Horizon 2020
European Union Funding
for Research & Innovation

OpenGovIntelligence

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

Deliverable 5.2

Report on Dissemination Activities

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Responsible Organisation:	TUDelft
Version-Status:	V1.0
Submission date:	31/01/17
Dissemination level:	CO

This project has been funded with the support of the **H2020 Programme** of the European Union
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Deliverable factsheet

Project Number:	693849
Project Acronym:	OpenGovintelligence
Project Title:	Fostering Innovation and Creativity in Europe through Public Administration Modernization towards Supplying and Exploiting Linked Open Statistical Data

Title of Deliverable:	D5.2 – Report on dissemination activities
Work package:	WP5 – Dissemination and Exploitation
Due date according to contract:	M12 (January 2017)

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Abstract:	This deliverable reports on the dissemination activities over the first 12 months to promote the project outcomes within the project's target groups.
Keyword List:	Dissemination, awareness, events, publications.

Consortium

	Role	Name	Short Name	Country
	Coordinator	Centre for Research & Technology - Hellas	CERTH	Greece
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	R&D partner	National University of Ireland, Galway	NUIG	Ireland
	R&D partner	Tallinn University of Technology	TUT	Estonia
	R&D partner	ProXML bvba	ProXML	Belgium
	R&D partner	Swirrl IT Limited	SWIRRL	United Kingdom
	Pilot Partner	Trafford council	TRAF	United Kingdom
	Pilot Partner	Flemish Government	VLO	Belgium
	Pilot Partner	Ministry of Interior and Administrative Reconstruction	MAREG	Greece
	Pilot Partner	Ministry of Economic Affairs and Communication	MKM	Estonia
	Pilot Partner	Marine Institute	MI	Ireland
	Pilot Partner	Public Institution Enterprise Lithuania	EL	Lithuania

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive summary

This report covers the dissemination activities in year one from the OpenGovIntelligence Project. It includes details of dissemination from all twelve partners of the OGI Consortium and the six pilot activities. The report details the target audiences for each pilot and evaluates dissemination 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). It ends with the planned dissemination for year 2 of the project.

Target groups per pilot

Seven target groups for dissemination have been identified as: public sector; software developers; statistical data publishers; standardization bodies; data scientists; researchers and academics and civil society (including businesses, citizens and NGOs). Each of the pilots involves two partners and has identified target groups from the seven mentioned above. Details of audiences 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 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. Many of the partners 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.

Dissemination activities

Partners in the project have created a graphical identify for the project. There is an agreed upon logo which is used for branding in leaflets, banners and all social media to create cohesion across the project. Project partners have created an online presence through the project web site, Twitter account, Medium (blogging platform), GitHub, Slideshare and Mendeley and have sent out a newsletter email about the project. 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 first year were extensive, with project partners attending fourteen international conferences; over thirty further events and meetings and three workshops.

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 first deliverable of WP5, D5.2: Report on dissemination activities. This report describes the dissemination activities carried out during the first year of the project, including information on, amongst others, the logo and leaflet produced, the web site developed, the social media accounts established and how (well) they have been used. The Figure 1 below summarises the flow of information and deliverables at OGI project.

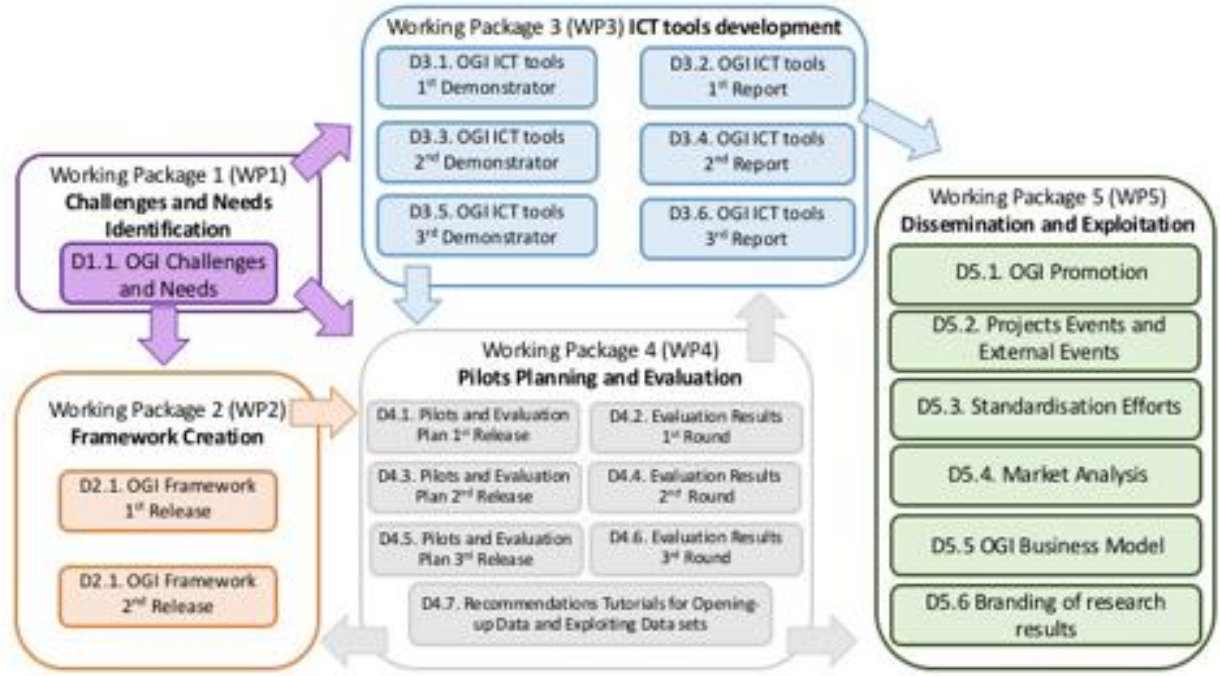

Figure 1- OpenGovIntelligence Working Packages

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 Blog;
- 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 is a living document which will be developed and built on throughout the three years of the project's life. This report will be made openly available and we encourage feedback and comments on its content and proposed approaches. 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 dissemination.

1.1. Scope of the Dissemination and Exploitation Plan

This report relates to the dissemination activities from Year 1 of the project.
It includes a checklist of dissemination against the initial plans for dissemination.
It also includes a plan for future dissemination based on the dissemination activities of Y1.

1.2. Audience and targeted groups

The audience for this report are the reviewers. See Section 2 for the seven overarching target groups for the project.

1.3. Structure

Please see table of contents

2. Target Groups

We identified seven priority target groups. Here we break them down by audience, objective, place to find them and dissemination that has taken place in the first year of the project. Regular communication with public sector partners and their pilot projects is via the OpenGovIntelligence Medium account and the OpenGov Twitter account (links in 3.2.8). A mailing list has been created for interested stakeholders and target groups. The link for this is available from the OpenGovIntelligence homepage (link in 3.2.4).

In addition to the below, the public sector partners and their pilot projects form the initial testing ground for the outputs of the project. These will also engage with members of target groups outside the project, to encourage them to use the tools and methods developed in OpenGovIntelligence. Regular communication and feedback with the pilot target groups is the responsibility of each pilot. Please see Deliverable D4.2 "Evaluation Results - first round" for more detail.

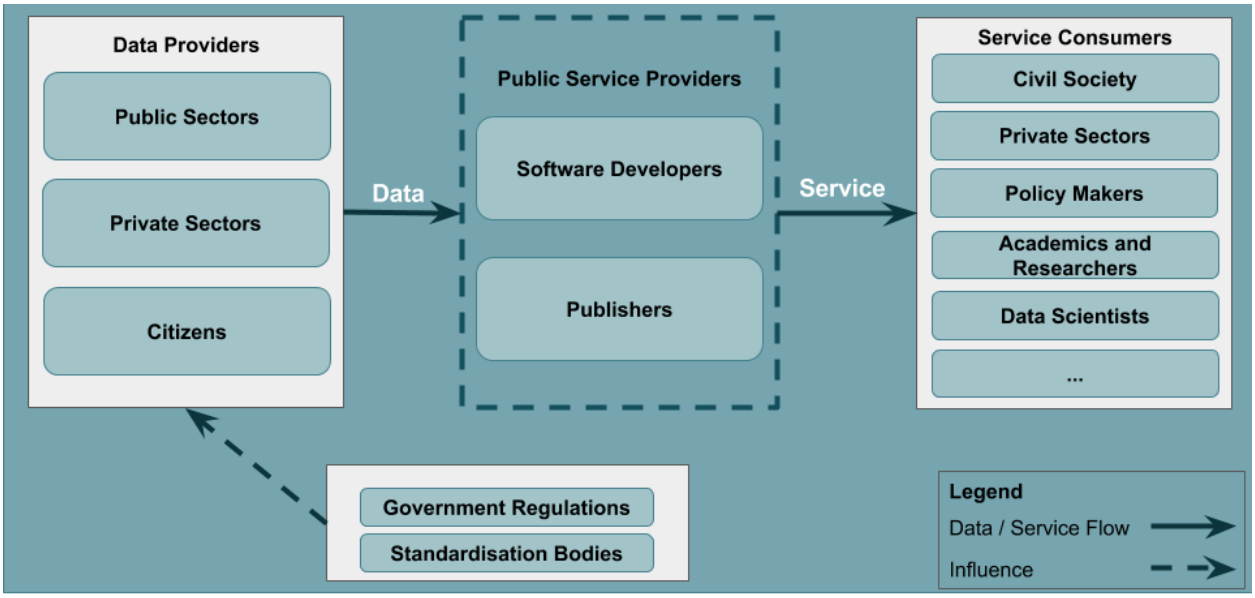

Figure 2- Main Roles and Process Flow of OGI Project

Specific Groups

Project partners will engage with interest groups around relevant **themes across target audiences** and will relevant dissemination events within these **groups are included in the dissemination below**. The following themes have been identified:

- Data Analytics and Data Science
- Data Visualisation
- Open Data
- Linked Open Data

Audience Targeted: Public Sector
Objective: Show to politicians and governmental technology officers how Public Sector can make better use of LOSD for decision-making and design of services.
Place to find them:

- Official conferences and meetings.
- Scientific conferences and meetings.
- Open Data Gatherings.

Current Dissemination: For further detail about the pilots please refer to the evaluation report for each pilot.

- Swirrl and Trafford Pilot is disseminating the work of the pilot to the Department of Work and Pensions (https://www.gov.uk/government/organisations/department-for-work-pensions), Trafford's Economic Growth Service (http://www.investintrafford.com/BusinessSupport/Docs/economic-growth-team-flyer.pdf) and Greater Manchester Combined Authority (https://www.greatermanchester-ca.gov.uk/site/index.php).
- The Belgian Pilot is disseminating information to three audiences: the administration (environmental inspection audience); the general public and companies (benchmarking purposes)
- The Marine Institute and Insight's pilot is disseminating to the following audiences: **Search and Rescue audiences**: Local authority fire and rescue, civil defense, Irish lifeboats, local coastguards, Galway waterways patrol. Local professional groups involved in search and rescue (search and recovery); **Renewable wave energy audiences:** Irish Wave Energy Developers Association and the last audience is **Maritime tourism and leisure**: Irish tourism, Galway bay sailing club, Galway uni surfing / water clubs. A number of private companies in the bay area who provide hiring activities and the met office and marine institute.
- The Lithuanian pilot is disseminating information to Lithuanian businesses, entrepreneurs and investors so they can analyze and compare the business environment in different municipalities and allow to make data based decisions about opening or expanding their business activities in Lithuania. They plan to disseminate via their website (www.verslilietuva.lt), newsletters and other events such as seminars, workshops and hackathons.
- The Estonian Real Estate Pilot Program has the initial main target audience will be foreigners (such as young professionals or students) who may be moving to Tallinn Estonia, but do not have an understanding about the city. They will be disseminating using word-of-mouth marketing; facebook groups where their target audience resides and participates in; use of workshops and community knowledge sessions.
- The Greek pilot's main audience are internal civil servants that monitor and use governmental official vehicles.

Audience Targeted: Software Developers
Objective: Show developers that it is possible to provide tools or services to the Public Sector.
Place to find them:

- Innovation Networks.
- Tutorials and workshops.

Current Dissemination: Swirrl have created a public GitHub organisation (https://github.com/opengovintelligence) and have made contact with a W3C working group to collect ideas relating to the design to organise some of the software contributions.

As the tools and standards reach a more mature state, the project will steadily increase the amount of external feedback that is sought. For example, Swirrl has been in touch with the W3C 'JSON-LD' working group to get their input into the design of the JSON-QB API.

Audience Targeted: Statistical Data Publisher
Objective: Show to statistical data publishers how they can increase the use and impact of their data.
Place to find them:

- Official conferences and meetings.
- Scientific conferences and meetings.
- Open Data Gatherings.

Current Dissemination: For details of all conferences, meetings and open data conferences please see Section 3.2.3.

Audience Targeted: Standardisation Bodies
Objective: Show to standardisation bodies the implementation of their standards and to create new or improved standards .
Place to find them:

- W3C
- National standards organisations.

Current Dissemination: Swirrl are contributing ideas to the Spatial Data on the Web W3C group, with regard to statistical data. The Spatial Data on the Web group is a Working Group. Link: https://www.w3.org/2015/spatial/wiki/Main_Page

Audience Targeted: Data Scientist
Objective: Show to data scientists and data analysts how they can maximise and speed up valuable discovery and insights.
Place to find them:

- National statistics organisations.
- Other public sector data producers.

Current Dissemination:

- Swirrl organised the following event: Data-driven decisions conference, Manchester (https://www.eventbrite.com/e/data-driven-decisions-out-of-silos-into-context-tickets-23040030351#)
- For further details of all conferences, meetings and open data conferences please see Section 3.2.3.
- Please also see the individual pilot evaluations for further details.

Audience Targeted: Researchers and Academics
Objective: Show the potential for supporting scientific research and receive feedback for improvement of the tools and methods of evaluation of pilots.
Place to find them: Scientific conferences and meetings.
Current Dissemination:
Please see sections 3.2.3 and 3.2.4 for attendance of scientific conferences, meetings and for academic publication details.
Please also see the individual pilot evaluations for further details.

Audience Targeted: Civil Society
Objective: Show to citizens, business people and NGO how the project tools can help them to analyse and interpret the data.
Place to find them:
- Official conferences and meetings.
- Scientific conferences and meetings.
- Open Data Gatherings.

Current Dissemination:
- Swirrl and Trafford wrote a joint guest post on Open Data Institute blog "Better access for more impact: what open data can offer the third sector". Details in section 3.2.4.
- The Marine Institute pilot involves Civil Society as one of its target audiences. Search and Rescue and Tourism groups are particularly relevant here and attended the workshop noted in Section 3.2 under 'Self Organised Events' .
- The Estonian real estate pilot targets people from outside of Estonia who may be moving to Tallinn Estonia, but do not have an understanding about the city. They will be disseminating using word-of-mouth marketing; facebook groups where their target audience resides and participates in; use of workshops and community knowledge sessions.

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 for the first twelve months of the project against the success criteria set out in the previous WP5 document.
- The second section describes the promotional materials, online and electronic activities (including social media) and events and networking
- The third section describes the plan for the following year's dissemination taking into account the current status of the dissemination one year in.

3.1. Assessment of Planned Dissemination against Success Criteria

Table 1- Measurement criteria of planned dissemination and exploitation activities

Objective	*Actions Required*	*Target*	*What Happened*
Create the project's graphical identity	Development of the project Logo	1 Logo	Logo developed. See title page and also section 3.2 for details
Create the project's graphical identity	Graphical design of the information brochures and posters	1 brochure in English	A leaflet and a poster was developed. The leaflet provides an overview of the project, website and social media details. A brochure would have been a waste of resources at this early stage given the pilots are just starting. See the accompanying pdf documents of the leaflet and the poster design.
Create the project's graphical identity	Graphical design of the project website	1 web site	1 website. See section 3.2 for the link.
Create the project's graphical identity	Design the documents and the presentations templates	1 template for project reports and presentations	Templates for reports and presentations are currently being designed. Please see section 3.3.
Create the project's online identity	OGI website statistics	250 monthly visits (Year 1 and 2). 750 monthly visits (Year 3).	We plan to add google analytics for the second year so we can assess this at the next review. See section 3.3.

Create the project's online identity	Twitter	At least 1 post per month. 500 total followers on the OGI Twitter account. The OGI Twitter account should retweet relevant partner tweets as well as project announcements	See section 3.2 for all twitter details.
Create the project's online identity	OGI Slideshare channel	OGI Slideshare channel Upload related open presentations created by the partner's consortium. Upload of overall project's presentation every six month starting from the Month 6 (M6). 100 total followers on the OGI Slideshare account.	See section 3.2 for all slideshare details
Create the project's online identity	OGI Mendeley account	Storage and organisation of all relevant references to the OGI Project.	To access the group with a complete list of references is at: http://bit.ly/2jUM2kM
Create document materials to inform the community about the research results of the OGI Project	Scientific publication	10 scientific publications in journals or high-quality conferences presented at Table 4 and Table 5.	See the section 5.1
Create document materials to inform the community about the research results of the OGI Project	Reports	6 technical reports (TR). One TR every six months will be available on the project's website.	API JSON Technical Report.
Create document materials to inform the community about the research results of the OGI Project	User briefs / newsletters	One newsletter every six month. 100 people signed-up newsletter recipients until the finish of the project	See Email Newsletter section 3.2.1 for details

		(M36)	
Create document materials to inform the community about the research results of the OGI Project	Information leaflet and posters	At least 1 leaflet and 1 poster will be developed.	See Section 3.2.1 Promotional Materials for details
Establish networking activities	Participation in conferences, workshops, trade fairs, exhibitions Horizon 2020 and the European Commission (EC) events.	30 such interventions are foreseen during the project's lifetime.	See Section 3.2 Events and Networking for details
Establish networking activities	Synergy with other projects	5 synergies targeted	Contact made with: FP7 Policy Compass project, SONNETS (SOcietal Needs aNalysis and Emerging Technologies in the public Sector) by Evangelos at CERTH

3.2. Overview of Dissemination Activities for the first 12 months of the project

3.2.1. Promotional Materials

The promotional materials are to assist us in drawing attention to the project and to explaining to our target groups what we plan to achieve.

Logo and branding

Figure 3- Logo

The logo (above) is on the cover page of this report. The logo and branding can also be seen on the project website; the project twitter stream and the medium blog (links all below). In addition to this, more extensive brand guidelines have been produced by Swirrl.

Leaflet

A leaflet was created (LINK) and presented on the figure 4 and figure 5. The leaflet is also available to view at the following link: www.slideshare.net/OpenGovIntelligence

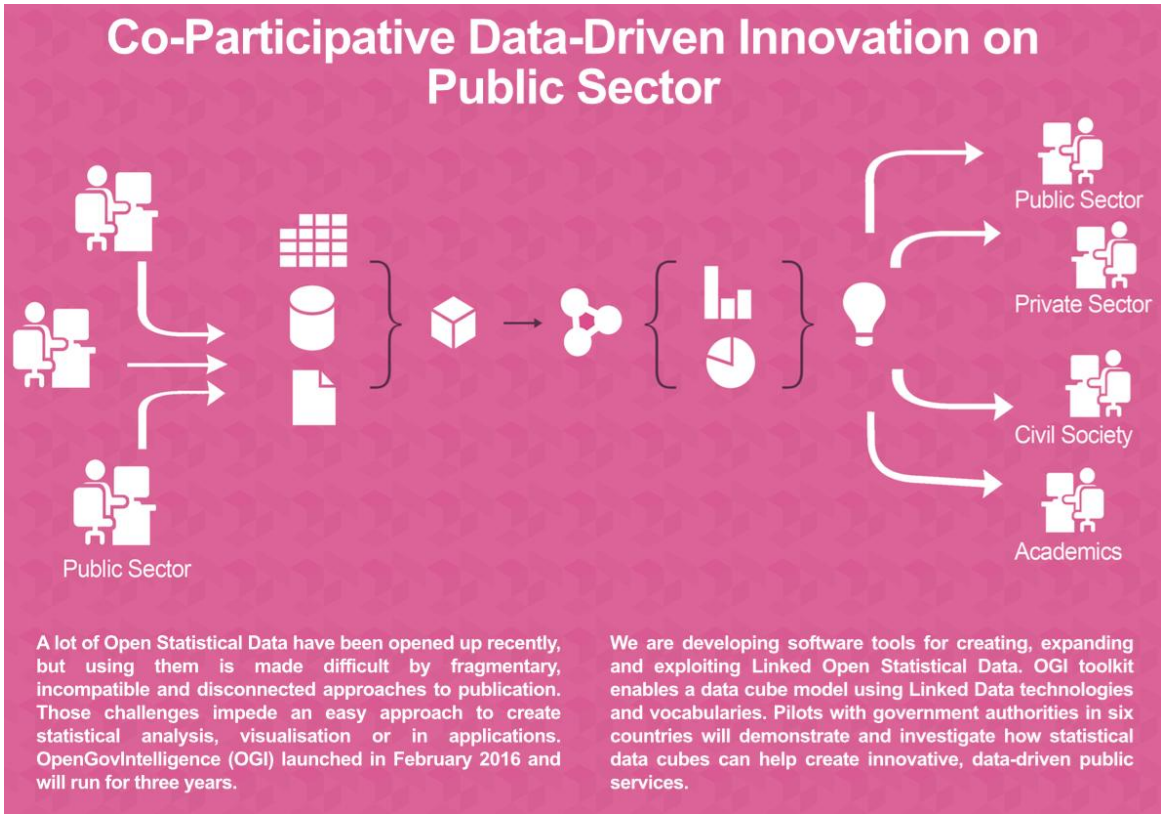

Figure 4- Leaflet 1

Figure 5- Leaflet 2

Banners

A conference banner (size A0) was taken to a conference in Eindhoven in June. The banner is also available to view at the following link: www.slideshare.net/OpenGovIntelligence

Figure 6- OpenGovIntelligence Banner

Website

A website about the project was built: http://www.opengovintelligence.eu/

It includes a brief description of the vision of the project and links to the following social media sites: Twitter, GitHub, Slideshare and registration to the mailing list (for the newsletter).

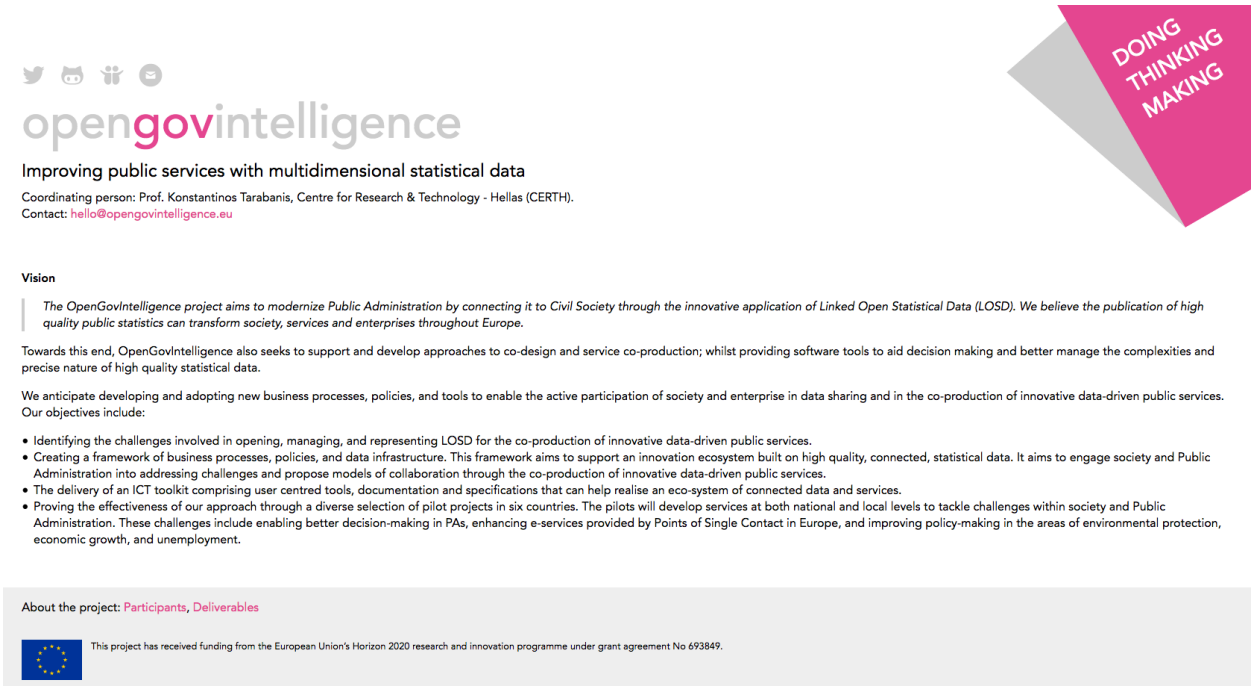

Figure 7- OpenGovIntelligence Website

Public project deliverables on the website

The Project Proposal lists the deliverables that the project will produce. Public deliverables from the first 12 months are available via the project website.

Email Newsletter

A mailing list has been set up through mailchimp: http://opengovintelligence.us13.list-manage2.com/subscribe?u=601f134f4359af6e16629d5d3&id=0aa21c29b9

We are using mailchimp to support the creation and distribution of newsletters since it can provide analytics on how many people receive and read the newsletter. It currently has 19 subscribers. The first newsletter for the project is to go out in January 2017 and a link to it will be tweeted from the OGI twitter account.

The first newsletter is available to view here: http://eepurl.com/ctbpA9
It will contain a brief description of the overarching project; a brief description of the six pilot projects; links to articles already published; summaries of conferences attended and a what's coming up section, which will include information on the conferences that people plan to attend and papers they plan to

write as set out in WP5.2 Description of Work. See section 3.3 for planned newsletter dissemination for Y2 of the project.

Press release

A press release was sent in January 2017 by Paul Hermans (ProXML). See Linkedin details below for the appropriate link.

Summary of dissemination activities, partners in charge, tasks and frequency

Table 2- Dissemination via promotional material activities

Activity/Product	*Partner in charge*	*Tasks / Frequency*	*Status 12 months in*
Logo and Branding	SWIRRL	Once at start of project.	Logo and branding created. See the assessment and success criteria table in Section 3.2.1
Website	SWIRRL	Developed and extended continuously through the project	Website created. See section 3.2.1 for details
Leaflets	SWIRRL	Once at start of project.	Leaflet created. See section 3.2.1 for details
Banners	SWIRRL	Once at start of project.	Two posters were created. See section 3.2.1 for details
Email Newsletter	TUDelft	Two newsletters per year.	First newsletter to be sent out January 2017. See section 3.1 for details.

3.2.2. Social Media

OGI media accounts

Twitter

A Twitter account was created here: https://twitter.com/opengovint It has 331 followers and there have been 319 tweets. It 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 individual) and the skills set to manage and maintain

an effective user account. We are working towards our objective of 500 followers by the end of January 2019. The project uses hashtag #opengovintelligence for related posts.

Medium (Blogging Platform)

A blog was created on the medium platform with the opengovintelligence branding. The link to the blog is: https://medium.com/opengovintelligence There have been twelve posts. The most popular post in the first year was 'Data Driven Public Service Creation; an Estonian Example' which received 386 views.

Slideshare

The project has a Slideshare account: http://www.slideshare.net/OpenGovIntelligence. The objective is to have 100 people following this account on the end of January 2019. See the following link for the Swirrl presentation on use of multidimensional data: http://www.slideshare.net/OpenGovIntelligence/swirrl-multidimensionaldatapresentationsheffield

Participation in already existing groups

Linkedin

ProXML (from the Belgium pilot of the OpenGovIntelligence project) posted a press release in January. 2017 in the following linkedin group:

- Platform Linked Open Data (Netherlands)

Github

A GitHub account was created here: https://github.com/OpenGovIntelligence
There are 7 repositories. Github is being used to publish code and documents relating to the project, as well as providing the technical basis for the project website.

Summary of Social Media activities, partners in charge, tasks and frequency

Table 3- Social Media Activities

Activity/Product	*Partner in charge*	*Tasks / Frequency*	*Status after first year*
Twitter	CERTH	At least one post per month.	324 tweets has exceeded this target. https://twitter.com/OpenGovInt
Slideshare	TUDelft	Inserting presentations.	Three presentations currently on this platform. http://www.slideshare.net/opengovintelligence
Participation Linkedin	ProXML	Project update at least one time per year on the Platform Linked Data and Semantic Technology Benelux.	Please see Linkedin details in 3.1 for the link to the press release.
Participation Github	SWIRRL	At least one participation per year.	Seven repositories have been created. https://github.com/OpenGovIntelligence
Blog	All partners	Roughly one blog post per month, with responsibility shared around the consortium.	Eleven posts have been written on the project blog site. See section 3.2.1 for link to the site. https://medium.com/opengovintelligence

3.2.3. Events and Networking

Table 4- International conferences to present OpenGovIntelligence

Event	*Topic*	*Date*	*Location*	*Attended by*
Open Data Camp (held in UK roughly twice a year)	Open Data	May 14th 2016	Bristol	Swirrl, Trafford
Extended Semantic Web Conference (ESWC)	Semantic Web	May 29th – June 2nd, 2016	Heraklion, Crete, Greece	CERTH
Open Government Services Scenario	e-Government	May 31st, 2016	Brussels, Belgium	PROXML

Workshop				
International Conference for E-Democracy and Open Government 2016	Efthimios Tambouris was a keynote speaker. The title of the keynote was "Multidimensional Open Government Data". More details about the talk can be found at http://www.donau-uni.ac.at/en/department/gpa/telematik/edemocracy-conference/edem/vid/22330/index.php?cursor=2	18.05.2016 - 20.05.2016	Danube University Krems	CERTH
Annual International Conference on Digital Government Research (dg.o)	e-Government	June 8th - 10th, 2016	Shanghai, PR China.	TUDelft
Platform Linked Open Data Netherlands	Linked Open Data	June 27th, 2016	Eindhoven, the Netherlands	SWIRRL, TUDelft
European Data Forum (EDF)	Data driven innovation Major EU conference on exploitation of data. OGI had a poster, manned by Bill and Ricardo. Multiple conversations on OGI with conference attendees. Outcome: Raised awareness of the project objectives and plans	June 29th - 30th, 2016	Eindhoven, the Netherlands	Swirrl, TUDelft
Dual EGOV & ePart Conference	e-Government Organisation of a workshop entitled "Open Statistical Data: Potential and Challenges" See table in section 3.1 for details of the paper presented: Open Statistics Rise of a New Era for Open Data? Outcome: Discussion on data-driven public service co-creation and linked statistical data. Feedback was received from the participants.	September 8th, 2016	Guimarães, Portugal	Swirrl, TUT, CERTH, TUDelft

W3C TPAC and Spatial Data on the Web meeting	Spatial Data	September 19th – 20th, 2016	Lisbon, Portugal	Swirrl
International Marine Data and Information System Conference 2016	Semantic Web	October 11th – 13th, 2016	Gdansk, Poland	Marine Institute
International Semantic Web Conference (ISWC)	Semantic Web	October 17th – 21st, 2016	Kobe, Japan	CERTH
Semantic Statistics (SemStats) Workshop	Part of ISWC Paper presentation. SemStats2016 was a full day workshop with more than 40 attendees. The title of the paper is: A. Karamanou, E. Kalampokis, E. Tambouris, K. Tarabanis (2016) Linked data cubes: Research results so far. See Table in section 3.1 (assessment of planned dissemination against success criteria) For call to contributions see: http://semstats.org/2016/call-for-contributions	October 17th – 21st, 2016	Kobe, Japan	CERTH
International Conference on Theory and Practice of Electronic Government (ICEGOV)	E-Government	06th to 09th March 2017	New Delhi, India	TUDelft
Open Data Belgium	Open Data	Yearly early Feb	Belgian City	PROXML

Table 5- Activities Overview (This includes other events and Participation in H2020 and EC events)

Period	*Activity*	*Responsible*

February 2016 (M1)	SWIRRL PublishMyData User Group meeting Short description of the OpenGovIntelligence project and plans, and how it is relevant to users of Swirrl's PublishMyData platform. Outcome: Awareness of the project amongst several UK public sector organisations and a stated willingness to test outputs of the project when they become available.	SWIRRL
February 2016 (M1)	Open Data Belgium	PROXML
March 2016 (M2)	Participation ICEGOV 2016 - Paper presentation about transparency evaluation and smart service delivery using LOSD	TUDelft
March 2016 (M2)	UK public sector workshop on combining statistical data from multiple sources. Short presentation by Bill Roberts about OGI as part of a workshop on how to standardise and combine public sector data from multiple sources. Representatives of several UK govt orgs present: ONS, DCLG, Scottish Government, NISRA (Northern Ireland Statistics and Research Agency). Outcome: interested in OGI, willing to share experience, particular interest in the OGI data cube standardisation activity.	SWIRRL
March 2016 (M2)	Paul Maltby, Director of Data, UK Government Digital Service Outcome: Paul was interested in the possibilities of the early plans for the UK pilot around the idea of optimising location of service centres. He will put us in touch with the new but growing government data science profession	SWIRRL
April 2016 (M3)	UK Department for Communities and Local Government Outcome: DCLG are very keen to have some involvement - better use of statistical data to support policy development and policy monitoring is an important theme in the department. They would be interested to provide input to requirements and in future to test any new tools for working with data cube data. DCLG was a use case partner in the OpenCube project so understand the background.	SWIRRL
April 2016 (M3)	Logo (see section 3.2.1)	SWIRRL
April 2016 (M3)	SAI Data Summit A overview of the state of the art toolsets for handling all phases in the data analysis process	PROXML
May 2016 (M4)	Open eGovernment Services Study Scenario Workshop	PROXML
May 2016 (M4)	Open Data Camp	SWIRRL
May 2016 (M4)	Open Government Services Workshop	TBD

May 2016 (M4)	ESWC	CERTH
18th May 2016 (M4)	Poster presentation about OpenGovIntelligence at the 3rd Technology Forum in Thessaloniki Greece https://twitter.com/kalampokis/status/732860265868472320 Outcome: More than 20 people got in touch with OpenGovIntelligence	CERTH
May 2016 (M4)	Interview at CeDEM 16 An interview to Efthimios Tambouris in the course of CeDEM16 YouTube video https://www.youtube.com/watch?v=gzJtXuWYhCA	CERTH
13th June 2016 (M5)	Video entitled "Open Statistical Data" at the MOOC Open Data Governance and Use https://www.youtube.com/watch?v=fFoQop88fXg	CERTH
June 2016 (M5)	Project Factsheet	TUDelft
June 2016 (M5)	Website (see section 3.2.1)	SWIRRL
June 2016 (M5)	Distribution of flyers at the annual dg.o conference	TUDelft
June 2016 (M5)	Participation dg.o 2016	TUDelft
June 2016 (M5)	Platform Linked Open Data Netherlands	PROXML
June 2016 (M5)	Swirrl presence and organisation of Data Driven Decisions Event in Manchester, UK https://medium.swirrl.com/data-secrets-that-decision-makers-dont-want-you-to-know-e0b9e8a94fb4#.jvf9syybt Outcome: Conference in Manchester organised by Swirrl, with around 50 people interested in how to apply data to better decision making and policy making. Jamie Whyte made a presentation on the work of the Trafford Innovation Lab, including an overview of the OGI project plans and objectives	SWIRRL
June 2016 (M5)	OGI presence at European Data Forum 2016, Eindhoven, Netherlands https://medium.com/opengovintelligence/opengovintelligence-at-european-data-forum-2016-52e17e4eade4#.w57yjv8rm Major EU conference on exploitation of data. OGI had a poster, manned by Bill and Ricardo. Multiple conversations on OGI with conference attendees.	SWIRRL, TUDelft
July 2016 (M6)	Presentation of the OpenGovIntelligence project at the "Linked Open Data" workshop at #droidconGR16 conference in Thessaloniki, Greece. The workshop's goal was to introduce Android developers to Linked Open Data and Statistics. More than 30 participants attended the workshop. Outcome: More than 30 developers got in touch with	CERTH

	OpenGovIntelligence	
August 2016 (M7)	Invited publication at the Journal of eDemocracy and Open Government A journal paper at JeDEM http://www.jedem.org/index.php/jedem/article/view/444	CERTH
Sept 2016 (M8)	E-Gov Conference All project partners delivered a workshop at this conference; the project delivered a workshop; CERTH delivered a workshop. 20 attendees. Talks in the morning including an introduction to data cubes by SWIRRL. http://www.egov-conference.org/egov-2016 More detail: https://medium.com/opengovintelligence/you-dont-need-a-tardis-to-understand-multi-dimensional-data-8504fd954be#.s7qsiwc87	CERTH, SWIRRL, TUT, TUDelft
Sept 2016 (M8)	W3C TPAC Meeting	SWIRRL
September 2016 (M8)	Participation in Government Statistical Service Conference, 2016 Ric Roberts from SWIRRL presented alongside DCLG about Open Data: Opportunities and Challenges For more information on this government conference see: https://gss.civilservice.gov.uk/wp-content/uploads/2016/05/GSS-conference-2016-handbook-1.pdf	SWIRRL
Sept 2016 (M8)	Participation in Open Data Sheffield, UK A modest size conference of approximately 100+ people. Delivered 2 tutorial sessions to approximately 40 people in total on using data cubes to access Government statistics. Spoke to many people in government & councils who were interested in Open Data. Also spoke with the Ordnance Survey & NHS. Jamie Whyte also delivered a presentation from the Trafford Perspective. https://medium.swirrl.com/open-data-sheffield-ships-pop-up-labs-and-the-truth-about-visualisations-aa42af25f976#.eqfug0xty Outcome: Promoted OGI & Data Cubes to relevant parties.	SWIRRL
Oct 2016 (M9)	ISWC	CERTH
Oct 2016 (M9)	Participation at Smart City Conference, Den Haag https://medium.com/opengovintelligence/ogi-presented-at-smart-city-conference-2016-544ab37a50f1#.ohb82bru3	TUDelft
Oct 2016 (M9)	Guest post on the ODI blog, which has a large readership, highlighting how OGI is helping Trafford work with third sector organisations to enable them to make better use of data. http://theodi.org/blog/better-access-for-more-impact-what-open-	SWIRRL, TRAFFORD

	data-can-offer-the-third-sector?utm_content=buffer00914&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer Outcome: Raised awareness of OGI project amongst the large audience of the Open Data Institute blog. Led to a large number of tweets and retweets.	
Oct 2016 (M9)	SemStats workshop	CERTH
October 2016 (M9)	Data Impact 2016 (UK Data Service organised event) Bill Roberts from SWIRRL presented on enabling better use of data via the web for impact. Video here: https://www.youtube.com/watch?v=hP0Z0ZJy_Ww&list=PLG87Imnep1SlLG8bxW5GwuLjo2CddzHex&index=8	SWIRRL
Oct 2016 (M9)	IMDIS	MI
Oct 2016 (M9)	Swirrl PublishMyData User Group, Manchester UK	SWIRRL
Nov 2016 (M10)	Keynote lecture at IC3K http://www.ic3k.org/PreviousInvitedSpeakers.aspx	TU DELFT
Nov 2016 (M10)	Berlin. Workshop organised by the Policy Compass Project https://www.fokus.fraunhofer.de/en/openpolicymaking Ricardo Matheus presented on the OpenGovIntelligence Project	TUDELFT
September - December 2016 (M8 to M11)	TUDelft MSc Course using OGI Toolkit for Data-Driven Smart Services Delivery: http://www.studiegids.tudelft.nl/a101_displayCourse.do?course_id=41373 This course included 3 films about OGI More detail here: https://medium.com/opengovintelligence/tudelft-msc-course-using-ogi-toolkit-for-data-driven-smart-services-delivery-89927fd90f2f#.euxwsiaqn	TUDelft
Dec 2016	Top tier Brazilian universities capacity building of OGI ICT toolkit https://medium.com/opengovintelligence/ogi-project-presented-at-top-tier-brazilian-universities-usp-and-unesp-70f2c8c2aeee#.989heriba	TUDelft
Dec 2016 (M11)	AGU Meeting	MI

Self-organised events

Workshops

We said workshops would be organised by the OpenGovIntelligence consortium. These are the workshops that have been held:

1. Insight organised a workshop which the Marine Institute attended in Galway, Ireland.

Detailed information about the workshop can be found in the document: OGI_Galway_Workshop_V0.4. Held on on the 3rd of June 2016, 12 expert Marine sector stakeholders from the fields of public administration, open government, technology, and academia attended.

Please find the list of tweets related to the workshop:

https://twitter.com/porwolluke/status/738653363466821632

https://twitter.com/porwolluke/status/738656510717382656

https://twitter.com/porwolluke/status/738658505511559169

https://twitter.com/porwolluke/status/738674904455860224

https://twitter.com/porwolluke/status/738734817265717248

https://twitter.com/porwolluke/status/738755477773901825

https://twitter.com/porwolluke/status/738758577402306561

2. Tallinn University of Technology hosted a user workshop with members from 7 different public sector agencies and 2 Estonian companies: Mooncascade and Teleport on 16/09/16. The purpose of this workshop was to design a new Estonian Real Estate Portal which is part of the (OGI) project.
https://medium.com/opengovintelligence/data-driven-public-service-creation-an-estonian-example-8d58a79ef89c#.48asymppm

3. The Belgium pilot has carried out 5 presentations and are planning another 5 for next year. In March 2017, they're having an open data round table with three topics with 25 people from the administration, and others from private organisations and NGOs. The Open Data Round Table event will be in three parts: Energy; Environment; Data. During this event, Tom Van Gulck is going to present the proof of concept for the dataset. They want to start linking new datasets and focusing on interfaces that are easier for the target audiences to use.

4. Please see section 3.3. For dissemination plans for the next 12 months, which includes a workshop held by Swirrl and Trafford.

Webinars or MOOCs

Delft are planning a MOOC in 2017 or 2018. Please see section 3.3 for more details.

Synergies with other projects

See Section 3.3 Planned Dissemination Activities for Y2 of the project

Standardisation bodies

To promote interoperability of data and tools, involvement of the project in relevant standardisation initiatives is an important part of the dissemination process.

Standardisation activities already identified are:

- W3C – possible official publication on guidance or an application profile for RDF Data Cube
- W3C – liaison with the Spatial Data on the Web working group around relationship between geography and statistical data
- EU – StatDCAT Application Profile. https://joinup.ec.europa.eu/asset/stat_dcat_application_profile/home

The Standardisation task T5.3 will involve monitoring and contributing to relevant initiatives at international and national level, and where necessary proposing and gaining support for new standards.

Liaison with the Spatial Data on the Web working group has been ongoing through the first year of the project via Swirrl's membership of that group. CERTH has been active in liaising with the StatDCAT Application Profile group. The authors of the W3C RDF Data Cube Vocabulary were contacted as part of the RDF Data Cube best practices research carried out by CERTH.

In the second year of the project, further contact with W3C is planned around the RDF Data Cube best practices and the JSON-QB API.

Sector / special interest groups

- See Section 2 (Target Audiences) for detail.

3.2.4. Publications

Software

For Open source ICT tools developed within the project see details for GitHub (section 3.1)

Articles and reports

Academic publications

Please see table 1 in section 3.1 which has details of scientific publications from the first 12 months of the project.

Industrial and practice publications

Swirrl and Trafford referred to the OGI project in a piece for the Open Data Institute entitled: Better Access for More Impact: what open data can offer the third sector

http://theodi.org/blog/better-access-for-more-impact-what-open-data-can-offer-the-third-sector?utm_content=buffer00914&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Mendeley Repository of references

A mendeley group was created combining all the references used on the reports and also 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.

3.3. Overview of dissemination activities

The overview of dissemination activities for first 12 months of the project is listed below.

Table 6- Overview of dissemination 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 Git Hub 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 1 of the OpenGovIntelligence Project:

- Creation of a logo and branding which has appeared on leaflets, banners, the website, the newsletter. Judgement relating to cost vs benefit was used to create leaflets and posters, as opposed to a brochure.
- 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 and special interest groups.
- Publications

Some aspects of the initial targets for Y1 will take place in Y2 including a MOOC, synergies with other projects and google analytics to track online presence accurately on the project webpage.

3.4 Planned Dissemination Activities for Year Two of the project

Table 7- Measurement criteria of planned dissemination and exploitation activities

Objective	*Actions Required*	*Target*
Establish networking activities	Synergy with other projects	5 synergies targeted
Social Media	Increase twitter and medium followers	Two newsletters for the project per year in the second 12 months of the project
Create the project's online identity	OGI website statistics	250 monthly visits (Year 1 and 2). 750 monthly visits (Year 3). We plan to add google analytics for the second year so we can assess this at the next review. See section 3.3.
Create the project's online identity	Template for presentations and reports	To be designed, approved of and used by end of Y2 of the project
Social Media	A factsheet outlining the project's rationale, objectives, expected results and outputs will be available on a section of the Website.	Project factsheet
Create document materials to inform the community about the research results of the OGI Project	Newsletter	One newsletter every six months from Y2. 100 people signed-up newsletter recipients until the finish of the project (M36)
Social Media	In the second year, to improve the project's presence on social media, where a presentation is made, the partner should add their slides to the OpenGovIntelligence Slideshare account.	Slideshare to be updated with presentations as appropriate following events
Establish networking	Participation in conferences, workshops, trade fairs, exhibitions Horizon 2020 and	30 such interventions are foreseen during

activities	the European Commission (EC) events.	the project's lifetime.
Establish networking activities	In the second year of the project, further contact with W3C is planned.	Further contact with W3C is planned around the RDF Data Cube best practices and the JSON-QB API.
Establish networking activities	Establish networking activities with SemStats Community Group (Evangelos) https://www.w3.org/community/semstats/	
Social Media	In the 2nd year, it may be useful to create separate websites for particular target groups, for example a website discussing technical details of the use of the Resource Description Framework (RDF) Data Cube model, aimed at statisticians, analysts and software developers. Whether to include material on the main website, or to set up separate small websites will be decided during the project, according to the type of material and type of audience.	Separate website for target groups
Events	Workshop	Swirrl and Trafford will host a workshop in Manchester, United Kingdom, in 2017.

Publications

Academic Publications

Table 8- OGI Project Academic publications

Authors	*Publication name*	*Conference / Journal / Place*	*URL*
Toots, M.; Kalvet, T.; Krimmer, R.	Success in eVoting – Success in eDemocracy? The Estonian Paradox	15th IFIP Electronic Government (EGOV) and 8th Electronic Participation (ePart) Conference 2016. Guimarães, Portugal.	http://link.springer.com/book/10.1007%2F978-3-319-45074-2
E. Kalampokis, E. Tambouris, K. Tarabanis	Linked Open Cube Analytics Systems: Potential and Challenges	*IEEE Intelligent Systems*, Vol. 31, No.5, pp.89-92	http://ieeexplore.ieee.org/document/7579403/
E. Kalampokis, E. Tambouris, A. Karamanou, K. Tarabanis	Open Statistics: The Rise of a new Era for Open Data?	EGOV2016, LNCS 9820, pp.31-43	http://link.springer.com/chapter/10.1007%2F978-3-319-44421-5_3
A. Karamanou, E. Kalampokis, E. Tambouris, K. Tarabanis	Linked data cubes: Research results so far	SemStats2016 in conjuction with the 15th International Semantic Web Conference (ISWC2016) Kobe, Japan	http://semstats.org/2016/
E. Tambouris	Multidimensional Open Government Data	*eJournal of eDemocracy and Open Government (JEDEM)*, Vol. 8, Num. 3, pp. 1-11	http://www.jedem.org/index.php/jedem/article/view/444
Matheus, R. & Janssen, M.	Towards an ambidextrous government: Strategies for balancing exploration and exploitation in open government	Proceedings of the 17th International Digital Government Research Conference on Digital Government Research, 2016. ACM, 334-341.	http://dl.acm.org/citation.cfm?id=2912192
Matheus, R. & Janssen, M	Exploitation and Exploration Strategies to Create Data Transparency in the Public Sector	9th international conference on theory and practice of electronic governance, 2016a. ACM, 13-16.	http://dl.acm.org/citation.cfm?id=2910091

Industrial and Practice publications

Below the table 7 summarizes the list of industrial and practice publications we plan to disseminate and exploit OGI Project.

Table 9- Indicative list of industrial and practice publications

Publication name	*Publisher (URL)*	*Article*
Computer Weekly	http://www.computerweekly.com/	
Dataversity	http://www.dataversity.net/	
UK Government 'Civil Service Quarterly'	https://quarterly.blog.gov.uk/	
Open Data Institute blog	https://theodi.org/	http://theodi.org/blog/better-access-for-more-impact-what-open-data-can-offer-the-third-sector?utm_content=buffer00914&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer
Tech World	http://www.techworld.com/	
Computer World	http://www.computerworld.com/	
Tech Target	http://www.techtarget.com/	

4. Conclusions

This report covered the dissemination activities in year one from the OpenGovIntelligence Project. It included details of dissemination 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 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).

Some numbers from our dissemination activities on this first year:

- Logo branding created;
- Website, banner and leaflets created;
- Present and followed for more than 350 people on Twitter, Medium, Slideshare;
- Newsletter and Technical report published for disseminating the project;
- Fourteen conferences attended and OGI disseminated;
- Seven papers published acknowledging OGI project and its results;
- More than 40 dissemination activities within the target audience (governments, developers, academics).