Project Title	ICT Standardisation Observatory and Support Facility in Europe
Project Acronym	StandICT.eu 2023
Grant Agreement No	951972
Instrument	Coordination and Support Action
Call	ICT-45-2020 *Reinforcing European presence in international ICT standardisation: Standardisation Observatory and Support Facility*
Start Date of Project	01.09.2020
Duration of Project	36 Months
Project Website	www.standict.eu

D2.4 – WORKSHOPS AND WEBINARS REPORTS – FINAL ISSUE

Work Package	WP2, Observatory, concertation, and synergies
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Due Date	31.05.2023 (M33)
Date	12.05.2023
Version	1.0

Dissemination Level

X	PU: Public
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The work described in this document has been conducted within the project StandICT.eu 2023. This project has received funding from the European Union's Horizon 2020 (H2020) research and innovation programme under the Grant Agreement no 951972. This document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of its content.

Versioning and contribution history

Version	Date	Author	Notes
0.1	03.05.2023	Francesco Osimanti (Trust-IT)	ToC
0.2	04.05.2023	Francesco Osimanti (Trust-IT)	Section 4, Executive Summary
0.3	05.05.2023	Francesco Osimanti (Trust-IT)	Section 2
0.4	08.05.2023	Francesco Osimanti (Trust-IT)	Section 3
0.4	09.05.2023	Maria Giuffrida (Trust-IT)	QC on formatting
0.5	09.05.2023	Maria Giuffrida (Trust-IT)	Conclusions
0.6	11.05.2023	Mona Marill (AUSTRALO), Ray Walshe (DCU)	Final proofread & small edits
1.0	12.05.2023	Francesco Osimanti (Trust-IT)	Final quality check and spellcheck.

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Glossary

AUS	AUSTRALO Marketing Lab (Partner)
Cen Cenelec	European Committee for Electrotechnical Standardization
DCU	Dublin City University (Partner)
EC	European Commission
EAG	External Advisory Group
EPE	External Pool of Evaluators
EUOS	European Observatory for ICT Standardisation

IEC	International Electrotechnical Commission
IEEE	Institute of Electrical and Electronics Engineers
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 (over)achieve the outreach and communications' objectives during the third and last 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 the corresponding results and, most importantly, to provide extensive visibility to the different EUOS Technical Working Groups (TWG) in front of the StandICT.eu community and beyond.

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, IoT and Edge Computing, Quantum Computing, Ontologies and more.

In this finale wave of digital events, Webinars turned out to represent a very efficient asset to provide wider visibility and dissemination of the EUOS Landscape Analysis Reports, fundamental outputs fruit of the unremitting effort of the experts gathered under the EUOS with a view to deliver tailormade documents to map and track the current Standardisation ecosystem (in delicate ICT technologies).

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 M24 (August 2022) until M33 (May 2023), while the previous iterations (*Deliverable D2.2 Workshops and Webinars Reports – 1st Issue & Deliverable D2.3 Workshops and Webinars Reports – 2nd Issue)* includes the description, takeaways and main impact of the Webinar and Workshops that took place in the first 23 months of the projects' lifecycle.

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

3.1 #9 "Walk & Talk" Webinar – Eu Standardisation priorities: Quantum Technologies (13.10.2022)

The ninth Webinar of the "Walk & Talk" series took place on the 13th of October 2022. The webinar did address the "State of the Art" in Quantum Technologies Standardisation, discuss European Policy and Strategies for development of adoption of Quantum Technologies within the Digital Single Market, presenting expert contributions from European and International Standards Development Organisations (SDOs).

Figure 1 - Promotional Banner of 9th StandICT.eu 2023 "Walk & Talk" Webinar

The event featured the following list of speakers:

- *Ray Walshe - StandICT.eu 2023 EUOS Director*
- *Oscar Diez - Head of Sector Quantum Computing at European Commission*
- *Richard Pitwon - Chair IEC TC 86/SC 86B & StandICT.eu 2023 Fellow*
- *Nicolas Spethmann - Co-chairs of Cen-Cenelec FGQT*
- *Nooshin Amirifar - Project Manager and Secretariat member of Cen-Cenelec FGQT*
- *Jonathan J. Attia - President at Feynam Foundation and Chair of IEEE 2995 WG*

92 attendees followed the webinar out of a total amount of 134 persons registered, equally coming from Industry Stakeholders active in the Quantum domain, from Research centers and Academia, SDOs and National Standards Bodies..

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 Cen Cenelec, IEC and IEEE (the main SDOs represented by the guest speakers). Recorded video of the event and slides are publicly **available here** and on the StandICT.eu YouTube channel.

Evidence Based impact from the Workshop:

- The Webinar was the perfect spot to promote the objectives and roadmap of the European Quantum Flagship up to 2030.
- Presentation of the "Chips Act for Europe" and the ECs' commitment through the Horizon Europe and Digital Europe programmes towards European Standards for Quantum Technologies.
- Possibility to present the opportunities offered by StandICT.eu within Quantum-dedicated WGs (such as Cen Cenelec FGQT IEC TC86 and IEEE P2995) in view to gather new applications for the coming Open Calls.

3.2 #10 "Walk & Talk" Webinar – Digital Transformation through Standardisation: IoT & Edge (13.12.2022)

The tenth Webinar of the "Walk & Talk" series took place on the 13th of December 2022. The webinar did capture the current status of the landscape of IoT and Edge computing, tackling arising needs, gaps and potential challenges by gathering representatives from Industry, SDOs, National Standard Bodies, research and featuring the European policy's standpoint on the subject.

Figure 2 - Promotional Banner of 10th StandICT.eu 2023 "Walk & Talk" Webinar

The event featured the following list of speakers:

- *Rolf Riemenschneider - Head of Sector IoT Unit, DG Connect, European Commission*
- *Silvana Muscella - Trust-IT Services CEO & StandICT.eu 2023 Coordinator*
- *Georgios Karagiannis - Principal Strategist in Standardisation & industry at Huawei, TWG IIoT & Edge Chair & AIOTI Steering Board member*
- *Amanda Suo - ICT Standardisation Project Manager at UNE*
- *Maria Ines Robles - IETF Roll Co-Chair & TWG IIoT Member*
- *Orfeas Voutyras - Research Engineer at National Technical University of Athens –*
- *Maria Giuffrida - Senior Research Analyst & EUCloudEdgeIoT Representative*

76 attendees followed the Webinar **out of a total amount of 119 persons registered**, mainly ICT specialists and professionals working in the Quantum Technologies domain and Representatives of standards developing organisations. Post-event article and recorded video of the Webinar are **available here**.

The Webinar was bolstered by the a 4-week lasting Social Media and Stakeholder campaign, plus a tailored last-minute Newsletter was sent 48 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 3 - Personal Twitter Cards prepared for the #10 "Walk & Talk" Webinar

Evidence Based impact from the Workshop:

- The Webinar was the opportunity to further promote the 2 "Landscape Analysis of Standards" Reports on IoT and Edge Computing (respectively issued in October & December 2022), with a tangible and substantial enhancement of overall views of downloads of the document over the following 2 weeks.
- Present to the ICT Standards Community the most updated European Strategy around Industrial Internet of Things, with a specific zoom-in on Chips Act, Data Act and Data Governance Act.

3.3 StandICT.eu & European Commission Workshop "Future Standardisation Education" (18.01.2023)

StandICT.eu in collaboration with the European Commission, has organised an intensive 3-hour Workshop covering the principal results and impacts that the project has achieved with a view to demonstrate how the consolidated standardisation community has drawn some practical examples with the outcomes from the Technical Working Groups. The Workshop took place on the 18th January 2023 and was aimed at showcasing the synergies and collaborations with PPPs and other associations, the success stories of our funded fellows, and the impact from some applications within a societal, economic and technological context. A dedicated track was instead specifically focused on Training, Educational and Standardisation efforts and new calls dedicated to this with an eye also on new funded projects operating in Standardisation.

Figure 4 - Promotional Banner of "Future Standardisation Workshop"

Among a wide range of esteemed members of International and European SDOs, Business Industries, PPPs and Academic institute (see the complete list underneath), the Workshop featured also Helen Köpman (Acting Head of Unit, Digital Innovation & Blockchain at the European Commission) who pointed out how the European Green Deal & the New Industrial Strategy for Europe as well as the geopolitical environment call for a strong EU presence in international standardisation development. In this regard, building up a strong and sustainable pool of European standardisation competent professionals who are ready to engage in European and International Standardisation is crucial. Another EC representative attended the Workshop, Antonio Conte, ICT Standardisation Policy Officer at European Commission DG GROW: he did stress that in the next Work Programme of Horizon Europe there will be two calls relevant to education, one to address both to improve education in universities and higher education another to enhance cooperation between academia and industry.

The complete line-up of speakers included:

- *Helen Köpman - Deputy Head of Unit Digital Innovation & Blockchain at European Commission DG CNECT*
- *Silvana Muscella, CEO, Trust-IT (StandICT.eu Coordinator)*
- *Eurico G. Assunção, Deputy Director, EWF (STAND4EU)*
- *David Boswarthick, Director of New Technologies, ETSI*
- *Livia Mian, Innovation Project Manager, CEN-CENELEC*
- *Ray Walshe, Asst. Professor, Dublin City University (StandICT.eu EUOS Director)*
- *Nicholas Ferguson, Senior Project Manager, COMMpla (HSbooster.eu Coordinator)*
- *Jeroen Broekhuijsen, Team Lead Digital Factories, TNO (Digital Twins)*
- *Fiona Delaney, CEO & Founder, Origin Chain Networks (Blockchain & DLT)*

- *Muslim Elkotob, Principals Solutions Architect, Vodafone (5G)*
- *Jens Gayko, Managing Director, Standardisation Council Industrie 4.0 (Digital Product Passport)*
- *Nikita Lukianets, Founder, Open Ethics (Artificial Intelligence)*
- *Luis Moràn Abad, Independent Senior ICT Advisor (Fintech and Regtech)*
- *Christine Perey, Independent Analyst and Spime Wrangler, PEREY Research & Consulting (Spatial Computing and Geospatial Standards)*
- *Suno Wood, Chair eHealth, ETSI (eHealth)*
- *Antonio Conte, ICT Standardisation Policy Officer, European Commission DG GROW*
- *Knut Blind, Professor for Innovation Economics at TU Berlin, Fraunhofer ISI and Chair of CEN-CENELEC Working Group STAIR (Standards, Innovation & Research)*
- *Ivana Mijatovic, Full Professor, University of Belgrade and HSbooster.eu Training Academy*
- *Brian McAuliffe, Director of Technology Standards, HP and Chair of EUOS Standards Academy*
- *Michelle Wetterwald, Senior mobile networks expert, Netellany and ETSI*

118 attendees attended the Webinar **out of a total amount of 164 persons registered**, mainly Standard Developing Organisations representatives, Members of Research Institutes working in ICT Standard Development, Representative of National Standards Associations and Policy Makers.

You can find **here** the recording of the event while here the possibility to download the **dedicated Report** which has been produced as complementary material to the discussions that took place amongst the members of the High-Level Forum on European Standardisation meeting of the 20th January 2023.

Evidence Based impact from the Workshop:

- The Workshop was a very fruitful occasion to collect insights to support ICT Standardisation under numerous domains. Hereunder the most significant ones:
  - Removing duplication and intensifying effort involving all of the actors across the board necessary to harmonise standards.
  - The research sector is key to Standardisation. European Union funded projects and European Standardisation Organisations are playing a key role in making sure this happens and making sure that the right incentives and recognition are evident.
  - Management Standards: Europe's digital, green and industrial transformation needs the best standards in technology, but this must

be accompanied by new standards in the ways of managing services, productivity and contribution of technology to business.

- Interoperability standards should be prioritised as a baseline goal.
- Education bridges a gap between researchers, industry, academia and SDOs. Therefore, it should have at least two levels of engagement, both from the universities and from the professionals.
- Ensure greater recognition of Standardisation activities, via dedicated metrics and KPIs to support, e.g. academic/career progression.

Figure 5 - Examples of Panelists' Banner of the Future Standardisation Education Workshop

3.4 Joint Workshop - Standardization in the financial Sector: Opportunities and Challenges (23.02.2023)

The StandICT.eu Workshop "Standardization in the financial Sector: Opportunities and Challenges" was organised in cooperation with the H2020 Infinitech project and took place on the 23rd of February 2023. The Workshop was an opportunity to further discuss the critical role of trending technologies as Big Data, AI and IoT in finance and insurance, and the correlated set of challenges to be overcame to improve the overall efficiency of business processes and optimise decision making in the finance and insurance sectors. (event recording available here)

Figure 6 – Promotion Banner of StandICT.eu/Infinitech Joint Workshop

Evidence Based impact from the Workshop:

- The Webinar was attended by 39 people: despite a number far lower than the average StandICT.eu-led events, it was a good opportunity to address a small (but focused) community that was yet unaware of the possibilities offered by the StandICT.eu initiative, that could result in the submission of tailored applications over the next Open Calls.
- Establishing a steady relationship with the wide consortium of the Infinitech project will also facilitate the possibility to recruit potential members for a future Digital Finance Technical Working Group in StandICT.eu.

4 WEBINARS PROMOTIONAL STRATEGY

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

The workflow of each workshop/webinar includes, among others, the following key actions:

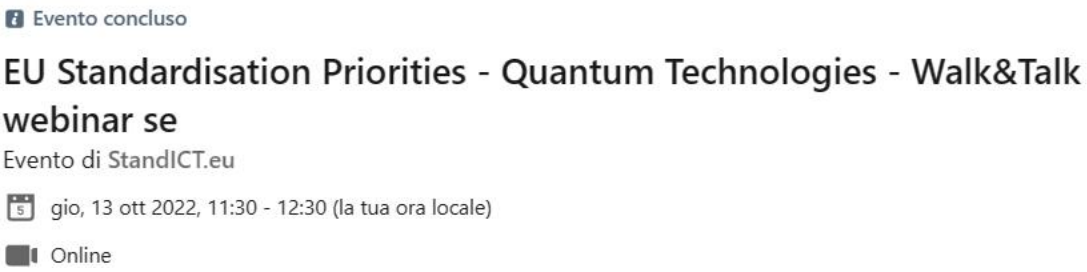

Figure 7 – LinkedIn Events functionality , leveraged to increase registrations to each online event

Publicity/Promotion

a. Dedicated web page and online promotion.

b. Events calendars on LinkedIn to tap into a consolidated community of more than 4000 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 340 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 (also 24 hours) 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.

g. For special events (see for example the “Future Standardisation Education” in collaboration with the EC), a dedicated Report or White Paper can be released to encompass the most important insights and highlights of the happening.

5 CONCLUSIONS

This deliverable aims at providing a concrete and comprehensive summary of the Virtual events carried out over the third (and last) year of the project (M024-M033), including noteworthy results and meaningful figures, stakeholders' category addressed, strategy deployed to enhance continuous promotion and correlated dissemination, and key-takeaways for the audience. The deliverable needs to be read in full continuity with the formerly released D2.2 and D2.3, which provides a complete coverage of the digital events that took place in the first two years of the initiative.

The series of Webinars/Workshops carried out in Y3 had the prominent goal to address relevant subjects, as defined at EC MSP level as well as those part of our EUOS TWGs, to spark a lively and helpful discussion around the main priorities, gaps, challenges and policy-oriented facets. Having largely achieved the projects' KPIs at the end of Y2, the frequency of the online events slightly decreased and was purposefully aimed at gathering reputable and esteemed speakers/guests to collect important takeaways in crucial ICT domains, also with a view to respond to specific inputs coming from the Project Officer (that is the case of the Workshop on Education in Standardisation organised with the EC and painstakingly described in *section 3.3*), by involving actors beyond the Consortium's sphere.

The Webinar series is now a recognised brand and benchmark across the broad StandICT.eu community and will be extended to the future initiative as well, to keep effectively pursuing key objectives such as:

- Consolidation of new synergies and partnerships with like-minded initiatives.
- Promote the Open Call's financial opportunities to wider communities and networks.
- Onboard experts and researchers to become integral part of our TWGs and contribute to the delivery of crucial policy-driven documents (such as our Landscape Standards Report), to be put at ECs' disposal.
- Disseminate numerous StandICT.eu outputs (Standards Training Academy, White Papers, Landscape and Gap Analysis reports, Fellowship Impact Reports and more).
- Support the EC in the collection of important feedback and contributions to map and oversee strategic sectors.