

Tailored IoT & BigData Sandboxes and Testbeds for Smart,
Autonomous and Personalized Services in the European
Finance and Insurance Services Ecosystem



D9.10 – Community Building Report II

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² Can be left void

Executive Summary

This deliverable summarizes the most important activities targeting the development and support of a community of adopters and collaborators around INFINITECH using online communication channels.

The aim of our online community engagement plan is to use a wide variety of web, social media and other innovation services mechanisms in order to make sure that the results of the projects are promoted to the relevant audiences, but also, and most importantly, that our development activities reflect the real needs of practitioners, and that they rely on learning materials and delivery methods to do so.

The effort has been put into the engagement of our large, dense community and the reception of feedback on pilots' development and presentation of INFINITECH results and outcomes either through trainings, hackathon, workshops, seminars, publications or internal adoption.

This deliverable will provide a summary of the community engagement activities undertaken across specific channels and their impact.

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Abbreviations/Acronyms

Abbreviation	Definition
AI	Artificial Intelligence
BDVA	Big Data Value Association
DoA	Description of Action (also DoW, description of Work, PART A of Grant Agreement)
DIH	Digital Innovation Hub
EU	European Union
IoT	Internet of Things
IT	Information Technology
KPIs	Key Performance Indicators
N/A	Not Available / Not Applicable
VDIH	Virtual Digital Innovation Hub
WP	Work Package

1 Introduction

1.1 Aims and objectives

The present document is part of WP9, Dissemination, Exploitation and Standardization actions. The correspondent task of this deliverable, T9.3, focuses on community building, mainly on the strategy to attract stakeholders to the project's market platform and virtualized ecosystem.

The objective of our online community engagement plan is to set up and use a combination of online and offline dissemination and interaction channels, feasible within the project's duration that will allow the consortium to promote the main outcomes, results of pilots, gather feedback, and facilitate take-up by other financial institutions. In order to address this aim, we use both broadcast and responsive channels.

This deliverable reports actions and delivers an assessment of impact in terms of community engagement and visibility. Mobilizing partners in creating an engaged community around the project's multiside market platform and VDIH is a top priority objective and critical for the exploitation and wider uptake of the results.

To this end, the consortium identifies different types of relevant events per stakeholder category and potential synergies to raise awareness of INFINITECH from the very outset of the project and ensure that interaction leads to concrete actions. Partners have collectively defined an effective stakeholder to build an online connected community, leveraging expertise in social media strategy and existing partner networks.

1.2 Overview of main achievements

During this period (which corresponds to M19 to M29 of the project), the consortium performed some major community-building activities. Contrary to the previous, where most actions evolved around gaining awareness and visibility, in this period the consortium focused on inviting and motivating major stakeholders of digital finance and Fintech/Insurtech to have a more practical hands-on experience with INFINITECH framework.

The marketplace was launched, giving the possibility to the community to gain a first experience with direct access to 33 assets (e.g. algorithms, descriptions of algorithms, evaluation and validation results, datasets, experimentation outcomes, etc.) in any format, and also with interactive training courses and innovation services. Moreover, multiple events (a total of 17 workshops organized and 12 participation over this period) have been organized in the context of public dissemination welcoming new potential users and future collaborators.

1.3 Structure of the Deliverable

As an introduction, section 2 describes the INFINITECH target audience and the community reached through our different channels. Section 3 focuses on Community Building initiatives undertaken to engage stakeholders with the project's outcomes and to build a community around the INFINITECH results. It includes the main objectives, the description and the various type of tools that are used in order to support the activities. Section 4 depicts the community collaboration concluded and signed by the consortium in order to joint forces and build a stronger Digital Finance community with other H2020 project. Section 5 concludes the document with the description of the metrics for the evaluation.

2 Target audience and community reached

Activities are matched with the target audience in order to collect feedback, develop an ecosystem, a stakeholders' community, attract innovation capital and onboarding new members in the project's market platform as well as on the project's testbeds.

The target audience is wide and encompasses different profiles:

- European Digital Finance community.
- European banks & financial institutions.
- FinTech/InsuranceTech firms.
- End-user organizations from different sectors.
- H2020 related projects
- European Commission: any related personal staff should have a fast way to access project information, deliverables and other material.
- General audience: public in general, with a special interest in research projects in general and digital finance services specifically.

Who is interacting with INFINITECH ? Most of the channels used are specific to the type of activities and reached a specific community, a specific group of Stakeholders.

Activities types	Channels	Community / Stakeholders group reached
Communication and dissemination	Stakeholders' workshops Conferences and Panels Paper presentation during conferences Scientific & technical publishing Demonstrations Website Social media YouTube Channel	European Digital Finance Community Banks and financial institutions Fintech and Insurtech End-user organizations Big Data/IoT solutions integrators European Commission Standardization bodies and policy makers External (General audience) Other H2020 related projects INFINITECH partners
Education and training	Hackathons Studies Training sessions / Tutorials Demonstrations Online webinars Events (technical workshops) Website YouTube Channel	Researchers & Academics Big Data/IoT solutions integrators Technology providers European Digital Finance Community European Commission

Stakeholders contacted through different channels are aggregated, profiled and managed in the INFINITECH stakeholders' database. The INFINITECH contact database/ mailing list is used for the communication purposes of the project. As presented in D9.4 deliverable, the INFINITECH contact database includes partners' contacts and it is updated with all additional contacts made by:

- The INFINITECH website, which includes all interested stakeholders who subscribe to the newsletter
- Project communication events, webinars, etc. i.e., all the registrants that consent to receive periodical information about INFINITECH
- The Marketplace website i.e., all interested stakeholders that have subscribed to the newsletter. The website for this section is new and has been operational for few weeks.

We have noticed an important evolution in the number of contacts. The database has increased by 51%, surpassing its contacts from 590 to 838 contacts (+42%), since the beginning of the project. This can be explained by the communication and dissemination actions that have taken place, the Marketplace which is now accessible to visitors, the workshops and collaboration with other initiatives that have brought strong visibility to the project, and the contribution of the 47 partners involved in the action.

INFINITECH Channel and Community	Twitter	LinkedIn	Newsletter	YouTube Channel	Marketplace Registration
Nb followers/subscribers	278	224	660	74	178
Total size of the community	1 414				
Industry / sector engaged or targeted or (when the breakdown is not available)	61% Individuals 15% EU projects / Institutions 10% Startups/Fintechs 8% INFINITECH members 2% Media and journalists 2% Researchers / Academics 2% Others	Top industries: 21% of followers Information Technology and Services 11% Financial Services 9% Banking 7% Research 6% Management Consulting	Large corporates SME Startups / fintechs Media and journalists Researchers	Each subscriber is registered with his Gmail account, which does not allow us to have details on the professional category and the sector of activity	The end-users of the market platform, also named as consumers, are mainly the FinTech and InsuranceTech communities (Dense digital Finance Community)

3 Community Building initiatives

The main objectives of the initiatives that will be presented in this chapter are to increase:

- Awareness: All European stakeholders become aware of the aims, actions and achievements of INFINITECH
- Engagement: acquire more contacts, acquire more participants to our events. It is done through a variety of initiatives, online tools, events, support to national related initiatives, consultations, etc.
- Participation: facilitating access to relevant information and planned activities so as to better understand INFINITECH initiative and related assets, including existing testbeds, trials and services, which are key to stimulate active involvement.

For each objective, we identified KPIs. Indeed, metrics play a crucial role in the success of the previously mentioned utilized tactics and set the expected achievable qualitative and quantitative targets. The progress and the impact of the conducted activities is measured on a regular basis.

For reaching our objectives, we concentrate on how to accomplish them (e.g. inform visitors through the content of our website, intensify events promotion, etc.).

Moreover, important challenges have been identified for this task as:

- Collaboration is a key prerequisite for success in Digital Finance, FinTech and Insurance.
- Collaboration with stakeholders on IoT & BigData-driven innovation topics through sharing resources, obtaining relevant assets and utilizing them can be challenging to execute.
- The INFINITECH Marketplace, supported by the Virtual Digital Innovation Hub (VDIH), will be a unique and unified platform that facilitates the interactions mentioned above between stakeholders through the exchange (i.e., offering and retrieval) of different types of assets

3.1 The main tools and channels

The main offline and online dissemination tools are presented in this chapter. The other communication channels and results achieved to engage the community are fully detailed in D9.4 Dissemination and Communication Activities III report (submitted the 28th of February 2022).

3.1.1 Social media channels

Since the beginning of INFINITECH project, we have established a strong presence via all possible communication channels, i.e. the website, and the social media channels including the official Twitter account, the LinkedIn profile and the YouTube channel. All these media have been used to effectively reach our audiences, demonstrate the project's technical framework, communicate the results, announce achievement of the objectives, publish public deliverables and also to announce scientific publications, achievements and events held. During the previous periods, we have already built INFINITECH's brand image and our audience is better informed about the project and its objectives.

What has been performed on INFINITECH followers in various social media using the appropriate tools was further detailed and described in deliverable D9.4 Communication and Dissemination Activities III.

Related to LinkedIn, analytics insights provided by LinkedIn were used in order to get basic demographics of this channel's followers, same for INFINITECH official Twitter account, YouTube channels as well as the newsletter. Based on different qualitative and demographic characteristics provided by the tools, the conclusion made was that we attracted new stakeholders, we strengthen the audience engagement and we increased the notoriety of the INFINITECH-H2020 project. Most of the target KPIs have improved during this second year of the project and some of them are well beyond the initial objectives.

3.1.2 Video series

The project has set-up a YouTube channel to publish its video-based learning materials and recordings. The consortium is producing a series of videos (recordings of the webinars, stakeholders' workshops as well as interviews, demonstrations, and pilots' demos) on a regular basis starting in January 2022.

Our community engagement efforts were increased on this channel, taking advantage on the challenges and opportunities of such platform associated with the demand for INFINITECH technologies intensified by COVID-19. The figure below illustrates the good channel analytics reached.

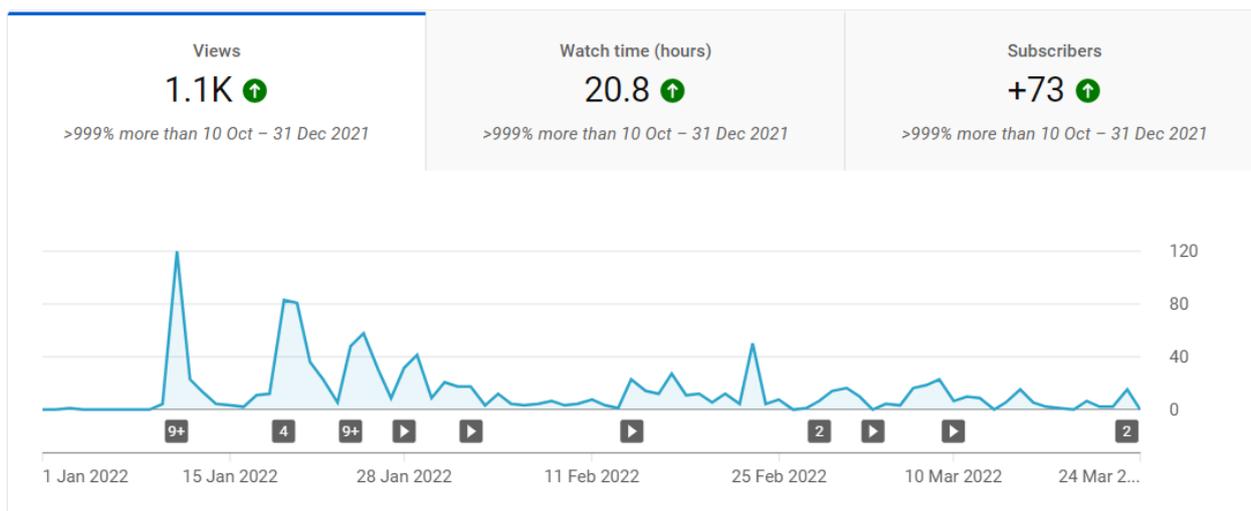


Figure 1 - INFINITECH YouTube channel views, watch time, subscribers since 1st January 2022

In collaboration with videolectures.net the videos are also provided on the website of videolectures.net.

3.1.3 Marketplace

INFINITECH has also developed a Marketplace to share assets and developed components, as well as the so called VDIH (Virtualized Digital Innovation Hub) providing trainings and innovation services (further detail in section 3.1.6).

The INFINITECH market platform is able to store several types of assets (e.g. algorithms, descriptions of algorithms, evaluation and validation results, datasets, experimentation outcomes, etc.) in any format. The Marketplace platform has been launched and is now available for users.

Further information on design, content, and a link to the INFINITECH official website, have been developed in WP9, Dissemination and Communication Activities II (D9.4), deliverable. It has been agreed that the Marketplace will serve as the main entry point to interact with stakeholders. As an entry point, a registration mechanism is integrated to the Marketplace in order to give access to external stakeholders willing to have more information about the project such as training services (courses, workshops, webinars), innovation services (accelerator programmes and innovation support services), and assets and contact as presented in the figure below.

This is key for INFINITECH in order to attract participants and to build a community around the EU-28 countries (EU27+ UK).

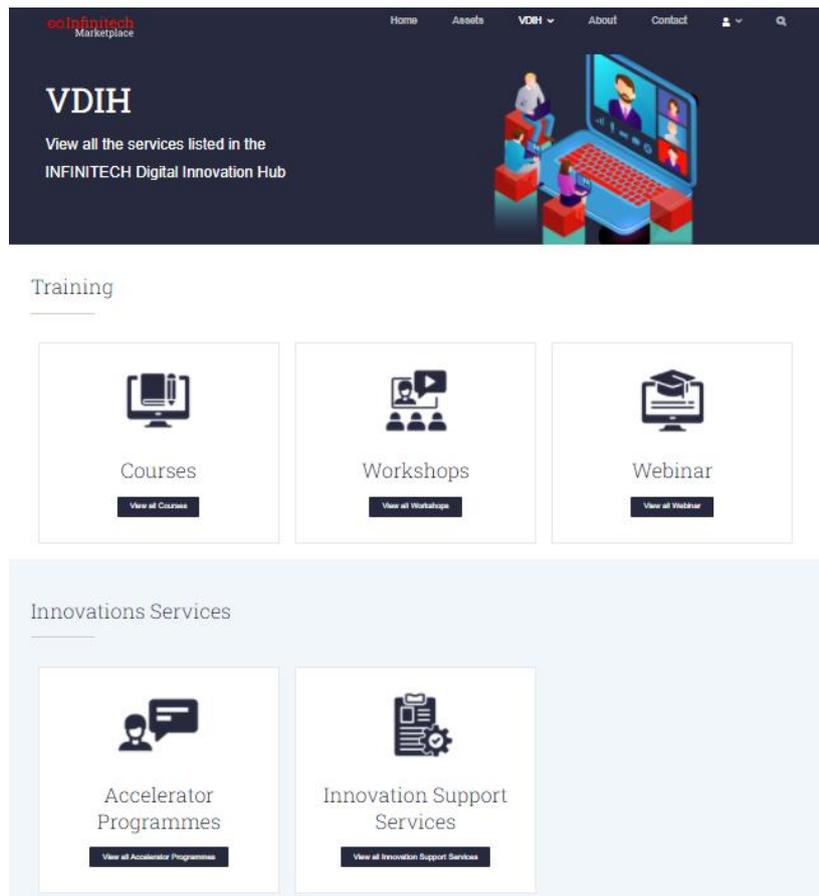


Figure 2 - INFINITECH digital innovation hub services (website screenshot)

Title	KPIs
Number of registrations users	178
Number of visitors	2086
Number of accelerators' program	75
Number of innovation Support Services	1
Number of assets accessible	33
Number of assets uploaded by a third party (h2020 projects)	2
Number of webinars	4
Number of workshops	5
Number of training courses	212

Figure 3 – Marketplace KPIs (as of March 2022)

3.1.4 Events

INFINITECH representation at events can take place in different ways including paper or project presentation, simple participation at conferences, workshops organization. It allows us to reach out to a wide community of practitioners interested in INFINITECH technologies and how can be applied to lower the barriers for access to high quality asset management services. The promotion is made via mailing lists, Twitter, LinkedIn, the website and the business networks of the individuals' partners/speakers. It is a good way to reach an international audience. Following the organization and participation of events, the projects has increased its community, has attracted high interest from various financial institutions in Europe. This includes the associate partners of the consortium but not only, also projects (some of them are described in section 4) and organizations.

This is a huge opportunity to increase and strengthen the network of relevant parties interesting in becoming part of the INFINITECH audience. The list of events tracking between M18-M29 is available in D9.4.

3.1.5 Hackathons

Because of the opportunities that hackathons provide for building relationships (which are the foundation of a community), INFINITECH has realized the need for organizing such events.

Hackathons is a good way to build relationships of multiple types. Firstly, Hackathons can also forge connections between companies and the developers that make the technologies that they use. The hackathon provides the platform for INFINITECH's partners to connect with the developer community. Then, hackathons can generate better reputation among customers or other businesses due to the success the event can generate. Lastly, hackathons connect organizations with talented people that they may be able to recruit. Participants in hackathons often possess many of the qualities that tech companies are looking for in their workforce.

Again, the main objective is to engage third parties with INFINITECH results, but there should be a theme. The prerequisites are INFINITECH results as Marketplace assets and datasets. About the engagement, hackathons are led by some Partners.

The first open innovation virtual technological contest of the INFINITECH project took place on Wednesday 24 November 2021. The The INFINITECH Approach Hack Challenge was powered by CrowdPolicy and supported by the University of Nicosia, University of Glasgow, and University of Piraeus, aiming at creating an innovation and collaborative culture, as well as supporting youth entrepreneurship. 20 student teams from the three University partners worked with data in digital finance, derived from the assets of the INFINITECH Marketplace that University of Glasgow has developed.

This successful hackathon was the first one of a series of hackathons to be built in the coming months with other partners as Copenhagen Fintech, CrowdPolicy and Bank of Cyprus. INFINITECH will be involved in their hackathon by hosting sessions, giving out problems and awards, and sharing resources with participants.

3.1.6 VDIH: Virtualized Digital Innovation Hub

The proposal described the DIH as a single-entry point for accessing and boosting IoT & BigData related resources for innovation in the finance/insurance sectors (including FinTech/InsuranceTech). It will be virtualized (i.e. a Virtualized Digital Innovation Hub (VDIH) without own physical infrastructure) and will aggregate resources from FinTech accelerators/clusters, incubators of the incumbent financial organizations, FinTech developers, R&D organizations and other stakeholders of the consortium.

It will leverage resources from the project's tailored sandboxes, including the EU-wide experimentation infrastructure that the project will establish for FinTech & InsuranceTech firms, which will be enhanced with complementary assets and services such as training, consulting and business support.

This objective will aim at making INFINITECH synonymous to BigData/IoT innovation for digital finance and insurance in the EU. INFINITECH will ensure that stakeholders from all EU-28 countries participate in the VDIH. Moreover, the project will build an IoT/BigData/AI ecosystem around the project’s market platform and VDIH, including all relevant stakeholders (e.g., financial institutions, banks, insurance firms, FinTech innovators, IoT/BigData solutions & platform providers, etc).

Digital Innovation Hubs are indeed a space to share experiences and ideas willing to create new products and services to the market in order to increase digitalization and innovative technologies.

INFINITECH WP8 leaders has conceptualized a Virtualized Digital Innovation Hub (VDIH) and is day after day enriched. The virtualized concept of this hub is to be an online platform without physical existence and all physical resources based on existing establishment of the partners.

VDIH offers two categories of services.

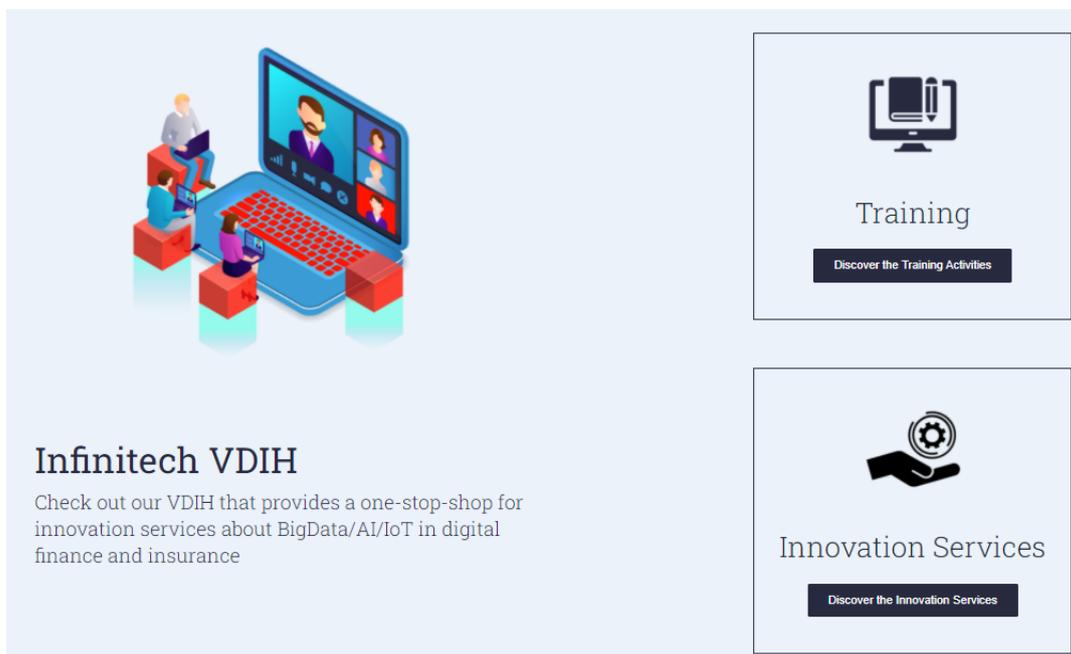


Figure 4 – VDIH offers two categories of services

The first one consists of a Training activities catalogue and an INFINITECH own Training Program. The community have access to a single entry point to detailed information on digital finance courses (including relevant BigData, AI/ML, Blockchain Courses). 212 training courses are now available in the catalogue. It also offers INFINITECH workshops/ webinars and seminars replays on AI, BigData, Blockchain in Digital Finance.

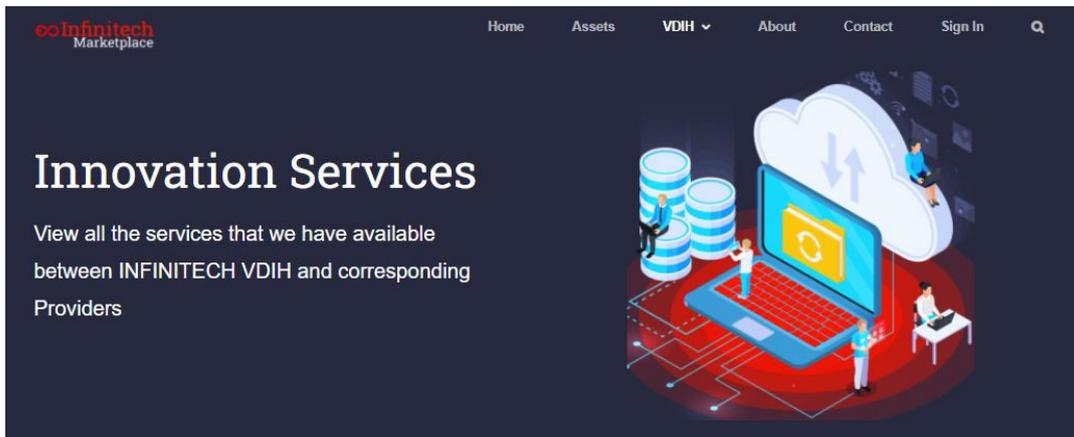
The second set of services is Innovation Services where services between INFINITECH VDIH and corresponding providers are accessible to all.

Users and/or potential customers have access to accelerator Programs (e.g., “VISA Innovation Program” on Payments run by CrowdPolicy, Copenhagen FinTech programs, Finance Innovation Fintech and Insurance Tech training programs, etc.), links to organizations like Hellenic Blockchain Innovation Hub. From now, 75 accelerators programmes are online.

They also have access to Innovation Support Services. This is an online place with services supporting and guiding startups and SMEs on the creation of innovation of Fintech business. The INFINITECH Digital Finance skills survey is now ready to use, which provides a channel for collecting information about the skills that are high in-demand in the market. INFINITECH analyzes and curates the results in the form of skills analysis reports. This survey aims at identifying the most important and high in-demand skills for Digital Finance and FinTech professions. The questions asked are :

- To what extent are the following Data Management and Data Engineering skills important to Digital Finance professions?

- To what extent are the following Artificial Intelligence and Machine Learning skills important to Digital Finance professions?
- To what extent are the following Decentralized Finance skills important to Digital Finance professions?
- To what extent are the following Digital Infrastructure and Security skills important to Digital Finance professions?
- To what extent are the following Software Engineering skills important in Digital Finance professions?
- To what extent are the following skills important to Legal and Regulatory roles in Digital Finance?
- To what extent are the following Digital Finance Application skills important to Digital Finance professions?
- To what extent are the following skills important in Digital Finance professions?



Innovation Support Services

Set of services to support and guide startups and SMEs on the creation of innovative of Fintech business

Add New Innovation Support Service



Figure 5 – New innovation Support services section available in VDIH

The main users and/or customers of this VDIH are FinTechs/ Insurtech Enterprises and AI/ML Startups & SMEs. Note that the VDIH has been further technically developed in WP8 deliverables.

3.1.7 Others (Promotional materials, publications, newsletters)

❖ Newsletter

Finance Innovation has concentrated more effort into drafting the monthly newsletter during 2021 and this allowed them to get more subscribers and thus multiply the impact of the project. 12 newsletters were sent out and the number of subscribers reached 652. As agreed with the project partners, the goal of the INFINITECH newsletter is to strengthen the impact of INFINITECH activities and events, as well as highlighting

editorial and scientific content and articles, building audience loyalty and generating recurring traffic to our website.

Newsletters are produced by WP9 leader on a monthly basis and provide regular updates on research and innovation practices, project results, news from partners, information regarding the upcoming tasks and event in order to inform the audience on how they can get in touch with the project and initiatives and how to keep them updated.

The mailing list has been created and is regularly updating based on subscription. This help the consortium to share monthly and flash newsletter via mass mailing. Is available on INFINITECH website a registration functionality allow the interested visitors to subscribe to our news. This is also possible to subscribe via our social media or when visitors want to register for an event.

❖ Publications

Significant project developments, white papers, conference papers but also journal and scientific articles have been published on scientific professional and specialized platforms such as:

- [Springer](#): is a leading global scientific, technical and medical portfolio, providing researchers in academia, scientific institutions and corporate R&D departments with quality content through innovative information, products and services.
- [MDPI](#): is a publisher of peer-reviewed, open access journals since its establishment in 1996.
- [Risks](#): is an international, scholarly, peer-reviewed, open access journal for research and studies on insurance and financial risk management. Risks is published monthly online by MDPI.
- [HAL](#): is an open archive where authors can deposit scholarly documents from all academic fields.
- [Medium](#): is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic.
- Fintech and InsurTech Magazine: https://fintechmagazine.com/about_us and https://insurtechdigital.com/about_us
- Conferences website.

The list of published scientific journals, during the period M19 to M28 of the project is available in Deliverable D9.4 Dissemination and Communication activities III.

The main objectives by publishing regularly are first to show INFINITECH advances to the scientific community, enhance INFINITECH visibility among academia and others research agents, enable authors and the project to gain recognition and acknowledgement in a particular field at national and international levels. This is performed in order to maximize the visibility in researchers and academics communities.

Beyond these, other documents, blogs produced by the project were presented through INFINITECH website

4 Community collaboration and engagements

4.1 Liaisons with other initiatives

The consortium benefits from its partners' involvement in other initiatives related to INFINITECH to build strong collaboration. Liaisons with existing ecosystems and communities are part of community building efforts. INFINITECH has already been in touch and will get in touch with broader range of initiatives in the EU to establish collaborations and synergies. Here is a first list of EU projects' collaboration.

❖ **Triple-A H2020 project**

The two successful European initiatives, Triple-A h2020 project and INFINITECH join forces in order to gather and promote knowledge regarding Risk Assessment Techniques for modern, sustainable and ESG compliant investments.

The following joint activities have been concluded:

- 1) A joint stakeholders' workshop on Risk Assessment Techniques for Modern Sustainable Investments e - with presentations from both projects.

In the workshop, representatives of the Triple-A and the INFINITECH H2020 projects will introduce the work carried out, presenting outcomes, results, and best practices with regards to risk assessment techniques and methods. Furthermore, high-level experts and business actors will run a roundtable, sharing their knowledge and expertise apropos:

- Energy Efficiency Financing Risk Mitigation Strategies: Challenges & Solutions
- Policy Recommendations to boost Energy Efficiency Financing in the EU.
- ESG Strategies & Decision-Making Optimisation through AI & Machine Learning
- Machine Learning & AI for Risk Analytics: Opportunities & Risks
- Role & Benefits of Blockchain technology in Risk Assessment

The agenda is available [here](#).

- 2) Promoting the Triple-A tools through INFINITECH's marketplace (<https://marketplace.INFINITECH-h2020.eu/>), where Triple-A tools can be presented as Triple-A assets see an example here: <https://marketplace.INFINITECH-h2020.eu/assets/financial-asset-recommender-profitability-estimation>
- 3) Triple-A are keen on integrating 1-2 of their tools as assets in our marketplace. They have already videos and trainings for them that can be properly linked.
- 4) Triple-A has published some preliminary information about our synergies in their webpage (<https://aaa-h2020.eu/news/new-triple-synergy-INFINITECH-project>), while social media posts followed for further dissemination.

❖ **Stand ICT EU 2023 project**

StandICT.eu 2023 & INFINITECH kick-off their collaboration to reinforce Digital Finance standardisation efforts in Europe.

[StandICT.eu 2023](#) is a European initiative supporting the EU engagement in international ICT standardization. It has two key axes; firstly, it will fund 400+ European fellowships in ICT standardisation in a series of 10 Open calls providing a total of 3M€ of funding. Secondly, it operates the European Observatory for ICT Standardisation (EUOS) that is an interactive online ecosystem including an up-to-date standards repository as well as working groups sharing insights about ongoing standardization efforts across different initiatives.

StandICT.eu 2023 focuses on horizontal and vertical ICT fields as defined in the Rolling Plan for ICT Standardisation[1], among the focus areas are FinTech, IoT, Big data and e-Invoicing technologies.

The projects will collaborate hand in hand to identify and propose pragmatic suggestions to tackle a spectrum of FinTech related challenges (most critical as regulatory barriers, lack of datasets, testbeds and validated business models preventing the achievement of the full potential of these new technologies). The project will work to jointly tackle such challenges, by providing a 360° coverage to fully leverage the benefits of IoT, Big Data and AI in the financial and insurance sectors and, possibly, to successfully intertwine StandICT.eu's opportunity with the solid expertise of the INFINITECH consortium.

The full press release is available [here](#).

❖ **Leading the task force: “Big Data and AI for the Financial Sector: challenges and opportunities” within BDVA**

The Task Forces are the main centres of activity within BDVA/DAIRO. INFINITECH partners created and now lead the task force “Big Data and AI for the Financial Sector: challenges and opportunities”, carrying on several activities such as the publication of a Whitepaper.

The Subgroup on Finance explores the main opportunities related to Big Data and AI in the Financial Sector, with objectives, mission and a vision towards 2025 by setting the scene drawing a snapshot of current digital finance landscape. It is contributing a State of the Arts of main technologies, initiatives and solutions in each of the four main branches “Banking”, “Financial Services”, “Insurance”, “Fintechs and others”. The subgroup also explores Policy and Regulatory guidelines and landscape (PSD2, Open Banking, MiFID, GDPR) as well as the key challenges in applying Big Data and AI in Digital Finance. On that, it focuses on technical challenges, such as Infrastructures (e.g. testbeds), datasets management and so on), but deepening also non-technical challenges (on legal, regulatory and ethical issues, as well as in relation to the value chain and business models), with a multi-disciplinary and holistic approach.

This whitepaper will be published soon [here](#) on BDVA website (task forces section).

5 Impact assessment

By carrying a Community Building and Communication Strategy, the consortium is expecting to communicate relevant outcomes to each of the target groups (presenting in section 2), as well as to attract their interest and generate engagement that will influence the overall impact of the project. The complete set of communication and dissemination actions is closely monitored and evaluated by the coordinator and WP9 leader in order to keep track of all ongoing activities, as previously said at the beginning of this report.

Two types of deliverables (Dissemination and Communication Activities I,II,III and IV / Community Building Report I,II and III) present activities conducted at different moments of the project lifetime.

The communication strategy and KPIs are assessed with both qualitative and quantitative indicators. Measurable objectives were defined at the beginning of the project (in the DoA). Note that some KPIs target values have been adapted given the sanitary crises especially because some of the planned activities have been canceled or rescheduled. The degree to which the project has achieved the objectives set is evaluated. The consortium refers to the number of events organized and participated, attracting researchers & academics by publishing articles, the development and dissemination of messages and video materials. Last but not least, the consortium examines regularly our media presence as well as traffic created in social media.

The table below presents the KPIs.

Table 1 - Aggregate KPIs since M1 of the project confronting with DoA

Measure	Actions or KPIs (DoA)	Total KPIs since M1 of the project (M1-M29)	Source methodology and
Organized and/or attendance to conferences and exhibitions	10 conferences	Workshops organized: 30 Participation in workshops/conferences: 30 Number of participants in each workshop organized in the Period M19-M28 reached on average 50	Video streaming, presented material, animation of social media
Organization of Hackathons	10 hackathons	1 (+3 more are already planned for 2022)	Presentations, informative and promotion material, reports
e-newsletters (published every month)	YR1: min 6 YR2: min 8	YR1: 12 YR2: 12	Recording of subscribers to the electronic newsletter
Open access publications (Publication to Journals/Magazine/Scientific)	> 10 publications	11 journals articles, scientific papers etc. 1 Open Access book 6 papers in international conferences	Introduction, informative and educational publications to support awareness creation and stakeholders' engagement
Promotional material, including video content	YR2: min 8	64 videos uploaded on YouTube channel (interviews, demonstrations,	Electronic distribution via the project website, YouTube Channel and social media.

		presentations, workshops, webinars...) 1 commercialized video promotion	Introduction, informative and educational videos to support awareness creation and stakeholders' engagement
Social media content twitter	YR1: min 8/ month YR2: min 24/month	YR1: avg 8/month YR2: 15/month (KPI for YR2 considered as too high and not efficient)	Keeping INFINITECH profiles on such networks active via regular posting and monitoring
Social media content LinkedIn	YR1: min 1 post/month YR2: min 4 posts/month	YR1: 2 posts/months (does not include shared posts) YR2: 3 posts/months (does not include shared posts)	Keeping INFINITECH profiles on such networks active via regular posting and monitoring
Synergies at national/international levels for sharing knowledge / standardization	>5 projects	3 collaborations	
Stakeholder database	200 profiled & engaged stakeholders by M12 >600 by M24 >1000 by M36	838 at M29	

6 Conclusions

INFINITECH interacts frequently with the European Digital Finance communities and associations. For example, GFT as INFINITECH Coordinator together with other Partners of the Consortium, created and now leads the Task Force “Big Data and AI for the Financial Sector”, carrying out several activities such as the publication of a Whitepaper. INFINITECH is also currently publishing an open access book on its research and innovation activities.

INFINITECH has also developed a Marketplace to share assets and developed components, as well as the so called VDIH (Virtualized Digital Innovation Hub) providing trainings and innovation services.

Globally, most of the target have improved during this second year of the project and some of them are well beyond the initial objectives. As is the case with Communication KPIs for Stakeholders’ and Community Engagement : social media contents, stakeholders database, online events and promotional vidoes. However, it is important to mention, that the current sanitary situation in Europe and worldwide remains complicated and does not allow the consortium to be fully confident regarding some of the planned physical events such as big conference attendance and physical hackathon organisation. Also, the consortium will struggle to achieve the number of planned face to face training sessions.

To conclude, dissemination, communication and engagement activities are essential to the achievement of INFINITECH mission and objectives, having possibly an impact on Financial institutions, Fintechs as well as planned research and innovations priorities and investments. It is a coordinated and cooperative effort throughout the project’s lifetime and integrated within all its work packages.

Various activities are realized throughtout the project’s lifetime in order to help INFINITECH acheiving its purpose. The consortium continue its efforts in promoting the project online and via participation in events, organisation of stakeholders’ workshops, hackathons, writing articles, blogs, scientific publications and producing high-quality promotional material as well as collaborate with other EU project and relevant intiatives. These are essential planned activites.