



OpenGovIntelligence

Fostering Innovation and Creativity in Europe through Public
Administration Modernization towards Supplying and Exploiting
Linked Open Statistical Data

Deliverable 5.4

Report on Dissemination Activities – Y3

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Abstract:	This deliverable reports on the dissemination activities over the third year (M24-M36) to promote the project outcomes within the project's target groups.
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Effort of Participating Partners Consortium

	<i>Name</i>	<i>Short Name</i>	<i>Role</i>	<i>Person Months</i>
1.	Centre for Research & Technology - Hellas	CERTH	Coordinator	1.0
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4.	Tallinn University of Technology	TUT	R&D Partner	20
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6.	Swirrl IT Limited	SWIRRL	R&D Partner	
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Executive Summary

This report covers the dissemination activities in year three for the OpenGovIntelligence (OGI) Project. This builds upon the report from the first year and outlines the activities conducted in the second year and the third year. This report includes details of dissemination activities from all of the twelve partners of the OGI Consortium and the six pilot activities. This report D5.4 covers the promotional materials, online and electronic activities (including social media); events and networking and publications (both academic and industrial).

In the first year, seven target groups for dissemination have been identified, namely: 1) the public sector; 2) software developers; 3) statistical data publishers; 4) standardization bodies; 5) data scientists; 6) researchers and academics; and, 7) civil society, including businesses, citizens and Non governmental organizations (NGOs). Each of the pilots involve two partners and an identified target groups selected from the seven groups. Details of targeted groups for all the pilots are elaborated on in section 2 of the report. For example, the Irish pilot which has a threefold audience reach including the public sector, researchers and academics and civil society. The UK pilot is engaging the public sector; software developers through GitHub and Standardisation bodies through Swirrl's involvement in the Spatial Data on the Web working group. Events and Networking attendance has targeted data scientists, statistical data publishers and civil society audiences whilst Academic Publications have reached the research and academic audience.

In the second year, partners in the project have created a graphical identity for the project. There is an agreed upon logo which is used for branding in leaflets, banners and all kinds of social media to create cohesion across the project. Project partners have created an online presence through the project website, a Twitter account, a Medium (blogging platform), GitHub, Slideshare and Mendeley and they have sent out emails containing newsletters about the project outputs. Document materials have been created to communicate research results in the form of scientific publications, reports, a newsletter, a leaflet and posters. Templates for reports and presentations are currently being produced. Events and Networking opportunities in the second year were extensive, with project partners attending more than five planned international conferences; in addition they attended over thirty events and meetings and more than five planned workshops.

In the third year, the focus was on the few indicators, which showed slow progress. For example, the exploitation of the OGI toolkit to Small and Medium Enterprises (SME) were achieved by a main event in November 2018 at Delft University of Technology, the Netherlands. This event showed the final version of the OGI toolkit, the OGI Enterprise architecture, the Co-creation methods and the potential future of the Open Statistical Linked Data in public and private organizations to SME, government officials, civil servants, statistical data publishers, data scientists and academics. The OGI project in the NTTS 2017 in March 2017 and the Workshop in Delft in November 2018 has resulted in big exposure and proved to be a key events for disseminating the results. Also the Swirrl presentation on the use of multidimensional data, uploaded at Slideshare was a key activities and viewed by over 600 people. The webpage has in average 69 monthly visits, the twitter account has

steadily increased to 431 followers, and there are 34 subscribers to the newsletter. OGI achieved 19 blog posts on Medium.

The number of documents shared were zero (0%). This can be explained by the complexity of LOSD, in which slides are not a good medium for communicating the ins and outs of LOSD. Instead the scientific papers and the videos in the MOOC (with 3000 participant) were found to be more effective in terms of communication. Also the YouTube films had 431 views until January 2019. On GitHub there are 7 repositories of ICT Tools created by technical partners of OGI Consortium and 12 users have used them.

In the third year, there were 6 scientific publications and 5 workshops organized at international conferences targeting various research groups. In total, there are 11 scientific publications about OGI. Overall the dissemination and exploitation activities were on schedule and reached the targeted groups, however, on some indicators there was more progress, whereas, there was less on others.

1 Introduction

Work Package 5 (WP5) is responsible for maximising the awareness of OpenGovIntelligence among the project's stakeholders (researchers, policy-makers and public authorities, innovation mediators, business, citizens, etc.) and other interested parties.

This document is the third deliverable of WP5, D5.4: Report on dissemination activities - Y3. This report describes the dissemination and exploitation activities carried out during the third year of the project, including information on the activities on social media such as twitter, Slideshare, LinkedIn and GitHub, as well as the scientific publications and conferences that were attended. Figure 1 summarises the flow of information and deliverables at OGI project.

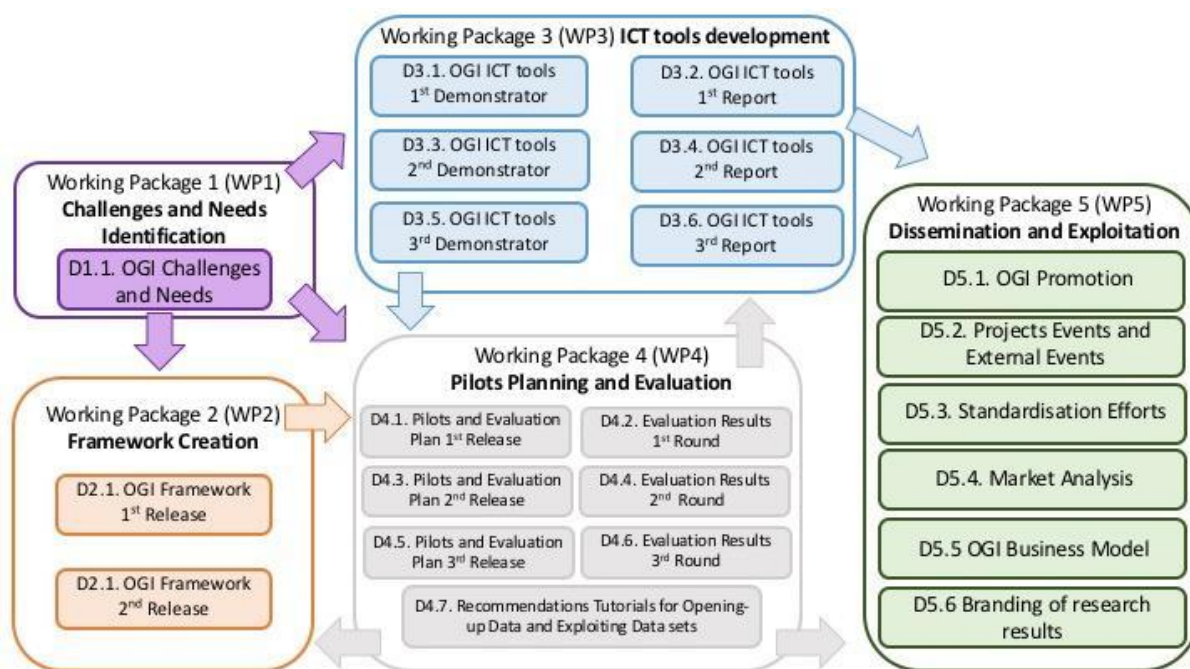


Figure 1 - OpenGovIntelligence Working Packages

The following key elements are planned to be covered by the project dissemination:

- The importance and relevance of statistical data;
- The advantages of open data, linked data and Linked Open Statistical Data (LOSD);
- How LOSD can be applied in practice;
- Examples of how the project partners (and others) have improved existing services, or designed new services by exploiting LOSD; and,
- Identified benefits to government organisations of doing this: Service delivery improvements; Reduction of costs; and, Novel applications.

To address the above, the following dissemination activities from the plan are presented in this document in detail:

- Creation of promotional material, including website, logo and branding, leaflet and banners;
- Use of social media, including Twitter, Slideshare, GitHub, and Medium;
- Running events: OpenGovIntelligence workshops and seminars, Webinars, MOOCs, academic conferences, and practitioners events;
- Promoting the project through press releases, publications, including journal articles (peer review), and practitioners publications.

This document D5.4 is an update of the document D5.3 and should be viewed as a living document of what was developed and built on throughout the three years of the OGI project life. Social media activities allow for concise information on up-to-date publications and presentations. Additional information on the conferences that people plan to attend and papers they plan to write will show plans for further dissemination.

The objective of the dissemination and exploitation activities, as stated in the OGI Project Proposal, is to maximise the impact of the project on the planned project's target audience. To achieve this impact, the project must ensure that its target audience is aware of the work and is properly enabled to use it for the objectives set out in the project proposal.

Achieving the vision of the project will require collaboration between the public sector, the businesses and academic community. Moreover, our dissemination and exploitation plan addresses stakeholders in all of these groups.

The most important message that the project aims to convey is: "**Better use of multi-dimensional statistical data helps governments to improve the design and provision of public services**".

Based on the project proposal, the OpenGovIntelligence Project is focusing on the application of Linked Open Statistical Data (LOSD) and the following **key elements** are planned to be covered by the project dissemination:

- The importance and relevance of statistical data;
- The advantages of open data, linked data and LOSD;
- How LOSD can be applied in practice;
- How better use of data combines naturally with co-creation of services;
- Examples of how the project partners (and others) have improved existing services, or designed new services by exploiting LOSD; and,
- The identified benefits to government organisations of doing this:
 - Service delivery improvements;
 - Reduction of costs; and,
 - Novel applications.

The OGI project divided the Dissemination and Exploitation in several deliverables. The diagram at Figure 1 summarises the deliverables and interconnections with other WPs and Deliverables.

The deliverables associated with the **dissemination plan** and their month of delivery are:

- **D5.2 – Report on Dissemination Activities Year 1**, Month 12 (January 2017);
- **D5.3 – Report on Dissemination Activities Year 2**, Month 24 (January 2018);
- **D5.4 – Report on Dissemination Activities Year 3**, Month 36 (January 2019);

The dissemination activities in each year of the project will be summarised in an annual report, including the benchmarking of results against the KPIs defined in this plan.

- **D5.5 – Report on Standardisation Efforts**, Month 36 (January 2019);

The OGI project will work with international standards organisations to help spread best practices on dissemination and use of statistical data via the web. This report will summarise these activities.

- **D5.9 – OpenGovIntelligence: Policy Brief**, Month 12 (January, 2017) and update in M36.

The OGI Policy Brief will present the objectives and results of the project in such way as to be apprehended by as broad an audience as possible. It will be updated in Month 24 and Month 36.

The deliverables associated with the **exploitation plan** and their month of delivery are:

- **D5.6 – Market Analysis Document**, Month 24 (January 2018);

From the start of the project until month 24, this document contains a detailed analysis of the market around collection, dissemination and exploitation of data, in the context of data-driven public services. This will include identification of specific key players that the consortium should approach as part of the dissemination and exploitation activities.

- **D5.7 – OpenGovIntelligence Business Models**, Month 30 (July 2018), and;

Task 5.5 runs from Month 14 to Month 30 of the project and will take the insights gained through the market analysis and use them to develop and document business models related to delivering innovative data-driven public services. These will be described using the Business Model Canvas approach.

- **D5.8 – OpenGovIntelligence branding activities and business and exploitation plan**, Month 36 (January 2019).

This deliverable is the outcome of Task 5.6 and will report the detailed plan for ensuring the sustainability of the project results and ensuring maximum impact, integrating the conclusions of the Market Analysis and Business Model tasks.

1.1 Intended Audience of this Deliverable

The deliverable is intended for internal use by the OGI Project consortium and the European Commission (EC), as parts of the strategic plans may be confidential.

1.2 Structure

The structure of the document is as follows:

- **Section 2:** describes the stakeholders and target groups for dissemination and exploitation: *who* we need to communicate with;
- **Section 3:** gives the overview of all the dissemination activities: *how* we are going to reach our target groups;
- **Section 4:** describes the exploitation strategy: how we ensure that knowledge of the OGI project in the target communities turn into the kinds of action we need to ensure the project has a substantial and lasting impact;
- **Section 5:** gives the conclusions from Dissemination and Exploitation activities in Year 2;
- **Section 6:** lists the references used in the document; and,
- **Section 7:** provides annexes describing specific Dissemination and Exploitation activities in Year 2.

2 Stakeholders and Target Groups for Dissemination and Exploitation

2.1 Overview

The OGI project aims at improving the way LOSD is used in public administration. The main target groups are described below in Section 2.2. The public sector partners and their pilot projects form the initial testing ground for the outputs of the project. In addition, we will engage with members of target groups outside the project, to encourage them to use the tools and methods developed in OGI.

The community building with stakeholders will start with people and organisations who are already involved in the project and its partners to some extent, in order to promote effective exchange of information, good understanding of what is happening in the project and efficient collaboration.

The project communicates with our target audiences on a regular basis, to report the project's progress and to gather feedback from their perspective regarding their needs and wishes.

The target groups of dissemination are based on the objectives of the Project Proposal (1.1.3 Objectives). The OGI planned objectives are:

1. **To identify the challenges and needs** (regarding legal, political, institutional, social, and technical issues) in opening-up and exploiting Linked Open Statistical Data (LOSD) for the co-production of innovative data-driven services;
2. **To create a framework comprising processes, policies, and data infrastructure architecture** that will specify a user-centric LOSD Innovation Ecosystem and will orchestrate the collaboration of society and public administration for opening up and exploiting LOSD in a way that will address all relevant challenges and facilitate the co-production of innovative data-driven services;
3. **To develop open source and commercial ICT tools** that will support the framework and enable public authorities to open up LOSD, and public administration and society to exploit this data in order to co-produce innovative services;
4. **To demonstrate the capability of the framework and the ICT tools**, and;
5. **To develop and validate sustainable business models** for the post-project continuation of the LOSD Innovation Ecosystem.

The summary of the target groups for dissemination is presented in Figure 2 with the name of each target group, the objective and the potential place to find each group. Section 2.2 describes each target group in more detail.

2.2 The target groups

According to the objective of the project and the expected use of the project results, we identified seven target groups. These groups, and the dissemination channels to make contact with each group, are summarised in Figure 2. A description of each group and its role is presented in the following sub-sections.

SMEs are an important target for dissemination and exploitation of the project results due to their importance in the economy and in driving and realizing innovation. SMEs are involved in a wide range of business activities, and SMEs will make up an important part of the target group “Software Developers”. SMEs might also be found at the Data Scientists target group, but this is not our main target.


































































Target Groups		Dissemination Channels									
	Public Sector Decision-Makers										
	Software Developers and SMEs										
	Statistical Publishers										
	Standardisation Bodies										
	Data Scientists										
	Academics										
	Civil Society										

Figure 2 - Target groups and Disseminations channels

The partners created and maintained a list of the members of each target group of the dissemination. This procedure is being executed using the ‘Snowball Method’ (Goodman 1961), an approach based on the spreading of information by making us increase the connections in a relationship network. The industrial and academic networks of the partners have been initially used to find potential conferences, workshops, governmental meetings and standard bodies. This information is the basis for the dissemination activities described in Section 3.

2.2.1 Public Sector Decision-makers

In the group ‘public sector decision-maker’, politicians, public sector policy-makers and civil servants making decisions at both central and local level are included. This group is a potential user of the results obtained by using LOSD to assist in design and implementation of government policies and services.

Politicians and policymakers are also important because they make decisions or prepare policies which can be obtained using LOSD. The dissemination strategies designed specifically for these groups are aimed at creating awareness of the potential benefits from LOSD and the high level OpenGovIntelligence pilot project results.

The civil servants providing input for policies work at the operational levels of the local or central government: they are responsible for obtaining and analysing this data. They act as advisers to politicians, bringing knowledge and experience on technical fronts and implementation. They can also be employed at statistical agencies that collect, analyse and publish data. For this group, the dissemination objective is to convince them of the benefits of LOSD, data-driven co-creation of services and the OpenGovIntelligence results in particular.

2.2.2 Software Developers and Small and Medium Enterprises (SMEs)

It is important to develop a broader adoption and understanding of the project deliverables in the community of software developers: both to highlight the possibilities of exploiting LOSD and the approaches available to do so; and also to make use of the project deliverables in creating new products and services for public sector data publishers and service creators.

The Small and Medium Enterprises (SMEs) will be included in this target group due the OGI Consortium premise that SMEs are likely to be connected with software developers. They might commercialize the software or make use of the software to help civil servants in analysing statistical data. SMEs are the core of any OGI ICT toolkit usage, they can also act as a kind of “*infomediaries*” for analysing data and providing the results to public servants, policy makers, politicians and citizens who do not have the required skills themselves.

The dissemination strategies for them are to provide all kinds of information on the project website, access to the GitHub repository, the MOOC (films) for support in understanding the use of the tools, and face-to-face workshops to disseminate high quality documentation, tutorials and examples of OpenGovIntelligence open source software tools and specifications.

2.2.3 Statistical Data Publishers

There are many open data portals that are providing government data. In most cases these are run by the public sector. This group is important for the project because they influence the methods in which data is made available. Statistical data can be machine-processed only if it is made available in the correct format, otherwise several other steps need to be taken adding to the administrative burden and increasing the threshold of LOSD use.

The dissemination strategies for this group are to show the capabilities offered by the OpenGovIntelligence solutions to assist statistical data publishers in sharing their data effectively, thus making it easier for their users to merge and integrate data for analysis. Dissemination activities will demonstrate how data publishing best practices can increase the use of LOSD. It will help encourage more public sector organisations to exploit the outcomes of OpenGovIntelligence.

2.2.4 Standardisation Bodies

Defining and applying agreed standards for data formats and data access methods enables greater interoperability of data and a broader applicability of tools for working with standardised data. The OGI Consortium will work with relevant international standardisation bodies to develop and disseminate standards and best practices around LOSD. The candidates are the W3C standard to

publish statistical data in the Linked Data Format (<https://www.w3.org/2013/share-psi/bp/stats/>) and the W3C working group for Spatial Data on the Web (https://www.w3.org/2015/spatial/wiki/Main_Page).

2.2.5 Data Scientists

Data scientists and data analysts create value to the organisation via discoveries and gaining insights, using structured and unstructured data sources. They need to identify rich data sources, merge and integrate them with each other, complete (incomplete) data sources, clean the resulting datasets, and analyse and visualize the results.

The project consortium will develop a network of data scientists and data analysts who regularly work with public sector datasets. The pilot projects will assist in identifying and developing this group. Data scientists will be targeted through web publications, conference presentations, workshops and training events. Through these channels, we will demonstrate how OpenGovIntelligence solutions can be used to support design and operation of public services, using the pilot projects as sources of concrete examples and success stories.

Furthermore, feedback from data scientists will help to ensure that the functionality of OpenGovIntelligence solutions is well-integrated with existing tools.

2.2.6 Researchers and Academics

The research community has an important role in ensuring impact of OpenGovIntelligence: to develop, review, test, apply and extend the innovations produced.

Two main communities of academic research will be top of the list for dissemination: 1) the e-government research community (which contain open data researchers) and 2) the statistics and linked data community.

The project will target the critical e-government groups in Europe. Significant groups already identified include:

- **The European Group for Public Administration - EGPA** (<http://egpa.ias-iisa.org/>), in particular the Public Administration, Technology and Innovation group;
- **The International Federation for Information Processing (IFIP) Working Group 8.5 on "Information Systems in Public Administration"**. Project partner Marijn Janssen of TU Delft is Chair of this working group. (<http://www.ifip.org>). Project partners Efthimios Tambouris of CERTH and Robert Krimmer of TUT are also active members, being the topic of the group is very relevant to the project; and,
- **The SONNETS project**, an EU funded project on "Societal Needs Analysis and Emerging Technologies in the Public Sector" (<http://www.sonnets-project.eu/>).

The project will also target international groups working on web publishing of statistics:

- **The annual SemStats workshop**, the most important international workshop on use of Linked Data for statistics. Project partner Evangelos Kalampokis of CERTH is co-chair of this group.
- **Eurostat**, including their DIGICOM initiative and the biennial New Technologies and Techniques for Statistics conference.

These groups and their associated conferences are effective dissemination channels both to researchers and to practitioners. OGI will organise workshops, panels and tutorials in these conferences.

There are at least two advantages to be gained by building a network of academics for the consortium. First, they can help consortium to evaluate the pilot projects as well as enrich the work of OpenGovIntelligence from a theoretical basis. Second, they can promote the project results within their network.

Academic project partners will publish articles in academic publications (journals and scientific conferences) disseminating the project to other researchers and relevant specialised audiences.

2.2.7 Civil Society

In this broad target group, we identified citizens and Non-Governmental Organisations (NGO) as the relevant targets of the project. Citizens and NGOs are interested in the usage of data to monitor governments and participate in policy formulation, implementation and evaluation.

The dissemination strategy for this group is to show them the benefits of using the project outputs for analysis and interpretation of data. This can enable the wider adoption of the OpenGovIntelligence tools and approaches as a platform for promoting transparency, accountability, advocacy and monitoring of the governmental public policies and services delivery.

Table 1 - Targeted Groups for Dissemination

<i>Audience targeted</i>	<i>Objective</i>	<i>Potential place to find them</i>
Public Sector	Show to politicians and public servants how Public Sector can make better use of LOSD for decision-making and design of services.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Software developers	Show developers that it is possible to provide tools or services to the Public Sector.	<ul style="list-style-type: none"> • Innovation Networks. • Tutorials and workshops.
Statistical Data Publisher	Show to statistical data publishers how they can increase the use and impact of their data.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Data scientists	Show to data scientists and data analysts how they can maximise and speed up valuable discovery and insights.	<ul style="list-style-type: none"> • National statistics organisations. • Other public sector data producers.
Researchers and academics	Show the potential for supporting scientific research and receive feedback for improvement of the tools and methods of evaluation of pilots.	<ul style="list-style-type: none"> • Scientific conferences and meetings, e.g. European Group of Public Administration, DG.O, EGOV/e-Part, SemStats
Civil Society	Show to citizens, business people and NGO how the project tools can help them to analyse and interpret the data.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Standardisation Bodies	Show to standardisation bodies the implementation of their standards and to create new or improved standards.	<ul style="list-style-type: none"> • W3C. • National standards organisations.

3 Dissemination Activities

This section describes the strategies to communicate with the targeted groups described in Section 2. The section is divided into three main sections.

- The first section assesses the dissemination KPIs and measurement criteria for the second year of OGI project;
- The second section describes the dissemination activities and the measurements achieved by OGI project in the second year of project; and,
- The third section shows the overview (summary) of the dissemination activities.

3.1 KPIs: Measurement criteria for success

Key Performance Indicators (KPI) have been identified for evaluating the dissemination activities. Work on each of these strands is made up of many individual tasks. An approach is presented where we establish measurable targets for each strand of dissemination activity. Performance against each target will be recorded, then the individual performance measures will be combined into a single KPI for dissemination and another for exploitation, giving a clear trackable 'health measure', useable in the project management and for reporting to the EU.

In addition to the two high level KPIs, the individual performance measures will be included in each end-of-year dissemination report.

Table 2 presents the identified measurable criteria for success of the dissemination activities. The responsible members will measure the activities on a monthly basis when possible and present these in the evaluation report for dissemination and exploitation in the final of the years. This report is the evaluation report for the final of the second year of OGI project.

3.1.1 Measurement criteria of planned dissemination activities

The measurement criteria of planned dissemination activities is summarised at

Table 2. This plan is divided into 11 dissemination channels and 25 indicators and their measures, method to collect and the target group. These dissemination channels and indicators were already summarised at Figure 3.

By scaling each measure in relation to the target, then averaging them, we can achieve a single KPI (the 'Dissemination Index', Di) that summarises the performance of the dissemination activity. Performance can also be analysed in more detail at the level of the Individual KPIs per indicator.

$$\text{Dissemination Index } (Di) = \frac{1}{N} \times \sum \left(\frac{m}{T} \right)$$

Figure 3 - Dissemination Index (Di)

- **Dissemination Index (Di):** This is the **index of all the measurement criteria** of planned dissemination activities. This index is valued from 0 to 1 (0% to 100%);
- **N** is the number of individual indicators to be combined;
 m : is the measured outcome of each indicator listed in
- **Table 2;** and,
 T : is the **target** of each indicator as listed in the 'Target' column of
- **Table 2.**

Table 2 - Measurement criteria of planned dissemination activities

#	Dissemination Channel	Indicator	Target	Method to collect data	Target Group
A1	Web site	Monthly visits	Year 1 – 50 monthly visitors average on the web site. Year 2- 100 monthly visitor average on the web site Year 3- 200 monthly visitor average on the web site	Google Analytics	All 7 target groups.
B1	Twitter	Followers	Year 1- 250 followers Year 2- 400 followers Year 3- 550 followers	Twitter Analytics	All 7 target groups.
B2		Retweets	Year 1- 100 retweets Year 2- 200 retweets Year 3- 300 retweets		
B3		Likes (Hearts)	Year 1- 100 likes (hearts) Year 2- 200 likes (hearts) Year 3- 300 likes (hearts)		
B4		Listed	Year 1- 25 lists Year 2- 50 lists Year 3- 100 lists		
B5		Mentions	Year 1- 50 mentions Year 2- 100 mentions Year 3- 200 mentions		
C1	Slideshare	Visualisations	Year 1- 50 yearly visitors Year 2- 100 yearly visitors Year 3- 150 yearly visitors	Slideshare Analytics	All 7 target groups.
C2		Downloads	Year 1- 50 yearly downloads Year 2- 100 yearly downloads Year 3- 150 yearly downloads		
C3		Country visitors	At least 51% visitors from European Countries		
C4		Likes	Year 1- 50 yearly likes Year 2- 100 yearly likes Year 3- 150 yearly likes		
C5		Shares	Year 1- 50 yearly shares		

C6		Publishing	Year 2- 100 yearly shares Year 3- 150 yearly shares Year 1- Presentations, Logo, Banner, Leaflet Year 2- Deliverables Year 1 Year 3- Deliverables Year 2		
D1	Medium	Blogging	At least 1 blog post per month.	Observation at OpenGovIntelligence Medium	All 7 target groups.
E1	Linkedin	Subscribers	Year 1- 25 subscribers Year 2- 50 subscribers Year 3- 100 subscribers	Linkedin Analytics Observation	Public Sector Academics Data Scientists
F1	GitHub	Publicity of OpenGovIntelligence ICT toolkit	Have all non-commercial tools publicly available.	GitHub Analytics Observation	Software Developers Data Scientists Standardisation Bodies
F2		Watching / Stars / Forks	Year 1- 25 watching / Stars / Forks Year 2- 50 watching / Stars / Forks Year 3- 100 watching / Stars / Forks		
G1	Mendeley and or Research Gate	Consortium publications	Year 3 - Index of all publications and include documents published when possible (open access).	Observation	Academics
G2		References used	Year 2 - Index all publications used as reference on the Deliverable D1.1.		
G3		Number of Mentions at OpenGovIntelligence Mendeley Library	Year 1- 25 members Year 2- 50 members Year 3- 100 members		
G4		Number of papers' readers	Year 1- 50 readers on the year Year 2- 100 readers on the year Year 3- 150 readers on the year		
H1	Scientific Publications	Number of Scientific publications	Year 1, Year 2 and Year 3 - 3 Publications	Observation	Academics Public Sector Standardisation Bodies
H2		Open Scientific Publications	At least 1 publication in Open journal during all the three years.		
J1	Newsletter	Releases	At least 1 newsletter per semester (6 months)	Observation	All 7 target groups.
J2		Number of subscribers	Year 1- 25 subscribers Year 2- 50 subscribers Year 3- 100 subscribers		
K1	Conferences and Seminars participation	Numbers of participations / interventions	Year 1- 5 participations / interventions Year 2- 5 participations / interventions	Observation and potential Medium blog post	All 7 target groups.

			Year 3- 5 participations / interventions		
L1	Project Summary Video	Video Release	1 video summarising the project expected objectives, approach and benefits.	Observation	All 7 target groups.

3.2 Dissemination Activities in the Second Year (Y2)

In this section the main dissemination activities for year 2 will be presented.

3.2.1 Web Site

A website about the project was built in the first year and further developed in the second year: <http://www.opengovintelligence.eu/>. In the index page, there is a brief description of the vision of the project and links to the following social media sites:

1. Twitter,
2. GitHub,
3. Slideshare and,
4. Registration to the mailing list (Newsletter).

The web site also has links to contact the project and partners in the project and links to download the OGI deliverables.

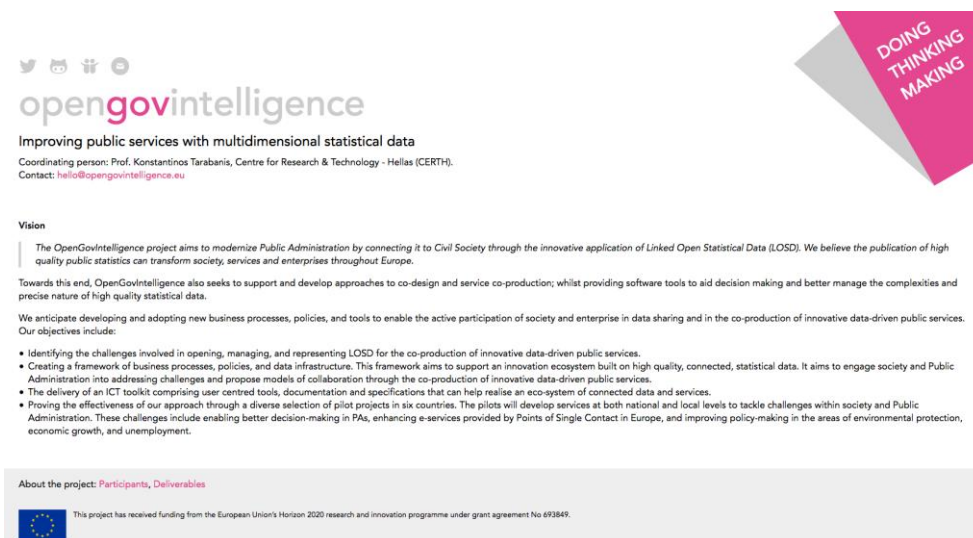


Figure 4 OGI Web site

Table 3 Measurement criteria for the Web Site

#	Dissemination Channel	Indicator	Target	Evaluation	Achievement Percentage
A1	Web site	Monthly visits	Year 1 – 50 monthly visitors average on the web site.	N/A	N/A
			Year 2- 100 monthly visitor average on the web site	69 monthly visits	69%
			Year 3- 200 monthly visitor average on the web site	120 monthly visits	60%

Figure 5 shows the graph for the average visitors per month in the third year of OGI project. During June and November people visited the website the most. We cannot explain the peak in June, however, in November was our Delft meeting presenting all the final version of tools.

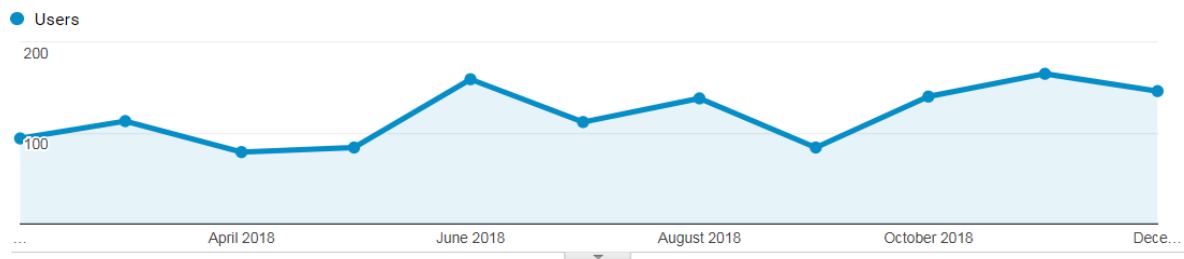


Figure 5 Average access per month in the OGI Web Site

Figure 6 and Figure 7 present the channels to reach the website. Google Analytics are provided for the 4 types of channels:

1. **Direct:** It means that visitors accessed the OGI web site by typing directly in the browser "www.opengovintelligence.eu" and entering the web site;
2. **Organic Search:** Visitors searched in search motors (Google, Yahoo, Bing, etc.) and found the link to the OGI web site;
3. **Referral:** Medium blog posts, other websites referring OGI and linking to OGI website;
4. **Social:** Social media (Facebook, Twitter, Instagram, etc.) are referring and linking to OGI web site.

From figure 6 it can be concluded that most visitors arrived at the OGI website directly (43,4%), followed by referral (35,1%) probably from our Medium blog posting and organic search (18,5%).

Figure 7 gives us the average use of 1 minute and 8 seconds. It means that users enter in the OGI website and stays for 78 seconds before leaving the page. Another important index is the bounce rate. Around 71% of users enter in the page and don't stay, leaving the OGI website. People that search via organic search medium (Google, Yahoo, Bing motor search) have an average of 60% for this index.

Top Channels

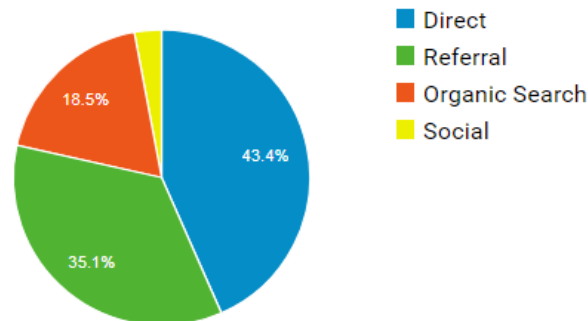


Figure 6 Top Channels access in the OGI web site

✓	Default Channel Grouping	Acquisition			Behaviour		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
		1,223 % of Total: 100.00% (1,223)	1,208 % of Total: 100.00% (1,208)	1,570 % of Total: 100.00% (1,570)	71.21% Avg for View: 71.21% (0.00%)	1.66 Avg for View: 1.66 (0.00%)	00:01:08 Avg for View: 00:01:08 (0.00%)
✓	1. Direct	543 (43.41%)	534 (44.21%)	705 (44.90%)	73.05%	1.66	00:00:58
✓	2. Referral	439 (35.09%)	430 (35.60%)	479 (30.51%)	76.83%	1.36	00:01:04
✓	3. Organic Search	232 (18.55%)	213 (17.63%)	340 (21.66%)	60.00%	2.03	00:01:37
✓	4. Social	37 (2.96%)	31 (2.57%)	46 (2.93%)	67.39%	1.93	00:01:08

Figure 7 User statistics accessing the OGI web site

3.2.2 Twitter

A Twitter account was created here: <https://twitter.com/opengovint>. To evaluate the OGI Twitter account the consortium used the Twitter Analytics tool (<https://analytics.twitter.com>) and the free version of Twitonomy (<http://www.twitonomy.com>).

The last search in 15th of January, the OGI Twitter account had 547 followers and 502 tweets. The OGI Twitter account retweets relevant partner tweets as well as project announcements. Twitter allows us to provide timely, up to date news regarding the project and provide and receive other messages regarding innovation in the fields of open and linked data. Furthermore, all project partners already have a Twitter presence (either organisation and/or individual) and the skills set to manage and maintain an effective user account.

The project uses a hashtag #opengovintelligence for related posts. Table 4 shows the measurement criteria for determining the success of Twitter OGI account. The results in the third year are highlighted in bold and contain the ambitions and achieved percentages. All the targets were

achieved with success in this dissemination channel. Figure 8 shows the most influential users that follow the OGI Twitter account.

Table 4 Measurement criteria for Twitter

#	Dissemination Channel	Indicator	Target	Achieved	Achievement Percentage
B1	Twitter	Followers	Year 1- 250 followers	331 followers	132,24%
			Year 2- 400 followers	431 followers	107,75%
			Year 3- 550 followers	547	99,5% of planned goal
B2		Impressions	Year 1- 1000 impressions	N/A	N/A
			Year 2- 2000 impressions	Average of 5614 impressions per month	280,7% of planned goal
			Year 3- 3000 impressions	Average of 7700 impressions per month	256,67% of planned goal
B3		Likes (Hearts)	Year 1- 100 likes (hearts)	N/A	N/A
			Year 2- 200 likes (hearts)	688 in total. Average is 62 per month.	344% of planned goal
			Year 3- 300 likes (hearts)	221 in total Average is 20 per month	73,66% of planned goal
B4		Listed	Year 1- 25 lists	N/A	N/A
			Year 2- 50 lists	OGI is present in 50 lists	100% of planned goal
			Year 3- 100 lists	OGI is present in 50 lists	50% of planned goal
B5		Retweets and Replies	Year 1- 50 retweets and replies	N/A	N/A
			Year 2- 100 retweets and replies	183 retweets and replies	183% of planned goal
			Year 3- 200 retweets and replies	225 retweets and replies	112,5% of planned goal

↕ Users most retweeted

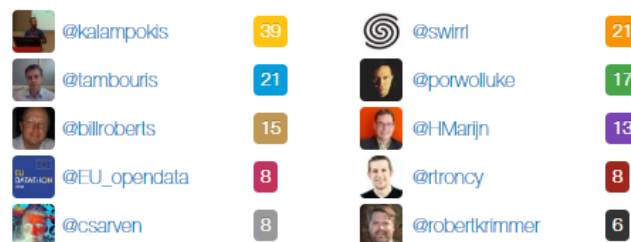


Figure 8 User's most retweeted OGI Tweets

3.2.3 Slideshare

The project has a Slideshare account: <http://www.slideshare.net/OpenGovIntelligence>. As an example, see the following link for the Swirrl presentation on the use of multidimensional data: <http://www.slideshare.net/OpenGovIntelligence/swirrl-multidimensionaldatapresentationsheffield>. The objectives are presented in the Table 5.

In summary, some targets were successfully achieved, while other activities had less impact. As an example, the number of planned visualizations was 643% more than planned in the D5.1. However, the number of documents shared were zero (0%). In the third year, the Consortium analysed the reasons and found that the complexity of LOSD can hardly be communicated through slides. Slides lack the self-explanative power and expressiveness needed for communicating LOSD. Detailed explanations are needed which can be done by having papers and films explaining (MOOCS) the actions that need to be taken.

Table 5 Measurement Criteria for Slideshare

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
C1	Slideshare	Visualisations	Year 1- 50 yearly visitors	N/A	N/A
			Year 2- 100 yearly visitors	643	643%
			Year 3- 150 yearly visitors	401	267% of planned goal
C2		Downloads	Year 1- 50 yearly downloads	N/A	N/A
			Year 2- 100 yearly downloads	33 downloads	33%
			Year 3- 150 yearly downloads	5	3,3% of planned goal
C3		Country visitors	Year 2- At least 51% visitors from European Countries	70% European countries	137% of planned goal
Year 3 - At least 51% visitors from European Countries			60% of European countries	117,6% of planned goal	
C4		Likes	Year 1- 50 yearly likes	N/A	N/A
			Year 2- 100 yearly likes	0	0% of planned goal
			Year 3- 150 yearly likes	1	0,67% of planned goal
C5		Shares	Year 1- 50 yearly shares	N/A	N/A
			Year 2- 100 yearly shares	0	0% of planned goal
			Year 3- 150 yearly shares	0	0% of planned goal
C6		Publishing	Year 1- Presentations, Logo, Banner, Leaflet	100%	100% of planned goal
			Year 2- Deliverables Year 1	100%	100% of planned goal
			Year 3- Deliverables Year 2	N/A	N/A

Table 6 Top Countries visitors

Position	Name	Views	Region
1	United States	224	America
2	United Kingdom	102	Europe
3	France	67	Europe
4	The Netherlands	63	Europe
5	Ireland	39	Europe
6	Germany	37	Europe
7	Canada	30	America
8	South Korea	22	Asia
9	Greece	19	Europe
10	Estonia	18	Europe
11	Australia	18	Oceania
12	Ukraine	12	Europe
13	Italy	10	Europe
14	Spain	4	Europe
15	India	4	Asia
16	Lithuania	4	Europe
17	Bulgaria	3	Europe
18	Mexico	3	America
19	Switzerland	3	Europe
20	Japan	3	Asia
	TOTAL	685	-

Table 7 Countries visitors percentage, frequency and region

Region	Frequency	Percentage
European	12	60%
Asia	4	20%
America	3	15%
Oceania	1	5%

The focus of dissemination activities is on Europe, resulting in more than 60% of the top country visitors from Europe.

Table 6 shows OGI project achieved to attract 70% of European countries in the top visitors. The graphical view of the countries can be seen in Figure 9 – Top countries visitors.

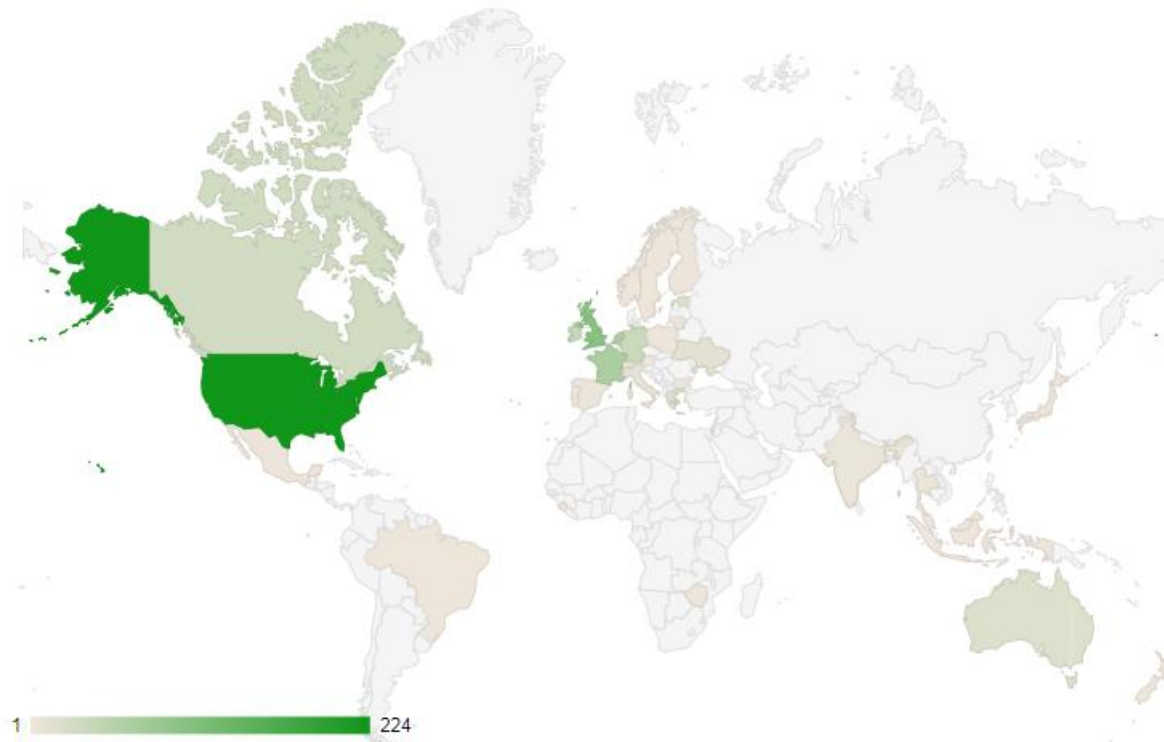


Figure 9 Top countries visitors

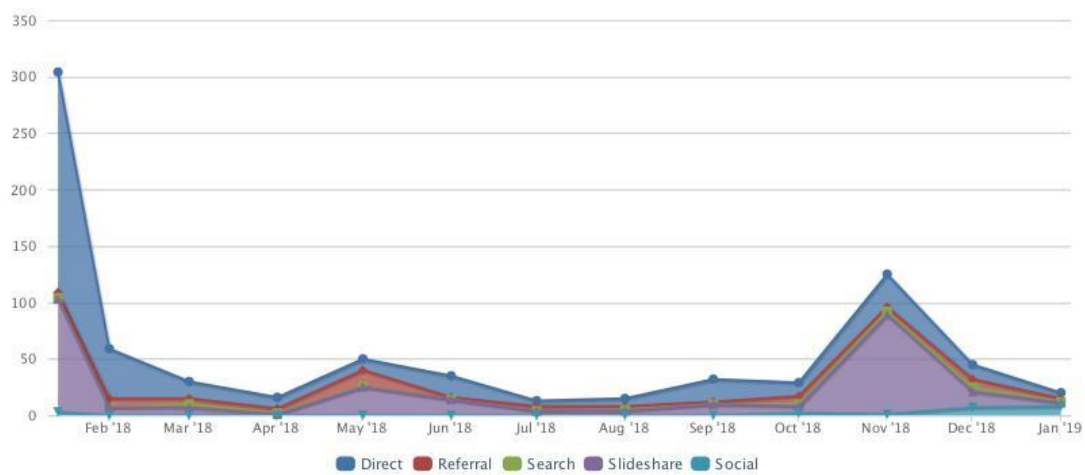


Figure 10 Traffic sources of OGI Slideshare account

3.2.4 Medium

Medium is a blog web site. OGI project uses Medium account to publish a big part of the news regarding the project. As an example, TUDelft had a course using OGI ICT Toolkit and published the students' projects that emerged from this use of the toolkit during the course. Pilots also have been explained with blog posts in Medium.

Taking into consideration the plan of 1 blog post per month, OGI achieved 7 blog posts 58,3%. Table 8 – Measurement Criteria for Medium shows the target and achievements of OGI project.

Table 8 Measurement Criteria for Medium

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
D1	Medium	Blogging	At least 1 blog post per month.	7 blog posts	58,33%
			At least 1 blog post per month.	19 blog posts	158,33%
			At least 1 blog post per month.	7 blog posts	58,3%

3.2.5 LinkedIn

LinkedIn is a social media website focussed on business and high level workers in the business area. Table 9 – Measurement Criteria for LinkedIn shows that the pre-set number of subscribers was not achieved in the second year. The OGI consortium will boost the promotion of our LinkedIn group aiming to reach the target. Maybe the stable versions of ICT Toolkit and pilot applications planned to be delivered in the third year of project will help to reach our planned target in the D5.1.

Table 9 Measurement Criteria for LinkedIn

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
E1	Linkedin	Subscribers	Year 1- 25 subscribers	25 subscribers	100%
			Year 2- 50 subscribers	25 subscribers	50%
			Year 3- 100 subscribers	23 subscribers	23%

3.2.6 GitHub

A GitHub account was created here:

<https://GitHub.com/OpenGovIntelligence/opengovintelligence.GitHub.io>.

GitHub is used to publish code and documents relating to the project, as well as providing the technical basis for the project website. There are 17 repositories of ICT Tools created by technical partners of OGI Consortium. All the tools can be downloaded for free from any place at any time. Table 10 – Measurement Criteria for GitHub summarises the targets and achieved goals. Highlighting the success of the publicity of all ICT Toolkits and not succeeding in attracting enough users for watching, using or forking (copying) our ICT Toolkits. Figure 11 shows a screenshot of the OGI GitHub and some of the ICT Toolkits codes stored freely in the web.

Table 10 Measurement Criteria for GitHub

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
F1	GitHub	Publicity of OpenGovIntelligence ICT toolkit	Have all non-commercial tools publicly available (Year 1)	100%	100%
			Have all non-commercial tools publicly available (Year 2)	100%	100%
			Have all non-commercial tools publicly available (Year 3)	100%	100%
F2		Watching / Stars / Forks	Year 1- 25 watching / Stars / Forks	N/A	N/A
			Year 2- 50 watching / Stars / Forks	12	24%
			Year 3- 100 watching / Stars / Forks	106	106%

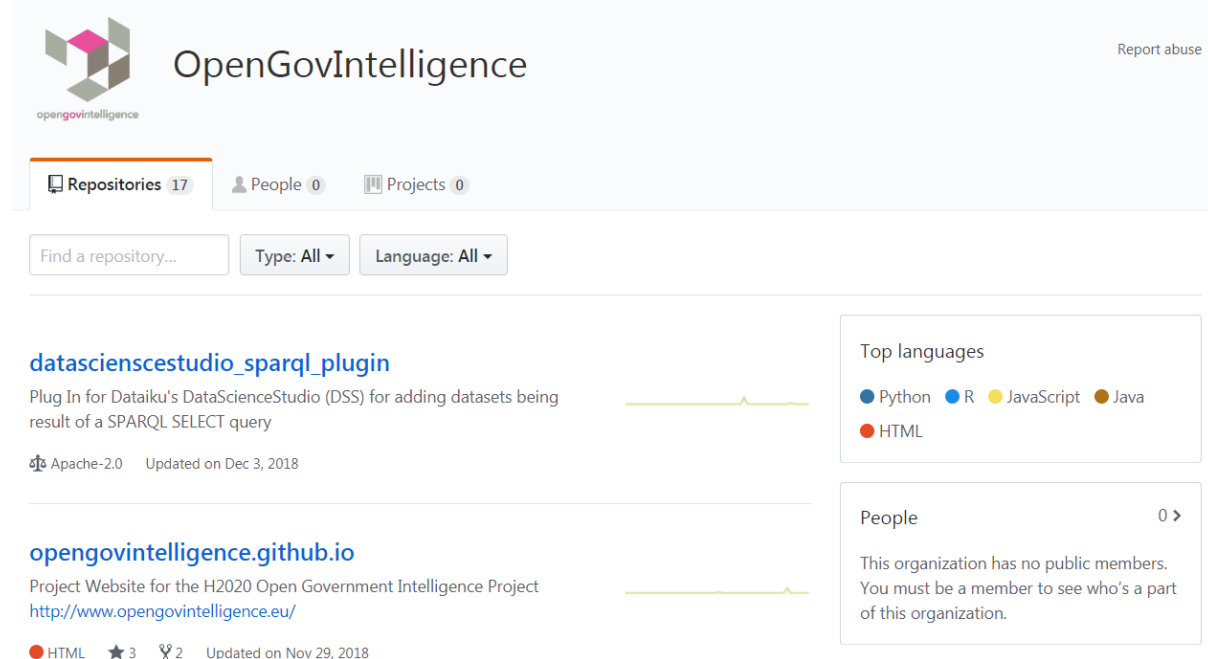


Figure 11 Screenshot of OGI GitHub

3.2.7 Mendeley

A Mendeley group was created, combining all the references used on the reports and also using the OGI Consortium publications. Please check at: <https://www.mendeley.com/community/ed8a2e86-3c22-3907-b62c-bcade626113e/>. You can join the repository clicking and registering on this link: <http://bit.ly/2jUM2kM>.

Table 11 shows the targets and achieved results for Mendeley. Including all the publications that have been released, however, attracting people to use the platform and group in Mendeley didn't work until now. The OGI Consortium will ensure that the Mendeley stays up-to-date to make it as attractive as possible. Furthermore, the number of views target that was planned in D5.1 was not measurable, so it can't be reported. A reference library only for a project is probably not attractive

to be used by others. Instead reference libraries could better target a domain, but these did already exist.

Table 11 Measurement Criteria for Mendeley

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
G 1		Consortium publications	Year 3 - Index of all publications and include documents published when possible (open access).	N/A	N/A
G 2	Mendeley and or Research Gate	Publications related OGI by authors in Consortium	Year 2 - Index all publications used as reference on the Deliverable D1.1.	100%	100%
G 3		Number of members at OGI Mendeley Library	Year 1- 25 members Year 2- 50 members Year 3- 100 members	5 members 5 members 5 members	20% 10% 5%

3.2.8 Scientific Publications

Part of the target group uses scientific publications as a guide for implementing and improving public policies. The OGI Consortium has been publishing papers in journals and conferences aiming to attract this audience. Table 12 summarises the targets and achievements for scientific publications. Below, Table 13 lists all the scientific publications published in the second year of OGI project.

Table 12 Measurement Criteria for Scientific Publications

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
H1	Scientific Publications	Number of Scientific publications	3 Publications in the Year 1	N/A	N/A
			3 Publications in the Year 2	6	200%
			3 Publications in the Year 3	6	200%
H2		Open Scientific Publications	At least 1 publication in Open journal during all the three years	1	100%

Table 13 OGI Project Academic publications

Authors	Publication name	Conference / Journal / Place	URL
Stasiewicz, A., Rezk, M. A., Ojo, A., Tambouris, E., Kalampokis, E., Tarabanis, K., & Leadbetter, A	Using Linked Statistical Data to Improve Marine Search and Rescue Operations in Ireland.	In Proceedings of the 11th International Conference on Theory and Practice of Electronic Governance (pp. 412-418). ACM.	https://dl.acm.org/citation.cfm?id=3209511
Tambouris, E., Kalampokis, E., Janssen, M., Matheus, R., Hermans, P., & Kalvet, T	Theory and practice of linked open statistical data.	In Proceedings of the 19th Annual International Conference on Digital Government Research: Governance in the Data Age (p. 130). ACM.	https://dl.acm.org/citation.cfm?id=3209341
Kalampokis, E., Zeginis, D., & Tarabanis, K.	On modelling linked open statistical data.	Journal of Web Semantics.	https://bit.ly/2Mi7ZGF
McBride, K., Matheus, R., Toots, M., Kalvet, T., & Krimmer, R.	The Role of Linked Open Statistical Data in Public Service Co-Creation.	In Proceedings of the 11th International Conference on Theory and Practice of Electronic Governance (pp. 679-681). ACM.	https://bit.ly/2DadJz0
Matheus, R., Janssen, M., & Maheshwari, D	Data science empowering the public: Data-driven dashboards for transparent and accountable decision-making in smart cities.	Government Information Quarterly.	OPEN ACCESS https://www.sciencedirect.com/science/article/pii/S0740624X18300303
McBride, K., Toots, M., Kalvet, T., & Krimmer, R.	Leader in e-Government, Laggard in Open Data: Exploring the Case of Estonia.	Revue française d'administration publique, (3), 613-625.	https://bit.ly/2VUvA4z

3.2.9 Newsletter

A newsletter is planned to be published every six months to describe all the OGI Project efforts. The subscription link to the OGI newsletter is here: <http://opengovintelligence.us13.list-manage2.com/subscribe?u=601f134f4359af6e16629d5d3&id=0aa21c29b9>. The average of newsletters opened by subscribers is 63%.

The link to the newsletters are below:

1. Month 07 to 12: Section 7.1;
2. Month 13 to 18: Section 7.2; and,
3. Month 19 to 24: Section 7.3.

Table 14 shows the targets and achievements for the newsletter dissemination channel.

Table 14 Measurement Criteria for Newsletter

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
J1	Newsletter	Releases	Months 1 to 6	1 newsletter	100%
			Months 7 to 12	1 newsletter	100%
			Months 13 to 18	1 newsletter	100%
			Months 19 to 24	1 newsletter	100%
			Months 25 to 30	1 newsletter	100%
			Months 31 to 36	1 newsletter	100%
J2		Number of subscribers	Year 1- 25 subscribers	25	100%
			Year 2- 50 subscribers	34	68%
			Year 3- 100 subscribers	37	37%

3.2.10 Conferences and Seminars participation

The list of conferences that partners attended is listed below and described in the Table 16.

1. The International Conference for e-Democracy and Open Government (CEDEM);
2. International Conference on Theory and Practice of Electronic Governance (ICEGOV);
3. International Conference on Digital Government Research (Dgo);

Table 15 Measurement Criteria for Conferences and Seminars participation

#	Dissemination Channel	Indicator	Target	Achievement	Percentage
K1	Conferences and Seminars participation	Numbers of participations / interventions	Year 1- 5 participations / interventions	N/A	N/A
			Year 2- 5 participations / interventions	6 participations	120% of expected goal.
			Year 3- 5 participations / interventions	5 participations	100% of expected goal

Table 16 International conferences OGI partners attended

Event	Topic	Date	Location	Attended by
E-GOV-CeDEM-e-Part 2018	The International Conference for e-Democracy and Open Government	3 to 5 September 2018	Krems, Austria	Marijn Janssen
AGU	American Geophysical Union	10 to 14 December 2018	Washington, D.C.	Rob Thomas
ICEGOV 2018	International Conference on Theory and Practice of Electronic Governance	4 to 6 April 2018	Galway, Ireland	Marijn Janssen, Arkadiusz Stasiewicz
Dg.o	International Conference on Digital Government Research	07 - 09/06/2017	New York City, USA	Marijn Janssen, Evangelos Kalampokis, Efthimios Tambouris, Ricardo Matheus, Paul Hermans

3.2.11 Project Summary Video

One video summarising the whole project was planned to be created. This video is hosted on Youtube (<https://www.youtube.com/watch?v=-UOWrbfVLow>) and will be on the first page of the OGI web site. It is also planned to be used as a video explaining to target groups what the ICT Toolkit is and how OGI can bring value to their organisations. Table 17 shows the targets and achievements reached by OGI in the Second Year of project.

Beyond that, there is a video created by Open Data Institute (London, England) where Sarah Roberts from Swirrl presents the OGI project and some parts of the ICT Toolkit used (<https://www.youtube.com/watch?v=mxuTkKfhBzY>) in the Open Data Institute, with 207 views in January 2019.

Other videos from the MOOC are also available on the TUDelft Youtube channel, as an example Dr. Anneke Janssen (<https://www.youtube.com/watch?v=INEJBGFJb4E>) with 63 views in January 2019 and Dr. Chris Davis (<https://www.youtube.com/watch?v=INEJBGFJb4E>) with 138 views in January 2019, both teaching how to use open statistical data in public and private organizations.

In total, these videos achieved 431 views.



Figure 12 Youtube Video Summary Screenshot

Table 17 Measurement Criteria for Project Summary Video

#	Dissemination Channel	Indicator	Target	Achievement	Achievement Percentage
L1	Project Summary Video	Video Release	1 video summarising the project expected objectives, approach and benefits.	1 video created	100%

3.1. Overview of dissemination activities

The overview of dissemination activities for the second 12 months of the project (Year 2) is listed below in Table 18.

Table 18 Overview of dissemination activities

Dissemination Channels	Brief Description of Activities
Promotional Materials	The following have been created and is detailed in this section: Logo and branding, Leaflet, Banners, Website, Public project deliverables on the website, Email Newsletter, Press releases, Summary of dissemination activities, partners in charge, tasks and frequency
Social Media	The following accounts were created and detailed in this section: OGI Media accounts including Twitter, Medium (blogging platform), Slideshare, participation in existing groups GitHub and LinkedIn
Events and Networking	This section includes details of the 14 international conferences attended; 40 other events and activities attended (including participation in H2020 & EC events); 3 workshops, activities with standardisation bodies and plans for a MOOC and synergies coming up in the project.
Publications	The following is detailed in this section: Software, Articles and reports, Academic publications, Industrial and practice publications, Mendeley Repository of references)

To conclude, the following dissemination has been carried out in Year 3 of the OpenGovIntelligence Project:

- Social Media, including Twitter; the blogging platform Medium; Slideshare; GitHub;
- Events and Networking. These range from self-organised events; workshops; webinars and synergies with other projects to standardisation bodies with W3C working group for Spatial Data on the Web (https://www.w3.org/2015/spatial/wiki/Main_Page);
- Scientific Publications, workshops and participations Conferences; and,
- OGI newsletters.

Table 19 Overview Dissemination Activities Results

#	Dissemination Channel	Indicator	Target	Achievement	Achievement percentage
A1	Web site	Monthly visits	Year 3- 200 monthly visitor average on the web site	120 monthly visits	60%
B1	Twitter	Followers	Year 3- 550 followers	547	99,5% of planned goal
B2		Impressions	Year 3- 3000 impressions	Average of 7700 impressions per month	256,67% of planned goal
B3		Likes (Hearts)	Year 3- 300 likes (hearts)	221 in total Average is 20 per month	73,66% of planned goal
B4		Listed	Year 3- 100 lists	OGI is present in 50 lists	50% of planned goal
B5		Retweets and replies	Year 3- 200 retweets and replies	225 retweets and replies	112,5% of planned goal
C1	Slideshare	Visualisations	Year 3- 150 yearly visitors	401	267% of planned goal
C2		Downloads	Year 3- 150 yearly downloads	5	3,3% of planned goal
C3		Country visitors	Year 3 - At least 51% visitors from European Countries	60% of European countries	117,6% of planned goal
C4		Likes	Year 3- 150 yearly likes	1	0,67% of planned goal
C5		Shares	Year 3- 150 yearly shares	0	0% of planned goal
C6		Publishing	Year 3- Deliverables Year 2	N/A because it is not yet reviewed by EC	N/A because it is not yet reviewed by EC
D1	Medium	Blogging	At least 1 blog post per month.	7 blog posts	58,3%
E1	Linkedin	Subscribers	Year 3- 100 subscribers	23 subscribers	23%
F1	GitHub	Publicity of OpenGovIntelligence ICT toolkit	Have all non-commercial tools publicly available (Year 3)	100%	100%
F2		Watching / Stars / Forks	Year 3- 100 watching / Stars / Forks	106	106%
G1	Mendeley and or Research Gate	Consortium publications	Year 3 - Index of all publications and include documents published when possible (open access).	N/A	N/A
G2		References used	Year 3- 100 members	5 members	5%
H1	Scientific Publications	Number of Scientific publications	3 Publications in the Year 3	6	200%
H2		Open Scientific Publications	At least 1 publication in Open journal during all the three years	1	100%
J1	Newsletter	Releases	Months 24 to 30 and months 31 to 36	2 newsletter	100%
J2		Number of subscribers	Year 3- 100 subscribers	37	37%
K1	Conferences and Seminars participation	Numbers of participations / interventions	Year 2- 5 participations / interventions	5 participations in conferences	100%
L1	Project Summary Video	Video Release	1 video summarising the project expected objectives, approach and benefits.	1 video created	100%

The overall Dissemination Index score for the second year was 89,55%. Highlighting the active dissemination in the third year of the pilot, especially on Twitter and Slideshare in terms of social media. Also, the OGI partners delivered on the target number set for conferences and 6 scientific publications were achieved. After publishing and disseminating all the tools, GitHub is a successful platform with an average of 103%.

Despite our success in a major part of the dissemination KPIs, the number of downloads and shares in Slideshare were 0% compared to our initial goal. LinkedIn was also an issue because only 23% of our goal was achieved. Mendeley and the newsletter will also need a boost with only 10% and 68% of our expected number of members. These results let the Consortium identify clearly what the channels and target people are, whom are connected with Linked Open Statistical Data. For future projects and research, these results will help to focus on channels that have higher chances of successful dissemination.

4 Exploitation activities

4.1 Introduction

In Year 3 of the project, we continued to implement the Dissemination and Exploitation Plan (Deliverable 5.1, Version 2). This section of the report gives details about the activities and outcomes from the third year of the project.

In parallel with the specific work on publicising the work of the project and engaging with potential users, further analysis and planning was carried out on business opportunities arising from the project research, to put a strategy in place to ensure ongoing impact after the project finishes.

Building on the Market Analysis (Deliverable 5.6) carried out at the end of the second year of the project and the experience and intelligence gained by talking to users and potential users of the work, in year 3 we prepared an analysis of Business Models (Deliverable 5.7) and the Business and Exploitation Plan (D5.8).

The Dissemination and Exploitation Plan describes the ecosystem of data-driven public services in which we are working and how our exploitation activities are designed to achieve the project objectives within that ecosystem.

4.2 Exploitation activities per target group

In this section, we repeat the table of target groups presented in Section 2, this time concentrating on the exploitation activities planned for each group. Note that more general awareness raising activities are covered by the dissemination plan.

Audience targeted	Objective	Activities
Public Sector Decision Makers	Achieve adoption of new approaches to use of data in design and delivery of services. Address the skills and capability gap that restricts the uptake of new publishing and exploitation of data.	Identification and direct approaches to relevant organisations Deliver easy to use tools to enable new organisations to participate in innovative approaches, including those with fewer resources such as city governments. Provide training and support to carry out trials or active implementation of OpenGovIntelligence innovations Engaging with existing innovation networks, to include Eurostat's DIGICOM, IFIP WG8.5 and the EGPA Permanent Study Group on e-government.
Software developers and SMEs	Highlight opportunities (particularly in SMEs) for new features or new products that support the dissemination and use of data in public services, or exploit that data to deliver new services to end users.	Delivering high quality and well documented open source software tools and specifications Direct approach to identified businesses to offer training and support for trials and implementations Collaboration via standards bodies to deliver best practices and standards that developers can implement.
Statistical Publisher	Influence National Statistics Institutes and central and local government departments to improve the way they publish statistical data, in order to increase use and impact	Work with EU-wide organisations such as Eurostat and the EU Joint Research Centre to influence and spread recommendations on best practices Direct approaches to national bodies to highlight OpenGovIntelligence outputs and offer training and support for trials and implementations Engage publishers in the standards creation process
Data scientists	Ensure data scientists and data analysts are using new LOSD and are applying their skills to support co-creation of data-driven public services. This will include data analysts working for public sector organisations and SMEs offering specialist tools and services.	Delivering high quality and well documented open source software tools and specifications, making connections to tools already popular in the data science community. Direct approach to identified businesses and public sector organisations, to offer training and support for trials and implementations
Researchers and academics	Ensure the research community adopts, applies and further develops the project outputs.	Participation in and engaging with research and advocacy groups such as the European Group of Public Administration and the Open Data Institute. Collaboration and synergies with other relevant Horizon 2020 projects. Training of students and researchers in the new techniques of OpenGovIntelligence, through traditional classes, research projects and MOOCs.
Civil Society	Involve civil society organisations in actively co-creating data-driven public services	Engage with existing groups and projects such as the Open Government Partnership and the EU Digital Social Innovation project. Direct approaches to individual organisations offering training and support for trials and implementation of OpenGovIntelligence tools.
Standardisation	Work with international and	Establish and participate in a 'Statistics on the Web Best

Bodies	national standards bodies to document best practices and new standards.	Practices' group to give potential users of OpenGovIntelligence outputs confidence in the quality and longevity of the recommended approaches and so increase adoption.
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4.3 Exploitation activities in the third year

A series of KPIs were developed and documented in the project Dissemination and Exploitation Plan (Deliverable 5.1, v2, June 2017).

The exploitation activities and KPI outcomes in the third year of the project are summarised below in the tables and accompanying notes.

As with dissemination, to get an overall index for performance against KPIs, scale the measured performance by the target, then average them.

$$\text{Exploitation Index } (E_i) = \frac{1}{N} \times \sum \left(\frac{m}{T} \right)$$

- **N**: This is the total number of indicators to be combined;
- **m**: is the measured outcome of each indicator
- **T**: is the **target** of each indicator as listed in the 'Target' column

4.3.1 SMEs

Engaging with SMEs outside of the project has been one of our objectives. While the software tools are available openly in GitHub which means that they are accessible to anyone, direct engagement has been established with SMEs. Initial contacts have been via Twitter, the project newsletter and website, and probably most effectively via workshop and conference presentations. We are aware of one SME outside of the project partners currently using the toolkit in practice.

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
A1	Approaching, demonstrating and exploiting OpenGovIntelligence ICT Toolkit to SMEs	Approach 10 SME in Europe and rest of the World to demonstrate OpenGovIntelligence ICT toolkit benefits for their organisation.	Year 3 - at least 5 approaches.	5	100%
A2		Provide for 5 SME a trial of OpenGovIntelligence Project (Added Value Data Services)	Year 3 - at least 4 trials	2	50%
A3		At least 2 cases of SME using OpenGovIntelligence toolkit	Year 3 - at least 2 cases using OpenGovIntelligence toolkit	1	50%

4.3.2 Public sector

Engaging with public sector agencies has been the most successful and significant strand of the project exploitation work. Improving public administration through the use of our technology is the core aim of the project and we have found a lot of interest in our work and several government organisations are now actively using the tools.

Notable examples are:

- the UK Office for National Statistics, which has been heavily using the table2qb tool for converting existing statistical data into linked open statistical data, with plans in place for a large scale programme where this approach and accompanying toolset will be rolled out across all UK government organisations that publish official statistics.
- The ESSNet project managed by Eurostat and involving the national statistics agencies of Ireland, France, Italy and Bulgaria. These organisations have been using the CubiqI API and the Cube Explorer as part of their technology stack.
- The UK Ministry of Housing Communities and Local Government has started using table2qb in preparing their statistical data for publication and plans to steadily replace their previous approach to take advantage of this toolkit.

In addition, the public sector partners involved in the OpenGovIntelligence pilot projects are starting to use the OpenGovIntelligence approach in contexts beyond the original pilot project. Notably the Flemish Ministry for the Environment is now applying the linked data approach very broadly in their data management work, building on what they have learned from working with OpenGovIntelligence partner ProXML.

The prospects are strong for government organisations across Europe to invest further in implementing and improving the OpenGovIntelligence toolkit in operational activities, ensuring a lasting impact for the project.

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
B1	Approaching, demonstrating and exploiting OpenGovIntelligence ICT Toolkit to Public Sector organisations	Approach 10 Public Sector agencies, departments, etc. in Europe or rest of the World to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework (Consultancy)	Year 3 - at least 5 approaches.	9	180%
B2		Provide training and support for 5 Public Sector agencies, departments, etc to carry out a trial of OpenGovIntelligence toolkit	Year 3 - at least 4 trials	4	100%

B3		At least 1 cases of Public Sector using OpenGovIntelligence toolkit	Year 3 - at least 1 cases using OpenGovIntelligence toolkit	3	300%
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4.3.3 Academic community and students

The project has been engaging with the academic research community and students through several channels:

- Presentation of the project work and outputs at academic workshops, often as part of international conferences
- Teaching of students in the three universities directly involved in the project: Macedonia (CERth), Delft and Tallinn. This covered a range of course types, some more in-depth than others, but in total reaching many hundreds of students.
- TU Delft ran its "Open Data Governance: from Policy to Use" Massive Open Online Course (MOOC) with over 3000 participants (<https://online-learning.tudelft.nl/courses/open-government/>). Although the MOOC is broader than LOSD and cover open data and governance in general, the 3 films about LOSD were core components and the participant has to pass questions about LOSD, described in the section 3.2.11.

In addition, in November 2018, the project ran its own one day workshop in Delft, vastly attended by academics, government and SMEs.

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
C1	Academic Workshop to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework	3 workshops/panels/tutorials	Year 3 - at least 2 workshops using OpenGovIntelligence toolkit.	2	100%

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
D1	Massive Online Open Course (MOOC)	MOOC classes	Year 3 – one MOOC with 3000 participants.	One MOOC	100%

#	Exploitation	Indicator	Target	Achievement	Achievement
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	Activity				Percentage
E1	Training academic students	Number of students in trained with OpenGovIntelligence ICT toolkit and/or the co-creation framework.	Year 3 - 50 students from any sector	400 TU Delft students 350 Rotterdam University students 20 CERTH students 50 TUT students 431 views from online tutorials and video promotion	100%

4.3.4 International standards community

CERTH and Swirrl from the OpenGovIntelligence project have been working within the international standards community, in particular the World Wide Web Consortium and the Open Geospatial Consortium, to contribute to a Statistics on the Web Best Practices document, and guidelines to data publishers on consistent use of the W3C RDF Data Cube Vocabulary. In addition, the project has been engaging closely with Eurostat, to use our research to influence standards and guidelines for European national statistics institutes.

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
F1	Collaboration for New Standards with standardisation bodies	Develop and publish standards or best practices with standardisation bodies based on OpenGovIntelligence research.	At least 1 participation and developing of new standard, or improvement of existing one, with standardisation bodies such as W3C.	Ongoing.	100%

4.3.5 E-government community

Project members are influential and active in the e-government community, via academic conferences, H2020 projects, and including for example engaging directly with the Estonian Parliament and Estonian Minister for ICT and Innovation.

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
G1	Establishing network activities	Synergy and collaboration with other projects and e-gov community	5 collaborations with other projects and e-gov communities in Europe or rest of the world	Some projects are being worked on now	100%

4.4 Overview of exploitation activities

The combined score across the KPIs is 116% indicating that we have met and slightly exceeded our planned objectives for exploitation. A notable success of the exploitation work has been the degree of engagement with the project and its outputs from public sector organisations, particularly national statistics institutes. With the main objective of the project being to improve public administration through the introduction of new technology, this is a promising indicator of ongoing impact of the work.

The only KPI that we have failed to achieve is that around direct engagement with SMEs. We have found it harder to get the attention of small companies for using our tools. We believe this is because such companies are typically focused on particular opportunities and have limited capacity for investment, so focus on a small number of things. While SMEs are quick to exploit clear opportunities, they want to have strong evidences of market interest, and it may be that the kind of R&D work carried out by this project is only now reaching the level of maturity that will gain their interest. Our plan for post-project exploitation is to focus on the evident interest of the government institutions: uptake of these methods and tools will create a demand for services from SMEs and larger technology companies, which can be met (in part at least) by those companies picking up the toolkit from the project.

5 Conclusions

This report covered an overview of the dissemination and exploitation activities in year three of the OpenGovIntelligence Project. It included details of activities from all twelve partners of the consortium and the six pilot activities. The report details the target audiences for each pilot and evaluates dissemination and exploitation progress against the initial expectations set out in the Description of Work. It also details the promotional materials, online and electronic activities (including social media); events and networking and publications (both academic and industrial).

The OGI project in the NTTS 2017 in March 2017 and the Workshop in Delft in November 2018 has resulted in a high visibility and proved to be key events for disseminating the results. This event in Delft showed the final version of OGI toolkit, the OGI Enterprise architecture, the Co-creation methods and the potential future of the Open Statistical Linked Data in public and private organizations to SME, government officials, civil servants, statistical data publishers, data scientists and academics. Also the Swirrl presentation on the use of multidimensional data uploaded at Slideshare was a key activity and viewed by over 600 people. The webpage has an average of 69 monthly visits, the twitter account has steadily increased to 431 followers, and there are 34 subscribers to the newsletter. OGI achieved 19 blog posts on Medium.

The number of documents shared were zero (0%). This can be explained by the complexity of LOSD, in which slides are not a good medium for communicating the ins and outs of LOSD. Instead the scientific papers and the videos in the MOOC (with 3000 participant) were found to be more effective in terms of communication. Also the YouTube films had 431 views. On GitHub there are 7 repositories of ICT Tools created by technical partners of OGI Consortium and 12 users have used them.

In total there were 6 scientific publications and 5 workshops organized at international conferences targeting various research groups. Overall the dissemination and exploitation activities were on schedule and reaching the targeted groups, however, on some indicators there was more progress, whereas, less on others.

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