

# Data Space Accelerator Communication Guidelines

## Purpose

This document provides communication guidelines for all partners, service providers and stakeholders involved in promoting and communicating the Data Space Accelerator (DSA).

The objective is to ensure consistent, accurate and compliant communication across all channels while maintaining alignment with the official messaging, branding and materials provided by the International Data Spaces Association (IDSA).

## Critical Communication Rules

The following principles apply to all external communications:

- **Study Participation ≠ Funding**  
The Data Space Accelerator is a study and must not be communicated as a funding programme.
- **Remuneration ≠ Compensation**  
Participating companies may receive a remuneration based on verified results and study participation.
- **Productive Deployment ≠ Pilot**  
The DSA is not a pilot project. It focuses on productive data exchange and measurable outcomes.
- **Official Materials Only**  
Only materials provided through the official IDSA communication channels may be used.
- **Single Source of Truth**  
All information must be aligned with the official DSA and IDSA communication channels.

## Single Source of Truth

All official information regarding the Data Space Accelerator must be sourced from the official communication channels.

Official information, programme updates, participation requirements, event dates and communication assets are available at:

Data Space Accelerator:

<https://data-space-accelerator.com>

IDSA Communication Assets:

<https://internationaldataspaces.org/data-space-accelerator-communication-assets/>

The Communication Assets page contains approved:

- Presentations
- Flyers
- Social media texts, visuals
- Newsletter templates
- Videos
- Additional communication materials



For questions regarding participation, eligibility, onboarding, remuneration, timelines or study requirements, stakeholders should always be referred to the official IDSA contact channels:

[dsa@internationaldataspaces.org](mailto:dsa@internationaldataspaces.org)

## Use of Materials and Branding

Only official materials provided by IDSA may be used for external communication.

This includes:

- events
- customer meetings
- trade fairs
- webinars
- information sessions
- presentations
- social media
- newsletter

The programme's visual identity has been defined by the project owner and must not be altered.

### Allowed

- Use official communication materials.
- Print and distribute official flyers.
- Share official demo videos.
- Use approved social media and newsletter templates.
- Promote official webinars and information sessions.

### Not Allowed

- Remove logos.
- Add additional logos.
- Modify logo placement.
- Change slide layouts.
- Alter branding elements.
- Create modified versions of official communication assets.
- Use self-created materials that contradict official messaging.

Official presentation slides must remain unchanged.

Social media and newsletter copy may be adapted to specific channels. However, the approved messaging, terminology and positioning must remain consistent.

## Messaging and Wording

Consistent terminology is essential across all communication activities.

### Approved Terminology

Use:

- Study participation
- Participating company
- Productive data exchange
- Productive deployment
- Data space adoption
- Remuneration
- Payment
- Payout
- Verified results

Do not use:

- Funding
- Funding programme
- Subsidy
- Grant
- Financial support
- Compensation
- Flat-rate reimbursement
- Pilot
- Pilot project
- Experiment
- Proof of Concept

The Data Space Accelerator is not a funding programme and not a pilot project.

**Participating companies can receive a remuneration of up to €30,000 based on verified productive data exchange and study participation.**

## Approved Core Messaging

The Data Space Accelerator (DSA) is a large-scale study investigating how industrial data spaces develop when a critical mass of companies participates in productive data exchange.

Companies exchange data across organizational and national boundaries to improve industrial value creation, increase efficiency and enable new digital business opportunities.

While the potential of data spaces is widely recognized, there is still limited empirical evidence on how network effects and economic value emerge when large numbers of companies actively participate.

The Data Space Accelerator addresses this challenge by enabling a significant number of companies to enter productive data space operations and by generating transferable insights on network effects, data maturity and business value.

The reference data space for the study is Catena-X.

Participating companies contribute to generating valuable evidence on how open and interoperable data spaces scale and create economic value in real-world business environments.

## Target Audience

The study primarily targets European SMEs and Mid-Caps. However, participation is not limited to these groups. Any company may apply and participate provided the programme requirements are met.

Communication should therefore emphasise the primary focus on SMEs and Mid-Caps while clearly stating that participation is open to companies of all sizes.



## Information Sessions and Events

A series of information sessions will be held in German and English over the coming weeks.

Partners and stakeholders are encouraged to actively support outreach activities by:

- Promoting webinars and information sessions
- Sharing invitations internally
- Informing customers and partners about participation opportunities
- Referring interested companies to the official registration pages

Current event dates and registration information are available via the official DSA and IDSA websites.

## Contact and Official Resources

Official DSA Website:

<https://data-space-accelerator.com>

Official Communication Assets:

<https://internationaldataspaces.org/data-space-accelerator-communication-assets/>

For official questions regarding participation, process or eligibility, please refer stakeholders to the IDSA contact channels listed on the official websites.