

# Title: European Cardano Community Town Hall - Operation

---

Link: <https://cardano.ideascale.com/c/idea/103737>

Project ID: 1000082

Project Manager(s): Ricardo Burgos (10/23-02/24), Marcus Ubani (interim and closing)

Project start: 10/2023

Project Completion: 02/2024

This page summarizes the outcomes from the ECC activities performed between Oct 2023 and February 2024. We are very happy for our growing community and look forward to a great continuation in 2024.

Our closing report contains the following sections:

- An update of KPI for the complete proposal
- A report showing all inflows and outflows by category
- An overview of all recorded YouTube events and X-Spaces (via the EU Town Hall Website)

Based on this closing report, the team will create a closing video which summarizes the main aspects of the closing report (approx. 5 min duration).

## List of challenge KPIs

- Grow the ADA economy and inform our future funding priorities.
- It's all about exploring the gaps where Catalyst innovation funding hasn't reached yet.
- Explain how your project will benefit the Cardano ecosystem

**KPI:** Grow the ADA economy and inform our future funding priorities. We connected new people to Cardano by reaching out beyond our ecosystem, including former SEC lawyers and other blockchain projects like Partisia, Matic, Meld, and Nervos. **Our Target:** Promote the idea of an open, sincere, and friendly Cardano ecosystem. **Our Results:** Projects joining our community trust that we are welcoming them while providing valuable conversations.

**KPI:** It's all about exploring the gaps where Catalyst innovation funding hasn't reached yet. We planted the seeds to build a Global Donation Framework, and added Cardano core influencers and members to a signing committee including Hoskytoken, Tobler, and most of the Cardano TownHalls.

**Our Target:** Promote the idea to jointly create a framework for a safer and more transparent donation process. **Our Results:** Through our online event we kickstarted the framework. Results have been very low for now.

**KPI:** Explain how your project will benefit the Cardano ecosystem By now we are probably best known to foster communication amongst founders through our fortnightly fireside chats. **Our**

**Target:** Provide a virtual communication Hub to share views and impacts from a European perspective. **Our Results:** We are growing into a founder-centric community that promotes inclusivity and opportunities to create connections and exchange founder-relevant information through conversations.

## List of project KPIs

- sign-ups via Discord invites or other measurable links
- number of project profiles in the EuCardano Discord
- Avg users attending our spaces / TH
- retweets of recordings after a YT publication
- activity on GitHub for research projects
- number of endorsements of participants/companies

## Addressing project's KPI

After

- renaming the Townhall meetings to Fireside Chats to reflect the more casual style
- changing the Townhall format to a more founder-centric conversational approach

We followed the concept of a simple Marketing Flywheel:

- a project channel in our Discord aims to reflect the growth of Europe-connected projects
- in this channel projects can talk about their projects to connect and expand their community
- fortnightly Fireside Chats provide founders a platform to present and connect
- YouTube recordings of these Fireside Chats manifest the spirit of an inclusive founder hub
- Twitter/X Spaces help to spread the message of our endeavour to different (language) clusters
- Reposts of recordings in YT and Twitter/X endorse what we do and onboard new users to Discord

# Key achievements (in particular around collaboration and engagement)

## Achievements Collaboration

Through collaboration with projects who have participated in our fireside chats we were able to create a NFT X-mas calendar giveaway series.

Outreach to members of IOG, Cardano Foundation and EMURGO is generally easy and does help especially for orientation and support within the ecosystem. For example did we receive support during our German Twitter Spaces from members of the Foundation as individuals with views of their own. We are very thankful for this personal engagement.

We collaborated with now-established projects like Gamechanger and Xerberus, supporting them in laying foundational work during pivotal or early-stage phases. This included discussing UX, marketing, and regulatory affairs like MiCA.

Outreaching to key influencers in of Cardano led to the initiation of the #CardanoGives Campaign; the attempt to create a global donation framework through Cardano.

We created Twitter/X spaces to promote small Stakepools, from which a monthly disussion around SPO related things derived "Intentionally Random". Two of these pools have grown by now to respectable and profitable sizes of 10-20mio ADA. We assume our collaboration contributed/s to their growth.

## Achievements Engagement

The following table shows the tracking of our KPI for the Fund 10 proposal timeframe.

	Goal	08/23	09/23	10/23	11/23	12/23	01/24	02/24	
	<b>GROWTH (1+n)</b>	0.09	0.12	0.18	0.07	0.07	0.12		Comment
sign-ups via Discord invites or other measurable links	500	304	332	372	439	470	503	563	
number of project profiles in the EuCardano Discord	50	25	34	38	45	48	51	57	
Avg users attending our spaces / TH	30	14	17	19	22	24	26	29	see below
retweets of recordings after a YT publication	20		12	13	15	16	17	19	
activity on GitHub for research projects	4	0	0	0	0	3	3	4	
number of endorsements of participants/companies	25				6	6	6	7	Will happen via Website
<b>Proposal KPI Statement as per August 2023</b>	<b>Revised KPI as per November 2023 (Green= target kept, Red=target adjusted)</b>								
	<b>Goal</b>	<b>08/23</b>	<b>09/23</b>	<b>10/23</b>	<b>11/23</b>	<b>12/23</b>	<b>01/24</b>	<b>02/24</b>	
[Goal Nr. 1] Increase the number of participants in our Town Hall Zoom calls; Target Value: 30	25	17	17	19	22	24	26	29	We expect Oct & Nov to be stronger than Dec and Jan, Feb could pick up again. Our TH guests are pretty strong for the upcoming months (we will integrate a technical flow to ease the process)
[Goal Nr. 2] Increase the number of users (non-bots :) in our Discord Server; Target Value: 500	500		332	372	439	470	503	563	We expect Oct & Nov to be stronger than Dec and Jan, Feb could pick up again. Growth should come from THs, Videos, Spaces, and Raffles
[Goal Nr. 3] Increase the number of daily active users in our Discord Server; Target Value: 20	20	3	5	6	7	7	7	8	Activity could rise during Winter months as best wishes and raffles could increase
[Goal Nr. 4] Increase the number of participants in the local language Twitter spaces; Target Value: 15 participants	15			10	12	13	14	16	We have already have candidates ready to build their community on our shoulders.
<b>Actual Values</b>									
[Goal Nr. 1] Increase the number of participants in our Town Hall Zoom calls; Target Value: 30	25	18	15	26	27	32	18	26	
[Goal Nr. 2] Increase the number of users (non-bots :) in our Discord Server; Target Value: 500	500	288	306	334	348	409	398	402	
[Goal Nr. 3] Increase the number of daily active users in our Discord Server; Target Value: 20	20	(3 - 5)	(3 - 5)	(5 - 10)	(5 - 10)	(5 - 10)	(3 - 5)	(1 - 2)	
[Goal Nr. 4] Increase the number of participants in the local language Twitter spaces; Target Value: 15 participants	15	-	-	20	25		20	57	There were Spaces with up to 803 people tuning in. However, we were using the lowest numbers here

Update of the KPI as of E02.2024

Given the difficult market conditions, the growth of the community is noticeable and is reflected in the KPI. We highlighted those values in "green" (column "Goal") which were met according to the planning when submitting the proposal.

In the case of the number of participants in the Zoom calls, we didn't quite reach the target value. The team is continuously evaluating ideas in order to increase the interest of the community and their participation in our online events. However, the feedback we receive from our guests is positive and assessing our meetings as founder-valuable.

Main area of focus going forward is the usage of Discord and the engagement there. As reflected in the numbers, we did not reach the desired level of activity there.

Collaborations between founders and people wanting to learn about the different projects will be key to continue developing our community in upcoming months.

## **Key learnings**

Projects who visited our Fireside chats are very open to support us with their NFTs so we can use them as giveaways for the community. This increases the visibility of the projects, enables community members to engage with new topics and increases our following..

Reaching out to Community Managers of IOG and Cardano Foundation works usually well. Especially the more experienced staff is working as transparent as legal allows and is ready to assist Cardano oriented projects.

Influencers have proven to be less reliable partners when it comes to keeping promises or invitations. The opportunistic selection is very obvious here. Obviously this doesn't apply to all influencers, but when it comes to influencer bookings we see a 50:50 chance of uncommitted no-show, while projects/founders almost always show up.

The broader community is best engaged with lighthearted content and giveaways in a TL;DR format. European-related founders seem to enjoy and immerse themselves in the conversation even if it takes longer, while US founders tend to have tighter schedules and withdraw themselves from the conversation once their topic has been discussed. Small Stakepool Operators are open to collaboration for increasing delegators and stake, yet remain averse to direct marketing activities apart from project-related outreaches like ISPOs or providing support as batcher nodes.

We also observed shifts in priorities within our team, with some members using the name of the European Cardano Community as a shell to promote their own endeavors while decreasing their contributions to our collective work.

## **Next steps for the product or service developed**

We're now setting our sights on making in-person events, and the European Cardano Community a buzzing place of connection and founder knowledge.

We will be working on fly-by and sustainable collaborations to reflect the merge of two paradigms - Web2 and Web3 - both with their own set of rules yet being more intertwined than many want to believe.

Moving forward we will use the insights from our financial tracking and all those digital get-togethers as our guiding stars for the journey ahead.

## Final thoughts

We have created a spot where founders meet and talk casually about their projects and what moves them. It leaves us proudly humbled having gathered as the team we are today and being part of the whole movement around blockchain, especially within Cardano. It's the coming together, the sharing of dreams and knowledge, that truly sparks joy in our hearts.

Huge thanks to our Cardano family! Even though the market has been like a rollercoaster, your spirit and support have really shined, helping our community blossom. We stumbled a bit to meet our Zoom and Discord goals to the fullest, but seeing so many of you jump into our YouTube events and X-Spaces always feels like a warm homecoming.

So, here's a big shout out to you, our Cardano community, for being such an incredible force. Thanks a million for riding this wave with us. Let's keep this spirit alive and kick some goals together!

The Admin Team of @EUCardano

## Link to Close-out Video

Close-out Video: <https://www.youtube.com/watch?v=49Nxs0JZl-I>

## Links to other relevant project sources or documents

















Fireside Chat Recordings on YouTube: <https://www.youtube.com/@eucardano/videos>
















Twitter/X Spaces held: <https://european-cardano-community.gitbook.io/core-team-area-european-cardano-community/cardano-catalyst-fund/fund-10/closing-report-fund-10-scope/x-spaces-overview>



















On-chain activity for the multisig \$EUCardano Wallet: <https://cexplorer.io/address/addr1x8d3rshmg50m9pu6xfypllcpawx3ds3l0hcgllm6jr2p5ymswzshr40z7e67kzukywwq9wau5j687e4gr29fwy8xksn5slneeaz/tx#data>

Inflows and outflows by category: <https://github.com/eucardano/operations-framework/blob/main/European%20Cardano%20Community%20as%20of%202024-03-02%2008-15%20-%20Register.csv>

Additionally, here are screenshots from the YouTube Studio channel overview.

	ECC Fireside Chat Fluid Tokens, SoundRig Music, Adakonda		Public	None	1 Mar 2024 Published	6	0	100.0% 3 likes
	ECC Fireside Chat Intentionally Random Find more info below on Bjarne and our Team @EuCardano TECH POOL Website: www.cardanotech.io Twitter/X...		Public	None	18 Feb 2024 Published	14	0	100.0% 2 likes
	ECC Fireside Chat: WildTangz, Adam Dean, MELD Find more infos below on MELD, Adam Dean, WildTangz and our Team @eucardano **MELD** Website1: https://www.meld.com/...		Public	None	16 Feb 2024 Published	73	2	100.0% 12 likes
	ECC Fireside Chat Emurgo Academy, Revuto Find more infos below on Emurgo Academy, Revuto and our Team @eucardano **Emurgo Academy** Website...		Public	None	2 Feb 2024 Published	164	3	100.0% 12 likes
	FiresideChat Project sign-up Welcome to our Community. We care about founders and building frameworks. We invite you to speak as guests and meet other...		Unlisted	None	30 Jan 2024 Uploaded	12	0	-
	ECC Fireside Chat - Intentionally Random with Bjarne and Mar... Find more info below on Bjarne and our Team @EuCardano TECH POOL Website: www.cardanotech.io Twitter/X...		Public	None	25 Jan 2024 Published	13	0	100.0% 2 likes
	ECC Fireside Chat Mynth Find more infos below on Mynth and our Team @EuCardano Website: https://www.mynth.ai/ Twitter/X...		Public	None	25 Jan 2024 Published	71	2	100.0% 9 likes
	ECC Fireside Chat: Landano, Worldmobile, Farmer Nash Find more infos below on Landano, World Mobile, Farmer Nash's Goombles, and our Team @eucardano **Landano** Website...		Public	None	19 Jan 2024 Published	24	0	100.0% 2 likes

	ECC Fireside Chat Iagon, Gamechanger, Endubis Find more infos below on Iagon, Gamechanger, Endubis, M2Tec, and our Team @EuCardano Timestamps 05:45 Iagon 27:44...		Public	None	14 Oct 2023 Published	80	0	100.0% 5 likes
	ECC Fireside chat Carving the Divine, DEMU Pro, BlueShift MORE PROJECT INFOS BELOW **Carving the Divine - Open-Source Film3 Launchpad** Website: https://www.carvingthedivine.com/...		Public	None	29 Sept 2023 Published	59	0	100.0% 4 likes
	ECC FiresideChat Sundae Labs, AWA, Whiteboard Cardano, Se... *Sundae Labs* Website: https://sundae.io/ Twitter/X https://x.com/SundaeSwap and https://x.com/Quantumtplan...		Public	None	16 Sept 2023 Published	27	0	100.0% 7 likes
	EUTH Catalyst Fund 10 Idea Conference 2023 Thank you to all presenters! YouTube Playlist of all presenters https://www.youtube.com/playlist?list=PL9x42Y2BMQo...		Public	None	8 Sept 2023 Published	52	0	100.0% 6 likes
	Unlocking the Power of Communities in Web3 Add description		Private	None	7 Sept 2023 Uploaded	1	0	-
	TV interviews Impact Europe pitch for F10 Add description		Private	None	7 Sept 2023 Uploaded	1	0	-
	Cardano - Fund10 - FiDa - Distributed Insurance Add description		Private	None	7 Sept 2023 Uploaded	1	0	-
	Cardano - Fund 10 - Stacks Presentation Thanks for joining the European Cardano Community IdeaConf 2023!		Private	None	7 Sept 2023 Uploaded	1	0	-

	ECC Firesidechat TapTools, Financial Fox, Open Bank Project Find more info below on Tap Tools, Financial Fox, Open Bank Project, and our Team @eucardano **TapTools** Website...		Public	None	6 Jan 2024 Published	47	1	100.0% 4 likes
	ECC Fireside Chat Adam Dean Find more info below on Adam Dean and our Team @eucardano **Adam Dean** CIP Editor & Cardano Community Member...		Public	None	22 Dec 2023 Published	25	2	100.0% 6 likes
	ECC Fireside Chat Cardano Gives Learn more about #CardanoGives https://docs.google.com/presentation/d/1gXVjF0P7AV8b2lypQz...		Public	None	22 Dec 2023 Published	13	0	100.0% 2 likes
	ECC Fireside Chat: Gimbalabs, zkFold, Joseph Nassise, Alex D... Find more infos below on Gimbalabs, zkFold, Joseph Nassise, Alex Damsker and our Team of @eucardano **Gimbalabs** Website...		Public	None	8 Dec 2023 Published	43	0	100.0% 5 likes
	ECC Fireside Chat: Atrium, Mehen, Pudgy Cat Find more info below on Atrium, Mehen, Pudgy Cat, and our Team @EuCardano **Atrium** Website: https://atrium.io Twitter/X...		Public	None	25 Nov 2023 Published	36	1	100.0% 3 likes
	ECC Fireside Chat - CardanoGamingCommunity, unpoplar EI, ... Find more info below on Iagon, CardanoGamingCommunity, unpopular EI, sustainable ADA, and our Team @EuCardano...		Public	None	11 Nov 2023 Published	40	0	100.0% 1 like
	M2tec - Decentralized payment solutions Learn about M2tec - run by one of our community members in the European Cardano Community. Fast and affordable transactions f...		Public	None	11 Nov 2023 Published	16	0	100.0% 3 likes
	ECC Interview with Maarten from m2Tec - Part 1 Hi everyone, at the European Cardano Community, we want to give builders a platform to share their ideas, products and service...		Public	None	11 Nov 2023 Published	9	0	100.0% 1 like
	ECC Fireside Chat Wolfram Blockchainlabs, Littlefish Foundati... Find more infos below on Wolfram, littlefish, unlearn, and our Team		Public	None	27 Oct 2023 Published	29	0	100.0% 3 likes