Deliverable D6.3.1

Plan for dissemination and exploitation of foreground n°1

Project Acronym	OASIS
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Project Title	Towards a cloud of public services

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[1] Dissemination level: **PU** = Public, **CO** = Confidential, only for members of the consortium and Commission services

[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

[3] Creation, modification, revision, final version for evaluation, revised version following evaluation

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

Deliverable abstract

This deliverable describes the strategy of communication and dissemination events planned or carried out during the first 23 months of the project (including 3 months of suspension). It includes all the OASIS dissemination materials prepared before 31/12/2013 :

- Strategy of communication and dissemination
- Actions of communication performed
  (Partner press releases, OASIS 1-page information sheet, Link to project website, Brochures and leaflets, Videos)
- Naming of the platform

This deliverable will also describe plans for the use of the platform results and their exploitation by OASIS partners.

D6.31 plans for the use and the dissemination of foreground n°1 was prepared with the inputs provided in the WP6-IR5 internal report. This deliverable was written as a basis for the preparation of D6.41 Annual Report n°1 on dissemination and awareness activities, and for the intermediate review of February 2014.

Project Management Review

		Reviewer 1: Not Applicable			Reviewer 2: B. Thuillier		
		Answer	Comments	Type*	Answer	Comments	Type*
1. Is the deliverable in accordance with							
(i)	the Description of Work and the objectives of the project?	☐ Yes ☐ No		☐ M ☐ m ☐ a	☒ Yes ☐ No		☐ M ☐ m ☐ a
(ii)	the international State-of-the-Art?	☐ Yes ☐ No		☐ M ☐ m ☐ a	☒ Yes ☐ No		☐ M ☐ m ☐ a
2. Is it the quality of the deliverable in a status							
(i)	that allows to send it to the European Commission?	☐ Yes ☐ No		☐ M ☐ m ☐ a	☒ Yes ☐ No		☐ M ☐ m ☐ a
(ii)	that needs improvement of the writing by the author of the deliverable?	☐ Yes ☐ No		☐ M ☐ m ☐ a	☐ Yes ☒ No		☐ M ☐ m ☐ a

(iii)	that needs further work by the partners responsible for the deliverable?	☐ Yes ☐ No		☐ M ☐ m ☐ a	☐ Yes ☒ No		☐ M ☐ m ☐ a

* Type of comments: M = Major comment; m = minor comment; a = advice

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Introduction

The objective of this deliverable is to document the work carried out in Task 6.3: Dissemination and Awareness, notably Subtask 6.3.1: the first steps: Dissemination at the Launch. This task concerns broad communication about the services that will become available and the period of their real use, and a global communication of project objectives. This first stage of the plan is focused on three key points:

- The dissemination strategy
- The analysis of the dissemination activities of the first year
- (The public OASIS website, (ii) individual pilot site dissemination targeted to the local populations and local press following the kick-off and (iii) community-based dissemination events attracting large crowds of citizens/residents). The analysis of dissemination activities of the second year (the second version of website, the national level of dissemination)
- The naming of the platform.

The success of the platform is subjected to two interrelated factors.
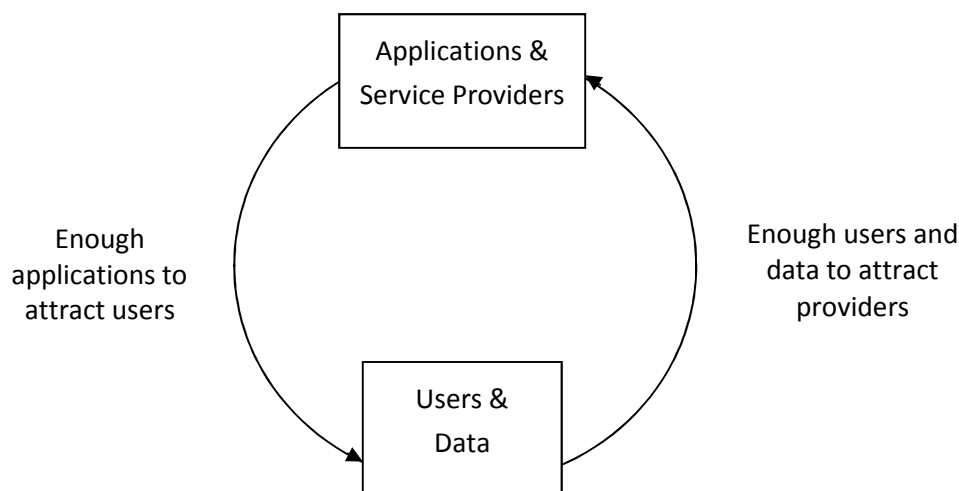
Success also depends on the uses of the platform and the reuse of results by the new territories, or the new services. The reuse of results is necessary for the progress of knowledge on the issues we are dealing with, and for the sustainability of the project over time.

The outstanding results that will be shared during the OASIS deployment meet three of the priorities of the Digital Agenda: (i) The acquisition of digital skills, (ii) the strengthening of trust and security and (iii) interoperability. Europe also fixed an objective of the use of online services by 50% of the citizens, with the return of completed forms by more than half of them.

Results will be related to the issues of digital identity, the creation of data repositories for e-Government, the Semantic Web and Big Data linkage. In another vein, the business model based on the pre-commercial procurement, feedback on citizen involvement and good practices for e-Government will also be major results.

To foster the success of OASIS and the reuse of results, an overall dissemination strategy has been defined thanks to a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

This report focuses on dissemination during the project phase. The next version of this report will provide information on dissemination and use beyond the project duration to ensure the lasting impact of results.

1. Dissemination strategy

1.1. Dissemination diagnostic

1.1.1. SWOT analysis of OASIS project

Strengths	Weaknesses
• The European dimension of the project • OASIS positioning in line with the European Digital Agenda and the ISA program (Interoperability Solutions for European Public Administrations), which should lead to further international collaborations. • The creation of a core of data reusable by service providers • Reduced costs for the development of new applications • Simplification of online procedure for both citizens and civil servants • Quality of proposed services • The growing number of interested players • OASIS makes sense of "the common good" at a time when the Internet giants privatize the data coming from the contributions of all.	• The difficult situation of public finance is a hindrance to the launch of the OASIS platform. • The economic viability of OASIS is based on a large number of users • The current panel of services is not complete enough. Some essential services for public administrations are missing (human resource management, platform procurement...). • Interoperability is guaranteed within OASIS but not with external services. • Access to broadband Internet is not yet possible in all local public authorities of pilot sites. • OASIS is a name widely used which does not provide a differentiation • OASIS has no reference or history in the field of e-Government. • The political support requires a significant investment in financial terms and partnerships.
Opportunities	**Threats**
• The integration of OASIS in a creative ecosystem (co-investment, living labs) • Recent international events having made the news (ie. scandals like Prism) thereby sensitising Europe to the need to develop an alternative to the American information giants • The rapid evolution and development of the semantic Web • The growing user participation in the creation of data and in the management of problems of our society • The extension of OASIS to new territories • The opening of the platform to businesses, administrations and citizen services making it a various and unique platform	• The separation of data and business rules is a major change in the model of service development which requires an investment from providers to adapt their services • The exit cost for public authorities which already have their own service providers to become OASIS users • The best technical solution is not necessarily economically viable • Maintaining confidentiality over the time requires one not to cross private data inside the platform when implementing new services • Risk of rejection by the expected users / disinterest due to the complexity of the project

• The need to increasingly secure citizen access to their personal data and to guarantee confidentiality	

1.1.2. Stakeholders analysis

Four types of stakeholders have been identified:

- **Internal stakeholders** : the partners of the project

- **New partners** : funders *(Public, Sponsorship)*, producers of new services and data (*Public bodies, Citizens, service providers*)

- **Customers** : The end users *(National Government, Regions, Provinces, local authorities, Citizens, Companies)*

- **Strategic target**: media, information and influence relays *(associations of elected representatives in the various countries, facilitators of Public Internet Access Points...).* Potential users of the results *(other European projects, research laboratories, the European association ERISA, W3C [data model description], actors of Big Data and projects in Semantic Web, the EPSI platform, the European platform of opendata...)*

1.1.3. Communication issues

Considering that OASIS project has assets such as its European dimension, opportunities in international collaborations, a core of reusable data, cost reduction for the development of new applications, in a context of dematerialization, OASIS will simplify online procedures for the different end users (civil servants, citizens) and will secure them.

Taking into account the weaknesses of the project, such as the incompleteness of the service offer, the lack of identity, and a challenging financial environment, we observe a strong receptivity to the idea of the project (simplification of online procedures), but with a misunderstanding on the issues surrounding the long-term project, the creation of "a common good". It thus makes sense to move from a blurred image to a positive and seductive image clearly identified, so as to arouse the pride of creating together new knowledge from shared data. Moving from opacity to transparency, our clear identity and messages aim to reassure and mobilize.

The message must reflect the OASIS founding values:

OASIS thus « guarantees the common good of data » and supports economic development based on the values of the «Society of Knowledge»:
- Opening, (open-access, open-data, open-source, open-innovation…)
- Sharing (cooperative, collaborative, transverse models…)
- Culture of access to the services rather than ownership
- Economic models based on a "win-win" mode

The appropriation of these values for the constitution of new services and new linked data requires a "neutral" positioning and a permanent intermediation of local development projects, based on PPIPs (public-private-individuals-partnerships).

The message must also reflect the objectives at the basis of OASIS:

Constitution of a common good: the data are shared in order to be used by all (while respecting access rights and use licenses) and commonly managed (thus neither by a private structure, nor by a state structure).
It allows an interoperability via the data (source sharing), and a co-construction (each contributes to the construction of data). Everyone has rights and duties in this common good.

A catalyst of collective intelligence: this common good favors cooperation, the creation of collective intelligence around shared data.
Oasis allows a group to catalyze and to incubate innovations, to favor local and global cooperation, in network and to create common practices.
The sharing of data gives anyone the opportunity of creating new services, regardless of one's own territory.

Guaranteeing the protection of the users: the users (in the broad sense: citizens, companies, communities, etc.) must have strong guarantees (and should be able to rely on these guarantees, within the framework of one "loyal cloud"):

- Legal security
- Protection of personal data
- Reversibility (a guarantee to « take back » their data)
- Access without any discrimination
- Transparency

The ambition of OASIS is, beyond the pilot, to offer an alternative to the Information giants by guaranteeing to all data contributors that data will be used safely for the common good as long as it is shared in OASIS.

Its ambition also consists in interconnecting with other "Data cores" sharing or evolving towards the philosophy of the RDF use.

Communication on these core concepts and the sharing of the experiment results are then fundamental.

1.2. Strategy by period

The objectives of the dissemination strategy are firstly to facilitate the success of the project and secondly to prepare its wider deployment after the pilot phase. The goals vary throughout the project duration, the dissemination efforts will be structured around these objectives and periods.

1.2.1. Objectives:

The objectives are listed below according to the progress of the project.

For the first period, the goal is to adopt a strategy of seduction focused on the appropriate messages

- **Publicizing the project to help its appropriation**
- **Creating the project identity to reassure**
- **Explaining the relevance of OASIS to facilitate its deployment**

Operational objectives include creating dedicated key messages according to each audience/target to reassure funders and potential users. An educational message will be used to facilitate understanding and the appropriation of the project. We will rely on the project value of openness to give it meaning and make it understandable.

Developing a sense of belonging to an innovative and European project thanks to a clear and visual graphical identity aims to foster an early involvement of end users. During the first period, communication will mainly target the local level of the pilot site. The communication will continue until the end of the project, since new users will join the ongoing experimentation.

The second period: the strategy is to promote the extension of OASIS as an alternative to closed models and American giants

The significance will be to educate and persuade in order to promote the use of OASIS inside the partners' countries and to attract new providers for new services.

Operational objectives:

- Showing the ease of use and data privacy to reassure users, with interviews of end users transmitted via communication that aims to go "viral".
- Widely disseminating the ambition of the project to convince new providers to joint OASIS.
- Showing the alternative to the American giants with closed models to favor everyone's contribution to secure private benefit from the "common good".
- Federating several territories for the sustainability of OASIS, and to widen the offer of services.

The third period: communication will be a conquest strategy to raise the project at a European level in order to extend it to the other countries.

Operational objectives:

- To transmit success stories
- To communicate with the social networks "permanently".
- To develop new partnerships and include new territories.
- To develop the feeling of belonging and pride in contributing to the common good.
- To share results with European programs.
- To find new skills and take part in new European projects.
- To develop the OASIS range of services and geographical scope.

1.2.2. Communication plan:

As explained above, the main objective of the Dissemination work is to help ensure the sustainability of the OASIS platform beyond the period of ICT-PSP funding by arousing the interest of users and service providers. This is expected to increase the chances of the effective exploitation of the OASIS platform in the long-term. The sustainability of the platform is also related to the reuse of results by a wide audience and at the European level.

The communication plan aims at:

- Providing communication tools for OASIS partners;
- Informing end-users (public authorities as well as business and citizens) of the services available via the platform and of its growing potential;
- Informing Internet service providers and application developers of the opportunities to develop their offers on the OASIS platform.
- Sharing the experimentation results and good practices with other projects and players at European level.

New users and service providers will be encouraged as much as possible in the maintenance of the OASIS platform during the project phase, so as to ensure the long-term sustainability of the platform. To implement this major goal, partners are requested to widely publicise the innovative services to become available on the OASIS platform while reassuring them about issues such as user-friendliness, security and privacy for citizens and administrations as well as issues surrounding the business model and open-source for companies.

As the OASIS name cannot be kept for the exploitation of the platform, the new visual identity will be implemented for the pilot sites at the beginning of 2014 (pilot site) and on a larger scale (national and European) from the start of 2014 to the end of project, and definitly after.

The dissemination and the reuse of results are planned at different levels with an appropriate timing. The publication of the deliverables will be progressively made on the OASIS website.

1.2.2.1. Communication time frames

The communication plan and the goals can be summarized as follows:

- The first period is over, and the goals are achieved. Three major lines of communication will be detailed in the table below (P1-C1, P1-C2, P1-C3).
- The second period will start in January 2014, to prepare the launch of the pilot sites, with five major lines of communication. The first actions will be detailed in the two tables below (P2-C1, P2–C2, P2-C3, P2-C4, P2-C5).
- The third period will start in April 2015, with four major lines of communication, and very much oriented to broad dissemination at European level (P3-C1, P3-C2, P3-C3, P3-C4)..

Period 1 Pre-pilot (February 2012 - December 2013)	Strategy of seduction thanks to appropriate messages, communication is mainly locally-oriented	Global Objectives	Stakeholders and target	Planned objectives	Actions, activities	Indicators	Implementation	Goals achievement	Comment
P1-C1- Publication	**Publicizing the project to help its appropriation**	Communication of the project launching to increase the implication of political decision-makers and the awareness-raising of the service suppliers.	Partners of the project aim at large information on the project at the European level.	Publications in the local press and more largely for the launch of the project (2 per pilote site), so 10	Publications in Magazines, Newspapers, Brochures, press releases **(Details in P1-C1-P)**	Number of articles and scope of diffusion	13 publications 757 100 contacts		
P1-C1-Web			Partners of the project aim at large information on the project at the local level.	15 Web dissemination	dissemination of information on the usual partners'communcation websites and media, blogs, newsletters, youtube, slideshare,...	Number of visitors, visits and scope for the dissemination of newsletters, videos	17 web dissemination 172798 visits		This action will continue in the second period with V2 of web site and social network
P1-C2 First Identity	**Creating the project identity to reassure**		Partners of the project aim at large information on the project at the European level.	Presentation of the project	Creation of one page per language, each country must develop its own page	Number of consultations of the OASIS website	10 172 visitors and 32 827 visits		
P1-C2- Animation			Partners of the project aim at large information on the project at the local level.	1 educative cloud video to make the understanding easier	Making of a playful animation	Clarity of the message in a short time	1 animation whose message is clear on a relatively short period		
P1-C2-Twitter			For the followers (partners, ambassadors, futurs users,...)	Relaying about ten events with twitter and having about one hundred followers	Dissemination of mini-messages on the events related to the project	Numbers of followers	Unrepresentative actually		Account created after the suspension period but this action will be continued in the second period
P1-C3- Events (local level)	**Explaining the relevance of OASIS to make its deployment easier**	Communication with public bodies and final users to make them participate and as soon as possible achieve the critical mass of users for the experiment;	By pilot site, for future users	30 events, or local conferences, demonstrations	Presentation, demonstrations of the project during meetings to the players who will be potential users on each pilot site **(Details in P1-C3-E)**	Number of events and participants	49 events, 876 persons		This action will continue in the second period
P1-C3- Networking (local and national level)	**Publicizing the project to help its appropriation and supporting its financing and development**	Presentations, networking to encourage new partners to take part in the project	New potential partners and users, on a pilot site level and more (national level)	15 events, or conferences, with or without supports	Presentation of the project in various local or national bodies around the pilot which could become users in the future or suppliers of new services **(Details in P1-C3-N)**	Number of events and participants	17 with 586 participants		This action will continue in the second period

Period 2 Pilot January 2014 - Mars 2015)	Promoting the extension of OASIS, and alternative to closed models to Americain giants	Global objectives	Stakeholders and target	Planned objectives	Actions, activities	Indicators	Implementation
P2 - C1 Second identity	Seduction strategy	Communication on the pilot site activities, to involve users outside the scope of the pilot site : new municipalities and new services/applications offered by an increasingly diverse range of service providers and developers.	All users	Developing a sense of ownership, a community spirit, with name, logo, graphic identity	Inventing a new name, creating a new visual identity and a graphic charter for the platform	One name from the OASIS founding elements and conducted surveys	Summer 2013 : definition right from September - first survey on design (25 participants) - December 2013: definitive choice. January: translation.
P2 -C1- Tool box			Partners of the consortium	Making the dissemination of messages easier for the the use of services within the consortium	Creating a tool box of communication supports (flyers, posters, explanatory animation)	Creation of the tool box in English	January 2014
P2 -C1- Web			For the financers, future partners and users	Developing the V2 of the project site to better translate the testimonies and the project news	Developing the site with frequent news such as blog, in each language	Number of visits, views, blog articles	January 2014
			For the partners, financers, future partners	Allowing a better follow-up of the Oasis project	Building a section " how much progress has been made?" and publishing the deliverables	Number of comments, publications, consultations	January 2014
P2-C1- Press Publication			For the financers, future partners and users	Developing the press publications 10 articles (Detail P2-C1 Publication)	Organising a press conference for the official launch by pilot site and another press conférences sur l'avancement du projet	Number of publications	All the period
			For the financers, future partners, future users	Relay on the partners' usual communication media (Detail P2 - C1- Web) and communication on OASIS web site	Making the publication on the OASIS website easier and regularly sending releases on the progress of OASIS	Number of publications	All the period
P2- C1-Twitter			For the followers	Relaying about ten events with twitter and having 300 followers	Dissemination of mini messages on events, achievements, new partners...	Numbers of followers	All the period
P2-C2 - Events			For new users	Presentation of services (15 meetings by pilot site) (Detail in P2-C2-Event)	Proposing demonstration, experience sharing	Number of events and participants	All the period

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Period 2 Pilot January 2014 - April 2015)	Promoting the extension of OASIS, and alternative to closed models to Americain giants	Global objectives	Stakeholders and target	Planned objectives	Actions, activities	Indicators	Implementation
P2-C3- Networking (national and europeen level)	**Conquest strategy and alternative to giants**	Publicizing the project to help its appropriation at the national and European level and supporting its financing and development .	Presentations, networking to encourage new partners to take part in the project	Presentation of the project in various national or europeen level which could become users in the future or suppliers of new services **(Details in P2-C3-Networking)**	10 events, or conferences, with or without supports	Number of events and participants	2014-2015
P2-C3- Scientific		First dissemination of results in the world of research	Research	Showing how the project is open and innovative (technical, cloud, sharing data,...). 1 publication **(Detail P2-C6 Scientific)**	Scientific publication, Workshops, Meetings	Number of publications, workshops, meetings	2015
P2 - C3 Ambassadors		Informing and relying on local and national ambassadors to promote OASIS	Ambassadors	Developing a sense of ownership, a community spirit, with the creation of a dozen of videos	Disseminating testimonies/ambassadors videos	Number of views	Publication of a video a month from april onwards, mixing testimonies between end-users, public bodies, partners
			Ambassadors	Ask the ambassadors to convey the news on their website, and send to the OASIS (10 ambassadors scale local, national or European).	Detect and retain ambassadors OASIS	Number of ambassadors	2014-2015
			Professionnal (providers, compétences, institutions,...)	Promote the dissemination of information on project progress in our professional networks to develop new partnerships and attract new skills	Creating a LinkedIn page	Number of networking	2014 -2015
P2 - C3 Community	**Share all of aspects**	Creating a community dynamics at the European level to favour the expression of the users and to develop the contribution on all the topics related to OASIS (technic, governance, economy, common goods, ...)	Users, and communauty of interest	Developing a sense of belonging to OASIS	Creating a community on the imagination for people platform	Number of contributions, contributors on the various OASIS topics	A partir de mars 2014
P2 - C4- Satisfaction	**Measuring satisfaction and sharing results to develop the pride of working together**	Developing a social network approach to keep in touch with end users and benefit from a viral dissemination.	End users	Mesuring the users' satisfaction	Survey of the first users	Number of answers received, positive analysis of the voters	Survey to conduct at the end of the first uses in September
			End users	Informing the users on the latest OASIS developments	Proposing the subscription to a newsletter, publication of a quarterly newsletter	Number of registrations to the newsletter, number of readers of the news	First newsletter from April 2014 to the official launch. Insertion of a registration form on the Oasis website right from January and insertion on the platform website right from April.
			End users	Allowing users to post comments to improve the relationship with the users and then the services offer	Création d'un formulaire de contact	Number of positives contacts, or négatives contacts traités	Since to april 2014
P2 - C5- Store	**Seduction strategy with ergonomic store**	Facilitating the appropriation by the users on the store	End users	Showing a "modern" simple and innovative image of the store, approved by the majority of the users	Design of the store, the graphical charter with a very useful aspect	Number of "I like" or "I don't like"	Since to april 2014
			End users	Proposing assistance tools (90 % of satisfaction)	Creating a FAQ, a user guide.	Number of consultations, of positive use feedback	Since to april 2014
			For news providers	Seduction of new providers	Organisation of creative-developers workshops to show the door to new services is open	Number of participants to the creative sessions	Since to september 2014
P2-C5- Marketing Stratégie	**Conquest strategy for news contributors**		For the new providers, new data contributors, new users	Developing the marketing strategy of the project to promote the use of new services on the message store focusing on data-sharing	Building users/buyers/providers contents to highlight the data-sharing. Publication of datasets, shared, reused. Creating a map service users and data.	Number of visits, new providers	Since to september 2014

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Period 3 Pilot (April 2015 - October 2015)	Making the projet visible on a European scale to extend it to other ies	Global objectives	Stakeholders and target	Planned objectives	Actions, activities	Indicators
P3 - C1 Self-powered communication	**Extension of e-reputation**	The publication contribute to the recognition, communication with the social networks is "permanent".	All users, financial partners, municipalities, government	Publication of bi-monthly news on the global progress of the project	Co-writing news on the project and the pilote sites.	Number of published newsletters, dissemination scope
		Promoting the uses, showing the dissemination	All users, partners, institutions,…	Increasing the visibility with the contributory mapping	Creation of a map allowing its update by the partners	Creation of the map and contributors'activities
		Promotion of the OASIS ethics	All users, partners, institutions,…	Guaranteeing the quality of service and the access to the common good of data.	Co-writing of the ethics and quality charter	Implementation or not
		Finding ambassadors at the European level	Government, region, agencies	Finding two ambassadors	Dissemination of OASIS on social network	Finding two ambassadors
P3 - C2 Event		Being present at the European level and sharing the assets of OASIS	Other projects of ICT e-government	Presentation of success stories of pilot sites and assets to join OASIS. Objectives :100 participants	Invitation of other ICT projects'suppliers, neighbouring regions and potential partners, ambassadors, certification bodies,…	Number of participants
P3 - C3 Governance	**Sharing the first results of the pilot for new European projects and new services**	Including new countries, regions, public groupings, non-profit organizations	Neighbouring states, national associations, regions,…	Sharing good practices on methodological rules to become partners, with one on-line guide	Creating a guide of the future contributor, legal documents, annual report, balance sheet	Realisation of a guide for membership and activity report
		Showing what OASIS could be in 10 years to largely federate.	All users, partners, institutions,…	1 visual simulation	Publication of the simulation on web, social media	Number of views
		Sharing the technical results with new partners, new projects	Researchers, new partners for European projects	1 scientific publication		Implementation or not
		Showing the results of e-administration interoperability	All users, municipalities, government	To welcome new users with some services	Demonstration of data sharing, or dematerialization of services	One by pilot site
		Communication on co-investment	New providers	Contractualization with two new providers	research of ideas to create innovative services	2 new services on OASIS
P3 - C4 Creativity	**Attracting new providers**	Hackaton	Providers	Organizing one hackaton	Proposing creative evenings for the development of new services	One hackaton, number of participants
		Promoting the developers'contribution	Community of developers for the platform evolution	Opening of Github	Documentation of OASIS sources	Number of consultations and contributions

These communication and dissemination actions were put in perspective with the innovation lines present within the OASIS project. These lines are the following:
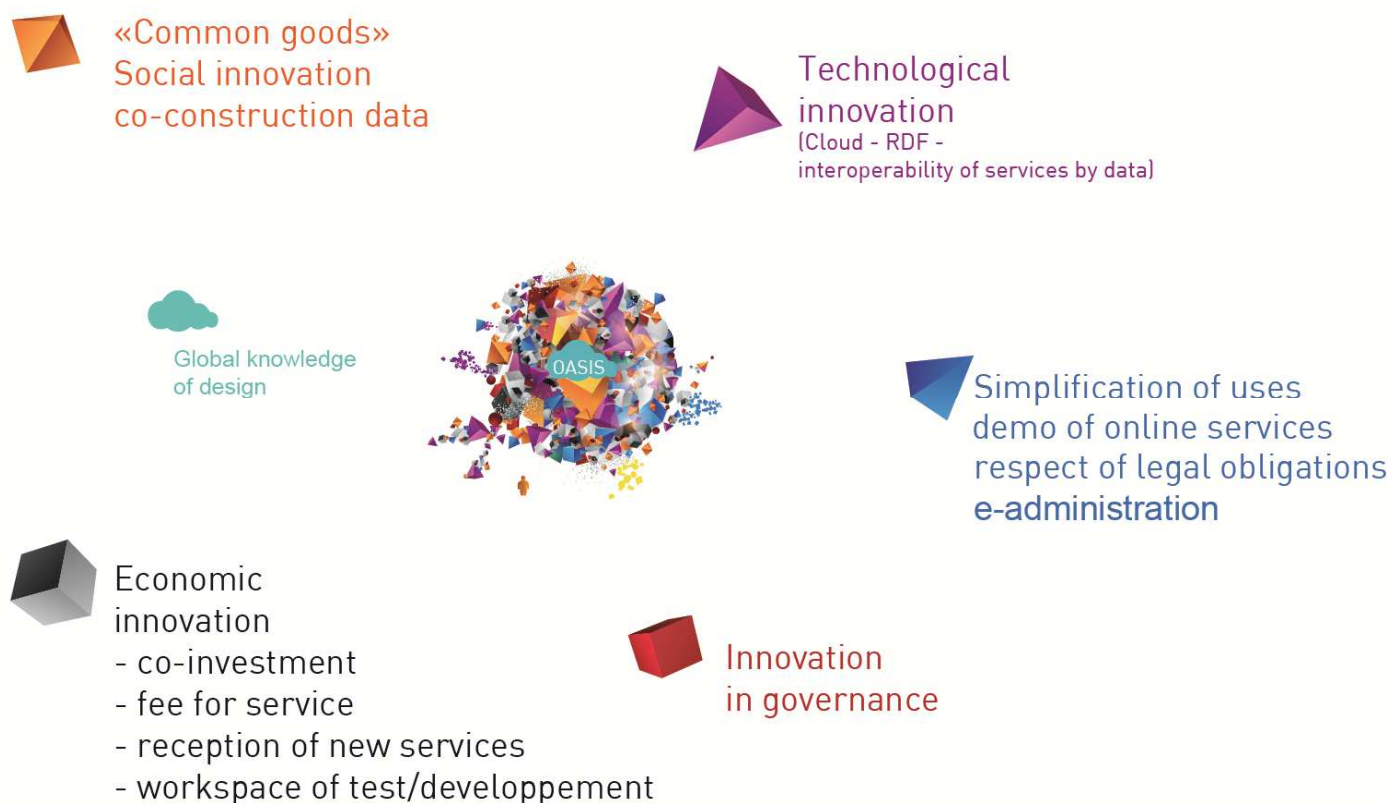
These innovation lines are both communication assets for the partners and lines of dissemination of the results.

1.3. Exploitation of communication lines by the partners

1.3.1. Pilot sites' communication and dissemination strategy

Dissemination actions of the pilot sites can be quite diverse and addressed to various target publics:
- Potential end users of the open data sharing;
- Service providers and application developers whose role will be to enrich the service offers on the OASIS platform;
- Public authorities as potential adopters of the platform for e-administration, and to join the governance

For instance, the objective is to inform them on the OASIS platform as a future tool to achieve better governance and increase their participation in e-government and related services:

Active member of Turkey networks connecting all 26 RDAs in Turkey, EMDA is involved in various e-platforms in Kocaeli, and especially in the one on EU Cohesion, Mutual Assistance and Collaboration Consortium established under the supervision of the Vice-Governor of Kocaeli. As a member of the European Association of Development Agencies (EURADA), EMDA benefits from its network, events, activities and biannual conferences. Once EMDA e-service has successfully migrated to OASIS services, EMDA will organise several seminars at local level to present the OASIS web portal and the cloud-based e-services to public officials. The idea would be to ensure that other RDAs could also use these e-services on their territories. Pilot sites seek to reach a greater audience with the organization of seminars and participation in conferences to present the project.

The communication strategy of the Pilot sites will be broadcasted on their websites (newsfeed), newsletters, press releases, e-mail campaigns, local and broader events (seminars, cultural events, community meetings) and will mainly focus on the following:

- Increased Access: "No boundaries for social services" for citizens and businesses;
- More efficient public administration: helping to deal with public budget cuts while maintaining high quality public service;
- Smarter and more effective public administration: offering more diverse, more helpful services;
- Facilitating private ICT development within an ecosystem of public, virtual infrastructure.

1.3.1.1. Drôme pilot site

In the Drôme pilot site, the communication strategy will address local entities to convince them to use the OASIS services as well as future service providers to allow the growth of the offer .

The main communication line with public authorities is the simplification of uses with the fulfillment of legal obligations and a better citizen relationship. After collective information and individual demonstration meetings of the functioning of the services, we support either by group or individually the municipalities in the appropriation of the services they have selected.

We inform companies, in partnership with the digital sector, about the OASIS services and opportunities. More broadly, we have an advisory role in multi-player projects (transport, tourism, etc.) which allows us to create links with future general interest services. Priority communication topics will be the assets of the cloud, innovation in the public procurement with co-investment, and OASIS neutrality given a public-private governance of general interest.

The main communication line with public decision-makers and elected representatives is the creation of a "common good" of data: a highly political subject whose stakes are still not well known, but the idea is very appealing.

In order to promote the citizen contribution to the creation of data so as to improve the already available public data, we will organize "mapping parties" in partnership with the Public Internet Point of Access that we will be include in the network.

Finally, as coordinator, it is the role of Pôle Numérique to create the communication tools and to develop dissemination actions at a broad scale so as to ensure the OASIS sustainability after the pilot. The Rhône-Alpes Region has already asked us to widely communicate with the Rhône-Alpes departments so that they can understand and embrace the OASIS concept and decide to join us.

More broadly, our expertise in the sharing of data can allow us to take part in regional meetings associating researchers, public authorities and stakeholders, allowing us to present OASIS in its various dimensions and to create links with researchers in anticipation of the integration of data processing tools, for instance.

The presentation of OASIS to local providers in the digital field and to public authorities generated interest for new services:

- Third party Teletransmission: Dematerialization of the exchanges between public authorities and State services.
- Electronic signature : Management of the electronic signature of documents
- Genepi: management software of the Public Internet Point of Access.
- Agrilocal: management of public order for the supply of school canteens and catering services with local products (short circuits).

1.3.1.2.   Turkish pilot site

EMDA tries to bring innovative ICT tools into the domain of investment promotion and regional planning. Other RDAs, Chambers of commerce, Business Associations and even Local Authorities are all facing challenges in this area, and are confronted with similar hindrances, more commonly among organizations to developing countries.

The number one priority for EMDA will be to raise awareness of local stakeholders and current beneficiaries and potential beneficiaries of the services. EMDA plans to invite respective representatives of public and local authorities, local chambers and business associations to the next Consortium Meeting that will take place in their country. EMDA is an efficient user of social networks, i.e. e-mail groups, Twitter and Facebook. Kocaeli Private Sector e-mail group has 1920 members and 319 e-mails have been circulating (as of January 20, 2014) through this e-group since its creation in early 2011. It is a very active and followed e-mail group. The weblink of INVPROM user interface, a brief presentation of its functions and the user manual will be circulating in the e-group. EMDA will pay visits to the public and local authorities, local chambers and business associations to showcase the effectiveness and easiness of using INVPROM and DATAColl in direct communication. A permanent link to OASIS portal will be placed on EMDA's webpage.

EMDA is a member of various thematic e-mail groups connecting staff of all the 26 RDAs across the country. And the next priority will be to raise awareness of other Turkish RDAs about the existence and usefulness of its SaaS based e-services available for replication. EMDA plans to invite staff of interested Turkish RDAs to the next Consortium Meeting that it shall host. Several e-mails to Turkish interagency e-groups will be sent to ensure the information reaches every RDA.

EMDA is also a member of EURADA and SEENORDA networks. EURADA holds Agorada (General Meeting) meetings biannually, gathering more than 50 people. Each meeting allows members to share their work with the rest of RDA community across Europe, and exchange knowledge and experience. EMDA is planning to present its e-services and OASIS Cloud Portal to the potential replicators, as best practices. SEENORDA is a fairly new network bringing together the RDAs of the South-East Europe. EMDA is also planning to effectively disseminate its e-services and OASIS Cloud Portal therethrough. Both networks have their e-mailing lists managed by the respective secretariats, which EMDA can use for contacting the rest of the members by one-click.

1.3.1.3. Provincia di Torino pilot site

Provincia di Torino is one of the most innovative Provinces in Italy, because of its constant attention to put most of the services and data on line, for the citizens and for the municipalities.

In Provincia di Torino pilot site, the communication strategy is based on showing the other public bodies the importance to give citizens information in the easiest way, in order to facilitate the creation of new realities in the world of work, trade, culture, etc.

The presentation of the pilot will be done not only to other Public Bodies but also to the possible users, like professional associations, users of local employment centers, in order to enlarge the number of users and create a "need" to the users, which will stimulate the other Public Bodies to offer the same services.

In Italy there's a law which prevents Public Bodies from asking information to the citizens, if this information is already owned by another Public Body: the philosophy of Oasis is perfectly compliant with this law and is a good way to present the Oasis Project and its "breaking silos" philosophy.

Our strategy also includes the participation in national exhibitions, to spread the philosophy of Oasis, demonstrating the services of our pilot, as part of a European project, to increase the number of potential participants in the future Oasis system.

1.3.1.4. Bulgarian pilot site

In its dissemination approach, David Holding will address the three naturally identified stakeholders in the process - local, regional and other authorities, potential service providers and general public and end users of the platform.

In the Bulgarian pilot site the communication strategy is to initially address the local authorities and offer them options of the so-called supplementary e-services (services that are not covered by the official program for e-government) which could address local community specifics – e.g. Alternative Tourism Network is an example of appropriate service to push forward for this objective.

The second line of action is to migrate and demonstrate use of some already existing services, commercially introduced by David Holding to more than 300 partners and customers, under the OASIS platform frame. This is aimed to promote popularity and familiarity with OASIS.

Another really essential communication aim is potential providers of additional services and we are prepared to set support channel to encourage the process. Communication lines are the assets of the cloud, co-investment, OASIS neutrality, potential data sharing, with a public and private governance of general interest.

1.3.1.5. Catalonia pilot site

Communication strategy in the Catalonia pilot site is based on three main lines:

- Information about the project for the users during the demonstration period.
- Promotion of the project and its benefits among the public bodies trying to obtain early adopters and future new users.
- Information for service providers allowing them to evaluate the potentiality of the platform and the possible interest of moving their existing service to a compliant status of OASIS.

The activities for the three lines above will not be the same during the pre pilot, pilot and post-pilot periods.

The **communication actions addressed to the end users** of the services in the demonstration period will cover two main elements: (i) the result of a high level of awareness and interest on the project and (ii) assuring that the end users get access and are informed about the way to access to the services and the implication on their daily activities. Blau Advisors will carry out this part of the communication strategy with the cooperation of the 4 agencies participating in the pilot. The channels used will be mainly local media as the effort must be done locally. All the official communication will be done using the brands, logos and corporate images of the agencies and municipalities delivering the service as a way for preventing errors and/or misunderstandings by the users.

For the **actions related to the promotion of the project to public bodies**, the activities will be done thanks to the involvement of regional bodies dedicated to the promotion and adoption of ICT tools by public bodies. In this case, the main partners that will support Blau in this effort are:

- Localret (Catalan Consortium for the adoption and usage of ICT in local public bodies).
- Consorci AOC (Catalan consortium for open access government).

These actions will be done mainly by participating in events organized by both institutions. In the events, Blau will present the project and will provide leaflets and other printed materials to attendees and will also participate in networking activities.

For an effective communication of OASIS to service providers there will be specific actions. The main goal of this part of the strategy is to show the local ecosystem of service providers the potential gain a service provider can obtain by adapting existing services to OASIS or developing the new ones being OASIS compliant. In this case, communication actions will be focused on professional unions and associations.

1.3.2. Universities' dissemination strategy

The universities involved in the OASIS project aim at disseminating the OASIS project results through papers published in scientific journals and conference proceedings. These publications aim at reaching the

scientific community in order to disseminate, above all, information related to the OASIS architecture and quantitative assessments of system performance.

They are committed through their work to support the gathering and sharing of knowledge, information and data in order to increase the understanding of how e-governance can strengthen the fundamental partnership between the public sector and the private citizens and help to achieve more sustainable and connected cities in the new century.

The dissemination strategy of Politecnico di Torino (Polito) initially started focusing on internal academic staff. Newsletters and an internal meeting have been used to inform researchers and professors of the OASIS goals. Following steps were aimed to reach an interested audience at a local level; in particular, a meeting at the Torino's Chamber of Commerce, held on February 2013, was the opportunity to inform SMEs of OASIS progress. Next steps will be focused on a national target by publishing a paper in the Italian Magazine "Mondo Digitale"; at a later stage (when the implementation of the architecture is completed and pilots are operative) technical manuscripts will be submitted to international journals and conferences in order to reach an international audience.

ISEing (Information systems evaluation and integration research centre) of Brunel University has been leading research in electronic government (e-Government) discipline for the last few decades and has accumulated extensive knowledge on user behaviour of public sector electronic services.

OASIS project provides ISEing with its first ever opportunity to extend their research on cloud computing and services in public sector information systems. For example, as part of this project, Brunel University is pursuing research in business model and evaluation of OASIS during the project. There are already achieved outcomes from the research activities including journal publication (e.g. TGPPP) and presentations in international conferences (e.g. PACIS).

ISEing plans to further exploit the OASIS platform and pilot sites as a test bed for conducting researches in other aspects of cloud services in public sector. This is to be achieved by following these measures:

- Firstly, based on data accumulated during the pilots and continued provision after the project, ISEing team plans to investigate if cloud services actually result in expected cost benefits. For this, ISEing will collect data from additional new services and service providers on OASIS platform in the next 3 to 5 years and will compare it with the data from other public sector institutes for similar services.
- Secondly, ISEing team plans to conduct a study on the impact of providing public services on cloud platform on their use behaviour, for example, trust in the government as the new service provision implies competition of public services in service market. This is a new phenomenon and it is interesting to see how such an innovative way of service provision affects the trust of citizens in governments and/or public agencies."

1.3.3. E- Service Developers' dissemination strategy

E-service developers will adapt open source e-services or owners e-services who accept the sharing of data, for use on the OASIS platform Their strategies of dissemination will focus on advertising their services and new capabilities for full coverage and support for mobile devices with instant access to data bases towards companies, public administrations and citizens. E-service developers will also disseminate their activities through their websites and participation in local and broader events.

Key messages to their potential targeted public will be linked to the benefits people can get from "Open Source Intelligence Business" through the analysis of data and facilitated access to existing data.

They will:

- raise awareness of politicians on cloud computing issues
- develop global communication on e-government and innovation brought by OASIS
- provide targeted communication on e-services offered on the platform
- ensure regional communication in order to involve other departments, in accordance to the request of one of our funders, the Rhône-Alpes Region
- communicate also at a national level to reach a broader public and ensure the success of the platform
- invite software vendors and developers to offer their services on the platform in order to provide a competitive ecosystem of services which will cover as much as possible the needs of public administrations

The OASIS project will participate in the co-construction of a public patrimony of services and data by creating both a community of users and a new partnership model between service providers and public authority users. This innovation will strengthen local ICT industries but will also improve the relationships between public bodies and citizens.

The cloud version of EMDA's INVPROM will enable the service replicators to track past activity of an investor at other INVPROM-powered websites through data shared in a unified data repository among those websites. For instance, if an investor visits three INVPROM-powered websites created by different service replicators (e.g. three different RDAs in three different regions) at different times, each service replicator will know which regions the investor has an interest in. Only metadata (e.g. a number of queries submitted via a website promoting a specific territory) will be shared and the contents of the webforms and queries will remain confidential.

1.4. Reuse of results

Dissemination of foreground will be both on the technical aspects of the project and on the feedback experience and best practices around new and experienced models.

For example, EMDA highly values the opinions of service replicators and end users about their e-services effectiveness and how well they fit to their job operations. Every feedback will be analyzed and translated into improvements to the web-applications where necessary.

1.4.1. Technical results

A major advance in the OASIS project consists in the modelization of data and the governance of these models shared between business applications, in a context of big data, with strong integrity and performance.

The sharing of experience will be made within the SEMIC working group (Semantic Interoperability Community) on the JoinUp platform: https://joinup.ec.europa.eu/community/semic/description.

Pôle Numérique has been involved since November 2012 in the working group "Core public service vocabulary" which aims at defining a semantic data model of services offered by public administrations.

This working group collaborate in the framework of the action 1.1 "Improving semantic interoperability in European e-governmant systems" of the European program ISA (Interoperability solutions for European Public Administrations).

The OASIS platform is an open-source project and aims at establishing an open development environment. The methods of integrating and using RDF as a base for application development and innovation will be proposed at the Open-World Forum (http://www.openworldforum.org/fr), an annual international event.

1.4.2. Best practices for an innovative e-government

Issues related to open-data.

While the open data movement is focused on the reuse of open data sets, licenses issues, OASIS will experiment updated quality of data, data governance with citizen contribution, sharing data.

Feedback experience will be submitted at the Open Government Partnership Annual Summit in 2014, (http://www.opengovpartnership.org) to be shared in open session.

Issues related to pre-commercial procurement.

The European Commission became interested and promoted the notion of pre-commercial procurement through a communication dated 14 December 2007. It advocates "sharing the risks and benefits" between the contracting authority and the operator. It aims at driving innovation to ensure high quality public services in Europe.

This principle, shortening the research and development phase is already implemented on the French pilot site with local service providers who want to join OASIS.

The first legal agreements, allowing teams to share risks and benefits, for development under the GPL license, were written with local businesses in 2013, under the leadership of Pôle Numérique.

Issues related to privacy, confidence in digital technology and openness.

One of the OASIS challenges is to ensure both a strict security and privacy regarding personal data and a wide use and reuse of shared and open data.

The pilots will enable us to get feedback of experience on these issues and on the preservation of a common good, such as OSM, to which citizens can contribute.

2. Results of dissemination activities in the first period

The communications objectives of the first period (February 2012 to December 2013) have been reached. Dissemination materials are described below and can be found at the end of this report.

To monitor the implementation of dissemination activities of the partners and especially pilot sites, indicators have been developed to assess the effectiveness of the strategy and the means used.

No deviations were reported except the late starting of Twitter. Dissemination activities are on schedule.

2.1. **A synthesis of the actions performed for the first period**

Every pilot site, service provider and university partner is responsible for implementing its own dissemination actions and sharing feedback about dissemination results with all partners.

Regarding the privileged communication lines: the first period was dedicated to the dissemination of information on the OASIS concept and the presentation of services which will be available on OASIS, on a preferentially local scale, and on an ad hoc national scale. As initially stated in the communication strategy.

Dissemination actions started in 2013 to promote the future use of OASIS beyond the pilot sites.

The detailed actions up to December 2013 is presented in the tables below. The justifying documents are gathered in annex, and list per pilot site.

P1-C1-P		Publication : Newsletters, Magazines, Newspapers, Brochures, Press Releases, etc.			
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Reference	Type of publication	Date	Scope of publication
	PROVTO	Official Magazine Province of Turin "Cronache da Palazzo Cisterna"	Magazine	March 2012	600 copies
	EMDA	Booklet of the Min. of Development presenting projects approved for funding under ICT-PSP 2011 Call for Proposals	Booklet	September 2011	1200 printed copies printed and distributed by the Ministry, Digital copy e-mailed to a list of 500 people (ICT-PSP National contact list)
		Press Release by Min. of Development on beneficiaries of ICT-PSP 2011 Call for Proposals	Press Release	October 2011	Not communicated
	Blau Advisors	Article in Nova Conca (Local Newspaper) describing the Consortium Meeting in Poblet (Tarragona) and its results and achievements	Newspaper	November 2012	EMDA Newsletter is printed in 3000 copies each month, 1800 of which is distributed by direct mail.
	Blau Advisors	Article in Diari de Tarragona (Regional Newspaper) describing the Consortium Meeting in Poblet (Tarragona) and its results and achievements	Newspaper	November 2012	EMDA Newsletter is printed in 3000 copies each month, 1800 of which is distributed by direct mail.
		Indicador econòmic	Magazine	November 2012	275 000 people
	Pôle Numérique	Press release at the kick-off meeting of the project published by three newspapers.	Local press	March 2012	473 000 people
		Article on the project and its political issues on a territory on the Kurt Salmon magazine	Magazine	June 2012	2 000 companies
		Articles in local newspapers on OASIS e-administration project	Local press	May 2012	473 000 people
		Articles in local newspapers on OASIS e-administration project	Local press	mars-13	
		Articles in local newspapers on OASIS europeen project	Local press	September 2013	
		Articles in local newspapers on OASIS sharin project	Local press	November 2013	
		French digital territories of tomorrow. Commissioner General for strategy and forecasting report. http://www.strategie.gouv.fr/blog/2013/09/rapport-les-territoires-numeriques-de-la-france-de-demain/	National rapport	September 2013	Not communicated

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			P1-C1-W	Dissemination activities on websites		
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Details	URL	Indicator	Foregrounds
	Pôle Numérique	Pôle Numérique website	http://www.pole-numerique.fr/lire-ledito/items/europe-et-pole-engage.htm	Number of visitors and number of visits	33 000 visitors, 120 000 visits
		Announcement of the kick-off meeting	http://www.pole-numerique.fr/oasis.html		
		Newsletter	http://www.pole-numerique.fr/newsletter-379/items/mars-2012.html	Scope of dissemination	8 500 contacts
	Pôle Numérique	OASIS issues explained by a regional elected representative	http://www.youtube.com/watch?feature=player_embedded&v=aURPjFC7KiE	Number of views	113 vues
	Pôle Numérique	Blog of a regional elected representative	http://www.aurelien-ferlay.fr/2013/01/le-numerique-pour-tous-oasis-une.html	Number of views	Not communicated
	ATREAL	Newsletter - July 2012	http://www.atreal.fr/newsletter/newsletter-juillet-2012	Scope of dissemination	Not communicated
	PROVTO	Newsletter INFO EURO - March 2012	http://www.provincia.torino.gov.it/europa/newsletter/News2012/marzo12	Scope of dissemination	1500 addresses
	PROVTO	Website for professionals of digital public administration	www.egovnews.it	Number of visitors and number of visits / month	2124 visitors 6350 visits
	PROVTO	Presentation of the services of the project on the official website of	http://www.provincia.torino.gov.it/europa/progetti/oasis		110 visits
	David Holding	Company web site -OASIS project pages	www.david.bg	Number of visitors and Number of visits	Site visited by about 25K people in 2013
	EMDA	Press release	http://www.haber3.com/marka,-dogu-marmarayi-buluta-tasiyor-1099501h.htm	Local press and internet media organizations	Not communicated
	EMDA	Newsfeed about the Award Ceremony on Min. of Development website	http://www.bilgitoplumu.gov.tr/galeriler/index.php?konu=110822-ICTPSP_Yemegi-Cevdet_YILMAZ	Number of visits	Not communicated
	EMDA	An article in the EMDA Monthly Newsletter, June 2011	http://www.marka.org.tr/ShowBulletin.aspx?ID=23	Number of visits	The EMDA official website had a hit rate around 10.260 in 2011.
	EMDA	An article in the EMDA Monthly Newsletter. September 2011 Newsletter	http://www.marka.org.tr/ShowBulletin.aspx?ID=26	Number of visits	The EMDA official website had a hit rate around 10.260 in 2011.
	UBRUN	Kick-off announcement	http://www.brunel.ac.uk/bbs/research/research-success	Number of visitors and number of visits	Not communicated
	BLAU Advisors	Blog entry	http://blog.blauadvisors.com/?p=85&lang=es	Number of visitors and number of visits	350 visitors 965 visits
	Polito	Politecnico di Torino's news letter	http://www.swas.polito.it/services/poli_flash/dettaglio_news.asp?id_newsletter=55&id_news=681	Number of visitors and number of visits	Not available

		P1-C3-E	Conferences, Workshops or other events		
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Name and description of event	Objectives of your attendance	Number and type of participants	Dates
	EMDA	ICT-PSP 2012 Call Info Day at the Min. of Development	Explaining details of CIP ICT-PSP and the progress and the future plans of OASIS	Information Society Department of the Ministry and 14 Dev. Agencies (21 people)	March 2012
	PROVTO	Local activities to present the services	Spreading information about OASIS platform and its future services	Professional associations and users of local employment centres (50 people)	March 2012
	Pôle Numérique	19 *cantonales* meeting (local clustering of municipalities)	Awareness of elected representatives on cloud computing issues and on our	Around 250 elected represented, mainly mayors	From June to December 2012
	Pôle Numérique	24 demonstrations meeting (local clustering of municipalities	Demonstration of services available on OASIS.	Around 160 persons, mainly civil servant	First quarter2013
	Pôle Numérique	Meeting organised by the Drôme County Council	Presentation of e-Government thanks to OASIS, benefit for public authorities	Around 200 elected representatives, mainly mayors, or technical agents	May 2013
	Pôle Numérique	Congrès des Maires	Demonstration of the OASIS concept	Around 20 mayors	October 2012
	David Holding	Meetings and discussions with selected local authorities	Presentation of OASIS concept - search for pilot partners	Around 10 representatives of regional and local adninistrations	April - May 2013
	Polito	"Programmi europei CIP-ICT Policy Support e AAL-Ambient Assisted Living" - Meeting to present SMEs project opportunities	Presentation of the OASIS project to Torino's chamber of commerce members.	SMEs - about 50 people	15 March 2013

P1-C3-N	Networking events or conferences, with Presentations or Posters			
Objectives of communication on OASIS fundamentals and /or its range of services	Partners	Details	Number of participants	Dates
	EMDA	Focus Group Interview alongside a Seminar on project development and submission proposal under Framework Programmes	15	November 2012
	Pôle Numérique	7 meetings organised to present OASIS to departments and public administrations of the Rhône-Alpes Region	19	July - November 2012
		Presentation of OASIS at the annual national event "The Territorial Analects of Strasbourg"	50	December 2012
		Presentation of OASIS during a meeting of DECLIC (non-profit organization) in Valence.	16	June 2012
	EMDA	Briefing to EMDA ExCom Members at a regular meeting (ExCom is made up of Governors, Mayors, Chairmen of Provincial Councils and Presidents of Chambers)	20	November 2011
		Seminar on project proposal development and submission under Framework Programmes	50	16 November 2012
		ICT-PSP 2012 Call Info Day at the Min. of Development. Explaining details of CIP ICT-PSP and the OASIS progress and future plans.	Information Society Department of the Ministry and 14 Dev. Agencies (21 people)	22 February 2013
	Pôle Numérique	RuraliTIC 2012 - Cloud computing and public policy - http://www.ruralitic.org/agenda/2012/06/14h30-16h00.html	25	September 2012
	Pôle Numérique	IN'TECH meeting (scientific seminar) - cloud computing and opendata http://www.inria.fr/centre/grenoble/agenda/seminaire-in-tech-ouverture-des-donnees	50	June 2012
	Pôle Numérique	Alcatel Lucent seminar Cloud computing and public administrations	20	November 2012
		Cloud computing- local digital field	10	sept-12
		FNCCR colloque	70	September 2013
		FNCCR working group	35	October 2013
		Matinale Open-data	30	September 2013
		Minister visit, video on line : http://events.pole-numerique.fr	35	November 2013
	UBRUN	Paper entitled "Innovative governance through cloud computing in public sector (OASIS-Openly Accessible Services and Interacting Society)"presented at 4th Transforming Government Workshop, London, UK	Total Participants approximately 60 (Academics, Practioners, Policy Makers)	mars-13
	UBRUN	Paper entitled "A Persuasive Information System for Policy Making: An Elaboration Likelihood Model Approach" presented at IT Management Worskhop, 17th Pacific Asia Conference on Information Systems (PACIS 2013), June 2013, Jeju Island, Korea	Academics, Practioners	juin-13

A few examples of the implemented actions which consolidate the use of the communication lines:

o **Contribution to dissemination materials**

The research unit of Politecnico di Torino was deeply involved in designing and implementing advertising material for the dissemination of the OASIS project. In particular, a video in Flash format (therefore also directly publishable on the project's website) describing what is the cloud computing, and how OASIS project, can improve the relationship between citizen and public authority. Moreover, several graphics describing the OASIS project and differences between the current status and the systemic approach introduced by OASIS, were drawn in order to help the project presentation.

o **Publications in newsletters, newspapers and magazines:**

POLITO, EMDA, Atreal, Blau Advisors, and UBRUN published articles about the OASIS project in their Newsletters, as well as in magazines and local newspapers to inform potential users of the existence of OASIS and to encourage them to benefit from soon-to-be-available services.

o **Targeted emailing lists:**

EMDA made an effective use of targeted emailing lists per interest groups (private sector, NGOs, state institutions, local authorities, and universities) to better communicate about OASIS activities. For example, the *Kocaeli Private Sector* e-mail group has 1061 members as of October 15, 2012; while the *Kocaeli Public Entities and CSOs* e-mail group has 453 members. The *East Marmara International* email-group gathers around 120 members.

EMDA is a member of EURADA and SEENORDA. We'll circulate e-mails of end-user searches through their networks and showcase the project and the services at the meetings, once all things are in place.

EURADA Members:
http://www.eurada.org/index.php?option=com_content&view=article&id=182&Itemid=88&lang=en

About SEENORDA and its members: http://rda-south.org/index.php?lang=en&id=18

o **Presentation of services:**

In January 2013, Pôle Numérique startorganizing breakfasts to present the OASIS platform to public administrations. These seminars will be dedicated to operational staff, such as agents, secretaries of municipalities and information system managers.

o **Update of the project website and on the CIP ICT PSP online database:**

Pôle Numérique will ensure the update of the project website and the CIP ICT PSP online database at least once every 3 months with press releases, success stories, audiovisual material / videos, publications, presentations about the project, photos and graphics. Regular electronic news flashes will be one of the main instruments of general dissemination of project progress via the public website. News flashes will focus on the positive achievements of the project and the benefits they bring. News flashes will be consolidated into a biannual electronic newsletter and disseminated to all stakeholders having registered on the public website and on the Pilot B platforms.

2.2. **Dissemination map**

The map below depicts the potential and already forecasts the extension of OASIS.
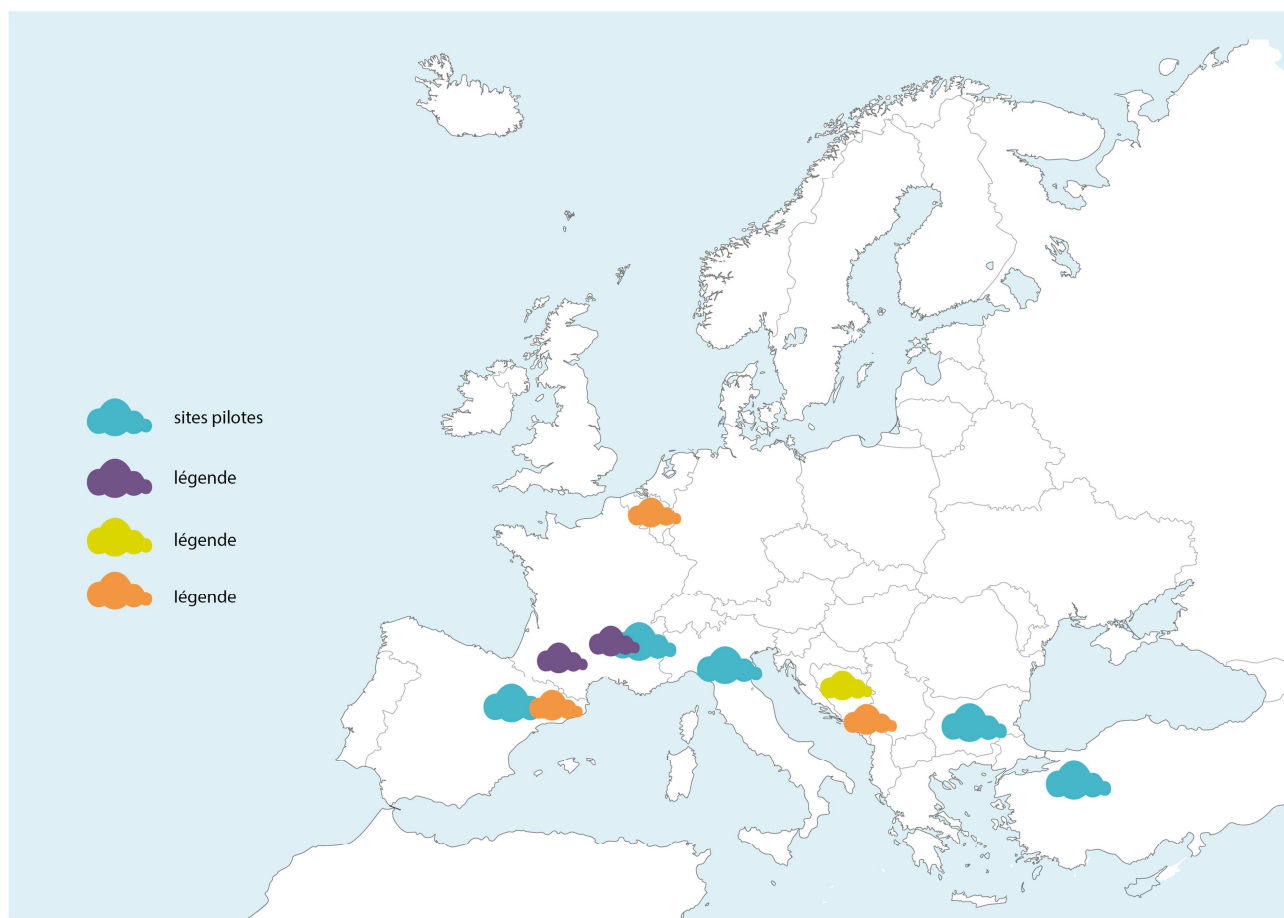
The pilot sites of the project existing during the pilot B have federated new players and pilot sites around the OASIS concept. In France, the CDG 46 (Center for the Management of Territorial Civil Services for the Lot department, Centre de Gestion de la Fonction Publique Territoriale du Lot) and the Ardèche department deliberated to experiment OASIS on their territory. Atréal, working on the development of a package of open source services, PLONE, has linked OASIS project in relation with IMIO, the Intercommunal Organisation in Wallonia which showed some interest.

In Catalognia, Locarlet, a regional pulic entitie, had manifest an interest for the OASIS project.

Marka have an official partnership with Sarajevo Economic Region Development Agency (SERDA). In August 2011, by e-mail I presented an offer for them to use INVPROM when ready, and they consented by a reply e-mail.

Marka is unofficial partners with Prishtina Regional Enterprise Agency (REA) and we are a member of SEENORDA network, which they currently head. We have mentioned INVPROM during their visit to Kocaeli, inwhich they were interested.

However, commitments of both RDAs are not ultimately confirmed. We'll re-contact them about this issue once there is a something tangible, meaning the time when the services are ready for piloting on cloud.

This next section begins by describing a few specific examples of selected dissemination activities carried out by partners. Full lists of all dissemination activities carried out by partners are provided in the series of tables below (starting in section 7.3).

2.2.1. Examples of disseminations activities carried out by the partners

o **Active participation in dissemination meetings and events:**

Before the official project start, EMDA was granted an award during a ceremony on 22 August 2011 by the Minister of Development for being a grant beneficiary of a project funded by the CIP-ICT-PSP programme (photo available in the appendix). This Award Ceremony enabled EMDA to present the OASIS project to local officials and to give an overview of Turkey's involvement in CIP-ICT-PSP programme. EMDA shared its experience of this EU programme and best practices in a seminar held in November 2012 on Framework Programmes and during the conference on ICT- PSP 2012 Call info day at the Ministry of Development (March 16, 2012).

The full list of events and meetings organised or attended by OASIS partners is found in the tables below.

Pôle Numérique organized the visit of the Minister in charge of the digital economy on the 26th of November to present OASIS and suggest the government to join the OASIS governance in the future: http://events.pole-numerique.fr

Pôle Numérique also met the governmental mission Etalab so as to create a link between OASIS and the national open data platform ETALAB.

Pôle Numérique also became a member of the FNCCR (National Federation of Licensing Authorities and State-Owned Companies) in order to promote the OASIS dissemination at a national scale. Sophie Houzet is responsible for the national working group on the data stakes, within this federation.

2.3. Project Logo and website

At the beginning of the project, we created a logo and an institutional website, knowing that this graphical identity would be changed in the future. This updating is well under way. Furthermore, we have started our communication on social networks with the creation of a twitter account.

2.3.1. Logo

The first project logo was prepared by Pôle Numérique and was made available to all partners on the collaborative eRoom. The logo appears on the website and project templates, including those prepared for public dissemination.

The logo may be adapted according to circumstances, whether we refer to the European project, to the consortium of partners or to the OASIS platform and its components. The cloud is the common icon linking all variations of the logo and will be associated with all elements related to the OASIS project.

However, this name can't be used anymore in the future, because a European organization of data interoperability is having the same name.

As a consequence, in 2013, our consortium looked for a new name based on the OASIS founding principles, to develop a new communication at the launch of the pilot sites.

To choose the name, we have defined themes of evocation. A name evokes feelings, images, etc. thanks to all its attributes: meaning, sounds, letters (symbols).

The themes of evocation retained were:

> Common good, interoperability, openness (evocation of the word OASIS), sharing, collaborative, ecosystem, territory, globe, user-friendliness, transition, creation.

The new name and its graphical environment will be presented at the next review with the European Commission and its independent reviewers.
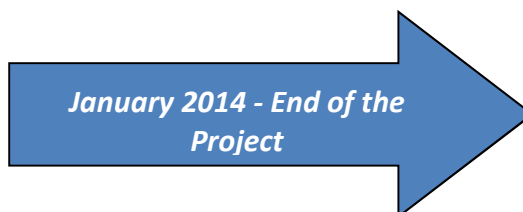
2.3.2. Website

Phase 1: Website v1

Institutional and multilingual web site about project aims, description of pilot sites, platform and proposed services.

March 2012-December 2013

Phase 2: Website v2 with a new name

Focus on the platform and the services provided. The aim is to explain and involve policymakers, end users.

January 2014 - End of the Project

Phase 3: Website v2.2

Focus on the activities of pilot sites and the platform to involve users outside the pilot sites, and new providers.

April 2014 - End of the Project
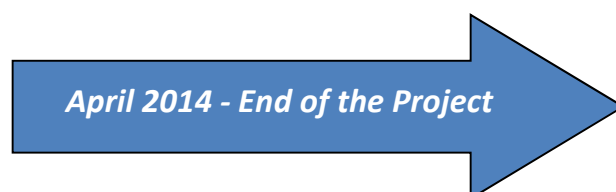
2.3.3. Use of the social networks: Twitter

The twitter account was created in October 2013 to share the progress of the project and broadly announce events in view of the pilot sites launch.

Used by all partners, it aims at disseminating global information of the project in English and in every partner's language.

We intend to have a "multi-countries", "multi-actions" effect to share the proliferation of actions from the pilot launch onwards.

The DG-Connect it's follower and twit your events.

Conclusion of the first period

We will progressively communicate user feedback from the pilot sites and the experience regarding innovation, whether technological, economical, or governance. Beyond the first period where communication was mainly oriented towards the global presentation of the open concept of OASIS and towards the presentation of services, the challenge consists in developing the communication lines around:

- "Common good" of data to federate new players
- Co-investment to attract new providers for the creation of new services
- Governance to associate public players and create a European backing in 2015.
- Assets of public services interoperability to start a new phase of continuous services for the end user. This communication and dissemination of the pilot results will certainly be local but will also have a national and European scope so as to federate around the continuity of the pilot beyond October 2015.
- The expected detailed actions are presented below for the second period. The third period will be planned more thoroughly in 2014 for it will not start before 2015.

The dissemination and the production of reusable results will intensify in periods 2 and 3.

The relay of our actions via the DG-Connect since the meeting between projects on the same call ICT-PSP is very much appreciated.

In the second period, with the new identity, our communication strategy is going to change with a « cross-media » approach.

The approach consists in focusing on one main objective, a unique message, and in creating an atmosphere around this message which will then come in all kinds of media and will allow various kinds of publics to react and be an information relay …

The key message of OASIS is "the construction of a common good of general interest". This message is intended for all kinds of publics, every public understanding it with its own set of values.

3. Presentation of the second period

In the second period, pilot sites will be launched, and one of the goals is user satisfaction.

User satisfaction concerning the usability of the portal, service interoperability, the ease to contribute to the public data will be evaluated thanks to satisfaction questionnaires () and interviews.

We will also support citizens to create data and will evaluate their contribution.

Another goal is to reinforce the promotion of OASIS at the local and national level so that new territories can test the services and new service providers can offer services adapted to OASIS or developed directly in the "OASIS version".

The number of partnerships, services and data sets will enable us to assess the attractiveness of the platform and its potential sustainability.

The communication around OASIS use will aim to be viral, using the advantages of internet diffusion, social networks, the organization of events and the publication in press (upstream and downstream) of those events.

We will use the main cross media, in order to take into account the evolution of communication ways in our communication strategy.


Cross Media (also known as cross-media, cross-media entertainment, cross-media communication, transmedia) is a media property, service, story or experience distributed across media platforms using a variety of media forms. It refers to the journey or linkages across devices and through forms.

Cross media communication is communication in which the storyline will invite the receiver to cross-over from one medium to the next. Making it possible to transform from one-dimensional communication (sender -> receiver(s)) to multidimensional communication (sender(s) <-> receiver(s)). Good crossmedia communication will enhance the value of communication: The level and depth of (message) involvement will be more personal and therefore more relevant and powerful.[4]
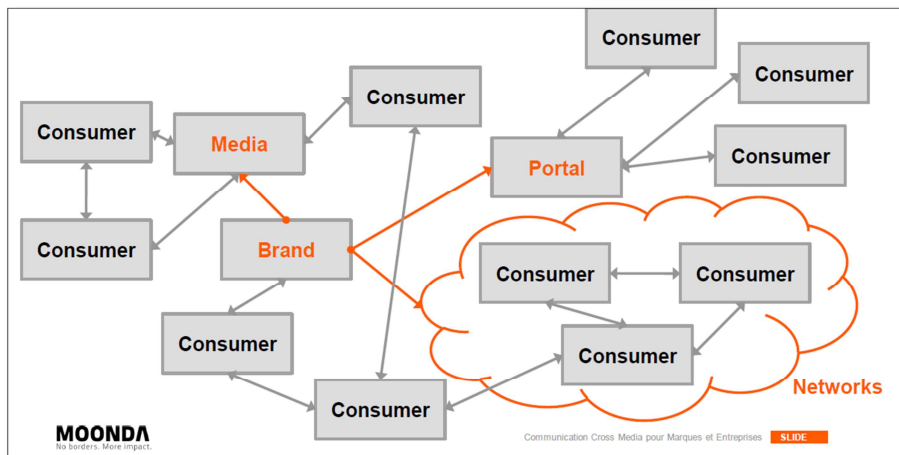
Source: Wikipedia

Traditionnal communication is :

- Linear
- A message for media
- One-way broadcast
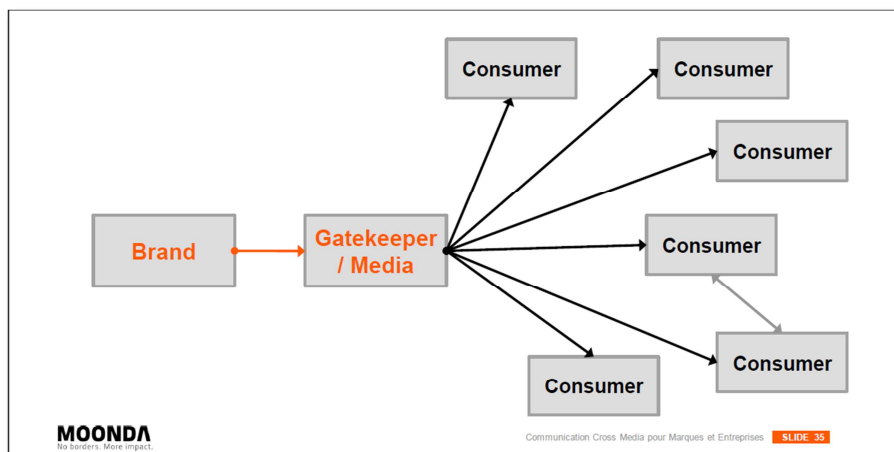
A new report is established :

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[4] Veglis,A., Cross Media Communication in newspaper organizations, in Poulymerakou, A., Pouloudi, N., Pramatari, K. 4th Mediterranean Conference on Information Systems, Athens, Greece, September 25–27, 2009, CD-ROM, ISBN 978-960-98566-7-6

Source : Agence Monda http://www.culturecrossmedia.com/theorie/definition-crossmedia/

The cross-media approach that we would like to develop around OASIS will allow communication to go with all OASIS life times, with the central slogan of "Proud to create together and share our common good".

Cross-media promotes interactions between media and increases the time spent by users in contact to OASIS, in order to arouse interest in opening their data, creating new data, or in using new services, to ease data sharing.

The key messages, keywords, logo and communication method, to ease interactions between media and reuse contents obtained (teasing…) will be shared with all members of the Consortium according to type (pilot site, providers, and academia). This will ensure that messages released are coherent and relevant, leaving local particularities the possibility of expressing themselves.

Our website will be linked to all partners' websites, linked to Twitter, linked to our professional LinkedIn and to all publications on video or photo support we are using (Youtube, Flickr ….) to ease interactions between those different supports.

Key messages, interactions between communication media, are going to be showed at the next Review.

In the perspective of the second period many communication actions are planned.

3.1. Projected actions of communication and dissemination

In addition to the initial dissemination and communication actions, new actions, according to the opportunities, will be added, as you can already see in the following tables. Various communication lines are being exploited more and more.

P2-C1-P		Actual and Planned Newsletters, Magazines, Newspapers,			
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Reference	Type of publication	Date	Scope of publication
	Polito	The project OASIS for the Italian Magazine "Mondo Digitale"	Four authors : one for Polito, one for PN, of for Atol and one for OpenWide	The paper is written	Presenting the OASIS project to a broasd Italian audience in 2014
	PROVTO	Articles on Newspaper of Piemonte	Newspapers	May-June 2014	500 000
	Blau Advisors	Article in Nova Conca (Local Newspaper) describing the expected results of the projects in terms of benefits for the different stakeholders	Newspaper	Q1 - 2014	22000 people
	Blau Advisors	Article in Diari de Tarragona (Regional Newspaper) describing describing the expected results of the projects in terms of benefits for the different stakeholders	Newspaper	Q1 - 2014	275000 people

P2-C1-P	Actual and Planned Newsletters, Magazines, Newspapers, Brochures, Press Releases, etc.				
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Reference	Type of publication	Date	Scope of publication
	Blau Advisors	Article in Indicador econòmic (Regional Newspaper) describing describing the expected results of the projects in terms of benefits for the different stakeholders	Magazine	Q1 - 2014	275000 people
	EMDA	Consortium Meeting in Turkey	Press Release	June 2014	Local, National
		Project's completion	Press Release	April 2015	Local, National
		e-mail circulation through local network to raise awareness on INVPROM and DATAcoll	e-mail	2013: March, June, September; 2014: January, April	Local
		e-mail circulation through nation-wide network among RDAs to raise awareness on INVPROM and DATAcoll	e-mail	2013: March, June, September; 2014: January, April	National
		e-mail circulation through all EURADA network	e-mail	August 2014, April 2015	Europe-wide
	David Holding	Computer World Bulgaria	Newspaper	March - April 2014	National
		Project fundamentals from potential user 's point of view	Brochures	March - April 2014	National
	OPEN WIDE	Newletter to Public sector customers and prospects	e-mail	April 2014	National
	OPEN WIDE	Communication to technological partners working with public sector	e-mail , meeting	March - june 2014	National

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P2-C1-W	Dissemination activities on websites				
Objectives of communication on OASIS fundamentals and /or its range of services	Partner	Details	URL	Indicator	Foregrounds
	BLAU Advisors	Blog entry for communicating the realization of the pilot site	Not created	Number of visitors and number of visits	January 2014
	BLAU Advisors	Press relaease with the support of the regional government of Catalonia	Not created	Number of visitors and number of visits	January 2014/February
	BLAU Advisors	Information about the project in the four agencies particpating in the project	Not created	Number of visitors and number of visits	January 2014/February
	EMDA	A permenant icon with a web-link to OASIS portal (tr)	http://www.marka.org.tr/anasayfa	Number of visitors and number of visits	March 2015
	EMDA	A permenant icon with a web-link to OASIS portal (en)	http://en.marka.org.tr/anasayfa	Number of visitors and number of visits	March 2015
	Pôle Numérique	Information in newsletter of Pôle to inform of the OASIS uses	http://www.pole-numerique.fr/newsletter.html	Scope of diffusion (8500)	3 Newsletters
	Pôle Numérique	Poster des communiqués réguliers sur le site d'OASIS	http://www.oasis-eu.org/	Number of visitors and number of visits	6 annual
	David Holding	Company web site - OASIS project pages - updated	www.david.bg	Number of visitors and Number of visits	Deferred till the new name is chosen
	David Holding	Creating section in company Facebook profile	**Facebook** - David Holding Company	Number of visitors and Number of visits	Deferred till the new name is chosen
	David Holding	Advertising campaign in Google Adwords of OASIS project of Bulgarian pilot services		Scope of diffusion	Deferred till the new name is chosen
	OPEN WIDE	Creation of the new version of the project page	Done - New website opeinng in Januaury 2014	Number of visitors and number of visits	January, 15th 2014
	OPEN WIDE	Communication through Twitter @OpenWideGroup		Number of tweets or re-tweets of Pole Numerique and partners communicati on	
			Connexion to other account in progress		February 2014

P2-C2-E		Meeting, presentation, demonstration,…			
Objectives of communication on OASIS fundamentals and /or its range of services	**Partner**	**Name and description of event**	**Objectives of your attendance**	**Number and type of participants**	**Dates**
	Pôle Numérique	Local meeting to present services and data co-construction	Adoption of new services and sharing data	100 municipality	2014
	PROVTO	Local activities to present the services	Spreading information about OASIS platform and its future services	Professional associations and users of local employment centres	2014
	PROVTO	Italian Fair, Public Administration Forum in Rome	Spreading information about OASIS platform and its future services	Planners and technicians of municipalities	May 2014
	PROVTO	International meeting with a presentation of the results	Spreading information about the pilot results	Citizens, companies, planners and technicians of the municipalities	End of the Project
	PROVTO	Italian Fair, Public Administration in Bologna	Spreading information about the pilot results	Citizens, companies, planners and technicians of the municipalities	Autumn 2014
	PROVTO	International meeting in Brussels „Policies (R)evolution & Every European Digital"	Spreading information about the pilot results	Eu Administrations	April 2014
	Blau Advisors	Council of Mayors of Baix Penedés Council	Project description, Pilot description	20 mayors and 5 aditional elected	February 2014
	Blau Advisors	Council of Mayors of Conca de Barberà Council	Project description, Pilot description Mayors support obtention	22 mayors and 15 aditional elected	December 2013
	Blau Advisors	Council of Mayors of Ripollès Council	Project description, Pilot description	20 mayors and 5 aditional elected Televall staff	February 2014
	Blau Advisors	Workshop on Open Source e-government solutions	Oasis presentation to future adopters	To be confirmed	Q1 - 2014

Objectives of communication on OASIS fundamentals and /or its range of services	P2-C2-E	Meeting, presentation, demonstration,…			
	Partner	Name and description of event	Objectives of your attendance	Number and type of participants	Dates
	Blau Advisors	Searching for obteining an invitation to national level events organized by the Spanish Ministry of Public Administrations in the ICT field and in the Annual World Conference for Open Source	Oasis presentation to future adopters and Open Source user base	To be confirmed	To be defined
	Blau Advisors	Presentation to the members of the Association of Municipalities of the Basque Country	Oasis presentation to future adopters	To be confirmed	To be defined
	David Holding	Meetings with potential suppliers of suplimentary e-services	Presenting OASIS potential for service development	Suppliers of suplimentary e-services	Q3 2014
	David Holding	Meeting with NGO representatives and local authorities	Presenting pilot services - inviting	Local Businesses, NGO	Q3 2014
	EMDA	Presentations of OASIS and the features of the e-services	Explaining the features of OASIS and how to use them	Public employees, company representatives, officials of chambers and business associations (Around 100 in total)	Next Consortium Meeting in Turkey, June 2014
	EMDA	Intra-Agency Presentation of features of "Investment Promotion and Business Retention"	Explaining the features of e-services and how other service providers can use them.	About 15 participants	February-March 2014
	EMDA	Intra-Agency Presentation of features of "DATAColl"	Explaining the features of e-services and how other service providers can use them.	About 15 participants	March-April 2014
	OPEN WIDE	Meeting with Public sector representatives	Presenting the platform	Goal : 2 Agglo / 4 towns	Q3 2014

P2-C3-N	Networking events or conferences, with Presentations or Posters			
Objectives of communication on OASIS fundamentals and /or its range of services	Partners	Details	Number of participants	Dates
	UBRUN	Council of European Municipalities and Regions (http://www.ccre.org/)		2014
	Pôle Numérique	Open World-Forum – The Open World Forum is the first summit bringing together decision-makers, communities and developers to cross-fertilize technology initiatives. http://www.openworldforum.org		October 2014
	Blau Advisors	Presentation of OASIS to Localret (Regional body for e-government adoption promotion in Catalonia	6	14/01/2014
	Blau Advisors	Presentation of OASIS to Consorci AOC (Regional body for e-government adoption promotion in Catalonia)	3	Q1 - 2014
	Blau Advisors	Presentation of OASIS to the Directorate General for ICTs in the Regional Governmet of Catalonia	6	Q1 - 2014
	EMDA	EURADA Agorada 2014 + * EU decision makers in the field regional development, business and innovation * Potential service providers to use INVPROM and DATAColl	* RDAs from all accross EUROPE * 50 people on avg.	November 2014 (est.)
	EMDA	EURADA Agorada 2015 * EU decision makers in the field regional development, business and innovation * Potential service providers to use INVPROM and DATAColl	* RDAs from all accross EUROPE * 50 people on avg.	April-May 2015 (est.)
	David Holding	Offering a framework of cooperation on national level	National Assosiation of Municipalities of Bulgaria	Q4 2014
	David Holding	15th conference on "ICT – Strategical policy for a working e-Government" http://events.idg.bg/en/2014/eadministration		March 2014
	OPEN WIDE	Presentation to Public sector specialists (Communication, Consulting..)		April 2014

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P2-C3-S	Scientific publication, workshoop, meeting			
Objectives of communication on OASIS fundamentals and /or its range of services	Partners	Details	Number of participants	Dates
	Polito	A scientific paper for a journal desribing the technical features of the architecture	Number of authors : to be defined	To be written when first experimental results will be available.

4. Presentation of the goals of the third period

During the third period, pilot sites will be followed-up, especially regarding the implementation of the dissemination strategy in order to validate its efficiency and adapt it if necessary.

- Creation of brand and content for creating emotion in the users of OASIS, and develop a sense of belonging
- A gradual effort will be dedicated to dissemination at the national and European level to share feedback from end users, good practices in e-Government and technical and scientific results to anticipate its wider deployment
- Reanalysis of the strengths and weaknesses
- Organisation of the European event
- Research of an ambassador at the European level
- According to the choice for OASIS governance from 2015, the communication will be re-oriented; we will probably be led to ask some help to European Commission to create a foundation capable of protecting and developing the common good.

5. Rules and exploitation of Foreground

5.1. Dissemination rules

Dissemination activities during the period took place in line with the project's dissemination rules. Such rules include the need to cite the funding bodies and the need to keep confidential project information private according to the modalities of the consortium agreement and the grant agreement.

- o **A reminder of the rules concerning acknowledgment from CIP- ICT- PSP:**

All OASIS dissemination must include the following statement and the EU flag: "This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community, http://ec.europa.eu/ict_psp."

Furthermore, any communication or publication shall state that it reflects only the author's views and that the European Community is not liable for any use that might be made of the information contained therein.

- o **A reminder of the confidentiality clause from the Grant Agreement:**

Each beneficiary shall ensure that the foreground which it owns is disseminated as swiftly as possible. If it fails to do so, the Commission may disseminate that foreground.

Dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legal interests of the owner(s) of the foreground.

All of the publications of the consortium work foreground will published in creative commons.

- o **A reminder of rules concerning publication from the Consortium Agreement:**

For the avoidance of doubt, no partner shall have the right to publish or allow the publishing of any data which constitutes Foreground, Background or Confidential Information of another partner, even where such data is amalgamated with such first partner's Foreground, Background or other information, document or material.

OASIS partners who would like to publish their work related to OASIS shall request authorisation from the other partners. The following procedure shall be used:

- OASIS partners who would like to publish their work related to OASIS shall send a copy of any proposed publication to the management team;
- The management team will send the proposed publication to the Parties as soon as possible;
- Any of the Parties may object to the publication within 30 days after receipt of a copy of the proposed publication on the grounds specified in the Consortium Agreement.

In the event that an objection is raised within the period of 30 days, the partner proposing the publication and the partner(s) objecting shall seek in good faith to agree on a solution on a timely basis whereby such objection is resolved.

This section provides preliminary exploitation plans for all partners of the OASIS project. The focus of this report is on exploitation, not on dissemination (publications, conferences, networking and standards).

Exploitation rules apply to most projects, including OASIS. Provisions regarding intellectual property rights (IPR) dissemination and use and accessibility of results are stated in the Consortium Agreement.

- o **A reminder of the rules concerning ownership of Background IPR and related access rights:**

Nothing contained in the Consortium Agreement affects the ownership of any Intellectual Property and Background IPR or in any other technology, design, work, invention, software, data, technique, Know-how, or materials that are pre-existing to this project.

The Intellectual Property will remain the property of the Party that contributes to it in the Project (or its licensors). No license to use any Intellectual Property is granted or implied by this Agreement except the rights expressly granted in this Agreement.

Each Party grants the other Parties of this Agreement a royalty-free, non-exclusive license to use any Background IPR that contributes to the Project for the purpose of carrying out the Project, but for no other purpose. No Party may grant any sub-licence to use any other Party's Background IPR.

- o **A reminder of the rules concerning Ownership and use of Foreground IPR and related access rights:**

This Consortium Agreement establishes the distinction between Foreground that will solely be ownership of the producing Party, without prejudice of any third Parties' rights, called Private Foreground; and Foreground that cannot be owned by any of the Parties, called Public Foreground under General Public License (GPL). No elements constituting the OASIS Platform can be considered private foreground. Private foreground can only arise from the development of Services.

As stated in the DoW, Sections B1.1 "Project objectives" and B1.2 "EU and national dimension", the project fits in the openness philosophy and aims at providing an open source, cloud based core and open specifications. Accordingly, the entire Foreground will be automatically considered as Public Foreground under General Public License (GPL) without prejudice of any third Parties' rights.

As far as no joint ownership agreement has been concluded yet, each of the joint owners shall be entitled to Use the Joint Private Foreground either directly or via non-exclusive licenses to Third Parties, without any right to sub-license, subject to the following conditions:

- at least forty-five (45) Days prior notice must be given to the other joint owner(s);
- fair and reasonable compensation must be provided to the other joint owner(s).

In any case, the Joint Owners shall freely dispose of the Joint Private Foreground for Academic Activities on a royalty free basis and without the prior consent of the other Joint Owners except Publication or other communication, which is governed by Article 7.3. Joint ownership can only apply to services, excluding all components of the OASIS platform.

5.2. Foreground exploitation strategy per partner

Exploitation plans also vary as a function of partners' roles in the value chain:

- Pilot sites, public administrations;

- E-services developers, SMEs;

- Academic partners, universities.

The consortium's exploitation plans generally follow a common logic for commercial entities and another one for non-commercial partners as shown in the figures below. More details are provided in the individual exploitation plans.

	Consortium's exploitation strategy per Partner		
	Pilot Sites	**E-service developers**	**Academic partners**
Motivations	The Province of Turin wants to develop our pilot in a modern cloud environment, in order to be up to date in giving services to the citizens of the Province and to make easier the reuse of our	The motivation of Blau Advisors is the creation of new services based on previous experiences as a way for by reusing existing services and creating new	The motivation of the research unit of Politecnico di Torino is basically related to the technologies used to federate different services and, above all, to solutions making services

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	Consortium's exploitation strategy per Partner		
	Pilot Sites	**E-service developers**	**Academic partners**
	applications by other administrations. BLAU ADVISORS runs a pilot site as a way of demonstrating the feasibility of the project in the future and as a way for positioning itself as a key player in the ICT ecosystem in Catalonia as part of the creation of the region of knowledge of the ICT sector in Catalonia EMDA's best chance is to move to web-programming for top notch service delivery, and to be a pioneer in RDAs in Turkey. OASIS cloud platform will provide visibility and hosting space, and be a marketplace for EMDA's services.	ones moving from practically a pure ICT consultancy provider to service provider with a European-wide scope AtReal is involved in open-source development in order to create and maintain solutions for public administrations. Their main goals are in line with the ones targeted by the OASIS platform: • to increase the flexibility of solutions in term of making them more adaptable to specific needs • to increase the interoperability of softwares • to increase the re-usability of data • to allow each solution to share data with other softwares	interoperable. Although the CIP projects basically aim at using consolidated and available technologies, OASIS could bring innovation in the way services are made reusable and independent from data sources.
Means	After the development of their pilot site, the Province of Turin would like to integrate themselves in the national strategies for the digital agenda, to increase the number of online instruments at disposal of the users. Initial deployment shall cover Kocaeli and East Marmara through EMDA's well-functioning Regional networks. EMDA shall make the best of EURADA network and conferences, SEENORDA	Blau Advisors is going to create a cloud infrastructure in their premises. The plan includes the creation of a data center for hosting this infrastructure and services. AtReal is planning to use the recruitment of new developers to perform their exploitation plan. They will also work on a consolidated offer of all service providers and communicate on public administration events.	

	Consortium's exploitation strategy per Partner		
	Pilot Sites	**E-service developers**	**Academic partners**
	network and conferences, other RDAs through Min. of Development, EMDA's sister organisation SERDA, etc. to reach potential service providers. Blau is mobilising its clients in the public sector in the implementation of the services.		
Competitive analysis	The applications which are already used by the Province of Turin are easy to use with a graphical interface. Participating to the Oasis project will allow them to increase the number of the applications users and will permit other entities to re-use them. Awareness about EMDA and its services is locally high. EMDA is a public authority and investment promotion and regional planning are among its core operation areas, vested by the law. EMDA's sophistication in Investment Promotion activities will be further bolstered by the newly developed e-services.	Each year, AtReal devotes between 20% and 30% of its activity to its research and development effort. Our solutions are in continuous evolution. Our current axis of development are : • full web solutions • share / consolidation of data that are common to several softwares • GIS native integration • Mobility • HTML5 deep integration • Improved modularity • Deep and reliable interoperability processes	

	Consortium's exploitation strategy per Partner		
	Pilot Sites	**E-service developers**	**Academic partners**
Results in OASIS	For the Province of Turing, OASIS will allow a faster exchange of information among the participants and the citizens involved. For EMDA, e-services will reach wider communities across Europe, under secure transmission and enhanced care for user privacy and enhanced protection for service providers' data storage. OASIS platform will be a massive storage for reduced costs.	Blau Advisors is expecting from the platform the launch of a process to create an innovative and user friendly e-government platform AtReal is expecting a mutualisation of data via global data repositories and a better integration with other solutions. They will also allow a better commercial offer and an improvement of applications	A new approach to the service federation breaking vertical silos, thus enabling a real software reuse would be one of the most valuable results of the OASIS platform.
Strategy for the use of expected results	The municipalities of the Province of Turin are not all using web-applications at present: thanks to the Oasis project's results, the Province of Turin will encourage municipalities to use their e-services to ensure a harmonization of web-applications for all citizens at local level. Therefore, the Province of Turin aims at developing user friendly applications for citizens and municipalities in order to collect as much information as possible. The intention of EMDA is to make the best of a secure and reliable online storage for a wider use of EMDA's e-services, which will induce higher recognition thereunto. Out of the scope of project pilot use, a specific fee can be charged for the use by third parties/potential service providers, who are	The Expected Results will result in a new and innovative offer for all services providers. This will increase our innovative capability and the quality of our offer. It will therefore make our offer more attractive and competitive.	

| Consortium's exploitation strategy per Partner		
Pilot Sites	**E-service developers**	**Academic partners**
willing to deploy such services in their territories.		

5.3. Development of global Business cases, to maintain OASIS

The business plans which will be implemented in the five pilot sites will help them to exploit the OASIS platform. They will mainly focus on identified players, targeted public and global cloud stack. At a later stage, the development of business cases will enable Pilot sites to develop the platform in the frame of their local, regional and national ecosystem. We aim to implement a future OASIS ecosystem which will be interoperable at a European level.

Activities in WP3 include the identification of Business Problems and the first estimation of the future Business cases. For defining them, partners involved in the development of business cases are gathering information from Pilot Sites and from Service Providers. This information will be useful for identifying the situation that will appear in the Pilot Site execution.

Each single pilot site will have to identify players and stakeholders needed for the Pilot Site implementation according to the classification mentioned on the previous page.

For example, this figure illustrates the current ecosystems in France, Province di Torino, Bulgaria and Turkey:
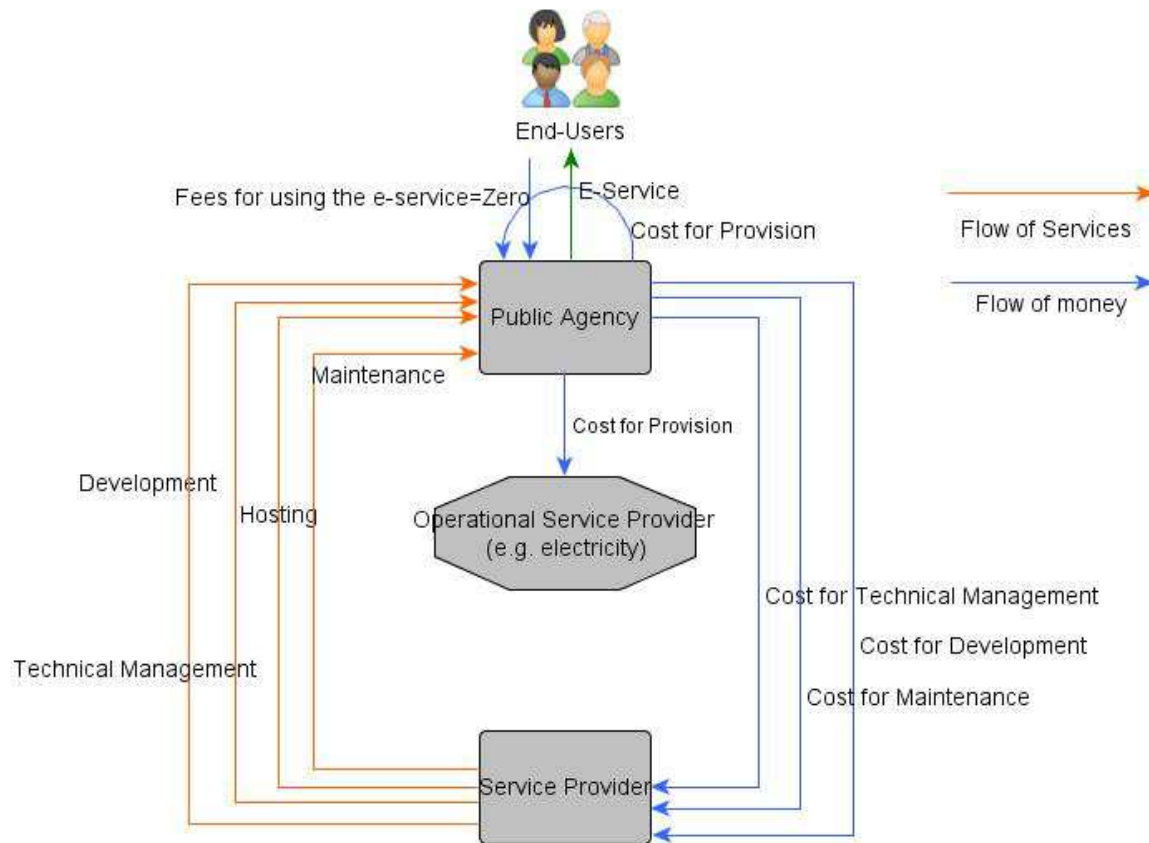
Conclusion

In the first period, awareness about the ambition of the project and the services to come was raised. The future users of the Pilot B will be testing OASIS at the beginning of 2014. The dissemination of the results for their re-use at European level is planned from the start of 2014.

Partners' dissemination activities are in line with the objectives and tasks set out in the description of work. Results could be summarised as follows:

- 15 publications
- 17 dissemination activities on website
- 50 conferences, workshop and other events
- 17 Networking events or conferences, with Presentations or Posters

The first period focused on the concept of OASIS and the presentation of the services.

The audience was won over by the "common good creation" aspect. This concept is a real gain on a political level. In the future, the "Common good" communication line will be reinforced as well as the governance and business model lines.

In addition to the technical innovation, other innovations in terms of business model, sharing data. Besides, feedback concerning use and feedback experience will be widely shared.

To conclude, the presentation of OASIS remains, at this stage of the project, theoretical since there is no demonstrator yet. However, the concept of OASIS received a warm welcome from public administrations which is quite encouraging. One of the major dissemination actions will be to reassure public administration about the costs of e-services, legal aspects and technical interoperability with their existing information systems.

The new name, the graphical identity of the platform and tool communications will be carried out early 2014. The first results of the deployment will be shared at European level in 2014 and 2015.

Appendix

Annex 1: Dissemination of Drôme

Annex 2: Dissemination of Provto

Annex 3: Dissemination of Bulgarian

Annex 4: Dissemination of East Marmara

Annex 5: Dissemination of Catalonia