



## Towards We-Government: Collective and participative approaches for addressing local policy challenges

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#### D5.1

# Project Web Presence and External Dissemination Plan

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<b>Abstract</b>	
<p>This document presents the project's dissemination strategy, which has the objective to help the project achieve the largest possible impact in Europe. It describes the main target audiences of dissemination activities, the publication policy, the main dissemination materials &amp; channels to be used (including online and social media presence as well as publications and presentations to both academic and non-academic audiences), and first plans for collaboration with third parties.</p>	
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## Executive Summary

This document presents the project's **dissemination strategy**, which has the objective to help the project achieve the largest possible impact in Europe. Communication of the project's achievements takes place against the background of a number of EU policy domains: The **e-Government Action Plan** (recently renewed), policy initiatives in the **social innovation** domain, the **Digital Agenda for Europe**, the EU **Accessibility policy**, and policies on **Open Data** and **Public Sector Information (PSI)**.

The dissemination strategy is based on an adapted version of the **AIDA concept** (Awareness, Interest, Desire, Action) known from marketing. **Awareness** refers to informing the target audiences defined of the rationale, aim, activities and achievements of WeGovNow. **Interest** means to make people who are already aware of the existence of the project curious and interested in getting involved in one way or the other. **Desire** (here called "Search") means to keep up project dissemination flows in a way which avoids losing the interest of target groups as the project goes along. **Action** refers to leading dedicated target groups such as in our case individuals, community groups and public administrations towards taking action based on WeGovNow results.

The main **target audiences** of WeGovNow dissemination activities are public authorities mainly at local level, EU policy makers, the business community, the wider public, academia and the media.

The project's publication policy follows a number of general principles, including the requirement to make sure that the public has **free, open access** to any peer-reviewed, scientific publication derived from WeGovNow. In compliance with these guidelines, the consortium will make all such publications freely accessible, either by publication in full open access journals, in hybrid open access journals (embargo period at most 6/12 months) or by depositing machine-readable copies in an **OpenAIRE compliant repository**.

**Local dissemination & communication plans** will be set up mainly for the pilot cities/regions covered by WeGovNow. The responsibility for this task lies with Pilot Site Managers, see D2.1.

Among dissemination materials & channels, the project's **website**, closely connected to the WeGovNow **social media strategy**, plays a key role. The website features a blog, the **#WeGovernment Blog**, which is fed by content authored by project partners on the initiative of the website manager. **Twitter** is made extensive use of, also for generating the content for the regular newsletter compiled via **Paper.li**, an online content curation service.

For publications and presentations in the **academic domain**, a number of **journals** and **conferences** have been identified. The main criterion for selecting journals and events will be value (in terms of quality and visibility) for cost (in terms of effort and money). Publications and presentations targeting the non-academic domain have started to be prepared, including the project **leaflet** and a introductory **slide presentation**. Nearly all **project deliverables** will be made publically available via the project website.

Last but not least WeGovNow will engage in **collaboration with third parties** such as other projects funded by the EC and dealing with issues of relevance to the project (e.g. e-participation, community engagement in urban contexts, OpenStreetMap and volunteered geographical information, digital social innovation). The objective is to identify potentials for synergies and based on it to seek cooperation in order, for instance, to increase visibility and to join forces for nurturing social innovation at local, regional and EU level.

## 1 Introduction

Dissemination of project results will be an important part of the project in order to achieve the largest possible impact in Europe. The communication of the project's achievements needs to be informed by its relation to a number of major fields of EU policy, which together make up WeGovNow' policy context (**section 2**).

Description of the dissemination strategy (**section 3**) starts with a brief discussion of the project's target audiences (**3.4**) and its overall identity as reflected in brand and logo (**4.1**). A major component of the project's dissemination strategy is a targeted set of fine-tuned dissemination materials and channels (**section 4**) in the following categories:

- Web presence including electronic newsletter and presence on social networks (**4.2** and **4.3**);
- Publications, to be subdivided according to their target audience into academic publications (**4.4**) and non-academic publications (**4.5**).
- Events, including organisation of two own workshops and participation in a large number of third party events selected for best value-for-money (**4.6**);
- Collaboration with third parties through concertation measures and other means of interaction with projects and stakeholders of relevance (**4.7**).

Partner FGB has overall responsibility for the related work tasks, with major contributors from empirica (website and social media activities) and contributions from the other partners, all of which will engage in dissemination activities.

## 2 Policy context

The context for dissemination of WeGovNow achievements is set by the policy environment at EU, national and local/regional levels. At EU level, the most important policy fields of relevance are the **e-Government Action Plan** (recently renewed), DG GROWTH's and DG MARKET's initiatives in the **social innovation policy** domain, the **Digital Agenda for Europe** (DAE), and the **EU Accessibility policy**. In addition, the project relates in manifold ways to EU policies on **Open Data** and **Public Sector Information (PSI)**.

### 2.1 Policy on e-Government

The European Commission's **e-Government Action Plan 2011-2015**<sup>1</sup> identified a number of fields for action offering great potentials for improving public services with the help of ICT:

- **User empowerment:** Increasing the capacity of citizens, businesses and other organisations to be pro-active in society through the use of new technological tools. Public services will be more effective and users will be more satisfied if their end user requirements and expectations are better understood and incorporated in the design

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<sup>1</sup> COM(2010) 743 final: The European eGovernment Action Plan 2011-2015. Harnessing ICT to promote smart, sustainable & innovative Government. SEC(2010) 1539 final



of the user interface (UI). Empowerment also means that governments should provide easy access to public information meeting the accessibility needs of various user groups, improve transparency and public trust, and allow effective involvement of citizens and businesses in the policy-making process.

- **Collaborative production of services:** Social networking and collaborative tools (e.g. Web 2.0 technologies) enable users to play an active role in the design and delivery of public services. There is a growing number of services targeted at the needs of citizens, often developed by civil society organisations and based on effective collaboration between private and the public sector stakeholders.
- **Re-use of public sector information (PSI):** Much of the data that public authorities gather are often not re-used or in most cases serve only a limited purpose. The release of non-personal public data (geographical, demographic, statistical, environmental data etc.) – in particular when provided in a machine readable format – allows citizens and businesses to explore ways to create new, innovative products and services.

The successor strategy, the **e-Government Action Plan 2016-2020**<sup>2</sup>, puts much emphasis on “**engaging more with citizens and businesses to deliver high quality services**”, one of the three high-level aims of the plan. The vision on which the action plan is based is stated as:

“By 2020, public administrations and public institutions in the European Union should be open, efficient and inclusive, providing borderless, personalised, user-friendly, end-to-end digital public services to all citizens and businesses in the EU. Innovative approaches are used to design and deliver better services in line with the needs and demands of citizens and businesses. **Public administrations use the opportunities offered by the new digital environment to facilitate their interactions with stakeholders and with each other.**”  
[emphasis added]

Policy priorities to which WeGovNow is directly relevant include Priority 3: “Facilitating digital interaction between administrations and citizens/businesses for high-quality public services”.

DG CONNECT in 2013 published a draft for a **Vision for Public Services** with the aim of “outlining the long-term vision for a modern and open public sector and the way public services may be delivered in an open government setting (enabled by ICT), i.e. how public services may be created and delivered seamlessly to any citizen and business at any moment of time.” The document explicitly refers to the “potential of recent technological innovations such as open data and take up of social media” and to models of we-Government (a paradigm that treats citizens as partners as opposed to treating them as customers) and T-Government (Transformational Government), which emphasises citizen empowerment, calling on government to provide the public with the technology tools that enable them to create public value themselves.<sup>3</sup> The vision document continues to be discussed with stakeholders.

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<sup>2</sup> COM(2016) 179 final: EU eGovernment Action Plan 2016-2020 Accelerating the digital transformation of government.

<sup>3</sup> See also Linders, D. (2012) ‘From e-government to we-government: Defining a typology for citizen coproduction in the age of social media’, *Government Information Quarterly*.

**Public sector innovation that is truly inclusive and accessible to all:** Inclusiveness and accessibility of public services is a European policy concern are not only reflected in the e-Government Action Plan. A draft European Directive, for instance, has been proposed end of 2012 by the Commission to accelerate harmonisation of national requirements when it comes to accessibility of public online services to people with disabilities in particular (**Directive on the accessibility of the public sector bodies' websites**)<sup>4</sup>. At the time of writing, the resolution is close to being adopted.

#### Relevance for dissemination in the context of WeGovNow

WeGovNow is expected to have a direct bearing on strategic priorities set out in the e-Government Action Plan. It seeks to empower citizens to become actively engaged in services of public interest and related policy development. Further, WeGovNow is to enable effective involvement of civic society stakeholders in collaborative production of services. Non-personal public data provided in a machine readable format will be utilised, ultimately enabling citizens and businesses to explore new ways to use it and to co-create innovative services. Moreover, WeGovNow will pursue a dedicated strand of work ensuring in a cross-cutting manner that individual platform components and the engagement infrastructure as a whole will be designed following the 'Design for All' principle, thereby also complying with specific e-Accessibility requirements of people with disabilities.<sup>5</sup>

## 2.2 Policy on Public Sector Information (PSI) and Open Data

One of the core goals of the EC's policy towards **Open Government** is to "make government processes and decisions open, in order to foster citizen participation and engagement"<sup>6</sup>.

The EC's policy on **public sector information (PSI)** strives to exploit the potential of PSI data – "the single largest source of information in Europe, [...] produced and collected by public bodies and includes digital maps, meteorological, legal, traffic, financial, economic and other data" – for supporting the Europe 2020 strategy with its focus on employment, innovation, education, social inclusion and climate/energy. PSI data "could be re-used or integrated into new products and services, which we use on a daily basis, such as navigation systems [...]. Re-use of public sector information means using it in new ways by adding value to it, combining information from different sources, making mash-ups and new applications, both for commercial and non-commercial purposes".<sup>7</sup>

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<sup>4</sup> COM(2012) 721 final: Proposal for a DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the accessibility of public sector bodies' websites (Text with EEA relevance to {SWD(2012) 401 final} and {SWD(2012) 402 final})

<sup>5</sup> The term Design for All has come to wider use in the context of ICT design and relates to the conscious and systematic effort to design digital technologies right from the beginning in a way that these can be used by the widest possible range of users, thus avoiding the need for a posteriori adaptations, or specialised design. The term eAccessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to electronic devices and/or services, by people with disabilities.

<sup>6</sup> <https://ec.europa.eu/digital-single-market/en/open-government>

<sup>7</sup> [http://ec.europa.eu/information\\_society/policy/psi/index\\_en.htm](http://ec.europa.eu/information_society/policy/psi/index_en.htm)

There can be little doubt that wider use of PSI is associated with great economic potential. A meta-analysis of existing research on the economic impact of PSI<sup>8</sup> came to the conclusion that overall direct and indirect economic gains are estimated at €140 billion throughout the EU. In the nonmarket sector, as well, greater use of PSI is expected to lead to sizeable gains in terms of societal benefits and contribution to key policy goals in the social domain.

In 2003, the EU adopted the **Directive on the re-use of public sector information** (PSI Directive). It has introduced a common legislative framework regulating how public sector bodies should make their information available for re-use in order to remove barriers such as discriminatory practices, monopoly markets and a lack of transparency. The Directive was **revised in 2013**<sup>9</sup> and now calls for all public data, i.e. all the information that public bodies in the European Union produce, collect or pay for, to be made re-usable for commercial and non-commercial purposes, with charges “in principle [to] be limited to the marginal costs of the individual request”.

#### Relevance for dissemination in the context of WeGovNow

WeGovNow seeks to address the goals of EC’s policy on PSI by demonstrating the potential value of PSI for promoting community-driven innovation in areas of current interest to local policy-making in Europe. The project needs to ensure that its dissemination activities put emphasis on the value which can be extracted from emerging sources of open, freely available data for advancing "social Europe" and “weGovernment”.

### 2.3 Social Innovation Policy

Social innovation has been a core focus of EU policy making since the **Renewed Social Agenda**, agreed upon in 2008 in the context of the refocusing of the Lisbon Strategy. The Agenda calls for a reform of social policies by insisting on opportunities, access and solidarity carried in the spirit of empowerment and responsibility, all of which are at the heart of social innovation. As the Bureau of European Policy Advisers 2011 report on social innovation in Europe<sup>10</sup> pointed out, however, the various initiatives undertaken in the area had long suffered from policy fragmentation and a lack of reconciliation between views of innovation focused on growth and the social dimension. This problem was addressed through the full integration in 2010 of environmental and social issues into the EU’s current major policy agenda, Europe 2020 which has the over-arching goal of advancing the economy of the European Union through "smart, sustainable, inclusive growth".

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<sup>8</sup> Vickery, G. (2011). Review Of Recent Studies On Psi Re-Use And Related Market Developments. URL: [http://ec.europa.eu/information\\_society/policy/psi/docs/pdfs/report/psi\\_final\\_version\\_formatted.docx](http://ec.europa.eu/information_society/policy/psi/docs/pdfs/report/psi_final_version_formatted.docx) [retrieved 2014-03-01, 12:00].

<sup>9</sup> Directive 2003/98/EC of the European Parliament and of the Council of 17 November 2003 on the re-use of public sector information

<sup>10</sup> Bureau of European Policy Advisers (2011). Empowering people, driving change: Social Innovation in the European Union. Luxembourg: Publications Office of the European Union. URL: [http://ec.europa.eu/bepa/pdf/publications\\_pdf/social\\_innovation.pdf](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf)

WeGovNow takes place against the background of a number of challenges to the **Europe 2020** agenda. The global financial crisis, continuing problems with Eurozone economies, and the implementation of austerity measures by a number of EU member states, have combined to place a much greater emphasis in policy on making better use of available resources, and engaging social actors and ‘third sector’ organisations more actively in delivering EU and national policies. In this context, social innovations – defined as “the creation and development of new ideas (for products, services or models) that meet unmet social needs and/or create new social relationships or forms of collaboration” – is expected to make a significant contribution to EU2020’s agenda. One of Europe 2020’s flagship initiatives – the **Innovation Union** – defines social innovation as a dedicated policy goal to be pursued by the European Commission<sup>11</sup>. Here, it is recognised that “while there is no shortage of good ideas, social innovations are not yet producing the impact that they should. There must be more support for experimentation. Approaches that have clear advantages over current practice then need to be scaled up and disseminated.”<sup>12</sup>.

#### Relevance for dissemination in the context of WeGovNow

The project seeks to address the EC’s social innovation policy goals by developing sustainable models for ICT-enabled, needs-driven organisation of social innovation for local action. The project’s dissemination strategy needs to make sure that the experience in WeGovNow is properly communicated, thereby helping meet the demand for more insight into what makes social innovation initiatives successful (as voiced in the EC’s Innovation Union Communication). There is a particular need for robust evidence on preconditions for sustainable practice, on social impacts in real-world contexts and on the quality of collectively produced information and decision-making also at the local level.

## 2.4 Digital Agenda for Europe (DAE)

This potential contribution of social innovation to Europe 2020 priorities, objectives and targets is particularly marked in the case of **Digital Social Innovation**, which the EC defines as ‘Social Innovation enabled by ICT tools and networks’. Digital Social Innovation can be especially positioned with regard to the **Digital Agenda for Europe (DAE)** flagship initiative of Europe 2020, with its aim of ‘reinforcing Europe’s technology strength in key strategic fields and creating the conditions for high growth SMEs to lead emerging markets and to stimulate ICT innovation across all business sectors’, and with its associated objective of ‘promoting internet access and take-up by all European citizens’. As recognised by the European Commission, achieving the objectives of the DAE implies a higher level of involvement in innovation by ‘social actors’ than has hitherto been the case: “The implementation of the DAE will require a sustained level of commitment at both EU and

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<sup>11</sup> European Commission (2010). Europe 2020 Flagship Initiative – Innovation Union. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, SEC(2010) 1161.

<sup>12</sup> COM(2010) 546 final, p.6

MS level. It cannot succeed without a major contribution by other stakeholders".<sup>13</sup> This is reflected in a recent emphasis at EU and Member State level on policies aimed at leveraging the skills, talents and resources of grass roots organisations, and of communities, in delivering new services and contributing to addressing unmet needs.

Insofar as digital applications for addressing social challenges are concerned, DAE's 7th Action Point "**ICT-enabled benefits for EU society**" is of most relevance for WeGovNow. It calls for "Smart use of technology and exploitation of information [that] will help us to address the challenges facing society like climate change and the ageing population. The digital society must be envisioned as a society with better outcomes for all. The deployment of ICT is becoming a critical element for delivering policy objectives like **supporting an ageing society**, climate change, reducing energy consumption, **improving transportation efficiency and mobility**, empowering patients and **ensuring the inclusion of persons with disabilities**" [own emphasis].

#### Relevance for dissemination in the context of WeGovNow

WeGovNow seeks to be relevant for the Digital Agenda for Europe by creating what is expected to be prime examples of digital social innovation. For this reason, WeGovNow's outcomes are expected to be of major interest not only for the immediate group of participants (i.e. local communities) but also to anybody who is interested in novel possibilities to enable civic participation and co-creation of public services. The dissemination strategy needs to ensure that these target audiences are reached in ways which are fully appropriate for their needs and preferences.

## 3 Dissemination strategy

### 3.1 Overall approach

Dissemination activities as a horizontal activity within the WeGovNow project are strongly related to all other work packages. The dissemination work package receives input from different work tasks, depending on the actual project phase and is particularly strongly interacting with the exploitation and evaluation work packages. Project aims, plans and (interim) results will be disseminated and communicated to all interested parties from kick-off onwards through a large set of different dissemination channels. In order to be effective and efficient, the dissemination strategy and channels need to:

- Be oriented towards the needs of the audience, using appropriate language and information levels;

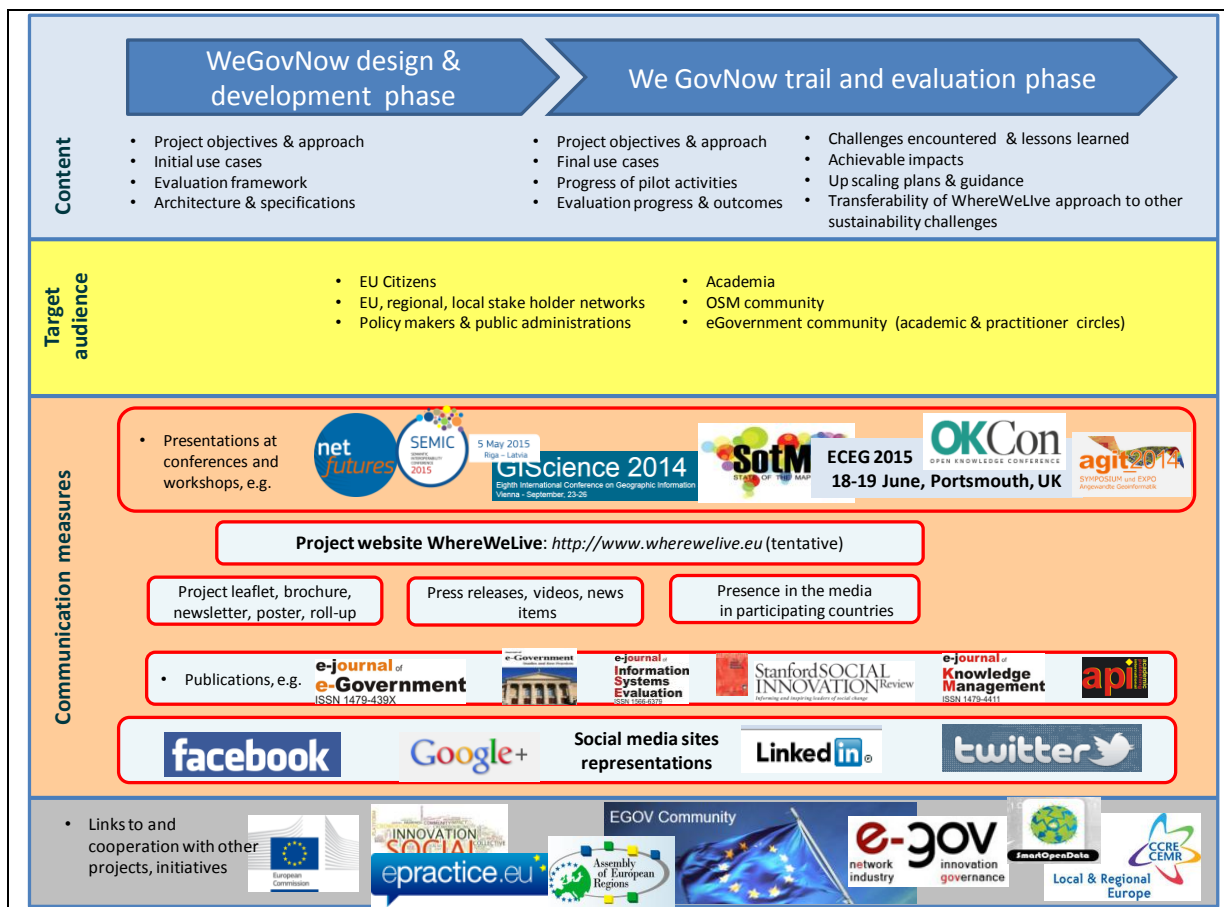
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<sup>13</sup> European Commission (2010). A Digital Agenda for Europe. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. URL: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52010DC0245:EN:NOT>

- Include various dissemination methods: written text including illustrations, graphs and figures; electronic and web-based tools; and oral presentations at community meetings and (scientific) national and international conferences;
- Leverage existing resources, relationships, and networks fully;
- Interact with and effectively link to other relevant projects and initiatives;
- Be effectively conducted on several geographical levels, using appropriate dissemination channels.

WeGovNow will thus pursue a multi-dimensional and large scale dissemination approach:

*Exhibit 1: Overall dissemination strategy for WeGovNow*



### 3.2 Core components

Generally, dissemination activities in WeGovNow are planned following these principles:

- **Who** – target audience
- **What** – key messages
- **When** – timing
- **Why** – desired outcomes
- **How** – communication vehicle/means
- **By whom** – responsibility for the dissemination activity

*Exhibit 2: Core components of dissemination strategy*

<b>WHO</b> Target audience	<b>Wider public</b>	<b>Public Authorities</b>	<b>EU policy makers</b>	<b>Business community</b>	<b>Academia</b>	<b>Media</b>
<b>WHAT</b> Key message	General contents (*); How the project can help citizens to be directly involved in the local government decision making and to fill the gap with Public Authorities	General contents (*); How the project can help Public Authorities to fill the gap and regain trust with citizens	General contents (*); How the project can help to shift from the e-government to We-government	General contents (*); How the project can help ICT industry to develop solutions in this field	General contents (*); How the project can strongly contribute to the production of empirical evidence in this field	General contents (*);
<b>WHEN</b> Timing	Constantly	Periodically (**)	Periodically (**)	Periodically (**)	Periodically (**)	Periodically (**)
<b>WHY</b> Desired outcomes	Making the project extensively known; improving both citizens' participation in local government and the relationship between citizens and government; encouraging citizens to use technology	Making the project extensively known; building connections and giving recommendations to local policies	Making the project extensively known; building connections and giving recommendations to EU policies	Making the project extensively known, showing the project new developments in the field in order to increase market potential for WeGovNow solutions	Making the project extensively known;	Making the project extensively and "properly" (to avoid misunderstanding and/or information manipulation) known
<b>HOW</b> Communication vehicle/means	Website, social networks	Flyer; PPT; thematic presentation	Flyer; PPT; thematic presentation	Website; Brochure; thematic presentation	Website, Flyer, Brochure; Poster; thematic presentation	Website, Flyer, newsletter; Brochure;
<b>BY WHOM</b> Responsibility for the dissemination activity	Empirica	Empirica/FGB/ Site trial Public Authorities and stakeholders involved	Empirica/FGB	Empirica/FGB/ Technical project partners	Empirica/FGB/ Technical/Academic project partners	Empirica/FGB/ Site trial Public Authorities and stakeholders involved

(\*) **General contents** are referring to what is the project; how it works; which are the goals; what are the ongoing actions, done and to be done.

(\*\*) **Periodically**: A) following the newsletter publishing time (every 2 months); b) following the brochure publishing time (every 6 months).

### 3.3 Dissemination Objectives

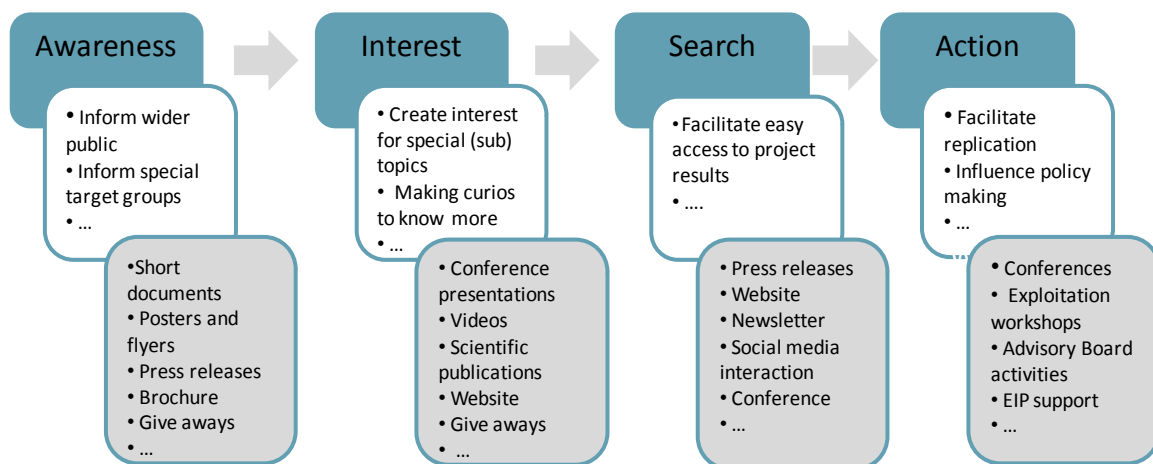
WeGovNow will implement and regularly update a large set of different dissemination means that will pursue different dissemination objectives and target groups respectively. Following an adapted version of the marketing principle “AIDA” (Awareness, Interest, Desire, Action), the guiding dissemination principles in WeGovNow for the different groups of dissemination means are described in Exhibit 3.

**Awareness** refers to informing the wider public of the rationale, aim, and (interim) results of the WeGovNow project and to make the project well known in the wider public and dedicated research and practice scenes. Usual target groups are the wider public and larger groups of special target users. Appropriate dissemination means include short documents/flyers giving some general information of the project, posters, press releases and to a limited extent also the website.

**Interest** means to make people who are already aware of the existence of the project curious and interested to know more and to get involved. Also, interest for dedicated sub-topics can be created by means such as presentation at conferences, videos and a well-designed project website.

**Search** (rather than “Desire” from the original AIDA concept) means to keep project dissemination means updated in order to not lose interest of the target groups as the project goes along. It also means to provide online material as well as printed materials and oral speeches at conferences and events. It will also be crucial to regularly engage in social media website such as Twitter or LinkedIn to keep the interest in the project up. The same is true for regular publication of news items on the project website and partner websites.

*Exhibit 3: Adapted “AIDA” approach*



**Action** refers to leading dedicated target groups such as in our case individuals, community groups and public administrations towards taking action based on WeGovNow results. This may in our case mean paving the way for replication of the WeGovNow services through dedicated exploitation workshops or influencing policy making and funding



topics/mechanisms through the active support of the EIP AHA initiative or strong and interactive cooperation with the members of the advisory boards.

The WeGovNow dissemination strategy is comprised by a set of goals:

- To widely disseminate the concept of WeGovNow and the innovative solutions and services which are developed within the project;
- To increase public awareness on the very sensitive and important issues both in the e-government and community development areas that WeGovNow addresses;
- Communicate the benefits of this project to the professional media, to the target service beneficiaries, to professionals and lay persons operating in this area, to policy decision makers and to other interested stakeholders;
- To communicate with related, EC-funded projects<sup>14</sup> and initiatives especially in the field of e-participation and social innovation at local level;
- To actively participate in forums related with the transfer of knowledge from academia and research centres to industry and help in the solid regulation of IPRs;
- To support policy making by actively contributing and tailoring WeGovNow results to the needs of ongoing policy initiatives particularly at EU level;
- To facilitate service upskaling and replication through the publication of recommendations for WeGovNow mainstreaming and the conduction of mainstreaming support workshops;
- To ensure that the project establishes and benefits from an effective network of stakeholders in the participating countries and elsewhere in Europe;
- To ensure that communication between stakeholders is effective and easy;
- To gain the trust and involve the media wherever possible to further help with the dissemination;
- To establish a visual identity.

Based on these goals, and taking into account the target group definition, the communication & dissemination plan will not be static; but will be continuously updated as new opportunities for dissemination arise and new project results are available.

### 3.4 Target audiences

#### 3.4.1 Public authorities

The public sector will be one of the main beneficiaries of the project.

For this reason, it is planned to build an intense and continuous communication between the consortium and the public authorities through most of the dissemination means.

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<sup>14</sup> Nationally funded initiatives and projects will also be monitored and contacted to establish forms of cooperation, where appropriate.

In this regard, the support to the policy making will take into account the needs of ongoing local policy initiatives through the publication of recommendations for WeGovNow mainstreaming, the organisation of exploitation workshops and study visits and the presentation of the project and its case studies.

### 3.4.2 EU policy makers

Support of policy making processes on supra-national level will be one of WeGovNow key dissemination goals.

The EU policy makers will be constantly informed and able to deepen the results knowledge by a rich set of tools (newsletter, brochure, presentation, scientific publications, video etc.).

### 3.4.3 Business community

The business community, including representatives from ICT industry, consultancies serving public authorities and other service providers working in the e-government domain, needs to be informed on new developments in the field in order to increase market potential for WeGovNow solutions. Addressing the business community through participations in fairs and exhibitions will be an important WeGovNow dissemination pathway.

The industry entities will be invited to exploitation workshops and study visits, will have access to presentations, case studies and scientific publications and will have the opportunity to inscribe to an updated newsletter.

### 3.4.4 Wider public

Apart from dedicated target groups WeGovNow will also be reachable for an interested wider public, mainly through its website and social media such as Twitter or Facebook.

### 3.4.5 Academia

WeGovNow results will strongly contribute to the production of empirical evidence in the field. Dissemination through journals and presentations in academic conferences is thus also crucial.

### 3.4.6 Media

Unlike many of the other groups which are reached by means of journals, conferences and industry events/networking, the media present a less cohesive and focused, but important group. The media plays an important role in public education, and cannot be overlooked in that context.

*Exhibit 4: WeGovNow potential dissemination target groups*

	Public authorities	EU policy makers	Business community	Wider public	Academia	Media
Website	✘		✘		✘	✘
Poster					✘	
Brochure, flyer	✘		✘	✘		✘
Press releases	✘	✘				✘
Presentations	✘	✘	✘		✘	✘
Scientific publications		✘	✘		✘	
Newsletter	✘	✘	✘	✘	✘	✘
Policy support	✘	✘				
Case studies	✘	✘			✘	
Videos & Photos	✘	✘	✘	✘	✘	✘
Study newsletters	✘	✘			✘	
Social media		✘		✘		✘
Exploitation workshops	✘		✘	✘		
Final conference	✘	✘	✘	✘	✘	✘
Give-aways				✘		
Study visits & open days	✘	✘	✘	✘	✘	✘

### 3.5 Dissemination rules and publication policy

#### 3.5.1 General principles

To avoid confusion and misconceptions and to enhance the quality of the presented material, all dissemination activities should follow a number of important principles:

- Respect Intellectual Property Rights (IPR) of all partners;
- Respect the work of all partners;
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication;
- Follow transparent procedures;
- Respect confidential results and results where commercial issues arise;
- Avoid overlapping or duplication of dissemination events;
- Clearly distinguish between results suitable for dissemination and exploitable results;
- Target the right audience;

- Always mention WeGovNow and the EC financial support to the project (see guidelines further below).

### 3.5.2 Authorship and acknowledgement guidelines

Generally, IPR issues are regulated in the Consortium Agreement signed by all partners. Further to this, the following authorship guidelines shall be applied to all publications of project results.

- All persons designated as authors should qualify for authorship, and all those who qualify should be listed.
- Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.
- One or more authors should take responsibility for the integrity of the work as a whole, from inception to published article.
- Authorship credit should be based only on substantial contributions to:
  - conception and design, OR acquisition of data OR analysis and interpretation of data OR other particularly relevant project work; AND
  - drafting the article or revising it critically for important intellectual content; AND
  - final approval of the version to be published.
- All others who contributed to the work who are not authors should be named, where appropriate and with their permission, in the Acknowledgments.
- The order of authorship on the byline should be a joint decision of the coauthors. If an agreement cannot be found, authors should be listed alphabetically.

Moreover, all publications need to refer to the program and funding scheme:

***Excerpt from Grant Agreement 693514 (WeGovNow)***

***Article 29.4 Information on EU funding — Obligation and right to use the EU emblem***

*Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:*

*(a) display the EU emblem and*

*(b) include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693514."*

*When displayed together with another logo, the EU emblem must have appropriate prominence.*

*For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the [Commission][Agency].*

*This does not however give them the right to exclusive use.*

*Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.*

*Article 29.5: Disclaimer excluding Commission responsibility*

*Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.*

For the purpose of publication of research in scientific publications, displaying the EU emblem will usually not be necessary, but a statement along the following lines is suggested:

*"[A part of the / The] research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 693514 ("WeGovNow"). The [article / publication] reflects only the [author's / authors'] view and the European Commission is not responsible for any use that may be made of the information it contains."*

### 3.5.3 Open Access to published results

The grant agreement stipulates that all peer-reviewed scientific publications relating to the project's results must be published in a way ensuring open access for any user.<sup>15</sup>

***Excerpt from Grant Agreement 693514 (WeGovNow)***

***Article 29.2 Open access to scientific publications***

*Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.*

*In particular, it must:*

*(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;*

*Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.*

*(b) ensure open access to the deposited publication — via the repository — at the latest:*

*(i) on publication, if an electronic version is available for free via the publisher, or*

*(ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.*

<sup>15</sup> See also: European Commission, Directorate-General for Research & Innovation (2016) 'Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020', Version 2.1, 15 February 2016, [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)

*(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.*

*The bibliographic metadata must be in a standard format and must include all of the following:*

- the terms “European Union (EU)” and “Horizon 2020”;*
- the name of the action, acronym and grant number;*
- the publication date, and length of embargo period if applicable, and*
- a persistent identifier.*

In compliance with these guidelines, the consortium will make all publications freely accessible, either by publication in open access journals or by depositing machine-readable copies in a suitable repository:

- “Gold” Open Access:
  - Publish in full open access journals
  - Publish in hybrid open access journals (embargo period at most 6 months, 12 months for publications in the social sciences and humanities)
- “Green” Open Access:
  - All articles to be deposited in a suitable repository, at the latest 6 months (12 months for publications in the social sciences and humanities) after the original publication date.

For depositing of articles, an OpenAIRE compliant repository will be used in collaboration with the university libraries of consortium partners UniTo and UCL. In those cases where the publisher does not allow open access within the allowed embargo period, authors will make their best effort to retain their rights to deposit their article in a repository. The embargo period must not be longer than 6 months (12 months for publications in the social sciences and humanities).

In cases where results publications can be considered of interest to a broader non-specialist audience, or deal with controversial issues and address societal challenges, the consortium will consider paying Article Processing Charges (APC) to any journal (be it hybrid or OA journal) that offers the best return on investment in terms of author/project visibility and impact. Consortium partners, whenever applicable deposit the underpinning research data of the article in the Zenodo.eu repository (or another repository of at least equal quality) and links between data and publication and vice versa will be added (exceptions are commercial exploitation, personal data, national security data).

Apart from these, deliverables form a major output of WeGovNow. The vast majority of the project’s deliverables will be put in the public domain. The project website will play a major role in making them available to a large audience of interested parties.

### 3.5.4 eAccessibility principles

Accessibility – that is access to content by everyone regardless of disability – is one key asset of WeGovNow’s dissemination activities, because the project does not want to exclude people from its information if this can be avoided by reasonable means. To cater for any accessibility related needs potential users with functional restrictions might have, e.g. people with visual impairments, the website has been designed according to WACAG guidelines from the beginning on.

### 3.5.5 Contractual obligation of all beneficiaries

Dissemination & communication activities by all partners are a contractual obligation as described in the Grant Agreement (GA):

**Article 29.1** *Obligation to disseminate results*

*Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).*

[...]

*A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.*

*Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.*

*If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.*

**Article 20.4** *Final report [...]*

*In addition to the periodic report for the last reporting period, the coordinator must submit the final report within 60 days following the end of the last reporting period.*

*The final report must include the following:*

*(a) a ‘final technical report’ with a summary for publication containing:*

- (i) an overview of the results and their exploitation and dissemination;*
- (ii) the conclusions on the action, and*
- (iii) the socio-economic impact of the action;*

*(b) a ‘final financial report’.*

## Support from the European Commission

There are several support mechanisms provided by the European Commission the project should take advantage of. They are listed in the figure below. **Please consider making use of this support, but clarify with empirica first;** do not approach the EC directly.

Online News		
<b>Headlines</b> one the Commission's Research and Innovation website. <a href="http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm">http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm</a>	Headlines report on recent developments in research and innovation in Europe and beyond and are devoted purely to projects. Suitable stories to be published on the site are selected on a daily basis.	Partners may submit their news here (by means of a press release, event announcement or otherwise)
<b>CORDIS News</b> <a href="http://cordis.europa.eu/news/">http://cordis.europa.eu/news/</a>	CORDIS is the European Commission's research results portal. CORDIS News looks at recent developments in Research and innovation in Europe and beyond with a focus on political matters, interviews, events, and projects as well as other news related to research and innovation in Europe. Suitable stories to be published on the site are selected on a daily basis.	Partners may submit their news here (by means of a press release, event announcement or otherwise)
<b>CORDIS Wire</b> <a href="http://cordis.europa.eu/wire">http://cordis.europa.eu/wire</a>	CORDIS Wire functions as a small press agency, issuing news releases and event announcements submitted by H2020 projects.	Requires one-time registration
Audiovisual		
Futuris and Innovation Magazine <a href="http://www.euronews.net/sci-tech/futuris">http://www.euronews.net/sci-tech/futuris</a>	These are both short documentary-style television magazines in various European languages, appearing at least 22 times on the EuroNews channel throughout Europe.	EuroNews has editorial independence, but the EC is in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities. The project officer must be contacted first if we would like our project to be put forward.
Publications		
<b>research*eu</b> <a href="http://ec.europa.eu/research/research-eu/index_en.html">http://ec.europa.eu/research/research-eu/index_en.html</a>	This print magazine is currently suspended and will soon reappear as an online platform, covering European research in depth, often on thematic issues.	Please check the Commission's Research & Innovation website <a href="http://www.ec.europa.eu/research/">http://www.ec.europa.eu/research/</a> for latest news on the new magazine.
<b>research*eu results magazine</b> <a href="http://www.cordis.europa.eu/news/research-eu/magazine_en.htm">http://www.cordis.europa.eu/news/research-eu/magazine_en.htm</a>	This print magazine features highlights from the most exciting EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, energy and transport, environment and society, IT and	The project officer must be contacted first about any interesting project outcomes. Furthermore a journalist contracted by the European Commission may contact the project.



	telecommunications, and industrial technologies.	
<b>Newsletters</b>	Newsletters are published by the European Commission for different research areas.	The project officer must be contacted first to get more information on how to publish something in a specific newsletter.
<b>Co-publications or editorial partnerships</b>	The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co-published in this way.	The project officer must be contacted first to discuss the possibilities.
<b>Events</b>		
<b>Events on the Commission's Research &amp; Innovation website</b> <a href="http://www.ec.europa.eu/research/index.cfm?pg=conferences&amp;filter=all">http://www.ec.europa.eu/research/index.cfm?pg=conferences&amp;filter=all</a>	This website displays research-related conferences and events.	The project officer can provide more information.
<b>Events on the CORDIS website</b> <a href="http://www.cordis.europa.eu/fetch?CAaLLER=EN_NEWS_EVENT">http://www.cordis.europa.eu/fetch?CAaLLER=EN_NEWS_EVENT</a>	This website displays research-related conferences and events.	Submitting an event requires one-time registration.
<b>Conferences and events</b> organised by the European Commission	Throughout the year, the European Commission (co-)organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which you could present your work.	The project officer must be contacted first if we have suitable exhibition items (prototypes, demonstrators).
<b>Open access scientific publishing</b>		
<b>Openaire</b> <a href="http://www.openaire.eu/">http://www.openaire.eu/</a>	The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (pre-prints or conference publications).	Publications derived from WeGovNow can be submitted

## 3.6 Disseminating WeGovNow results and achievements on different geographical levels

### 3.6.1 Setting up local dissemination & communication plans

Apart from the global communication plan outlined in this document, pilot sites and other project beneficiaries are asked to set up “local communication plans” and nominate a dedicated communication manager who will be responsible for plan implementation and monitoring on local/regional level. Communication managers report regularly (twice a year) to the overall project dissemination manager.

#### Initial steps

This is an initial list of activities that should be initiated by each partner in due course:

- Put a link on your website to [www.wegovnow.eu](http://www.wegovnow.eu) as soon as website is online;
- Identify one communication manager per pilot site and report back to empirica;
- For beneficiaries not involved as pilot site: Identify one communication manager per beneficiary and report back to empirica;
- Identify and approach local/regional media with press release;
- Identify national events where WeGovNow should be presented;
- Identify regional/national publication opportunities/channels;
- Write and publish at least 2 dissemination articles / year in national press and / or relevant journals / magazines;
- Attend at least 2 national or European events / year and give a presentation which includes WeGovNow and your activities in the project;
- Inform relevant national stakeholders about WeGovNow and your role in WeGovNow;
- Develop at least 4 news items per year featuring your activities in WeGovNow;
- Send a list of relevant events for publication on the website to empirica using the events collection template;
- Follow WeGovNow on Twitter and actively retweet.

#### Checklist by target group

In order to support WeGovNow project partners in choosing the right communication means for the different target groups, a checklist has been designed that may serve as a guideline for local and regional dissemination purposes.

EU policy makers	
- Distribute flyers & brochures	- Distribute case briefs and case studies (local trials on going activities and results)
- Send a regular newsletter summarizing research in progress	- Attend clustering workshops
- Host or attend seminars and conferences, workshops	- Publish in journals, papers
	- Publish press releases
	- Organise workshops presenting WeGovNow results and collect feedback
	- Invite them to the final conference
Local policy makers	
- Distribute flyers & brochures	- Distribute case briefs and case studies (local trials on going activities and results)
- Send a regular newsletter summarizing research in progress	- Attend clustering workshops
- Host or attend seminars and conferences, workshops	- Publish in journals, papers
Ask agencies to feature the project in their newsletters & websites	- Publish press releases
	- Organise workshops presenting WeGovNow results and collect

	<ul style="list-style-type: none"> <li>feedback</li> <li>- Invite them to the final conference</li> </ul>
<b>Local policy makers</b>	
<ul style="list-style-type: none"> <li>- Distribute flyers &amp; brochures</li> <li>- Send a regular newsletter summarizing research in progress</li> <li>- Host or attend seminars and conferences, workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Distribute case briefs and case studies (local trials on going activities and results)</li> <li>- Ask local associations and agencies to feature the project in their newsletters &amp; websites</li> <li>- Attend clustering workshops</li> <li>- Publish in journals, papers</li> <li>- Publish press releases</li> <li>- Organise workshops presenting WeGovNow results and collect feedback</li> <li>- Invite them to the final conference</li> </ul>
<b>Business community</b>	
<ul style="list-style-type: none"> <li>- Distribute flyers &amp; brochure</li> <li>- Send a regular newsletter summarizing research in progress</li> </ul>	<ul style="list-style-type: none"> <li>- Present project poster</li> <li>- Engage in social media</li> <li>- Invite them to final conference</li> <li>- Present WeGovNow at fairs and exhibitions</li> </ul>
<b>Wider public</b>	
<ul style="list-style-type: none"> <li>- Distribute flyers &amp; brochures</li> <li>- Engage in social media</li> </ul>	<ul style="list-style-type: none"> <li>- Host community forums to discuss the research</li> <li>- Have an interesting and up-to-date project website</li> </ul>
<b>Academia</b>	
<ul style="list-style-type: none"> <li>- Distribute flyers &amp; brochures</li> <li>- Send a regular newsletter summarizing research in progress</li> <li>- Host or attend seminars, conferences, workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Engage on social media</li> <li>- Publish in books and scientific journals</li> <li>- Have an interesting and up-to-date project website</li> <li>- Invite them to the final conference</li> </ul>
<b>Media</b>	
<ul style="list-style-type: none"> <li>- Distribute flyers, brochures &amp; press releases</li> <li>- Distribute summary document</li> <li>- Send a regular newsletter summarizing research in progress</li> </ul>	<ul style="list-style-type: none"> <li>- Organise workshops presenting WeGovNow results</li> <li>- Invite them to the final conference</li> </ul>

### 3.6.2 National activities

Dissemination activities on the national level will also be the main responsibility of the pilot regions and include:

- Participation in national events such as conferences, seminars, workshops;
- Articles in national newspapers and magazines for both the general public and public authority professionals;
- Encourage participation in national TV programs and debates whenever possible.

### 3.6.3 European and international outreach

European and international outreach is also a crucial part of the overall communication plan. Topics such as large scale replication of the WeGovNow services, the establishment of an evidence base of effectiveness of ICT-supported integrated care service provision and the development of deployment guidelines are topics that, amongst other topics, lend themselves for the European and international dissemination level. Appropriate dissemination means include:

- Website
- Promotional video(s)
- WeGovNow international workshops
- Participation in international events and fairs

## 4 WeGovNow dissemination materials & channels

### 4.1 Project visual identity

Various options for a project logo was developed by a professional designer. A number of successive drafts were intensively discussed within the project and then revised by the designer. The logo genesis is depicted in Exhibit 5 below. The final version was designed to communicate continuity and collaboration, and refer to transformation, the cityscape, and small pieces combined by people to create a high-quality community. The logo shape also reproduces that of the letter W, the first letter of the project short name.

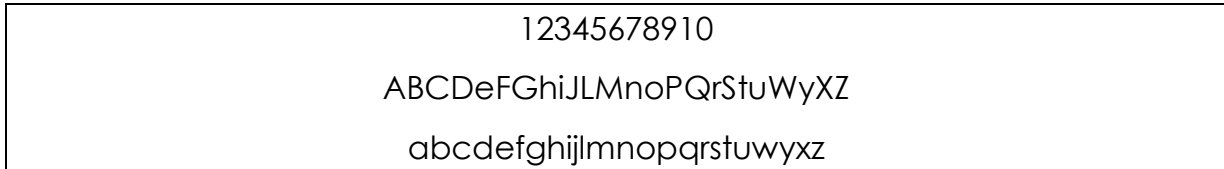
*Exhibit 5: Genesis of the project logo*

First proposal	Second proposal	Final version
		

*Exhibit 6: Logo – Colour variations*



Font to be used in combination with logo: Century Gothic regular



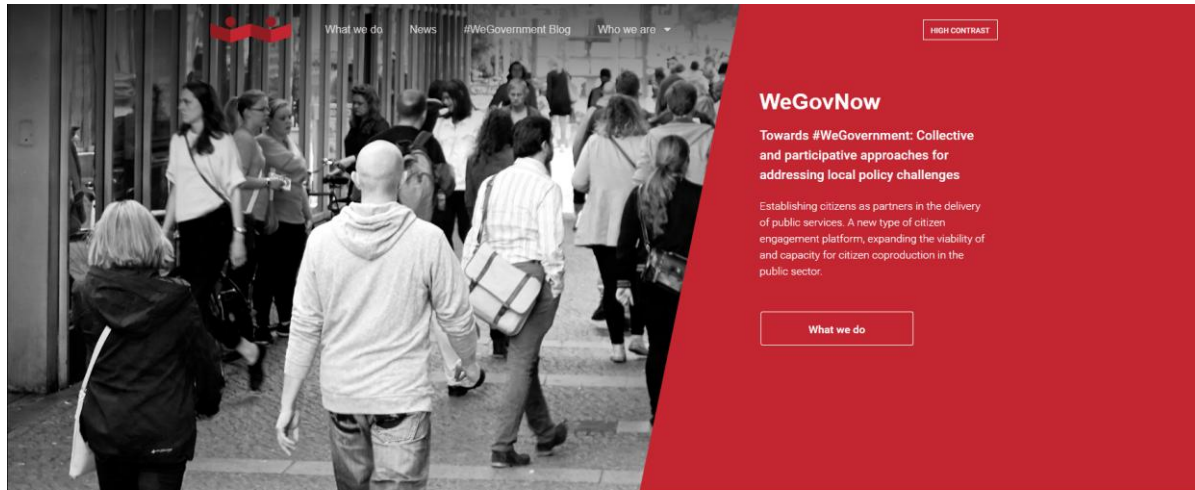
*Exhibit 7: Logo application*



## 4.2 Project website

The project’s website at [www.wegovnow.eu](http://www.wegovnow.eu) is the focal point for informing about the project’s objectives and methods and for publishing results. The website provides information about the following subjects:

*Exhibit 8: Homepage of project website [www.wegovnow.eu](http://www.wegovnow.eu)*



**Homepage:** The homepage is focussed on project news and the presentation of WeGovNow’s mission and vision. Beneath a key visual including the project name and mission, the three most current news items are displayed, with a slider functionality allowing access to all current news items. This is followed by a slide show connected to the project’s vision of making the voice of citizens heard in government. The website also presents small versions of the logos of all partners in an animated slider. At a later stage content elements will be added pointing directly to important website content, such as key deliverables or videos.

**“What we do”:** Background, objectives and the methodological approach of the project are described here.

**“News”:** The project will regularly publish online news relating to its own work and achievements, but also to that of project partners and also other newsworthy occurrences in the (W)eGovernment and wider Citizen Science domain. Partners are polled regularly to provide news items for the website. Each news item is presented with a key visual.

A **“#WeGovernment Blog”** will be launched in order to provide food for thought and practical experiences, fuelling the discussion about (W)eGovernment and Citizen Science. All project partners will contribute blog entries.

**“Who we are”** presents the organisations forming the WeGovNow consortium. In keeping with the strong geographical focus of several of the project’s workstrands, partners are

presented in an interactive map. Information about the project's Advisory Board members will be added at a later stage.

To these core pages, a number of additional pages are added containing a contact form, legal note and privacy statement.

The webdesign was developed and implemented to be both responsive and accessible. Responsiveness allows visitors with different user agents (including mobile devices) to access the website and being presented with a layout matching their agent and especially the respective screen size. The website was set up to be accessible according to WCAG2 Level AA criteria as defined by the W3C. Project partner Funka Nu will undertake an initial accessibility audit and the website will be improved based on the feedback received. Accessibility will be reassessed at regular intervals.

In general, the website will be managed and updated continuously throughout the project. The structure of the site is flexible, so that new pages can be added or existing one renamed or removed easily.

The website is maintained by the project's co-ordinator empirica and hosted by an ISP on a server located in a German data centre.

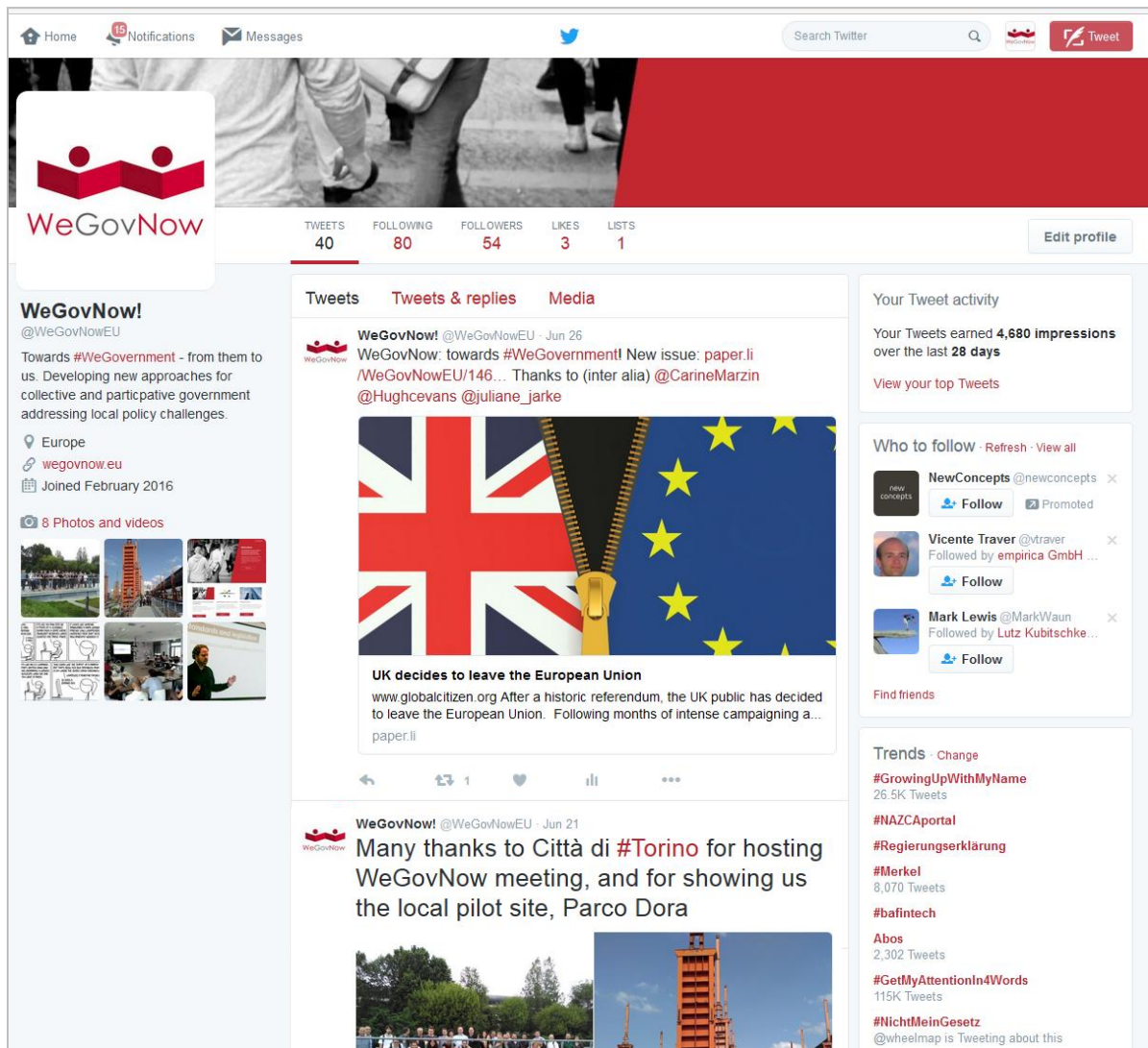
### 4.3 Social Media strategy

Social networks will be used to flank dissemination efforts in order to reach a wider audience and to facilitate the dialogue with relevant stakeholders. In the past few years, social networks (on the global scale particularly LinkedIn, Facebook, Twitter and Google+) have had a major impact on how people interact online and have attracted users in the millions. To a certain degree, social networks were shown to overcome one key problem that older, more disjointed forms of online exchange experienced: the difficulty of attracting relevant stakeholders to the place where the dialogue takes place. A series of efforts are being made in order to attract the attention of relevant stakeholders and channel it in the direction of the project. Concrete measures for two social networking channels include:

- For **LinkedIn**, the establishment of a WeGovNow group and its active operation, the search for relevant stakeholders among the network users and their invitation to that group, the search for relevant groups that already exist and the active participation in the discussions going on there, the announcement of project events using LinkedIn's event function, and the inclusion of links to the project website in the profiles of consortium members and the WeGovNow group.
- A **Twitter** account (@wegovnowEU) was established to broadcast project news at a high frequency. The feed will be included in LinkedIn and the project website so that project news are quickly and widely disseminated.

A decision about use of Facebook and Google+ will be taken closer to the start of the piloting at WeGovNow pilot sites in order to optimally coordinate activities across sites and countries.

Exhibit 9: Project presence on Twitter



#### 4.4 Academic publications

Project partners are encouraged to use research results for authoring academic journals. All academic partners have the dedicated interest in publishing project results in high-ranked academic journals. Each study phase will produce new knowledge and empirical results that may be used for submitting academic articles to journals related to e-government, e-participation, online community engagement, OpenStreetMap and GIS in general, etc.

A number of scientific papers will be submitted to academic and practitioner journals.

The following candidates, all of which publish only peer-reviewed papers, have been identified:

- **Cartographica**<sup>16</sup> publishes international research papers on all aspects of cartography (including the production, design, use, cognitive understanding, and history of maps),

<sup>16</sup> <http://www.utpjournals.com/cartographica>



geovisualization, and GIScience. In addition to publishing peer-reviewed articles, the journal also publishes both special issues and single-topic monographs on a regular basis.

- **The Cartographic Journal**<sup>17</sup>, an established peer reviewed journal of record and comment containing authoritative articles and international papers on all aspects of cartography, the science and technology of presenting, communicating and analysing spatial relationships by means of maps and other geographical representations of the Earth's surface.
- **Cartography and Geographic Information Science**<sup>18</sup>, the official publication of the Cartography and Geographic Information Society (CaGIS), a member organization of the American Congress on Surveying and Mapping (ACSM). The journal features papers on original concepts, techniques, approaches, and experiences targeting those who design, implement, and use geospatial technologies.
- **Computers, Environment and Urban Systems**<sup>19</sup>, an interdisciplinary journal publishing innovative computer-based research on environmental and urban systems, privileging the geospatial perspective. The journal seeks to present a forum for high quality scholarship of a theoretical, applied or technological nature. It presents perspectives, research developments, overviews of important new technologies and uses of major computational, information-based, and visualization innovations.
- **Electronic Government**<sup>20</sup> is a fully refereed international journal that publishes articles that present current practice and research in the area of e-government. Publisher: Inderscience.
- **Electronic Journal of e-Government (EJEG)**<sup>21</sup> publishes research on topics relevant to the design, evaluation, implementation and management of e-Government/e-Governance, e-Democracy, e-Participation and other dimension of this field of study. All published papers have undergone a double blind review process. Open Access: There are no charges to access the journal on screen or by printing or downloading the papers. Publisher: Academic Conferences Limited.
- **eJournal of eDemocracy and Open Government (JeDEM)**<sup>22</sup>, a peer-reviewed, open-access journal, seeks to “provide a platform for all those interested in discussing issues and challenges democratic societies face today”. Among its focus areas are eDemocracy, eSociety, eGovernment, eParticipation and eVoting.
- **Geo-spatial Information Science**<sup>23</sup> publishes papers focused on the research, application and development of surveying and mapping technology, including

<sup>17</sup> <http://www.maneyonline.com/loi/caj>

<sup>18</sup> <http://www.cartogis.org/publications/journal.php>

<sup>19</sup> <http://www.journals.elsevier.com/computers-environment-and-urban-systems>

<sup>20</sup> <http://www.inderscience.com/jhome.php?jcode=eg>

<sup>21</sup> <http://www.ejeg.com/>

<sup>22</sup> <http://www.jedem.org/>

<sup>23</sup> <http://www.tandfonline.com/loi/tgsi20#.UyiF64WGfJY>

photogrammetry, remote sensing, geographical information systems, cartography, engineering surveying, GPS, geodesy, geomatics, geophysics, and other related fields.

- **GeoInformatica**<sup>24</sup>, an International Journal on Advances of Computer Science for Geographic Information Systems.
- **Geosphere**<sup>25</sup>, an online-only journal that targets an international audience and publishes high-quality research results from all fields of the geosciences. It particularly seeks papers that take advantage of the electronic format.
- **Information Polity**<sup>26</sup>, subtitled “an International Journal of Government and Democracy in the Information Age”, is dedicated to publishing work from two main sources: academic and practitioner. The focus in published academic work is on papers with high strategic relevance to practitioners. Publisher: IOS Press.
- **International Journal of Applied Geospatial Research (IJAGR)**<sup>27</sup>, a quarterly journal specialising in studies from applied geography that interface with geographic information science and technology.
- **International Journal of Electronic Governance (IJEG)**<sup>28</sup> is a fully refereed journal, publishes articles that present current research and practice in all areas of electronic governance. Publisher: Inderscience.
- **Transactions in GIS**<sup>29</sup>, an international, peer-reviewed journal that publishes original research articles, review articles, and short technical notes on the latest advances and best practices in the spatial sciences, including all of the different ways in which geography may be used to organize, represent, store, analyze, model and visualize information.
- **International Journal of Geographical Information Science (IJGIS)**<sup>30</sup>, providing a forum for the exchange of original ideas, approaches, methods and experiences in the rapidly growing field of geographical information science (GIScience).
- **Transforming Government: People, Process and Policy**<sup>31</sup> is an international peer-reviewed journal that publishes research on the subject of Transforming Government through its people, processes and policy, with a focus on e-government. Target groups: researchers, academic leaders, practitioners, and policy makers. Published by Emerald.

Participation in conferences (see below) will also result in published papers.

<sup>24</sup> <http://www.springer.com/earth+sciences+and+geography/geographical+information+systems/journal/10707>

<sup>25</sup> <http://geosphere.geoscienceworld.org/>

<sup>26</sup> <http://www.iospress.nl/journal/information-polity/>

<sup>27</sup> <http://www.igi-global.com/journal/international-journal-applied-geospatial-research/1138>

<sup>28</sup> <http://www.inderscience.com/jhome.php?jcode=ijeg>

<sup>29</sup> <http://onlinelibrary.wiley.com/journal/10.1111/%28ISSN%291467-9671>

<sup>30</sup> <http://www.tandfonline.com/loi/tgis20#.UylqD4WGfJY>

<sup>31</sup> <http://www.emeraldinsight.com/loi/tg#>

## 4.5 Non-academic publications

### 4.5.1 Project leaflet

For approaching the end-user target audiences of the project, it is deemed necessary to draft a leaflet using a language more adapted to the preferences of people outside of the research and policy communities. Design of the leaflet was provided by a professional designer (see Exhibit below).

For use during the first year of the project, we expect that 1,000 leaflets will be printed in English language and an appropriate number in Italian language, to be distributed at occasions identified for the purpose. Versions in other languages will be produced in case that they are needed, in coordination with parallel third-language activities on the WeGovNow website.

Exhibit 10: Project flyer



### 4.5.2 Newsletters

Two types of newsletters will be used to provide the interested public with an update on project activities and spread news about third-party events, projects and initiatives of relevance to the topic of WeGovNow.

Every week, the project will publish a summary of its Twitter account in online newsletter format. For this purpose, it will make use of **Paper.li**, an online content curation service. It digests a Twitter account, in this case all tweets showing up in the timeline, i.e. tweeted by those followed by the WeGovNow Twitter account, and presents them as a newsletter (see <http://paper.li/WeGovNowEU/1464674345>). This is updated at regular intervals, in our case: weekly). Results are presented grouped in a range of categories (Economy, Science, Technology).

A traditional **project newsletter** will be published at least every six months, starting in July 2016. It will be drafted in English language and distributed widely in electronic form, using a joint distribution compiled by all partners. For distribution, for instance, at events the document will be printed out in colour. Newsletters will include key project results and targeted at representatives of all key stakeholder groups.

#### 4.5.3 Brochures

A first brochure will be drafted and prepared for publication in PDF and printed format about 12 months after project start, i.e. once first consolidated results from the project activities have become available (conceptual framework, Use Cases, system architecture). The brochure will consist of text targeting a wide audience plus screenshots, photos and diagrams to visualise key concepts and messages. At least one further brochure will be produced towards the end of the project duration, supporting dissemination of the project's achievements and featuring extensive coverage of case studies from the pilot cities.

#### 4.5.4 Project presentation slides

A set of presentation slides has been developed for the purpose of supporting representatives of WeGovNow to introduce the project to third parties. It is reproduced in the Annex of the present document.

#### 4.5.5 Deliverables / Reports

All public deliverables will be published on the project's website. These are:

*Exhibit 11: Public deliverables (reports only) from the project*

Nr	Title	Available
1.1	Consolidated conceptual & methodological framework v1	already
1.2	Consolidated conceptual & methodological framework v2	January 2017
2.2	WeGovNow Use Cases v.1	July 2016
2.3	WeGovNow Use Cases v.2	July 2017
2.5	Local validation trial report v.1	March 2018
2.6	Local validation trial report v.2	November 2018
3.1	Consolidated system architecture	January 2017
3.3	First release of WhereWeLive platform prototype	April 2017

Nr	Title	Available
3.4	Second release of WhereWeLive platform prototype	July 2017
3.5	Final release of WhereWeLive platform prototype	October 2017
4.1	Evaluation framework	January 2017
4.2	Preliminary outcomes of validation trials	May 2018
4.3	Final outcomes of validation trials	January 2019
5.1	Project Web presence and external dissemination plan	already
5.2	First report on dissemination & exploitation support activities	January 2017
5.3	Second report on dissemination & exploitation support activities	January 2018
5.4	Third report on dissemination & exploitation support activities	January 2019
5.6	Strategic recommendations	January 2019
6.2	Ethics and gender management framework	May 2016
6.3	Data management framework	July 2016
6.4	Final data management plan	July 2017

All public Deliverables will be made available for download from the WeGovNow website.

A summary report, targeted at a wider audience and drafted (as far as appropriate) in non-technical language, will be compiled from the content of the final batch of deliverables and the Wiki on the Project Webpage.

## 4.6 Events

### 4.6.1 International expert workshops<sup>32</sup>

The project, in cooperation with other stakeholders wherever appropriate, will organise two international expert workshops to bring together representatives of key stakeholder groups from policy, academia, the e-participation and social innovation communities, and industry. The events will be scheduled to coincide with key milestones of the project.

The workshops will be conducted as one-day events in the second half of the second and the third year of the project, respectively. The main objective is to facilitate exchange of best practice and prepare for upscaling and mainstreaming of WeGovNow solutions. workshops are meant to present and discuss the findings from research and to obtain feedback from the Advisory Board of Experts as well as from a wider group of stakeholder representatives.

While the targeted number of each of these workshops is 25-50, a significantly larger number of people will be invited and informed about the workshops' results. The workshop outline will differ from a standard programme and may include fishbowls and open space concepts to allow for direct interaction between stakeholders, experts and practitioners. This shall allow for more involvement in discussions and support the creation of "ownership" of project findings by those concerned. Moderation techniques throughout

<sup>32</sup> Workshops to be carried out at pilot site level are described in Deliverable 2.1 (Plan for engagement of user / target groups)

the workshops will use European Awareness Scenario Workshop (EASW) methodology to facilitate agreement.

#### 4.6.2 Participation in international third party events

Carefully selected third party events will be used for disseminating results from the project. A main criterion for selection will be expected value for money, i.e. the ratio between the costs involved (i.e. participation fee, person days for attending the event, if applicable effort for drafting a paper and preparing a presentation) and the increase of project visibility among the target audience resulting from the participation.

##### European events

- **ACM SIGSPATIAL**<sup>33</sup>: International Conference on Advances in Geographic Information Systems, aims to bring together researchers, developers, users, and practitioners in relation to novel systems based on geo-spatial data and knowledge, and fostering interdisciplinary discussions and research in all aspects of geographic information systems. The conference is the premier annual event of the ACM Special Interest Group on Spatial Information<sup>34</sup>. **Next edition**: San Francisco, USA, 31 October – 3 November, 2016.
- **AGILE Conference**<sup>35</sup>: Annual conference organised by the Association of Geographic Information Laboratories for Europe (AGILE) which promotes academic teaching and research on GIS at the European level. The conference is used to initiate and stimulate AGILE Initiatives on specific subjects of special interest within the GI community. Accepted full papers are refereed and published in the Springer Lecture Notes in Geoinformation and Cartography<sup>36</sup>. **Next edition**: tba, 2017.
- **AGIT / GI\_Forum**<sup>37</sup>: International conference on "geospatial innovation for society", held at the University of Salzburg. It provides a platform for dialogue among technologists and critical thinkers, GIScientists and educationalists in an ongoing effort to support the creation of an informed GISociety. **Next edition**: Salzburg, 6-8 July, 2016.
- **IFIP Electronic Government conference (EGOV)**<sup>38</sup>. Annual conference, top-2 ranked core conference in the domain of e-government or ICT in the public sector and the public sphere. **Next edition**: Guimarães, Portugal, 5-8 September, 2016.
- **Electronic Participation Conference (ePart)**<sup>39</sup>: Annual conference, top-ranked in the domain of electronic participation and ranked 5<sup>th</sup> overall among conferences dedicated

<sup>33</sup> <http://sigspatial2016.sigspatial.org/>

<sup>34</sup> <http://sigspatial.org/>

<sup>35</sup> <http://www.agile-online.org/index.php/conference/>

<sup>36</sup> <http://www.springer.com/series/7418>

<sup>37</sup> <http://www.gi-forum.org/>

<sup>38</sup> <http://www.egov-conference.org/>

<sup>39</sup> <http://www.egov-conference.org/>

to ICT in the context of public administration and the public sphere. **Next edition:** Guimarães, Portugal, 5-8 September, 2016.

- **Geocomputation**<sup>40</sup>: Biannual conference on the "art and science of solving complex spatial problems with computers". Alternates every alternate year with GIScience. **Next edition:** Leeds, UK, 2017 (date tba).
- **GIScience**<sup>41</sup>: International Conference on Geographic Information Science, bi-annually brings together ~200 international participants from academia, industry, and government organizations to discuss and advance the state-of-the-art in GIS. **Next edition:** Montreal, Canada, 27-30 September, 2016.
- **International Conference for E-Democracy and Open Government (CeDEM)**<sup>42</sup>: Aims to bring together "e-democracy, e-participation and open government specialists working in academia, politics, government and business to critically analyse the innovations, issues, ideas and challenges in the networked societies of the digital age". **Next edition:** Krems, Austria, 17-19 May, 2017.
- **Conference on Location-Based Services**<sup>43</sup>: Conference organised by the International Cartographic Association's Commission on Location Based Services, now in its 13<sup>th</sup> edition. **Next edition:** Vienna, Austria, 14-16 November, 2016.
- **International Conference on Cartography & GIS**<sup>44</sup>: Conference aiming to present advances and share experiences about the latest achievements in the field of cartography and GIS. **Next edition:** Varna, Bulgaria, 15–21 June, 2014.
- **International Conference on e-Democracy and e-Participation (ICEDEP)**<sup>45</sup>: Aims to "bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of e-Democracy and e-Participation". **Next edition:** Berlin, Germany, 12-13 September.
- **State of the Map**<sup>46</sup>: OpenStreetMap conference by and for the international OSM community. The event also addresses everybody interested in learning something about OSM or in contacting members of the Community. **Next edition:** Brussels, Belgium, 23-25 September, 2016.

National and local level events of relevance to WeGovNow, as well as related dissemination activities by the project at the four pilot sites, will be described in detail in Deliverable D2.1 "Pilot plans and analysis for case study sites".

<sup>40</sup> <http://www.geocomputation.org/>

<sup>41</sup> <http://www.giscience2016.org/>

<sup>42</sup> <http://www.donau-uni.ac.at/en/>

<sup>43</sup> <http://icaci.org/icc2015>

<sup>44</sup> <http://iccgis2014.cartography-gis.com/Home.html>

<sup>45</sup> <https://www.waset.org/conference/2016/09/berlin/ICEDEP>

<sup>46</sup> <http://2016.stateofthemap.org/>

## 4.7 Collaboration with third parties

Cooperation with other international projects and organisations, i.e. exchange of experience and information, will also enhance impact of the WeGovNow project. Such cooperation will take place by way of invitations to each other's workshops, being included in one's newsletter distribution lists, and by informal exchange via e-mail and telephone when information needs arise.

The project will seek close collaboration with EU research projects operating in related areas such as e-participation, urban development, OpenStreetMap and volunteered geographical information. The table below shows a preselection of EU projects that are candidates for WeGovNow to liaise with.

*Exhibit 12: EU projects operating in areas of interest to WeGovNow*

Project Name	Focus	Programme / Coordinator / website	Duration
<b>CAP4Access</b> – Collective Awareness Platforms for Improving Accessibility in European Cities & Regions	Has developed and pilot-tested methods and tools for collectively gathering and sharing information about accessibility of public spaces. It uses open-access online maps (based on OSM) e.g. to let users indicate which places and ways are accessible and which ones are not, and to help people in wheelchairs navigate through the city using open data on obstacles and path quality.	FP7 / empirica (DE) / <a href="http://www.cap4access.eu">www.cap4access.eu</a>	01/2014-12/2016
<b>CITYCoP</b> – Citizen Interaction Technologies Yield Community Policing	Aims at improving crime reporting and other forms of UGC and interaction associated with community policing by developing ICT solutions including a smartphone app and on-line portal which are capable of being deployed in any European city and designed to be fully compliant with strict privacy and data protection laws.	FCT-14-2014 / Rijksuniversiteit Groningen (NL) / <a href="http://citycop.eu/">http://citycop.eu/</a>	06/ 2015-05/2018
<b>DIGIWHIST</b> – The Digital Whistleblower	Seeks to increase trust in governments and improve the efficiency of public spending through systematic collection, structuring, analysis, and broad dissemination of information on public procurement and on mechanisms that increase accountability of public officials The project compiles and evaluates micro-level data using data from individual public procurement transactions and winning firms' finance and ownership structures in order to detect potential conflicts of interest in the system of public procurement, and more specifically, to identify systemic vulnerabilities in the respective legislations and their implementation..	Horizon 2020 (INSO-1) / University of Cambridge (UK) / <a href="http://digiwhist.eu">http://digiwhist.eu</a>	08/2015 – 02/2018



Project Name	Focus	Programme / Coordinator / website	Duration
<b>DSI4EU – Digital Social Innovation for Europe</b>	Supports, grows and scales the current Digital Social Innovation network of projects and organisations, bringing together social entrepreneurs, hackers, communities and academics working on key DSI fields such as the makers movement, the collaborative economy, open democracy and digital rights. The core of the action is the digitalsocial.eu platform, developed in a predecessor project. It promotes large-scale collaboration, supports experiments among the DSI community and activates collective awareness with large numbers of citizens.	Horizon 2020 (ICT-2015)/ Nesta (UK) / <a href="http://digitalsocial.eu/">http://digitalsocial.eu/</a>	02/2016 – 03/2017
<b>EduMAP – Adult Education as a Means for Active Participatory Citizenship</b>	Aims to help policy-makers and educational agencies to develop education policies to meet the needs of young people at risk of social exclusion. The project comprehensive analyses and practical insights on the efficacy of the European adult education system in preventing social exclusion and the findings will be utilized to create innovative platforms for enhancing dialogue between the providers and potential users of educational initiatives.	Horizon 2020 / University of Tampere (FI) / <a href="http://www.uta.fi/edu/en/research/projects/edumap">http://www.uta.fi/edu/en/research/projects/edumap</a>	02/2016-01/2019
<b>EUth – Tools and Tips for Mobile and Digital Youth Participation in and across Europe</b>	Seeks to get more young people involved in political decision-making and increase their trust in European political institutions. For this purpose, youth-friendly digital and mobile participation tools are developed and deployed in attractive participation projects: OPIN, an all-in-one proven digital and mobile participation toolbox, ready to be embedded in web presence of youth organisations or administrations.	Horizon 2020 (YOUNG-5b) / NEXUS (DE) / <a href="http://www.euthproject.eu">http://www.euthproject.eu</a>	03/2015 -
<b>HOMBRE – Holistic Management of Brownfield Regeneration</b>	Seeks a paradigm shift in sustainable brownfield land management practice looking for solutions for long term land use recognizing four different main tasks to be accomplished in associated case studies (mining, urban, industrial) with stakeholder participation: zero brownfields strategy; assessment of brownfield regeneration scenarios; integrated Regeneration Technologies; intermediate Renewal.	FP7/ Stichting Deltares (NL) / <a href="http://www.zerobrownfields.eu/">http://www.zerobrownfields.eu/</a>	12/2010 – 11/ 2014
<b>OpenBudgets – Financial Transparency Platform for the Public Sector</b>	Aims to support journalists, civil society organisations, NGOs, citizens and public administrations, by providing an overview of public spending, as well as tools and appropriate data and stories to advocate and fight for fiscal transparency. It provides an open-source software framework and accompanying SAAS platform for supporting	Horizon 2020 (INSO-1) / Fraunhofer IAIS (DE) / <a href="http://openbudgets.eu">http://openbudgets.eu</a>	05/2015 – 10/2017

Project Name	Focus	Programme / Coordinator / website	Duration
	financial transparency.		
<b>ROUTE-TO-PA</b>	Seeks to improve transparency of public administration through enabling citizens to socially interact over open data, by forming or joining existing online communities that share common interest and discuss common issues of relevance to local policy, service delivery, and regulation. ROUTE-TO-PA is developing: a Social Platform for Open Data (SPOD) enabling social interactions among open data users and between open data users and government data; a Transparency-Enhancing Toolset (TET) as extensions for existing major Open Data Platforms; and a set of recommendations (GUIDE) as good practice guide for open data publishers.	Horizon 2020 / University of Salerno (IT) <a href="http://routetopa.eu/">http://routetopa.eu/</a>	02/2015 -
<b>SIMPATICO – SIMplifying the interaction with Public Administration Through Information technology for Citizens and cOmpanies</b>	Develops personalized online services with the purpose to make interactions with the PA easier, more efficient and more effective, combining top-down knowledge of the PA with bottom-up contributions coming from the community. Following a ‘learning by doing’ approach, SIMPATICO fosters the use of emerging technologies for language processing and machine learning that allow different types of contributions, ranging from the qualified expertise of civil servants and professionals to problems and doubts raised by citizens and companies that find online services difficult to use.	Horizon 2020/ Fondazione Bruno Kessler (IT) / <a href="http://www.simpatico-project.eu/">http://www.simpatico-project.eu/</a>	03/2016 – 02/2019
<b>SMARTICIPATE – Smart services for calculated impact assessment in open governance</b>	Aims to allow the interaction between citizens, businesses and public administrations in the management of cities through the creation of an open, easy accessible platform transforming public data into new intelligence, and transposing elements of intelligent ICT development to urban governance. The focus is empowering citizens to play active roles in the public domain, develop new tools and generate new public services by sharing ideas in the co-production of decision making.	Horizon 2020/ Fraunhofer (DE) / <a href="http://www.smarticipate.eu">www.smarticipate.eu</a>	02/2016-01/2019
<b>SOCIENTIZE</b>	Sought to coordinate all European agents involved in citizen science, which is an innovative concept to involve the general public in scientific processes. A major component of SOCIENTIZE was set-up of a network where infrastructure providers and researchers recruit volunteers from a general public to perform science at home.	CSA in FP7 / University of Zaragoza (ES) / <a href="http://socientize.eu">http://socientize.eu</a>	10/2012 – 09/2014
<b>step4youth</b>	Aims to develop and pilot test a cloud	Horizon 2020	06/2015 –

Project Name	Focus	Programme / Coordinator / website	Duration
	eParticipation SaaS platform, enhanced with web / social media mining, gamification, machine translation, and visualisation features, which seeks to promote societal and political participation of young people in the decision-making process on environmental issues.	(YOUNG-5b) / DRAXIS Environmental (GR) / <a href="http://step4youth.eu/">http://step4youth.eu/</a>	12/2017
<b>WeLive</b>	Develops a technological framework to involve citizens, public administrations (P.A.) and local businesses in the innovation process. For this purpose, the WeLive infrastructure adapts, enhances, extends and integrates a set of Open Innovation, Open Data and Open Services Two-phase pilots are conducted in Bilbao, Novi Sad, Trento and Helsinki-Uusimaa.	Horizon 2020 (INSO-1) / Tecnalia (ES) / <a href="http://www.welive.eu/">http://www.welive.eu/</a>	2015 -
<b>Your Data Stories (YDS)</b>	Envisions to combine and fuse the two “suppliers” of open data (traditional producers and user-generated content) and to exploit the added value from this amalgamation in order to better satisfy the needs of the “demand side” – meaning citizens, journalists and others. YDS uses Linked Open Data to answers users’ specific question by turning data into the substrate for stories that human beings can comprehend and act upon.	Horizon 2020 (INSO-1) / Athens Technology Center (GR) / <a href="http://yourdatastories.eu">http://yourdatastories.eu</a>	03/2015 -

WeGovNow also seeks to cooperate with the following key stakeholders operating in the area, such as:

- **Open Data Institute (ODI)**<sup>47</sup>: This is an independent, non-profit U.K. company founded by Sir Tim Berners-Lee and Professor Nigel Shadbolt. ODI seeks to catalyse the evolution of open data culture to create economic, environmental, and social value by helping unlock supply, generating demand, creating and disseminating knowledge to address local and global issues. ODI convenes world-class experts to collaborate, incubate, nurture and mentor new ideas, and promote innovation.
- **Open Knowledge Foundation (OKF)**<sup>48</sup>: This is a nonprofit global organisation that seeks to promote open knowledge, including open content and open data. OKF has published the Open Knowledge Definition and runs several projects, such as CKAN, the data portal software used by many governments for their open data projects. As well as technical tools, the foundation also provides advocacy and licensing advice around open content

<sup>47</sup> <http://theodi.org/>

<sup>48</sup> <http://okfn.org/>



The reporting template will be circulated for the first time in July 2016 to all project partners for completion until end of September 2016.

A summary report on WeGovNow dissemination activities will be submitted and published in the form of three Deliverables:

- First report on dissemination & exploitation support activities (due January 2017);
- Second report on dissemination & exploitation support activities (January 2018);
- Third report on dissemination & exploitation support activities (January 2019).

## 6 Annex

### 6.1 Project presentation slides





## WHO WE ARE

A Consortium with **12 partners** coming from **5 different countries** across the **EU**



Please insert the Presentation Title

3



## WHAT WE DO

### Research and Innovation Action



- Funded by Horizon 2020
- Focused on civic participation in local government aiming at using state-of-the-art digital technologies in community engagement platforms to involve citizens in decision making processes within their local neighbourhood

Please insert the Presentation Title

4



## WHAT WE DO



### “From e-government to We-government”

The project aims to **change the relationship between citizens and government** effectively supporting the transition from **citizen as customer** to **citizen as partner** enabling a new type of interactivity in the co-production of citizen-centred services and in the co-development of strategic approaches to community development towards more collaborative practices

Please insert the Presentation Title

5



## HOW WE ARE DOING IT?



Building a community engagement platform that:

- develops and integrates existing but disconnected solutions in one place
- builds upon earlier research and helps to validate and improve it in near-to-operational environments

Please insert the Presentation Title

6

## “TECHNOLOGY AT CITIZENS’ SERVICE”

The platform will allow people to:

- report problems and suggest improvements
- discuss their relevance
- explore ways to fix problems through collective action
- find solutions to compensate for resource shortages affecting the quality of publicly provided services
- debate topics of strategic nature
- develop and vote upon concrete suggestions for local policy action



Please insert the Presentation Title

7

## HOW THE PLATFORM WORKS

- Display all user activities and issues on a user-friendly map interface based on OpenStreetMap (OSM)
- Allow users to interact with each other using social network features
- Enable the integration and presentation of any relevant open public sector information (PSI)
- Quality-check the data submitted
- Effectively support collective formation of opinions
- Automatically match users and their specific requests and offers



Please insert the Presentation Title

8



## THE PLATFORM EXPECTED OUTCOMES:



- To boost awareness in community interests according to user preferences and location in time and space
- To help raise awareness and trigger discussion about how to address issues of community interest
- To facilitate collective action and peer-to-peer neighbourhood exchange

Please insert the Presentation Title

9

## HOW TO TEST IT



Dedicated **trial sites** will be set up **in three European cities** - London Borough of Southwark (UK), Torino and San Donà di Piave (Italy)

A **participatory approach** will be adopted in the design of products and services so as to put end users at the centre of the design process.

Please insert the Presentation Title

10



## STAKEHOLDER ENGAGEMENT



Stakeholder networks and citizens will be actively involved through **online communication and local events** (e.g. stakeholder workshops, networking events, community mapping on-site sessions, capacity building events)

Please insert the Presentation Title

11



## WHERE TO FIND US



[www.wegovnow.eu](http://www.wegovnow.eu)

xxx@xxxx

.....

## THANK YOU FOR YOUR ATTENTION!

*Note: This document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains*

Please insert the Presentation Title

12

**END OF D5.1**