

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



D9.2 – Communication and Dissemination Actions I

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¹ Lead Beneficiary, Contributor, Internal Reviewer, Quality Assurance

² Can be left void

Executive Summary

INFINITECH is a flagship initiative for digital finance in Europe. This project, under the Grant Agreement No 856632, is a joint effort of global leaders in Information and Communication Technology (ICT) and finance towards lowering the barriers for Big Data, Internet of Things, Artificial Intelligence driven innovation, boosting regulatory compliance and stimulating additional investments.

This document, D9.2 Communication and Dissemination Actions I, is structured in 4 sections and aims to consolidate the specific communication and dissemination actions engaged between the last months of the project.

Actions have been considered in order to raise awareness about the project as well as its progress among stakeholders and other interested parties.

This document aims to provide the methodology and the tools used to achieve the communication and dissemination objectives and to provide feedback about the impact of the first actions engaged.

It is a working document and its content will evolve during the course of the project.

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1. Purpose of the document

The purpose of D9.2 ‘Communication and Dissemination Actions I’ deliverable is to report about all the communication and dissemination actions held between M4 and M9 of the project and the actions ongoing. Some actions held during December 2019 have also been included in this document, as they were not added into deliverable D9.1.

This report follows the pillars presented within D9.1 ‘Detailed Communication and Dissemination Plan’. These pillars are :

1. Integrating the project into the European (and global) ecosystem of Financial/Insurance organizations, with complete coverage of EU-28.
2. Engaging members of the Big Data and IoT Communities
3. Federating innovators’ communities in FinTech, Insurance Tech and RegTech
4. Engaging with relevant stakeholders at member states
5. Reaching end-users of financial services (including citizens, investors and businesses)
6. Supporting the project’s commercialization and market uptake strategy
7. Marketing campaigns for the INFINITECH market platform (and Virtual Digital Innovation Hub - VDIH)
8. INFINITECH’s Contribution to the Big Data Value Public-Private Partnership (PPP)

This document will present the different actions engaged among the consortium to achieve the objectives presented above. These actions will be further developed in section 2.

A special chapter (chapter 3) has been dedicated to the current COVID-19 sanitary crisis, as communication and dissemination actions like conferences or events have been strongly impacted. Chapter 3 aims to present the alternatives taken into consideration during the given situation.

Finally, the INFINITECH Stakeholder Alliance initiative status is also further developed in chapter 4.

2. INFINITECH communication and dissemination activities

2.1 Overall achievements

WP9’s overall objective is to raise awareness about INFINITECH outcomes and results to all relevant stakeholders and interested communities. INFINITECH is a large project, 46 partners and 16 countries, and each partner will play an important role of communication and dissemination among their own communities and stakeholders.

Therefore, actions hold during the last period, have been structured as follows :

- Internal Communication : align information among the consortium, encourage and follow up partners to forward the information to their own ecosystems
- External Communication: this will target stakeholders and general audiences. External communication it has been divided in three sections :
 - website
 - social media
 - specific communication and dissemination actions: workshops, events, webinars, collaboration with other initiatives

2.2 INFINITECH communication tools

2.2.1 Identity and style

In order to standardize all the internal and external communication around the project, a logo has been designed by the communication agency of the project manager. All the partners were involved and contributed to the final choice. Several versions of the logo have been considered before releasing the chosen one. The logo has been updated at the end of 2019 from the original proposal and the new one (Figure 1) was available to all partners at the beginning of 2020.



Figure 1 - INFINITECH logo

Furthermore, in order to harmonize INFINITECH branding among all the partners and to strengthen the impact of our brand externally, the INFINITECH brand style guide has been made available on the repository (Figure 2).

Color usage and proportions

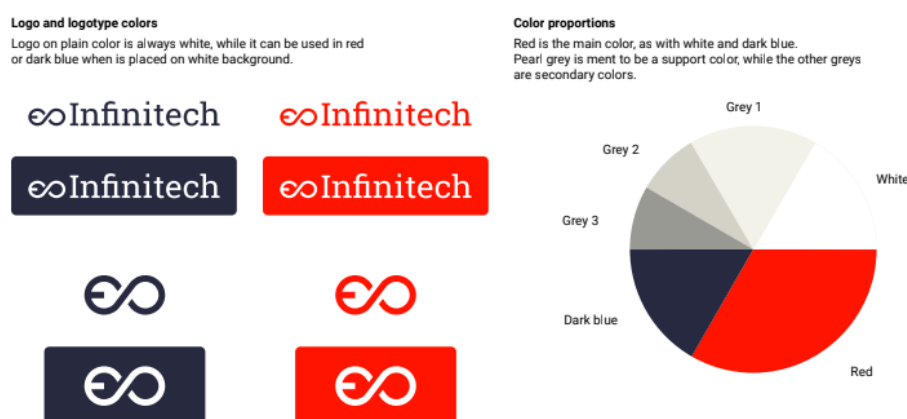


Figure 2 - INFINITECH brand style guide

2.2.2 Poster

The poster layout is one of the main communication tools used during exhibitions and fairs in order to gain visibility. It reflects the website and leaflet (brochure) icons, writing, colours and graphic styles. This material will be reported as in Appendix A.

2.2.3 Leaflet

The leaflet has been designed and distributed to all partners during the pre-kick off meeting, the kick-off meeting and other INFINITECH exhibitions as during Paris Fintech Forum (this event will be further developed in section 3.7.1.2 External Events). This leaflet (Figure 3) follows the INFINITECH graphic styles and it explains the main objectives of the project in clear and simple terms.

The complete brochure is available at: [INFINITECH. A flagship initiative for Big Data in Finance and Insurance](#)



Figure 3 - INFINITECH leaflet

2.2.4 Press release template

Throughout the lifetime of the project, press releases will be issued at the partners' local level and at the international level targeting international media. Depending on the message and the audience targeted press releases will be issued through the adapted communication support : specific magazines, online and offline newspapers, websites etc. Indeed, a well-timed and effectively distributed press release has the ability to reach an entire business's audience on a local, regional, national or even global level.

A press release template has been drafted and is available in the repository. All partners have access and can modify the document accordingly to their company needs.

At the beginning of the project, GFT (INFINITECH project coordinator) have prepared the official starting press release, published directly on their website available at : [Big Data, AI and IoT: GFT coordinated INFINITECH project receives EU funding of EUR 16 million](#)

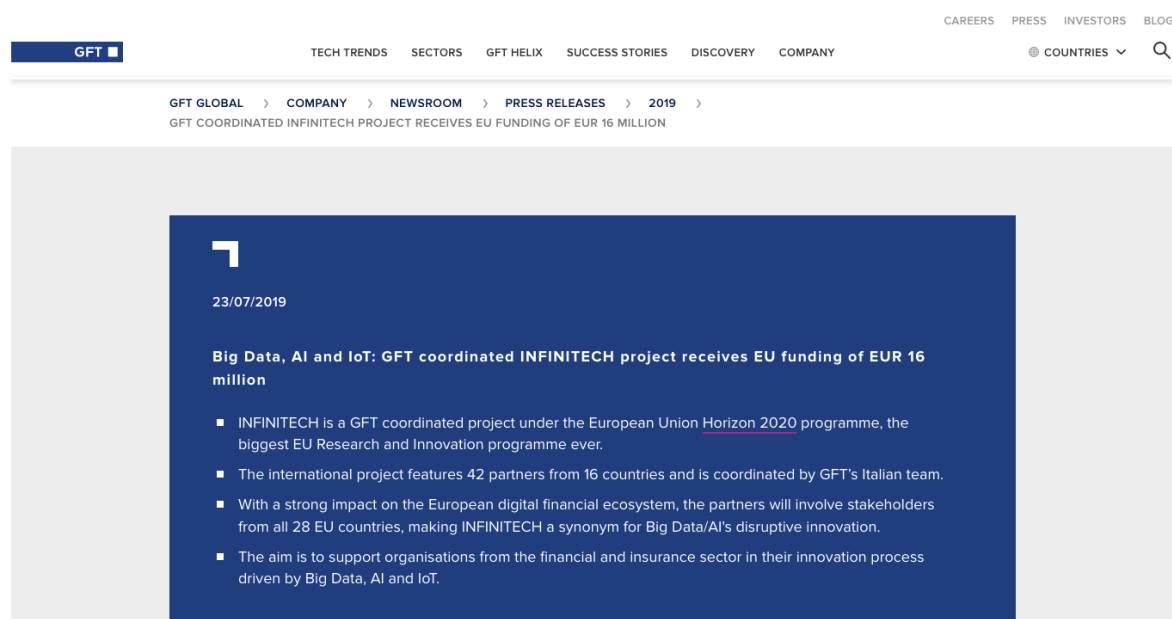


Figure 4 - Preview of the first INFINITECH press release

Following this, other consortium partners have actively communicated about the project and made people aware by issuing and posting press releases and news mainly on their company's website. A non-exhaustive list is available in Appendix B.

INFINITECH project has also been featured by Maximilien Nayaradou and Gisela Sanchez (Finance Innovation project coordinators) in the article "*Le Pôle FINANCE INNOVATION, fer de lance de l'innovation dans la Finance Digitale en Europe*" from the "Magazine des Professions Financières et de l'Économie" March 2020 edition. This magazine targets Finance and Economic professionals, contains analysis, best practices on digital finance and all important financial news.

On June 15th, Atos, published the press release [Atos simplifica el uso del Big Data, IoT e IA en las finanzas y seguros](#). This document is available in Atos website and presents INFINITECH and Atos implication in the project as WP7 leader and pilots' leader.

Atos simplifica el uso del Big Data, IoT e IA en las finanzas y seguros

Madrid, 15 de junio de 2020 – [Atos](#), líder global en transformación digital, participa en el proyecto [INFINITECH](#), un esfuerzo conjunto de líderes mundiales del sector financiero, de seguros y tecnología para establecer una arquitectura de referencia y desarrollar nuevas herramientas para apoyar a las organizaciones europeas en sus procesos de innovación impulsados por Big Data, AI e IoT.



A pesar de la creciente inversión en Big Data, AI e IoT en el sector financiero y de seguros, aún se tienen que superar varios desafíos para mejorar la eficiencia general de los procesos comerciales y optimizar la toma de decisiones en estos sectores. Cuestiones como las barreras regulatorias, falta de conjuntos de datos, bancos de pruebas y modelos de negocio validados aún se interponen en el camino. INFINITECH proporcionará un nuevo conjunto de tecnologías de Big Data e IoT para la gestión y explotación sin problemas de todo tipo de análisis de datos interoperables en tiempo real, intercambio de datos basado en blockchain y bibliotecas avanzadas de algoritmos de inteligencia artificial.

"La fuerza del proyecto INFINITECH reside en la diversidad de los socios que forman el consorcio, todos aportan algo para crear un conocimiento general sin precedentes del sector Fintech e InsurTech.

Estamos orgullosos de estar entre ellos y ayudar a dar forma al futuro de los servicios financieros digitales en Europa", explica Carmen Perea, Project Manager de INFINITECH en Atos.

Figure 5 - ATOS press release

2.2.5 Contact database

For now, the INFINITECH database includes partners contacts and is updated with all additional contacts made through :

- The INFINITECH website : all interested stakeholders who have filled the “contact us” form
- Project communication events, webinars, etc. : all the registrants that consent to receive periodical information about INFINITECH

The 47 partners aim at developing a community around the project, enlarge the INFINITECH network and strengthen the impact of the project. Hence, from now some partners are thinking of merging their contact databases with INFINITECH database, in order to use an extensive list of stakeholders mainly acting at the European level.

Several partners are sharing information, results and achievement through their personal and professional network and database, using their own mailing lists, internal newsletter, company webpage or social account. For instance, Bank of Cyprus officialised their involvement in the project through an internal statement shared through their intranet with more than 3 450 recipients. At the moment, this kind of scalability procedure is highly encouraged among the partners in order to reach a broader ecosystem.

2.3 Website

2.3.1 Description

As mentioned during section 2.1, external INFINITECH communication has been divided in three sections. The first section corresponds to the official INFINITECH website.

INFINITECH’s website was officially launched to the INFINITECH consortium on the 2nd of February 2020. The official URL is : www.INFINITECH-h2020.eu.

The website has been built in order to inform stakeholders and the general audience about INFINITECH objectives, partners, results, events, and articles published.

Twitter has been integrated to boost the dynamic of the website. Tweets coming from the partners are automatically displayed within this section.

The website is attractive and user friendly. The content management system allows an easy update of information as new text, events, etc.

New events and blogs are regularly updated in order to inform the audience about the development of the project.

After INFINITECH’s website first release among all partners, a list of feedback was gathered. A second release containing all changes was broadcast at the beginning of March 2020. Following the amendment, the website will be updated with last official changes regarding the number of partners, new logos, etc.



Figure 6 - INFINITECH website

2.3.2 Website analytics

Figure 7 shows the overview of the INFINITECH website visitors during the last week of May 2020.



Figure 7 - INFINITECH website visitors

Figure 8 shows the number of new users during the mentioned week (61) as the comparison between new visitors and returning visitors (87% vs 13%). Figure 9 shows the statistics regarding the country of the visitors.

INFINITECH website average session duration is 5 min 16 seconds while the average duration for a website is 2 min 17 seconds³. This shows the appetite that visitors already have to find more about the project.

³ Source: <https://blog-fr.orson.io/web-marketing/100-statistiques-sites-internet-2018>

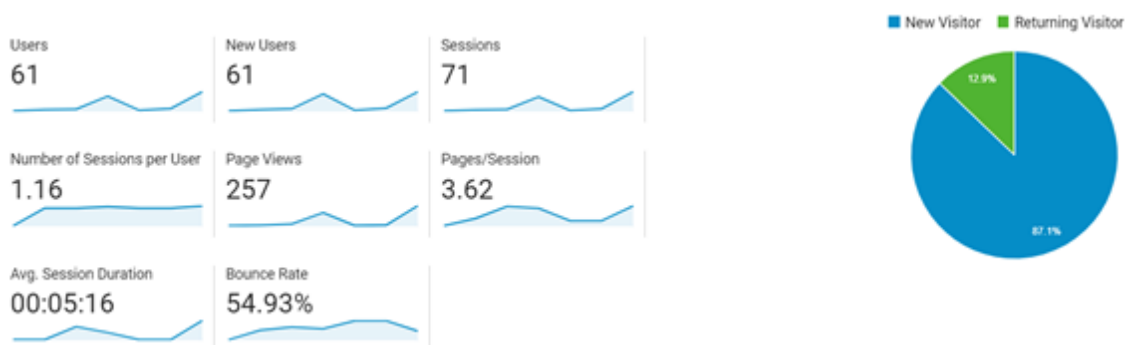


Figure 8 - INFINITECH website new visitors vs returning visitors

Country	Users	% Users
1. Spain	18	29.51%
2. France	9	14.75%
3. Greece	8	13.11%
4. Netherlands	5	8.20%
5. Finland	3	4.92%
6. Slovenia	3	4.92%
7. Italy	2	3.28%
8. Sweden	2	3.28%
9. United States	2	3.28%
10. United Arab Emirates	1	1.64%

Figure 9 - INFINITECH website visitors per country

The objective of the communication actions that we are engaging, is to boost these numbers. In order to achieve this, a growth hacking strategy is already under discussion and will be further developed in section 2.4.

2.3.3 Website technology

INFINITECH website has been developed using Joomla (a free and open source management system).

Its content is hosted by the server provider Gandi. Gandi is a French company web hosting provider based in Paris. A backup of the website is automatically made every day.

The maintenance and technical monitoring (e.g. software update) of the website is carried out by an external French provider.

2.4 Social media tools

INFINITECH communication and dissemination activities are carried through social media channels. A LinkedIn company page was set up at the beginning of the project. This page is used to reach a professional audience. A Twitter project account, also implemented at the beginning of the project is used to reach a general audience.

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The information shared through these two channels is used to promote workshops, webinars, articles organised or where INFINITECH participates.

The main topics used for posts in INFINITECH social media go around Big Data, Artificial Intelligence, Testbeds, Sandboxes, Fintech, Insurance Tech and others.

2.4.1 LinkedIn analytics

At the beginning of the project, a LinkedIn page has been created. This page is mainly used as a relay of information (for project results, case studies, news and events participation etc.). This dedicated INFINITECH page targets an international audience with professional occupations; this is also an opportunity to create an expert and professional community.

The profile is available at : <https://www.linkedin.com/company/INFINITECH-h2020/>. The content is administered by WP9 leader, Finance Innovation. INFINITECH LinkedIn profile has currently 64 followers with 16 new followers in April.

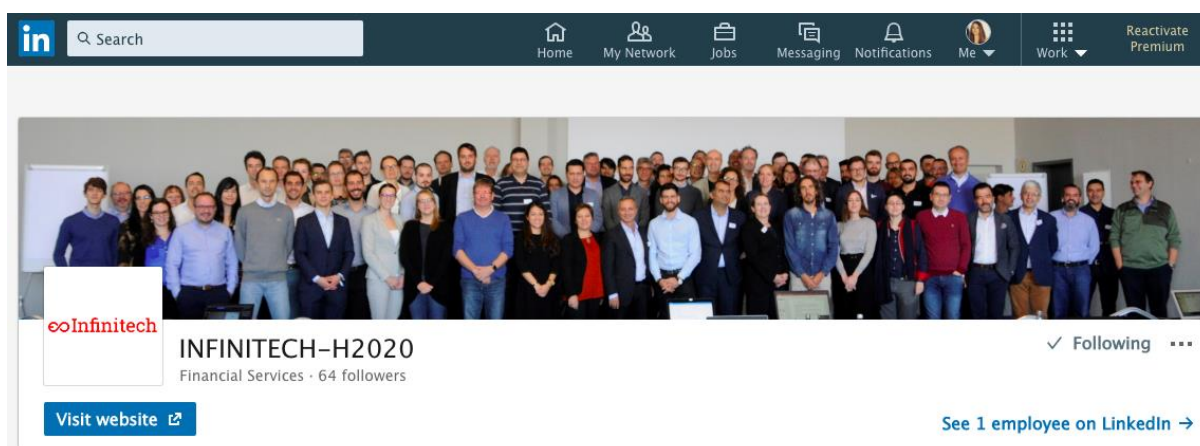


Figure 10 - INFINITECH LinkedIn page

Since the beginning, 9 publications have been posted on LinkedIn. Relevant articles or links have been shared regularly.



Figure 11 - Publication example on the LinkedIn page

Knowing visitor demographics is very important for marketing on LinkedIn. Using this information is great to gain a deeper understanding of visitors' profiles and to ensure the content strategy is providing value to the audience targeted. This also helps verifying whether the content reaches the people in the right positions. Who visits is often far more important than the number of visitors.

The following charts give detailed information about who is looking at INFINITECH LinkedIn page over the year, filter by :

- Location (city and country) : Figure 12
- Industry (business field) : Figure 13
- Job function (professional niche) : Figure 14
- Seniority (employment rank within a given company) : Figure 15

It appears that the majority of visitors are Europeans working in the industries concerned by the project (Information Technology and Services, Financial services, banking etc.), with people having Business Development responsibilities or with a role as a Project Manager or as a Consultant. These figures show that the content strategy is well managed.

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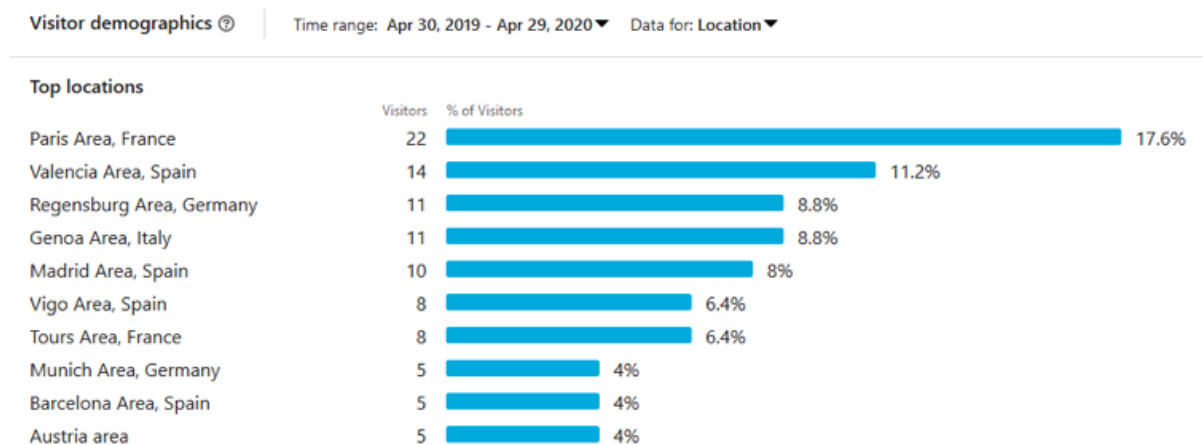


Figure 12 - Top locations (city and country)

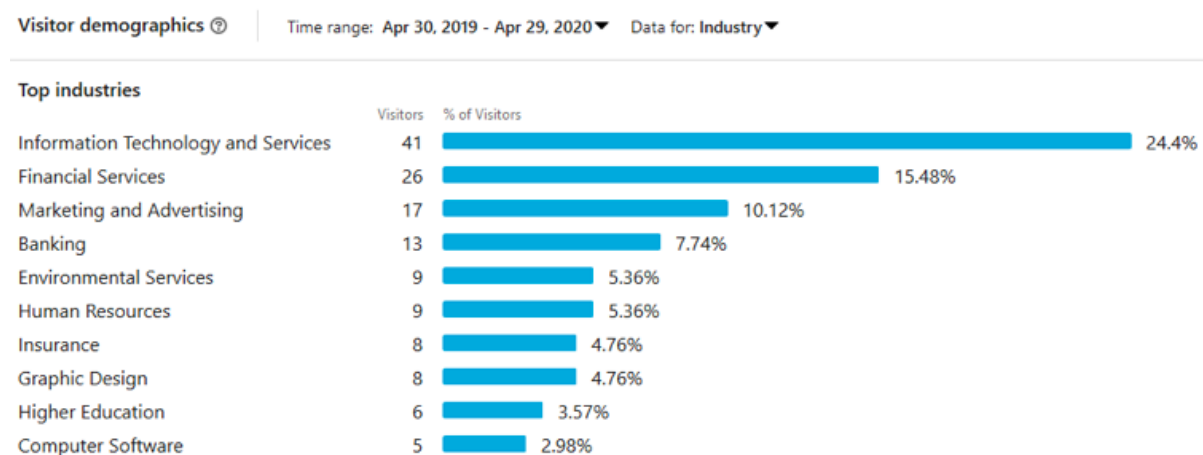


Figure 13 - Top industries

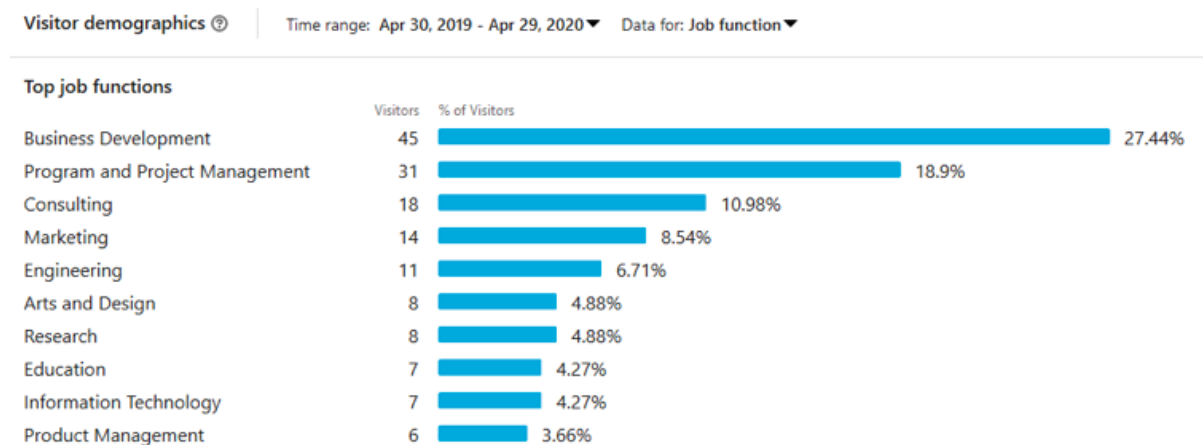


Figure 14 - Top job functions

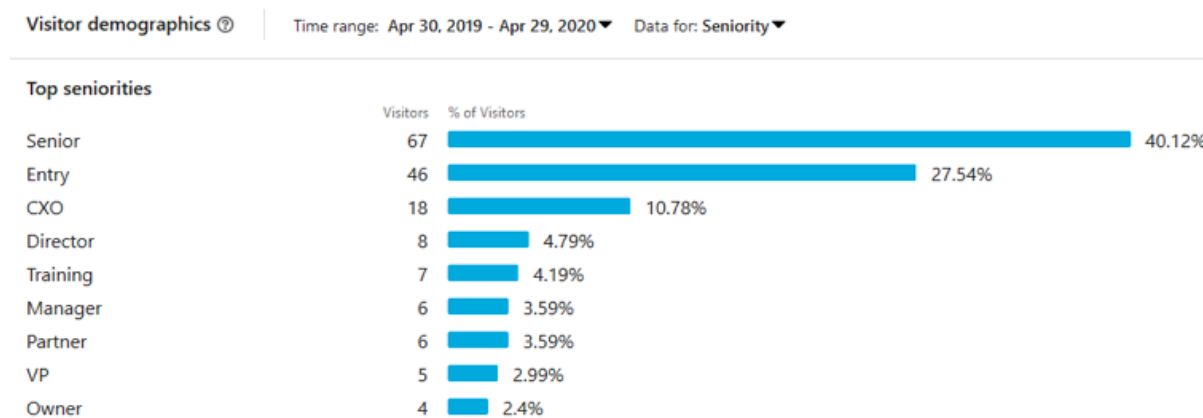


Figure 15 - Top seniorities

A few examples of LinkedIn and Facebook posts published through partners' official accounts, to highlight INFINITECH and increase the number of followers, are shown in Appendix C.

2.4.2 Twitter analytics

To intensify the project's online presence, a dedicated INFINITECH twitter account has been created: @INFINITECH_EU and is available at : https://twitter.com/INFINITECH_eu. This account is handled by WP9 leader.

This tool is used in a massive way, to provide additional visibility and inform on a daily basis. This is the opportunity to tweet on key events (with direct link to register), project latest news, pictures but also retweets from related twitter accounts of partners. For now, the twitter account counts : 132 followers and 65 followed accounts.



Figure 16 - INFINITECH Twitter account

The non-exhaustive list below presents several tweets from official partners' twitter accounts. All tweets refer to INFINITECH project by using the appropriate "@" and hashtags "#" (e.g. : @INFINITECH_EU, #INFINITECH, #BigData #IoT #IA). Appendix D contains a list of other consortium partners' tweets.

Table 1 - Example of tweets

Partners	Tweets
@InnovSprint	18/05/2020- 5:20 am : Innovation Sprints can help insurance companies personalize their products and services, through the collection of #RealWorldEvidence from their clients. Check out our preparations for the Pilot 12 of @INFINITECH_EU Project .
@Wenalyze	12/02/2020 - 9:31 am : Conoce un poquito más acerca del Consorcio INFINITECH @INFINITECH_EU del que formamos parte, junto con grandes empresas del sector tecnológico. #INFINITECH #ICEX #UnionEuropea https://lnkd.in/g53_UgM
@iLabATC	14/04/2020- 11:30 am : Do not miss today at 14:00 @BigDataStackEU webinar together with @INFINITECH_EU on "FinTech and InsuranceTech case studies digitally transforming Europe's future with BigData and AI-driven innovation". Register to the webinar: https://us02web.zoom.us/webinar/register/WN_TFd_-tmFQOKT2q7o9PL4kw #fintech #bdvpppseries
@FinanceInnovation	28/01/2020 - 3:45 pm : Financial services and #IA in Paris Region & in Europe @ParisFinForum presented by @Joelledurieux and our @INFINITECH_EU member @RaphaelAttias @ortfrance 28/11/2019 - 9:54 am : A new adventure has started! All partners Kick Off meeting at Lisbon @INFINITECH_EU #BigData #IoT @EU_Commission 05/11/2019 - 10:47 am : This morning, @Giss_SV, leader of Work Package 9 from our Cluster, presents our project for @INFINITECH_EU : #communication, dissemination, standardization.
@Gradiant	04/11/2019 - 6:05 pm : Our colleague @lilian_adkinson talking about #anonymization for financial and insurance sectors to achieve a balance between #privacy and #utility in the kick of meeting of @INFINITECH_EU #bigdata #finance #insurance #Lisbon 11/12/2019 - 6:05 pm : Our colleagues @lilian_adkinson & @MartaSestelo attending the @INFINITECH_EU technical meeting #H2020 #Anonymization #BigData #IoT #Security #Banking #Insurance @EU_Commission

<p style="text-align: center;">@Atos</p>	<p>11/2019: @jgatoluis presenting WP7 @INFINITECH_EU #LSP @AriMarcomm @AtosES 14 Fintech Pilots</p> <p>Tweet stats : Impressions: 265 Total Interactions : 3 (Likes: 2 and Retweets: 1)</p>
<p style="text-align: center;">@GFTgroup</p>	<p>23/07/2019 - 10:49 am : M. Ferraris, Senior Manager, @gft_it : "#INFINITECH is a funded project of considerable scope, with which GFT aims to support financial & insurance organisations in fully reaping the potential of technologies such as #BigData, #AI and #IoT." Press release: https://gft.com/int/en/index/company/newsroom/press-releases/2019/gft-coordinated-INFINITECH-project-receives-eu-funding-of-eur-16-million/</p>

INFINITECH digital presence is constantly monitored through the online specific tool : Twitter analytics. Measuring and evaluating statistics about the digital audience is crucial for adapting, in the most effective way, the communication strategy and boosting the project impact on Twitter. Some of the key analytics provided by the INFINITECH twitter account are presented below.

Figure 17 shows some of the analytics related to the INFINITECH twitter account from the 19th of April to the 19th of May 2020



Figure 17 - INFINITECH twitter analytics in the period April-May 2020

Figure 18 provides an overview of specific twitter analytics (such as the engagement rate, number of likes etc.) over the last month. See Appendix E for twitter analytics definitions and formulas.

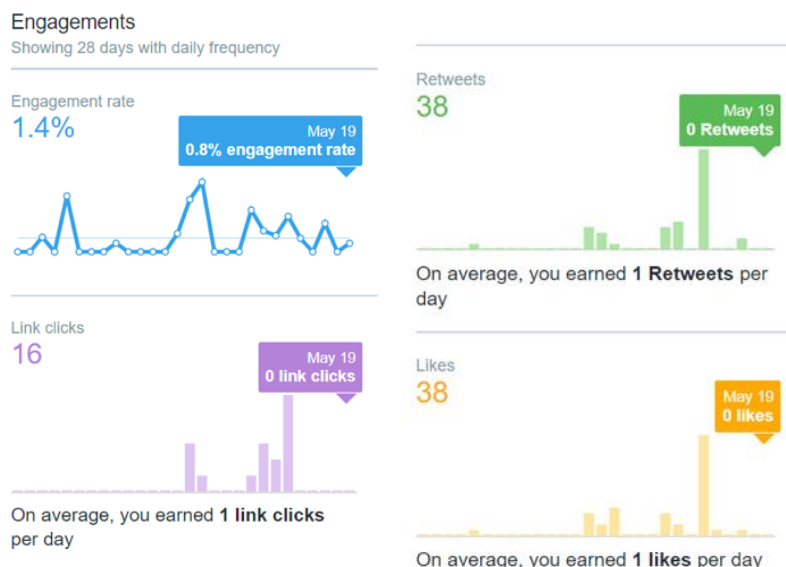


Figure 18 - Twitter account analytics over the last month

The latest tweets of the project twitter account and INFINITECH partners accounts are also visible through a twitter feed directly on the INFINITECH website homepage at : <https://www.INFINITECH-h2020.eu/> (on the right side).

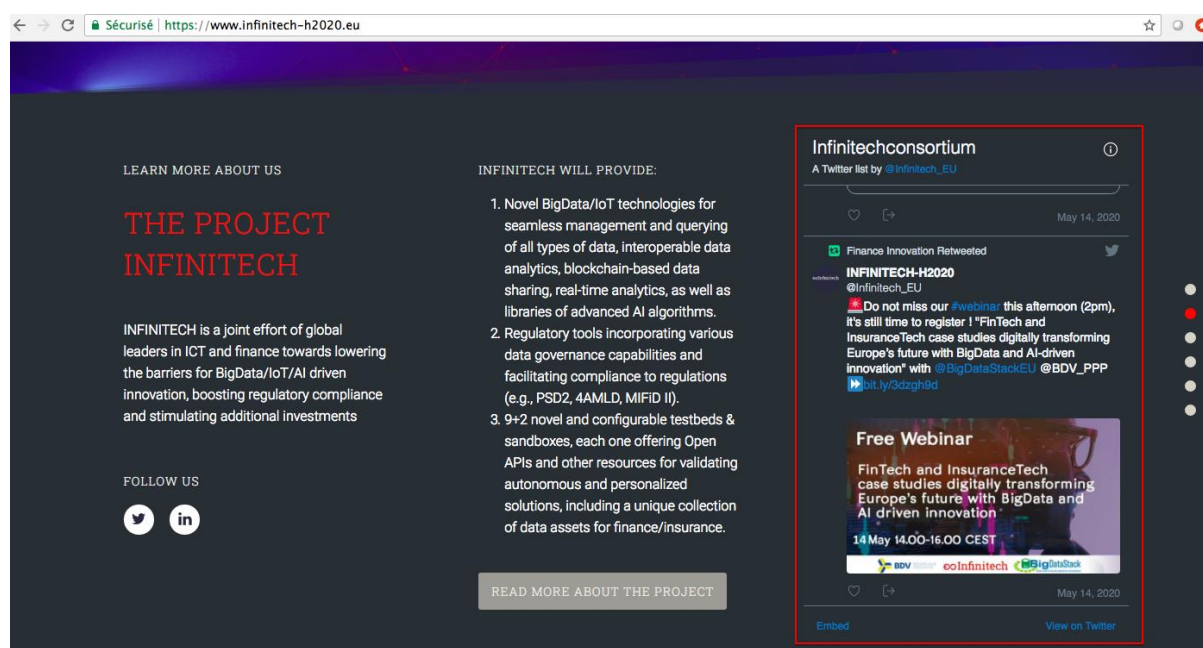


Figure 19 - Twitter feed on INFINITECH website homepage

2.4.3 Newsletter & Calendar

In order to push short announcements to the community and all interested external bodies (and to attract new visitors) an email newsletter has been designed by the Finance Innovation marketing team. The idea was to design a colourful and attention-grabbing newsletter with graphic elements to offer a modern and pleasant reading experience.

The communication purpose is to reach out stakeholders active at the EU level and all the partners' ecosystem. Since the beginning of the project, two email newsletters have been sent, the first one on 27th of February 2020 and the second on 29th of April 2020. These two newsletters were distributed to all the partners involved but also to all the persons who subscribed via the website of the project.

They both include :

- The latest news from the project
- Following events or webinars (with direct link to register)
- Blog posts (with direct link to read the article)
- Other attractive and relevant information

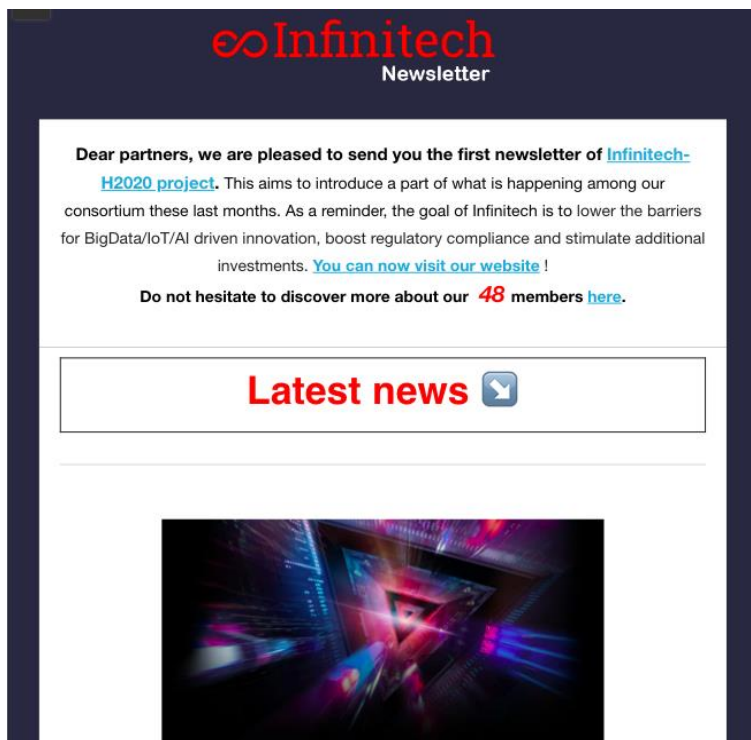


Figure 20 - February 2020 first email newsletter



Figure 21 - April 2020 second email newsletter

During the first year of the project, the objective is to distribute in total six newsletters minimum, it has been decided to split the distribution by semester (3 newsletters distributed during semester 1 and 3 during semester 2). This will increase during the second year to eight newsletters and ten during the last year of the project. The newsletter calendar is available in the repository and it has been shared with all the partners.

As of today, we are reaching over 390 subscribers.

Mailchimp tool is used for the newsletter. It also gives some statistics such as the audience performance (figure 22), subscribers' email type (figure 23) and subscribers' location (figure 24). The figures show a good performance and a great involvement of our targeted audience. Indeed, INFINITECH newsletter indicators are slightly higher than the average percentages recorded for other supports and other industries⁴ : a 30% open rate (vs. an average of 21% open rate) and a click rate of almost 7% (vs. 3% on average).

Audience performance



Figure 22 - INFINITECH newsletters: Audience performance⁵

⁴ <https://mailchimp.com/resources/email-marketing-benchmarks/>

⁵ Note that, the audience performance indicators are calculated taking into consideration : February and April newsletters (see figures 20 and 21) and the flash mailing “Fintech and Insurance Tech case studies” webinar (see figure 26)

Top email clients Export As CSV

Desktop	78.4%	Mobile	21.6%
Gmail	40.0%	iPhone	13.6%
Apple Mail	18.4%	Android webview	8.0%
Outlook 2016	6.4%		
Thunderbird	4.0%		
Outlook 2010	2.4%		

Figure 23 - INFINITECH newsletter: Type of subscribers' email

Top locations





 Greece	5.6%
 Spain	5.4%
Other	5.4%
 Italy	4.1%
 France	2.6%

Figure 24 - INFINITECH newsletter: Subscribers localisation

The audience performance achieved with both February and April INFINITECH newsletters is presented in figure 25 below. It appears a slight decrease between February and April, which might be explained by the lockdown (home office for many workers) with a significant number of messages and information received on their email boxes.



	Newsletter Infinitech 2 - avril 2020 Regular · Infinitech Sent mer., avril 29th 3:00 PM	Sent	34.2% Opens	8.5% Clicks
	Newsletter Infinitech 1 - Fev2020 Regular · Infinitech Sent jeu., février 27th 6:00 PM	Sent	41.2% Opens	11.3% Clicks

Figure 25 - INFINITECH February and April newsletters: Audience performance

In addition to “bi-monthly” newsletters, before project crucial and strategic moments (e.g. meetings, webinar, workshops), a “flash newsletter” (Figure 26) is sent to all INFINITECH subscribers and other partners subscribers as Finance Innovation newsletter subscribers (+15K subscribers) and social media channels (+15K followers on Twitter and 16K followers on LinkedIn), to promote as much as possible an event beforehand.

WEBINAR
Fintech and Insurance Tech case studies
digitally transforming Europe's future with
BigData and AI-driven innovation

When? 14 May 14.00-16.00 CEST
(in series of BDV PPP Summit 2020 virtual workshops)



The new data-driven industrial revolution highlights the need for big data technologies to unlock the potential in various application domains. The insurance and finance services industry are rapidly transformed by data-intensive operations and applications. **FinTech and InsuranceTech** combine very large datasets from legacy banking systems with other data sources such as financial markets data, regulatory datasets, real-time retail transactions and more, improving financial services and activities for customers.

Figure 26 - INFINITECH flash mailing “Fintech and Insurance Tech case studies” webinar

In order to reinforce the community in such a way that social networks’ analytics will improve and the number of INFINITECH website visitors will increase, a set of communication and dissemination actions are identified for the second semester.

For the following months of the project, the website will be kept up to date with news, events, publications. The publication of articles and blogs from partners will continue to be published regularly (1 or 2 per week) to get a really good Search engine positioning (references on Google). The more often articles are published, the better the search engine positioning is.

In addition, the existing social media channels (Twitter and LinkedIn), will continue to be used actively to engage the audience. Events will be promoted before; but also during the event to massively engage participants; and after to thank providers, stakeholders, but also propose the replay for those who missed it, and allow partners to share it through their own ecosystem. Moreover, these social media channels will continue to be used for those purposes : retweet or share relevant content from consortium partners : post their articles, blogs, academic researches and press releases. The author will be directly tagged on the post.

Finally, the plan is to design a promotional video presentation that will win over the audience targeted. The video format and design will match the overall tone and message. It would be disseminated through all social media channels and available directly on INFINITECH website homepage.

2.5 Articles and publications

2.5.1 Articles : blogs & calendar

The sections above mention the different ways which have been used to measure the effort and achieve the overall objective : encourage and enable the engagement of key stakeholders to benefit from the results of the project.

This chapter describes another important communication tool used to promote INFINITECH work packages, raise awareness and keep all possible interested stakeholders informed about work progress : the compiling and publishing blogs and articles mentioning the INFINITECH project.

First of all, to keep track of every partner’s blog contribution, a calendar has been created and shared with all the partners. The consortium was divided into four major groups, taking into consideration several parameters such as: Partner’s role in the project (e.g. work package leader, pilot, etc.), partner typology (e.g. large industries, research center, etc.), and partners work effort within the WP9 but also overall.

To keep the audience abreast with progress and developments, it has been decided to collect blog posts every month. In order to maximize the audience reached and animate the community, all the existing channels of communication of the consortium have been used to share them :

- **INFINITECH website** : A special blog section (Figure 27) has been added to the website to attract visitors. This page collects all partners’ blog posts available, appearing in reverse chronological order (i.e. from newest to oldest)

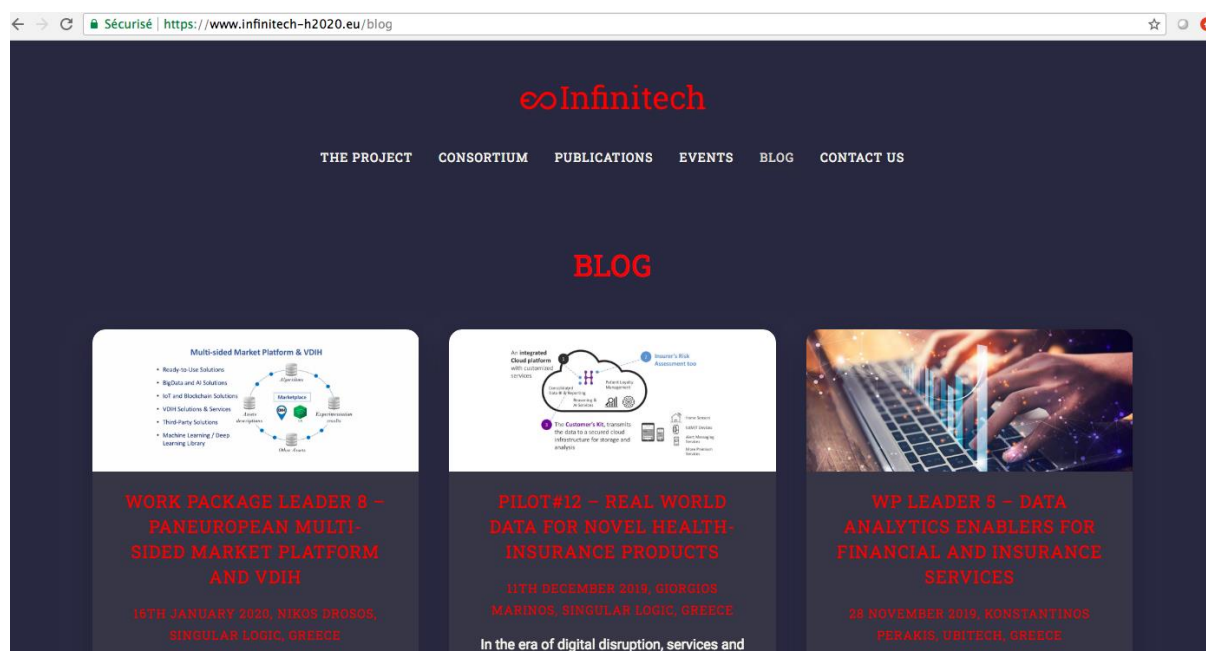


Figure 27 - Blog page on INFINITECH Website

- **INFINITECH newsletter**: we used the newsletter to share and give to the community quick access by clicking directly on “Find out more” to read the article. Figure 28 shows how the article is integrated into the newsletter



Pilot #13 : Alternative automated insurance risk selection product recommendation for SME // Wenalyze, is responsible for developing thirteen forms of profiling of insurance needs for small and medium enterprises in the pilot, in order to know their risks better and thus be able to offer a personalized selection of products and coverage. This is based on the collection of information from these companies in open and alternative data sources to those traditionally used by insurers. [Find out more.](#)



Pilot #14: Big Data and IoT for the Agricultural Insurance Industry // INFINITECH Pilot #14 entitled “Big Data and IoT for the Agricultural Insurance Industry” aspires to deliver a commercial service module that will enable insurance companies to exploit the untapped market potential of Agricultural Insurance (Agl), taking advantage of innovations in Earth Observation, weather intelligence & ICT technology. [Find out more.](#)

Figure 28 - Integration of blogs in April INFINITECH newsletter

- **INFINITECH social networks** : Each partner has been using its social media channel to share and post its blog contribution. INFINITECH three social media channels (presented above) have also been used to promote blogs posted on the website.

The non-exhaustive list below (table 2) presents some blog posts examples written by different partners. Since the beginning of the project, 25 articles have been collected.

Table 2 - List of INFINITECH blog posts

Partner	Title of the blog (with website/ document link)
Singular Logic	Pan-European multi-sided market platform and VDIH
Innovation Sprint	Pilot#12 – Real World Data for Novel Health-Insurance products Pilot #12 of INFINITECH preparing for a user study This blog post is also available at : https://innovationsprint.eu/pilot-12-of-INFINITECH-preparing-for-a-user-study-insurance-companies/
UBITECH	WP Leader 5 - Data analytics enablers for Financial and Insurance services Towards a Blockchain-empowered Consent Management
Privé Technologies	Portfolio construction with Artificial Intelligence

Gradiant	Data anonymization: how does it protect us? This blog post is also available at : https://www.gradiant.org/en/blog/data-anonymization-privacy-protection/
EventRegistry	EventRegistry : global real-time media observatory
Bankia	Last trends in the Fintech sector by Bankia
CTAG	From real world data to innovative insurance products
Bogazici University	Transaction graph dataset for the Ethereum blockchain
ATOS	15 pilots to demonstrate the INFINITECH project led by ATOS
Engineering	Data is driving the Fintech sector
Wenalyze	Alternative automated insurance risk selection product recommendation for SME
Agro Apps & Genillard & Co	Pilot 14 Big Data and IoT for the Agricultural Insurance Industry
Poste Italiane	Pilots #10 - Real-time cybersecurity analytics on Financial Transactions' BigData
Copenhagen Fintech	Pan-European Innovation Matters in Time of Crisis
Dynamis Insurance Company	Dynamis: 50 years of experience in motor insurance
Roessingh Research and Development (RRD)	INFINITECH at AI Symposium hosted by the University of Twente and Innovation Sprint (not yet available on INFINITECH website)

In addition, in the previous days to the Paris Fintech Forum event (section 3.6.1.2), Joëlle Durieux, General Director of Finance Innovation, was interviewed by the AGEFI (Agence économique et financière) and she took the opportunity to present INFINITECH in the article “*Passer à l'échelle européenne sur la collaboration*” of January 2020⁶. This is a French specialized financial magazine that counts with over 35 000 subscribers.

2.5.2 Scientific publications

To ensure the visibility of INFINITECH towards scientific communities, some partners are writing and preparing publications on scientific and technical journals, but also publications for conferences.

For instance, Gradiant has prepared a scientific paper about their work in INFINITECH for the conference **CISIS202**⁷. Since this conference will not take place before September, the paper is

⁶ <https://www.agefi.fr/fintech/actualites/hebdo/20200123/passers-a-l-echelle-europeenne-collaboration-290996>

⁷ <http://2020.cisisconference.eu/>

expected to be published at that moment⁸. It will be published in the proceedings of the conference: “CISIS 2020 Proceedings will be published by Springer in Volume TBD in its series of Advances in Intelligent Systems and Computing – AISC.”

This scientific paper is called “A new approach for dynamic and risk-based data anonymization”. It describes a risk-based anonymization process that allows determining the best way to anonymize a dataset. Also, it defines two new privacy metrics that allow measuring the risk of re-identification of the anonymized data. More detail about this paper will be given for the next deliverable.

Furthermore, during the **Decentralized 2019: Milestone Blockchain Conference**⁸ held in Athens, Innov-Acts Limited presented the paper “Blockchain Technology: Financial Sector Applications Beyond Cryptocurrencies”⁹. This paper highlights the potential of blockchain to transform the financial industry and it also presents five financial industry use cases that are expected to be radically transformed by the use of blockchain technology.

WP9 leader will be working on a small plan to boost the dissemination strategy. Supported by the academic partners of the consortium and WP leaders the objective will be to amplify the impact of dissemination. This will be further developed during the General Assembly and next deliverable.

2.6 Communication activities

2.6.1 Events & Workshops

2.6.1.1 Internal Workshop

2.6.1.1.1 Pilots and Tech Virtual Workshop

On the 1st and 2nd of April took place the WP7 (Large-Scale Pilots of SHARP Financial and Insurance Services, led by Atos) Pilots meeting combining also WP2 (Vision and Specifications for Autonomous, Intelligent and Personalized Services, led by Fujitsu) participants and technological partners.

The objectives of this meeting were :

- Discussion among pilots and technological partners (represented by task leaders from WP2 and WP7)
- To gather further details about the technological requirements from pilots
- To match these requirements with the technological WPs
- To prepare and define the next deliverables and prevent any possible delay

The workshop organised by Atos, WP7 Leader, was a great success gathering more than 78 participants and fulfilling the objectives.

⁸ <https://www.decentralized.com/>

⁹Multidisciplinary Digital Publishing Institute Proceedings 28 (1), 7, <https://www.mdpi.com/2504-3900/28/1/7>, https://www.researchgate.net/publication/336820990_Blockchain_Technology_Financial_Sector_Applications_Beyond_Cryptocurrencies

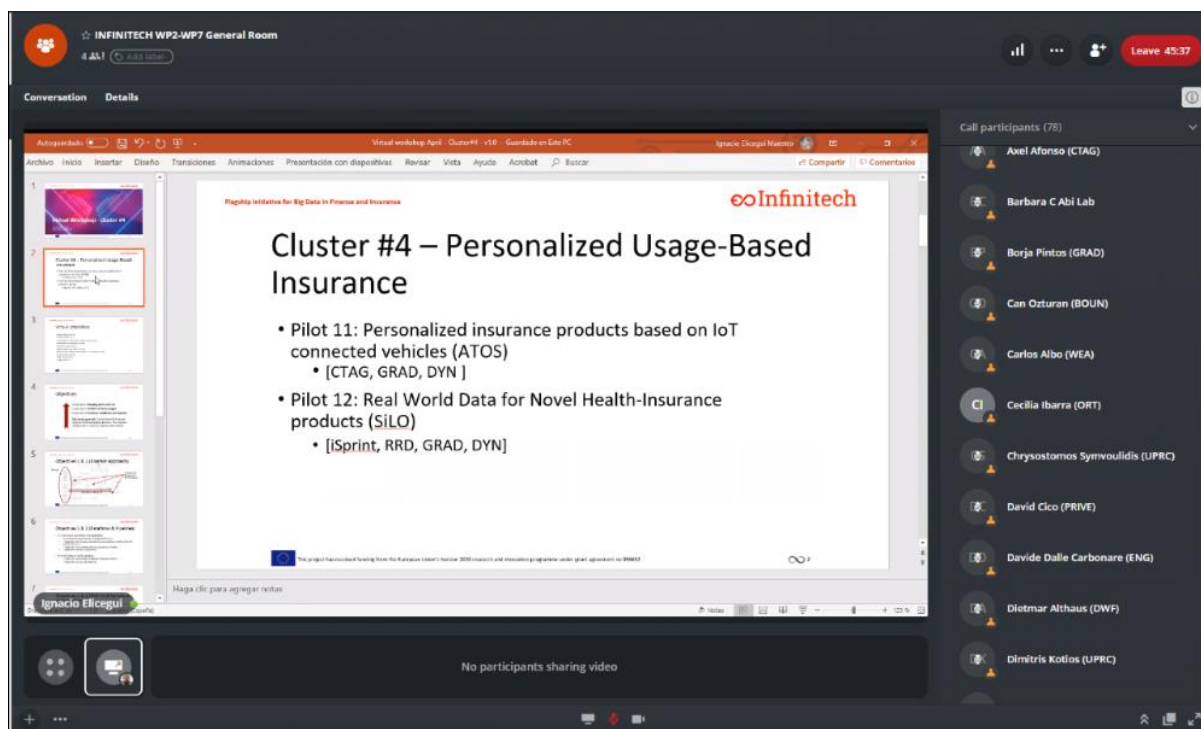


Figure 29 - INFINITECH - Pilots and Tech Virtual Workshop

2.6.1.1.2 INFINITECH General Assembly

As presented in D1.1 Project Reference Manual, consortium plenary meetings will be held at least twice a year. All partners must attend in order to synchronize internal information among all the participants. Next plenary meeting was scheduled for the first week of June at Dublin. Given the current sanitary crisis situation, this meeting will be held during one and half days on the 6th and 7th of July 2020. This meeting will be 100% digital.

2.6.1.2 External Events

2.6.1.2.1 Fintech Summer Meet Up

This event, held the 18th July 2019 in Athens and powered by Crowd Policy, represents the early commitment of the project to communication. The Fintech Summer Meet Up¹⁰ covered emerging Fintech and digital innovation topics and was the opportunity to present INFINITECH to the audience.



Figure 30 - INFINITECH - Fintech Summer Meet Up

¹⁰ <http://ticketing.crowdhackathon.com/crowdpolicy/fintech-summer-meetup/en>

2.6.1.2.2 Big Data Value Association (BDVA) Presentation

On December 12th 2019, our Project Manager, Ernesto Troiano, presented INFINITECH during the activity group meeting of Big Data Value Association.



Figure 31 - INFINITECH presentation during BDVA meeting

2.6.1.2.3 Symposium AI-driven Insights from Real-World Data

On December 16th and 17th the University of Twente, jointly with Innovation Sprint (Pilot 12 - Real World Data for Novel Health-Insurance products), organized a symposium on AI-driven Insights from Real World Data that took place in Belgium. This event gathered around 65 participants, the audience was mainly composed of researchers and clinicians interested in artificial intelligence and using real-world data.

This event presented applications on AI-driven Insights shifting from a novelty to necessity and how it is becoming a transformational force in the field of healthcare and the Life sciences. During this workshop, Christina Kyriakopoulou from the Digital Research Department of the European Commission (DG-RTD) conducted a keynote that focused on the perspective of the EC on this domain and the available relevant calls for innovation.

During the agenda of this event, one slot was reserved for Research & Development pitches from Horizon 2020 projects, including INFINITECH (Figure 32).



Figure 32 - INFINITECH presentation workshop AI-driven Insights from Real-World Data, 16th and 17th December, Belgium

2.6.1.2.4 Paris Fintech Forum 2020 edition

On the 29th and 30th of January 2020, INFINITECH was present in one of the biggest events of Fintech in France : Paris Fintech Forum. More than 2700 participants gathered in two days, more than 280 managers, almost exclusively CEOs & presidents of banks, insurers, regulators and Fintech from all continents. Finance Innovation, WP9 Leader, was present during this event and took the opportunity to present INFINITECH to the audience.



Figure 33 - INFINITECH stand : Paris Fintech Forum 2020



Figure 34 - INFINITECH Brochure - Paris Fintech Forum 2020

Finance Innovation held the session « Innovation and Technology in Finance : a French Ambition » during this event the round table « Financial services and AI – Key Strengths in the financing of R&D projects in Paris Region and in Europe : great opportunities for structuring projects ». The CTO of ORT France, was present during this round table in order to present INFINITECH and the objectives of our project.



Figure 35 - Roundtable « Financial services and AI – Key Strengths in the financing of R&D projects in Paris Region and in Europe : great opportunities for structuring projects » Paris Fintech Forum 2020

2.6.2 Collaborating with other initiatives

2.6.2.1 Webinar AI, Financial Automation and Market Risk

This workshop was hosted by the FIN-TECH H2020 project. FIN-TECH is a consortium of 24 partners operating within the FINTECH research. The main objectives of this project are :

- Research, develop and disseminate Fintech risk management models
- Provide, training, support and collaboration to international regulators and advisors, who supervise and validate Fintech risk management models

On the 19th of May 2020, our Project Manager, Ernesto Troiano, was invited to present INFINITECH during this workshop. The objective of this participation is to explore a potential collaboration between INFINITECH et FIN-TECH (Appendix F presents the agenda of this webinar).



Figure 36 - INFINITECH Participation on FIN-TECH H2020 AI, Financial Automation and Market Risk webinar

2.6.2.2 Webinar FinTech and Insurance Tech case studies digitally transforming Europe's future with Big Data and AI driven innovation

In order to gain visibility, INFINITECH co-hosted a webinar with another H2020 project : BigDataStack. This webinar was organised on the framework of BDV PPP virtual workshops.

BigDataStack delivers a complete high-performance stack of technologies addressing the emerging needs of data operations and applications. BigDataStack promotes automation and quality and ensures that the provided data are meaningful, of value and fit-for- purpose through its Data as a Service offering that addresses the complete data path with approaches for data cleaning, modelling, semantic interoperability, and distributed storage.

The webinar “FinTech and InsuranceTech case studies digitally transforming Europe's future with BigData and AI driven innovation” took place on May 14th 2020 and gathered around 80 participants. Among the speakers, three members of INFINITECH's consortium were present : Jose Gato Luis, from ATOS and WP7 leader, Vittorio Monferrino from Gft Italy and INFINITECH Deputy Project Manager and Pavlos Kranas from LeanXcale and WP3 leader.

The objective of this webinar was to promote and raise awareness on how Big Data, the Internet of Things and Artificial Intelligence driven innovation contribute to Europe's digital future and promote both projects tools and services.

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This webinar was communicated using INFINITECH social media channels and newsletter, BigDataStack communication channels, Big Data Value Association communication channels and CORDIS website.

A survey to determine the audience profile and interests was made at the beginning of the webinar. Figure 39 shows the participant's results of this survey.



Figure 37 - INFINITECH banner of webinar FinTech and InsuranceTech case studies digitally transforming Europe's future with BigData and AI driven innovation

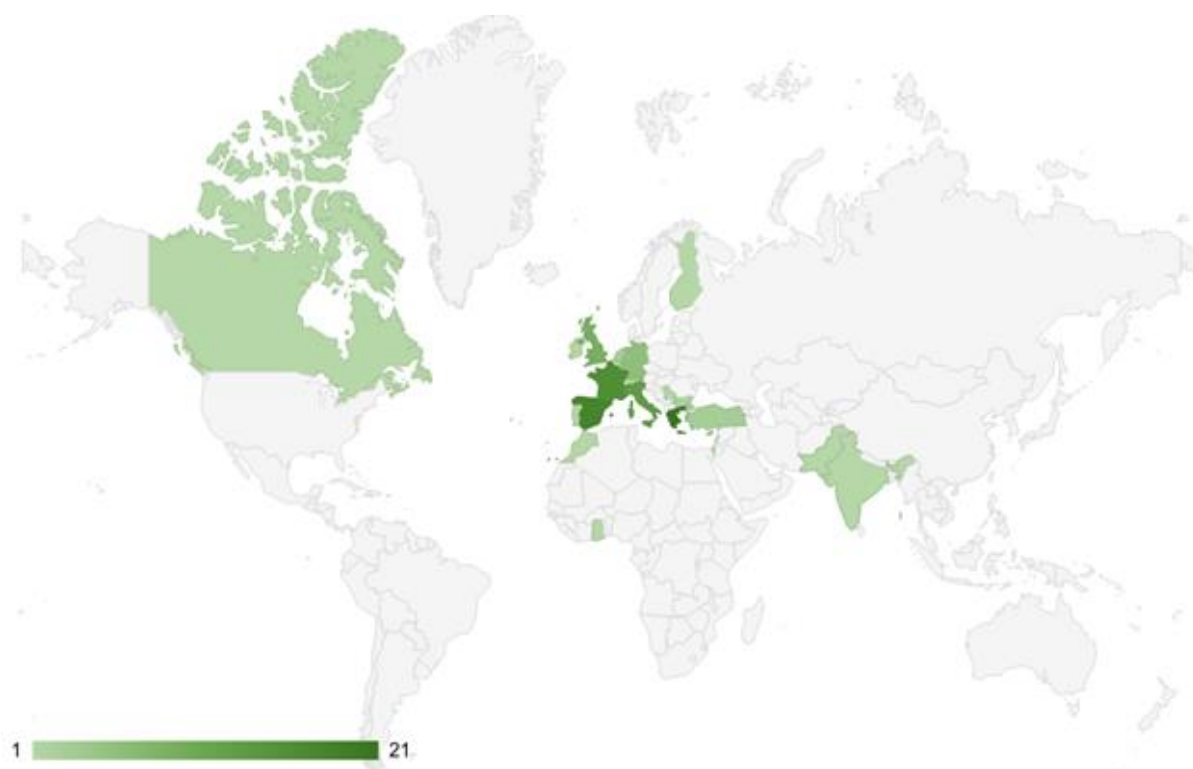


Figure 38 - Participants to webinar "FinTech and Insurance Tech case studies digitally transforming Europe's future with Big Data and AI driven innovation" per country

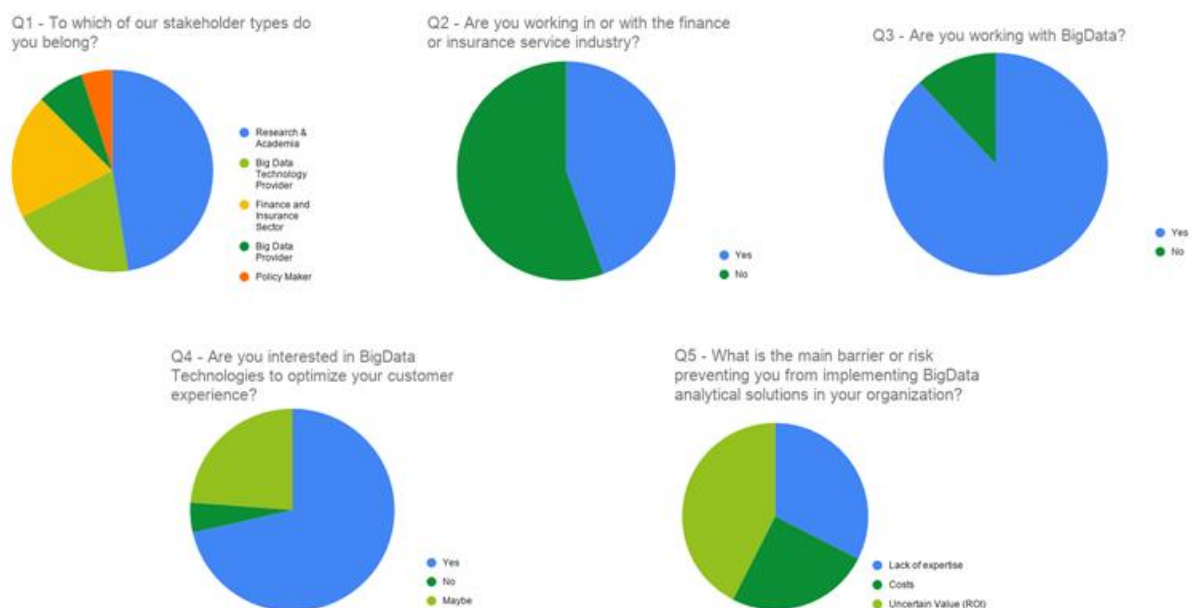


Figure 39 - INFINITECH webinar “FinTech and InsuranceTech case studies digitally transforming Europe’s future with BigData and AI driven innovation” results of participants survey¹¹

2.6.2.3 Webinar “HPC, Big Data, IoT and AI future industry-driven collaborative strategic topics”

The webinar “HPC, Big Data, IoT and AI future industry-driven collaborative strategic topics” was organised by the Big Data Value Association in collaboration with the European Commission, European Technology Platform for Performance Computing (ETP4PC) and other relevant communities such as Alliance for Internet of Things Association (AIOTI), the Networked Software and Services Initiative (NESSI), etc. took place on May 5th 2020. Over 80 participants representing HPC, Data, AI and IoT areas of expertise joined this online session with a good balance of Research, Industry, policy makers and other relevant players.

This public workshop took place in the framework of BDV PPP virtual workshops and aimed to present current projects in the context of ICT-11-2018-2019 calls which are working on the integration of Big Data, AI, IoT, Cloud/Edge/Fog Computing and High Performance Computing (HPC) technologies in order to exploit large volumes of data coming from diverse and heterogeneous data sources by deploying data processing and data analytics tasks along the Computing Continuum.

INFINITECH was targeted among these projects and our Project Manager was invited to present our project during this webinar.

The relevance of this workshop will be for future research and innovation activities in both the EuroHPC Joint Undertaking and the AI, Data and Robotics Partnership, and in order to support alignment in between both partnerships.

¹¹Source:<https://bigdatastack.eu/news/fintech-and-insurancetech-case-studies-digitally-transforming-europe%E2%80%99s-future-bigdata-and-ai>



Figure 40 - INFINITECH presentation at BDVA webinar

3. Impact of COVID-19 sanitary crisis

3.1 Contingency plan

Many companies and projects have been affected by the COVID-19 situation. In order to adapt INFINITECH project communication, in the most effective way to this sanitary crisis and keep boosting its attractiveness and strengthen its impact, the strategy has been redefined. Face to face meetings, seminars and workshops were no longer possible. Then, we managed to be reactive to make quick decisions, to inform the community and adapt all communication contents. This was also a time for creativity and proposing new ideas.

That is why conferences, workshops have become more and more digitizing and with tools as webinar, organizing online events has become easier than ever before. This alternative allowed INFINITECH consortium to reach a wider and more invested audience. Indeed, auditors who have decided themselves to participate were both professionally and personally concerned.

Each webinar was promoted through all possible communication channels : INFINITECH website, email campaign, email newsletter and social networks with a direct link to register. The communication of the conference was accentuated a few days before the event.

During the webinar, voting and surveys were integrated in order to stimulate the participants' engagement, keep their attention, know their profile (areas of interest, country etc.) and understand their expectations. The goal was to acquire new interested stakeholders and to retain the contacts gained in order to build a strong community.

Section 2.6.2 gives a recap of INFINITECH webinars held during the last months.

4. INFINITECH Stakeholder Alliance

INFINITECH Stakeholder Alliance (ISA), briefly introduced within D9.1 deliverable, has achieved an important Italian Bank member : Intesa San Paolo. Furthermore, Monte dei Paschi di Siena (BPMS)

bank has already shown their interest and will, as well, join the alliance soon. This alliance is relevant for INFINITECH dissemination success and could have the following impact :

- The alliance will ensure that technology advances on financial services and infrastructures security are properly disseminated to stakeholders, peer projects and technical constituencies through workshops, information days, and internal and external meetings. Participation in scientific conferences, especially with networking sessions
- The alliance will mobilize local ecosystems of the use cases in the definition of their security and privacy requirements, their potential business models, as well as their set-up and operation. It will establish mechanisms to extend the project's use cases with new integrated, predictive and collaborative security functionalities and controls
- The consortium strongly believes in the necessity to involve all the relevant stakeholders in a collaborative process for the emergence of purpose driven and impactful use cases

The structure of ISA is currently being developed in order to boost its impact among stakeholders. A presentation of the action has already been developed and a letter of invitation has been implemented (see Appendix G) to officialise the involvement of the stakeholders. A special private section might be built within the official INFINITECH website in order to allow members to get access to a specific folder in the repository.

This action is also part of action T9.3 Community and Ecosystem Building that will be further developed during D9.9 Community and Building Report.

Appendix A - First version of INFINITECH poster layout



The poster features a red header with the Infinittech logo and tagline. Below this is a central image of three people looking at a world map. To the right of the map are statistics: 48 PARTNERS, 16 COUNTRIES, 21 MILLIONS € OF BUDGET, and 39 MONTHS. The bottom section contains a description of the project's focus and funding information.

Infinittech
The Flagship Project for Digital Finance in Europe

48
PARTNERS

16
COUNTRIES

21
MILLIONS €
OF BUDGET

39
MONTHS

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


THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 856632
www.infinittech-h2020.eu

Appendix B - Non-exhaustive list of press releases and news published online by consortium partners

Partners	Date	Title with link
GFT	23/07/2019	Official press release: Big Data, AI and IoT: GFT coordinated INFINITECH project receives EU funding of EUR 16 million
Wenalyze	30/10/2019	The European Commission awards the INFINITECH consortium, in which Wenalyze participates, a grant of more than 15 million euros
	31/10/2019	Participation in Matchmaking Event
	24/01/2020	RegTech Festival 2020 of Accenture Digital Hub
Banking & Payments Federation Ireland	19/11/2019	Horizon 2020 INFINITECH Project
Innov-acts	18/11/2019	INNOV-ACTS at the H2020 INFINITECH Kick-Off Meeting (Lisbon November 4-5, 2019)
LeanXcale	24/02/2020	LEANXCALE WILL OVERSEE THE TECHNICAL COORDINATION OF THE NEW EUROPEAN PROJECT INFINITECH
Ubitech	04/11/2020	UBITECH kicks off the INFINITECH Innovation Action on Tailored IoT and Big Data Sandboxes for the Finance and Insurance Services Industry
Genillard & Co (with Agroapps partner)	12/08/2020	G&Co as part of INFINITECH
Engineering	nc	INFINITECH: new technologies for a Digital Finance
Centre for Knowledge Transfer in Information Technologies - CT3	nc	INFINITECH

Appendix C - Non-exhaustive list of LinkedIn and Facebook posts

Date	LinkedIn & Facebook links
26/05/2020	https://www.Linkedin.com/posts/gradiant_datos-empresa-privacidad-activity-6671061111418171392-3A11
20/03/2020	SingularLogic company of the INFINITECH-H2020 consortium of which we are also part explains its participation in the project.
12/02/2020	Conoce un poquito más acerca del Consorcio INFINITECH INFINITECH-H2020 del que formamos parte, junto con grandes empresas del sector tecnológico.
11/02/2020	News on Projects
30/01/2020	Hoy trabajando al 200% en el proyecto con el Consorcio INFINITECH H2020 y la Comisión Europea ¡ilusionados, positivos y con muchos avances!
20/01/2020	News on Projects
13/01/2020	RegTech Festival de Accenture en Madrid, dando a conocer nuestra plataforma de Big Data Analytics
19/12/2019	<p>LinkedIn : Conoce el trabajo de Wenalyze en el proyecto INFINITECH-H2020.</p> <p>Facebook : Conoce el trabajo de Wenalyze en el proyecto INFINITECH-H2020. https://INFINITECH.wenalyze.com</p>
21/11/2019	Hoy en Lisboa... Con todos los que integramos el proyecto INFINITECH-H2020 para su lanzamiento
19/11/2019	Gran iniciativa la de INFINITECH-H2020, emblemática para Big Data en Finanzas y Seguros, que tiene una gran envergadura, por las cifras que les acompañan... y en la que participamos activamente
15/11/2019	<p>LinkedIn : El proyecto INFINITECH-H2020 lo integramos muchas empresas de diferentes ámbitos que trabajamos en diferentes pilotos por un fin común.</p> <p>Facebook : El proyecto INFINITECH lo integramos muchas empresas de diferentes ámbitos que trabajamos en diferentes pilotos. ¿las quieres conocer?</p>
13/11/2019	Trabajando en el piloto 13 de INFINITECH-H2020 donde estamos desarrollando una plataforma de

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	configuración de productos aseguradores para pymes.
11/11/2019	Trabajando al 100% en el piloto 13 para INFINITECH-H2020 donde estamos desarrollando una plataforma de configuración de productos aseguradores para pymes.
13/06/2019	La Comisión Europea concede al consorcio INFINITECH, en el que participa Wenalyze, una subvención de más de 15 millones de euros
13/06/2019	La Agencia EFE, se hace eco de nuestra noticia, donde la La CE otorga 15 millones al consorcio INFINITECH, donde formamos parte junto a grandes empresas como IBM, Banco Santander España, Liberty Bank, Hewlett Packard Enterprise, entre otros.
12/06/2019	La Comisión Europea ha concedido al consorcio INFINITECH, una subvención para el desarrollo de un entorno de prueba de #IoT y #BigData sobre servicios inteligentes, autónomos y personalizados en el ecosistema europeo de finanzas y seguros
12/06/2019	Wenalyze desarrollará una plataforma de configuración de productos aseguradores para Pyme
11/06/2019	Wenalyze desarrollará una plataforma de configuración de productos aseguradores para pyme con #INFINITECH para el desarrollo de servicios en el ecosistema europeo de finanzas y seguros.
11/06/2019	La Comisión Europea concede al consorcio INFINITECH, en el que participa Wenalyze, una subvención de más de 15 millones de euros. En el consorcio participan IBM, Hewlett Packard, Santander UK, Liberbank, el Banco Nacional de Grecia, entre otras empresas e instituciones

Appendix D - Consortium partners' tweets examples

Date	Title	Link
04/11/2019	Here we are with this interesting project #INFINITECH #insurance	https://twitter.com/wenalyze/status/1191323451073667072?s=20
11/11/2019	Trabajando en el PILOTO13...	https://twitter.com/wenalyze/status/1193839889277693952?s=20
14/11/2019	El proyecto INFINITECH lo integramos muchas empresas....	https://twitter.com/wenalyze/status/1194958407368761345?s=20
20/11/2019	Here's a look at all the partners of the INFINITECH-H2020 project ...	https://twitter.com/INFINITECH_EU/status/1197202790608752640?s=20
19/12/2020	Conoce nuestro trabajo en el proyecto @INFINITECH_EU	https://twitter.com/wenalyze/status/1207582956480585728?s=20
13/01/2020	Participación en el RegTech Festival de Accenture en Madrid.	https://twitter.com/wenalyze/status/1216651549788856322?s=20
28/01/2020	We are at @ParisFinForum, the biggest #Fintech event in France...	https://twitter.com/INFINITECH_EU/status/1222100530840907783?s=20
30/01/2020	De regreso del @ParisFinForum y nos centramos de lleno en nuestro proyecto con @INFINITECH_EU	https://twitter.com/wenalyze/status/1222840393076760581?s=20
02/04/2020	INFINITECH-H2020 continues hard working Bombilla eléctricaOur current virtual workshop "Personalized usage-based Insurance" is gathering 90 participants....	https://twitter.com/INFINITECH_EU/status/1245638650030731265?s=20
06/05/2020	Join our #BDVPPPSummit #webinar on 14 May. @INFINITECH_EU presents 3 real-life challenges from the #Insurance & #Finance service sectors. @BigDataStackEU explains its #BigData services ready to use, improving #banking & insurance customers' experience	https://twitter.com/INFINITECH_EU/status/1257991504880074752?s=20

Appendix E - Twitter analytics definitions and formula

1) Twitter Engagement rate

It refers to the retweets, follows, replies, favorites and click-throughs the tweets get, including the hashtags and links those tweets include. The Twitter engagement rate is equal to the tweets' engagement divided by the number of impressions those tweets have made. *(Source : Hubspot blog)*

The formula is : $(\text{total engagements} / \text{total impressions}) \times 100$

Total Engagements : the number of times people engaged with a tweet by commenting on it, linking it, retweeting it, or clicking on it (for any reason) / **Total impressions** : the total number of times a tweet was loaded in a Twitter feed.

2) Twitter retweet :

A retweet is simply a repost of another Twitter user's tweet on your own profile to show to your own followers. Like hashtags, retweets are a community-driven phenomenon on Twitter that helps make the service better and allow people to spread discussions easier. *(Source : Likewire blog)*

3) Twitter Link clicks : clicks on a URL or card in the Tweet.

Appendix F - Agenda Workshop First Fintech on AI, Financial Automation and Market Risk



19 May 2020
University College London

9.00	Registration
9.20	Tomaso Aste (University College London) Welcome
9.30	Wolfgang Karl Haerdle (Humboldt University of Berlin) FRM@Europe: The Financial Risk Meter for European Assets
10.00	Ying Chen (National University of Singapore) Topic Sentiment Asset Pricing with DNN Supervised Learning
10.30	Bihong Huang (Asian Development Bank) Networking with Peers: Evidence from a P2P Lending Platform
Coffee break & Short talks	
11.00	Michele Azzone (Polytechnic University of Milan): Neural Network Middle-Term Probabilistic Forecasting of Daily Power Consumption
11.30	Daniel Heller (University College London) Digital money: the tension between technology and regulation
12.00	Sam Hastings (Financial Conduct Authority London) Project Aegis: The Money Laundering Regulations

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12.30	Javier Arroyo (Complutense University of Madrid) Explainability of a Machine Learning Granting Scoring Model in Peer-to-Peer Lending
Lunch break & Short talks	
13.00	Ernesto Troiano (GFT Italy): Flagship Project for Digital Finance, potential collaboration with FIN-TECH Fabian Placht (T-Systems Germany): Potential European cloud computing for the FIN-TECH project
14.00	Paolo Giudici (University of Pavia) Libra or Librae? Basket based stablecoins
14.30	Rapolas Lakavicius (European Commission) EU Blockchain Strategy
15.00	Dror Kennett (FINRA) Regulatory versus industry risk perspectives
Coffee break & Short talks	
15.30	Bernardo Marques (University of Porto): Using clustering ensemble to identify banking business models
16.00	Jochen Papenbrock (Fisaxis) XAI and Exploitation Strategy
16.30	Shatha Qamhieh Hashem (An Najah National University) Option Price Forecasting using Multilayer Neural Networks

Appendix G - INFINITECH letter of invitation to join ISA

To the attention of: |
dr. XY
Department, Organization
Address

SPECIAL INVITATION TO INFINITECH STAKEHOLDER ALLIANCE

Dear Sirs,

we thank you again for your time in previous meetings and calls. As discussed, GFT is coordinating the European flagship project INFINITECH “*Tailored IoT & BigData Sandboxes and Testbeds for Smart, Autonomous and Personalized Services in the European Finance and Insurance Services Ecosystem*”, co-funded by the European Commission within Horizon 2020 Programme (Grant Agreement no 856632).

The INFINITECH project is a joint effort of global leaders in ICT and finance towards lowering the barriers for BigData/IoT/AI driven innovation, boosting regulatory compliance and stimulating additional investments.

In our position of project coordinators, we would like to invite you to join the INFINITECH Stakeholder Alliance (ISA), an informal group of parties interested in the project activities and outcomes. The main benefits of participating are:

- free access to information about project technology and knowledge;
- possible collaboration with international R&I teams;
- invitations to exclusive project-related meetings and events (e.g. webinars, BDVA workshops);
- opportunity to influence work of experts and senior researchers;
- first hand access to fund raising opportunities for innovation projects.

We would like to clarify that the participation in ISA is completely on voluntary base, it doesn't imply any cost and participants will not receive any financial support. In addition, ISA participants have no obligations and no commitment necessary (e.g., NDA, MOU). Each partner can decide to opt-out at any time with a simple communication.

We would like to add that, through the participation in ISA, you will have the opportunity to participate also in specific Big Data Value Association (BDVA) activities and especially in the Task Force (FT7.SG10) “AI and Big Data for the Financial Sector”.

In case you are interested to accept this invitation, you can simply send an email to INFINITECH Stakeholder Alliance coordinator, Dr. Vittorio Monferrino (vittorio.monferrino@gft.com), enclosing this document and specifying who the main contacts will be. Therefore, you will receive a follow-up for your involvement.

Date, 21 April 2020

*Maurizio Ferraris
INFINITECH Coordinator
Head of EU Unit
GFT Italy*