



WE BUILD  
CONSORTIUM

Deliverable D6.1

# Communication and Dissemination Plan

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## **1. Executive summary**

This Communication and Dissemination Plan defines the WE BUILD consortium's approach to promoting the European Digital Identity Wallet (EUDI Wallet) implementation for business, supply chain and payment use cases. With the aim of maximizing awareness, driving pilot participation and uptake, and enabling exploitation and long-term reuse of the project outputs across EU member states, is setting the framework for communication activities.

Through communication, we build understanding, connection and impact across all partners and audiences. We believe in guiding people from where they are towards understanding the full story and bringing people along on this shared journey, from being visible, to addressing misconceptions, sharing progress of the use cases and celebrating impact.

The WE BUILD consortium has an overarching approach to communication and dissemination, relying on planned activities, priorities and execution to ensure maximum visibility, stakeholder engagement, technical uptake and policy influence for the EUDI Wallet implementation in real-life business, supply chain and payment use cases. It sets out the target audience, strategic principles, communication and dissemination channels, timing and coordination mechanisms that will guide the activities.

The plan coordinates a mix of owned, partner and earned channels: a central website and pilot microsites; a developer portal and GitHub; a YouTube channel and multimedia assets; newsletters; social media; targeted webinars, workshops and interoperability testing events; press releases and conference participation; and a focused publications programme (policy briefs, technical reports, case studies and playbooks).

Messages are tailored by each audience and will be consistent with the specific use cases that will be implemented and piloted by the consortium for business, supply chain and payments.

WP6 leads the communication and dissemination activities, maintains the editorial calendar and dashboard, and coordinates partner amplification.

Finally, the plan provides a practical and measurable framework to ensure that WE BUILD's outputs, pilot evidence and policy recommendations reach the right audiences, drive integration and adoption, and support sustainable exploitation.

The document will be regularly updated to ensure that communications remain effective and aligned with the project milestones and goals.

## 2. Introduction

### 2.1 Preamble

**WE BUILD** (**W**allet **E**cosystem for **B**usiness and Payments **U**se cases on **I**dentification, **L**egal Representation and **D**ata Sharing) consortium is composed of a large number of partners participating in the first round of EU co-funded Large Scale Pilots (LSPs through the consortia EWC, POTENTIAL, NOBID, DC4EU and associated partners and companies, with the aim of contributing to the development of the EUDI Wallet ecosystem through specific use cases in business and payments.

The consortium features a balanced mix of Member States, public entities, SMEs, and large European and global companies that are leaders in the digital identity and trust services ecosystem provisioning ecosystem. Associated partners are companies that will contribute with technology and know-how. Together they will work to implement and pilot complex use cases where the EUDI Wallet is a central piece.

After three years of gaining a comprehensive understanding of the complexity of the European Digital Identity Framework, including the implementing acts and international standards under development or revision, we are now entering a new phase. This phase focuses on tailoring use cases to real-life scenarios, involving natural persons using the wallet for end-to-end transactions, or individuals acting on behalf of a company in specific contexts. Furthermore, thirteen business registers will be instrumental in ensuring authentic and trusted sources for electronic identification of businesses.

### 2.2 Purpose of the Document

The communication and dissemination plan sets out what WE BUILD aims to achieve and how those aims will be realised over the project lifecycle. The primary purpose is to align partners (beneficiaries and associated partners) around a common approach for raising awareness and driving adoption, supporting exploitation of the results and demonstrating impact from EUDI Wallet implementation in business and payment use cases.

The document outlines objectives and priorities, key communication channels, provides practical activity plan, and establishes monitoring and evaluation metrics, while ensuring consistent branding and visibility of the WE BUILD results and implementations. The communication and dissemination plan will be regularly updated by the WP6 lead, to ensure maximum uptake, policy impact and long-term value of the consortium's outputs.

### 2.3 General approach and strategy

WE BUILD consortium has an overarching approach to communication and dissemination, relying on planned activities, priorities and execution to ensure

maximum visibility, stakeholder engagement, technical uptake and policy influence for the EUDI Wallet implementation in real-life business, supply chain and payment use cases. It sets out the target audience, strategic principles, communication and dissemination channels, timing and coordination mechanisms that will guide the activities.

The strategy will be based on a set of **core principles**:

- **Relevance:** the content must address the information needs for specific audiences and emphasize practical benefits.
- **Clarity:** all the findings and recommendations will be presented in accessible language.
- **Consistency:** partners will use the same branding, templates and messaging.
- **Evidence-based messaging:** all claims will be supported by pilot data, conformance results and audited findings.
- **Adaptiveness:** the strategy will be continuously refined and updated based on indicators monitoring, stakeholder feedback, evolving regulatory context.

A tiered approach to audiences will be adopted; each audience will have tailored messages, delivered through channels and formats that maximize uptake. Primary audiences include EU citizens and businesses, national authorities in the EUDI framework, EU institutions and regulators, payment service providers and banks, public administration and various roles in the wallet ecosystem. Secondary audiences comprise standardization bodies, industry associations, and civil society organizations.

The **core messages** will highlight the following:

- EUDI Wallet used for payments, businesses and supply chain use cases
- Interoperability and cross-border usage for businesses and payments
- Compliance with eIDAS and sector specific requirements
- Reduced integration costs and improved operational efficiency
- Security and privacy-by-design
- User control of personal data
- Unlinkability and unobservability enforced by law and verified through assessment and certification
- Open-source and reusable toolkits enabling adoption

Effective coordination will be essential. WP6 acts as the consortium communication's hub producing core assets, providing templates and monitoring outreach and KPIs. The communication and dissemination activities will be aligned and consistent with the EC communication activities regarding EUDI Wallet, based on monthly coordination meetings with WP6.

Ultimately, the results achieved by WE BUILD will have an impact on EU citizens and businesses. Clear and consistent messages will drive the adoption of the EUDI Wallet, ensuring that the ecosystem will grow organically.

### 3. Communication and dissemination plan

#### 3.1 Objectives and communication messages

WE BUILD consortium aims to implement the EUDI Wallet in thirteen main use cases and communication messaging will be tailored to the need of each audience.

A common denominator is that the EUDI Wallet ensures secure, privacy-preserving and interoperable digital identity and enables transactions cross-border, reducing the cost, improving the user experience and strengthening trust in the EU digital single market.

Additionally, the messages should be based on user expectations, highlighting wallet use cases rather than technical or policy-specific framing. The wallet should be presented as a framework hosting multiple use cases, requiring consistent narratives across LSPs and aligned with the EC communication strategy.

Use case	Communication message
<b>EUDI Wallet for Business</b>	
Know Your Supplier/Know Your Business/Know Your Customer/Know Your Employer	EUDI Wallet values in organizational context such as: Power of Attorney, Power of Representation, KYS, KYB, KYC, KYE, due diligence, signatory rights verification, issuance and verification of different attestations for business, legal entities identification, key organizational attestations, tax declarations, branch opening across border, education micro credentials issuance and verification
Company branch creation	
Foreign tax declaration	
Company representative acting and signing on behalf of the company	
Micro credentials	
Business access to OOTS	
<b>EUDI Wallet for Supply Chain</b>	
Authentication and access for transport	EUDI Wallet values in electronic freight transport information, identification of carrier, truck and driver, eFTI-compliant cross border transport, authentication of natural and legal persons to data spaces, e.g. agrifood and mobility, eInvoicing in buyer-supplier flows
Trusted data sharing for data spaces	
eInvoicing	
<b>EUDI Wallet for Payments and Banking</b>	
Consumer banking and account opening	EUDI Wallet values in consumer and corporate banking services, like opening a bank account across border, issuance & verification of attestations, account-to-account payments, Secure Customer Authentication, Anti Money Laundering onboarding, business payments related to supply chain
Consumer payments	
Corporate banking and account opening	
Business payments	

Table 1: Overview of communication messages

The main objectives of the communication and dissemination activities are:

- **Raise awareness and understanding:** ensure target audience know what the EUDI Wallet is, how it works, specific benefits for citizens, businesses and payment, demystifying the perception of a surveillance tool from governments. While addressing misconceptions (e.g. surveillance concerns).
- **Drive adoption and technical uptake:** encourage participation in piloting the use cases, integration efforts and use case deployment
- **Influence policy and standards:** provide robust evidence and recommendations shaping EU and national policy, contributing to standardization activities.
- **Support exploitation, reuse and sustainability:** ensure knowledge transfer and accessible documentation enabling long-term reuse of project outputs.

### 3.2 Strategic communication pillars

**Together Forward** is our communication vision reflecting that progress happens when we move collaboratively – with openness, clarity and shared purpose without leaving anyone behind. Through communication, we build understanding, connection and impact across all partners and audiences. The 13 use cases of the consortium play a key role in the communication.

We believe in taking people from where they are towards understanding the full story and bringing people along on this shared journey, from being visible, to addressing misconceptions, sharing progress of the use cases and celebrating impact. To achieve the vision of *Together Forward*, we communicate through four strategic communication pillars.



Figure 1: External communication pillars

The pillars form the basis for all the external communication of WE BUILD. What formats are being used differs for each of the target audiences. The following sections provide more detailed information about the four Strategic External Communication Pillars and our target audiences.

### **Pillar 1: Accessible**

We strive to be visible, present and approachable in our external communication. Our communication ensures that information is easy to find, understand and engage with using accessible formats, inclusive language and clear information. By being visible and accessible, we create transparency and trust.

Key elements:

- Being present and responsive
- Using accessible formats and plain language
- Ensuring everyone can reach and understand us

### **Pillar 2: Sharing**

We take people along on our **shared journey**, from relevance to results.

By showing why the use cases matter, sharing our progress and demonstrating our impact, we make our story tangible and relatable. This openness helps stakeholders see both the value and the learning behind our actions.

Key elements:

- Show **relevance**: interest and purpose
- Share **progress**: updates and developments
- Show **impact**: results and lessons learned

### **Pillar 3: Connecting**

We use our communication to enable dialogue, not just to inform, but to listen and collaborate. We connect with partners, discuss challenges and shine a light on their contributions. Through open conversation, we strengthen relationships and align around shared goals. We also include the EU citizens and end-users by gathering information about their views and providing accessible ways to get in touch or to ask questions.

Key elements:

- Engage in discussion and exchange
- Connect with partners and stakeholders
- Put partners and use cases in the spotlight
- Discuss challenges and opportunities
- Include end-users, businesses and citizens

## Pillar 4: Educating

We aim to build understanding and empower others through knowledge.

By providing clear, factual information, we help audiences grasp complex topics, debunk myths and make informed decisions. Our communication promotes learning and clarity at every stage.

Key elements:

- Provide clear, accurate information
- Share knowledge and learning outcomes
- Educate and raise awareness
- Debunk myths and misconceptions

These four pillars, Accessible, Sharing, Connecting and Educating, bring our vision of Together Forward to life. This ensures our communication is open, collaborative, and meaningful, helping the consortium move forward as one.

In short:

Communication Pillar	Focus
<b>Accessible</b>	Visibility, being approachable, inclusion and accessibility
<b>Sharing</b>	Taking people along on our shared journey by showing <b>relevance, progress and impact</b>
<b>Connecting</b>	Collaboration, dialogue, relationships, including stakeholders, partners and end-users
<b>Educating</b>	Informing, clarifying and debunking myths

Table 2: Summary of the communication pillars

The target audience includes two main groups:

(1) **Knowledgeable Stakeholders**, familiar with the EUDI framework (policy makers, standardisation bodies, trust service providers, wallet providers, system integrators);

and

(2) **Industry Stakeholders** who will adopt and implement the wallet. Ultimately, end users are EU citizens – using the Wallet for personal needs, for the businesses or organizations they represent, and sometimes acting as relying parties. Their priorities – privacy, clear control over data, simple and inclusive user journeys, and accessibility – must guide our communication and dissemination.

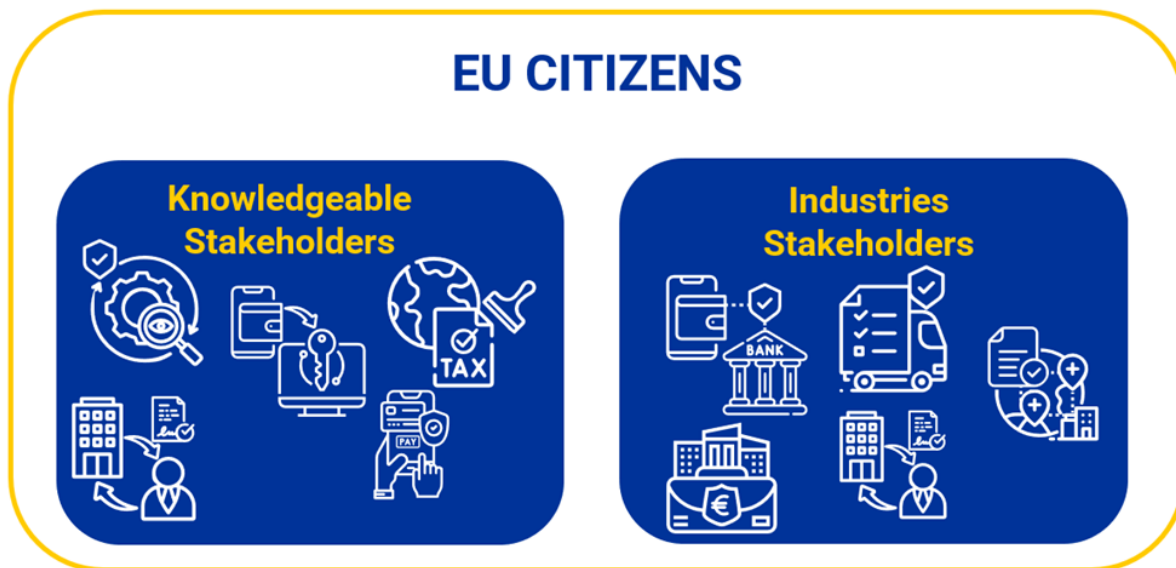


Figure 2: Visual of two main groups of the target audience

For specific communication and dissemination activities, the target audience has been segmented with more granularity in the table below (WP = Work Package):

Target audience	Purpose	What do we communicate	How often?	Communication channel	Content creators
European Commission HaDEA	Show relevance, progress and impact	Updates, findings, success stories	Bi-weekly	Online meetings, website, LinkedIn	WP and domain leads, coordinators
National authorities Member States Sector specific authorities	Show relevance, progress and impact	Updates, findings, success stories	Monthly	Blog posts, websites, LinkedIn, webinars, workshops	Coordinators, WP and domain leads
International forums, conferences, national networks, lobby groups	Showcase progress and use cases, discuss challenges, alignment	Vision, achievements, challenges, implementations	Quarterly	On-site and online participation	Coordinators, WP and domain leads, WP6
DG Connect, ARF group, Standardisation Bodies, EU Digital Identity Cooperation Group	Show relevance, progress and impact	Vision, challenges, opportunities, findings, next steps	Quarterly	Meetings, email, thematic workshops	Coordinators, WP and domain leads, WP6
Governments, public and private organizations	Inform and prepare, generate interest in EUDIW and use cases, create awareness	EUDI wallet benefits, designs, solutions, use case	Monthly (less often in the first 6 months)	Blog posts, websites, YouTube, LinkedIn, webinars, podcasts	WP and domain leads, WP6

		implementations, demos, results			
EU citizens	Inform and prepare, generate interest in EUDIW and use cases, create awareness	EUDI wallet benefits, designs, solutions, use cases implementations, demos, results	Bi-weekly (less often in the first 6 months)	Blog posts, websites, YouTube, LinkedIn, webinars, podcasts, Instagram	WP and domain leads, WP6
LSP APTITUDE	Alignment on taxonomy, standards, use case implementations	Taxonomy, standards and implementation progress, findings, challenges	Every two months	Meetings, email	WP and domain leads, use case leads, WP6
Infrastructure	Trust Infrastructure Operators RP Access Certificate Authorities RP registration authorities Supervisory Bodies Conformity Assessment Bodies		High	Trust infrastructure development, maintenance and scalability, enabling capabilities for ecosystem functioning	Webinars, meetings, workshops
Governance	European Commission Supervisory Bodies Standardization Organizations Data Protection Authorities NIS2 Supervisory Authorities		High	Policy development, supervision and enforcement, certification and accreditation, national implementations harmonization	Webinars, meetings, workshops

Table 3: Target audience further divided into subgroups

### 3.3 Planned deliverables and materials

Multiple deliverables and materials are planned in support of the communication and dissemination strategy of the consortium.

No.	Deliverable	Due date
1	D6.1 Communication and dissemination plan	October 31, 2025
2	D6.2 Exploitation strategy and action plans	October 31, 2025
3	D6.3 Materials for external use and learning Year 1	September 30, 2026

4	D6.4 Materials for external use and learning Year 2	August 31, 2026
5	D6.5 Regular exchange with external projects, other eID projects and EU bodies Year 1	September 30, 2026
6	D6.6 Regular exchange with external projects, other eID projects and EU bodies Year 2	August 31, 2026

Table 4: Overview of deliverables of Work Package 6

We will use several main ways of communicating with our target audiences:

- The official WE BUILD Consortium **Website**
- The WE BUILD Consortium **Newsletter**
- **Social Media** (mainly LinkedIn and Instagram)
- Live Talk Show **Webinars** and **Lunch Lectures**

For all these platforms we use multiple content formats to ensure the successful execution of all four External Communication Pillars.

Concepts for online formats include:

- **#AskWEBUILD videos**, in which consortium participants answer questions that people have about Digital Identity Wallets
- **Educational Explainer videos** about use cases and the EU digital identity wallets in general
- **Informative landing pages** for every use case, with detailed information about the relevance, progress and impact of the project
- **General Assembly Interview Content** to efficiently record new formats and gather information
- **News updates** in text on website, social media and newsletter
- **Infographics** about major topics
- **Interviews in the cities with EU citizens**
- **Deep dives with early adopter end-users**

No.	Assets/ materials	Description
1	Logo and brand manual	Visual representation of the consortium and the manual detailing the visual identity
2	Website and microsities	<a href="https://www.webuildconsortium.eu/">https://www.webuildconsortium.eu/</a>
3	LinkedIn page	<a href="https://www.linkedin.com/company/106224103/admin/dashboard/">https://www.linkedin.com/company/106224103/admin/dashboard/</a>
4	Videos	Animated explanation of the project, use cases, EUDI Wallet for business, supply chain and payment
5	Newsletter	Internal newsletter for WE BUILD participants and external newsletter for interested people who subscribe

6	Repository	<a href="https://github.com/webuild-consortium">https://github.com/webuild-consortium</a>
7	Events attendance	Report containing the list of public events and representation

Table 5: List with communication assets/ materials

### 3.4 Metrics

The communication and dissemination activities will be validated through suitable indicators and KPIs and will be monitored where possible. The metrics and KPIs will be reported to the European Commission as part of the WE BUILD final report.

Communication and dissemination channel	Indicator
Social media (LinkedIn)	Number of followers, posts <a href="#">reach</a> <a href="#">exposure</a> and audience engagement/interactions
Press release	Number of press pick-ups and reach Inbound inquiries from stakeholders (partnership, pilot interest, requests) attributed to the release
Newsletter	Number of subscribers Open rate Click-through rate Unsubscribe rate Forwarding/sharing behavior
YouTube channel	Core YouTube KPIs: views, watch time, average view duration, subscribers, comments
Website, microsites	Number of visitors, landing page, time spent on website
Public events	Number of events attended/organized Audience size, webinars registration, podcast streams/downloads, video views, media mentions, stakeholder feedback, meeting outcomes, pilot commitments, follow-up inquiries
Publications	Downloads, pageviews, inbound requests, comments, referencing, endorsements

Table 6: Communication and dissemination metrics

### 3.5 Stakeholder management

Effective stakeholder management is fundamental to secure pilot engagement, influence policy, drive adoption of the EUDI Wallet in business, supply chain and payment use cases, helping to build the ecosystem.

The following table is a high-level overview of stakeholder categories, with different priorities, interest and concerns, and preferred channel for communication.

Stakeholder group	Examples	Priority	Interest/ concerns	Preferred channel
Wallet providers, Trust Service Providers	Member States, National authorities, Wallet vendors, Authentic sources, TSPs	High	Interoperability, scalability, compliance, ARF and standards alignment	Meetings, webinars, GitHub, Interoperability Test Bed
Payment ecosystem	Issuing banks, acquiring banks, PSPs	High	Secure SCA, KYC, KYB, low integration cost	LinkedIn, targeted briefings, webinars, bilateral meetings
Large merchants, e-commerce platforms	Retail chains, marketplaces	High	Checkout conversion, fraud reduction, customer experience	Industry events, LinkedIn, roundtable, direct outreach
SMEs	Small retailers, hospitality	Medium	Simplicity, cost, onboarding	Workshops, webinars, partner channels
Public sector and industry bodies	Ministries, chamber of commerce, Business Registers	High	Public service integration	Workshops, policy roundtables, pilot reports
Risk, compliance and legal teams	Banking, insurance, utilities, public sector teams	High	Liability, compliance, data protection, security	Targeted briefings, technical notes
Civil society and consumer groups	Privacy NGOs, consumer orgs	High	Privacy safeguards, consent, accessibility	Consultations, public webinars, briefs
Infrastructure	Trust Infrastructure Operators RP Access Certificate Authorities RP registration authorities Supervisory Bodies Conformity Assessment Bodies	High	Trust infrastructure development, maintenance and scalability, enabling capabilities for ecosystem functioning	Webinars, meetings, workshops
Governance	European Commission Supervisory Bodies Standardization Organizations Data Protection Authorities NIS2 Supervisory Authorities	High	Policy development, supervision and enforcement, certification and accreditation, national implementations harmonization	Webinars, meetings, workshops

Table 7: Target audience target further divided into subgroups

A detailed report on stakeholder profiles, segmentation and mapping on a use case basis, and engagement strategy will be provided by Work Package 5 – Ecosystem Forum as output of Task 5.1 Identifying and establishing contact to relevant stakeholders.

## 4. Channels and tools

### 4.1 Vision

The WE BUILD consortium aims to strengthen and expand the capabilities of the European Digital Identity Wallet for citizens and businesses, facilitating cross-border transactions in real-life use cases. The project has identified three main domains of work:

- **Business (BU) cases** covering use cases focused on leveraging the EUDIW as a tool to enhance business competitiveness and advance digitalization of operations across Europe.
- **Supply Chain (SC) cases** focused on streamlining and digitizing logistics and transport processes, facilitating cross-border operations.
- **Payment (PA) cases** focused on payment processes and financial services, reducing fraud and improving user experience, while ensuring regulatory compliance in the financial sector.

### 4.2 Visual identity and branding

The visual identity of WE BUILD consortium will support all communication and branding activities of the project, enabling a consistent, clear, and easy attribution of all artefacts to the project.

#### Logo

The logo of WE BUILD symbolises a stylized hexagon made of layered shapes. This asymmetrical six-sided shape represents collaboration, connection, and the layering of data. The colour palette is inspired by the European blue and yellow. As font, the Aptos font family is used throughout all WE BUILD communications.



Figure 3: WE BUILD Consortium logo in white and blue

## Primary colors



## Secondary colors



Figure 4: Colour palette for figures and presentations

## Design guide

The branding package, including the logo and the brand book, is available to all participants (beneficiaries and associated partners) on the WE BUILD Portal in the Work Package 6 section. A generic WE BUILD consortium presentation (see Annex 1) has also been prepared and uploaded there for partners to use when presenting their role in the project. In this way we ensure consistent messaging and correct visibility across all communications.

### 4.3 Consortium website and microsities

WE BUILD consortium will operate a central public website as authoritative information hub for the project <https://www.webuildconsortium.eu/> and a set of themed microsities targeting specific stakeholder groups and use cases.

The main site will present the project mission, consortium composition and leadership, high-level timeline and key public deliverables. The microsities will support recruitment of participants in piloting various stages of use cases implementation, will present use cases and demonstrations, and will gather users' feedback.

At project close, the content will be archived and a custodial plan with the European Commission will be agreed.

## 4.4 Repository for code distribution and hosting

WE BUILD consortium will use GitHub as central repository to host, distribute and maintain source code, reference implementations, Request For Comments (RFCs), configurations and documentations for participants and wider community. Repositories will be organized under the WE BUILD account available at:

<https://github.com/webuild-consortium>.

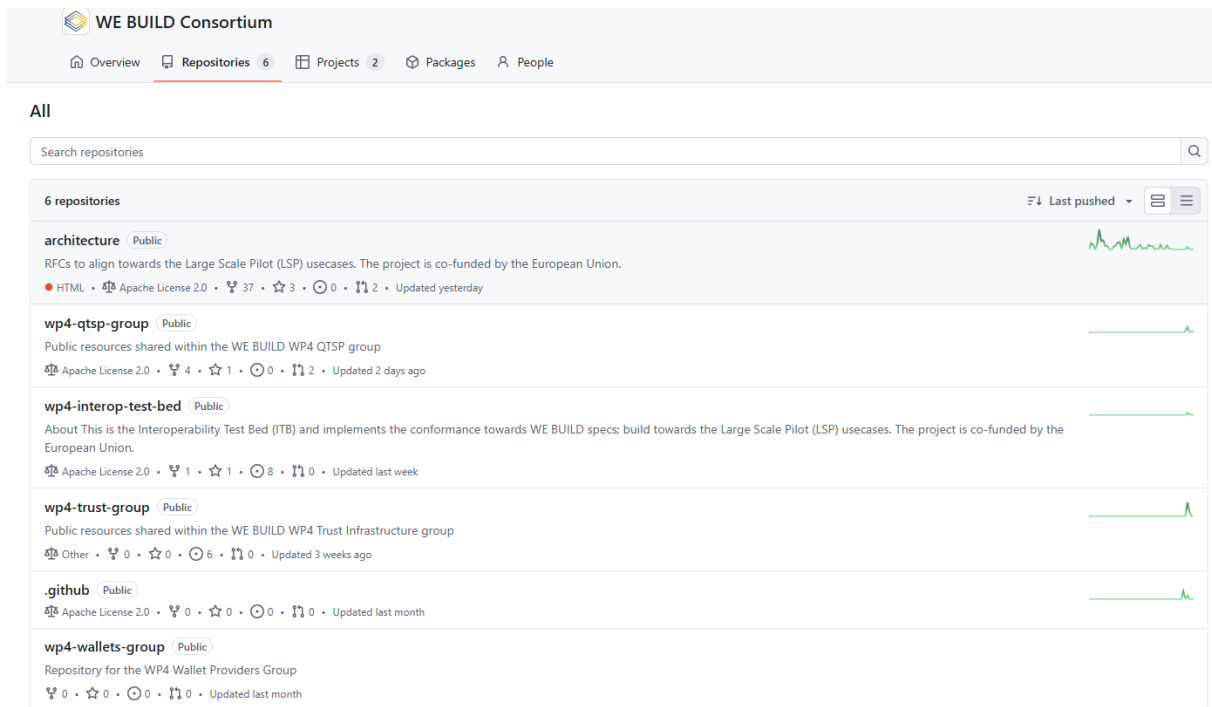


Figure 5: Screenshot of the WE BUILD GitHub account

By adopting GitHub, the consortium will ensure that code and specifications are discoverable, secure, well-documented and reusable, supporting a wide adoption of the EUDI Wallet across business and payment ecosystems.

## 4.5 Social media

Social media is in general a primary channel for raising awareness, driving engagement and directing target audience to authoritative resources. Taking into consideration the consortium profile, WE BUILD will use LinkedIn as platform for generating attention to policy makers, industry partners, integrators and professional audience.

The LinkedIn page has been setup before the first General Assembly, and counts already 1,300 followers:

<https://www.linkedin.com/company/webuildconsortium/posts/>

with top performing post below (see next page):

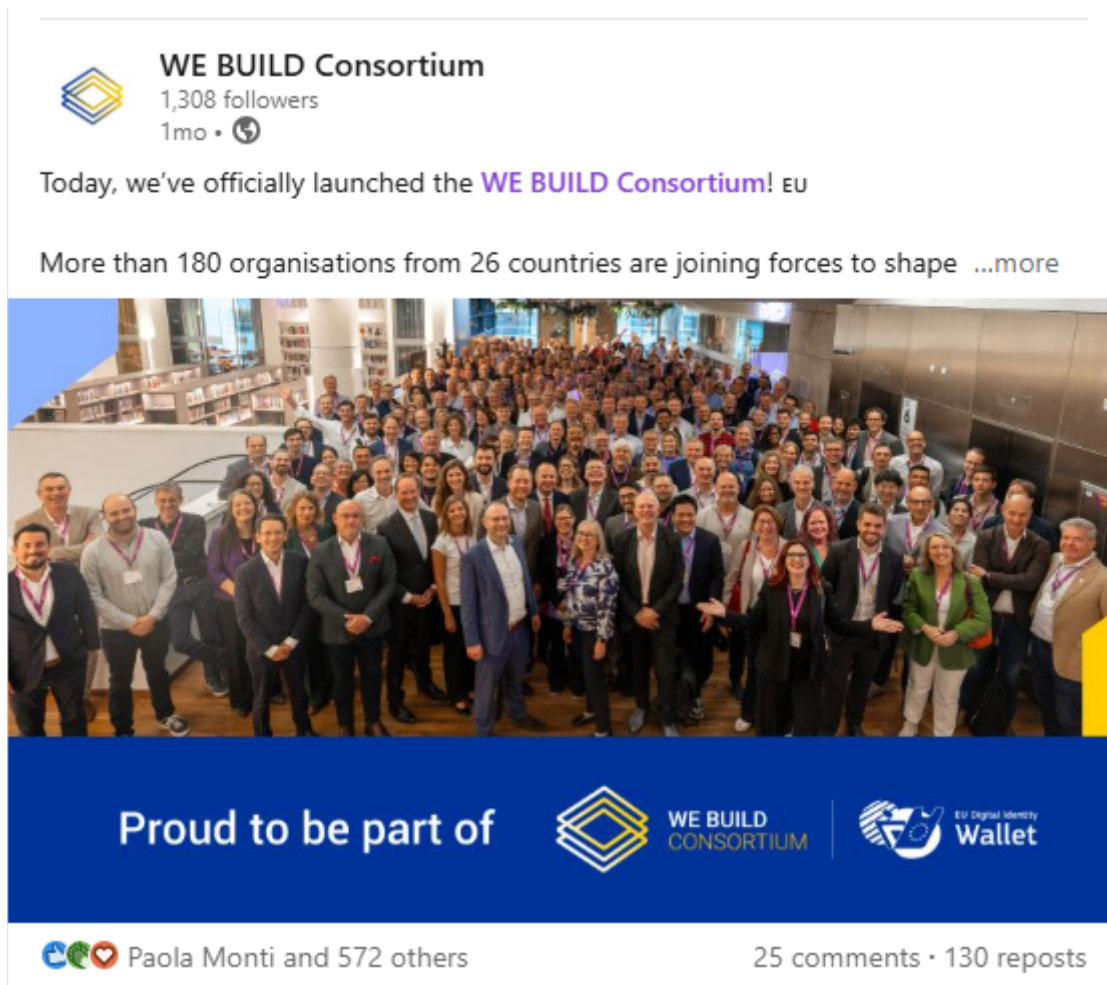


Figure 6: Screenshot of the most performing post

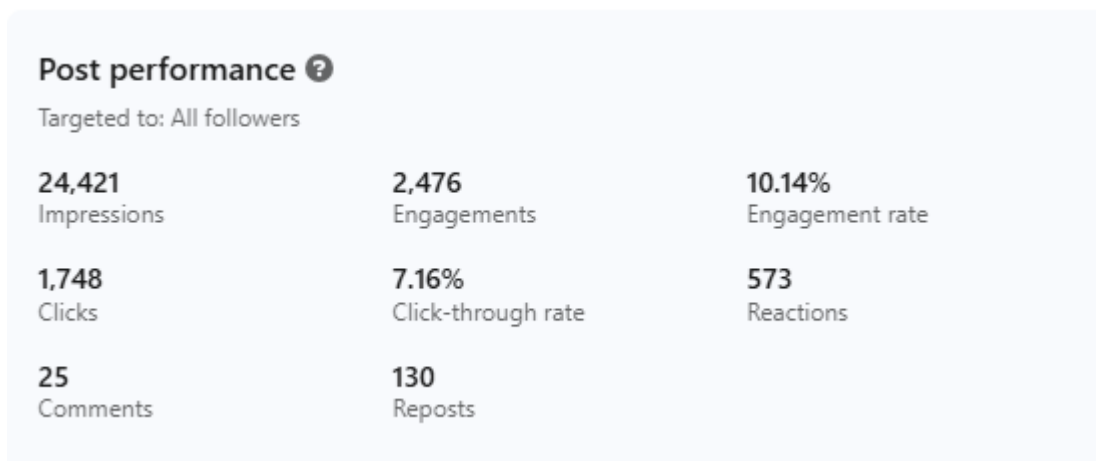


Figure 7: Analytics of the performance of LinkedIn posts

The content type that will be published on LinkedIn will be:

- Announcements: publications, pilot starts/ completions, milestones
- Educational: short clips, infographics, one-pager summaries
- Events

- Case studies and impact stories
- Community calls: developer sprints and contribution requests, interoperability tests

All posts will be professional, accurate, concise and aligned with the messaging framework for the EUDI Wallet ecosystem and based on evidence. WP6 will provide ready-to-use posts and assets to participants, requesting where necessary input or validation from WP leads for complex technical posts.

The page will be constantly monitored for mentions, questions, queries. Furthermore, the reach, engagement and conversion metrics will be monitored and recorded.

#### *4.6 Videos*

WE BUILD consortium has its own YouTube channel available at:

<https://www.youtube.com/@WEBUILDConsortium>

The channel will be used to educate technical and non-technical audiences about EUDI Wallet capabilities and benefits, with a special focus on the use cases that will be piloted and implemented. The content type that will be published here will be:

- short demo videos (2-4 minutes) showing payment flows, user onboarding, credential issuance and verification, usage of EUDI Wallet in business and supply chain scenarios
- recorded webinars and workshops
- interviews with experts for policy and standards
- case study videos with pilot partners and participants explaining outcomes and lessons learned
- animated explainers (1-2 minutes) on EUDI Wallet capabilities and functionalities

The videos will be announced on LinkedIn with short clips or teasers and promoted through cross-post by consortium participants.

#### *4.7 Newsletter*

Newsletters will be used for communicating consortium progress and achievements to stakeholders, partners and the wider community. They will allow to package pilot results, policy recommendations, upcoming events and call to actions (webinars, hackathons, pilot recruitment) into a format that builds awareness, trust and keep momentum over time.

Content types will include news items summarizing milestones, featured case study with outcomes and lessons learned, technical highlights (releases, interoperability test results), links to newly published deliverables and multimedia. Each edition will have a clear call to action: register, try the sandbox, join a pilot.

WP6 will maintain an editorial calendar, coordinate contributions from WP leads, manage the content and track the metrics (open rate, click-through rate, subscription, un-subscription).

The tool used for the newsletter is [mailerLite](#) ensuring the compliance with data protection requirements: opt-in subscription, data stored securely with clear retention and deletion policies. The outreach content in case involves personal data or pilot participant stories will be prior reviewed by the WE BUILD legal team.

### 4.8 Events participation

As the deadline for the EUDI Wallet issuance by the Member States is approaching fast, more and more public events, conferences and podcasts cover extensively different topics of the EU Digital Identity Framework, such as wallet implementation in specific use cases, wallet functionalities, trust services provisioning, electronic attestation of attributes, market readiness and acceptance, business models, cybersecurity certifications, standardization, ecosystem development. Participation at these events will help WE BUILD raising the visibility, build credibility, create networking opportunities, as well as contribute to accelerate the adoption of the EUDI Wallet. Additionally, can influence policy and standard makers by presenting evidence and recommendations, and extend reach to thought leaders and practitioners in an accessible format.

The table below summarizes the type of public events and the contribution WE BUILD participants can bring to:

Event type	Type of contribution
Major conferences	Keynote talks Panel sessions Showcase booth
Thematic workshops Roundtable Invitation-only events with regulators, standardization bodies	Discussion and feedback on technical, legal or operational issued and findings
Technical meetups, hackathons, developer days	Hands-on technical sessions, plug tests, technical deep dives
Demo days, pilot showcases	Live demonstrations, implementations walk-through
Online events, webinars, podcasts	Interviews, business case presentations

Figure 8: Type of public events and WE BUILD contribution

### 4.9 Press releases

Press releases will be used to announce major milestones, pilot launches, mid-term results or project ending. They will help WE BUILD reach broad audience such as general

media, policymakers and potential adopters. The content of a press release will be drafted by WP6 with input from relevant WPs and consortium coordinators and will always include EU co-funding acknowledgement and WE BUILD logo. Before distribution, the release should obtain sign-off from consortium coordinators and any quoted partners.

The press releases will be distributed through [www.pressranger.com](http://www.pressranger.com), a suite of PR tools with a database of 500,000+ journalists, 160,000+ publishers and 200,000 podcast profiles. This tool will ensure the amplification of WE BUILD consortium's achievements and attract pilot partners and create stakeholder engagement.

#### *4.10 Publications*

There are several types of publications that WE BUILD participants can produce over the two years period of the consortium works, separate from deliverables. Policy briefs and position papers, white papers and technical reports, integration playbooks and implementation guides, case studies, academic articles and conference papers, technical contributions. These publications can have an important role to influence the policymakers and industry decision-makers, and to educate potential adopters and the community.

It is expected that focus Interest Groups will be introduced, open to external stakeholders, with the aim to discuss and analyse specific topics. As an example, a Payment Interest group led by Visa will be setup in Q1/Q2 2025, building on the community from EWC consortium. These Interest Groups will contribute with scenario documentations and specifications, potential demo videos and webinars showcasing implementations, as well as various reports.

WP6 will ensure the distribution and amplification of these publications through project website, newsletter and social media, partner channels, presentations at sector conferences and public events.

#### *4.11 EU emblem and disclaimer*

All external communications will include a note that the WE BUILD project is co-funded by the European Union. The emblem must be used in presentations, videos, articles, white papers, or website, and can be downloaded from here:

[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)



*Figure 9: EU emblem with funding statement*

In addition, it must also indicate the following disclaimer (translated into local languages where appropriate):

*“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”*

## 5. Activities and metrics monitoring

WE BUILD consortium will have a communication and dissemination register, where all activities and impact indicators will be recorded, and reported regularly to the dedicated team from the European Commission. Specific metrics covering reach, engagement, uptake, stakeholder involvement are measurable and aligned with the project's strategic objectives.

The communication and dissemination register will capture information about the following:

**Reach and awareness:** website unique visitors, pageviews, deliverables downloads, newsletter subscription numbers and open rates, social media followers, impressions and reach.

**Engagement:** average session duration, video watch time, webinar attendance and retention rates.

**Stakeholder engagement:** number of pilot partners onboarded, number of citizens participating in the pilots, satisfaction surveys after concluding a pilot, onboarding success rates in pilots.

The constant monitoring of the specific metrics as detailed in chapter 3.4 will constitute an input to drive decisions. For example, declining engagement will prompt the review of the content, while conversation on specific results and assets will trigger amplification and replication.

All measurement activities will comply with GDPR; personal data used for outreach or reporting will be stored securely, minimized and pseudonymized or aggregated for reporting purposes.

## **6. Sustainability and legacy**

WE BUILD consortium will ensure that the technical outputs, evidence, community and governance created will remain usable, discoverable and supported after the project ends.

All non-confidential deliverables, technical specifications, white papers, playbooks, case studies, recorded webinars, code repositories will be transferred to the European Commission once the consortium closes its activity. In this way can be retrieved under the institutional repository guaranteeing uptime beyond that time.

## Annex – Generic WE BUILD presentation



### Coordinators



**Joost Fleuren**

**KVK**

**Coordinator**



**Rob Brand**

 Ministerie van Economische Zaken

**Co-coordinator**



**David Magård**

 Bolagsverket

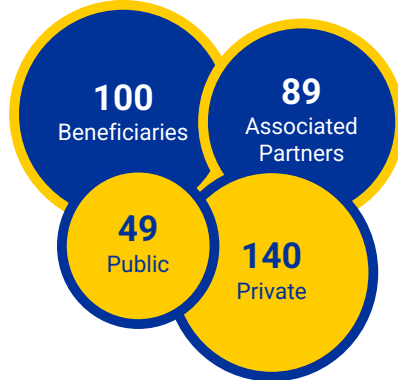
**Co-coordinator**

 Co-funded by the European Union



# Who are we

## Participants



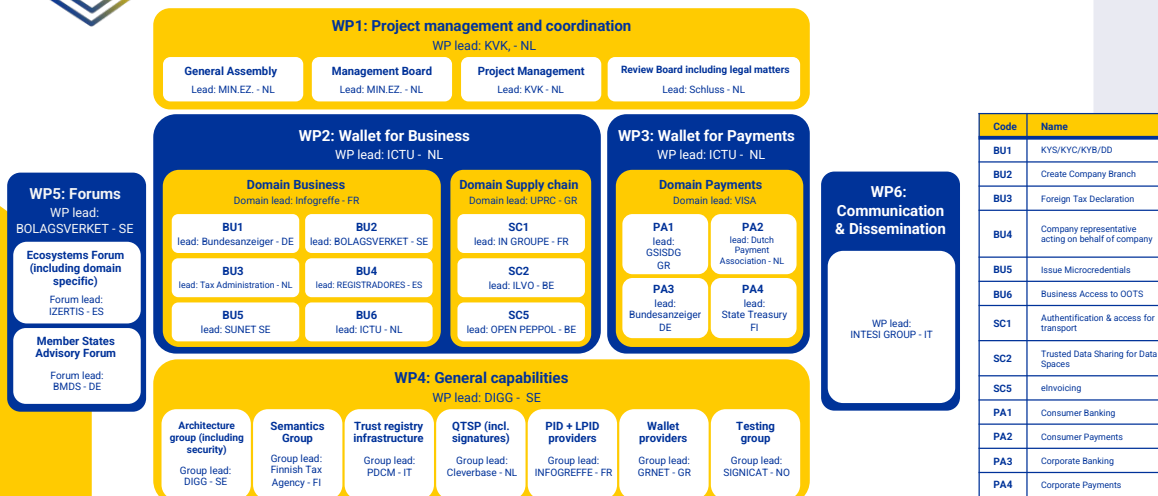
## Countries



## Business Registers



# Consortium Structure



Code	Name
BU1	KYS/KYC/KYB/DD
BU2	Create Company Branch
BU3	Foreign Tax Declaration
BU4	Company representative acting on behalf of company
BU5	Issue Microcredentials
BU6	Business Access to OOTS
SC1	Authentication & access for transport
SC2	Trusted Data Sharing for Data Spaces
SC5	eInvoicing
PA1	Consumer Banking
PA2	Consumer Payments
PA3	Corporate Banking
PA4	Corporate Payments





## Domain Business



BU1

KYS/KYC/KYB/DD



BU2

Create Company Branch



BU3

Foreign Tax Declaration



BU4

Company representative acting on behalf of company



BU5

Issue Microcredentials



BU6

Business Access to OOTS



## Domain Supply chain



SC1

Authentication & access for transport



SC2

Trusted Data Sharing for Data Spaces



SC3

eInvoicing





# Domain Payments



PA1

Consumer Banking



PA2

Consumer Payments



PA3

Corporate Banking



PA4

Corporate Payments

