

# TruBlo – Open Call No. 2

## Information and Q&A Session



Webinar  
15 July 2021



**15:00** Toni Paradell & Lina Silveira from Worldline/F6S  
Introduction

**15:03** Nikos Kapsoulis from ICCS  
Objectives and Scientific challenges

**15:10** F6S  
The Open Call application

**15:22** Montse Guardia & Carlos Pastor from Alastria  
TruBlo Technical Infrastructure

**15:32** Elias Dakos from ATC  
Technical, Business and Support Service

**15:40 Question & Answer Session**  
**16:00** End

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# What is TruBlo?

TruBlo: “Trusted and reliable content on future blockchains”

ICT-54-2020: Blockchain for the Next Generation Internet  
*Fostering trust in internet information exchange and content with blockchain*

- It is a project founded by the European Commission
- Duration: 36 months from September 2020 to August 2023

# TruBlo Consortium

| Partner   | Main Role  | Country |
|---|--|---------|
|    | Overall project coordination, industry expert on blockchain technology | Spain   |
|    | Academic expert on blockchain technology                               | Greece  |
|    | Research on technologies to fight against fake news                    | Greece  |
|    | Germany's international public service broadcaster                     | Germany |
|  | Start-up/SME community, open call management                           | Ireland |
|  | Blockchain infrastructure provider                                     | Spain   |

# TruBlo Open Calls – Schedule

- **2nd Open Call – June 2021.** Publication and application period (3 months)
  - October 2021. Evaluation and Selection of proposals
  - December 2021. Innovation Phase (9 months)
  - September 2022. Progress Phase (6 months)
- **3rd Open Call – November 2021.** Publication and application period (2 months)
  - January 2022. Evaluation and Selection of proposals
  - May 2022. Innovation Phase (9 months)
  - February 2023. Progress Phase (6 months)

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# TRUBLO Launch Event

Objectives /  
Challenges

15 July 2021



# Vision

- As societies and **human/social networks grow**, people will find new direct and far more functional ways of **disseminating information**.
- Such networks inevitably rely more and more on technologically assisted means to ensure **trust** in:
  - the **medium** and
  - **disseminating information and content**
- The blockchain technology can contribute to the evolution of Next Generation

*"The **main vision** of the project is to nurture and facilitate beyond the state of the art research on **blockchain technology** which will lead to more scalable blockchain based solutions and applications which will contribute in **ensuring the exchange of trustworthy and reliable content on social networks and media.**"*



# Objectives

- To **nurture** and facilitate breakthrough **research results on blockchain** technologies in the area of **social networks and media**.
- To implement a series of **three open calls** that will enable the selection of **scientifically** excellent teams to **research & innovate** on blockchain technologies and applications.
- To provide **added value through consolidating the research** outcomes of the open calls.
- To offer a set of **supporting services** that will contribute as added value to third parties.
- To create an **ecosystem of stakeholders** who will guide the participating teams, SMEs and entrepreneurs in order to have a continuous interaction and close relation with academia, industry, standardisation bodies and development communities.
- <sup>9</sup> To enable innovative **blockchain-based business models** for the media industry and provide an extensive replicability and best practices framework.

# Challenge 1 – Trust & Reputation on blockchains

## Scope:

- The purpose of this open call topic is to invite innovative applications, technologies, technical approaches and methodologies that will increase the **levels of trust in blockchain based information exchange**.

## Data Focus:

- Emphasis will be put on **user generated content on the internet and social media**.
- Data from **IoT infrastructures** will be considered as well in order to ensure transparency and accountability on infrastructures created by end-users.

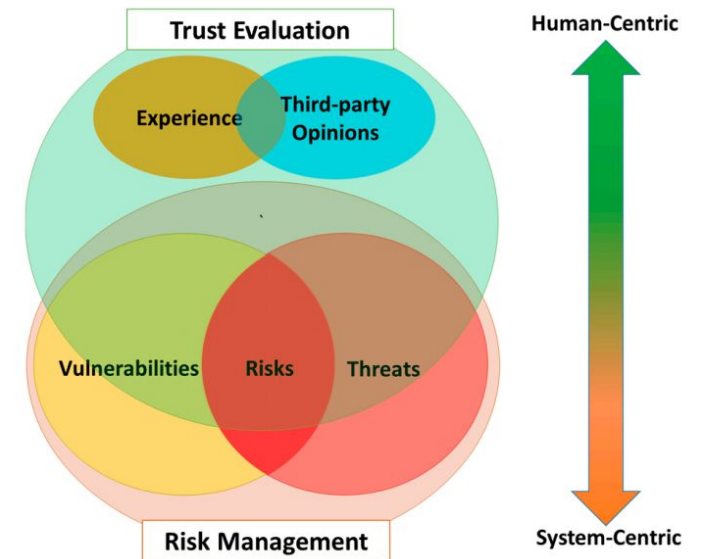
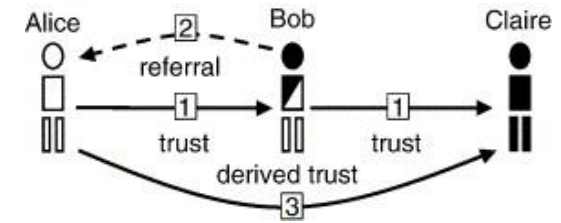
# Challenge 1 – Trust & Reputation on blockchains

## Indicative call topics:

- Engineering of level of trust (from the device, to the application and user-level).
- Reputation measuring and assessment based on history of transactions as these are being recorded.
- Flexible, easy to use and understand reputation models applied on blockchain applications, etc.

## Solutions focus:

- Monetizing premium user generated content,
- Applying GDPR compliant privacy enhanced blockchains,
- Applying Know-Your-Customer (KYC) approaches on blockchains and applications related to copyrights on user generated content.



# Challenge 2 – Proof-of-Location and Proof-of-Validity

## Scope:

- The users, as being part of a blockchain, can apply additional **verification mechanisms** that can increase **transparency**, **validity** and high level of **trustworthiness** of user generated genuine content.

## Data Focus:

- The content to be considered here is mainly user generated genuine content captured from users' mobile devices.

# Challenge 2 – Proof-of-Location and Proof-of-Validity

## Indicative call topics / Solutions focus:

- **Verification mechanisms** that can increase transparency, validity and high level of trustworthiness: namely new **Proof-of-Location** and **Proof-of-Validity** mechanisms.
- **PoL** has to do with intrinsic parameters that the mobile devices can provide (e.g. current location of the device when posting a specific article on social media).
- **PoV** is a human-contributed mechanism of validation whereby humans will undergo specific challenges and tests that are focused mainly on human intelligence and capabilities (e.g. recognise if a news item sounds too unrealistic and can be reported as fake news).





# Relevant Projects



**BLOOMEN:** Blockchains used as a distributed database for media copyright information, for fast micropayments of media content, and for transparency in copyright management and monetization. Demonstrations for Know Your Customer policies and validation mechanisms over Quorum blockchain.



**SOMA:** A Coordination and Support action aiming to provide support to a European community that will jointly fight disinformation. Provides useful infrastructure and connection with a wide community of experts.



**WeVerify:** Develops intelligent human-in-the-loop content verification and disinformation analysis methods and tools, like through cross-modal content verification, social network analysis, micro-targeted debunking and a blockchain-based public database of known fakes.



**M-Sec:** Security Analysis over blockchain-based applications. Coupling of off-chain and on-chain approaches and of Trust & Reputation models.



**CPN:** A virtual open platform with pluggable services allowing both large and small media companies to effectively personalise their content distribution.



**BlockStart:** Aims to build DLT capacity into Europe's ecosystem builders and remove obstacles to DLT adoption at the highest level.

# Apply now to Open Call No. 2

**Describe your early stage idea for “trusted content on future blockchains”. A total budget of € 1,450,000 is available.**

**On this page you find all needed information, documents for participation and button to Apply (which links to the F6S platform).**

**The call is open for researchers, innovators, developers from academia, startups, high tech companies or natural persons.**

**Opening date:** 14 June, 2021, 12:00 PM CET

**Closing date:** 10 September 2021, 12:00 PM CET

← deadline



# Stay Update And Get Involved!



TRUBLO.EU



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Trublo.slack.com



Youtube.com/trublo

## Thank you

Nikos Kapsoulis  
*ICCS/NTUA*



ALASTRIA



Deutsche  
Welle



Worldline



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# OPEN CALLS #2

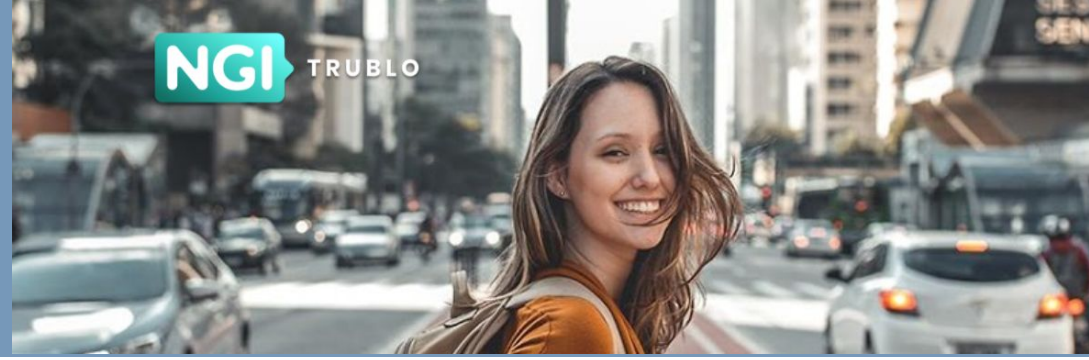
**How, who, what for?**

July 15th, 2021





# OPEN CALL #2



**Opening date:** 14th June 2021, 12:00 CET

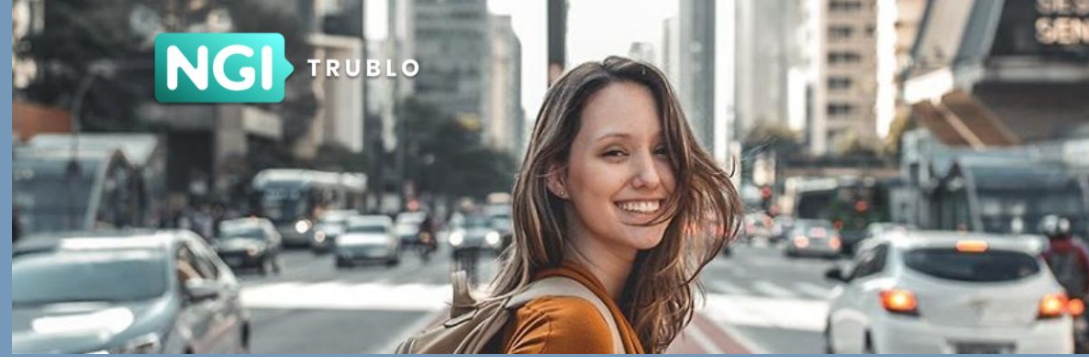
**Budget:** € 1450.000

**Closing date:** 10 September 2021, 17:00 CET

**Profile of applicants:** **developers, innovators, researchers, SMEs and entrepreneurs**, actively involved in research, development and application activities in the fields of Blockchain related technologies. They could be part of **academia, startups, high tech companies or natural person(s)**.

A 15 months programme split in 2 phases (9 + 6 months)

# OPEN CALL #2

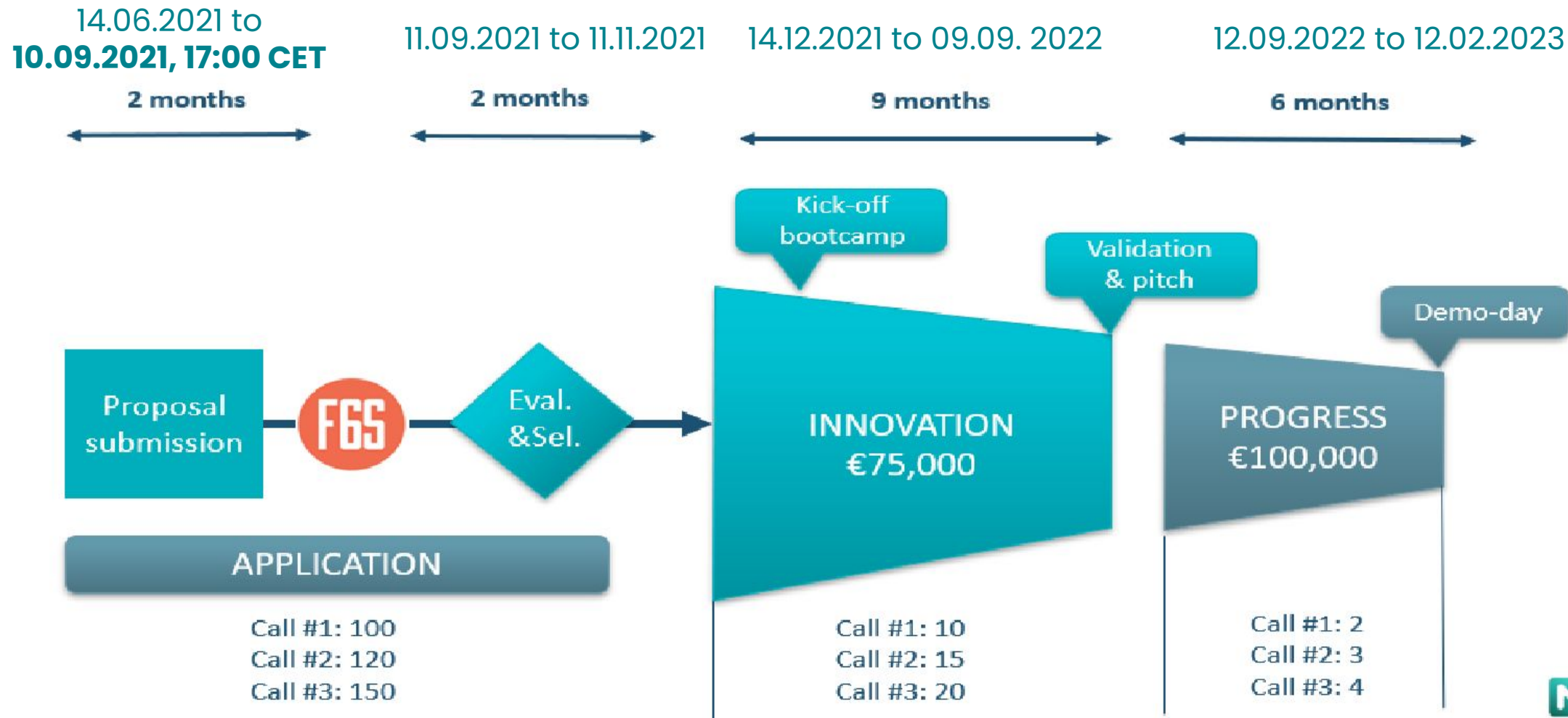


**Objectives** of the TruBlo Open Call is...

...to invite academic teams, researchers, SMEs and startups to **define and implement small scale research projects** on one of the two focus areas :

- Trust and reputation models on blockchains
- Proof-of-validity and proof-of-location

Selected applicants will enter a 9-months **INNOVATION Stage (Phase 1)**. From the initial beneficiaries of Phase 1 (up to 15 projects), a subset of 3 beneficiaries will be retained for **Progress Stage (Phase 2)** according to excellence criteria and will further elaborate the concept proposed in Phase 1.



## **INNOVATION Stage (Phase 1)**

**Duration: 9 months**

**14th Dec 2021 – 9th Sep 2022**

**Funding: up to €75,000**

The **15 selected teams** will be developing their proposed TRUBLO projects in collaboration/ connection with their networks, sector specialists and technology experts, by making use of the TRUBLO blockchain infrastructure and supporting services.

The teams will work at their own facilities and occasionally participate in meetings, workshops and training organized by the consortium.

What they have to deliver at the end as minimum deliverables is a Whitepaper describing their solution and the impact it can have in the NGI and Media industry or a scientific publication in a prestigious open access journal with high impact.

## **PROGRESS Stage (Phase 2)**

**Duration: 6 months**

**12th Sep 2022 – 12th Feb 2023**

**Funding: up to €100,000**

**3 Selected teams** will develop activities associated with the demonstration/ piloting as well as promotion and exploitation of their project, building an MVP as demonstrator and aiming to engage new customers and/or partners and/or investors.

The teams will work remotely (at their space) or with potential pilot customer and participate in several meetings and events where they can promote their project's goals and outcomes.

The third-parties will also deliver a Whitepaper describing the evaluation and potential impact of their MVP and present their results in a demo day.

**In all stages, selected teams will receive technical and business support.**

# OPEN CALL #2



## Type of Funding per Team

| Type of team  | Phase 1 | Phase 2  | Maximum funding |
|---|---------|----------|-----------------|
| Natural person  | 37 500€ | 50 000€  | 87 500€         |
| Team of natural persons   | 56 250€ | 75 000€  | 131 250€        |
| Legal entity or consortium of legal entities or combination of legal entities and natural persons | 75 000€ | 100 000€ | 175 000€        |



# Eligibility



# OPEN CALL #2 ELIGIBILITY

## Type of Applicants

The target Applicants of this call are:

- Internet technologists, researchers and innovators.
- Researchers and developers employed in research centers or enterprises among others SMEs, in third-level education institutes, research infrastructures, non-profit organisations and charitable (scientific) foundations

# OPEN CALL #2 ELIGIBILITY

**These Applicants' profiles can apply as individuals or linked to a legal entity**

□ **Natural person(s):**

One or more individuals (team); established in any eligible country. **This does not consider the country of origin but the residence permit.**

□ **Legal entity:**

- One or more entities (consortium); established in an eligible country;
- Universities, research centers, NGOs, foundations, micro, small and medium-sized enterprises, large enterprises are eligible.

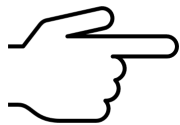
□ **Any combination of the above.**

# OPEN CALL #2 ELIGIBILITY

## Eligible Countries

Only Applicants legally established/resident in any of the following countries (hereafter collectively identified as the “Eligible Countries”) are eligible:

- The Member States (MS) of the European Union (EU), including their Outermost Regions;
- The Overseas Countries and Territories (OCT) linked to the Member States;
- H2020 associated countries (those which signed an agreement with the Union as identified in Article 7 of the Horizon 2020 Regulation): according to the updated list published by the EC2;
- **The UK applicants are eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.**



[https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-ga\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-ga_en.pdf)



# Evaluation







10 September 2021, 17:00 CET

Proposal



Rejection  
letter



Evaluation

Pre-Selected



Until 15 October 2021

Sub-Grantee  
Agreement  
signature



Until 11 November 2021

# EVALUATION PROCESS

Each proposal evaluated by 2 experts on the following criterias

## 1-Concept [0-5; min.3]

Clarity, pertinence, soundness of the concept and credibility of the proposed research

Relevance of the research analysis to the TRIBLO topic

Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)

## 2- Team [0-5; min.3]

Excellence/Capacity of the applicant and team capability to achieve the research goal

Nature and diveristy of the team

The experience of the applicant/s on the research topic

## 3-Technology [0-5; min.3]

Clear technology and business fit to TRUBLO scope and identified research challenges.

Clear objectives of achiving TRL 7-9 and clear technical milestones

Clarity on management of the research data where relevant.

## 3- Impact [0-5; min.3]

Impact of the innovation on the needs of European and global markets

Clear scientific, social and economic impacts of the proposed research

Quality of the proposed measures to exploit and disseminate the project results (including management of IPR), as well as clear strategy for targeting peers (scientific, industry and other actors, professional organisations, policy makers) and the wider community.

For each criterion under examination, score values will indicate the following assessments:

- **1: Fail.** The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information.
- **2: Poor.** There are serious inherent weaknesses.
- **3: Good.** While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting.
- **4: Very Good.** The proposal addresses the criterion well, although certain improvements are possible.
- **5: Excellent.** The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

For each criteria, the minimum threshold is 3 out of 5 points.



# EVALUATION PROCESS

- The highest ranked projects evaluated by the experts will be selected for a remote interview, where teams are expected to pitch/ explain their project and answer to reviewers questions.
- **Up to 15 projects will be selected**
- Each applicant will receive via e-mail a letter informing of the decision - whether a rejection letter or acceptance with the respective following steps.



# Application Process

Application only through F6S application page:

<https://www.f6s.com/trublo-open-call-2/apply>



# Application process on F6S

- Application form: administrative questions to be completed directly in the F6S platform
- Proposal description include the following sections:
  - (1) Project Summary,
  - (2) Organisation background,
  - (3) Concept & Breakthrough
  - (4) Ambition & Impact
  - (5) Strategy & Milestones
  - (6) Ethical/Security Checklist

For any Open Call/ Application related questions:

- [info@trublo.eu](mailto:info@trublo.eu)
- Live F6S Page:  
<https://www.f6s.com/trublo-open-call-2/discuss>

□



**Thank you!**  
**For more information, access**  
**[trublo.eu](http://trublo.eu)**





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# TRUBLO Technical Infrastructure

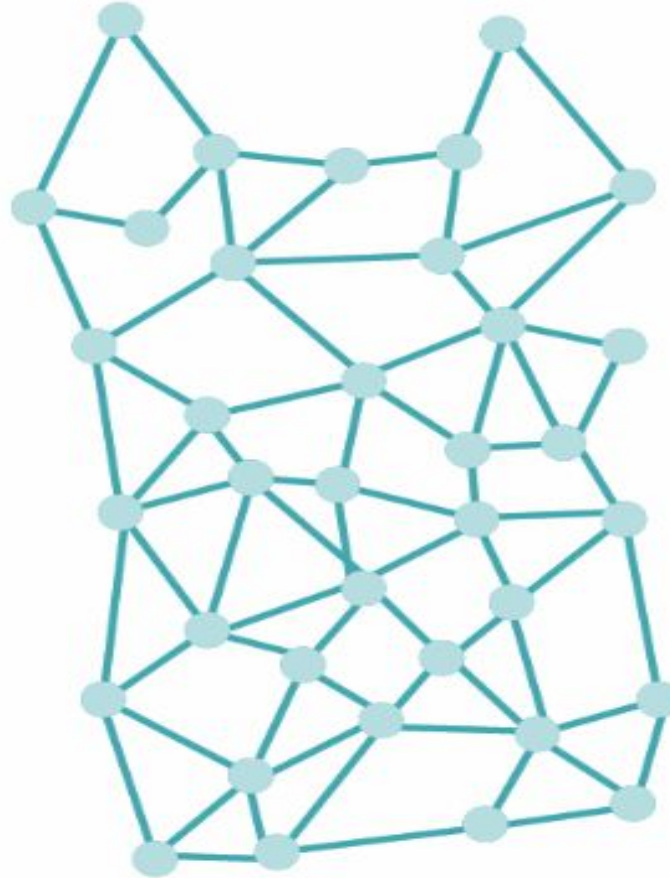
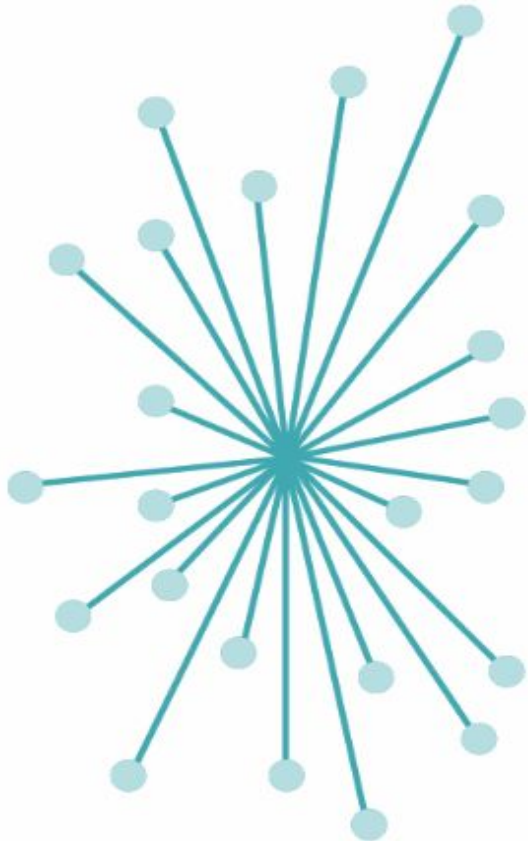
## Alastria Infra & DI model

Montserrat Guardia Güell – DG Alastria

Carlos Pastor – Leader Digital Identity  
15 July 2021 Commission

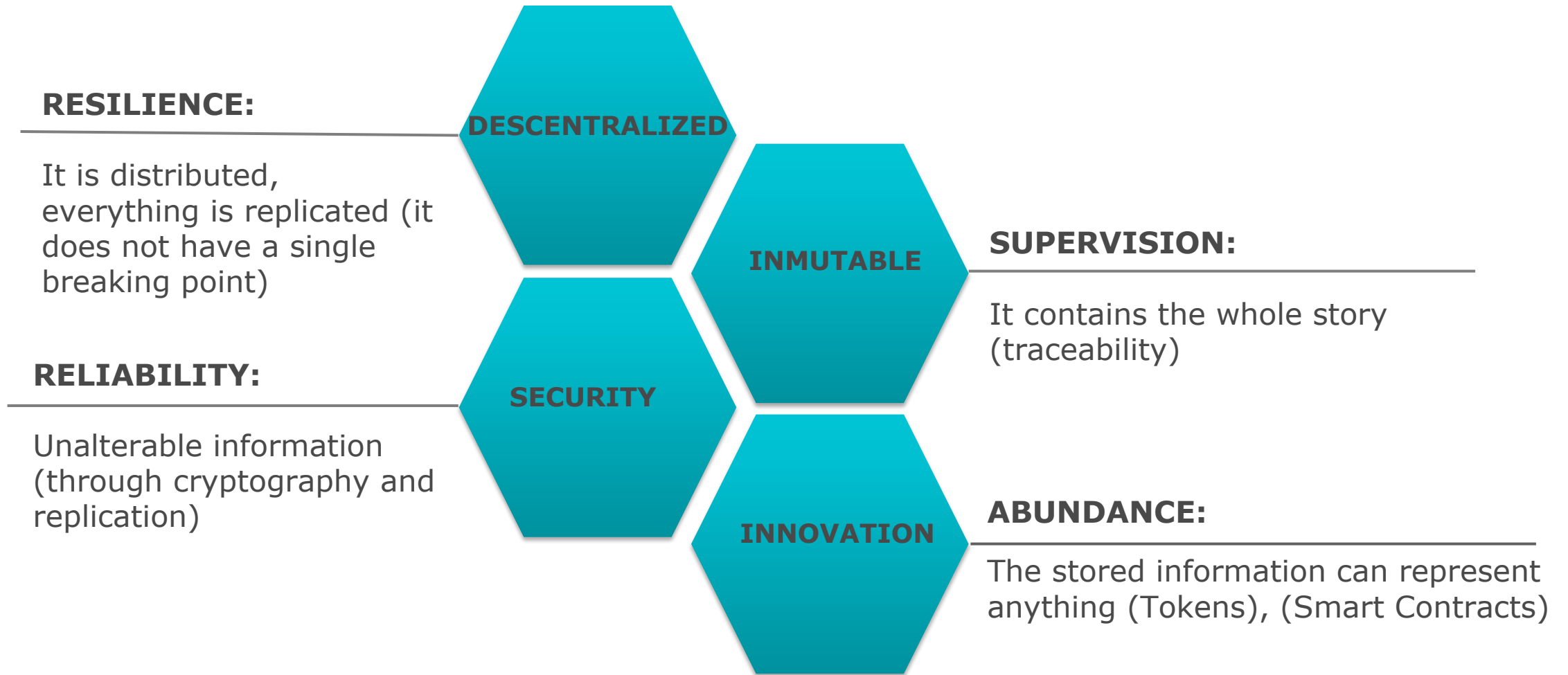


# CHANGE: ARCHITECTURE IN A MESH

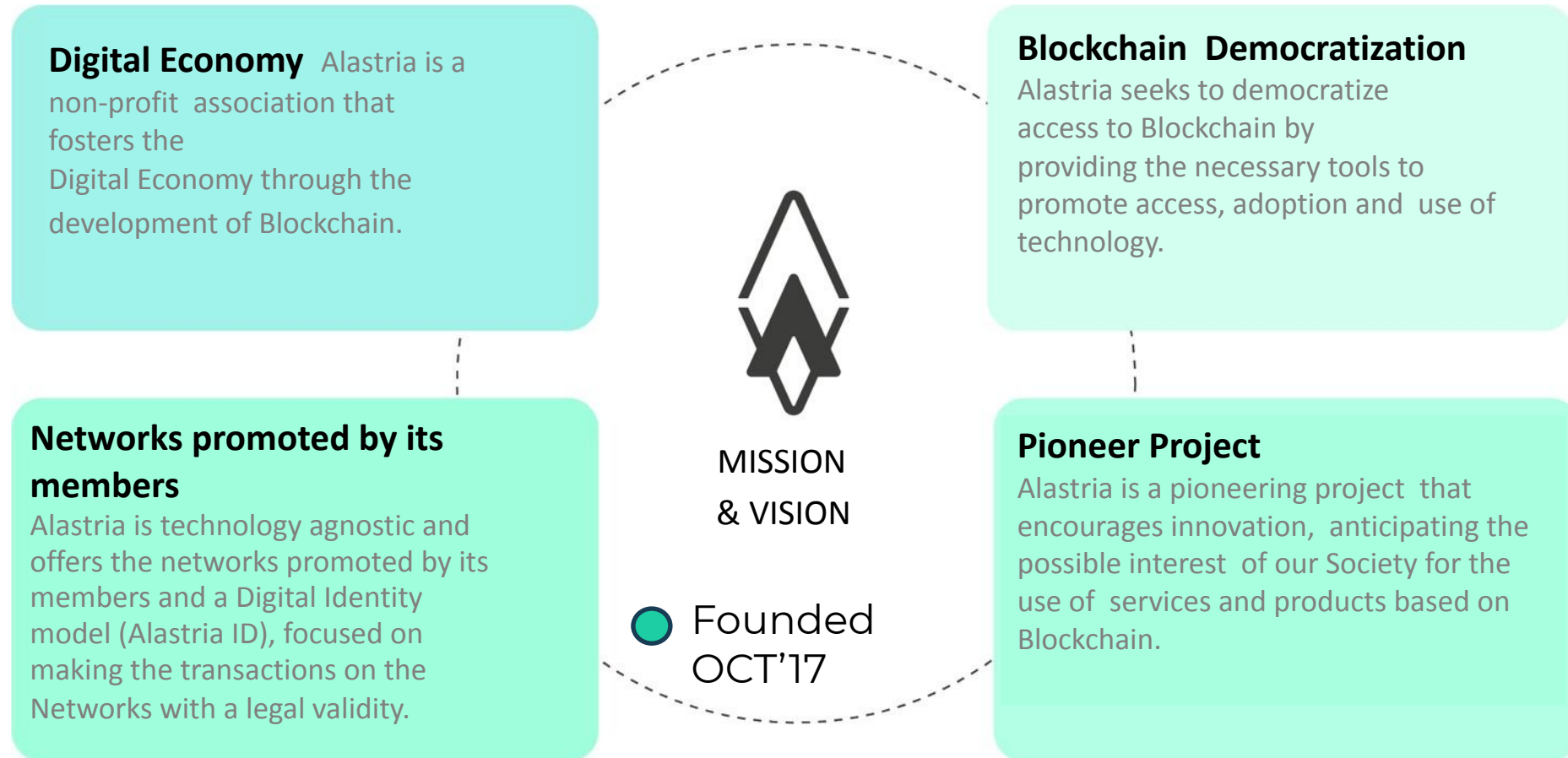


Networking infrastructures can become **feasible** and **sustainable**, and **generate social and economic benefits** to **any participant** in the network.

# DLT / BLOCKCHAIN MAIN FEATURES



# ALASTRIA's MISSION & VISION



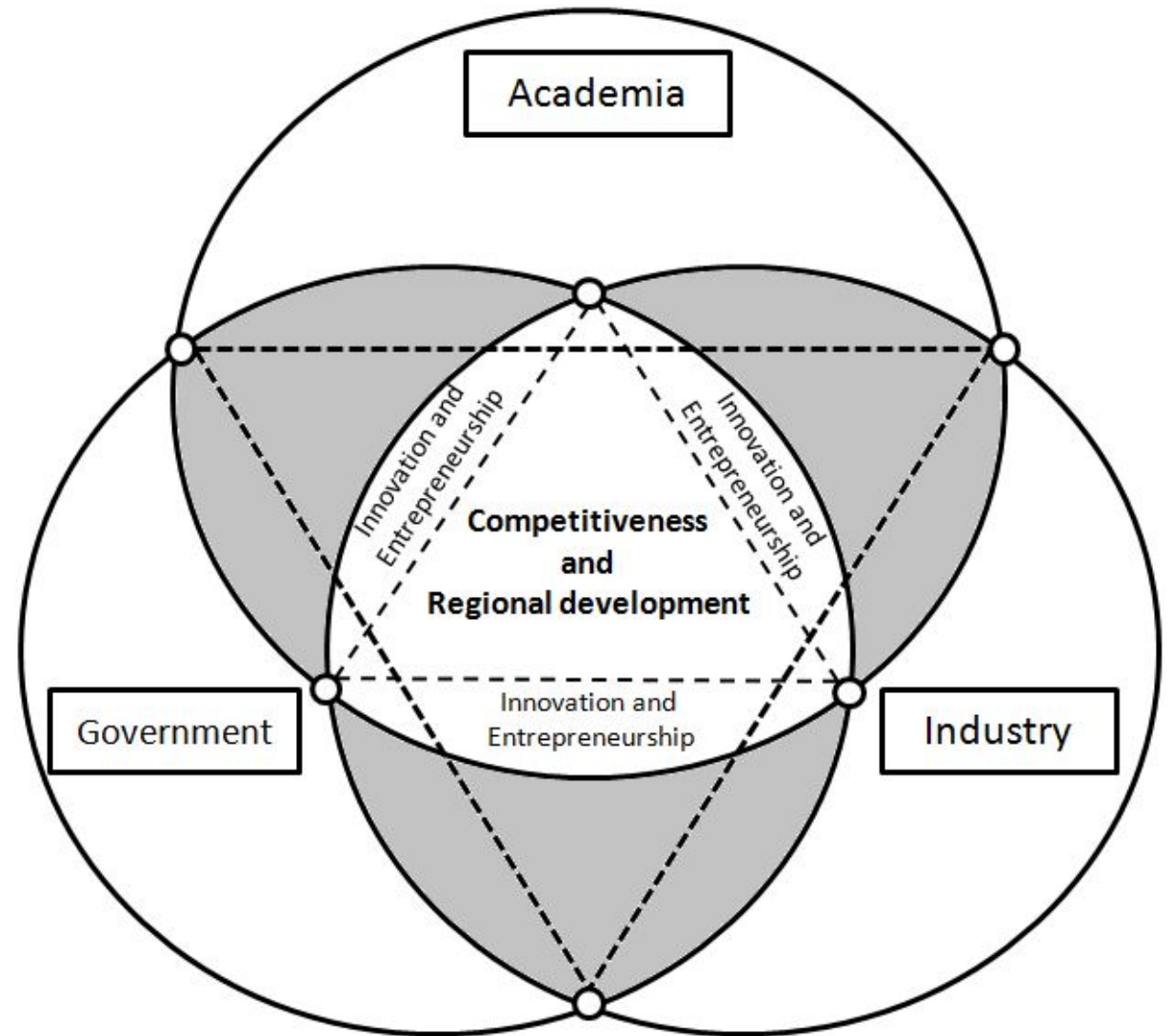


# ALASTRIA METHOD TRIPLE HELIX INNOVATION MODEL

## KEY FACTOR:

Leverage, balance, running together, synchronicity,

- Speed, Pro-activity, Re-activity, activity
- Purpose
- Needs and timings
- Incentives.
- Local + Global.



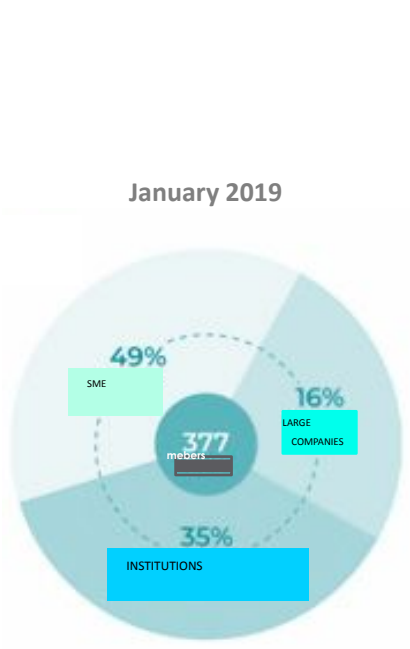
# ALASTRIA's INTERNATIONAL PRESENCE



## EU Blockchain Partnership



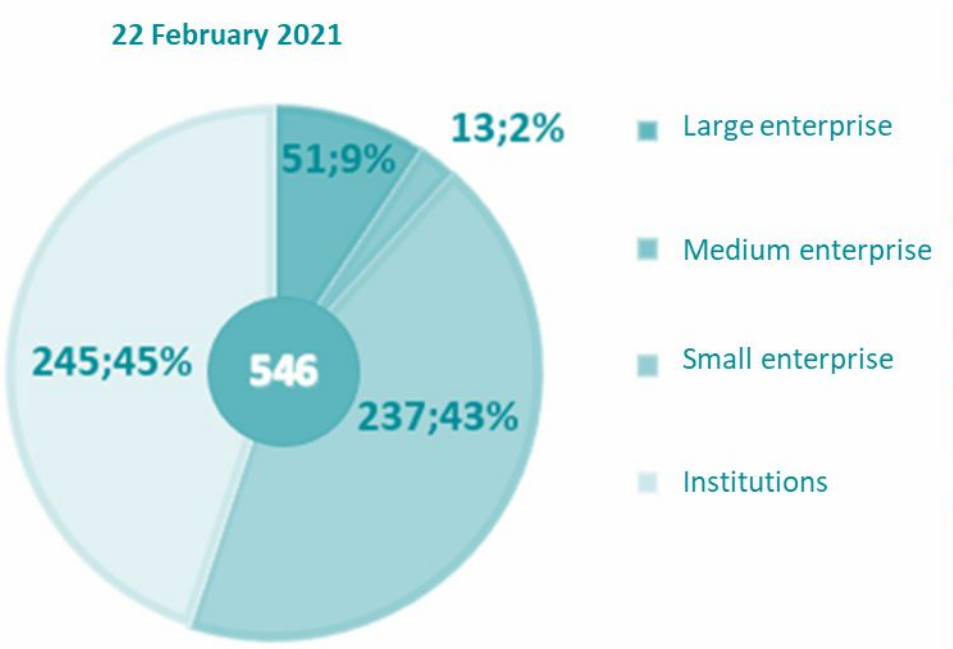
# MEMBERS OF ALASTRIA



17 Ibex35® companies are members of Alastria (Acciona, Banco Sabadell, Bankia, BBVA, Caixabank, Endesa, Ferrovial, Iberdrola, Indra, Mapfre, MásMóvil, Naturgy, Red Eléctrica, Repsol, Santander, Siemens y Telefónica).



During 2019-2021, other large companies in the international technology industry have joined, such as IBM and Consensys.

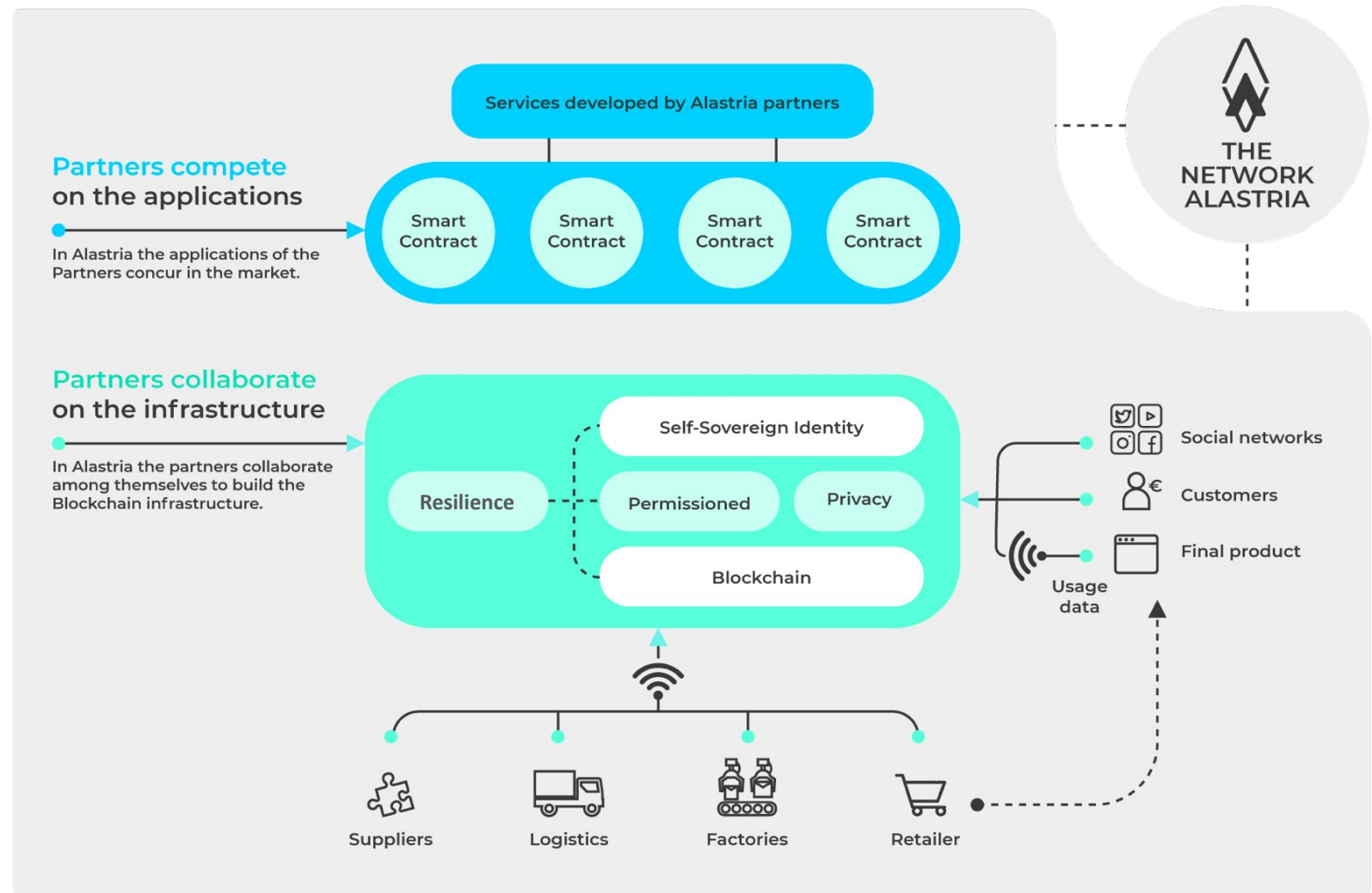


Alastria is committed to promoting the Digital Economy in SMEs, that's why 45% of its members are from this key sector for Spanish GDP.

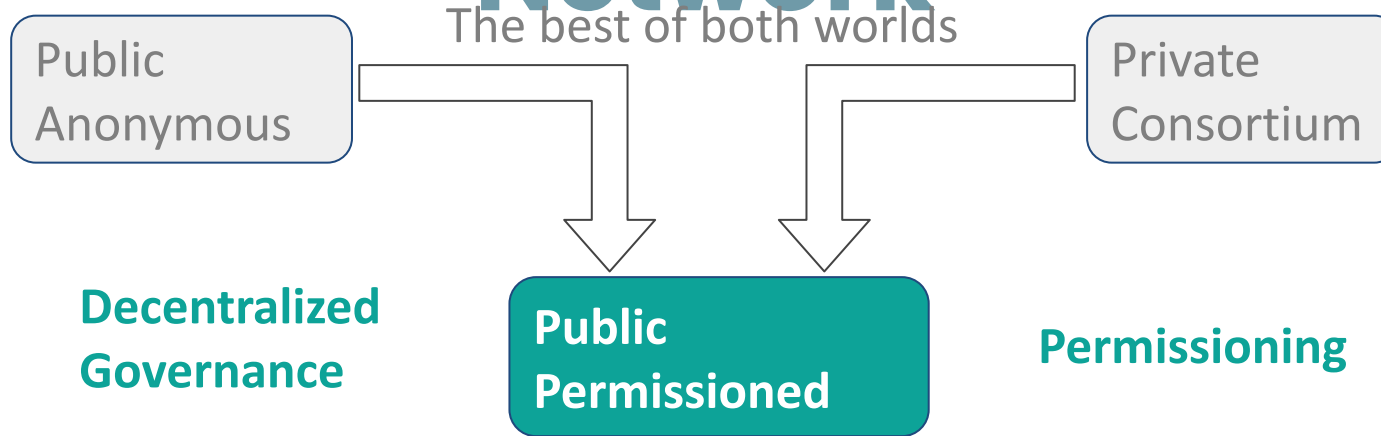


52 universities, 16 technology parks and 49 public administrations are members of Alastria.

# CO-OPETITION AS A FORMULA FOR PARTICIPATION IN ALASTRIA!



# BEST TEST LAB – Blockchain Permissioned Network



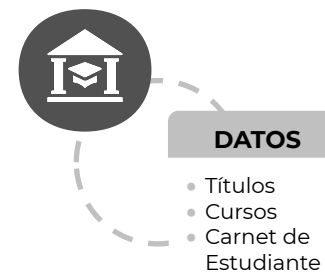
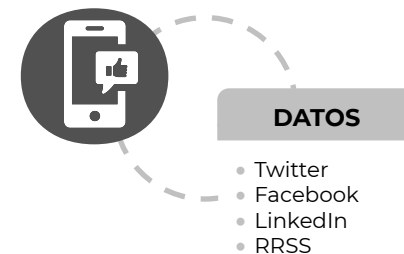
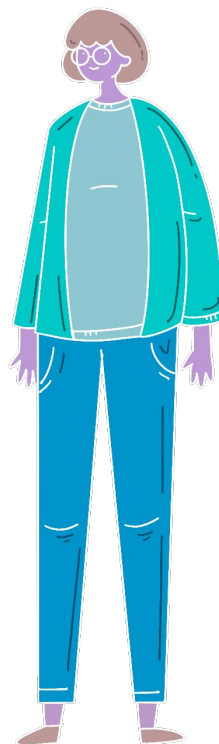
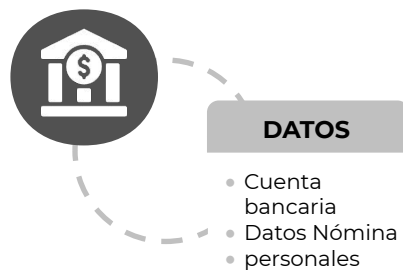
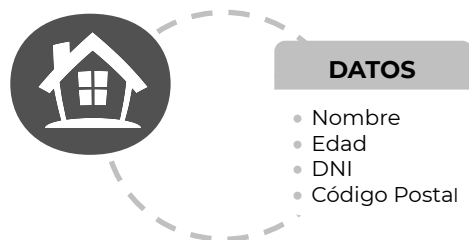
**2.9** MILLION TRANSACTIONS/MONTH

**99.99%** AVAILABILITY

**+150** NODES



# CHANGE: From Personal Data controlled by providers



# CHANGE: To Personal data under user Self-Sovereign Identity (SSI)



... control over our personal data which still have far too rarely today. Every time an App or website asks us to create a new digital identity or to easily log on via a big platform, we have no idea what happens to our data in reality.

**That is why the Commission will soon propose a secure European e-identity.**

One that we trust and that any citizen can use anywhere in Europe to do anything from paying your taxes to renting a bicycle. A technology where we can control ourselves what data and how data is used

*President von der Leyen's speech*

*State of the Union 2020 - 16<sup>th</sup> of September 2020*

# ALASTRIA ID DIGITAL IDENTITY MODEL

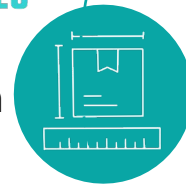
UNE 71307 approved



Contributed to JTC19



## Standardization



#EUBlockchain



## Projects

- Dalion, Digitalis, Cabo Verde,...: Projects using Alastria ID
- Validated Id, uPort, Everis, Vottun,...: Alastria ID Compliant Wallets
- LACCHAIN - DAVID19: sponsored by Banco Interamericano de Desarrollo

Three cornerstones:

## Alastria ID

- Functional-UX
- Technical
- Legal

## European Initiatives

EBP: European Blockchain Partnership (Member States)

EBSI: European Blockchain Services Infrastructure

ESSIF: European Self-Sovereign Identity Framework

eIDAS: eIDAS Bridge project

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## Apply Now



ALASTRIA



Deutsche  
Welle



Worldline



TRUBLO



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# Technical and Business Support Services to Third Parties

By Elias Dakos (ATC)

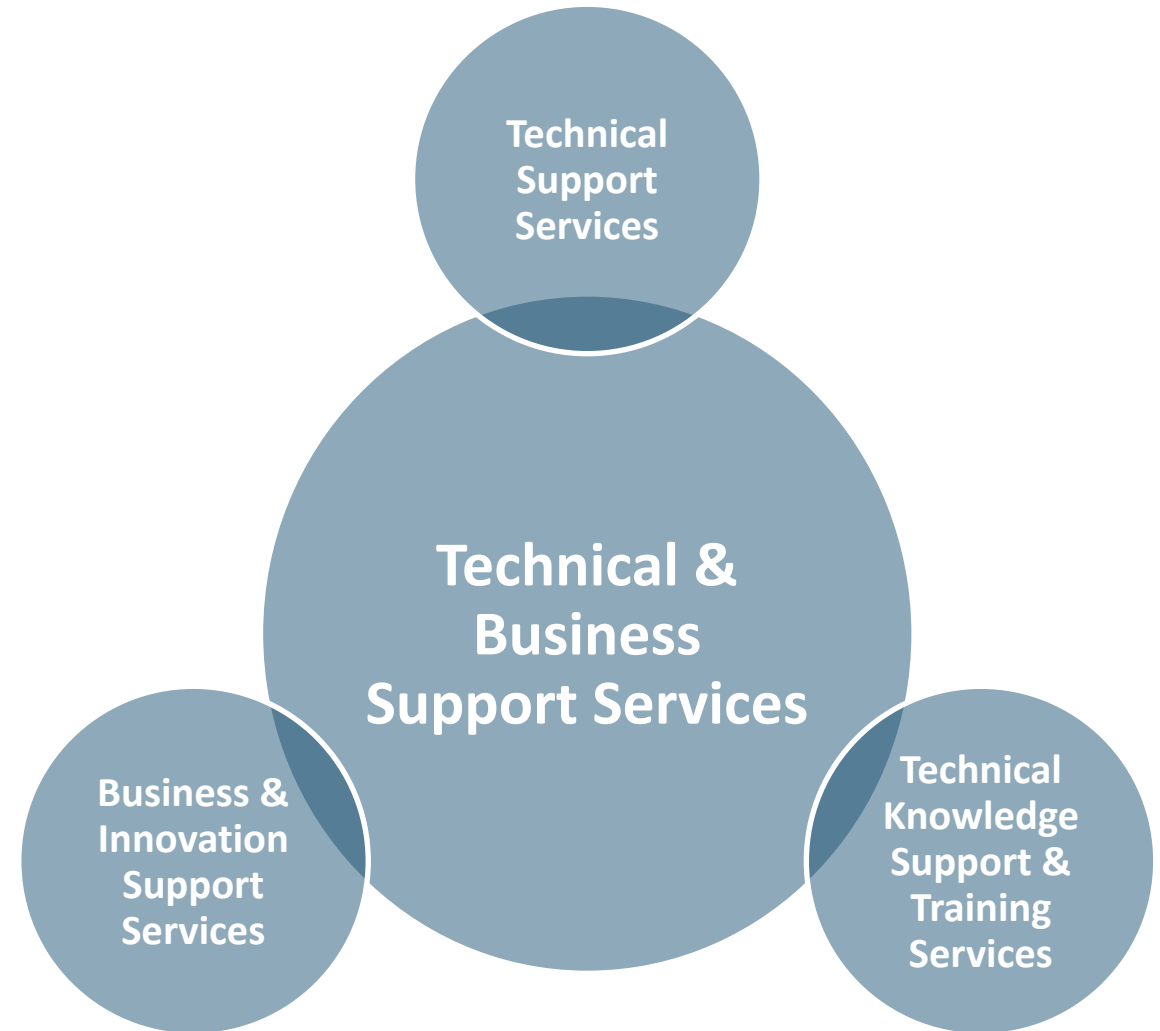
15/07/2021



# The Scope

- **Provide all necessary technical and business support** to research teams receiving funding, in order to bring their visions to life and achieve the maximum
  - **enhance business knowledge and capacity of the teams** towards the market uptake of their developed solutions and applications
  - **support teams** throughout their research and development activities by providing any necessary **infrastructure and guidance**
  - support teams to **effectively and efficiently present** their developed solutions to targeted stakeholders
  - **link teams with stakeholders and the media** ecosystem and community as a whole

# The Services



# Technical Support Services

- Provide Technical & Pilot testing infrastructure for research teams to develop and pilot test their blockchain applications;
- **TruBlo's Blockchain Infrastructure**, provided by Alastria as a Platform as a Service (PaaS)
- [European Observatory against Disinformation Verification Platform](#) in order to pilot test their application over real life scenarios by the large community of end users who currently use the platform;
  - a) concrete set of technical requirements and
  - b) technical assistance to make sure that their solution can be easily integrated and tested, while meeting the user needs and technical requirements of the Observatory
- **Technical support and guidance will be provided**



# Business & Innovation Support Services

- **Provide a set of business and innovation support services** to applicants receiving funding from the project, aiming to the commercial uptake of their innovative applications;
- **Organise 3 webinars** (one per call): Covering a number of business growth related topics (such as Market analysis, Business Planning, Marketing, Sales, Valuation etc.). These webinars will be offered and will be open for participation to all successful applicants of the calls;

# Business & Innovation Support Services

- Innovation Voucher equal to 20 credits, that can “spend” on any of the support services:

|   | Phase 1: Innovation | Phase 2: Progress |
|---|---------------------|-------------------|
| Innovation Feedback & Fine-tuning       | X (10 credits)      | N/A               |
| Innovation Brokering                    | X (10 credits)      | X (10 credits)    |
| Innovation Funding                      | N/A                 | X (20 credits)    |
| Business Modelling and Planning Support | N/A                 | X (20 credits)    |
| Awareness Raising                       | X (10 credits)      | X (10 credits)    |
| “Talk to Users” Hotline                 | X (10 credits)      | X (10 credits)    |

# Technical Knowledge Support & Training Services

- Provision of a set of services to the selected start-ups, research teams and SMEs, in order to achieve three objectives:
  - **Technical Knowledge Support:** provide the necessary technical support to participants by answering to technical questions and providing scientific content and advice on demand.
  - **Technical Training & Mentoring:** enrich the technical skills of the participants and equip them with the necessary background and baseline knowledge to support innovation, by providing links to all the necessary training material and technical toolkits
    - ❖ self-paced courses;
    - ❖ e-Classes in which participants will be able to interact live with each other by sharing questions, experiences and solutions;
    - ❖ coaching and mentoring sessions.
  - **Technical Coordination:** to ensure the thematic and technical coherence and coordination of these third party projects

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# Thank you!



ALASTRIA



Deutsche  
Welle



Worldline



**15:00** Toni Paradell & Mirko Lorenz from Worldline/Deutsche Welle  
Introduction

**15:03** Nikos Kapsoulis from ICCS  
Objectives and Scientific challenges

**15:10** F6S  
The Open Call application

**15:22** Montse Guardia & Carlos Pastor from Alastria  
TruBlo Technical Infrastructure

**15:32** Anna Triantafillou? from ATC  
Technical, Business and Support Service

**15:40 Question & Answer Session**  
**16:00** End