPE	External Pool of Evaluators
EUOS	European Observatory for ICT Standardisation
JRC	Joint Research Centre
NSB	National Standard Body
Trust-IT	Trust-IT Services (partner)
TWG	Technical Working Group (EUOS)
WP	Work Package
WPL	Work Package Leader

1 EXECUTIVE SUMMARY

The continuation of a series of Webinars and virtual Workshops has been a strategic action to successfully achieve the outreach objectives during the second year of the StandICT.eu 2023 project, to spark and initiate new synergies with other projects that have Standardisation as a key-component of their work plan, to effectively promote each Open Calls and, most importantly, to provide extensive visibility to the different EUOS Technical Working Groups (TWG) in front of the StandICT.eu community and beyond. The Webinar series was yet a functional solution to face the ongoing Covid-scenario, replacing physical events with likewise efficient virtual formats by achieving a satisfactory involvement of the different targeted Stakeholders and representing a viable solution in the transition towards a normal scenario without endangering the achievement of the projects' results and KPIs.

Particularly, the new Webinars tackled prominent and arising ICT technological areas to more effectively respond to the priorities underlined by the European Commission and to address the key areas encompassed in the new *European Strategy on Standardisation*¹, issued at the beginning of 2022, with a view to deliver insightful inputs in a Policy-perspective in critical domains as Digital Twins, role of Women in ICT Standardisation, Blockchain, Cybersecurity defence, Internet of Things & Artificial Intelligence, Ontologies and more.

The series of Webinars proved to be an effective tool to reach out a large fraction of the community, provide timely updates on a regular basis and guarantee a proper promotion to the release of the "*Landscape Analysis Reports*" produced by the different TWGs. The events featured renowned actors that highly contributed to the overall development of the project such as:

- Funded Applicants (Fellows).
- Members of SDOs and/or SSOs.
- European Commission officers.
- StandICT.eu 2023 EAG and EPE members.
- Representatives of SMEs organisations as well as National Standard Bodies.
- Chairs and Executive members of TWGs.
- Members of the Standards Academy.

¹ <https://ec.europa.eu/docsroom/documents/48598>

2 Introduction and Rationale behind Webinars & Workshops

The organisation of a series of Webinars and virtual Workshops is crucial from a strategic standpoint and a solid backbone of the overall Communication and Dissemination roadmap to attain fundamental objectives successfully:

- To broaden the outreach of the project.
- To establish new synergies with other projects with standardisation as a key-component of their work plan.
- To effectively promote each Open Call cycle to a broader or newer community of Standards specialists and the related organisations/networks.
- To place the activity of the different EUOS TWGs into the spotlight and further promote significant outputs, such as the TWG Landscape Report(s) or pass the floor to successful StandICT.eu 2023 fellows who may provide evidence-based impact on the work that they are carrying out.

This document is uniquely focused on the events carried out from M13 (September 2021) until M23 (July 2022), while *Deliverable D2.2 Workshops and Webinars Reports – 1st Issue*, includes the description, takeaways and main impact of the Webinar and Workshops that took place in the first 12 months of the projects' lifecycle.

3 Webinar Series & Workshops – Analysis of Objectives, Priority Areas, Main Results and Key Takeaways

3.1 Joint Workshop - “What can ontologies do for standardisation?” (30.09.2021)

The StandICT.eu Workshop/Webinar was organised in cooperation with the [OntoCommons](#) H2020 CSA project on 30th September 2021, focusing on data documentation through ontologies (one of the key priorities of StandICT.eu).

One of the Workshop’s main objectives was to create synergies and cooperate with relevant bodies and initiatives, particularly European and international standardisation bodies. The event also represented the opportunity to demonstrate how the Ontology domain can help tackle many of the challenges identified in the European Strategy on Standardisation by contributing to the standards harmonisation and interoperability and to showcase how StandICT.eu 2023 is supporting work to align existing ontologies and ultimately contribute to filling the gap in ontology-based Standards to support EU Policy objectives, through its funded fellows.



Figure 1 - Promotional Banner of StandICT.eu 2023 & OntoCommons Workshop

The event featured the following list of speakers:

- *Nadja Adamovic* - (Technische Universität Wien)
- *Dimitris Kiritsis* - (Universitetet i Oslo)
- *Silvana Muscella* - (Trust-IT)
- *Gerhard Goldbeck* - (Goldbeck Consulting Ltd)

- Boonserm Kulvatunyou - (National Institute of Standards and Technology)
- Ulrike Parson (iIRDS)
- Hedi Karray - (Ecole Nationale d'Ingénieurs de Tarbes)

The Webinar, attended by 46 participants, has been a concrete chance to broaden the pool of Ontology’s experts within StandICT.eu 2023 given an increase of Ontology-focused proposals for the future Open Calls.

The Webinar was broadly promoted with a joint strategy on StandICT.eu 2023 and OntoCommons media outlets. The recorded video of the event is [available here](#).

Evidence Based impact from the Workshop:

- The most tangible output has been the formation of a dedicated EUOS Technical Working Group tackling the Ontology field, made of renowned experts in the domain that will result in the production and release of a correlated “*Landscape and Gap Analysis of Standards*” before the conclusion of the project.

3.2 #5 “Walk & Talk” Webinar – Smart Cities: Global Perspectives on Digital Transformation (27.10.2021)

The fifth Webinar of the “Walk & Talk” series took place on the 27th of October 2021. The webinar mostly focused its discussion on what knowledge and tools are required for nations and local authorities to take the next steps in the Smart Cities domain, to build a society that benefits from digital transformation in cities, through standards, educational and technological toolkits, and cooperation. The panel reflected also at lessons learnt from COVID-19 and what is required to combat a growing digital divide.



Figure 2 - Promotional Banner of 5th StandICT.eu 2023 “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Joel Myers* - Chair of the IEEE IoT Initiative on Smart Cities
- *Eddy Hartog* - Head of Unit Technologies for Smart Communities at the EC
- *Najat Zarrouk* - Director of the African Local Government Academy, UCLG
- *Ray Walshe* - StandICT.eu 2023 EUOS Director
- *Foued El Ayni* - Director of Smart Cities Initiatives at ICESCO
- *Martin Brynskov* - OASC Chair
- *Deniz Susar* - Governance and Public Administration Officer, UNDESA

71 attendees followed the webinar out of a total amount of 97 persons registered, equally coming from Smart city stakeholders from national/local authorities, Smart City networks and ICT specialists and professionals working in the Smart Cities domain.

The Webinar was backed up by an extended promotional campaign spanning from Social Media channels to outreach to third-party stakeholders and partners, in tight cooperation with OASC (Open Agile Smart Cities organization). Video recording and slides are [available here](#).

Evidence Based impact from the Workshop:

- The Webinar was the perfect launchpad to promote the “[Landscape of Smart Cities Standards](#)”, fruit of the EUOS TWG on Smart Cities that would have been issued few days later.
- The Webinar gave us the opportunity to connect with Eddy Hartog (Head of Unit Technologies for Smart Communities – DG Connect) which personally signed and approved the coming Landscape Report on Smart Cities.

3.3 #6 “Walk & Talk” Webinar – Digital Twins: Evolving Global Standards (16.12.2021)

The sixth Webinar of the “Walk & Talk” series took place on the 16th of December 2021. The webinar presented the opportunity to gather experts involved in the field to deliver a thorough presentation on the current Digital Twins standard landscape inclusive of the perspective of National and European strategies and policies as well as on the role of Digital Twins in manufacturing lines and complex interconnected supply chain processes.



Figure 3 - Promotional Banner of 6th StandICT.eu 2023 “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Antonio Kung* - CEO at Trialog & EUOS Digital Twin Chair
- *Silvana Muscella* - StandICT.eu2023 coordinator
- *Claude Baudoin* - IT and Knowledge Management Independent consultant
- *Karim Tobich* - Head of Cybersecurity and Compliance Consultancy UK
- *Ray Walshe* - StandICT.eu 2023 EUOS Director

74 attendees followed the Webinar **out of a total amount of 117 persons registered**, mainly ICT specialists and professionals working in the Digital Twins domain and Representatives of standards developing organisations.

The Webinar was bolstered by the usual Social Media and Stakeholder campaign, plus a tailored last-minute Newsletter was sent 24 hours prior to the actual start of the event to prompt the StandICT.eu community to sign up and join the event. Below are some examples of personalised Twitter Cards leveraged during the live coverage of the webinar on Twitter.



Figure 4 - Personal Twitter Cards prepared for the #6 “Walk & Talk” Webinar

Evidence Based impact from the Workshop:

- The Webinar was the opportunity to reinforce the EUOS TWG on Digital Twins with the recruitment of new members and Digital Twins experts and to present to the public the roadmap leading to the “Landscape Analysis of Standards” to be released over the course of 2022.
- During the Webinar the first StandICT.eu “*Impact Report*” was presented, resulting in +110 downloads on Zenodo in the week following the event.

3.4 Joint Workshop - Standardisation of Human Factors in Cybersecurity (20.01.2022)

The StandICT.eu Workshop “Standardisation on Human Factors in Cybersecurity” was organised in cooperation with the [SOTER H2020 project](#) on the 20th of January 2022, focusing on human factors in cybersecurity, assessment, threats and competencies with the participation of experts & stakeholders to debate critical elements for future standardisation of human factors in cybersecurity.



Figure 5 - Promotional Banner of StandICT.eu 2023 & SOTER Workshop

The Workshop presented the opportunity to introduce the StandICT.eu 2023 fellowship programme, opportunities & achievements, and the European Observatory for ICT Standardisation (EUOS Observatory) and recently issued Landscape Report on Smart Cities (as well as the work of the EUOS TWG on Cybersecurity).

The event featured the following list of speakers:

- *Francesco Osimanti* - StandICT.eu Vice Coordinator

- Robin Renwick - SOTER, Trilateral Research
- Paul Rabel - SOTER, University of Graz
- Eva-Maria Griesbacher - SOTER, University of Graz

39 attendees followed the webinar, mainly ICT Researcher in the Cybersecurity domain and some Policy Officers.

Evidence Based impact from the Workshop:

- The Webinar was organised in the middle of the 06th Open Call campaign (whose deadline was set at the beginning of February 2022). The event contributed to achieving a consistent amount of submitted Cybersecurity-focused proposals under this Call, totalling a total of 13 (out of which 8 have been successfully evaluated and marked as eligible for funding).

3.5 #7 “Walk & Talk” Webinar – Women in ICT Standards (25.01.2022)

The seventh Webinar of the “Walk & Talk” series took place on the 25th of January 2022. The webinar was an invaluable opportunity to give a space to esteemed representatives from various European and International Standards Developing Organisations to discuss their effort, achievements and current activities in their respective ICT technological domain, with a view to demonstrate the increasingly stronger linkage between technology and women.



Figure 6 - Promotional Banner of 7th StandICT.eu 2023 “Walk & Talk” Webinar

The webinar featured also Helen Köpman (Acting Head of Unit, Digital Innovation & Blockchain at the European Commission) who pointed out the importance of

considering the role of women in Standardisation, explaining how the European Commission is also working towards ensuring Gender Equality and improve skills for women and encouraging them to start a career in Standardisation.

The complete line-up of speakers included:

- *Helen Köpman* - European Commission Acting Head of Unit, Digital Innovation & Blockchain
- *Silvana Muscella* - Trust-IT Services CEO & StandICT.eu 2023 Coordinator
- *Fiona Delaney* - CEO at Origin Chain Networks & EUOS Blockchain TWG Chair
- *Sabine Janning* - Senior Standards and Compliance Program Manager at IBM
- *Maria Ines Robles* - IETF Roll Co-Chair & StandICT.eu 2023 Fellow
- *Marianna Kramarikova* - IEC Technical Officer & Women in Standards Board Member
- *Jacqui Taylor* - CEO at FlyingBinary & Expert lead for the British Standards Institute
- *Suno Wood* - Chair of ETSI TC eHealth

64 attendees attended the Webinar **out of a total amount of 97 persons registered**, mainly Standard Developing Organisations representatives, Members of Research Institutes working in ICT Standard Development, Representative of National Standards Associations and Women in STEM associations around Europe.

You can find [here](#) a thorough and detailed follow-up with the main takeaways of the event.

Evidence Based impact from the Workshop:

- The Webinar presented the opportunity to establish a solid synergy with the US-based organisation “Women in Standards” that will result in the possibility to organise similar Women-driven events in the coming future, as well as the chance to onboard reputable new Women in some EUOS TWGs where they are most needed.

Join our @StandICT.eu #WomenInICTStandards webinar

Speakers:

- Silvana Muscella**, Trade IT GDS, StandICT.eu 2023 Coordinator (Moderator)
- CEO of Origin Chain Networks & EUCS Blockchain TWD Chair**
- Senior Standards and Compliance Program Manager of EM**
- Communications IEC Technical Officer and WS Board Member**
- ETSI ROLL Co-Chair & StandICT.eu 2023 Fellow**
- CEO of FlyingTinglary & UK Principal Expert**
- Chair of ETSI TC aHEALTH**

25 Jan 2022 11:00 - 12:30 (CET)

7th Walk & Talk StandICT.eu 2023 Webinar
 #WomenInICTStandards

January 2022
25
 11:00 - 12:30 CET

REGISTER

The 7th StandICT.eu 2023 "Walk & Talk" webinar will introduce the community to the "*Women in ICT Standards*".

The link between technology and women gets stronger every year and one of the core targets of Sustainable Development Goal 5 on gender equality and the empowerment of women is to leverage ICT as an enabler of gender balance and gender empowerment.

Lead by a panel of prominent female ICT Standards experts from SDOs, this webinar will be discussing the knowledge and tools required for local authorities and nations to take steps towards further inclusivity of women in ICT Standards.

Diversity, equity and inclusion are fundamental for the development of standards in a world where everyone is adequately represented regardless of gender. Currently, the role of women is widely recognised within the ICT Standardisation landscape for their valued participation and contributions on Standards & Certification committees and activities (across a broad range of ICT areas).

Figure 7 – Webinar promotion through the StandICT.eu 2023 Newsletter

3.6 Joint Workshop - Dynamic Countering of Cyber-attacks | Achievements and Standardisation (08.02.2022)

The StandICT.eu Workshop “Dynamic Countering of Cyber-attacks | Achievements and Standardisation” was organised in cooperation with the H2020 [CyberSane](#) project and took place on the 08th of February 2022. The Workshop gathered 7 different H2020 projects active in the “Dynamic countering cyber-attack” topic to share the main advancements of each project, create synergies and set a common ground for standardisation activities, and, lastly, to discuss the different approaches to the common problem of attack detection and situational awareness in different environments.



Figure 8 - Promotional Banner of StandICT.eu 2023 & CyberSane Joint Workshop

Evidence Based impact from the Workshop:

- The Webinar gave us the opportunity to close the ties with more Cybersecurity-driven initiatives, especially SOCCRATES and CyberSane with whom potential agreements are currently under discussion, and to promote the opportunity of the Open Calls across new groups of experts. At the end of the Workshop we did also recruit an additional member to join the EUOS TWG Cyber.

3.7 #8 “Walk & Talk” Webinar – Emerging DLT Standards - Connecting the networks (05.05.2022)

The eight Webinar of the “Walk & Talk” series took place on the 05th of May 2022. The event gathered esteemed experts coming from different Blockchain-driven organisations and dedicated international SDOs Technical Committees to discuss and share insights on Blockchains and DLTs, as foundational architectures emerging in both technical interoperability and global enterprise contexts and to present a draft roadmap to facilitate their global and ubiquitous adoption.

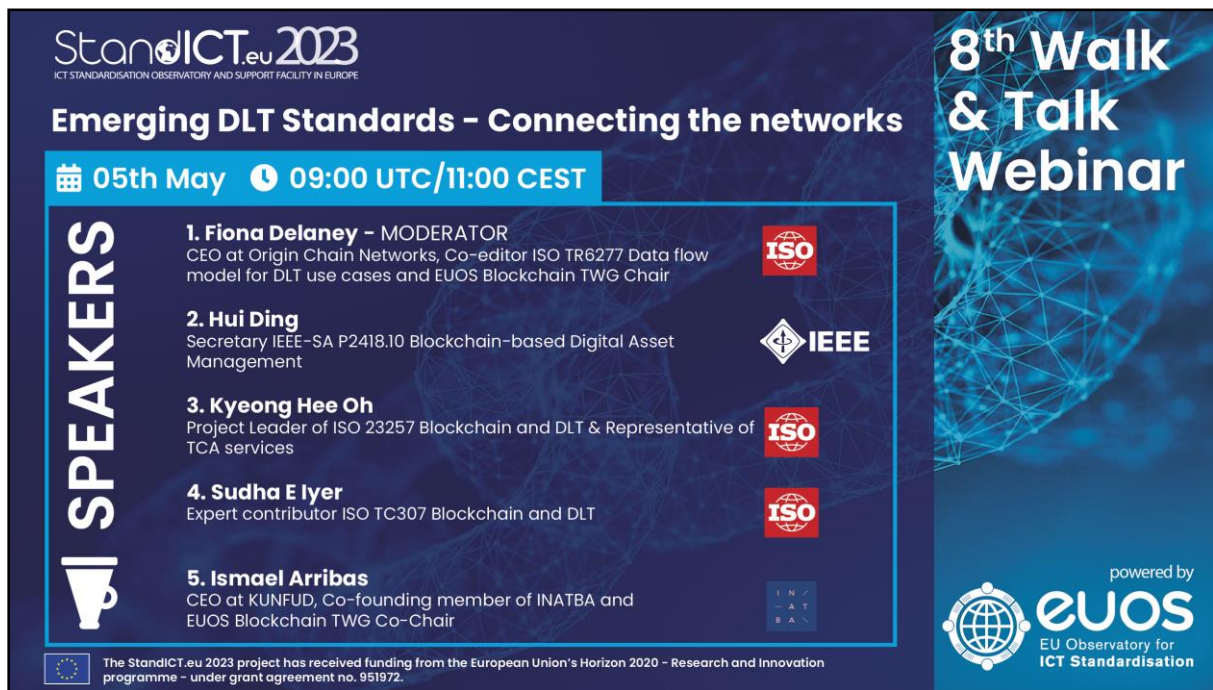


Figure 9 - Promotional Banner of 8thStandICT.eu 2023 “Walk & Talk” Webinar

The event featured the following list of speakers:

- *Fiona Delaney* - CEO AT Origin Chain Networks; Co-editor ISO TR6277 Data flow model for DLT use cases and EUOS Blockchain TWG Chair
- *Hui Ding* - Secretary IEEE-SA P2418.10 Blockchain-based Digital Asset Management
- *Kyeong Hee Oh* - Project Leader of ISO 23257 Blockchain and DLT (Reference Architecture) & Representative of TCA Services
- *Sudha E Iyer* - Expert contributor ISO TC 307 Blockchain and DLT
- *Ismael Arribas* - CEO at Kunfud; Co-founding member of INATBA; Convenor at ISO TC 307 WG3 Smart Contrast and their Applications; EUOS Blockchain TWG Co-Chair

65 attendees followed the webinar out of a total amount of 96 persons registered, mainly ICT specialists and professionals working in the Blockchain domain and more specifically:

- Blockchain stakeholders from national/local authorities
- Researchers and academics in Blockchain fields
- ICT specialists and professionals working in the Blockchain & DLT domain
- Representatives of standards-developing organisations
- Representatives of national standards associations
- Blockchain Hubs & Networks

The event was also broadcasted on LinkedIn, where 186 persons had the chance to follow the live-streamed event.

Evidence Based impact from the Workshop:

- The Webinar presented the opportunity to establish a deeper connection with very relevant Blockchain TCs and WGs, namely IEEE Blockchain Standards Committee and ISO TC/307, with the possibility for the project to acquire a more international perspective (3 out of 5 of the panellists are actively involved in these groups with prominent roles, as secretary, project leader and/or co-editor).

3.8 Joint Workshop - “EU-IoT and OntoCommons Workshop – Ontological interoperability, standardisation recommendations discussion?” (07.07.2022)

This Workshop was co-organised with the OntoCommons H2020 CSA project around the semantic interoperability theme and specifically, the role of ontologies in providing interoperability. The main takeaways of the Workshop can be summarized as follows:

- Provide an overview of key priorities and challenges being addressed by different SDOs, (i.e., AIOTI, BDVA/DAIRO, IAOTA, NIST and more).
- Collect Feedback on recommendations that should be addressed in projects.
- Gather additional suggestions for the coordination of Standardisation efforts in the area.



Figure 10 - Promotional Banner of StandICT.eu 2023 & OntoCommons Joint Workshop

The event featured the following list of speakers:

- Hedi Karray – ENIT
- Ray Walshe – DCU and EUOS StandICT.eu 2023 Director
- Arkopaul Sarkar – ENIT
- Mauro Dragoni – FBK
- Antonio Kung – Trialog
- Boonserm Kulvatunyou – NIST

Evidence Based impact from the Workshop:

- The Webinar was an opportunity to present the latest advancements of the EUOS TWG on Ontologies and the correlated Landscape Report expected to

be released by the end of 2022. Additionally, during the Webinar, the coming Open Calls have been promoted, to keep drawing attention of the Ontology's community.

4 WEBINARS PROMOTIONAL STRATEGY

To set-up effective events that drive interest and trigger registrations, the roll-out of each Webinar or Workshops is preceded by a well-lubed launch campaign spanning throughout the whole StandICT.eu 2023 networks, internal community and to third-party stakeholders.

The workflow of each workshop/webinar includes the following actions:

The screenshot shows a LinkedIn event page for the 8th Walk & Talk Webinar. The event is titled "Emerging DLT Standards - Connecting the networks" and is scheduled for 05th May at 09:00 UTC/11:00 CEST. The speakers listed are Fiona Delaney (Moderator), Hui Ding, Kyeong Hee Oh, Sudha E Iyer, and Ismael Arribas. The event is powered by EUOS (EU Observatory for ICT Standardisation). Below the event details, there is a section for "Event concluded" with the title "8th Walk & Talk Webinar \"Emerging DLT Standards - Connecting the networks\"" and a registration link.

Figure 11 – LinkedIn Events feature to spark stronger involvement of the community

Publicity/Promotion

- a. Dedicated web page and online promotion.
- b. Events calendars on LinkedIn to tap into a consolidated community of more than 3000 connections and to provide timely and contextualized updated on the event.
- c. Touchpoint with all the European NSBs and European Standard Organisations.
- d. Email Campaign to address all the identified stakeholder touchpoints and the whole StandICT.eu 2023 community, reaching a total of more than 300 stakeholders per email-campaign
- e. Overarching Social Media Plan across all the Social Media channels inclusive of dedicated banners and headers, promotion through professional groups on LinkedIn, creation of Event page(s), event hashtag, branded graphics for the Speakers, live-tweet during the event, personalised Twitter Cards.
- f. Timely release of a Newsletter a few days before the event to play both as a reminder for registration and to point out the most significant key aspects.

Follow-Up activities

- a. Update the Webinar/Workshop page to make the registration or report of the event available.
- b. News piece to highlight the key takeaways of the event.
- c. Sending any unanswered questions to the speaker to properly get back to the attendees.
- d. Upload of PPT Presentations of the speakers.
- e. Repurpose the Webinar/Workshop news in the following weeks through Social Media in view of the coming one(s).
- f. Inclusion of the Webinar registration in a dedicated post-event Newsletter.

5 CONCLUSIONS

This deliverable aims at providing a concrete and comprehensive summary of the Virtual events carried out during the second year of the project (M013-M024), including noteworthy results and meaningful figures, stakeholders' category addressed, strategy deployed to enhance continuous promotion and correlated dissemination, and key-takeaways for the audience.

One of the new objectives pursued by the StandICT.eu 2023 Webinar series is the support of the role of Women in ICT Standardisation to incentivise more women to join the StandICT.eu programme and submit their applications as well as to favour the development of standards that have a high potential for gender equality and the empowerment of women. This should potentially result in a more balanced representation of women technical committees, building an environment favourable to female leadership and building the capacity of advocacy groups on gender as initial steps towards making standards more relevant to women, achieving gender equality and empowering women. A second Women-focused event is part of the Communication and Dissemination calendar of the project during Year 3.

Moreover, the "Walk & Talk" Webinar series will continue. It will give prominent visibility to the newly launched Technical Working Groups (Edge & IoT, Digital product Passport, Trusted and Secure Chips) with the two-fold objective to efficiently promote the upcoming "Landscape Analysis Report" of the different ICT domains as well as to present the activity and outputs attained in a policy perspective. StandICT.eu 2023 consortium will also monitor valuable opportunities to organise and/or run joint events (in Year 3) with strategic partners to tap into new networks and communities of ICT experts and recruit authoritative and competent individuals to contribute to the TWG's activities or the EUOS platform.