

# Project BLING



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## **Index**

<b>1) Project outline .....</b>	<b>3</b>
1.1 Context .....	3
1.2 Beneficiaries .....	3
1.3 Work Packages .....	4
<b>2) Communication strategy .....</b>	<b>5</b>
2.1 BLING challenges .....	5
2.2 Communication goals .....	5
2.3 Key Messages .....	6
2.4 Audience .....	7
2.5 Local Stakeholder Group .....	8
2.6 Registration .....	9
2.7 Phasing .....	9
2.8 Approach .....	10
<b>3. Content strategy .....</b>	<b>11</b>
3.1 Core Values .....	11
3.2 Contents .....	11
3.3 Content types .....	12
3.4 Categories .....	12
3.5 Planning .....	12
<b>4. Communication Channels .....</b>	<b>14</b>
4.1 Website .....	14
4.2 Newsletter .....	14
4.3 Social media .....	14
4.4 Basecamp .....	14
4.5 Third-party channels .....	14
<b>5. Progress and continuation .....</b>	<b>15</b>
 <b>Appendix 1 NSR Corporate Design Guidelines .....</b>	 <b>16</b>
<b>Appendix 2 Communication Activities .....</b>	<b>17</b>
<b>Appendix 3 Content Categories .....</b>	<b>19</b>
<b>Appendix 4 Template Project BLING Newsletter .....</b>	<b>21</b>

# 1) Project outline

## 1.1 Context

The North Sea Region organisation aims to support development and foster sustained economic growth across the region. They help enterprises, institutions and public administrations to pool their expertise, share their experience and cooperate to develop realistic solutions to problems shared by organisations across the region.



The goal of this project is to establish real life applications enabled by blockchain technologies, and understanding what works, why, and in what domains. Local and regional governments in the NSR will establish pilots that deliver blockchain-enabled services to demonstrate the technology's usability within the public sector. BLING will build upon existing networks and activities across the NSR and EU and then share our work and lessons learned to build the knowledge base in the EU. NSR citizens expect governments to deliver digital services which are real time and personal: BLING will show how adopting blockchain will help governments to meet these expectations.

Being co-funded by the Interreg VB NSR organisation, BLING beneficiaries will have to follow the NSR reporting requirements (see [NSR Reporting](#)) and Publicity rules (see [NSR Publicity](#)) as given on the NSR website.

## 1.2 Beneficiaries

BLING has found partners to collaborate on achieving the set goals:

### *The Netherlands*

1. Municipality of Groningen
2. Municipality of Emmen
3. Drenthe Province
4. Central Judicial Collection Agency

### *Germany*

5. Carl von Ossietzky University  
Oldenburg

### *Belgium*

6. City of Antwerp
7. City of Roeselare
8. Howest University of Applied Sciences

### *United Kingdom*

9. South East of Scotland Transport  
Partnership
10. Edinburgh College of Art

### *Denmark*

11. Aalborg University

### *Sweden*

12. The County Administrative Board of  
Skåne
13. Göteborg University, Blockchain Lab



### 1.3 Work Packages

Together with the partners Work Packages (WP) have been defined:

WP 1 - Project management

WP 2- Communication activities

WP 3 – Exploring Blockchain

WP 4 – Enabling Blockchain

WP 5 – Delivering Blockchain Based Services

The municipality of Groningen is the Lead Beneficiary and thus responsible for Project management (WP1) and Communication Activities (WP2).

Goal of the Communication Activities is to co-develop a strategic communication plan for execution and managing the progress, in line with NSR program guidelines. Website, logo, social media channels, pay off, newsletters, conferences, targeted meetings, webinars, hackathons and transnational meetings will support the communication objectives. It is the ambition to minimize costs and optimize effects. BLING will therefore make use of the offered Interreg webspace, instead of establishing a new website.

During the Steering Committee Meeting in Göteborg (Sweden) at July 18<sup>th</sup> 2019 the concept communication strategy was presented and discussed. This strategic communication plan is based upon the input that was given by the beneficiaries.





## 2) Communication strategy

The communication strategy has to support the overall project goals of the BLING project.

### 2.1 BLING challenges

- a) Deliver models for blockchain-enabled service development;
- b) Identify what regulatory and policy barriers need to be addressed;
- c) Provide a deeper understanding of the appropriate use-cases for blockchain-enabled services (such as security and safety in goods and services, consumer protection, privacy and data protection);
- d) Create awareness through events, tools and services.

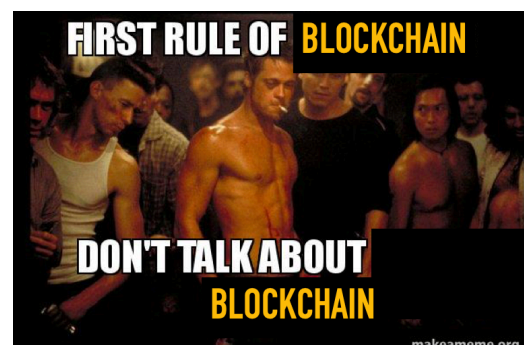
### 2.2 Communication goals

Considering the challenges, communication is an inseparable part of all work packages. That means all partners involved, will act as BLING ambassadors and actively promote BLING proven concepts throughout their networks. This communication plan provides a communication and content strategy that will be applied in a communication toolbox on Basecamp. It describes the way the BLING project story can be told and will support beneficiaries to create stories and engage with a variety of target groups. Main goal of project communication is to inform, persuade and engage (internal) stakeholders and (external) target groups with the journey and deliverables of the project.

*The communication objectives are*

- a) Demystify and de-risk blockchain technology and blockchain-enabled applications to support more effective local government service design and delivery through pilots, case studies, presentations and reports.
- b) Support governments and citizens to identify appropriate use-cases for blockchain-enabled services that identify when DLT technologies should or should not be used in service development and delivery that leverage new forms of data-sharing and identity-management to build more effective and better targeted services.
- c) Increase awareness of lessons learnt from the deployment of Blockchain-enabled services in BLING's local and transnational pilots to show how governments and businesses can move beyond blockchain-enabled proof-of-concepts to deliver innovative new services.

Focus of the BLING communication Strategy is the framing of the projects. At first, we need to address the question: *If blockchain is a solution, what is the problem?* Keep in mind that your target group might not be aware of the problem you are trying to solve. So, instead of talking about blockchain as a technological solution, we need to address a storyline (see §2.3) about the public challenges blockchain can solve.



## 2.3 Key Messages

To strengthen the mutual storyline of BLING projects, it is useful to define key messages that are used in every BLING publication. Changing perceptions and raising awareness is crucial when bringing blockchain into (governmental) organisations and to people of the project. Based on the keynote of August Botsford, Technical Director of ChromaWay, the best way to raise awareness to a Blockchain project is by addressing the following issues:

“In our society interactions are mediated because we cannot trust each other blindly. Governmental institutions derive from this fact, but their mediation can create *inefficiency*, *insecurity*, and *inequality* because the interests of the mediator are not perfectly aligned with those of the mediated. To provide alternatives to certain forms of mediation, blockchain technology can improve *efficiency*, *security*, and *equality*. This is important because the public sector has a greater responsibility to provide services which are *secure*, *accessible*, *equitable*, and *transparent*. Major issues that blockchain should be able to help with are *security*, *transparency* and *cooperation*.”

Key messages that have to be addressed in every BLING-project to strengthen the mutual storyline are:

### *The benefits of Blockchain*

#### 1) Fault tolerance

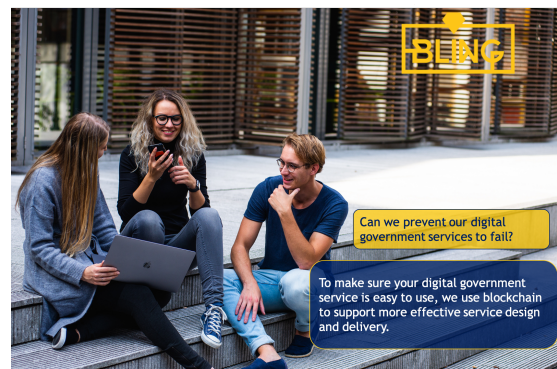
Decentralized systems are less likely to fail accidentally because they rely on many separate components.

#### 2) Attack resistance

Decentralized systems are more expensive to attack and destroy or manipulate because they lack sensitive central points.

#### 3) Collusion resistance

It is much harder for participants in decentralized systems to collude to act in ways that benefit them at the expense of other participants.



## 2.4 Audience

To raise awareness addressing the right kind of communication on the right group of people, to score the right kind of effect, is essential to the success of the project. The BLING project has to deal with an *internal* and *external* focus on communications.

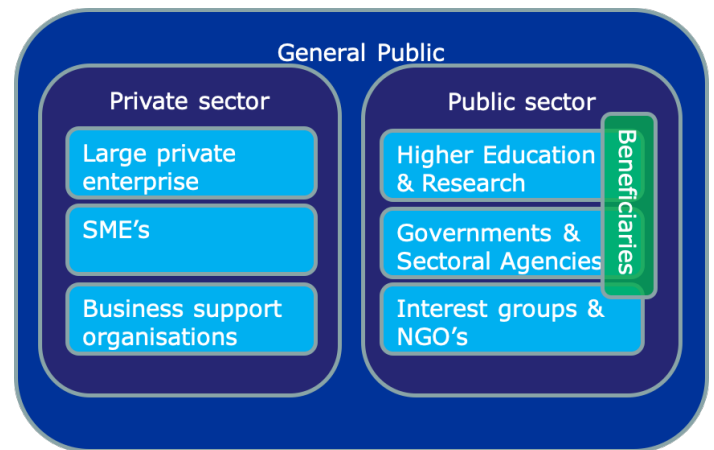
*Internally* the beneficiaries will need to inform and engage with each other and the North Sea Region Program Secretariat. Most internal communication is focussed on the accountability of the beneficiaries. The NSR reporting requirements (see [NSR Reporting](#)) and Publicity rules (see [NSR Publicity](#)) are leading on this part of the communication. This will lead to reports and formal communication. For internal communications NSR has supplied BLING not only with a corporate identity, rules to be followed in design, but also with a set planning of dates on which to report progress.

The NSR facilitates the internal communication by providing the BLING project with web space linked to the NSR program website and online monitoring system. As a result, information about the project including a short description of the project, the budget and contact details of the Lead Beneficiary, will be transferred directly from the project application to this project web space. Likewise, an overview of the main project outputs reflected in activity reports will be automatically shown on the web space. Every project must upload all main written outputs with the activity report and these will be transferred to the web space to provide stakeholders with an up to date picture of project activities and outcomes.

The screenshot shows a detailed project application form for 'Blockchain in Government (BLING)'. It includes sections for Master Data (Project Type, Title, Project Title, Project acronym, Lead Beneficiary, Start Date, End Date), Programme Priority, Specific objective, Summary, and Partnerships. The form is filled out with specific details about the project, including the lead beneficiary 'Gemeente Groningen' and the project's focus on blockchain technology for public services.

The screenshot shows the BLING project website. The header features the Interreg North Sea Region logo and the BLING logo. The main content area is titled 'BLING - Blockchain IN Government' and describes the project's mission: '13 partners working together on innovative customer services solutions'. It includes a video player showing a meeting and a list of project partners.

*External* communication is focussed on engaging a broad variety of target groups. This means there is need for storytelling and visualising the journey, using different channels depending on the reach and goals each transnational project aims for. This calls for micro targeting of specific groups coherent to goals of the BLING project. Defining these specific groups is part of each transnational project and cannot be defined on forehand in its totality.



To specify potential target groups that get involved in transnational projects these aspects can be taken into account:

- Demographics (statistical information about age, gender, etcetera)
- Behaviour (preferences based on research, focussing on correlation)
- Needs and skills (based on research or assumptions)
- IQ and EQ (optimising a representative group of people)
- Urgency and relevance (enthusiasm or controversy on the subject you are addressing)

## 2.5 Local Stakeholder Group

To engage with stakeholders each partner will establish a Local Stakeholder Group (LSG) to ensure anchoring of the project and to increase cross border knowledge sharing and spreading the BLING project's approach.

For example, you can create a Local Stakeholder Group with a representative group of people that are willing to engage with your projects and questions. It is acceptable that this group will change every time you reach out to them. It is to be expected that 50% of the Local Stakeholder Group will continuously change because people will come and go. This is due to the different phases that every project will run through. For instance, it is to be expected that a smaller group of people will engage in the creative phase when ideas are to be defined. Whereas a bigger group of people may get involved when it comes to rating or voting on the best idea that was created in an earlier phase. Setting different SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals concerning the Local Stakeholder Group for every different phase of the project is key. So, expect existing stakeholders to drop out and encourage new stakeholders to step in. Continuity of the discussion can be supported by inviting new people to the table instead of maintaining the same group and repeating the same discussion over and over again.

The approach of the Province of Drenthe where stakeholders can meet on a monthly basis during so called 'pizza-sessions' is a great way to put this into effect. These interactive sessions are planned from 17.00 until 19.00. By focussing on mutual questions and dilemma's regarding Blockchain these meet-ups keep on being interesting for different people and parties.



## 2.6 Registration

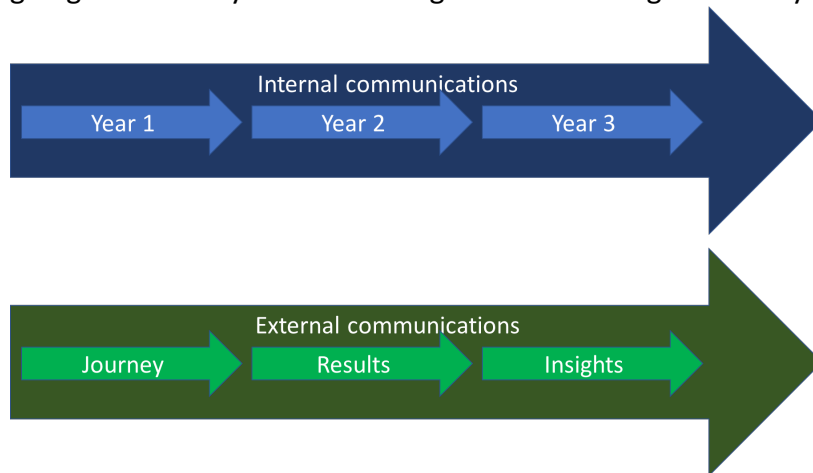
Because of the international focus, variety and dynamics of the target groups, correct registration of attendees and followers is important. Instead of using a single use-registration form per meet-up, the lead beneficiary will create a multipurpose sign-up form. This form can be used by all beneficiaries for meet-ups and has to be fit for different goals, so registered people can be invited for different meetings and (online) forms of engagement. This calls for an opt-in type of registration, that is compliant with the GDPR.

Each registry should include the following information:

- Personal Data (e.g. name, mail address)
- Organisation (e.g. type, size, sector)
- Location (e.g. country, region, city)
- Knowledge and interests (e.g. expertise level, field of activity, market position)
- Communication preferences (e.g. frequency, channels, online profiles)

## 2.7 Phasing

Most likely the focus of the BLING Project will start with getting the internal communication going in the first year and sharing results and insights in the years that follow.



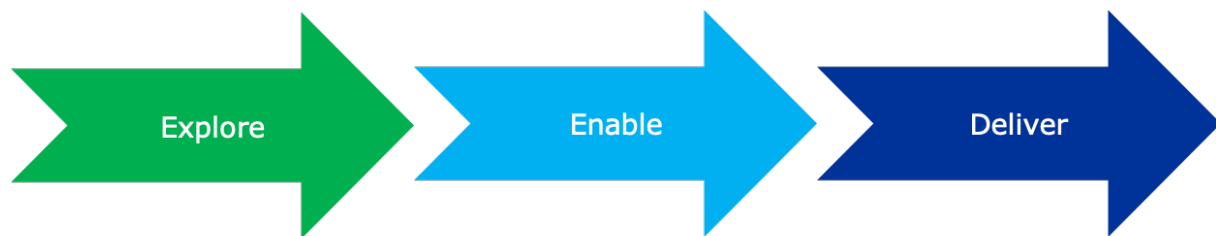
It would be more innovative to start the external communications also in the first year, although there won't be that many real results to talk about. This means storytelling will focus on the joint journey of beneficiaries working towards results and goals. Showing the path we follow, the challenges we face and the questions we ask ourselves. Core value is transparency and the will to share the learning curve that beneficiaries are experiencing, including doubts and mistakes. These lessons learned are valuable to the audience and will create more brand awareness for the BLING project as a whole.



The video created on the 18th of June during the BLING event on Blockchain for Local Government is a good example of creating brand awareness.

## 2.8 Approach

BLING isn't a tech project: it will use the *explore /enable /deliver approach* to accelerate the adoption and deployment of blockchain across the NSR in order to enable the creation and delivery of the next generation of smart services for citizens, governments and SMEs.



Each phase demands for a different communication approach:

### I. Explore

- Be open | Be inviting | Create meet-ups | Discuss your purpose
- Engage networks | Connect with people | Create an organic flow
- Ask questions | Be curious | Be vulnerable | Ask for help | Address problems

### II. Enable

- Look for opportunities | Review applications | Analyze processes
- Validate use-cases | Focus on relevance | Focus on preferences
- Get people involved | Engage with end-users | Review a user-perspective

### III. Deliver

- Define variables to determine if a solution is successful
- Discuss whether blockchain is or isn't a valid solution to the problem
- Present solutions | Classify the maturity of the solution | Define scalability

Every transnational initiative within the BLING project should be classified to one of the 3 main phases. Next, a content strategy can be based on the focus points, as described above.

### 3. Content strategy

To demystify and de-risk blockchain technology, support governments and citizens to identify appropriate use-cases and increase awareness of lessons learnt from the deployment of blockchain-enabled services, content has to be created that supports these three communication goals. For the content strategy, we have defined *core value, contents, content types, and categories*.

#### 3.1 Core Values

All publications about the BLING project should be *recognisable, understandable, shareable* and *consistent* in tone of voice, appearance and content.

##### *Recognisable*

The BLING project is funded by Interreg NSR. Therefore, the branding guidelines of NSR should be followed in logo, colour and fonts.<sup>1</sup> To facilitate all beneficiaries in their use of these elements, uniform templates can be designed to facilitate BLING reporting.

##### *Understandable*

The receiver of the message should be able to understand what the content of the message is all about. The reading and understanding level of the target group should be taken into account. Remember to keep it short and simple (KISS). To facilitate all beneficiaries in their writing skills, different formats can be developed to structure messages.

##### *Shareable*

When creating content, the intention should be to have as many people possible sharing that content to reach a broader audience and gain more followers on online media platforms. Every post should contain a call-to-action so people understand what the purpose of a post is. When using pictures or video make sure your material is free of copyrights and of good (audio) quality or use subtitles. When content is shared online it also means interaction is part of the communication. Online support or webcare is part of the job too.

##### *Consistent*

To grow brand awareness consistency is crucial. By using the same tone of voice, appearance and types of content (for instance a selection of recurring categories) the audience can easily recognise the sender. Consistency is important because the BLING project is competing for attention with other projects and initiatives that aim for similar causes.

#### 3.2 Contents

To create content about a project means we have to raise awareness on the moments and subjects that are best fit for communication purposes. For example:

- Information about the progress made
- Questions that were leading
- Answers that were given
- Stakeholders that were involved
- Results that are achieved
- Effects that we have noticed
- Experiences that we have gained
- Testimonials that show personal commitment of beneficiaries
- Statistics about the progress made

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<sup>1</sup> See Appendix 1 for full NSR guidelines



### 3.3 Content types

To improve the recognisability of contents it is recommended that every content type is based upon a set of rules. For example:

- Text: 300 -500 words
- Image: 1 -3 photos
- Format in a template
- Titles and headers
- Website post outline
- Online media post outline
- Video script
- Infographic specifications

After creating a new content type for the first time, it is useful to describe the set of rules that was applied so next time a beneficiary wants to create similar content the same set of rules will be used to maintain consistency. A toolkit with storylines, formats and templates can support the practical use of content types. [Basecamp](#) can provide an online spot for this type of support.

### 3.4 Categories

To improve consistency, the best way to publish content is by using recurring categories<sup>2</sup>. For example:

- Best Practices & Lessons learned
- Highlights & Updates
- White Papers
- Infographics

### 3.5 Planning

Beneficiaries of the BLING project have committed themselves to achieve set goals, deliverables and activities.<sup>3</sup> These activities have set numbers of targets to be achieved.

The *internal* reporting on finances and progress – on beneficiary level – takes place in an Online Monitoring System. The Lead Beneficiary does monitor all beneficiaries on their reporting obligation towards the NSR program. Beneficiaries remain responsible for their own reports. To enable the reporting process, preparing and planning of communication activities is essential. Beneficiaries will be addressed by the lead beneficiary to deliver content that measures up to conditions of communications as addressed in this chapter. NSR has set non-negotiable dates for reporting.

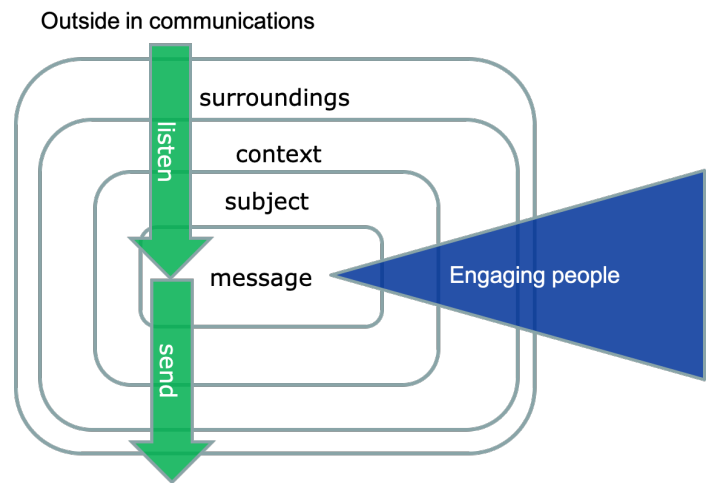
Without knowing when results are to be expected, the BLING Project will aim for pro-active *external* communications to keep people involved and grow brand value on the project as a whole.

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<sup>2</sup> For every category, a short description and/or example is available in appendix 3

<sup>3</sup> For detailed information on Communication Activities see Appendix 2

To grow an audience, it is of importance that content about the BLING project is shared on a regular basis. To influence the algorithms of online media platforms it is key to share content frequently, otherwise your posts won't be displayed to most of your followers. Next to need-to-know content, this requires nice-to-know content that can be created by sharing third party content. Try to address a message in the context of its subject from an end-user's perspective, as stated in this visual.



In general, the basic rules for communication planning are:

- Plan your communication about events or important moments in your project ahead.
- Decide in advance where and how you need to communicate about your achievements.
- Conferences, events and meetings offer chances for national and international communication, depending on the nature of the event. These are the key opportunities to inform, share knowledge and learn from each other as well as effecting target groups. Plan your communication moments around them.
- During and/or after events, share short impressions or reports, depending on the media of choice.
- Inform Lead Beneficiary in time through Basecamp – or otherwise- when you need a post on the online communication channels.

A content calendar can support this ambition by showing when information is to be shared to a broader audience. To start with, an interview that will introduce every beneficiary will be planned by the lead beneficiary to get the online conversation about BLING going.

## 4. Communication channels

The NSR facilitates the BLING project with a webspace linked to the NSR program website. To reach out to potential target groups, a newsletter and online media (Twitter and LinkedIn) will be used to promote published BLING messages.

## 4.1 Website

The website is controlled by the lead beneficiary. Based on input by all partners the NSR BLING Website will be updated regularly. The language use is in English.

## 4.2 Newsletter

For the BLING project, there will be a monthly newsletter<sup>4</sup> focussing on highlights of the transnational projects. Goal of the newsletter is to promote conversion to the website. Therefore, it is important to create shareable content that can easily be re-used in other media of the project.

### 4.3 Social media

55% of Europeans are using social media. Depending on the specific goal and target group different social media can be used to engage with different audiences. Content on these platforms needs to be dynamic and focussed on interaction. For static information websites are sufficient. For the BLING project [LinkedIn](#) and [Twitter](#) will be used, aiming at 3 posts a month on LinkedIn and 3 posts a week on Twitter.



Depending on the target group per project different social media pages, accounts or groups can be installed to interact and discuss specific subjects.

## 4.4 Basecamp

Basecamp is a digital workspace where partners can discuss and cooperate on different issues. This is primarily focussed on *internal* communications about the project and facilitates informal communication and fine tuning of meetings and events. The communication toolkit will be available on Basecamp too.

## 4.5 Third-party channels

The use of different channels and communication forms will help to improve brand awareness of the BLING project. Next to centrally managed media (website, newsletter, LinkedIn & Twitter), partners can reach out and engage on third-party channels. For example, LinkedIn pages with a good following that is interested in blockchain related information. If these third-party channels are frequently used for transnational projects, they have to be reported to the lead beneficiary, to keep an overview on relevant channels and explore new possibilities. Posts concerning the BLING project should be aligned with the key messages and tone of voice as stated in this document.

<sup>4</sup> A template of the newsletter is attached in appendix 4

## 5. Progress and continuation

This communication plan outlines the framework within which partners can operate. It is a starting point from where the BLING project can be positioned for the next 3 years. This calls for implementation and adjustment based on progressive insights.

Every steering committee communication should be on the agenda. Best way to evaluate the progress made, is by reviewing some of the messages that were published and reflecting on the impact it made. Take into account that most of the beneficiaries are part of the target group you are trying to engage. Even if you are not a communications professional, your opinion is valuable, so speak out if you see opportunities for improvement.

**BLING project is financed by the Interreg NSR programme. NSR uses a common programme visual identity. All BLING projects must follow the programme's corporate design guidelines when developing own communication tools.**

The guidelines are available to the communication managers on the Basecamp community and on the programme's website ([NSR key doc communication](#)). All BLING communication materials must obey the graphic book guidelines.

### Logo

NSR regulations requires all beneficiaries to follow several rules regarding the use of the logo of the EU and the respective fund – in this case the NSR. The logo must always be visible in a prominent place (on the first/landing page, visible, without scrolling, on all electronic and mobile devices) and the biggest in size to other logos used.

The NSR BLING logo already respects all the program requirements, and all involved projects are obliged to use it on all their communication material (both hard copy and electronic). It can be used in combination with logos of the Project Partner.

**The designed logo and other approved templates are available on Basecamp.**



### Typography

According to Interreg branding guidelines, there are three official fonts: Montserrat in the logo text, Open Sans for overall communication including body text and headlines, and Vollkorn as a serif alternative to Open Sans

### Main colour

The NSR programme colour scheme is based on a harmonized labelling of thematic objectives across Programmes and is the basis for the design of the webpage. The main extra colour for BLING is "Yellow" (Pantone 109U, CMYK 0/23/93/0, HEX #fdc608, RGB 253/198/8) and is connected to the item "Thinking growth". This colour should be used as main extra colour in print and digital.

**Also see the communications folder in Docs&Files in Basecamp.**

## Appendix 2

## Communication Activities

2. Communication activities		Jan/2019 - Dec/2021	
Responsible Beneficiary	Gemeente Groningen		
Involved Beneficiaries	<ul style="list-style-type: none"><li>- Aalborg Universitet</li><li>- Business Region Göteborg AB</li><li>- Gemeente Emmen</li><li>- Gemeente Groningen</li><li>- Göteborgs Universitet, Blockchain Lab</li><li>- Länsstyrelsen Skåne</li><li>- South East of Scotland Transport Partnership (SEStran)</li><li>- Stad Antwerpen</li><li>- Stad Roeselare</li></ul>		
Description	<p>The LB will co-develop a strategic communication plan for execution and managing its progress, in line with NSR program guidelines. Website, logo, social media channels, pay off, newsletters, conferences, targeted meetings, webinars, hackathons and transnational meetings will support the communication objectives. It is our ambition to minimize costs and optimize effects. We will e.g. make use of the offered Interreg webspace, instead of establishing a new, expensive website.</p> <p><b>Local Stakeholder Groups:</b> Each partner will establish a Local Stakeholder Group (LSG) to ensure anchoring of the project and to increase cross border knowledge sharing and spreading the BLING project's approach. Target groups will be further defined and for each target group communication strategies will be developed and executed. All partners are involved, will act as BLING ambassadors and actively promote BLING proven concepts throughout their networks. Communication is an integral part of all work packages. Changing perceptions and raising awareness is crucial when bringing blockchain into (governmental) organisations and to people, this is the specific goal in Work package 5.</p> <p>LB is responsible for WP2 and organizes with the hosting regions 2</p>		

conferences during the project (halfway and final). A common workspace (f.i. Basecamp) is set up to facilitate the collaborative work within the partnership: share information/documents, set tasks/timeline/deadlines, show progress both on project/pilots.													
Activities and Deliverables (C.5.1)	<table><tr><th>Activity</th><th>Indicator</th><th>Deliverable</th><th>Target</th></tr><tr><td><b>2. Mid Term Conference Event</b>  BLING will have a Mid Term Conference Event session in which the project's initial findings are being highlighted and disseminated to a broader audience. A wide variety of stakeholders will be involved (sme's, networks etc).</td><td>Dissemination Event</td><td>Mid Term Conference / Event halfway project.</td><td>1</td></tr><tr><td><b>2.a. Mid Term Conference Event (sub)</b></td><td>Number of Participants</td><td>Number of attendees at BLING's Mid Term Conference Event</td><td>75</td></tr></table>	Activity	Indicator	Deliverable	Target	<b>2. Mid Term Conference Event</b>  BLING will have a Mid Term Conference Event session in which the project's initial findings are being highlighted and disseminated to a broader audience. A wide variety of stakeholders will be involved (sme's, networks etc).	Dissemination Event	Mid Term Conference / Event halfway project.	1	<b>2.a. Mid Term Conference Event (sub)</b>	Number of Participants	Number of attendees at BLING's Mid Term Conference Event	75
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<b>2.a. Mid Term Conference Event (sub)</b>	Number of Participants	Number of attendees at BLING's Mid Term Conference Event	75										

		<b>3. Final Conference BLING</b> BLING will have a Final Conference towards the end of the project. Aim is to present major findings, tapping into relevant (EU and national) networks/stakeholders from across the North Sea Region.	Exchange of Information Event (External)	Final BLING conference	1
		<b>3.a. Final Conference BLING (sub)</b>	Number of participants	Number of participants at Final Conference.	100

Communication Objectives (C.5.2)			
	<b>Title</b>	<b>Project Detailed Objective</b>	<b>Target groups</b>
	<b>1. Demystify and de-risk Blockchain technology and blockchain-enabled applications to support more effective local government service design and delivery through pilots, case studies, presentations and reports.</b>	Demystify and de-risk Blockchain Technology	- Business support organisation - General Public - Higher education and research - Interest groups including NGOs - Large private enterprise - Local public authority - National public authority - Sectoral agency
	<b>1. Support governments and citizens to identify appropriate use-cases for Blockchain-enabled services that identify when DLT technologies should/should not be</b>	Support and identify use cases for Blockchain	- General Public - Higher education and research - Local public authority - Regional public authority - SME
	used in service development/delivery		
	<b>1. Support governments and citizens to identify appropriate use-cases for Blockchain-enabled services that leverage new forms of data-sharing and identity-management to build more effective and better targeted services</b>	Managing distributed information	- General Public - Higher education and research - Local public authority - Regional public authority - SME
	<b>1. Increase awareness of lessons learnt from the deployment of Blockchain-enabled services in Bling's local and transnational pilots to show how governments and businesses can move beyond Blockchain-enabled proof-of-concepts to deliver innovative new service</b>	Accelerate adoption of Blockchain-enabled services	- Business support organisation - Higher education and research - Local public authority - National public authority - Regional public authority - Sectoral agency - SME



## Appendix 3

## Content Categories

To improve consistency the best way to publish content is by frequently using one of the following categories:

### 1. Best practices & Lessons learned

<i>Description</i>	<i>Example</i>
Review of the steps taken	It was very motivating to see that our partners were willing to share their insights with us during a meet up.
Stories about the path each project follows	By attending an event of the Dutch Blockchain Coalition we found this great publication of the keynote speaker.
Methods that were used	By using a LEAN approach, we were able to gain more insights than usual.
Use cases in other sectors that inspire	In the banking sector the use of blockchain has led up to 40% of cost reduction in the administrative processes.

### 2. Highlights & Updates

<i>Description</i>	<i>Example</i>
Results	More people got involved with our program because of the new innovative way we have been inviting attendees.
Deliverables	By using blockchain technology for this process we are saving the end-user 3 weeks of time for the same result we can now provide within 3 hours.
Trends in percentages	94% of our colleagues think it is an improvement that blockchain is speeding up our internal data exchange
Outcome of research	Based on a survey with 200 attendees we can conclude that the online services we offer for people who want to check their online identity are weak and fragile.
Facts	Focussing on a digital intake saves the municipality and the customer time and has shortened the lead time by two days.
Partnerships	The BLING project is proud to present a collaboration with Google.org

### 3. Whitepapers

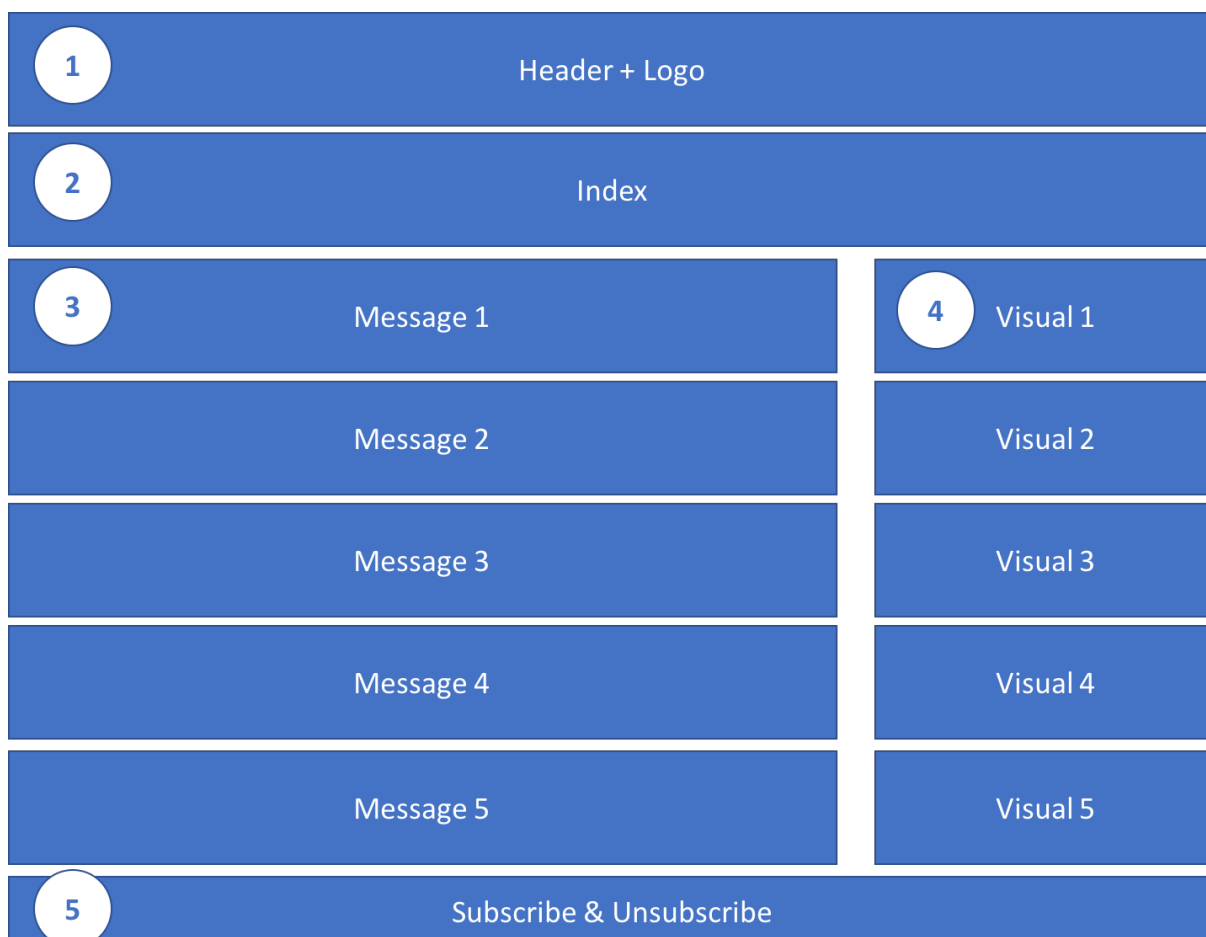
<i>Description</i>	<i>Example</i>
Title	3 to 7 words that state the subject of the paper
Subtitle	3 to 7 words that emphasize the focus of the paper
Intro	3 sentences that describe the contents of the paper
Text	Maximum 2.500 words, an end-to-end story about the project
Headers	Use a header every 10 – 15 sentences to divide the article into readable sections
Streamer	Use a catchphrase that draws attention to the article every chapter of the whitepaper to emphasize the key element of the contents
Referrals	Combine all referrals in a separate section at the end of a chapter with links to a website for more information

### 4. Infographics

<i>Storyline</i>	
Focus	Create a single, coherent message that the entire infographic serves to deliver
Hook	Present a fact to lead the viewer to a conclusion they otherwise wouldn't have reached
Story	Basic message supported by data
Conclusion	Wrap up of the central insight that was presented
<i>Design</i>	
Fonts	Use a maximum of three fonts: One for your title/header, one for your body text and a third to add flavor
Size	Define which parts are the biggest and most important, and how to make that obvious
Colors	Use simple combinations of 3 or 4 primary colors, arranged by importance, with a clear sense of which color means what
Alignment	The amount of space around each design element helps your reader prioritize what to read first
Layout	Use a vertical flow, designed for the viewer to scroll down through them

## Appendix 4: Template Project BLING Newsletter

To introduce a newsletter for the BLING project a template is created to structure the content and visualization of the online publication:



### 1. Header + Logo

The newsletter should be easily to recognize by the subscribers.

Element of the header:

- a) Title: BLING Newsletter
- b) Streamer: XXX
- c) Edition: January 2020

Logo to be used:



## 2. Index

For each message one sentence that's is the same as the title of the message.  
Try to keep it short, a maximum of 50 characters or 4 to 7 words.

A clickable index (linked) that redirects to the message of interest in the newsletter.  
The colour of the title has to adjust when you mouse-over the title.

## 3. Message

Every message contains the following elements:

### *Title:*

One sentence with a maximum of 50 characters or 4 to 7 words  
The title should contain an incentive for the reader to look into the message.

### *Text:*

Introduction to an article with a maximum of 250 characters (including spaces) or 40 words  
The introduction should address the main topic and the focus of the article.

### *Referral:*

A direct hyperlink to the article that is published on the website of the BLING project.  
Best is to use a functional referral: [Read more](#)  
Never show the hyperlink itself, but use a hidden hyperlink.

Every newsletter contains a minimum of 3 and a maximum of 7 messages + visuals

## 4. Visual

Every message is combined with a visual, like a picture, cartoon or logo.

Depending on the content management system a standard height and width have to be chosen. This means that visuals have to be cropped or adjusted to fit the standards. Key is to keep all visuals in the newsletter the same shape and size.  
Keep in mind that a visual should be in focus.

You can use free visuals from different websites likes [Pexels.com](#)

## 5. Subscribe & Unsubscribe

In the footer of the newsletter there should be a possibility for readers to subscribe to the newsletter and to unsubscribe to the newsletter. Most content management systems do have a default footer that is compliant to the legal demands on this matter. It shows a text with a hidden URL redirecting them to the mailing list where people can register their preferences. Example of the subscribe text:

This message was sent to name@example.com.  
If you no longer wish to receive these emails from the BLING project, please [unsubscribe here.](#)

The footer should end with contact information about the BLING project:

BLING Project Lead Beneficiary: Gemeente Groningen, PO box 30026, Groningen, The Netherlands
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The footer should also contain thumbnails that redirect to the social media channels of the BLING project.



Free social media icons are available at [iconfinder.com](https://iconfinder.com)