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 5.3

Report on Dissemination Activities – Y2

Leading partner:	Technical University of Delft (TUDelft)
Participating partners:	TUDelft
Version-Status:	V1.0
Dissemination level:	CO

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

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

Deliverable title:	Report on Dissemination Activities – Y2
Deliverable number:	D5.3.
Official submission date:	31/01/2018
Actual submission date:	31/01/2018

Editor(s):	Ricardo Matheus (TUDelft)
Author(s):	Ricardo Matheus (TUDelft), Marijn Janssen (TUDelft), Roel Faber (TUDelft)
Reviewer(s)	Evangelos Kalampokis (CERTH)

Abstract:	This deliverable reports on the dissemination activities over the second 12 months to promote the project outcomes within the project's target groups.

Effort of Participating Partners Consortium

	Name	*Short Name*	*Role*	*Person Months*
1.	Centre for Research & Technology - Hellas	CERTH	Coordinator	1,5 pm
2.	Delft University of Technology	TUDelft	R&D Partner	2,00 pm
3.	National University of Ireland, Galway	NUIG	R&D Partner	0,5 pm
4.	Tallinn University of Technology	TUT	R&D Partner	0,9 pm
5.	ProXML bvba	ProXML	R&D Partner	0,142 pm
6.	Swirrl IT Limited	SWIRRL	R&D Partner	2,1 pm
7.	Trafford council	TRAF	Pilot Partner	0,3 pm
8.	Flemish Government	VLO	Pilot Partner	0,1 pm
9.	Ministry of Interior and Administrative Reconstruction	MAREG	Pilot Partner	0,05 pm
10.	Ministry of Economic Affairs and Communication	MKM	Pilot Partner	0 pm
11.	Marine Institute	MI	Pilot Partner	0,25 pm
12.	Public Institution Enterprise Lithuania	EL	Pilot Partner	0,07 pm

Revision History

Version	*Date*	*Revised by*	*Reason*
0.1	01/11/2017	TUDelft	Initial setup
0.4	28/01/2018	TUDelft	Internal review
1.0	31/01/2018	TUDelft	Final Version

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

Table of Contents

List of Figures

List of Tables

List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

Abbreviation	*Description*
API	Application Programming Interface
CMS	Content Management System
CSO	Central Statistics Office
CSV	Comma Separated Values
DCLG	Department for Communities and Local Government
UN	United Nations
URI	Uniform Resource Identifier
WP	Work Package
NGO	Non-Governmental Organization
OGI	OpenGovIntelligence
MOOC	Massive Online Open Course
SME	Small and Medium Enterprises
ICT	Information and Communication Technology
KPI	Key Performance Indicator
EU	European Union
W3C	World Wide Web Consortium

Executive Summary

This report covers the dissemination activities in year two for the OpenGovIntelligence Project. This builds upon the report in the first year, outlines the activitities conducted in the second year and provides an outlook for activities planned for 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 in particular the report defines the target audiences for each pilot and evaluates dissemination progress against the initial targets set out in the Description of Work. This work covers 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 3 of the project.

In the first year, seven target groups for dissemination have been identified, namely the 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 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 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.

Dissemination activities – year 2

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 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 newsletters emails 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; over thirty further events and meetings and more than five planned workshops.

Planned dissemination activities – year 3

Overall the dissemination and exploitation activities are on schedule and reaching the targeted groups. Some indicators show more progress, a few show slower progress. For the latter we expect that we will catch up in year 3. A main event has been planned for November 2018 in Delft, the Netherlands.

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 second deliverable of WP5, D5.2: Report on dissemination activities. This report describes the dissemination activities carried out during the second 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.

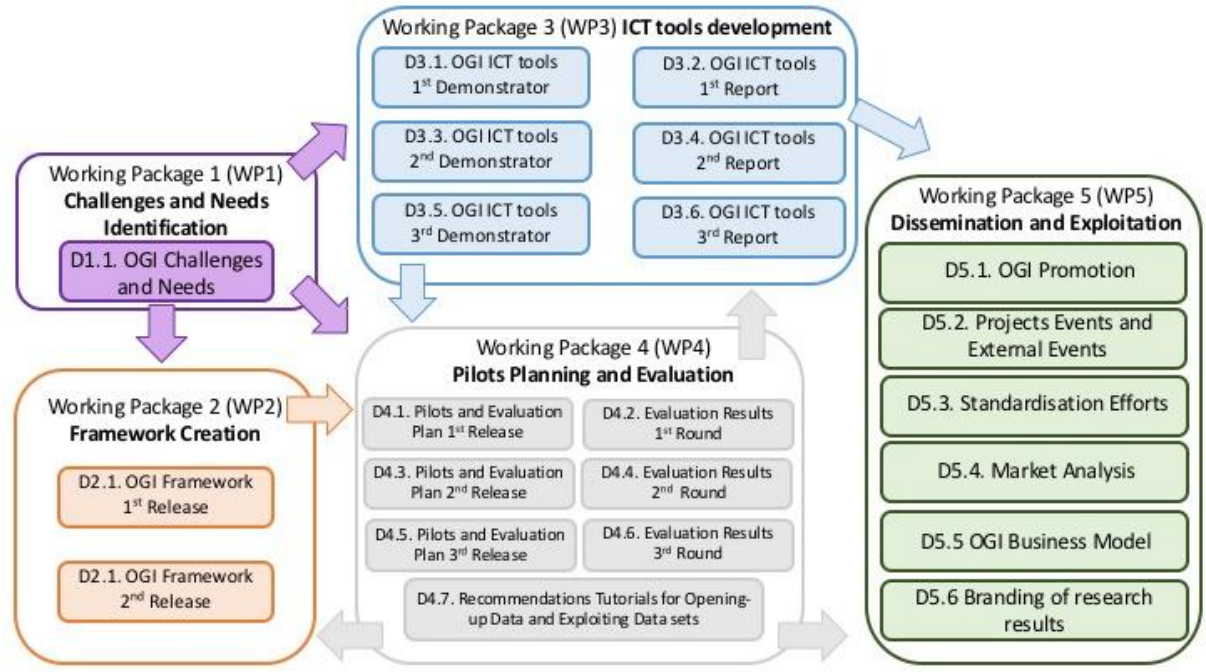


Figure 1 – OpenGovIntelligence Working Packages

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 is an update of the document D5.2 and should be viewed as a living document which will be developed and built on throughout the three years of the projects 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.

The objective of the dissemination and exploitation activities as stated in the OGI Project Proposal (Working Package 5 (WP5) - Dissemination and Exploitation) 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 are aware of the work and are 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, businesses and the academic community and our dissemination and exploitation plan addresses stakeholders in all of these groups.

The most important message that the project aims to communicate 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 some deliverables. The diagram presents at **Σφάλμα! Το αρχείο προέλευσης της αναφοράς δεν βρέθηκε.** summarises the deliverables and inter-connections with other WPs and Deliverables.

The deliverables associated with **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 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, 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 OpenGovIntelligence Project consortium and the EU, 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 is aimed 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 to some extent with the project and its partners, to promote effective exchange of information, good understanding of what is happening in the project and efficient collaboration.

The project communicates on a regular basis with our target audiences, 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 – Target groups and Disseminations channels. 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 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 Data Scientists target group, but this is not our main target.

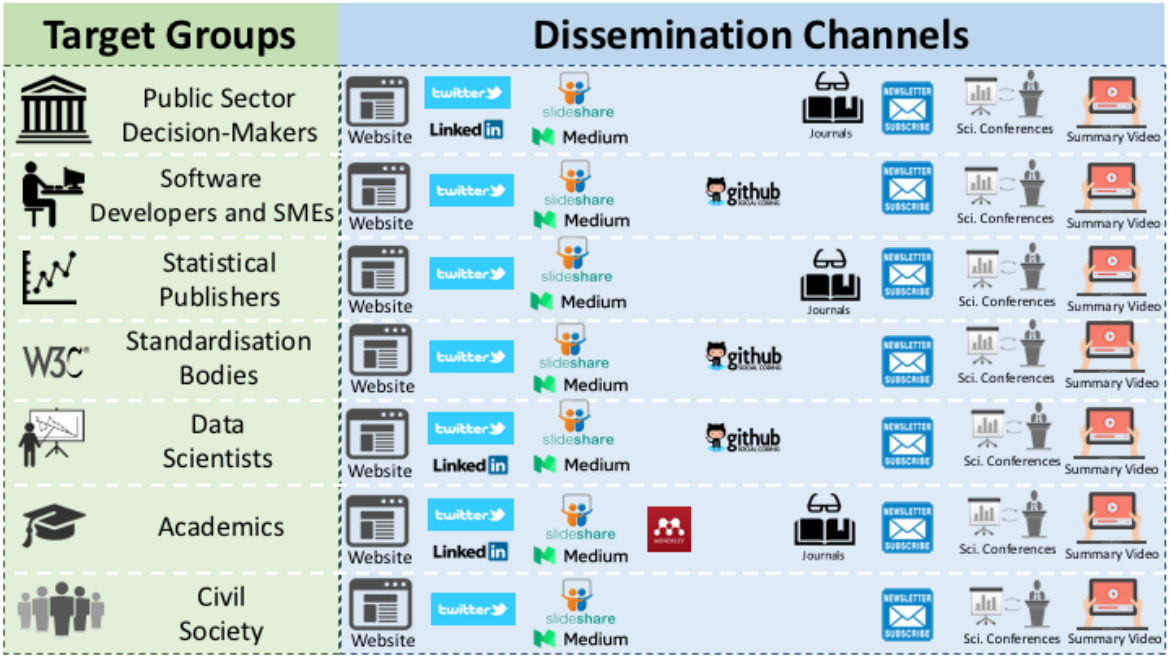


Figure 2 – Target groups and Disseminations channels

The partners created and maintain a list of members of each target group of dissemination. This procedure is being done using the 'Snowball Method' (Goodman 1961), an approach based on spreading of information by making us of 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 are potential users 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 for them 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 perspectives 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 that; 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, these can also be 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 kind of information on the project website, access to the Github repository, the MOOC (films) for supporting understanding of 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 to 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, else 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 capability offered by the OpenGovIntelligence solutions to assist statistical data publishers in sharing their data effectively, so 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 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 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.iias-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 with 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 target of the project. Citizens and NGOs are interested in the usage of data to monitor government and participate in policy formulation, implementation and evaluation.

The dissemination strategy for this group is to show them the benefits from 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

Audience targeted	*Objective*	*Potential place to find them*
Public Sector	Show to politicians and public servants how Public Sector can make better use of LOSD for decision-making and design of services.	• 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.	• Innovation Networks. • Tutorials and workshops.
Statistical Data Publisher	Show to statistical data publishers how they can increase the use and impact of their data.	• 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.	• 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.	• 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.	• 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.	• 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' for use in 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 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 **Σφάλμα! Το αρχείο προέλευσης της αναφοράς δεν βρέθηκε.**.

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

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

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 Year 2- 100 yearly shares Year 3- 150 yearly shares		
C6		Publishing	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 /	Observation and potential Medium blog post	All 7 target groups.

			interventions 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 web site about the project was built in year 1 and further developed in year 2: 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 links to partners in the project and to download the OGI deliverables.

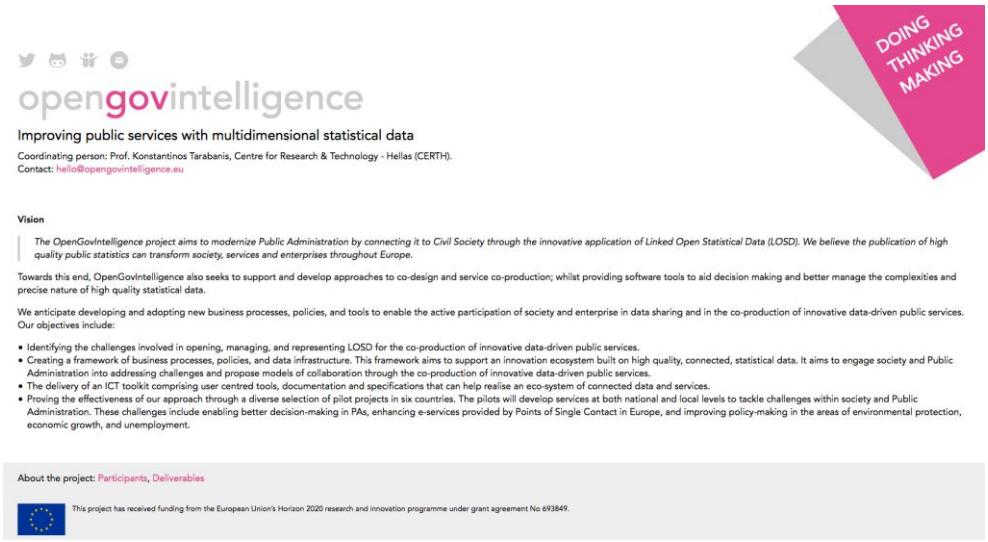


Figure 4- OGI Web site

Table 3 shows the specific measurement criteria for the 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	Not Available	

Figure 5 shows the graph for the average visitors in the second year of OGI project. It is important to highlight the importance of the presence of OGI project in the NTTS 2017 in March 2017. During this event the OGI partners have given a workshop about the potential and use of LOSD using the OGI project results to the official statisticians of all European countries. This resulted in a peak in the access of the OGI website.

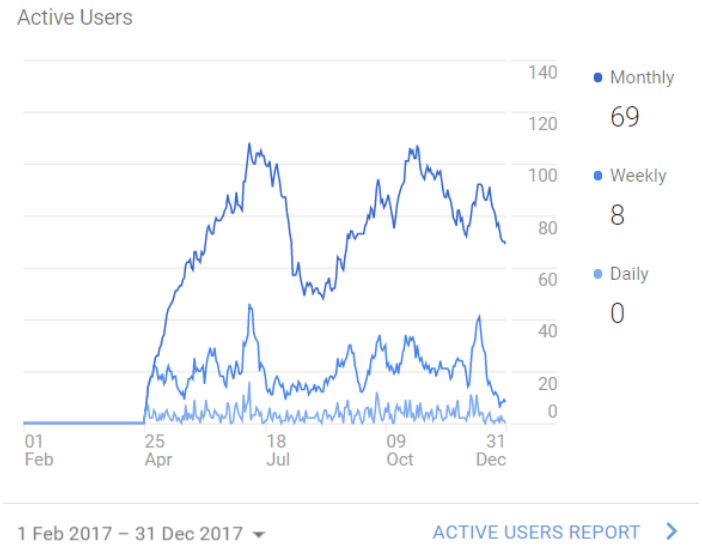


Figure 5 – Average access per month, weekly and daily in the OGI Web Site

Figure 6, Figure 7 and Figure 8 present the channel 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:** Other web site referred and linking to OGI web site;

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 by searching in search engines or direct. Only a small number of visitors arrived in other way.

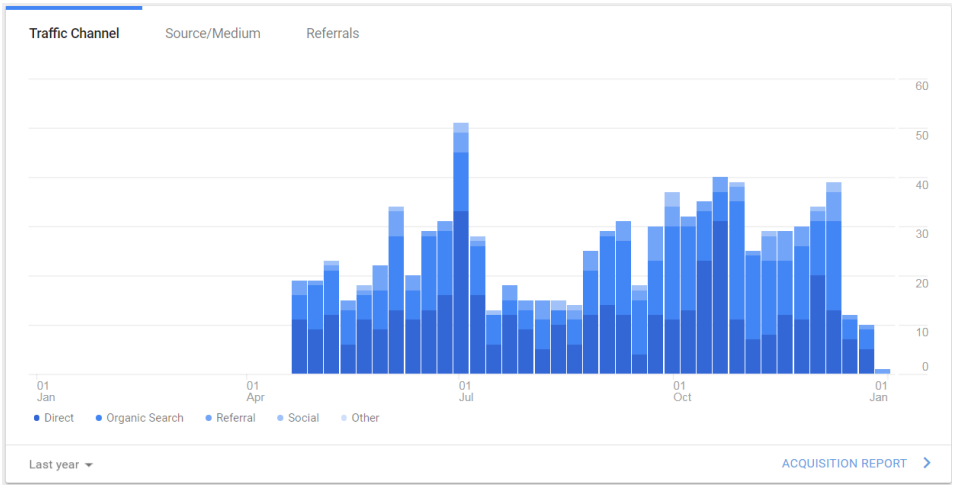


Figure 6 - Top Channels and its type of channels traffic statistics

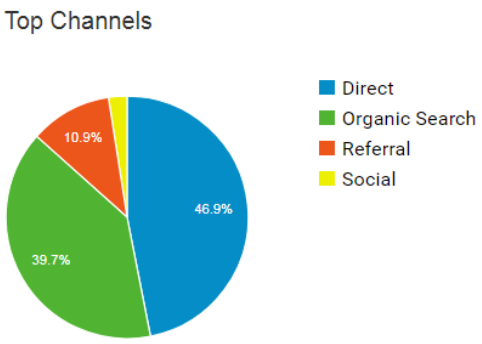
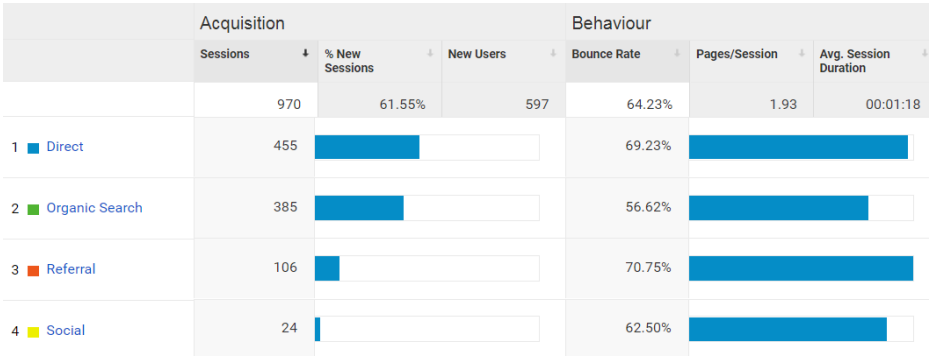


Figure 7 – Top Channels access in the OGI web site



	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	970	61.55%	597	64.23%	1.93	00:01:18
1 Direct	455			69.23%		
2 Organic Search	385			56.62%		
3 Referral	106			70.75%		
4 Social	24			62.50%		

Figure 8 – User statistics accessing the OGI web site

3.2.2 Twitter

A Twitter account was created here: https://twitter.com/opengovint. The last search in 15th of January, the OGI Twitter account had 416 followers and 65 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 a hashtag #opengovintelligence for related posts. Table 4 shows the measurement criteria for determining the success of Twitter OGI account. The results in the second year are highlighted in bold and contain the ambition and achieved percentage. All the targets were achieved with success in this dissemination channel. Figure 9 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% of planned goal**
			Year 3- 550 followers	N/A	N/A
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	N/A	N/A
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)	N/A	N/A

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	N/A	N/A
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	N/A	N/A

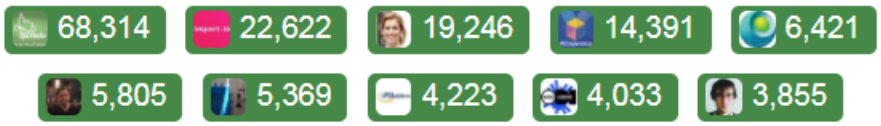


Figure 9 – Most influential users of OGI Twitter

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 use of multidimensional data: http://www.slideshare.net/OpenGovIntelligence/swirrl-multidimensionaldatapresentationsheffield. The objectives are presented in the Table 5.

In summary, some target 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 document shared were zero (0%). In the third year, the Consortium will focus on understanding why the share rate is so low and how this can be improved.

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% of planned goal**
			Year 3- 150 yearly visitors	N/A	N/A
C2		Downloads	Year 1- 50 yearly downloads	N/A	N/A
			Year 2- 100 yearly downloads	**33 downloads**	**33% of planned goal**
			Year 3- 150 yearly downloads	N/A	N/A
C3		Country visitors	**At least 51% visitors from European Countries**	**70% European countries**	**137% 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	N/A	N/A
C5		Shares	Year 1- 50 yearly shares	N/A	N/A

			Year 2- 100 yearly shares	**0**	**0% of planned goals**
			Year 3- 150 yearly shares	N/A	N/A
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	227	America
2	France	122	Europe
3	Switzerland	80	Europe
4	Germany	42	Europe
5	Greece	37	Europe
6	Belgium	32	Europe
7	Netherlands	30	Europe
8	United Kingdom	27	Europe
9	Ireland	26	Europe
10	Spain	13	Europe
11	Australia	9	Europe
12	Colombia	8	America
13	Japan	7	Asia
14	Canada	6	America
15	Philippines	5	Asia
16	Brazil	4	America
17	Austria	4	Europe
18	Portugal	3	Europe
19	Norway	3	Europe
20	Sweden	3	Europe
	TOTAL	688	

Table 7 – Countries visitors percentage, frequency and region

Region	Frequency	Percentage
European	14	70%
American	4	20%
Asian	2	10%

The focus of dissemination activities is on Europe, resulting in more than 51% 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 the Figure 10 – Top countries visitors.

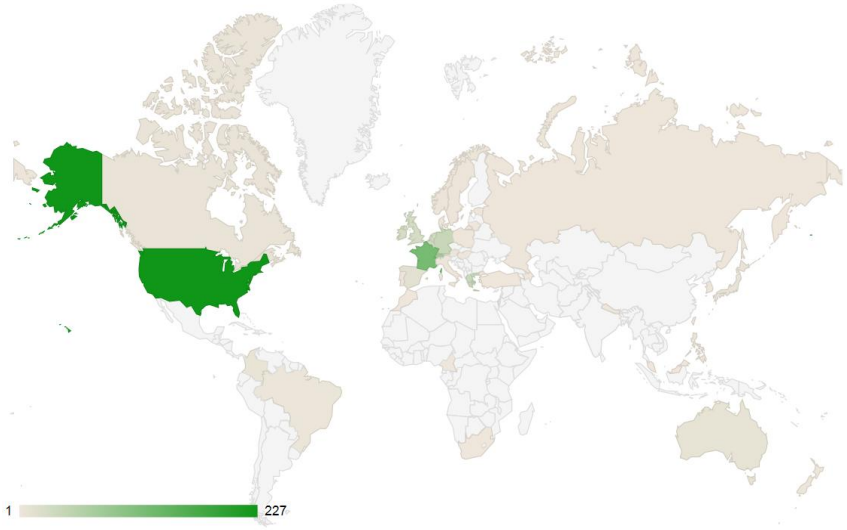


Figure 10 – Top countries visitors

Table 8 summarises the document statistics. The number of views, likes, comments, downloads and shares are presented. The numbers of views are higher than planned, however, the number of shares are lower than planned in the D5.1. Below, in Figure 11 – Traffic sources of OGI Slideshare account shows the channel how users accessed the Slideshare OGI account. The major part of the users go directly to the slides. This means they enter in the web site and then access the social media account. Suggesting they are searching intentionally for this material, in which they might have become aware of using other dissemination channels.

Table 8 – Documents Statistics Summary

Slideshare Document	Views	Likes	Comments	Downloads	Email Shares	Total
OGI NTTS 2017	648	0	0	29	0	29
Banner OGI	43	0	0	1	0	1
OGI Leaflet	32	0	0	2	0	2
SWIRRL Presentation	71	0	0	1	0	1

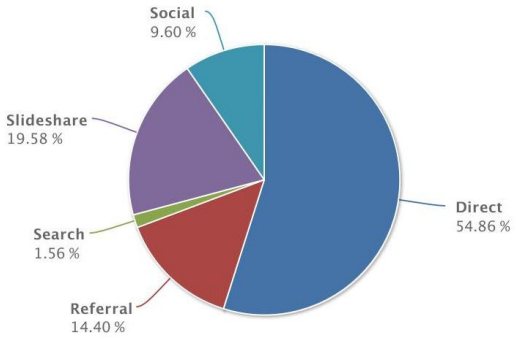


Figure 11 – Traffic sources of OGI Slideshare account

3.2.4 Medium

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

Taking into consideration the plan of 1 blog post per month, OGI achieved 19 blog posts (158,33%). In the third year it is possible to increase this number considering the stable versions of ICT Toolkit and stable versions of Pilots applications for end-users. Table 9 – Measurement Criteria for Medium shows the target and achievements of OGI project.

Table 9 – 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.	N/A	N/A

3.2.5 LinkedIn

The LinkedIn is a social media web site focussed on business and high level workers around the business area. Table 10 – Measurement Criteria for Linkedin shows that the number of subscribers were 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 pilots application planned to be delivered in the third year of project help to reach our planned target in the D5.1.

Table 10 – 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	N/A	N/A

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 7 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 11 – Measurement Criteria for Github summarises the target and achieved goals. Highlighting the success of publicity of all ICT Toolkits and not succeed attraction of users watching, using or forking (copying) our ICT Toolkits. Figure 12 shows a screenshot of OGI Github and some of the ICT Toolkits codes stored freely in the web.

Table 11 – 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)		
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	N/A	N/A

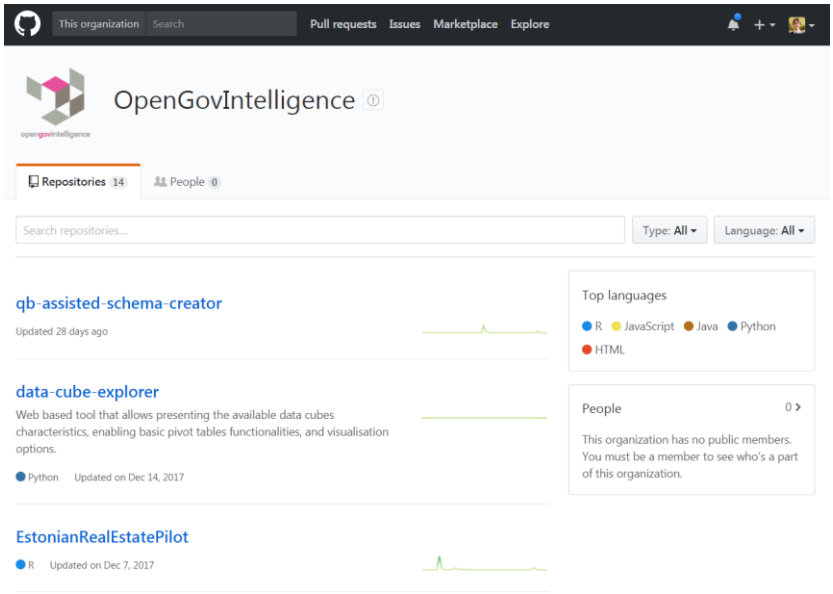


Figure 12 – Screenshot of OGI Github

3.2.7 Mendeley

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.

The Table 12 shows the targets and achieved results for Mendeley. Including all the publications is done, however, attracting people to use the platform and group in Mendeley didn't worked until now. The OGI Consortium will ensure the Mendeley stays up-to-date to make it as attractive as possible. Further, the number of views target that was planned in D5.1 was not measurable, so it can't be reported.

Table 12 – Measurement Criteria for Mendeley

#	Dissemination Channel	Indicator	Target	Achievement	*Achievement Percentage*
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		**Publications related OGI by authors in Consortium**	**Year 2 - Index all publications used as reference on the Deliverable D1.1.**	**100%**	**100%**
G3		**Number of members at OGI Mendeley Library**	Year 1- 25 members	5 members	20%
			Year 2- 50 members	**5 members**	**10%**
			Year 3- 100 members	N/A	N/A

3.2.8 Scientific Publications

Part of the target group use scientific publication as a guide for implementing and improving public policies. The OGI Consortium have been publishing papers in journals and conferences aiming to attract this audience. Table 13 summarises the target and achievements for scientific publications. Below, Table 14 lists all the scientific publications published in the second year of OGI project.

Table 13 – 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	N/A	N/A
H2		Open Scientific Publications	At least 1 publication in Open journal during all the three years	N/A	N/A

Table 14- OGI Project Academic publications

Authors	*Publication name*	*Conference / Journal / Place*	*URL*
Toots, M., McBride, K., Kalvet, T. & Krimmer, R.	Open data as enabler of public service co-creation: exploring the drivers and barriers	2017 conference for E-democracy and Open Government (CeDEM). IEEE	http://ieeexplore.ieee.org/abstract/document/8046277/?reload=true
Toots, M., McBride, K., Kalvet, T., Krimmer, R., Tambouris, E., Panapoulou, E., Kalampokis, E., Tarabanis, K.	A Framework for Data-Driven Public Service Co-production	International Conference on Electronic Government.	https://link.springer.com/chapter/10.1007/978-3-319-64677-0_22
Tambouris, E., Kalampokis, E., Janssen, M., Krimmer, R., Tarabanis, K.	Methods and Tools for Publishing and Reusing Linked Open Statistical Data	18th international conference on digital government research	https://dl.acm.org/citation.cfm?id=3085234
Zeginis, D., Kalampokis, E., Roberts, B., Moynihan, R., Tambouris, E., Tarabanis, K.	Facilitating the exploitation of Linked Open Statistical Data: JSON-QB API requirements and design criteria	5th International workshop on Semantic Statistics, co-located with the 16th International Semantic Web Conference	http://semstats.org/2017/ceur/ceur-ws/article-11.pdf
Matheus, R., Janssen, M.	How to become a Smart City?: Balancing Ambidexterity in Smart Cities	ICEGOV'17 Proceedings of the 10th International Conference on Theory and Practice of Electronic Governance	https://dl.acm.org/citation.cfm?id=3047386
Zuiderwijk, A., Matheus, R.	Collaboratively Analysing Open Research Data in Virtual Research Environments–New Visionary Use Cases	Conference for E-Democracy and Open Government	https://repository.tudelft.nl/islandora/object/uuid:76a909fd-60c9-432c-81e6-9d5dae4a485c

3.2.9 Newsletter

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

The link to the newsletter 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 15 shows the target and achievements for newsletter dissemination channel.

Table 15 – 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	N/A	N/A
			Months 31 to 36	N/A	N/A
J2		**Number of subscribers**	Year 1- 25 subscribers	25	100%
			Year 2- 50 subscribers	**34**	**68%**
			Year 3- 100 subscribers	N/A	N/A

3.2.10 Conferences and Seminars participation

The list of conferences that partners attended is listed below and described in the Table 17.

1. The International Conference for e-Democracy and Open Government (CEDEM);
2. European Statistic Office Meeting (NTTS);
3. General E-government and eParticipation conference ()
4. International Semantic Web Conference
5. International Conference on Theory and Practice of Electronic Governance
6. International Conference on Digital Government Research

Table 16 – 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	N/A	N/A

Table 17 – International conferences OGI partners attended

Event	*Topic*	*Date*	*Location*	*Attended by*
CeDEM 2017	The International Conference for e-Democracy and Open Government	17 to 19/05/2017	Krems, Austria	Maarja Toots, Keegan McBride, Robert Krimmer, Ricardo Matheus
NTSS 2017	European Statistic Office Meeting	13/03/2017	Brussels, Belgium	Paul Hermans
IFIP EGOV-EPART 2017	General E-government and eParticipation conference	04 to 07/09/2017	St. Petersburg, Russia	Maarja Toots, Keegan McBride, Robert Zimmer, Tarmo Kalvet, Efthimios Tambouris, Ricardo Matheus, Marijn Janssen
ISWC 2017/SemStats	International Semantic Web Conference	22/10/2017	Vienna, Austria	Paul Hermans, Evangelos Kalampokis, Bill Roberts
ICEGOV 2017	International Conference on Theory and Practice of Electronic Governance	07 – 09/03/2017	New Delhi, India	Marijn Janssen, Ricardo Matheus
EGPA 2017	European Group for Public Administration	30/08 to 01/09/2017	Milan, Italy	Ricardo Matheus, Tarmo Kalvet
Dg.o	International Conference on Digital Government Research	07 - 09/06/2017	New York City, USA	Marijn Janssen, Evangelos Kalampokis, Efthimios Tambouris

3.2.11 Project Summary Video

One video summarising the project was expected to be created. This video is hosted in Youtube (https://www.youtube.com/watch?v=-U0WrbfVLow) and will be in the first page of OGI web site. Also is planned to be used as a video explaining to target groups what is the ICT Toolkit and how OGI can bring value to their organisations. The Table 18 shows the target and achievements reached by OGI in the Second Year of project.

Further, there is a video created by Open Data Institute (London, England) where Sarah Roberts from Swirrl presents the OGI project and some of the ICT Toolkit used (https://www.youtube.com/watch?v=mxuTkKfhBzY).

Figure 13 – Youtube Video Summary Screenshot

Table 18 – 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 second 12 months of the project (Year 2) is listed below in Table 19.

Table 19 – 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 2 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 20 – Overview Dissemination Activities Results

#	Dissemination Channel	Indicator	Target	Achievement	Achievement percentage
A1	Web site	Monthly visits	Year 2- 100 monthly visitor average on the web site	**69 monthly visits**	**69%**
B1	Twitter	Followers	Year 2- 400 followers	**431 followers**	**107,75% of planned goal**
B2		Impressions	Year 2- 2000 impressions	**Average of 5614 impressions per month**	**280,7% of planned goal**
B3		Likes (Hearts)	Year 2- 200 likes (hearts)	**688 in total. Average is 62 per month.**	**344% of planned goal**
B4		Listed	Year 2- 50 lists	**OGI is present in 50 lists**	**100% of planned goal**
B5		Retweets and replies	Year 2- 100 retweets and replies	**183 retweets and replies**	**183% of planned goal**
C1	Slideshare	Visualisations	Year 2- 100 yearly visitors	**643**	**643% of planned goal**
C2		Downloads	Year 2- 100 yearly downloads	**33 downloads**	**33% of planned goal**
C3		Country visitors	At least 51% visitors from European Countries	**70% European countries**	**137% of planned goal**
C4		Likes	Year 2- 100 yearly likes	**0**	**0% of planned goal**
C5		Shares	Year 2- 100 yearly shares	**0**	**0% of planned goals**
C6		Publishing	Year 2- Deliverables Year 1	**100%**	**100% of planned goal**
D1	Medium	Blogging	At least 1 blog post per month.	**19 blog posts**	**158,33%**
E1	Linkedin	Subscribers	Year 2- 50 subscribers	**25 subscribers**	**50%**
F1	Github	Publicity of OpenGovIntelligence ICT toolkit	Have all non-commercial tools publicly available.	**100%**	**100%**
F2		Watching / Stars / Forks	Year 2- 50 watching / Stars / Forks	**12**	**24%**
G1	Mendeley and or Research Gate	Consortium publications	Year 2 - Index all publications used as reference on the Deliverable D1.1.	**100%**	**100%**
G2		References used	Year 2- 50 members	**5 members**	**10%**
H1	Scientific Publications	Number of Scientific publications	3 Scientific Publications in the Year 2	**6**	**200%**
H2		Open Scientific Publications	At least 1 publication in Open journal during all the three years.	**N/A**	**N/A**
J1	Newsletter	Releases	At least 1 newsletter per semester (6 months)	**2 newsletter**	**100%**
J2		Number of subscribers	Year 2- 50 subscribers	**34**	**68%**
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 1.37, which means that the targets were on average overshot by 37%. Highlighting the active dissemination in the second year of the

pilot, especially on twitter and Slideshare in terms of social media. Also, the OGI partners were present on the target number of conferences and 6 scientific publications were achieved.

Despite our success in major part of the dissemination KPIs, the number of downloads and share in Slideshare were just 33% and 0% from our initial goal. Linkedin was also an issue because only 50% of our goal was achieved. The same for OGI Github account with 24% of expected watching, stars and forks (interactions). Mendeley and the newsletter will also need a boost with only 10% and 68% of our expected number of members. The Consortium will identify the reasons for this lack of success and change the plan for year 3, looking for the expected success in Dissemination.

4 Exploitation Activities

4.1 The ecosystem for data-driven public services

The exploitation plan is designed to generate lasting and widespread impact of the OpenGovIntelligence project: to ensure take-up of the project results to support the modernisation of public administration through better use of statistical data, and the co-production of innovative data-driven public services.

Project deliverable D1.1, "OpenGovIntelligence Challenges and Needs" (Kalampokis, 2016) sets out in detail the problems we seek to address. Chapter 8 reviews the state of the art of data infrastructures, highlighting the key stages in the lifecycle of open government data:

- Data creation;
- Data publication; and,
- Data usage.

D1.1 discusses the roles of the different participants in delivering that lifecycle. Project Deliverable D2.1 "OpenGovIntelligence Framework" (Krimmer et al, 2016) relates that lifecycle of data creation, publication and use to the process of co-creation of public services.

The research presented in these two documents highlights the following main groups as essential to a successful exploitation plan:

- public sector organisations responsible for the collection and publishing of data: national statistical institutes, central government departments, local governments;
- policy makers in the public sector, with the opportunity to introduce innovative approaches to the application of data and co-creation of services;
- SMEs producing software products or services that contribute to the collection, distribution or analysis of data;
- SMEs acting as "*infomediaries*", taking available data and adding value to it by organising, combining and presenting it to meet the needs of specific users – so contributing to delivering useful services to the public, or developing innovative businesses based on exploitation of data; and,
- Academic researchers, investigating and demonstrating new approaches to effective use of data and innovative public services. This is a new and fast-moving area and it is important that the work of OpenGovIntelligence feeds back into the research community, leading to further development.

4.2 Overall exploitation plan

This section sets out at a project level the objectives and organisation of the project exploitation work. The following subsection describes how and why specific activities are planned for each target

group. The schedule of activities, and how they align with milestones and key events in the project is described in Section 5 of this plan.

Dissemination and exploitation activities will be coordinated to maximise the impact of the project, both during the project and after it finishes. The dissemination and exploitation plan is designed to enable us to answer the following questions:

- What do we want people outside the project to do to ensure lasting impact of the project?;
- What do they need to know in order to do that?;
- Who do we want to target?;
- What messages do we want to communicate?; and,
- How do we get our message across?.

We note the guidelines from the European IPR Helpdesk on Exploitation and Dissemination plans in Horizon 2020 projects: https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf.

Based on the guidelines highlighted above, we define Exploitation as ensuring that the research results are implemented and have an impact on the market, on future developments and on policy making (European Commission, 2016).

We should ensure that the new knowledge developed by the project leads to innovation and aim to maximise the economic impact of the project activities. Particular attention should be paid to business opportunities and possible approaches to commercialisation.

The OpenGovIntelligence project proposal identified the following main exploitation tasks:

- the identification of the innovative **exploitable assets** of the project, whether these are conceptual solutions and frameworks, ICT tools or data-driven services, which OpenGovIntelligence will deliver;
- the conduct of a thorough **market analysis** which will aim at the identification of the market towards which OpenGovIntelligence is targeted, its segmentation, the positioning of current competitors and all corresponding emerging trends;
- the definition of a range of commercial and non-commercial exploitable **business models**;
- the **evaluation of the sustainability and viability of these possible business models** and alternative solutions that may be followed for the provision of the project solution and services to the identified stakeholders, including licensing schemes, pricing, etc., and;
- the validation of the aforementioned exploitation activities through the development of an initial OpenGovIntelligence **business plan**.

As noted in Section 1 of this document, these activities will be organised into 3 main tasks, each with an associated deliverable:

Task 5.4 – Market Analysis (leading to deliverable D5.6 in Month 24).

Task 5.5 – Business Models (leading to deliverable D5.7 in Month 30).

Task 5.6 – Branding of research results (leading to deliverable D5.8 in Month 36).

The market analysis will deepen our understanding of the ecosystem and value chain around data-driven public services. It will review the evidence on the size of that market, identify key players and influencers and highlight new and growing business opportunities. This activity will continuously feed into refinements of the dissemination and exploitation plan, through improved understanding of the most important messages to communicate to our target groups.

A better understanding of the market around the data-driven public services ecosystem will allow us to design and document a set of business models (both commercial and non-commercial) for different players within that market. Some or all of these business models may be implemented by consortium members themselves following the end of the project. The business models will also be publicised to our target groups, highlighting the opportunities and benefits to businesses and public sector organisations outside the project.

The final task is one of integrating the technical outcomes of the project and the understanding of the business landscape into a detailed plan for the ongoing exploitation of the project after it has finished.

In this document, we explain our initial plan for exploitation, which will be refined and improved as the project proceeds and tasks 5.4, 5.5 and 5.6 lead to improved knowledge of the market and opportunities.

4.3 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. The activities presented at

Table 21 are aimed at ensuring and supporting uptake of project outputs.

Table 21 – Exploitation activities by target group

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 Data 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 Bodies	Work with international and national standards bodies to document best practices and new standards.	Establish and participate in a 'Statistics on the Web Best Practices' group to give potential users of OpenGovIntelligence outputs confidence in the quality and longevity of the recommended approaches and so increase adoption.

4.4 Exploitation plans per partner

The preceding sections describe the overall approach of the project to exploitation. Within that framework, individual partners will develop their own exploitation plans. As the project progresses these will become steadily more specific, building on the concrete outputs of the project in terms of software tools, the co-creation framework, and the example implementations coming from the pilots; combined with the greater understanding coming from the Market Analysis and Business Model development tasks.

At this early stage in the project, we have grouped project partners according to the sectors they work in: academic partners, public sector partners and business partners (SMEs). For each group we have listed the main exploitation activities each partner will be involved in. These are summarised in Figure 14 below.

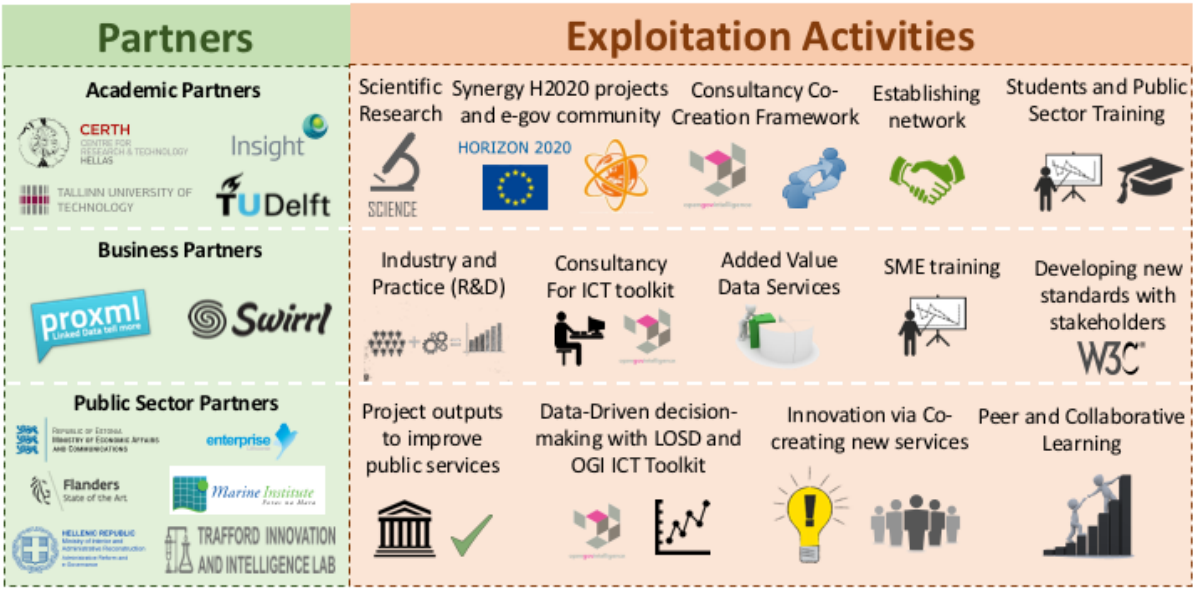


Figure 14 Partners and Exploitation Activities

As a first step towards more specific business models and business plans, we have developed three initial Business Model Canvasses, one for each group of partners: academic, business and public sector.

This uses the approach developed by Osterwalder and Pigneur (2010) as set out in their book "Business Model Generation". The technique describes the building blocks or components that must work together to create a successful business activity. In their words:

"A business model describes the rationale of how an organization creates, delivers and captures value".

These components are as follows:

- **Customer segments:** an organization serves one or more customer segments
- **Value propositions:** it seeks to solve customer problems and satisfy customer needs with value propositions
- **Channels:** Value propositions are delivered to customers through communication, distribution and sales Channels.
- **Customer relationships:** are established and maintained with each customer segment
- **Revenue streams:** result from value propositions successfully offered to customers.
- **Key resources:** are the assets required to offer and deliver the previously described elements…
- **Key activities:** ...by performing a number of Key Activities
- **Key partnerships:** Some activities are outsourced and some resources are acquired outside the enterprise.
- **Cost structure:** The business model elements result in the Cost Structure.

Three Business Model Canvasses are presented in the Annexes:

- Academic partners: Annex C
- Business partners: Annex D
- Public sector partners: Annex E

As part of Task 5.5 (Business Models) these candidate business models will be refined and subdivided. The key factors of each business model will be analysed and quantified where possible using information arising from the Market Analysis.

The initial business models already help to highlight areas for the dissemination and exploitation to focus on.

4.5 KPIs: Measurement criteria for success

Key Performance Indicators have been identified for Exploitation 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 exploitation 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' for use in 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 (this report D5.3). The Table 22 presents the same for exploitation activities.

The responsible members will measure the activities on a monthly basis. The results will be collected on a quarterly basis to analyse what works properly and what is not working on the expected level based on the Project Plan.

4.5.1 Measurement criteria of planned exploitation activities

The measurement criteria of planned exploitation activities is summarised in Table 22. This plan is divided into **8 dissemination channels and 12 indicators** and their measures, method to collect and the target group.

As with dissemination, for each indicator we scale the measured performance by the target, then average them to get a single KPI, the 'Exploitation Index (Ei)'.

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

Figure 15 – Exploitation Index (*Di*)

- ***Exploitation Index*** **(Di)**: This is the **final index of all the measurement criteria** of planned exploitation activities. This index is valued from 0 to 1 (0% to 100%);
- **N**: This is the total number of indicators to be combined;
- ***m***: is the measured outcome of each indicator listed in Table 22; and,
- ***T***: is the **target** of each indicator as listed in the 'Target' column of Table 22.

Table 22 – Measurement criteria of planned exploitation activities

#	*Exploitation Activities*	*Indicator*	*Measure*	*Method to collect data*	*Target Group*
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 1 - No approaches: too early in the project Year 2 - at least 5 approaches. Year 3 - at least 5 approaches.	Document each interaction in a summary spreadsheet.	SME
A2		Provide for 5 SME a trial of OpenGovIntelligence Project (Added Value Data Services)	Year 1 - No trials: too early in the project. Year 2 - at least 1 trial. Year 3 - at least 4 trials		
A3		At least 2 cases of SME using OpenGovIntelligence toolkit	Year 1 - No case trials due no stable version of OpenGovIntelligence toolkit. Year 2 - at least 1 case using OpenGovIntelligence toolkit. Year 3 - at least 2 cases using OpenGovIntelligence toolkit		
B1	Approaching,	Approach 10 Public	Year 1 - No approaches due	Document each	Public Sector

	demonstrating and exploiting OpenGovIntelligence ICT Toolkit to Public Sector organisations	Sector agencies, departments, etc. in Europe or rest of the World to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework (Consultancy).	no stable version of OpenGovIntelligence toolkit. Year 2 - at least 5 approaches. Year 3 - at least 5 approaches.	interaction in a summary spreadsheet.	Software Agencies
B2		Provide training and support for 5 Public Sector agencies, departments, etc to carry out a trial of OpenGovIntelligence toolkit.	Year 1 - No trials: too early in the project. Year 2 - at least 1 trials. Year 3 - at least 4 trials.		
B3		At least 1 cases of Public Sector using OpenGovIntelligence toolkit	Year 1 - No cases: too early in the project. Year 2 - at least 1 case using OpenGovIntelligence toolkit. Year 3 - at least 1 cases using OpenGovIntelligence toolkit		
C1	Academic Workshop to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework	3 workshops/ panels/tutorials	Year 1 - No workshop: too early in the project. Year 2 - at least 1 workshop using OpenGovIntelligence toolkit. Year 3 - at least 2 workshops using OpenGovIntelligence toolkit.	Document each workshop in a summary spreadsheet.	Academic and research community
D1	Massive Online Open Course (MOOC)	MOOC classes	Year 1 - no MOOC classes due initial maturity stage of project Year 2 – one MOOC with 30 students Year 3 – one MOOC with 30 students.	Record number of students registered on each course.	Public sector; Data scientists; Software developers; Academics
E1	Training academic students.	Number of students in trained with OpenGovIntelligence ICT toolkit and/or the co-creation framework.	"Year 1 - 30 students from any sector Year 2 - 50 students from any sector Year 3 - 50 students from any sector	Record number of students trained.	Academic (students)
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.	Proof of participation and document published by the standardisation body.	Academics Public Sector Software developers
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	Document each collaboration.	Academics Public Sector Data Scientists

4.6 Exploitation Activities in the Second Year (Y2)

4.6.1 Approaching, demonstrating and exploiting OpenGovIntelligence ICT Toolkit to SMEs

Approaching Small-Medium Enterprises about the OGI project can start the exploitation of the OGI Toolkit. Getting a decent network by demonstrating the value of the OGI Toolkit to possible partners will aid in the use of the OGI ICT Toolkit, which is necessary to achieve the goals of the OGI project.

Approaching SME's is the first measurable. Providing SME's with trials and having SME's use the OGI Toolkit for cases are the other two indicators.

Table 23 – Measurement Criteria for the Approaching, demonstrating and exploiting OGI ICT Toolkit to SMEs

#	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 1 - No approaches: too early in the project	N/A	N/A
			Year 2 - at least 5 approaches	**0**	**0%**
			Year 3 - at least 5 approaches.	N/A	N/A
A2		**Provide for 5 SME a trial of OpenGovIntelligence Project (Added Value Data Services)**	Year 1 - No trials: too early in the project.	N/A	N/A
			Year 2 - at least 1 trial.	**0**	**0%**
			Year 3 - at least 4 trials	N/A	N/A
A3		**At least 2 cases of SME using OpenGovIntelligence toolkit**	Year 1 - No case trials due no stable version of OpenGovIntelligence toolkit.	N/A	N/A
			Year 2 - at least 1 case using OpenGovIntelligence toolkit	**0**	**0%**
			Year 3 - at least 2 cases using OpenGovIntelligence toolkit	N/A	N/A

4.6.2 Approaching, demonstrating and exploiting OGI ICT Toolkit to Public Sector organisations

Public Sector Organizations can also use the OGI ICT Toolkit to achieve their goals. Making sure they are aware of the OGI ICT Toolkit and the ability of using the OGI ICT Toolkit for their goals is essential.

The indicators are the same as for the SME's: the amount of approaches done, the amount of trials carried out using the OGI ICT Toolkit and a case where the OGI ICT Toolkit is used by a Public Sector organization. These indicators and the measurable can be found in Table 24.

Table 24 – Measurement Criteria for the Approaching, demonstrating and exploiting OGI ICT Toolkit to Public Sector organisations

#	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 1 - No approaches due no stable version of OGI ICT toolkit.	N/A	N/A
			Year 2 - at least 5 approaches	**7**	**140%**
			Year 3 - at least 5 approaches.	N/A	N/A
B2		**Provide training and support for 5 Public Sector agencies, departments, etc to carry out a trial of OpenGovIntelligence toolkit**	Year 1 - No trials: too early in the project.	N/A	N/A
			Year 2 - at least 1 trials	**1**	**100%**
			Year 3 - at least 4 trials.	N/A	N/A
B3		**At least 1 cases of Public Sector using OpenGovIntelligence toolkit**	Year 1 - No cases: too early in the project.	N/A	N/A
			Year 2 - at least 1 case using OpenGovIntelligence toolkit	**1**	**100%**
			Year 3 - at least 1 cases using OpenGovIntelligence toolkit	N/A	N/A

4.6.3 Academic Workshop to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework

Demonstrating the OGI ICT Toolkit and its Co-Creation framework to other academic researchers in workshops can lead to more scientific co-operation and co-creation, which will improve the OGI ICT Toolkit and allow it to be used for more academic projects. The measurement criteria and achieved goals can be found in Table 25. Six workshops were organized in the 2nd year of the OGI project:

1. Workshop "Cyberspace and the State: Oxford Training Session on the Modern Information society";
2. SONNETS Workshop in Athens "Emerging ICTs and Innovation Potential for the Public Sector";
3. Workshop in the Dg.o Conference "Workshop on: Methods and Tools for Publishing and Reusing Linked Open Statistical Data";
4. Hands on project workshop on linked open stats data at NTTS 2017 conference;
5. Semstats Workshop at ISWC 2017 conference in Vienna; and,
6. Workshop- Hands on with OGI ICT Toolkit.

Table 25 – Measurement Criteria for Academic Workshop to demonstrate OGI ICT toolkit and Co-Creation Framework

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
C1	Academic Workshop to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework	**3 workshops/ panels/tutorials**	Year 1 - No workshop: too early in the project.	N/A	N/A
			Year 2 - at least 1 workshop using OpenGovIntelligence toolkit.	**6 workshops**	**600%**
			Year 3 - at least 2 workshops using OpenGovIntelligence toolkit.	N/A	N/A

4.6.4 Massive Online Open Course (MOOC)

Educating students on the OGI ICT Toolkit is very important for the success of the ICT Toolkit: enabling young students to use the ICT Toolkit and familiarizing them with it is important if we want them to use the Toolkit for their academic or post-academic activities.

To this end the use of Massive Online Open Courses to reach students who can't be taught directly is very beneficial: due to the wide reach of MOOCs any students potentially interested in the OGI ICT Toolkit or the functions the Toolkit can deliver will be able to follow a quality education. The goal for the 2nd year was to have one MOOC . One MOOC was organized: "Open Data Governance: from Policy to Use" by the TU Delft. This information is presented in Table 27.

Table 26 – Measurement Criteria for Massive Online Open Course (MOOC)

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
D1	Massive Online Open Course (MOOC)	**MOOC classes**	Year 1 - no MOOC classes due initial maturity stage of project	N/A	N/A
			Year 2 – one MOOC	**One MOOC**	**100%**
			Year 3 – one MOOC with 30 students.	N/A	N/A

4.6.5 Training academic students

For the same reason as above, training academic students on the OGI Toolkit in a classroom settings is an important part of the exploitation activities of the OGI project. For the 2nd year of the project is was the goal to educate and train 50 students. 40 students were part of a course at the TU Delft, 20 students were part of a course at CERTH. This information is presented in Table 27.

Table 27 – Measurement Criteria for Training academic students

#	Exploitation Activity	Indicator	Target	Achievement	Achievement Percentage
E1	Training academic students	Number of students in trained with OpenGovIntelligence ICT toolkit and/or the co-creation framework.	Year 1 - 30 students from any sector	N/A	N/A
			Year 2 - 50 students from any sector	**40 TU Delft students 20 CERTH students**	**120%**
			Year 3 - 50 students from any sector	N/A	N/A

4.6.6 Collaboration for New Standards with standardisation bodies

Using the research done on the OGI project, best practices and standards that have worked can be found. Publishing these standards or improvement of existing standards can be a profound contribution of the OGI project to the scientific and non-scientific field of open data and transparency research.

Table 28 – Measurement Criteria for Collaboration for New Standards with standardisation bodies

#	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.	Yes. It is ongoing.	100%

4.6.7 Establishing network activities

The OGI ICT Toolkit allows for collaborations with other projects. Using the toolkits on other projects in collaboration with e-government communities in Europe or the rest of the world would be a learning opportunity for the OGI ICT Toolkit developers.

Table 29 – Measurement Criteria for Establishing network activities

#	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%

4.7 Overview of Exploitation Activities

The overall Exploitation Index is 1,24, or 124%. This suggests that the target goals for exploitation overall were reached.

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

Figure 16 – Exploitation Index (*Di*)

While collaborations with public and academic institutions were present and in the public sector the OGI ICT Toolkit has already been used, more attention to approaching SME's needs to be placed to ensure this category will be a success.

Overall the education goals of the OGI ICT Toolkit seem to be going well: the OGI Toolkit has already been taught offline to 60 students, with a further 10 students following a MOOC. More contact with SME's might increase the amount of people interested in the MOOC.

Collaboration is also a success, with networking and collaboration between OGI Developers and other mostly academic institutes working as intended.

For the 3rd year of the project more approaches need to be made to SME's. This will become easier as the OGI ICT Toolkit will be better developed and more refined.

Table 30 – Measurement criteria of planned exploitation activities

#	Exploitation Activities	Indicator	Measure	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 2 - at least 5 approaches.	0	0
A2		Provide for 5 SME a trial of OpenGovIntelligence Project (Added Value Data Services)	Year 2 - at least 1 trial.	0	0
A3		At least 2 cases of SME using OpenGovIntelligence toolkit	Year 2 - at least 1 case using OpenGovIntelligence toolkit.	0	0
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 2 - at least 5 approaches.	7 approaches	140%

B2		Provide training and support for 5 Public Sector agencies, departments, etc to carry out a trial of OpenGovIntelligence toolkit.	Year 2 - at least 1 trials.	1 trial	100%
B3		At least 1 cases of Public Sector using OpenGovIntelligence toolkit	Year 2 - at least 1 case using OpenGovIntelligence toolkit.	1 case	100%
C1	Academic Workshop to demonstrate OpenGovIntelligence ICT toolkit and Co-Creation Framework	3 workshops/ panels/tutorials	Year 2 - at least 1 workshop using OpenGovIntelligence toolkit.	6 workshops	600%
D1	Massive Online Open Course (MOOC)	MOOC classes	Year 2 – one MOOC	One MOOC	100%
E1	Training academic students.	Number of students in trained with OpenGovIntelligence ICT toolkit and/or the co-creation framework.	Year 2 - 50 students from any sector	60 students	120%
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.	Yes, this is ongoing	100%
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%

5 Conclusions

This report covered an overview of the dissemination activities in year two of 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).

The OGI project in the NTTS 2017 in March 2017 has resulted in a high visibility and proved to be a key events for disseminating the results. Also the Swirrl presentation on 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 document shared were zero (0%). In the third year, the Consortium will focus on these target that were not achieved to reach the planned goals and to strengthen the activities that were found to be effectives 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 are on schedule and reaching the targeted groups. Some indicators show more progress, whereas, a few show slower progress. For the latter we expect that we will catch up in year 3.

6 Rereferences

Bizer, C., Heath, T., & Berners-Lee, T. (2009). Linked data-the story so far. *International Journal on Semantic Web and Information Systems (IJSWIS)*, *5*(3), 1-22.

Hausenblas, M. (2009) 'Exploiting Linked Data to Build Web Applications', IEEE Internet Computing, Vol. 13, No.4, pp. 68–73.

European Commision (2016). "Dissemination and Exploitation of results". Participant Portal H2020 Online Manual. Available at: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm. Accessed in 30/04/16

Kalampokis, E. (2016). OpenGovIntelligence Deliverable 1.1 "OpenGovIntelligence Challenges and Needs".

Krimmer, R., Kalvet, T., Toots, M., McBride, K. (2016). OpenGovIntelligence, Deliverable 2.1 "OpenGovIntelligence Framework: first release".

Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.

7 Annexes

7.1 Newsletter Months 07 to 12

This is the first newsletter from the OpenGovIntelligence Project. The project is running six pilot projects on different aspects of improving public services with multidimensional statistical data and the newsletter is an update on the work the partners have been doing recently.

Note: you are receiving this because you have signed up for the OGI newsletter on our website, or attended one of our events. If you would like to stop receiving these newsletters, you can unsubscribe via the link in the footer.

Contents

- **Pilots:** a brief summary of the **six pilots** including who's involved; an outline of the pilot aims and relevant links.
- **Events**
- **Articles**
- **What's Coming Up!**

Pilot 1

Who? The Greek Ministry of Administrative Reconstruction and CERTH are working together on the Greek pilot.

What? The Ministry of Administrative Reconstruction pilot aims to improve decision-making of management and monitoring of Governmental official vehicles. This will be done using OGI ICT tools and internal Linked Open Statistical Data for data analytics with the aim of reducing operational costs and enhancing transparency of public data. The pilot also involves cooperation with end users as part of the co-creation processes.

Pilot 2

Who? The Lithuanian pilot is titled: "Enhancing one-stop-shop for

businesses". Enterprise Lithuania are working with technical partners NUI Galway.

What? The Lithuanian pilot aims to create a tool, that would help entrepreneurs and investors analyse and compare the business environment in different municipalities and allow to make data based decisions about opening or expanding their business activities in Lithuania. The pilot aims to show how practical, useful and effective Linked Open Statistical Data can be as part of an ecosystem with real business cases. It aims to show how it can enhance the current e-services provided by the Lithuanian Point of Single Contact.

Pilot 3

Who? Trafford's Innovation and Intelligence Lab are leading the UK pilot, working closely with Swirrl, who are handling the more technical aspects of modelling and storing the linked data. Also involved are representatives from the Department for Work and Pensions, Trafford's Economic Growth Team, and the Greater Manchester Combined Authority.

What? This pilot uses linked open statistical data to help support decision making relating to worklessness. The goal is to build a tool that will bring together data from a range of sources to help understand the factors that contribute to, or are impacted by, worklessness. Read more about the Trafford pilot here!

Pilot 4

Who? The Flemish Government are working on the Belgian pilot with technical partner ProXML bvba.

What? The focus of the Belgian pilot is using linked data with regards to the environment. They aim to publish timely environmental data so the public have an overview of emissions by both emission type and municipality. They also aim to develop tools to benchmark the emissions of companies to others working in the same economical domain. Publishing years of linked environmental data will also enable this pilot to use data as an evaluation tool for policies.

Pilot 5

Who? The Marine Institute are data experts in marine open data for the Irish pilot.

They're partnered with Insight who are producing the technology and platform for the pilot.

What? The Irish pilot is looking at what linked data can do for the marine ecosystem with dashboards and tools which are aimed at three different audiences: Search and Rescue; Renewable Wave Energy (to support industry which tests devices in water) and Maritime Tourism and Leisure. Keep an eye on the OpenGovIntelligence blog site, where we'll soon be sharing an interview with Trevor Alcorn from the Marine Institute.

Pilot 6

Who? Tallinn University of Technology is working with the Estonian Ministry of Economic Affairs and Communication

What? The Estonian Real Estate Pilot Program is aimed at showing how barriers in regards to receiving Open Data can be overcome. It works on the idea that multidimensional statistical data can help fight information asymmetry in the real estate market and allows individuals who use data to make more informed decisions. Initially, this pilot's main target audience will be foreign professionals or students who may be moving to Tallinn Estonia, but do not have an understanding about the city. You can read more about the project here on the OGI blog.

EVENTS

It's been a busy first year for the project with project partners attending nine international conferences; **over thirty** further events and meetings and three workshops. For more information on some of the key events attended, such as the international Smart City Conference below, check out the OpenGovIntelligence blog.

ARTICLES

Publications for Academics and Researchers include:

- E. Tambouris (2016) Multidimensional Open Government Data, eJournal of eDemocracy and Open Government (JEDEM), Vol. 8, Num. 3, pp. 1-11.
- E. Kalampokis, E. Tambouris, A. Karamanou, K. Tarabanis (2016) Open Statistics: The Rise of a new Era for Open Data?, EGOV2016, LNCS 9820, pp.31-43, Springer.
- E. Kalampokis, E. Tambouris, K. Tarabanis (2016) Linked Open Cube Analytics Systems: Potential and Challenges IEEE Intelligent Systems, Vol. 31, No.5, pp.89-92
- "Success in eVoting – Success in eDemocracy? The Estonian Paradox" at the 15th IFIP Electronic Government (EGOV) and 8th Electronic Participation (ePart) Conference 2016 Guimarães, Portugal
- A. Karamanou, E. Kalampokis, E. Tambouris, K. Tarabanis (2016) Linked data cubes: Research results so far, SemStats2016 in conjuction with the 15th International Semantic Web Conference (ISWC2016), 17-21 October 2016, Kobe, Japan, CEUR-WS [accepted for publication]

WHAT'S COMING UP?

As we head into Year Two of the project, we're looking forward to:

- the evolution of the pilots
- conferences, events and publications, including a MOOC organised by Delft University of Technology
- pilot workshops
- software tools and standards

That's probably enough news for now but do head to our project website for links to all our social media accounts. For timely updates about all of the above remember to check in with our @OpenGovInt twitter stream and for more detailed posts read more at the OpenGovIntelligence medium blog space.

7.2 Newsletter Months 13 to 18

Hello! This is the second newsletter from the OpenGovIntelligence Project. The project is running six pilot projects on different aspects of improving public services with multidimensional statistical data and the newsletter is an update on the work the partners have been doing recently.

Note: you are receiving this because you have signed up for the OGI newsletter on our website, or attended one of our events. If you would like to stop receiving these newsletters, you can unsubscribe via the link in the footer.

Contents

- **OpenGovIntelligence project videos**
- **Pilot News**
- **Articles**
- **Coming Up!**

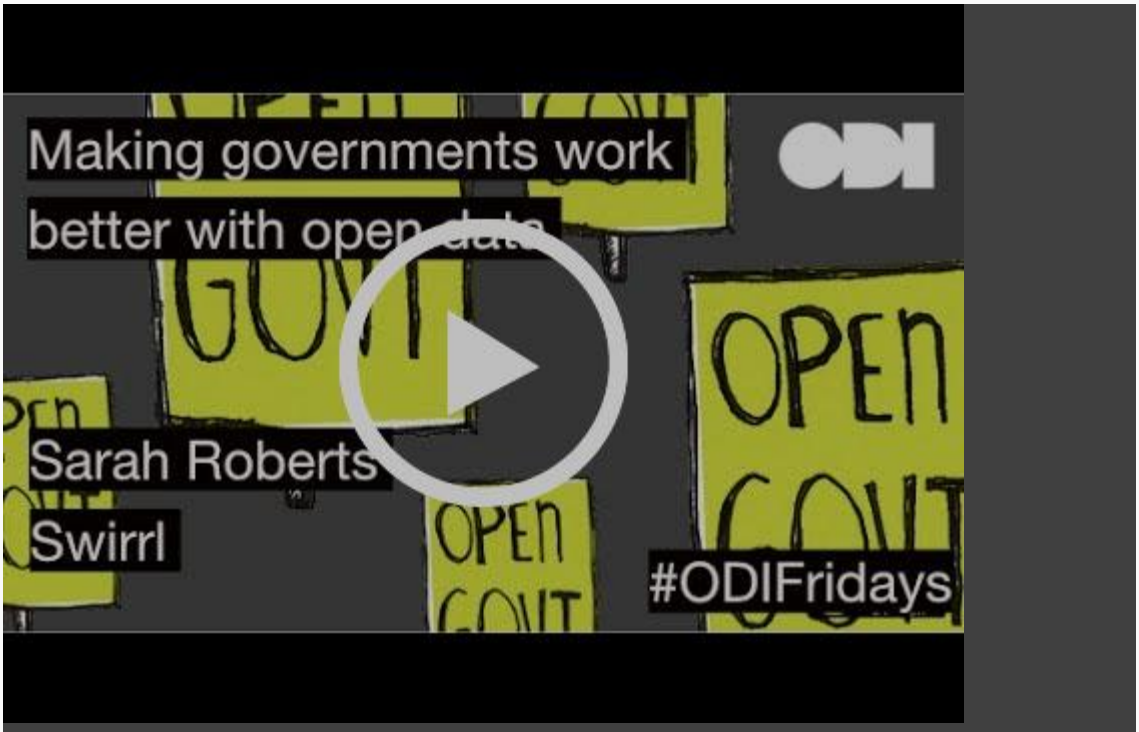
TU Delft hold MOOC

In May, Professor Marijn Janssen gave a public lecture at Tallinn University of Technology about the concept of government as a platform - the ideas behind it and how linked open statistical data can be informed by users and form a part of that platform.

Government as a platform: Opening the Government

OGI at the ODI, London

Sarah Roberts, from UK technical partner Swirrl, recently gave an overview of the OpenGovIntelligence project at the Open Data Institute in London. She discussed the common threads which run throughout the project, the pilots which will test these ideas and the desired project outcomes. Watch it below and read the blog post of her talk here.



Swirrl on OpenGovIntelligence at the ODI, London

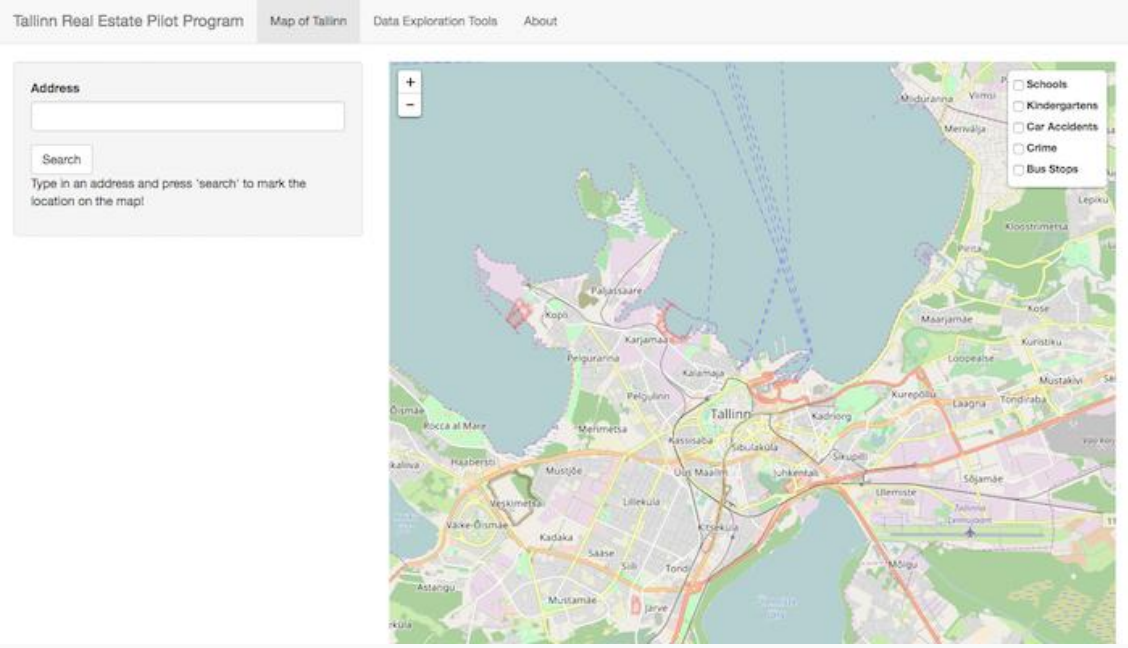
The Future of White Papers (or how linked data can strengthen the connection between policy making and evidence)

Better statistics for government services is the main thread which runs throughout the OpenGovIntelligence project. Taking up this idea, Jamie Whyte recently wrote about how the Linked Data approach enables government publications to be much more directly connected to the related evidence. The article gathered a lot of interest around UK government and Jamie was invited to present the ideas in a lecture at the Open Data Institute in London. You can read the article here. And if video's more your thing, then watch Jamie below!

Jamie Whyte talks about Linked Open Statistical Data for in-line data provenance

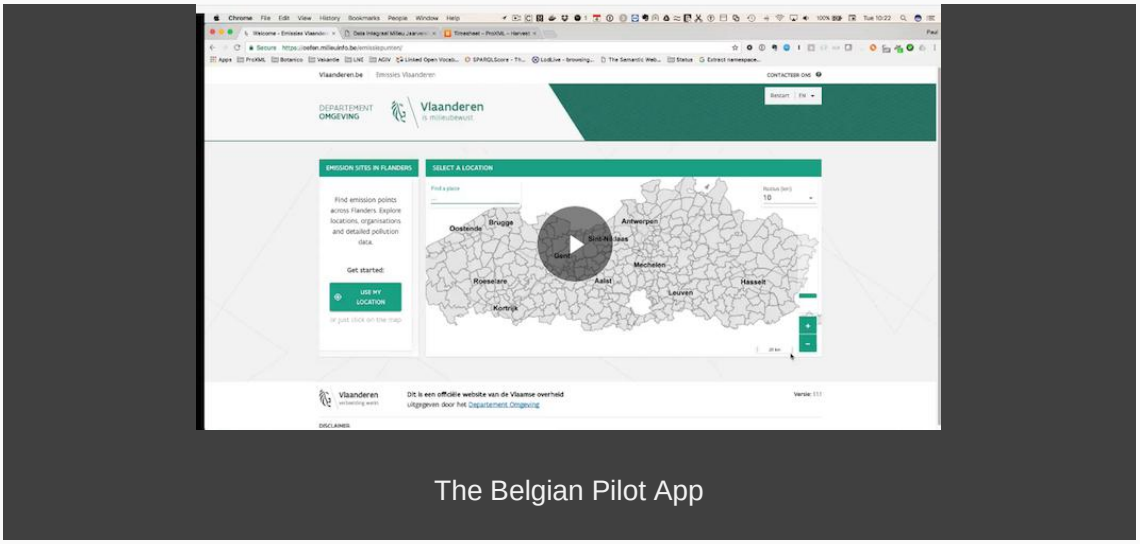
Moving on Up

The Estonian pilot is about providing open statistical data to people moving to Estonia to help inform where they live. A year in and they've started producing their app (screenshot below) which allows you to enter the place name you're interested in and view location of schools, kindergartens, car accidents, crime and bus stops.



How green is your company?

The Belgian pilot also have an interactive app which shows location, type of emission and amount of emission. At the moment it's still in development but those kind folk at Proxml, (technical partner for the Belgian pilot) have given us a screen recording they're happy to share - and it's looking great!



The Belgian Pilot App

And the other pilots?

Just over a year into the project, the UK, Irish, Lithuanian and Greek pilots are all in development and relevant news is shared both on the OpenGovIntelligence twitter account and the OpenGovIntelligence blog. You can follow these accounts to keep up to date with news about all the pilots and how they're implementing Linked Open Statistical Data for a purpose.

ARTICLES

The research carried out in the project has already led to a number of conference and journal papers. Find the publications dating from January 2017 here:

- E. Chaniotaki, E. Kalampokis, E. Tambouris, K. Tarabanis and A. Stasis (2017) Exploiting Linked Statistical Data in Public Administration: The Case of the Greek Ministry of Administrative Reconstruction, *23rd Americas Conference on Information Systems (AMCIS2017)*
- M. Toots, K. McBride, T. Kalvet, R. Krimmer, E. Tambouris, E. Panopoulou, E. Kalampokis and K. Tarabanis (2017) A Framework for Data-Driven Public Service Co-Production, *16th Annual International IFIP Electronic Government Conference (EGOV2017), Springer* [accepted for publication]
- E. Tambouris, E. Kalampokis and K. Tarabanis (2017) Visualizing Linked Open Statistical Data to Support Public Administration, *18th Annual International Conference on Digital Government Research (dg.o 2017), ACM,* pp.149-154
- E. Tambouris, E. Kalampokis and K. Tarabanis (2017) Towards a Linked Open Statistical Data Innovation Ecosystem *New Techniques and Technologies for Statistics Conference (NTTS2017)* [accepted for publication]
- E. Tambouris, E. Kalampokis, M. Janssen, R. Krimmer and K. Tarabanis (2017) Methods and Tools for Publishing and Reusing Linked Open Statistical Data, *Workshop in the 18th Annual International Conference on Digital Government Research (dg.o 2017), ACM,* pp.614-615
- Toots, M.; McBride, K.; Kalvet, T.; Krimmer, R. (2017). Open Data as Enabler of Public Service Co-creation: Exploring the Drivers and Barriers**.** In: Proceedings of the 2017 International Conference for E-Democracy and Open Government (CeDEM 2017), pp 102-112, Krems, Austria: IEEE Computer Society.

WHAT'S COMING UP?

We're happy to confirm that OpenGovIntelligence project partners will host two important conferences next year:

- In Galway, the ICEGOV, held together with United Nations university
- and in Delft, the Digital Government Society conference, an international conference on digital government research. This is the first time this conference will be held in Europe, so it's a great opportunity to raise awareness of the project as a whole.

As the project heads into Autumn and reaches its half way mark, we look forward to

- the evolution of the pilots
- conferences, events and publications
- software tools and standards

That's probably enough news for now but do head to our project website for links to all our social media accounts. For timely updates about all of the above remember to check in with our @OpenGovInt twitter stream and for more detailed posts read more at the OpenGovIntelligence medium blog space.

7.3 Newsletter Months 19 to 24

ello! This is the third newsletter from the OpenGovIntelligence Project. The project is running six pilot projects on different aspects of improving public services with multidimensional statistical data and the newsletter is an update on the work the partners have been doing recently. Now two thirds of the way through, the project outputs are coming into view: tools to create, and access, linked open statistical data with an emphasis on co-creation.

Note: you are receiving this because you have signed up for the OGI newsletter on our website, or attended one of our events. If you would like to stop receiving these newsletters, you can unsubscribe via the link in the footer.

Contents

- **OpenGovIntelligence Pilot News**
- **Conferences and Events**
- **Standards**
- **Articles and Publications**
- **Coming Up!**

The UK Pilot: worklessness

The Trafford Pilot aims to tackle worklessness within Greater Manchester by providing decision makers with relevant information in the form of interactive data visualisations. Trafford recently held a user testing session with Jobcentre Plus managers at Stretford, where one attendee said that she was amazed that following the co-creation October workshop, Trafford had produced exactly the app that she wanted. We look forward to the next steps!

The Greek Pilot: management and monitoring of vehicles

The Greek pilot aims to improve decision-making of management and monitoring of Governmental official vehicles. The Greek Ministry of Administrative Reconstruction and CERTH, the technical partner, are making quality improvements to the main

dataset for their pilot and have obtained datasets from other providers, which will be linked to it. They'll shortly be hosting a workshop in Athens to demonstrate their services and get users' feedback.

The Lithuanian Pilot: a dashboard for entrepreneurs and investors
The Lithuanian pilot aims to provide a dashboard to:

- help entrepreneurs and investors analyse and compare the business environment in different municipalities
- help them make data based decisions about opening or expanding business activities in Lithuania.

The first prototype (screenshot above) has been developed as a multi-dimensional charting dashboard which is using a JavaScript charting library as a base. It supports cross filtering and allows highly efficient exploration on large multi-dimensional data so it can be used to perform data visualisation for cube data and analysis in a browser as well as on a mobile device. Customised charts are data driven and reactive so provide instant feedback on user's interaction.

The Irish Pilot: The Marine Ecosystem
The Marine Institute and Insight are working on an assisted RDF Data Cube Schema Mapping tool and process for the Irish pilot. This includes a lot of behind the scenes work on integrating spreadsheets using Open Refine, RDF Refine and the RDF Data Cube Vocabulary to produce a generic Linked Open Statistical Data mapping tool that provides generality to any use case and any data set, maintainability, and simplicity to all user types.

And the other pilots?

Two years into the project and the Belgian and Estonian pilots are also in the testing stage of development. Relevant news is shared both on the OpenGovIntelligence twitter account and the OpenGovIntelligence blog. You can follow these accounts to keep up to date with news about all the pilots and how they're implementing Linked Open Statistical Data for a purpose.

A busy July - January for Conferences and Events!
ISWC 2017 is the premier international forum for the Semantic Web / Linked Data Community and this year featured **three** (yes three!) of our OpenGovIntelligence project partners, which is a lot of Linked Open Data expertise in one place. Paul Hermans, of Proxml, had a presentation in the main conference (watch it here), whilst Evangelos Kalampokis, of CERTH, and Bill Roberts of Swirrl gave talks about the project and linked data publishing at the Semstats satellite workshop.

Sharing OpenGovIntelligence Updates across sectors and countries

- In September, Maarja Toots from the Estonian pilot, presented on the topic of "A Framework for Data-Driven Public Service Co-Production", which introduced the OGI framework to 30 researchers at the IFIP EGOV-EPART 2017 Conference in St Petersburg, Russia.
- In early October, Maarja presented again, this time on open data driven public service innovation. She presented the OGI approach to how governments and citizens could use linked open data to co-create public value to an audience of 200 Malaysian public sector officials at the Malaysia Public Sector CIO Convex 2017.
- On November 14, 2017, a delegation from the ICT Department of the Zambian Parliament visited Tallinn to learn about e-government in Estonia. Robert Krimmer met two of them at TUT and introduced the OGI project and the Estonian pilot (photo above)
- In December, TUT gave a talk to Tallinn City Government's project managers about public sector innovation and the OGI framework.

OpenGovIntelligence Tools

As the project heads into its final year, we're happy to share an insight into the tools being built:

Table2QB

The Table2QB tool enables the conversion of tabular data to RDF, particularly targeting the RDF Data Cube Vocabulary. In building this tool, the consortium is making a standardised set of pipelines to turn tabular data into RDF, building on the

Grafter extract-transform-load software library.

CubiQL

CubiQL is an API for accessing data cubes, allowing you to search for datasets based on their metadata and their contents, to discover the dimensions and possible values, and to retrieve subsets of the data. The data is returned as JSON, designed to be easy for developers to use in their visualisation and analysis tools. CubiQL is based on the popular GraphQL query language for APIs.

And more:

Work is ongoing on a range of additional tools for working with Linked Open Statistical Data:

- Assisted Cube Schema Creator - building on Open Refine and RDF Refine
- LOSD Machine Learning - using R Server and the CubiQL API to enable application of machine learning algorithms to statistical data
- QB Multidimensional Charting: building on D3.js to create generic visualisation and analysis tools for statistical data cubes
- RDF Data Cube Geo Dashboard: using Leaflet.js, OpenStreetMap and GeoJSON to make it easy to visualise spatially-referenced statistical data on a map

Standards

W3C Spatial Data on the Web

Dr Bill Roberts, Swirrl CEO, is part of the W3C Spatial Data on the Web Interest Group and is leading a strand of work looking at establishing best practices for publishing statistical data on the web. The OGI project tools aim to facilitate the publishing and access of linked open statistical data and Bill will draw on these cube technologies in discussions. If this group is something that interests you, you can contact the group via the mailing list or ask for more details from the W3C team contact Francois Daoust.

Articles

Max Kortlander, from the Clarity project wrote a summary about the OpenGovIntelligence project recently. The piece, entitled OpenGovIntelligence Enables Co-Creation of Data Driven Public Services can be found on the Clarity project blog.

Research Papers

The research carried out in the project has already led to a number of conference and journal papers. Recent publications for academics and researchers involved in the project include:

- E. Chaniotaki, E. Kalampokis, E. Tambouris, K. Tarabanis and A. Stasis (2017) Exploiting Linked Statistical Data in Public Administration: The Case of the Greek Ministry of Administrative Reconstruction, *23rd Americas Conference on Information Systems (AMCIS2017)*
- Arkadiusz Stasiewicz, Mohamed Adel Rezk, Adegboyega Ojo, Efthimios Tambouris, Evangelos Kalampokis, Konstantinos Tarabanis, Trevor Alcorn and Adam Leadbetter: Using Linked Statistical Data to Improve Marine Search and Rescue Operations in Ireland. Submitted and accepted to ICEGOV2018 (11th International Conference on Theory and Practice of Electronic Governance).
- K.McBride, R.Matheus, M.Toots, T.Kalvet, R.Krimmer. The Role of Linked Open Statistical Data in a Public Service Co-Creation. Submitted to ICEGOV

Coming Up!

- On 4-6th April 2018 the OpenGovIntelligence project partners in Ireland, together with United Nations university, are hosting ICEGOV
- May 30th- June 1st 2018, the Digital Government Society conference, an international conference on digital government research, will be held by OpenGovIntelligence project partner Delft University. This is the first time this conference will be held in Europe, so it's a great opportunity to raise awareness of the project.

- On Thursday 22nd November 2018, we'll be holding a one day international conference about the project, its outputs, processes and pilots. More news on tickets and a program of events to come but, in the meantime, ***save the date!***

That's probably enough news for now but do head to our project website for links to all our social media accounts. For timely updates about all of the above remember to check in with our @OpenGovInt twitter stream and for more detailed posts read more at the OpenGovIntelligence medium blog space.