

ATARCA

Project Deliverable 3.1 (D3.1)

Plan for exploitation, dissemination and communication

23.06.2022

[This is a revision of the original document submitted 30.06.2021]



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 964678.



ATARCA

Grant agreement number: 964678

Project acronym: ATARCA

Project full title: Accounting Technologies for Anti-Rival Coordination and Allocation

Deliverable number	D3.1
Revision history	First final document submitted 30 June 2021 Latest version revised based on feedback from the mid-review 23 June 2022
Deliverable responsible	Aalto
Dissemination Level	Public document

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1. Introduction

ATARCA aims to create a scientific foundation for anti-rival compensation and governance technology. Communication and dissemination activities will be a core part of this, as engaging a wide community of practitioners, experts, researchers, and thinkers will be key to generation of a long-term systemic change. Clear, specific, and measurable objectives are established within this Communications & Dissemination plan and are aligned with major milestones to maximize project impacts. The variety of communication and dissemination activities implemented under this project will engage a wide range of stakeholders from multiple sectors, including public policy, technology, and economics.

1.1 About this document

This document has been written in order to outline and clarify the communication and dissemination objectives of the ATARCA project, as well as to facilitate the activities that contribute to these goals. As an interdisciplinary project, in terms of both project participants and stakeholders, this plan attempts to build a diverse but strategic community that understands and supports the potential of anti-rival concepts and incentivization.

The remainder of this document outlines the messages and tools for both internal and external communication plans, as well as dissemination of project outcomes. In summary, this document intends to:

- Provide description of the project main communication objectives, target audience and strategy to reach them ensuring the best possible exploitation, dissemination and communication of the results.
- Encourage partners to contribute to the achievement of the communication, dissemination and exploitation objective and social media channels.
- Offer guidance for the use of proper and well-developed communication materials

1.2 Intended audience

This is a publicly available deliverable, accessible to any member of the public interested in the communications and dissemination activities of ATARCA. It is mainly intended for use by ATARCA project members in order to understand and execute communications and dissemination activities.

1.3 Communication objectives

Communication activities within this project are split between internal and external communications, referring to efforts made within and outside of the project, respectively, in order to maximize the visibility and acceptance of project results.

The main external objectives of this plan are to:

- Create visibility for the project goals and its concrete outcomes, particularly in order to create a wider understanding of anti-rivalry and its implications.
- Guarantee effective communication and dissemination of the project key messages and activities at local, national and EU levels.
- Attract and develop a community of stakeholders who can contribute to discussions and the exchange of ideas surrounding project goals.
- Identify communication KPIs to measure the effectiveness and efficiency of activities.

The international communication objectives are to:

- Ensure coherence and understanding between WPs and partners.
- Monitor the status of ATARCA developments in order to keep project partners updated.
- Facilitate sharing of documentation to be published for external communication purposes.

1.4 Dissemination & Exploitation objectives

The dissemination and exploitation activities within ATARCA are intended to ensure impact beyond the life of the project itself. This requires informing and engaging identified stakeholders of the project outcomes and results.

The main dissemination objectives of this plan are to:

- Ensure that project outcomes reach a wide audience of relevant stakeholders across multiple fields (public, private, academia) and they create a **shared understanding of the anti-rival economics**.
- Develop **relationships** with other projects, organizations and individuals for **knowledge and innovation transfer**.
- Engage with **targeted stakeholders** to receive feedback on project status and results.

- Make clear the **benefits and replicability of project outcomes** for potential organizations and initiatives to adopt anti-rival systems.

The dissemination plan and activities will be supported by exploitation activities. The exploitation objectives, as follows, are to:

- Design an anti-rival business model toolkit to **facilitate adoption of anti-rival methods**.
- Create and grow a **pan-European community of stakeholders** from academia, public and private sector to examine the impact of implementing anti-rival governance and compensation technologies.
- To explore the opportunities of anti-rival goods to support **building fair and sustainable socio-economic models and practices**.
- To identify required **policies and changes to enable economic development** through demonstrating ways to govern anti-rivalry.

2. Internal communication plan

Effective internal communication promotes clarity and cooperation within the project. By establishing tools, channels and guidelines for communication, this plan aims to ensure the project runs as smoothly and efficiently as possible.

2.1 Internal communication tools

- **Slack:** Slack will serve as the central channel for all in-project communication. Through this program, project partners share updates on tasks and project activities, collaborate on ideas, and share updates on communication activities. It also serves as a space to coordinate project activities.
- **E-mail and video conferencing services:** E-mail and video conferencing platforms will be used when in-depth or face-to-face interaction is needed.
- **Project mailing lists:** Aalto has set up mailing lists for reaching out to different stakeholders of the project. Several lists will be created: one for reaching all the project members; others for the advisory board, general assembly, communication representatives, and one for each project partner. More lists can be created if needed.
- **Shared online folder:** An online folder for communications tasks has been shared with all project partners. This includes the dissemination log, communication guidelines, and communication materials such as templates and logos.
- **Communication & Impact task force:** The task force is made up of at least one member from each project partner. The task force monitors and coordinates communication and dissemination activities and ensures that activities are completed in an efficient and meaningful manner. The task force meets monthly.
- **Advisory Board:** The policy advisory board is a group of external experts to help ATARCA to meet its societal goals in the best possible way. The objectives of the board are: i) to support ATARCA to meet its goals in the best possible way; ii) to create direct, open, deliberative and guiding connection between the project researchers and board members; and, iii) to support the policy impact work, particularly in terms of identifying the right leverages for policy impact.
 - The Advisory Board will meet four times in the lifetime of the project.
 - More details on the Advisory Board can be found in section 3.3

- **Interaction of the general assembly and external advisory board:** A dedicated mailing list has been set up to facilitate communication among the members of the general assembly and the advisory board. All members in the project can freely send messages to the lists – messages from external parties or unknown email addresses will go through Aalto’s moderation process. All legitimate messages will be distributed through these lists.
- **Communication guidelines:** Procedures and plans for communication have been distributed to all partners to ensure coherence on communication and dissemination activities, such as updating the website or contributing to the newsletter. This includes how to access templates and previous communication materials.

2.2 Internal rules and procedures for proper use of tools

Communications activities will be largely coordinated by Aalto, with the assistance of the communications and impact task force.

All project partners are able to add content to the **ATARCA website**. Content will be submitted to the communications task force. Blog posts on the website will include a title, subheading, body-text and a relevant image. Tags and keywords should be included. Similarly, ATARCA’s **social media profiles** will be run by Aalto, but all project partners will be expected to contribute content. When posting on partner social media profiles, it is recommended to tag ATARCA social media profiles and use the #atarca hashtag.

Publications, press releases and interviews: A description of publications, press releases and interviews should be shared with the communications task force and agreed upon for release. A short description of ATARCA and a link to the website should be included in all publications.

The **newsletter** will be coordinated by Aalto. Requests for entries in the newsletter will be shared in Slack two weeks before publication and will also be addressed in the monthly communications task force meetings. Partners will send contributions to Aalto via Slack or email. The newsletter will be circulated within the ATARCA project before publication.

2.3 ATARCA Policy Advisory Board

The Advisory Board is a body of external experts who provide feedback on ATARCA activities, particularly considering the wider societal impact of the project and its results. ATARCA has created direct, open, deliberative and guiding connections between the project researchers and board members and has and will be supporting the policy impact work: help identifying the right leverages to policy impact. The policy advisory board meets four times in the lifetime of the project.

Advisory board members include:

- Rainer Kattel, Deputy Director and Professor of Innovation and Public Governance at the UCL Institute for Innovation and Public Purpose (IIPP)
- Primavera de Filippi, researcher at the National Center of Scientific Research (CNRS) in Paris, a faculty associate at the Berkman Klein Center for Internet & Society at Harvard University, and a Visiting Fellow at the Robert Schuman Centre for Advanced Studies at the European University Institute
- Katja Bego, Principal Researcher and data scientist in Nesta's technology futures and explorations team
- Matthew Schutte, Philosophical, Strategic and Administrative Co-Conspirator at The Bateson Institute
- Michael Zargham, founder and CEO of Blockscience, Affiliated Researcher Vienna Research Institute for Cryptoeconomics

The agenda of the previous policy advisory meetings can be found in Appendix B.

3. External communication, dissemination, and exploitation plan

Work Package 3 and Task 3.1. are responsible for the dissemination of ATARCA messaging, strategy, and goals, and as such will coordinate communications at the consortium level. The major activities and communication, dissemination and exploitation milestones are listed below.

Table 1. Communication, dissemination, and exploitation milestones.

Activity	Lead	Partners involved	Timeline
Visual identity	Aalto	All	M1-24
Dissemination materials	Aalto	All	M5-24
Website and social media profiles	Aalto	All	M1-24
Newsletter	Aalto	All	M3-24 (quarterly)
Blog posts	Aalto	All	M5-24
Anti-rivalry MOOC	Aalto		M20
Dialogue sessions	Demos	All	M5-24 (5 sessions)
Press releases	Aalto		M3-24
Trade journals or magazines	Aalto	All	M6-24
Academic publications	Aalto	All	M12-24
Policy observatory	Demos	All	M5-24 (4 sessions)
Final seminar	Aalto	All	M23-24

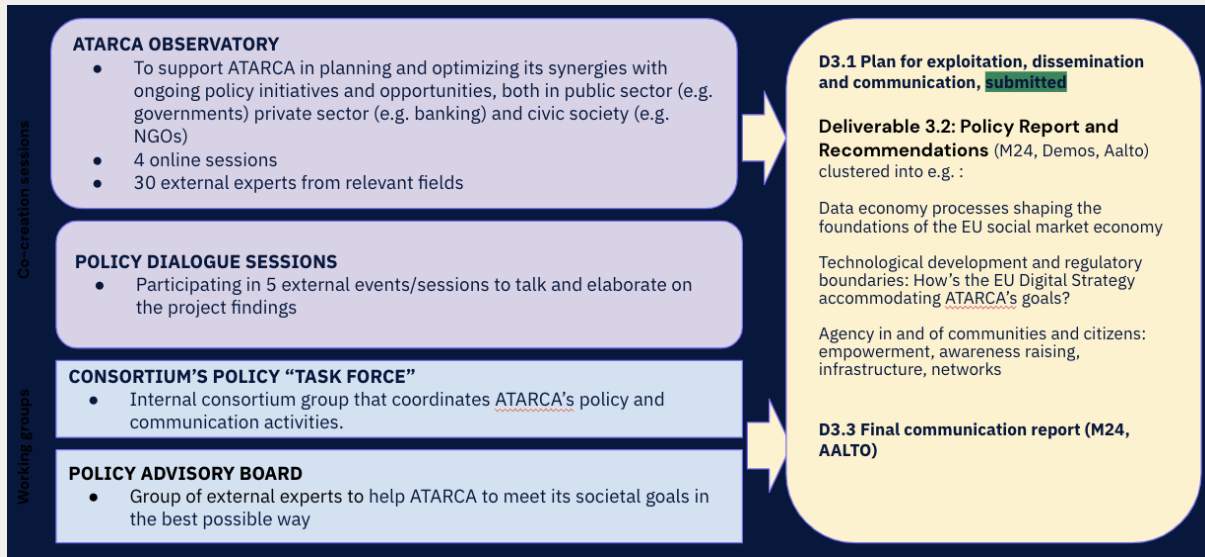


Figure 1. ATARCA Impact Creation and Communication process.

3.1 Policy Observatory and dialogue sessions

- The impact creation in ATARCA is a combination of policy analysis and stakeholder interaction as well as communications. Key building blocks for the former are the policy observatories and policy dialogues.
- Policy observatory sessions support ATARCA in planning and optimizing its synergies with ongoing policy initiatives and opportunities, both in public sector (e.g. governments) private sector (e.g. banking) and civic society (e.g. NGOs). ATARCA will organize four online sessions with about 30 external experts from relevant fields. Policy Dialogue sessions support exploitation of ATARCA concepts and results within external networks and events (such as Untitled Festival, Responsible AI Forum, Data Week of BDVA).

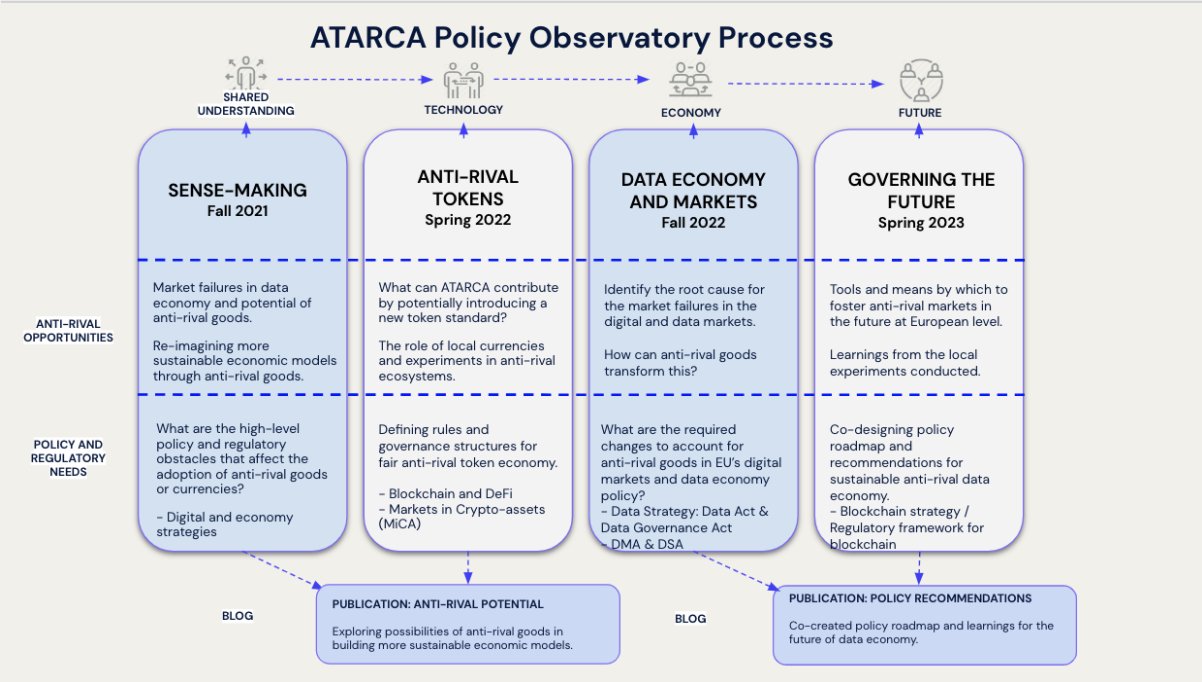


Figure 2. ATARCA Policy Observatory Process.

3.2 Key messages of ATARCA

The ATARCA vision is to create new decentralized technology, “anti-rival tokens,” and policy proposals to enable efficient, decentralized, market-style trading and ecosystems for anti-rival goods. The activities of ATARCA work to further develop and build understanding of anti-rivalry concepts and technologies. Communication and dissemination strategies outlined in this plan aim to spread these messages to external stakeholders and the general public. The suggested key messages to be used in external communications about ATARCA are defined below in figure 3 and in more detail in section 3.3.

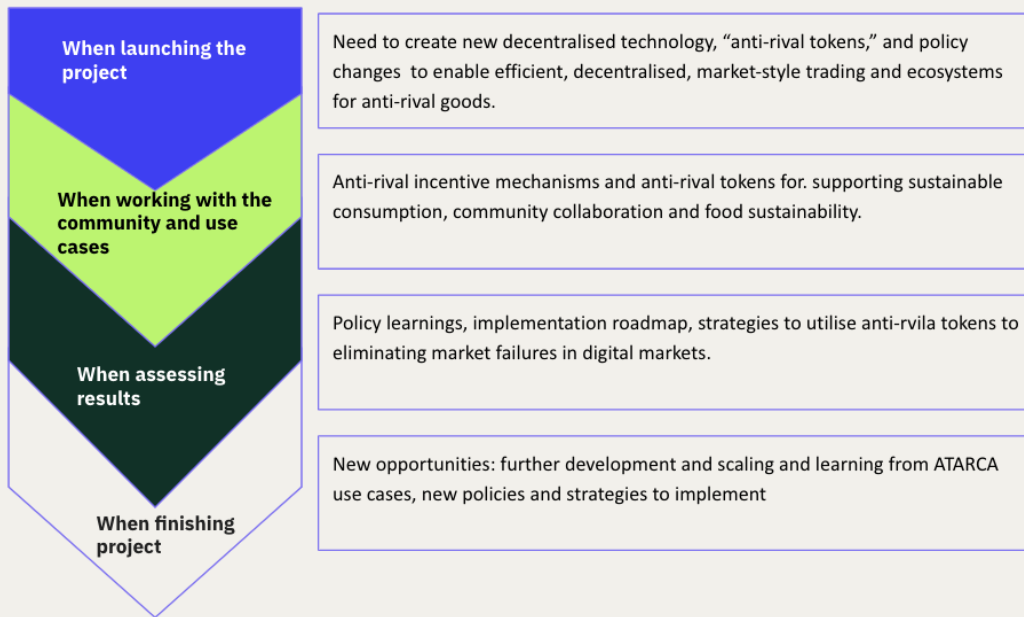


Figure 3. Key messages.

3.3 Intended target audiences and strategy to reach them

ATARCA has identified several groups from five categories (general public, experts, policymakers, academic researchers and industry professionals) within the target audience of the project. By defining the target groups, communication approaches can be designed to best share the intended message and meet the goals of the communication plan. Certain outreach channels are identified as the main tools with which to reach the identified target audiences, but there will be overlap between tools and audiences.

Table 2. Target audiences, key messages for them and channels to reach them.

Target Audience	Key message	Channels and activities to reach the target audience
<p>General public</p> <p>open audience of those interested in data economy</p> <p>members of the public who may benefit from ATARCA project outcomes (ex. Researchers who use data market platforms)</p> <p>students in Aalto, but also business practitioners and students in executive education programs</p> <p>media (ex. Newspapers) to spread ATARCA messages to wider audiences</p>	<p>Understanding the nature of data markets and markets for other digital goods, the concept of “anti-rival” and how DLT can be leveraged for more fair and economic practices and structures.</p>	<ul style="list-style-type: none"> - MOOC: Freely available course on anti-rival business models, targeted to business students and those in executive education, but open to anyone. - Regular social media updates (Twitter, LinkedIn) topics related to the key message and ATARCA news in layman’s terms - Monthly newsletter including ATARCA updates and links to the external material and content - Blog posts on e.g. policy impacts, social and education impacts, defining anti-rivalry and data. - Press releases and publishing ATARCA articles in trade journal (e.g. on the economics of anti-rivalry)
<p>Experts and developers: in the field of the decentralized technologies</p> <p>Experts of data & digital economy</p>	<p>How to utilize decentralized technologies to create “anti-rival tokens” to enable efficient, decentralized, market-style trading and ecosystems for anti-rival goods.</p>	<ul style="list-style-type: none"> - Monthly newsletter including ATARCA updates and links to the external material and content - Participation in the academic and professional seminars and events such as Crypto Commons Gathering. - Blog posts such as explanations of token types and sharing mechanisms. - Publishing ATARCA articles in trade publications. Targets include, for example, CoinDesk

<p>Policymakers</p> <p>Policymakers, regulators and civil servants working with digital/data policies</p> <p>Policymakers, regulators and civil servants working in the economic & industry policies</p>	<p>If successful, cryptographically protected anti-rival tokens will not only help to properly organize the markets for data and other digital goods, but provide the structural fundamentals for a new type of economic growth. This baseline will allow societies at large to more widely explore structurally new incentives for systemic sustainability and scalable systemic intelligence. We need to identify required new policies to enable this transformation and efficient, decentralized market-style trading and ecosystems for anti-rival goods.</p>	<ul style="list-style-type: none"> - Organizing policy observatory sessions with policymakers, regulators and civil servants included. - Organizing policy dialogue events of the topics of ATARCA in existing events (such as BDVA Data Week 2022). - Interaction and discussion sessions with the policy-makers, regulators and European unions' data and digital policies support exploitation of the project results. - Monthly newsletter including ATARCA updates and links to the external material and content - Participating in seminars and events such as MyData Global Conference. - Blog posts e.g. on the European economic and digital policies and the results of the policy observatory. - Regular social media updates (Twitter, LinkedIn) on ATARCA news - Final seminar
<p>Academic researchers in relevant fields</p> <p>Data and information economies</p> <p>Tokenomics</p> <p>DLT and blockchain</p> <p>Economics</p> <p>Digitalization and social sciences</p>	<p>Building research capacity and dialogue in the field of anti-rivalry will benefit from interdisciplinary collaboration as the field grows.</p>	<ul style="list-style-type: none"> - Participation in conferences such as European Consortium for Political Research ECPR General Conference - Regular social media updates (Twitter, LinkedIn) on the research results of ATARCA. - Active interaction with like-minded researchers and research projects such as H2020-project Token.
<p>Industry professionals in the fields of DLT</p> <p>Developers</p> <p>European start-ups and SMEs</p>	<p>Innovation and testing of anti-rival business models are a necessity, and building synergies with professionals in DLT enables further development of the concepts.</p>	<ul style="list-style-type: none"> - Participation in external events - Final seminar - Trade publications - Hackathons

<p>NGOs and civil society Particularly those working in local/community currencies Organizations taking part in DLT4Good type initiatives Cultural and educational sector</p>	<p>Anti-rival innovations promote and provide opportunities for social good through a new conception of transactions and interactions beyond traditional rival thinking. Sharing local knowledge to other people (i.e. town history that is usually transmitted through old people) Using NFTs for good</p>	<ul style="list-style-type: none"> - Regular social media updates (Twitter, LinkedIn) on ATARCA news. - Participation in events and conferences - Contacting and networking with federations of NGOs in Spain and Finland.
<p>Communities and start ups Web3 communities, such as those present on Twitter and in established networks Start-ups using Web3 technologies</p>	<p>Anti-rival business models present new opportunities for interaction and transactions using Web3 technologies. Democratic digital business models are possible and efficient.</p>	<ul style="list-style-type: none"> - Identifying corresponding communities and organizing workshops and discussion sessions with them - Present the pilots and their learning to relevant stakeholders and to other contexts - Regular social media updates (Twitter and LinkedIn) with ATARCA news and advertising use cases in LinkedIn - Participation in events and conferences (particularly themed around Web3 technologies) - Participation in established communities and networks related to WEB3, NFTS, DLT

3.4 External communication material and tools

ATARCA will utilise a diverse set of tools to communicate and disseminate the messages identified above. These will include both online and offline tools.

- **ATARCA visual identity:** A visual identity for ATARCA has been designed, including a clear logo and colour pallet.
 - In order to ensure a clear visual connection between all ATARCA dissemination materials, a brief visual identity manual has been developed for use by all partners.

- Further, templates will be created for PowerPoints and reports have been designed and made available to all ATARCA project partners. These will be used when presenting and sharing any updates, reports or presentations on ATARCA happenings and results.
- The logo is featured below in black:



- **ATARCA dissemination materials:** General dissemination materials will be developed and delivered to all project partners for online or offline use. These materials, both digital and printable, will explain the project (including objectives, partners and significance) and can be distributed at virtual and in-person events.
- **Academic publications:** ATARCA aims to publish 3 or more articles in FT-50 or ABS-4 journals. Additional papers are targeted to other reputable academic journals.
 - Potential publications (and academic outlets) include, e.g.:
 - Research Policy: “Business model alignment between firms and ecosystems”
 - Academy of Management Discoveries: “Token design patterns in decentralised ecosystems”
 - Journal of the Academy of Marketing Science: “On cryptocurrencies and ecosystems”
 - Administrative Science Quarterly: “Ecosystem identity formation”
 - Academy of Management Journal: “Pathways to ecosystem structure and emergence”
 - **Status June 2022:** one publication is in the revise and resubmit stage and another publication is in the final stages before submission for review.
- **Trade press or magazines:** ATARCA aims to gain exposure in five or more publications in trade journals, magazines, or other notable media sites.
 - Potential publication outlets include:
 - Tekniikka & Talous, a leading magazine for Finnish engineering professionals
 - Aalto Magazine, showcasing unique results of the university, print run of 30,000+
 - Coindesk.com, a leading news site specialising in digital currencies
 - Helsingin Sanomat, the leading daily newspaper in Finland

- **Website (MS-1):** The ATARCA website is the main platform for sharing updates and results during the lifetime of the project. The website has already been developed and is available at <https://atarca.eu/>
 - The website will allow visitors to learn the objectives of the project, read news related to the project, register for the newsletter and upcoming events, and access public results and project materials.
 - The website also hosts a list of publications, deliverables and project results.
- **Social media:** ATARCA has developed social media profiles on both LinkedIn and Twitter in order to maximize reach of the project messages. These have been chosen as the most relevant social media networks for the content of ATARCA. Aalto will coordinate both accounts, but all partners will contribute content. Both accounts are used to publish news, events, and updates on the project developments. These accounts will also be used to network and connect with other relevant projects and stakeholders.
 - Twitter: @ATARCA_EU
 - LinkedIn: ATARCA EU
- **Newsletter:** A newsletter will be distributed through an online mailing list quarterly (8 times within the lifetime of the project). The newsletter provides progress reports and updates on the project and shares relevant information and events. Interested parties can register for the newsletter on the ATARCA website.
 - The newsletter is coordinated by Aalto, and all project partners contribute materials.
- **Blog posts:** A blog will be produced to share content on and related to the ATARCA project. The blog posts are hosted on the ATARCA website (<https://atarca.eu>) under the tab, “Blog & News). Content is prepared by project partners and outside experts, for example Advisory board members. Aalto is responsible for the coordination of the blog.
- **MOOC:** An introductory level anti-rival business model MOOC is under development by Aalto for students at the master, doctoral and executive levels. The MOOC will be available online to students globally.
- **Multimedia presentation materials:** Additional resources, such as videos on use cases or podcasts, may be created to promote ATARCA messaging. This will be dependent on resources and opportunity, as these materials are not a central aspect of the ATARCA communication and dissemination plan.

- The content will be linked to existing media channels, e.g., TX Tomorrow Explored podcast series (<https://podcasts.apple.com/us/podcast/tx-tomorrow-explored/id1501804603>).
- **Press releases:** Press releases will be issued by all partners during important project milestones. They will be targeted at key stakeholders and media at the local, regional and European level.
- **Policy observatory:** Four co-creation sessions combining technical, political and academic understanding of anti-rival tokens in reforming the data economy will be run over the course of the project. The observatory sessions will take place online and involve 20-30 external experts from relevant fields. They will result in a set of practical policy recommendations.
 - **Status June 2022:** Two policy observatory sessions have been successfully run.
- **Dialogue sessions:** ATARCA will participate in five external events to communicate and disseminate the project findings further to relevant stakeholders in the blockchain and DLT space in sessions that are based in dialogue.
- **Final seminar:** Final event to disseminate the learnings and findings of the ATARCA project and to share the vision for future work in this field. The final seminar will include hands-on sessions with developers and dialogues with policymakers and researchers.
 - The event will be hosted in person, if possible, or virtually if necessary.
- **Dissemination policy roadmap and recommendations:** The policy report and recommendations will identify significant areas of policy uptake relevant to ATARCA project objectives and results.
- **Participation in external events:** Conferences, workshops and other third-party events are prime opportunities to disseminate the messages and results of ATARCA activities.
 - Events that will be targeted include, e.g.:
 - Crypto Asset Lab Conference
 - Annual EU Data Day
 - MyData Global Conference
 - Untitled Conference:
 - Future Blockchain Summit
 - BLOCKHANCE Europe
 - European Blockchain Convention
 - Blockchain for Europe Summit

3.5 Timing and targets for communications, dissemination and exploitation activities

The timing of actions related to communications, dissemination and exploitation activities can be found in the chart on the next page. This includes both previously completed activities, as well as upcoming targets.

ATARCA COMMUNICATION PLAN																																																									
COMMUNICATION ACTIVITIES																								TARGETS				CHANNELS																													
2021												2022												2023						1	2	3	4	E	M	DM																					
A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A																																	
Website launch																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Social media activities																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
*Blogs																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
*Podcasts																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Policy dialogue session (Untitled Festival)																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
*News																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
First policy observatory																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Policy dialogue: Presentation in Big Data Week																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Second policy observatory																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Press release: REC & Green shops																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Conference: Academy of Management Annual Meeting																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Conference: Crypto Commons Gathering																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Anti-rival MOOC campaign																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Anti-rivalry MOOC release																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Business model toolkit																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Final seminar																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Developer documentation for anti-rival tools																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Policy recommendations publication																												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█

*: Activities completed more than once. ~: Activities to be completed. // Targets: (1) General Public; (2) Policy-makers; (3) Academia; (4) Developers & Web3 // Channels: (E) Events; (M) Media; (DM) Digital Media

Figure 4. Activities related to communications, dissemination and exploitation.

4. Evaluation and monitoring of dissemination activities

A series of quantitative and qualitative indicators have been selected to aid in the monitoring of communication activities. This will allow ATARCA communications leaders to evaluate the reach of communication activities, allowing project partners to better understand the factors that lead to success or failure of activities.

These indicators are outlined in table 3, below.

Table 3. Communication, dissemination, and exploitation KPIs.

Output	Measurement Unit	Target Value	Status as of June 2022
Project website	-	1	Complete
Project visual identity	-	1	Complete
Articles in trade press or magazines	Nr of articles with exposure for the project	≥5	1
Scientific publications in FT-50 or ABS-4 journals	Nr of publications, accepted or in review in target journals	≥3	1
Blog posts	Nr of blogs published	≥10	9
Hands-on workshops and sessions in final seminar	Nr of developers participating	≥100	
Anti-rivalry MOOC	Nr of students completing the course	≥500	
Disseminating project messages in outside events	Nr conferences and events attended and presented at	≥3	4
Policy recommendations	Nr policymakers communicated to	≥200	
Communication with policy makers, researchers and civic society	Nr of dialogue sessions hosted, including observatory	≥5	3
Press releases		≥2	1
Multimedia presentation materials (e.g., podcasts)	Nr of recordings published	≥4	1

Final seminar: policy implications and impact of ATARCA	Nr of participants in the final seminar	≥50	
Website engagement	Nr annual visits to website	≥5000	2000
Newsletter engagement	Nr of new subscriptions	≥30 monthly	37
Social media engagement	Nr of posts on Twitter and LinkedIn	≥1 weekly	<i>Ongoing</i>
Social media followers	Nr of followers, combined, on Twitter and LinkedIn	≥300	371

4.1 Dissemination log

The dissemination log is a tool to track and monitor dissemination activities completed by partners throughout the project. It is a spreadsheet shared with all partners in an online repository. When an ATARCA project releases or carries out an action, such as hosting an event, participating in a panel, or publishing, they will add the activity to the log, including basic information on the activity.

The communications coordinator will check the log periodically to monitor whether the project is on track to meet the KPIs established in the previous section. The log will be similar to the one shown below:

Specific Action	Event/Media	Partner	Date	Description	Link
Example: Blog post on anti-rivalry and digital citizenship	ATARCA website	Aalto	21.6.2021	Blog post on how anti-rivalry embodies the values of digital citizenship, and how anti-rival platforms promote digital citizenship ideals	www.atarca.eu/blog/0123

Appendix A. Examples of Previous Communications, Dissemination and Exploitation Activities

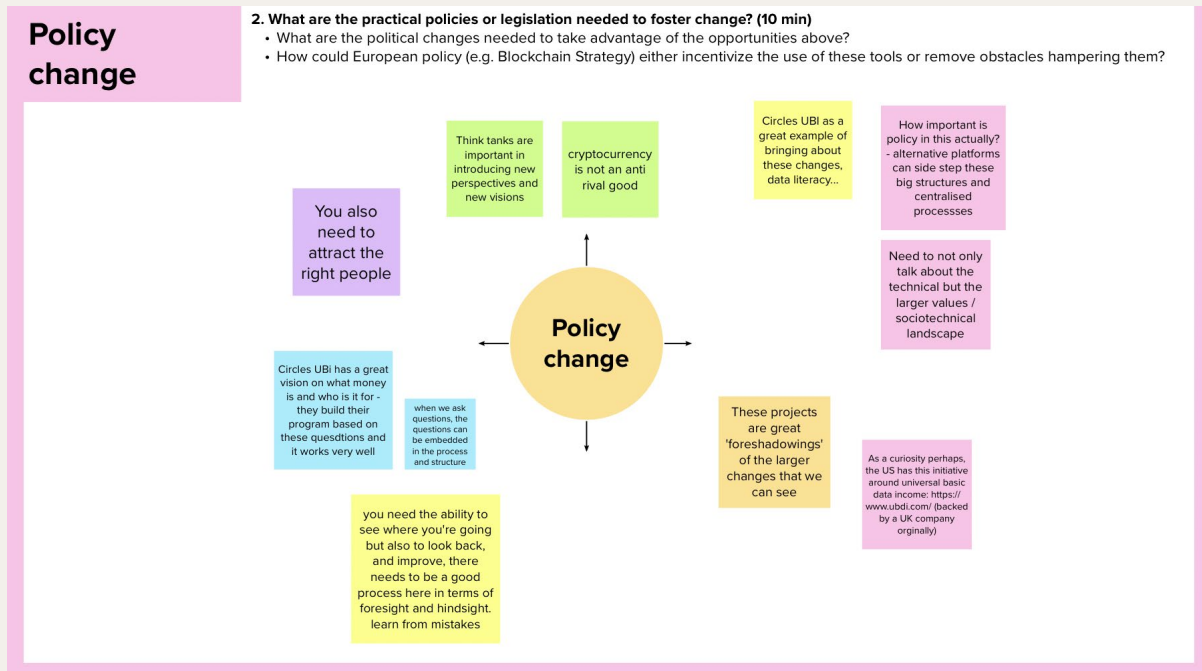


Figure 5. Screenshot of interactive, virtual white board used in second Policy Observatory.



ATARCA @ATARCA_EU · 13 Jan

Compared to standard goods, #digitalgoods increase with value the more they are shared and used. At ATARCA, we are working towards an efficient economy of digital goods based on their #antirival characteristics and negative subtractability.

What is an anti-rival good?

	Rival	Non-rival	Anti-rival
Excludable	Private goods (e.g. coffee)	Club goods (e.g. museum visit)	Network goods (e.g. Fornite)
Non-excludable	Common-pool goods (e.g. ocean fish)	Public goods (e.g. public beach)	"Symbiotic" goods (e.g. internet)

ATARCA Subtractability (Ostrom, 2009)



3

9



Figure 6. Screenshot of tweet describing the difference between rivalry, nonrivalry, and anti-rivalry.

New Directions for Data Economy - Potential of Anti-rival Digital Goods

ONLINE DATA SPACES

17:00-19:00
Data Week - STAGE 1
78 participants signed up for this session

DESCRIPTION:



In this session, we will discuss how to grasp the wider opportunities of data economy for societal advancement. Currently we are lacking the mechanisms and incentives of data sharing that would identify the anti-rival nature of data and digital goods, which is one reason why data markets are flawed.

Building innovative business models and ecosystems of anti-rival goods, gives an opportunity to identify the benefits of anti-rival digital goods and data and could open up an avenue to break away from the extractive structure of the current data economy. We will approach the topic with three perspectives:

1. Opportunities of anti-rival digital goods for creating new directions of the data economy
2. Shifting approach from firms and business models to ecosystems as one way to grasp the opportunities of anti-rival goods
3. Design of the ecosystems of data economy

Figure 7. Info page of panel at Data Week 2022. Video available at <https://www.youtube.com/watch?v=6gNGbmCpb9A>.



Figure 8. Invitation to the first policy observatory.

Appendix B. Slides from policy impact advisory board meetings

Welcome to ATARCA Policy Advisory Board meeting

1.2.2022

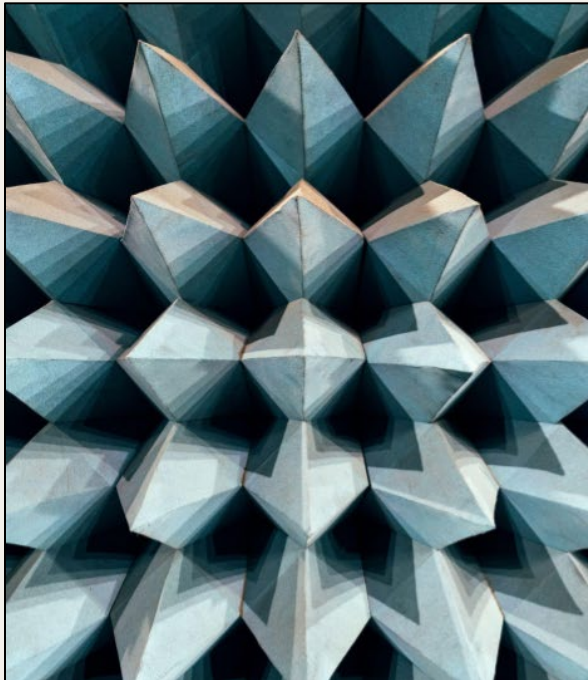
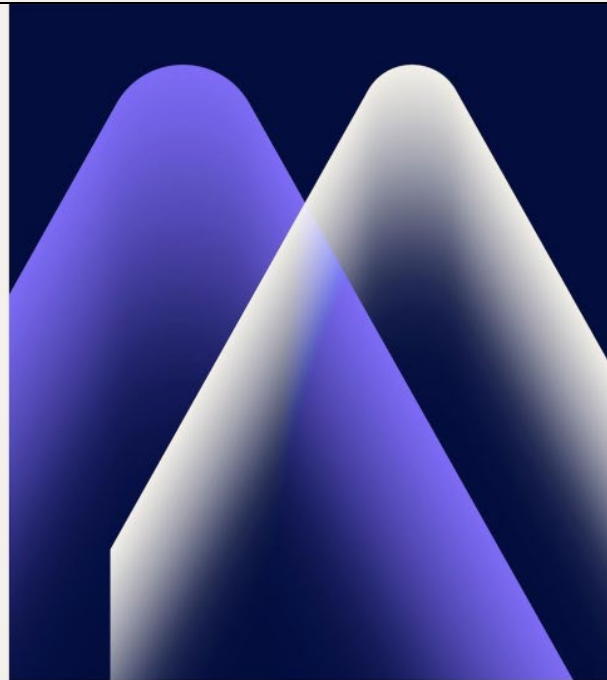


Agenda

- 16:00-16:05** **Welcome** *Ville Eloranta, PI of Atarca, Aalto University*
- 16:05-16:10** **Project update and introduction to the use cases** *Esko Hakanen, Aalto University*
- 16:15-17:15** **Presentations of ATARCA pilot use cases**
- Streamr Acknowledgment Token, Martin Moravek, Streamr*
 - Barcelona Green shop -case, Sofia Gonzalez, Novact*
 - Food Futures Case, Sonja Amadae, University of Helsinki*
- 17:15-17:40** **General discussion on the use cases**
- 17:40-18:00** **Policy observatory,** *Greetings from the first session and next steps, Demos Helsinki*
- 18:00** **Closing the event**



*Our vision is to create new decentralized **technology**, “anti-rival **tokens**,” and scientifically founded **proposals** for new **policies** to enable efficient, **decentralized**, market-style trading and **ecosystems for anti-rival goods**.*



The project impact goals include:

- **Practical use cases** that combine anti-rival goods & token engineering
- **Reports:** crypto-economic anti-rival mechanisms & anti-rival business model archetypes
- **Technology:** open-source technology repositories on GitHub
- **Education:** business model design toolkit, MOOC on anti-rival business models

ATARCA use cases and experiments

- Across all use cases, ATARCA is pioneering compensation and governance structures to facilitate the efficient production and allocation of anti-rival goods.
- The engine driving all case systems/platforms is anti-rival cryptocurrency-based accounting that is maintained using distributed ledger technologies (DLTs).
- The cases are designed with the aim to analyze the applicability of anti-rival tokens to facilitate sharing and proliferation of value within communities and ecosystems, to benefit all stakeholders.
- All cases use a new token type: “a shareable, (non-transferable) NFT”, s(nt)NFT

The selected cases are: 1) Barcelona Green Shops, 2) Streamr Community, and 3) Food Futures.



Use cases

Barcelona Green Shops

REC is a social currency in Barcelona used in Green Shops, a network of local shops committed to reducing waste and promoting local, sustainable products.

ATARCA will enhance the current community platform through tokenization of anti-rival value, rewarding Green Shop clients for contributing to the platform or shopping in local shops.

Expected outcomes: Enhanced interaction between community members, promotion of green and sustainable consumption.



Streamr Community Case

Since 2017, Streamr has been building a decentralized data network, requiring the support of an active community.

Community members will be able to earn shareable NFTs that serve as a proof-of-contribution towards Streamr project. This framework will be applicable also to other Web3 communities.

Expected Outcomes: Increased community engagement and contributions, including both programming and non-programming contributions.



Food Futures Index

The Food Suffering and Wellbeing Index gathers food production impact variables into one place, making the impact and supply chains more transparent.

This case applies anti-rival community currencies (non-transferable tokens and shareable non-transferable non-fungible tokens) to recognize actors' contributions and actions with positive-sum externalities.

Expected Outcome: Actors will be incentivized to use the information available to make more sustainable meal choices.



1. Streamr Shareable NFTs as acknowledgement tokens – Incentivizing Streamr community towards higher engagement

Challenge: Success of open-source and web3 projects highly depends on having an engaged community that contributes to the project in different ways. Especially non-code contributions are less likely to receive acknowledgement.



1. Streamr Shareable NFTs

Solution: Contributing community members will receive an acknowledgement token in a form of shareable NFT. This NFT can be used by the receiving community member as a proof of contribution and a skill in specific area. It also serves as an anti-rival compensation.

Currently we are deciding between several sharing options

- **Open sharing:** Any user can share a NFT after discovering it on the NFT sharing platform or via linked content (e.g. from the blog written by contributing member). By sharing the NFT other users endorse the original acknowledgement of this contribution.

In this case, the more the NFT is shared, the higher “anti-rival” value it has.

- **Permissioned sharing:** Only original receiver of the NFT can share the NFT with other users. Here sharing a NFT means that the receiving side has also contributed to the work that has received acknowledgement. Optionally also users receiving the shared NFT can share it further.

In this case, the more the NFT is shared, the more diluted is the “value” of single instance. E.g. if contribution is shared with 100 users, it is less valuable for each person than if it would be shared with only 2 further users.

Sharing in practical terms:

In both cases the shared NFT will appear in the NFT wallet of the other person after is it shared.



1. Shareable NFTs as anti-rival compensation

Anti-rival value of sNFTs:

- **NFTs should be non-transferable or non-tradable:** When NFT cannot be sold or it is connected to a specific person it has no direct (rival) value. E.g. acknowledgement token to “John Doe” for writing blog on “Setting up Streamr Node”
- **Proof of skill/contribution:** Holders of shareable NFTs can use this to demonstrate their skill/knowledge in specific field.
- **Sharing:** The more NFT is shared the higher is its recognition and value



1. Streamr Community case

Impact: We expect shareable NFTs to increase community participation and contributions towards Streamr project. NFT sharing platform may become the tool-of-choice for community building in web3 projects and beyond. Sharing data and related wallet information available on-chain can become a source of valuable insights especially when sharing will be implemented also for existing NFTs (ERC-721 and ERC-1155)

Remaining questions:

- Do shareable NFTs have the potential to increase community participation?
- Will people understand the concept of shareable NFTs? Or do they even need to?
- Which sharing concept do you think is more suitable?



2. Barcelona Green Shops case – *Adding anti-rival features to the REC system*

Challenge:

The Green Shops pilot case aims to **stimulate conscious consumption in Barcelona** through the Green Shops network promoted by **Rezero** (a foundation focused on promoting zero-waste commerce and consumption) and the REC digital currency promoted by Novact.

Process:

- **Survey:** we highlight that even if the majority (91%) of the participants say that they buy in big supermarkets often or very often, 71.5% of them also said that **knowing the positive impact** of buying in local shops would make them buy more sustainable.
- **Focus groups:** the relations among the shops are weak due to a lack of community identity and purpose (notably in terms of coordinating actions and sharing information).



2. Barcelona Green Shops case

Solution: The Barcelona Green Shops case consists of two interconnected platforms:

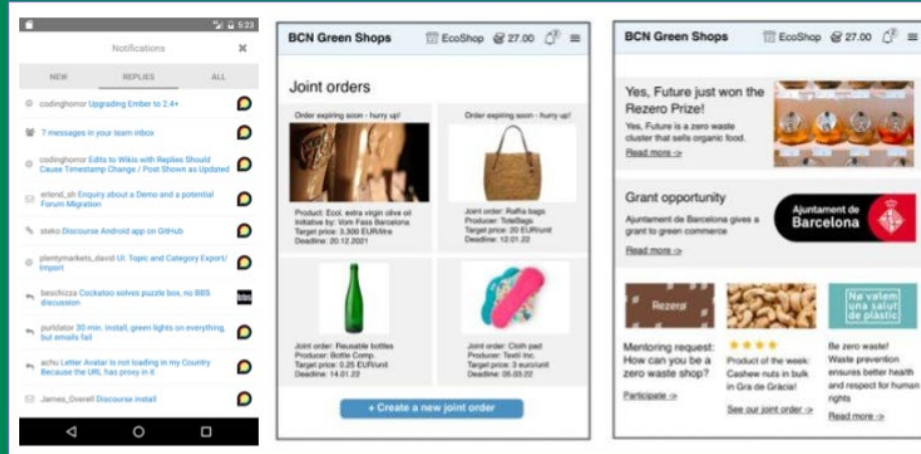
- **A professional platform (B2B)** that enhances the interactions of “Green Shops of Barcelona” members to stimulate the information sharing and build more united and resilient community.
- **REC App with anti-rival features (B2C)** to show the impact of buying in Green Shops so customers are aware of the positive externalities of buying green and local and encouraging them to change their consumption habits

The platforms will include an incentive mechanism:

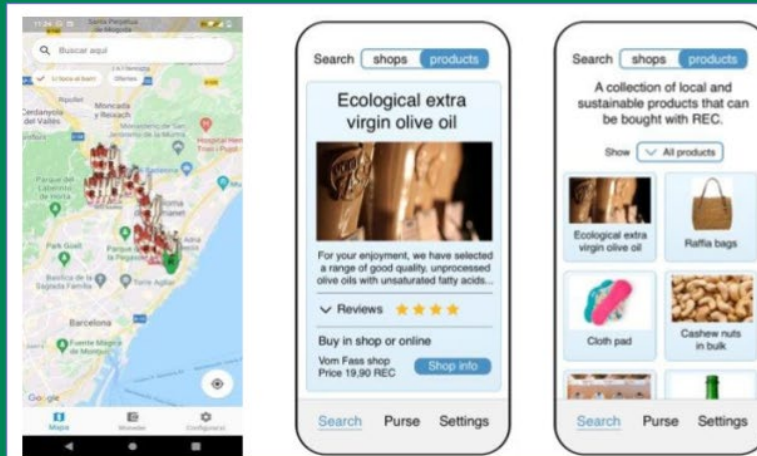
- **Shop owners will earn sntNFT** (shareable, non-transferable, non-fungible) from platform contributions (e.g., mentoring and/or joint purchases).
- **The customers will earn sntNFT** for buying in Green Shops and contributing to the platform (e.g., reviews of products, purchases). “Gamified visualization”: this sntNFT will be visualized for the user as a part of an educational game (sustainable garden).



2. Barcelona Green Shops case. B2B Platform



2. Barcelona Green Shops case. B2C Platform



2. Barcelona Green Shops case

Impact: What kind of societal or policy impact are you trying to achieve and foresee as a result of the use case?

- To create awareness about the **importance and the positive impact** of buying green and local.
- To create a **united and resilient community** of green shops in Barcelona.
- To **collaborate with Rezero** is a great opportunity because it's a foundation that does a great advocacy work promoting zero waste and a greener consumption.
- To create awareness about the **importance of the social currencies** as a way of stimulating the local economy..



2. Barcelona Green Shops case

Remaining questions:

- What do you think about the experiment? What's your general impression?
- What's the value of the B2B token? How could the token incentivize the participation?
- How do you think that the tokens from the B2B platform could be used in the B2C?



3. Food Futures case – *Using an anti-rival approach to incorporate social and ecological impact*



General discussion on all the use cases

How are the use cases aligned with anti-rival economic thinking?

How well do they put ATARCA's theoretical analysis into practice?

How should we utilise the use cases in other project activities, especially the policy impact work?

How do they add value or relate to existing DLT/blockchain experiments for public good (e.g. Holochain, Common Stack)?

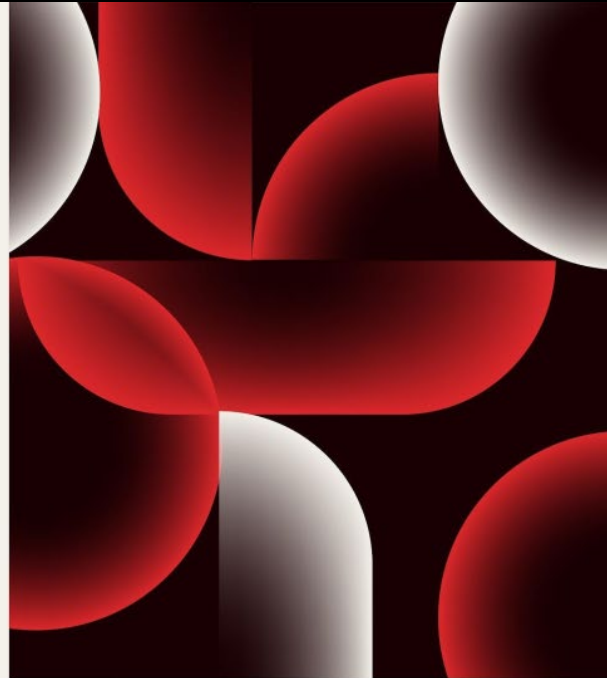
How do current policy processes and developments support or hinder the experiments?

Who are the main stakeholders or communities we should engage and exploit the use cases towards?



Policy Observatory update

- Greetings from the first policy observatory
- Policy observatory process
- Feedback and discussion

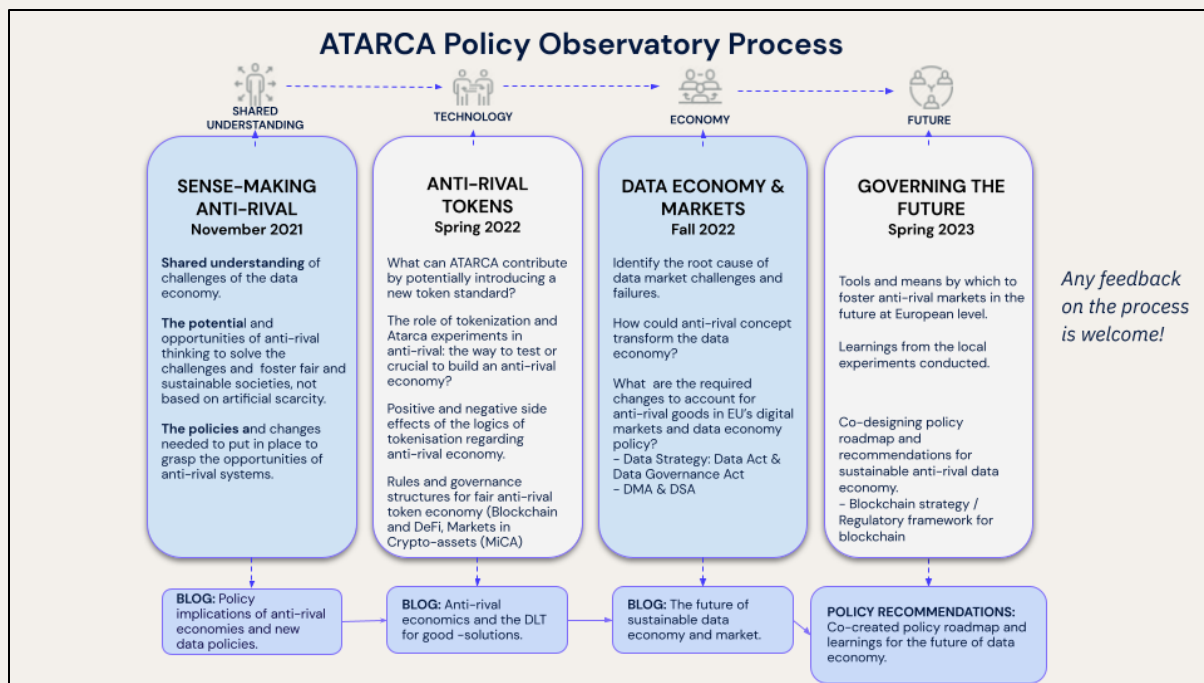


Policy Observatory in November 2021



- The first Policy Observatory focused on sense making and the data economy.
- Presentations by Dr Sonja Amadae, Jordan Hall and Dr Joachim Schwerin (EC)
- Small group work in:
 - Challenges of the data economy
 - Artificial scarcity, paywalls
 - Anti-rival connected to ethical and transparent data, data portability, trustworthy AI, privacy
 - Existing cultural norms, expectations and conceptions of data and decentralisation
 - Anti-rival opportunities to solve the challenges
 - Environmental issues - anti-rival systems like open CO2 registries to increase transparency
 - Can anti-rival solutions escape the existing rival practices if data sharing removes the incentives for services?
 - Implications for policies
 - Reform of national taxation systems
 - Vision-driven approach to applying DLT rather than purely reactive regulation
 - Anti-rivalry to complement e.g. EU's Data Governance Act by providing incentives for data sharing
- See the blog post: <https://atarca.eu/first-policy-obsv/>





Discussion

Comments, questions and ideas regarding the policy observatory process?

- Topics, challenges, questions that should be covered in the future observatories?
- Whom should be invited to the session and/or collaborated with?
- Should we engage more with other DLT for public/social good initiatives?
- Format of the final policy recommendations: should they feed into specific policy sectors?

Next

- Second Policy Observatory session in spring 2022
- **A board meeting to help us better plan the results exploitation, tentatively in autumn 2022**
- **A board meeting to celebrate the project results, tentatively in March 2023.**

Open Slack Channel: Policy Advising

Slack channel for advisory board members and project teams: to discuss new topics/initial ideas, share links etc. Informal, continuous room for discussion of the project and related themes with the project researchers.

Contact us

 [@ATARCA_EU](https://twitter.com/ATARCA_EU)
 [Atarca EU](https://www.linkedin.com/company/atarca-eu)
 <https://atarca.eu>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 964678.

 ATARCA



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