

D6.1 Dissemination Plan



Ethical and Societal Implications of Data Sciences

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Executive Summary

This document provides the dissemination and engagement plans for the e-SIDES project and represents the Deliverable 6.1 of the project.

This document provides an overview of the dissemination and communication strategy, activities and materials e-SIDES intends to develop and use. The D6.1 Dissemination Plan presents the main objectives of the dissemination and communication activities, the target stakeholders that e-SIDES is intended to reach out, as well as the key actions for online and offline community building.

In order to achieve a successful dissemination and an effective communication, e-SIDES will implement a multi-channel approach including offline and online activities to foster the stakeholders dialogue. Events and presentations will be the focus of the offline approach: e-SIDES will organize 7 community events throughout the project and a final conference; besides them, the e-SIDES team will participate in events organized by other projects or organizations to present the project's results and connect with relevant stakeholders. The key findings of the projects will be made available for download and re-use through the project's website, and will also be shared through interactive webinars. A set of communication materials, including the project's brochure will be produced and distributed at the events to raise awareness about the project.

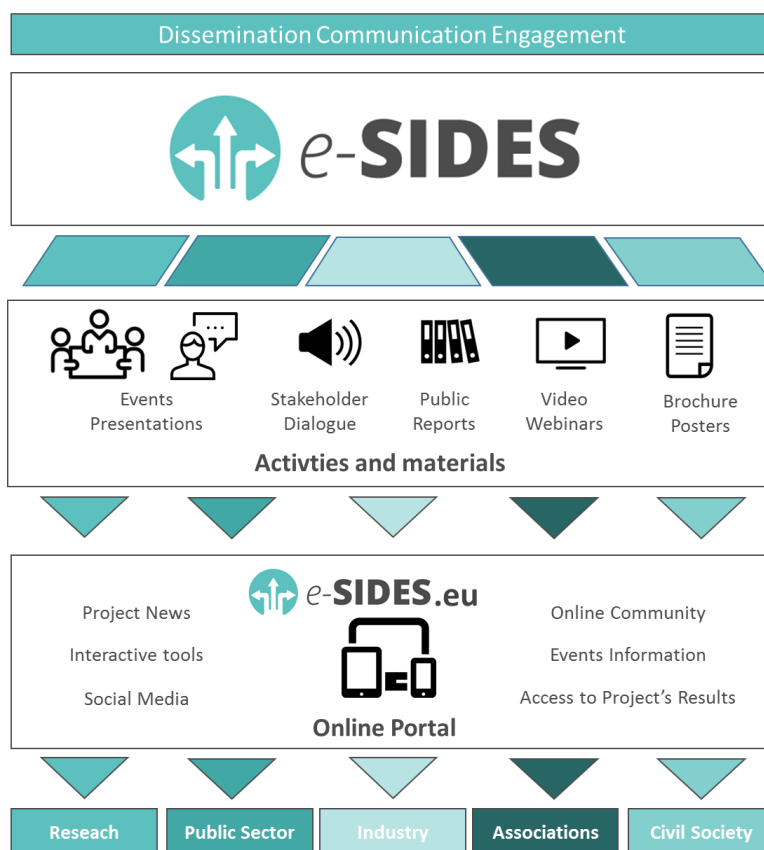


Figure 1 e-SIDES Dissemination and Engagement Activities

Both offline and online activities will be publicized on the online platform, that will be the virtual hub of the project: it will provide the latest information about the project's activities and will host the online community where the project will interact with the big data stakeholders.

The dissemination plan builds on the project's DoA, and if needed will be revised and presented in the future deliverables of WP6.

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1. Introduction

The D6.1 Dissemination Plan is the first deliverable of Work Package 6 “Communication, Dissemination and Exploitation”. The main objective of WP6 is to ensure adequate visibility of the e-SIDES project to the largest possible group of big data stakeholders and enable the partners and big data community stakeholders to fully exploit the project’s results.

The specific Work Package objectives include:

- refining the dissemination and exploitation strategy;
- developing communication materials including a project flyer and a dissemination banner;
- holding at least three dissemination Webinars per year;
- disseminating position papers and findings in at least 7 international conferences;
- cooperation with ICT-14 to ICT-18 RIAs and IAs;
- creating and maintaining a project website.

D6.1 support also the activities to be implemented by Work Package 1 “Community Engagement” as this document outlines the approach to the events and conferences and to the development of the online platform as additional channels for engagement and dissemination.

The main objective of WP1 is to engage relevant stakeholders, including citizens, businesses, the public administration and the research community that are part of the Data Value Chain research activities including those stemming from ICT-14 to ICT-18. Its specific objectives are to:

- Organize and promote seven community events to achieve a consensus on privacy-preserving technologies and responsible research in big data;
- Create and maintain an online platform for the engagement of stakeholders;
- Establish and manage an Advisory Board to ensure methodical excellence and maximum impact.

1.1. Scope of the document

In line with e-SIDES’ Objective 3 “Liaise with researchers, business leaders, policy makers and civil society through open-access forums and community events” and Objective 4 “Provide an open-access Internet-based meeting place for discussion, learning and networking regarding privacy-preserving technologies” of the e-SIDES project, the goal of this deliverable is to outline its dissemination plan:

who do we want to reach and engage, why, how and when

To do this, this document lists all planned dissemination and communication activities, as well as the tools and channels to match them with the identified target stakeholders. In particular, the e-SIDES project wants to involve stakeholders from beyond H2020 ICT 14 to 18 projects and the Data Value Chain G3 Unit by engaging with the industrial and scientific communities, currently active in this domain, as well as civil society organisations.

The dissemination activities will also aim to the achievement of Objective 8 “Provide an agreed-upon and collective community position paper presenting recommendations for each of the issues addressed in the community events to foster societally compatible and ethically valid big data research and innovation”

implemented under Work Package 5, by supporting the stakeholders' contribution to the position papers and their dissemination in conferences and events.

e-SIDES has developed a multi-channel approach (e.g., face-to-face community events, online platform, social media) to contact and involve relevant actors and stakeholders. This Dissemination Plan provides an overview of the dissemination opportunities identified through traditional communication channels (events, conferences, workshop), and communication materials (project brochure and folder, position papers, articles in scientific and business journals), and complemented by online activities around the project website, the online platform and the social media channels.

The dissemination activities presented here have been produced through an iterative process, including the e-SIDES Document of Action, and the Kick-off Meeting discussion, and if necessary will be adapted according to the developments of the project.

1.2. Responsibilities

IDC, as project coordinator, is the main responsible for the e-SIDES dissemination, communication, and engagement activities. All partners, especially the Work Package leaders will contribute to the implementation of these activities.

1.3. Abbreviations

In this document, we refer to the following abbreviations:

- AB: Advisory Board
- CSA: Coordination and Support Action
- DoA: Document of Action
- EC: European Commission
- NGO: Non-Governmental Organization
- LSP: Large Scale Pilots
- RIA: Research and Innovation Action
- RRI: Responsible Research & Innovation

2. Strategy

As horizontal activities, the dissemination and communication initiatives will support all Work Packages to ensure maximum visibility and impact of the e-SIDES project, by connecting and liaising with the relevant groups of stakeholders.

The communication and engagement methods are both virtual and physical and aim at meeting the following objectives.

2.1. Structure of Dissemination and Communication strategy

To achieve our objectives, we have divided the communication strategy into two levels, external and internal communication, and two mediums, online and offline respectively, in addition to a set of tools and activities to be carried out during the project as shown in the table below.

Objective	Communication level	Tools and activities	Medium
Informing key target audience about e-SIDES goals and achievements	External	Social Media	Online
		e-SIDES website and online community	Online
		e-SIDES webinars	Online/Offline
		e-SIDES public reports	Online/Offline
		e-SIDES events	Offline
		e-SIDES participation in external events	Offline
		Surveys and polls on the online community	Online
Ensuring that the key target audience can provide feedback and is involved in the discussion	External	Communication materials: visual identity, presentations, brochure, leaflet	Offline/Online
		Social Media	Online
		e-SIDES website and online community	Online
		e-SIDES webinars	Online/Offline
		e-SIDES events	Offline
		Surveys and polls on the online community	Online
		Blog posts	Online
Collaborating and benefiting from synergies with the big data community	Internal/ External	e-SIDES participation in external events	Offline
		e-SIDES website and online community	Online
		e-SIDES events	Offline
		e-SIDES participation in external events	Offline
		Social Media	Online
Cooperate and support RIAs and LSPs	Internal	Blog posts	Online
		e-SIDES events	Offline
		e-SIDES participation in external events	Offline

Objective	Communication level	Tools and activities	Medium
Ensuring effective internal communication	Internal	Social Media	Online
		Emails	Online
		Face-to-face meetings	Offline
		Monthly calls	Online
		Shared repository	Online
		Email exchange	Online
		Face-to-face meetings	Offline

Table 1 Overview of the communication and dissemination strategy

2.1.1. External communication

The external communication includes all communications addressing the external parties, by external here we mean all relevant stakeholders, and aiming at their engagement in our project. The current plan set out the external communication messages to be drafted and clarifies the tasks to be carried out.

2.1.2. Target audience: Stakeholder Identification

The first step to implement the external communication is to identify the group e-SIDES wants to target. This section presents the approach and results of the preliminary stakeholder identification and selection process. It is important to highlight that it will be an ongoing process that will be implemented throughout the project to ensure that the communication and engagement activities reach out and involve the appropriate audience.

e-SIDES dissemination and communication activities will ensure a broad impact, and usage of the project's results and conclusions, also after the project termination, among key stakeholders.

The overall goal of e-SIDES is to involve stakeholders and representatives of the big data community: industry, research organizations, academia, EC funded projects, public administration, data owners and users from all Europe. e-SIDES is targeting representatives of the entire big data value chain to provide a common ground for research, and improve the dialogue between data subjects and big data communities.



Figure 2 The data value chain and life cycle¹

The stakeholder identification is a collaborative exercise in the e-SIDES consortium drawing from the partners' network of contacts and their experience and background, to determine a long list of key stakeholders.

¹ OECD, Exploring Data-Driven Innovation as a New Source of Growth - Mapping the Policy Issues Raised by "Big Data" 18-Jun-2013

As anticipated above, the big data community (research organizations and projects, data owners, data users, big data companies) is the primary target, but the e-SIDES audience is expected to include also representatives of the broad ICT industry, policy makers, the research community and the civil society.

The identification of relevant stakeholders starts from the partners' network of contacts, and takes into account also the attendees to the e-SIDES events, registration to the e-SIDES online portal, interactions via the e-SIDES social media. All project partners will be actively involved in engaging with relevant stakeholders in their area of expertise, through their networks.

e-SIDES has identified 5 groups of stakeholders, key target audience for dissemination and communication activities includes the groups below:

- **Research initiatives and organizations.** This includes EU-funded or national-funded initiatives, research institutes, university and academia stakeholders.
 - EC funded projects, including RIAs and LSP
- **Public Sector.** This includes governments and policy makers at the EU, national and regional/local level.
 - Data protection authorities and other government institutions with responsibility in the privacy and data protection area.
- **Industry.** This includes representatives of ICT vendors, of leading ICT users and start-ups or SMEs.
 - Industry and professional associations. We will leverage multiplier organizations with an EU presence and national members and associates. Through the EU secretary generals and coordinators of these associations, we will be able to reach out to a representative sample of national and local actors active in privacy-related issues.
- **Civil society.** This is a potentially huge audience; therefore, the initial mapping will be used to select communities most directly concerned with the scope of this project. Potential communities to be targeted include, but are not limited to:
 - consumers' associations,
 - NGOs,
 - special needs associations,
 - organisations engaged in the support of immigrants,
 - ethnic minorities' associations (for the discrimination issues, for example).

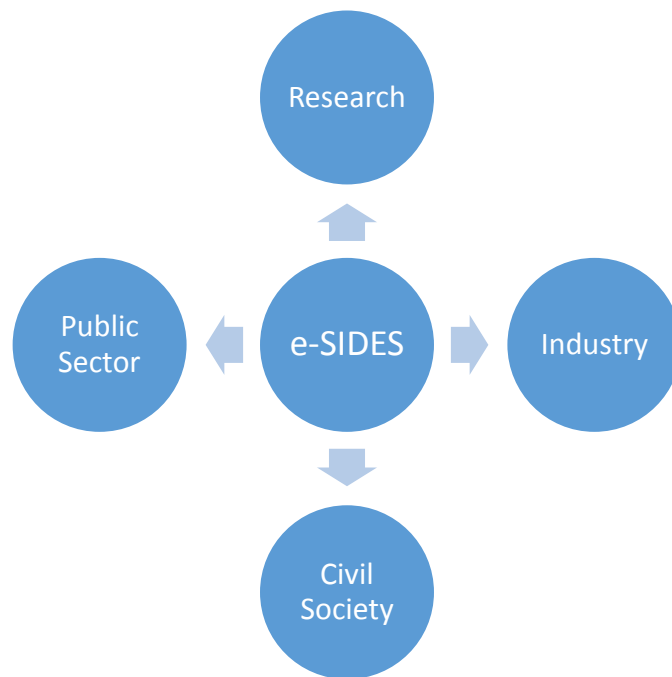


Figure 3 e-SIDES Target Audience

The preliminary identification of relevant stakeholders was presented in the DoA and has been used as a starting point for the collection of contacts. The contact list will be periodically updated and stored in the shared project repository (Box) to which all project partners have access. The contacts will be used to communicate project developments, involve stakeholders in the discussion and invite them to the events. To achieve the Milestone MS4, e-SIDES will establish contacts with 10+ representatives per specific community from at least 5 Member States, by Month 4.

The potential audience and the dissemination channels will be actively monitored and selected to achieve the most possible impact in geographic areas relative to the partners own planned activities.

Other EC funded projects: RIAs and LSPs

By involving the broad big data community e-SIDES aims at leveraging their collaboration provide inputs for the discussion and formulation of common position papers about the main societal and ethical challenges emerging from the adoption of big data technologies. This will be done primarily with the ICT-18 RIAs and Large Scale Pilots and other initiatives related to the field of privacy-preserving big data technologies we are aware of. The list below provides an overview of the ongoing EC funded projects that e-SIDES is connecting with:

- AEGIS Advanced Big Data Value Chains for Public Safety and Personal Security
- BDVe: Big Data Value ecosystem
- BigDataOcean: Exploiting Oceans of Data for Maritime Applications
- BYTE: The Big Data Roadmap and Cross-disciplinary Community for Addressing Societal Externalities
- CANVAS: Constructing an Alliance for Value-driven Cybersecurity

- CLARUS: A framework for user centred privacy and security in the cloud
- DATABIO: Data-Driven Bioeconomy
- Data Pitch
- euBusinessGraph: Enabling the European Business Graph for Innovative Data Products and Service
- EuDEco: Modelling the European Data Economy
- EW-Shopp Supporting Event and Weather-based Analytics and Marketing along the shopper Journey
- FashionBrain: Understanding Europe's Fashion Data Universe
- KPLEX: Knowledge Complexity MHMD: My Health My Data
- QROWD: Big Data PPP Information and Networking
- SLIPO: Scalable Linking and Integration of Big POI data
- SODA Scalable Oblivious Data Analytics
- SPECIAL: Scalable Policy-aware Linked Data architecture for privacy, transparency and compliance
- TT: Transforming Transport Big Data Value in Mobility and Logistics

2.1.3. Internal communication

Internal communication ensures that all partners provide consistent information about the project in their communication activities. The aim is that all parties have the same information, and know their responsibilities and tasks. The audience of this communication includes the project partners and the Advisory Board.

2.1.3.1. Project Partners

Partners are expected to participate in the following communication tasks to ensure the widest and highest rates of reach.

- Project official online inauguration by promoting the online activities on their online networks;
- News and events sharing on their business or individual blogs;
- Collaborations with other EC projects to invite their contacts, publicize our project, or collaborate in events.

Cooperation with other EC funded projects: RIAs and LSP

From the point of view of the internal communication, as a first step to engage with these projects IDC, as project coordinator, sent a standard presentation message to their project coordinator to introduce the e-SIDES project and the invitation to collaborate and leverage synergies. In order to manage the collaboration effectively, the communication process with these projects has been divided among the e-SIDES partners.

2.1.3.2. Advisory Board

e-SIDES will select a limited number of high-level experts to become members of the project's Advisory Board (AB) to ensure that a high level of methodological excellence is maintained. Experts will be selected in the following domains, according to the scope of the project:

- Economics
- Ethics
- Legal
- Civil society
- Social issues
- Technology

The aim is to recruit one high-level expert for each of the identified domains.

The main tasks of the Advisory Board include:

- Participation in a webinar with the other members of the Advisory Board, where the Project Coordinator and key member of the team will clarify the workings of the board itself.
- Participating in specific the events where the community position on the ethical and legal issues found will be agreed. At these all expenses covered by the project.
- Validating the overall methodological approach developed by the project and the methodological underpinnings.
- Validating the approved community positions on ethical and legal issues before they are distributed publicly as a common white paper.

3. Communication and dissemination plan

3.1. Brand identity

3.1.1.1. Project logo

Two options for the project logo were developed and presented by the e-SIDES coordinator to the project partners. After a few iterations, the final logo has been selected. The aim was to create a recognizable branding for the e-SIDES identity. The logo will be displayed on the entire set of project materials and tools.



Figure 4 e-SIDES Project Logo

e-SIDES logo refers to the different sides of the big data technologies, such as ethical or societal issues that might arise from the use of big data technologies. The three arrows represent the diversity, be it the different issues *ethical, legal, societal and economic, or the concerns of using these technologies, and positions of involved groups.

The white background of the logo makes it simple and clear replicating the core message and objectives of the project. Finally, the name of the project was inserted in the logo to create a clear and memorable link between the logo and the project in the minds of receivers multiplying its visual effect.

3.1.2. Project Dissemination Toolkit

A set of promotional materials will be developed in the Phase 1 of the dissemination strategy. A set of materials will be produced to ensure a coherent presentation of the project:

- Production of templates for deliverables (Word document) and standard PowerPoint presentations
- Production of distribution and communication materials (project dissemination toolkit)

The toolkit, in particular the brochure and the leaflet, will be used as a first hand-out to inform our audience about the project, and engage it in active contribution by presenting the options to be involved. The dissemination toolkit will bear the project logo, the partners' logos, and the EU visual identity and disclaimer.

The materials will be designed with the collaboration of a graphic designer.

- A4-format brochure will be produced to promote the key concept and messages including the reference to the website and social media profiles. It will have an eye-catching design and targeted for potential stakeholders. An online version will be made available on the website, and printed version will be distributed at the events organized by e-SIDES in order to complement the online promotion.
- A4-format information folder will be designed and produced for the community events that e-SIDES will organize and contribute to. It will be distributed at the welcome desk. The folder will include the event agenda, the project brochure, the list of participants, a block notes and a pen.
- A1-format poster and double A1-format roll-up screen will be used at events that the project organizes and contributes to. They will be reused.
- A5-format double sided distribution leaflet, which is an extract of the project brochure, will be designed and distributed at external events and conferences, and at networking sessions. It will have an eye-catching design and be targeted for potential stakeholders.

These materials will be designed by a professional designer and made available to the partners for dissemination. The project dissemination toolkit will be uploaded in electronic format onto the project website, to be downloaded and shared. The roll-up and poster will be uploaded in the restricted area, while the other materials will be available to the public.

The project brochure will be sent to the contacts in our stakeholder database through the project email address to create an initial awareness on e-SIDES.

Project Brochure Cover – Mockup



Ethical and Societal Implications of Data Sciences



Project Brochure Cover – Mockup


 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731873



Figure 5 Mockup of the graphical layout of the project dissemination materials

3.2. Development of core messages

3.2.1. Project aim

To analyze, map, and identify ethical and societal issues in big data technologies uses, and eventually draft, along with all concerned parties, a clear community paper that will clarify ethical and societal issues of big data technologies (concerns, propositions, solutions, regulation required if any).

3.2.2. Benefits for targeted groups

Based on the main targets and their benefits out of this project, some clear and more direct messages can be drafted when targeting each group, unified messages as well can be produced in an appealing way to each group.

Benefits per stakeholder groups	Public sector	Industry	Research	Civil society
A clear overview of the current situation	x	x	x	x
Unified view of ethical and societal issues	x	x	x	
Ability to highlight the view and role of their represented group	x	x	x	x
An understanding of the different point of views (other groups)	x			
Suggestions from all concerned parties for solutions	x			
Involve all other groups in the decision-making procedures	x			
Being part of the decision-making process		x	x	x
Material for research		x	x	
Material for future development programs	x	x	x	
Influence future developed technologies	x		x	x
Be involved in project and provide input		x	x	x

3.3. Project website

The project website is online at the following URL: <http://e-sides.eu/> and will be completed in all sections by Month 4. The working language of the website is English. The efficiency of the website will be guaranteed by constant updates, accuracy of the updated information, and the suitable high performance of the website.

The aim of the website is twofold:

- It will be used as a dissemination channel, as it will assist in raising public awareness and ensuring maximum visibility of the project key facts, objectives, activities and findings among EU state members and the public at large. The website might remain active after the end of the project.



- It will be used as an engagement channel, as it will host the online community platform and provide the most appropriate tools to build an interactive dialogue with the target audience, as a complementary approach to the offline events.

The website is structured to comprise:

- A homepage will introduce the project and show the latest news, and content
- A section describing the project and its objectives: About e-SIDES
- A section intended for the publication of the public content (public reports, presentations, video, webinars, glossary): Media

Over the entire duration of the project, e-SIDES will produce a set of public deliverables. All deliverables will be made available on the website, under the section dedicated to the project's resources to spread the project results as widely as possible. The deliverables will be drafted using the official e-SIDES template to ensure consistency.

N°	Deliverable name	WP	Lead	Diss.	Del. month
6.1	Dissemination plan	6	IDC	PU	M3
1.1	Online platform	1	IDC	PU	M4
2.1	Refined research framework	2	ELAW	PU	M4
2.2	Ethical, legal, societal and economic issues	2	ELAW	PU	M8
3.1	Overview of existing technologies	3	FRAN	PU	M12
3.2	Assessment of existing technologies	3	FRAN	PU	M16
6.2	Dissemination report – P1	6	IDC	PU	M18
1.2	1 st Period Report on Community Events	1	IDC	PU	M18
4.1	Results of the gap analyses	4	ELAW	PU	M21
4.2	Overview of design requirements	4	FRAN	PU	M25
5.1	Assessment of technologies under development	5	ELAW	PU	M29
5.2	Recommendations and conclusions	5	FRAN	PU	M33
5.3	Community position paper	5	ELAW	PU	M33
1.3	Second Period Report on Community Events	1	IDC	PU	M36
6.3	Dissemination report – P2	6	IDC	PU	M36

Table 2 List of deliverables

- A section presenting the latest news and events organized by e-SIDES or attended by e-SIDES representatives: News and Events
- A restricted area that only registered users can access for specific discussions and monitored debates. This area will be dedicated to the contributions of registered users to our community papers.
- A contact page showing the contact details of the project.

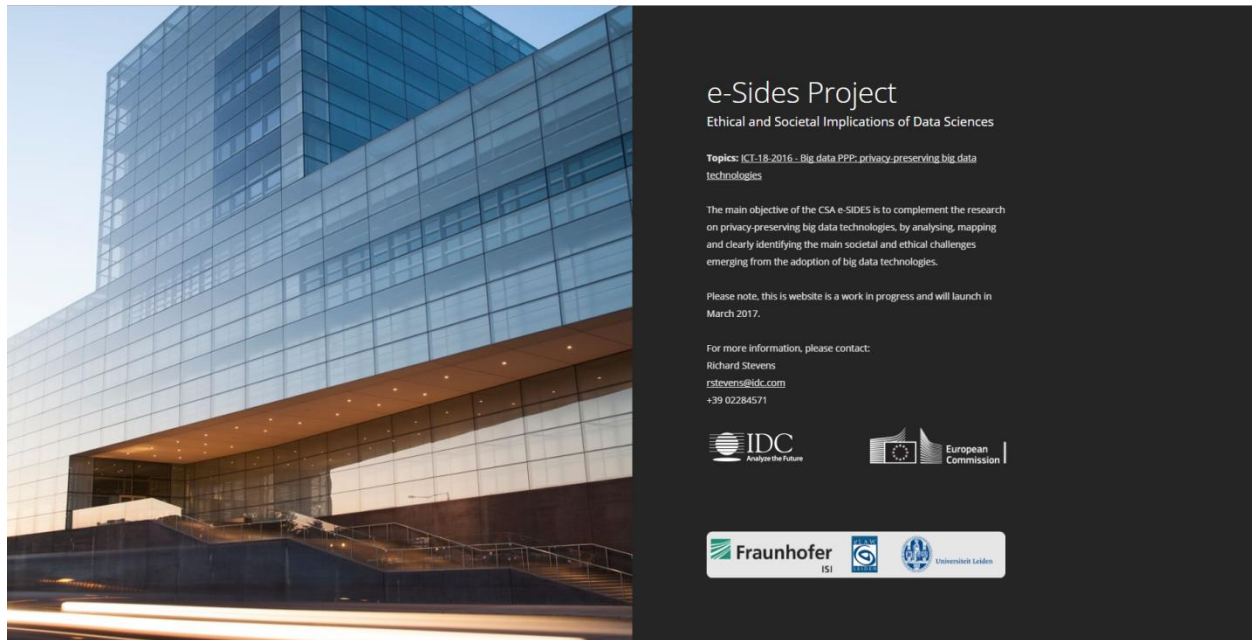


Figure 6 Current homepage of e-sides.eu

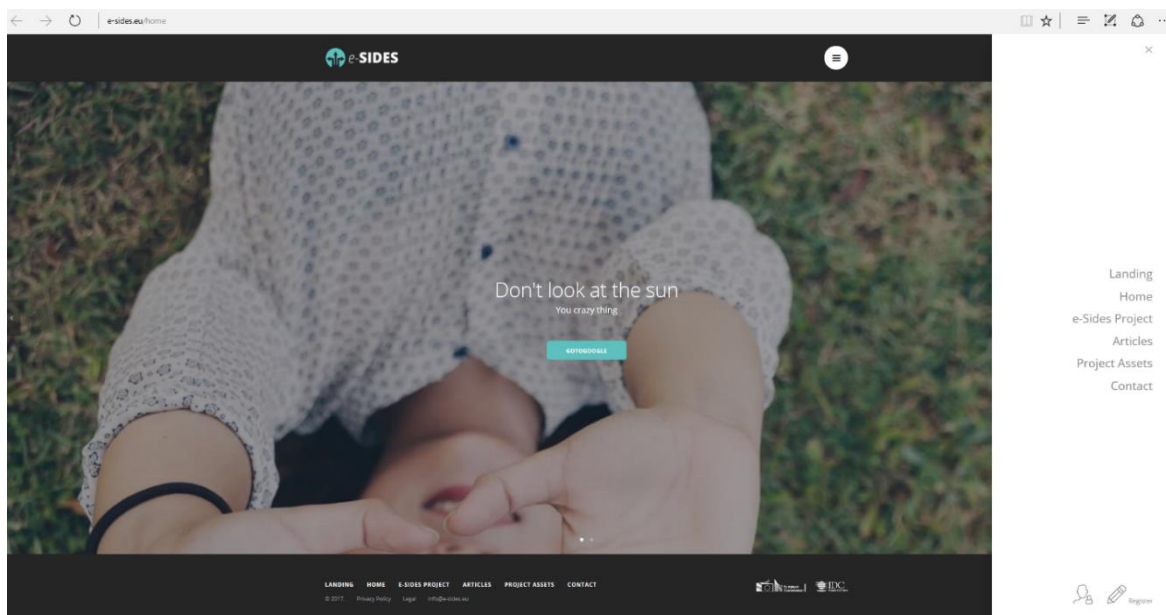


Figure 7 Proposed homepage of e-sides.eu

The website will feature the icons of the e-SIDES social media channels to redirect traffic to them.

As stipulated by EU rules on H2020 collaborative research projects, the European Commission logo and text detailing that “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 732194”, is present in the footer of the website homepage and additionally in the footer of every other page.

3.3. Events

Communication activities include the organization of project events, as well as the participation in external events. Such events represent an excellent opportunity to disseminate the project’s findings to the target audience. The approach to the event organization is presented in Par. 4.1.

3.4. Online activities

As part of the online communication activities, e-SIDES will create an online platform that will promote the project’s outcomes and support the stakeholder engagement, complementing the dialogue established at the events. Ongoing interactions with the target audience will be also managed through the social media, which will help relay information about e-SIDES, reach out to a broad relevant audience and increase the project impact.

The detailed plan of the online activities is presented in Par. 4.2.

3.5. Publication in scientific and business journals

Regarding the dissemination of results to a broader audience, e-SIDES will publish some of the draft white papers in relevant and high-level scientific journals. A list of relevant journals is presented in the Annex.

4. Stakeholder engagement and community building

Stakeholder engagement is key to the success of the e-SIDES project. The stakeholder dialogue established under this flow of activities will serve as foundation for the entire project.

The engagement aims at involving the target audience in the public initiatives of the projects, from the events to the collaborative production of content for the community papers.

The stakeholder engagement will be implemented through a multichannel approach, including offline and online activities. Through these activities, e-SIDES will aim at building a community of stakeholders, that will refer to the online platform as the main hub.

The wide four identified groups of stakeholders, who are the key audience for dissemination and communication activities will be targeted following the scheme in table (table below).

Stakeholder Category	Methods/Tools and activities	Workshops/Events	Expected Input
Public Sector	Specific events Tailored face-to-face meetings Email communications	Community event 3 Community event 4 Community event 7 Final conference	Policy insights Participation in workshops Assessment of solutions and suggestions
Industry	Specific events Online platform Social media platforms (Twitter, LinkedIn)	Community event 2-7 Final conference	Participation in workshops Interaction on social media and online platform Contribution to the community paper
Research	Events Online platform Targeted social media (especially ResearchGate)	Community event 1 Community event 4 Community event 7 Final conference	Participation in workshops Interaction on social media and online platform Contribution to the community paper
Civil Society	Specific events Website portal Social media (especially Twitter, YouTube)	Community event 5-7 Final conference	Participation in workshops Interaction on social media and online platform Contribution to the community paper

Table 3 Overview of the stakeholder engagement approach

4.1. Offline engagement - participation in events

The organization of project events and the participation in external events will be one of the activities aiming at engaging with the stakeholders community. Such events represent an excellent opportunity to disseminate the project's findings to the target audience.

Over the course of the project, e-SIDES will deliver 7 community events and a final conference, as indicated in the table below, and to participate in a number of external events. A calendar of relevant events in the scope of the project has been drafted and shared with the partners in the project repository and will be periodically updated on the basis of inputs by all partners.

Type	Purpose	Participants	Venue
Community event 1: see next paragraph	To explore ethical, legal, societal and economic issues	Project partners and stakeholder community representatives	See next paragraph

Community event 2 (approx. M12)	To explore existing big data technologies and approaches to address ethical and societal issues	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Community event 3 (approx. M16)	To assess existing big data technologies and approaches to address ethical and societal issues	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Community event 4 (approx. M21)	To discuss the results of the gap analyses	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Community event 5 (approx. M25)	To discuss potential design requirements for big data technologies	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Community event 6 (approx. M29)	To assess big data technologies under development and their approaches to address ethical and societal issues	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Community event 7 (approx. M33)	To discuss the implementation recommendations	Project partners and stakeholder community representatives	Co-located at existing event in Europe or independently in Brussels
Final conference (approx. M34)	To provide the overall results from the project, promote the common position papers and attract further audiences	Project partners and stakeholder community representatives	To be aligned with big data conference venue TBD

Table 4 e-SIDES events concept

Concerning the events organized by the project, e-SIDES aims at co-locating them with larger events, when possible, that are supposed to attract a large number of attendees who can be potentially relevant stakeholders for e-SIDES. For the organization of the events, WP1 will implement the following steps in collaboration with the project partners:

Organization Step	Responsible	Details
Conference or session concept	WP1 to draft and finalize All partners to contribute WP7 to coordinate	Goal, scope, size, location, target KPIs
Conference pre-organization	WP1 to implement All partners to contribute	Agenda and speakers
	WP1 to coordinate and collect inputs from partners All partners to contribute to the contact identification IDC Conference Manager to support in the invitation process	Potential participants list, set-up of invitation page, invitations, Selection of location and venue Preparation of participant folders and other materials
Communication and media	WP1 to promote the event	pre, during and post conference
Conference implementation	WP1 to coordinate IDC Conference manager to support	Management of venue, equipment, participant folders and registration, catering
Post-conference management	IDC Conference manager	Follow-up messages, management of speakers fee/ reimbursement (if foreseen)

Post-conference reporting	WP1 to draft and finalize All partners to contribute WP7 to coordinate	Discussion, proceedings, satisfaction analysis, achievement of KPIs
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Table 5 e-SIDES approach to event organization and implementation

The events will be designed in an action-oriented and dynamic mode, not as a series of presentations, as we aim for a highly participatory format which will allow us all to engage with the audience and produce valuable content. The most appropriate methodologies will be used so that people may be inspired to share their views. The format will draw on the most known methodologies for engagement (e.g. the Knowledge Café) committing individuals to concrete action.

e-SIDES will publicize its events or the participation in the external events on social media to ensure visibility among the target audience. Also, after the event an article summarizing the main outcomes will be published on the website, with the presentations delivered by the team.

The conference or session concept will be designed according to the template below.

Event X – Title
Workshop Abstract
Description
Expected Audience
Description
Size of expected audience
Description
Indicative duration
Description
Format
Description

Table 6 Standard Workshop concept template

4.1.1. Event 1 – exploring ethical and societal issues

The objective of this event is to present the preliminary list of ethical and legal issues to the participant for feedback and validation to reach a broad consensus on them. The validated list will be presented in D2.2 in Month 8. According to the approach presented in the previous paragraph, e-SIDES has developed a workshop format for Event 1, as follows.

Event 1 – exploring ethical and societal issues
Workshop Abstract
Data-driven innovation is deeply transforming society and the economy. Although there are many potential economic and social benefits this innovation also brings new challenges for individual and collective privacy, security, as well as democracy and participation. The main objective of this workshop is to discuss the main

societal and ethical challenges emerging from the adoption of big data technologies thus helping investigators perform responsible research while pursuing innovation. Over the next two years the consortium will be coordinating community initiatives to draw up position papers shared and agreed upon by the entire community including research, industry and civil society. In this session, the principal Societal and Legal questions that researchers are facing in Big Data will be presented and discussed. Session participants will be given a list of commonly raised issues in the Big Data arena. After presentations with experts in the domain and discussion among the participants, the public will be asked to rank the issues on the list they were given. Discussion will follow on the results and participants will learn how they can interact with the e-Sides on-line platform to see how results change over time and how they can collaborate to provide their thoughts in the community position papers on the seven most pressing issues.

Expected Audience

Whether you are a data scientist, a researcher in a project using Big Data techniques, using Big Data in industry, a policy maker or a private individual living in the internet age you are a key data stakeholder. Coming to this session makes sure you get a chance to participate in the discussion and have a say and decide how data is used in the future. Even if you just want to learn a little more about the issues and concerns that are arising in the Big Data arena this session is for you.

Size of expected audience

25-40 participants

Indicative duration

90 minutes

Format

Presentation of research on issues in the domain 30 minutes (2 x 15 minutes)

Audience Discussion 20 minutes

Voting 5 minutes

Results 5 minutes

Discussion 15 minutes

Description of how to continue to be involved 5 minutes

e-SIDES consortium has identified the opportunity to host two sessions at major conferences in the context of Event 1. Compared to the plan presented in the DoA (Month 8), the sessions will be in June and July 2017.

- Ethicomp/ CEPE, University of Turin, June 5-8 2017, Turin, Italy:
 - The 2-yearly meeting of the international community of scholars and technologists, including computer professionals and business professionals from industry, who meet to consider computer ethics, conceived broadly to include philosophical, professional, and practical aspects of the field.
- 23rd ICE/IEEE ITM Conference, June 27-29, Madeira, Portugal:
 - The conference brings together academics, researchers and practitioners, contributing to the global debate on research, science and innovation, as well as innovators, industrialists, engineers to share their insights, practices, projects and case studies that address the conference theme: "Engineering, Technology & Innovation Management Beyond 2020: New Challenges, New Approaches".

For both events, e-SIDES will host a session in the conference programme.

For the Ethicomp/ CEPE Conference, the workshop proposal was sent to the organizers, now we are waiting for feedback to submit our expression of interest to organize a session.

For the 23rd ICE/IEEE ITM Conference, e-SIDES has already submitted the expression of interest to the conference website, as follows.

Title	Societal and Ethical Challenges in the Era of Big Data
Subtitle	Exploring the emerging issues and opportunities of big data management and analytics
Chair and Co. Chair	Richard Stevens, Consulting Director IDC Dr. Daniel Bachlechner Senior researcher, Fraunhofer Institute for Systems and Innovation Research
Duration	1 session, 1 slot of 1-5 hours
Day Preference	Tuesday 27 - Wednesday 28
Workshop, Track, Special Session & Tutorial Description	<p>The main objective of this workshop is to discuss the main societal and ethical challenges emerging from the adoption of big data technologies thus helping investigators perform responsible research while pursuing innovation. Over the next two years the consortium will be coordinating community initiatives to draw up position papers shared and agreed upon by the entire community including research, industry and civil society. In this session, the principal Societal and Legal questions that researchers are facing in Big Data will be presented and discussed. Session participants will be given a list of commonly raised issues in the Big Data arena. After presentations with experts in the domain and discussion among the participants, the public will be asked to rank the issues on the list they were given.</p> <p>Discussion will follow on the results and participants will learn how they can interact with the e-Sides on-line platform to see how results change over time and how they can collaborate to provide their thoughts in the community position papers on the seven most pressing issues.</p> <p>Coming to this session makes sure you get a chance to participate in the discussion and have a say and decide how data is used in the future. Even if you just want to learn a little more about the issues and concerns that are arising in the Big Data arena this session is for you.</p>
Tentative agenda	<p>Presentation of research on issues in the domain: 2 x 15 minutes</p> <p>Audience discussion: 30 minutes</p> <p>Voting by participants: 5 minutes</p> <p>Collecting results: 5 minutes</p> <p>Discussion and wrap-up: 15 minutes</p> <p>Description of how to continue to be involved: 5 minutes</p> <p>Total duration: 1.5 hours</p>
Target Attendees	Data scientists, researchers using big data techniques, big data companies, policy makers, any other interested party.

Expected number of Attendees	20-40 people
Supporters & Sponsor(s)	e-SIDES Ethical and Societal Implications of Data Sciences (EC funded project)
Contact Details	Name: Stefania Aguzzi
	Email: saguzzi@idc.com

4.1.2. Participation in external events

The participation in key workshops or conferences will represent an opportunity to increase the project visibility, share the results and engage with the community through networking activities.

e-SIDES will target a list of highly relevant external events that will be attended by at least one project partner to deliver a presentation, or to develop connections with key stakeholders engaging in a direct, face-to-face communications. The participation of e-SIDES members to any event will be publicized on the website, as well as on social media.

Each partner will periodically inform the communication manager and WP1 leader about their plan and details about their participation in external events. The outcome will be a brief event report that will be published on the website and will present the following information:

- Date
- Event
- Partner attended
- Event details: brief description
- Type of audience: scientific community, industry, civil society, policy makers, others.
- Size of audience
- Place

So far, e-SIDES has delivered presentations at the following meetings:

- Information and Networking Days on Horizon 2020 Big Data Public-Private Partnership topics 2017, January 17th 2017, Richard Stevens – IDC
- Project presentation March 13th 2017, Richard Stevens – IDC

4.2. Online engagement

The online engagement in its entirety will play a huge role in generating qualitative insights on the ethical and societal implications of data sciences, thus contributing to the achievement of Objective 6, and enable the community building.

To build a community it will be essential to disseminate and promote the project to raise awareness about its existence and encourage our audience to engage with us. To this aim, the communication will focus on attracting viewers and convert them into active contributors and collaborators.

4.2.1. Online community

The project website will host the online platform that will be dedicated to the interaction with the community. The online community will be hosted in the restricted area of the website. The online platform will grant access to interested parties to be involved in the discussion, which will be moderated both by the community manager and the key experts of the team.

To facilitate the interaction with the community and collect inputs also from a broader audience, the team will periodically publish polls (e.g. through <https://www.easypolls.net/>), and short questionnaires (e.g., through IDC's [opinioninsights.com](https://www.opinioninsights.com)).

To kick-off the online community, an invitation will be sent via email to all contacts included in the e-SIDES database, when the online platform is available. The users will be asked to register on the portal and will receive a unique username and password afterwards.

In the restricted area, the draft community papers will be published as open document and the registered users will be asked to review and provide inputs. This will complement the feedback and inputs that will be collected during the offline activities (events).

The content is considered a critical resource in the community building process. Creating valuable content will attract users to join the community and finally contribute to the creation of new content.

4.2.2. Webinars

As a complementing element of the online communication and stakeholder engagement, e-SIDES will deliver online webinars to its broader audience throughout the duration of the project. Webinars are intended to be a live or recorded video session where members of the team deliver a short (max. 15 minutes) presentation about the project's findings or related topic in the scope of e-SIDES.

Tools like WebEx or GoToMeeting will be used to deliver the webinars. Webinars will be recorded live or uploaded on the website as a video presentation, and enabling comments for interactions.

The community manager will be responsible for the setting up of the tool, in collaboration with the speaker/s from the project team.

The webinars will have an open and interactive approach, as they will start with a presentation, followed by Q&A session. The webinars will be recorded and published on the project website.

The key steps will be the following:

- 40 days before
 - Topic selection and short description
 - Selection of the speaker
 - Formulation of the agenda
- 30 days before
 - Setting up the event on the webinar tool
 - Setting up of the registration landing page (on the website)
 - Promotion via social media and article post on the website
 - email invitation

- One week up to the day before
 - Reminder to the registrants

4.2.3. Social media

The e-SIDES social media profiles will be used as engagement tools to drive traffic to the website and to the online community, as well as to publicize the project's findings.

e-SIDES will set up the following social media channels:

- Twitter, already active @e-SIDES
- LinkedIn e-SIDES group
- YouTube channel
- SlideShare
- ResearchGate

These profiles will serve as communication tools to spread project-related information, they will be managed by the community manager, and updated on a weekly basis as to raise awareness on the project progress, announce and promote e-SIDES events, contributing to upgrade its attendance and engagement potential. The kind of information posted on these profiles will include, but is not limited to, descriptions with dates and locations of the project events, presentations, news related to the topic in question, including external events and information in regards to e-SIDES.

Twitter @eSIDES_eu

The Twitter channel will have the highest update frequency. Close to each event and to the publication of public reports, the account will be updated multiple time a week. Besides tweeting content related to the project and news, the project account will retweet external content related to the scope of e-SIDES.

Tweeting will mainly concern:

- updates on project deliverables, community papers, new findings
- e-SIDES events
- participation at events
- project webinars and new presentations
- general relevant news on big data, privacy, ethics, privacy-preserving technologies, data economy, etc.

All partners will be encouraged to follow the project account.

LinkedIn – e-SIDES Project

A LinkedIn group will be set up to share content about:

- updates on project deliverables, community papers, new findings
- project webinars
- new presentations
- participation at events

- general relevant news on big data, privacy, ethics, privacy-preserving technologies, data economy, etc.

YouTube

A dedicated channel will be set up to share the webinar videos and any other video produced by the project.

SlideShare

e-SIDES will publish all presentations on the project websites, and will be also linked to the SlideShare platform for further dissemination.

ResearchGate

This platform will be used to publish any relevant scientific paper produced by the project. The platform will be also used to promote the project and attract any relevant stakeholder in the research community.

5. Observable Results

The dissemination, communication and engagement activities will be monitored periodically to assess the targets reached, and if needed to revise the plan.

A set of observable results and key performance indicators was drafted for each activity planned in this project.

Activity	Observable results
Communication materials	set of materials including the project brochure, the information folder, and the leaflet
	standard PowerPoint presentation template
	standard Word deliverable template
Events	minimum of 3 international conference presentations
	7 community events organized by the project
	7 white papers building on the community feedback
	final conference
Online interactions	online platform/project website
	social media presence (minimum of 5 channels=
Publications in high-level journals	minimum of 3 articles in peer reviewed journals
	3 non-academic articles/publications for professionals/practitioners

For the online activities, web analytics results, as well as the reports from the social networks will be generated. For events and conferences, e-SIDES will monitor the registrations and attendees at each event and present the results in the dissemination reports.

The following KPIs will be measured and reported in the WP6 deliverables:

- KPIs of the website
 - Number of single users on the site
 - Traffic source of the visitors
 - Regular visitors vs new visitors
- KPIs of the online community
 - Number of views of posts
 - Number of comments
 - Number of monthly users
- KPIs of the social networks
 - Number of followers

- Number of mentions
- Number of comments
- Number of interactions

Annex

List of relevant journals for dissemination

Big Data (Liebert)	http://www.liebertpub.com/overview/big-data/611/
Big Data & Society (Sage)	http://journals.sagepub.com/home/bds
Big Data Research (Elsevier)	https://www.journals.elsevier.com/big-data-research/
Computer Law & Security Review (Elsevier)	https://www.journals.elsevier.com/computer-law-and-security-review
Data Science Journal (Ubiquity Press)	http://datascience.codata.org/
Ethics and Information Technology (Springer)	http://www.springer.com/computer/swe/journal/10676
IEEE Security & Privacy	https://www.computer.org/security-and-privacy/
Information Communication and Society (Taylor & Francis)	http://www.tandfonline.com/toc/rics20/current
International Journal of Technoethics (IGI Global)	http://www.igi-global.com/journal/international-journal-technoethics-ijt/1156
Journal of Big Data (Springer)	http://www.springer.com/computer/database+management+%26+information+retrieval/journal/40537
EPJ Data Science (Springer)	https://epjdatascience.springeropen.com/
Intelligent Data Analysis (IOS Press)	http://www.iospress.nl/journal/intelligent-data-analysis/
Journal of Responsible Innovation (Taylor & Francis)	http://www.tandfonline.com/loi/tjri20
Journal of Information, Communication, and Ethics in Society (Emerald)	http://www.emeraldinsight.com/journal/jices
SIGCAS Computers and Society (ACM)	http://dl.acm.org/citation.cfm?id=J198
SCRIPTED – Journal of Law, Technology & Society	https://script-ed.org/
European Journal of Law and Technology (QUB)	http://www.oxfordjournals.org/our_journals/idpl/about.html
International Data Privacy Law (Oxford Journals)	
Law, Innovation and Technology (Routledge)	http://www.tandfonline.com/toc/rli20/current
Business & Information Systems Engineering (Springer)	http://www.springer.com/business+%26+management/business+information+systems/journal/12599
Data & Knowledge Engineering (Elsevier)	https://www.journals.elsevier.com/data-and-knowledge-engineering/
Data Mining and Knowledge Discovery Journal (Springer)	http://www.springer.com/computer/database+management+%26+information+retrieval/journal/10618
Enterprise Information Systems (Taylor & Francis)	http://www.tandfonline.com/toc/teis20/current
IEEE Technology and Society	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?reload=true&punumber=44
IEEE Transactions on Knowledge and Data Engineering	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=69
International Journal on Knowledge-Based Systems (KNOSYS)	https://www.journals.elsevier.com/knowledge-based-systems
Journal of Intelligent Information Systems (Springer)	http://www.springer.com/computer/database+management+%26+information+retrieval/journal/10844
Knowledge and Information Systems (Springer)	http://www.springer.com/computer/information+systems+and+applications/journal/10115
Policy & Internet (Wiley)	http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1944-2866

Table 7 List of relevant scientific journals