



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

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First report on dissemination & exploitation support activities

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Abstract

This document presents WeGovNow dissemination activities undertaken in the first 12 months of the project. They were guided by the objective to help the project achieve the largest possible impact in Europe. Based on the the dissemination policy outlined in D5.1, which defined the main target audiences, dissemination materials & channels to be used (including online and social media presence as well as publications and presentations to both academic and non-academic audiences). Dissemination activities will be stepped up in 2017, as so far most of the project's activities have been devoted to conceptualising and developing the WeGovNow platform.

Keywords

Website, online presence, social media, dissemination plan, events, workshops, target groups, conferences, presentations

Statement of originality

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Executive Summary

This document presents the first year of project's dissemination activities, which had the objective to help the project to be known and achieve the largest possible audience in Europe. It describes the main target dissemination materials & channels used, and the main dissemination activities audience achieved (including online and social media presence as well as publications and presentations to both academic and non-academic audiences).

WeGovNow has implemented a large set of different **dissemination means**, following an adapted version of the marketing principle "AIDA" (Awareness, Interest, Desire, Action). 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 contents communicated focused on the concept of WeGovNow, the innovative solutions and services to be developed within the project, and the benefits of this project with particular regard to the target service beneficiaries. The dissemination goals for this early development stage have been to help WeGovNow to become visible and to attract interest and buy-in, especially from local authorities. In this regard, local dissemination & communication activities were set up mainly for the pilot cities/regions covered by WeGovNow. The responsibility for this task lies with Pilot Site Managers, see D2.1; local engagement activities are not covered in detail in the present document but will be described in Deliverables D2.4, 2.5 and 2.6 (Local validation trial plans and reports).

The dissemination materials created, that is the PPT, the flyer and the newsletters (2 numbers per year) have been produced in both English and Italian. The need to translate into Italian those materials is due to the presence of two Italian trial sites (Torino and San Donà di Piave) where the English is not evenly known by the audience the project want to achieve.

Dissemination activities will be stepped up in 2017, when the work on conceptualising and developing the initial release of the WeGovNow platform, to which most of the project's activities has been devoted in 2016, will have been completed.

1 Introduction

This document presents the first year of project's dissemination activities, which had the objective to help the project to be known and achieve the largest possible audience in Europe. It describes the main target dissemination materials & channels used, and the main dissemination activities (including online and social media presence as well as publications and presentations to both academic and non-academic audiences).

WeGovNow has implemented a large set of different dissemination means, following an adapted version of the marketing principle "AIDA" (Awareness, Interest, Desire, Action) as discussed in the dissemination strategy (see D5.1). WeGovNow dissemination activities have followed these principles:

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

1.1 Dissemination activities in 2016 – focus and targets

The project's first year has been spent on developing the WeGovNow platform and the scenarios where the platform prototype will be tested across the pilot cities (three trial sites) covered by WeGovNow, which is set to start in April 2017.

The contents communicated were focused on disseminating the concept of WeGovNow, the innovative solutions and services developed within the project, and on communicating the benefits of this projects with particular regard to the target service beneficiaries. The dissemination goals at their early development stage were to help WeGovNow to be known and supported (especially by local authorities). In this regard, local dissemination & communication activities were set up mainly for the pilot cities/regions covered by WeGovNow. The responsibility for this task lies with Pilot Site Managers, see D2.1.

The WeGovNow dissemination activities have been led by a set of goals, broken down by different target groups and using various appropriate communication means as follows:

1.1.1 Local policy makers

The key message has been focusing on **how the project can help Public Authorities to fill the gap and regain trust whit citizens.**

The communication means used has been:

- Distribute flyer;
- Send a regular newsletter (2 times per year) summarizing research in progress;
- Host or attend seminars and conferences, workshops;

- Ask agencies to feature the project in their newsletters & websites;
- Attend clustering workshops;
- Organise workshops presenting WeGovNow results and collect feedback.

Through these activities, a number of goals have been reached:

- To communicate with related, EC-funded projects¹ and initiatives especially in the field of e-participation and social innovation at local level;
- To ensure that communication between stakeholders is effective and easy;
- To widely disseminate the concept of WeGovNow and the innovative solutions and services which are developed within the project;
- To 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.

1.1.2 Wider public

Activities have been led by the key issue of **how the project can help citizens to be directly involved in the local government decision making and to fill the gap with Public Authorities**. Communication means used have included:

- Distribute flyers;
- Engage in social media;
- Host community forums to discuss the research;
- Have an interesting and up-to-date project website.

Through these activities, a number of goals have been reached:

- To increase public awareness on the very sensitive and important issues both in the e-government and community development areas that WeGovNow addresses;
- To communicate the benefits of this project to the target service beneficiaries, to professionals;
- To reach associations and lay persons living/operating in the trial sites areas of pilot cities;
- To widely disseminate the concept of WeGovNow and the innovative solutions and services which are developed within the project.

1.2 Outlook to the following months

Dissemination activities will be stepped up in 2017, when the work on conceptualising and developing the initial release of the WeGovNow platform, to which most of the project's activities has been devoted in 2016, will have been completed. The prototype will be ready

at the end of May, after which it will be tested at the trial sites und subsequently further co-developed in close collaboration with target end user groups.

Dissemination activities in the following months will focus on promoting the platform prototype through various channels, including presentations at European Commission related events as well as academic conferences, local events in Italy and the U.K., and publications targeting the various target audiences as defined in D5.1. For example, the consortium is currently evaluating the opportunity to participate in the Smart City Expo that will take place in Barcelona on 14-16 November, 2017.

In 2017, three editions of the project newsletters will be edited and disseminated to all target audiences.

2 Dissemination materials

Dissemination materials produced included a generic set of PPT slides for introduction of the project, a flyer and the newsletter (2 issues per year). They have been produced in both English and Italian language versions. The need for versions in Italian language became obvious during the preparation activities at the two Italian trial sites (Torino and San Donà di Piave) where English language capabilities proved to be too limited among some of those the project want to involve in its engagement and co-development activities.

Exhibit 1: Project flyer



2.1 Flyer

The flyer was produced and circulated in electronic format in English and Italian and made accessible according to e-accessibility standards.

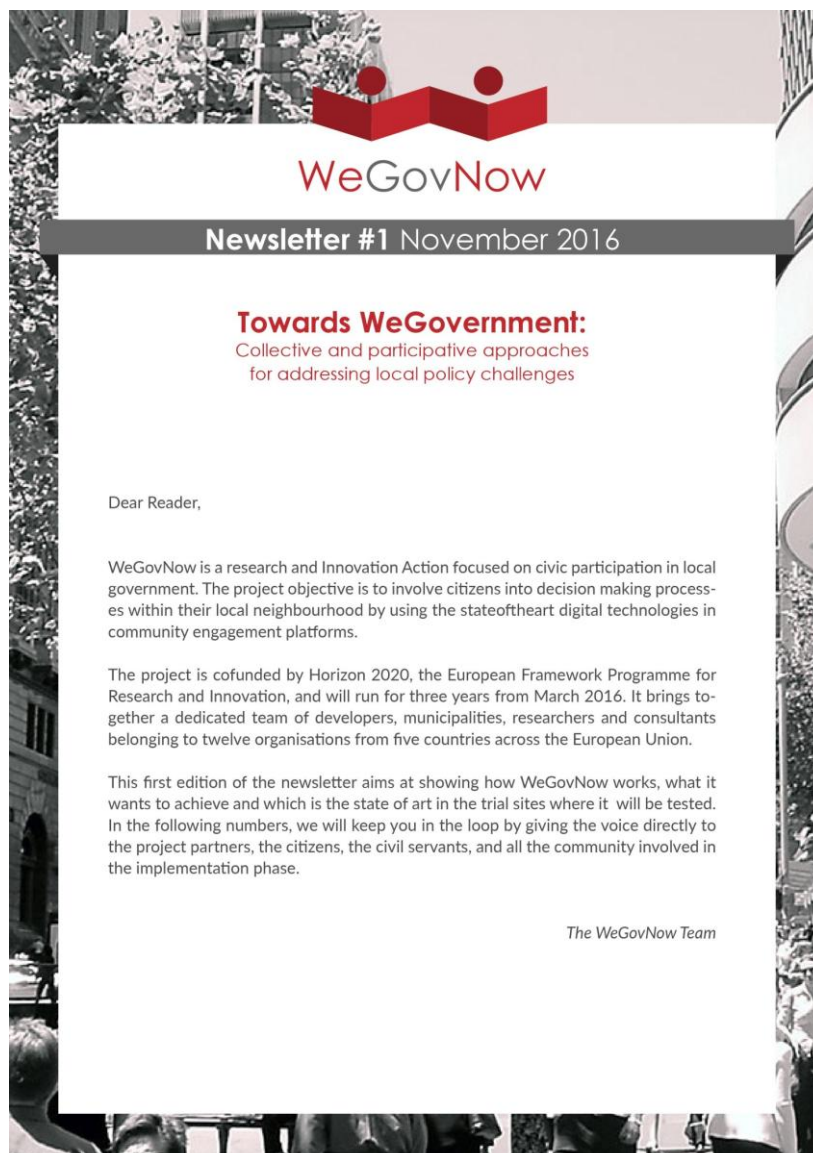
The Flyer is organised in three parts briefly explaining how the project works, its funding scheme, duration and composition of the consortium.

2.2 Newsletter # 1

It was produced and circulated in electronic format in English and Italian and made accessible according to e-accessibility standards.

This first edition of the newsletter aimed at showing how WeGovNow works, what it wants to achieve and which is the state of art in the trial sites where it will be tested.

Exhibit 2: Newsletter No. 1



From eGovernment to weGovernment

The project aims to promote the transition from **citizen as customer to citizen as partner** in the delivery of public services. WeGovNow will therefore generate a new type of citizen engagement platform expanding the viability of and capacity for citizen coproduction in the public sector.

How can we ensure the local government will take aged people's needs into account when planning a new care service? How can local associations propose innovative solutions for co-managing a public space to the local government? How can a citizen report problems about public security in his or her neighborhood?

WeGovNow aims to answer such questions by **changing the relationship between citizens and government**.

Technology at citizens' service

The WeGovNow platform will take into account different users' perspectives (e.g. citizens, public administrations, civic society organizations, business) and users' diversity (e.g. gender, age, abilities, ethnic groups, family status) by adopting a usercentred design approach.

The platform will allow people to report local community problems and suggest improvements, discuss their relevance, and explore ways of solving problems through collective action. It will strive for finding solutions to face resource shortages affecting the quality of public services, debating strategies, as well as developing and voting upon concrete suggestions for local policy action. Some relevant actions will be possible such as: launching a call for solutions on the codesign of green spaces, facilitating the co-management of public areas, allowing citizens to report problems like "the communal garden has fallen into disrepute" or involving aged citizen in designing a new home care service etc.

The platform will be validated and evaluated from a multiple stakeholder perspective in dedicated **trial sites set up in three European cities**: London Borough of Southwark in the United Kingdom, as well as Turin and San Donà di Piave in Italy.

State of the project

The WeGovNow consortium is currently working on two basic tasks: defining a strategy for engaging stakeholders and developing the platform.

The **engagement strategy** aims to identify, recruit and involve representatives from local authorities and public service providers, citizens and action groups as well as local enterprises, associations and all the other relevant stakeholders. The project will sustain their participation during the implementation phase in each trial site. It will enable a new type of interactivity in the coproduction of citizencentred services and in the codevelopment of strategic approaches towards more collaborative practices.

The project's trial site managers, together with the municipality departments and some other key stakeholders, are developing scenarios that will be used as canvases to define – in a second step – concrete projects, target groups, and engagement processes. Workshops, interviews and focus groups will help develop realistic scenarios and revealing users requirements.

Implementation at the trial sites

The three trial sites in London Borough of Southwark, Turin and San Donà di Piave will test the platform's expected outcomes.

Testing how WeGovNow will be used to offer new and improved ways for residents to engage online with the government is one of the main issues.

The project's trial sites:
London Southwark, UK; Turin
and San Donà di Piave, IT.



TURIN

Turin is a NorthWestern Italian city, with a population of about 900,000 inhabitants in the municipality, and 1.7 million people in the metropolitan area. It is the capital of the Piedmont region (4.5 million inhabitants), and the fourth Italian city in terms of population. For decades Turin had been an industrial city whose main production had been represented by the internationally known FIAT cars factory. Since the nineties Turin has been starting a deep transformation from an industrial city into a creative and smart city. Today Turin is characterised by ongoing conservation and developing projects, is the Italian city with the highest percentage of green spaces per inhabitant.

In order to test the platform's features, Turin targets a new way of managing public spaces: a co-management model shall improve the coordination of the activities. The pilot area is Dora Park, the new urban park whose spaces are designed for a flexible use, such as daily activities or big events (i.e. concerts, festivals, cultural or religious activities) gathering together thousands of people. The park offers several playgrounds for children, and sporting facilities such as skate spaces and volleyball, basketball, tennis and football courts.

The City of Turin has developed three main intervention scenarios in Dora Park. They mainly focus on finding new services and comaintenance solutions for the park, developed in cooperation with every local unit or department related to a specific topic. On the basis of some interviews, the scenarios have been developed with the main stakeholders and all the local administration units related to the project topics. Scenarios are characterized by different types of actions: designing and creating an area for teenagers and young people, as well as furniture for the public square inside the shopping mall, and comanaging the *Hortus Conclusus*, a section of the park, by monitoring the first implementation of the regulation of common goods.

The next step will be assessing the feasibility and timing of each project. After that, Turin will start the engagement of the stakeholders to work with, in order to find and validate stable prototype solutions answering to daily needs.

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"Cooling Tower" Parco Dora, Turin

The ex Michelin tower represents a landmark of the Turin former industrial district recently converted into Parco Dora.

Photo credit by: Marco Spano

SAN DONÀ DI PIAVE

Located on the bank of the Piave River, counting 42,500 inhabitants, San Donà di Piave is the third largest town of the Metropolitan City of Venice. Its strongest economic resources include SMEs, agriculture and trade. The town is sharing economic, cultural and territorial activities as well as the main public services with Venice.

San Donà di Piave is involved in a wider process of integrated planning of social policies, engaging 20 municipalities and more than 215.000 citizens. Its objective is to adopt and improve the Social Opportunities Plan launched by the City in 2015. The plan aims at transforming the delivery of public services, increasing the capacity of citizens, business and other organisations to be proactive in society. Moreover a closer relationship between the quality of life and the economic development of the City shall be achieved.

San Donà has designed four clusters for urban development thanks to a “community analysis”, led by the University of Padua based on interviews with key interlocutors, a focus group, and two workshops involving about 50 stakeholders. The clusters are the following:

1. Improving housing accessibility for aged people, by providing for example a dissemination tool for the community on social services and activities, as well as a map of affordable and accessible houses to the owners, the associations of tenants, and the social housing providers.

2. The revitalisation of an abandoned barrack less than 10 km from the city centre, in order to promote the local heritage, new cultural and entertainment activities, skateparks, gyms and handcrafts spaces also for people with disability.
3. The regeneration of the City Centre, with the purpose of collecting ideas and sharing information on how to promote the City Centre and support business initiatives.
4. Empowerment of skills, education and training to ease the transition from school to work reducing the gap between competences and job opportunities, as well as making the City more attractive for foreign students.

LONDON SOUTHWARK

The London Borough of Southwark is one of the thirtytwo London boroughs and is made up of eight very distinctive neighbourhoods that extend along the river Thames and down into South East London. They encompass some of London's top attractions, creative hotspots, scenic villages and acclaimed green spaces. The inner London borough, which is located south of the City of London, is the 9th most densely populated across England and Wales, with 9,988 residents per square kilometre. The resident population, recorded in the 2011 Census, is 288, 200 and comprises a relatively young and ethnically diverse demographic, with significant contrasts of poverty and wealth. Social housing is a distinctive feature of the borough's urban geography. All the evidence indicates that as with other parts

“Cantina Sociale”, San Donà del Piave

This building is part of the Urbact III City Centre regeneration project that will transform this abandoned space in an innovation area focused on talents attractions and on generation of new economic activities.

Phot credit by: *Finotto Francesco*





“Tower Bridge & Riverside in Southwark”, Southwark Borough of London

of London, Southwark’s population will continue to grow so that by 2021 the resident population is estimated to increase by 61,147 persons.

Southwark plans to use the WeGovNow Platform across the council and is developing several different scenarios:

Housing: Southwark Council wants to enable residents on an estate stay connected using the social network component, a mechanism with which they could report any issues using the interactive map component.

Transport: Southwark Council wants to make it easier and safer for people to get around in Southwark. The Highways team want to conduct online consultations with residents and businesses in areas where they plan to carry out future major street improvement schemes. Engagement of residents and businesses via the WeGovNow platform can help inform design briefs for improvements schemes

Young people: Southwark Council wants to test how the WeGovNow platform could help get more young people engaged in the council’s work.

This is a free e-newsletter published by WeGovNow, a project cofunded by the European Commission. It is implemented by a consortium led by Empirica GmbH, in cooperation with: Città di Torino, Comune di San Donà di Piave, Fondazione Giacomo Brodolini, Funka Nu AB, Infalia PC, LiquidFeedback, London Borough of Southwark, Mapping for Change, Universität Heidelberg, University College London, Università degli Studi di Torino.

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www.wegovnow.eu



2.3 Newsletter # 2

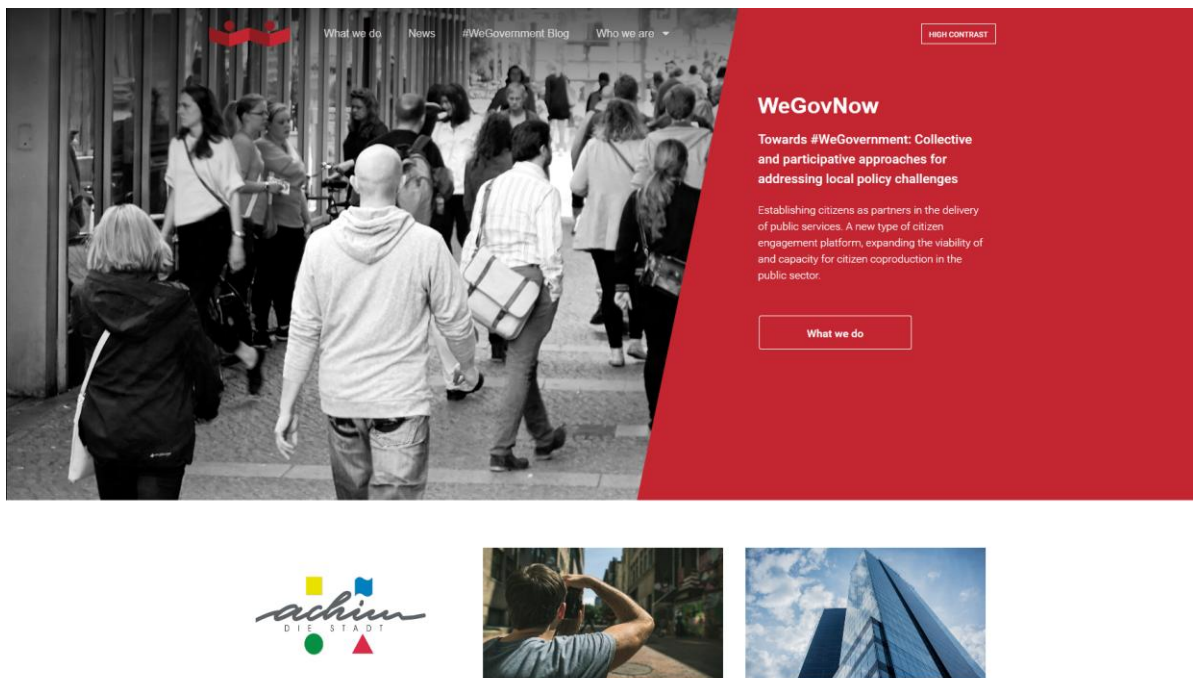
The second Newsletter is being finalised at the time of writing.

3 Online presence

3.1 Website

The project's website at 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 3: Homepage of project website 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.

"Results": This section includes all public deliverables, which are available for download in PDF format. Other results such as published academic papers will be added as the become available.

“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.

“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. Information on traffic volumes is summarised in the box below.

WeGovNow Analytics 2016–2017 (www.wegovnow.eu)

General Results

19.06.2016 – 13.02.2017

1,078 visits

2,844 pageviews, **2,197** unique pageviews

2 min 15s average visit duration

46% visits have bounced (left the website after one page)

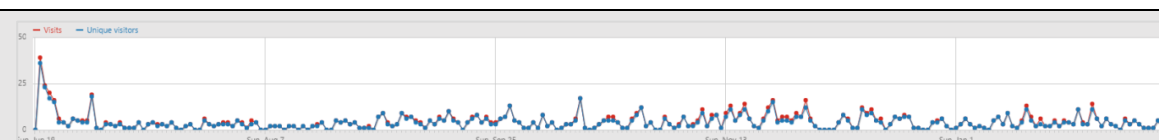
3.2 actions (page views, downloads, outlinks, and internal site searches) per visit

248 total searches on the website

404 outlinks, **394** unique outlinks

42 max actions in one visit

Pageviews and Unique Pageviews:



Visits and Unique Visitors:



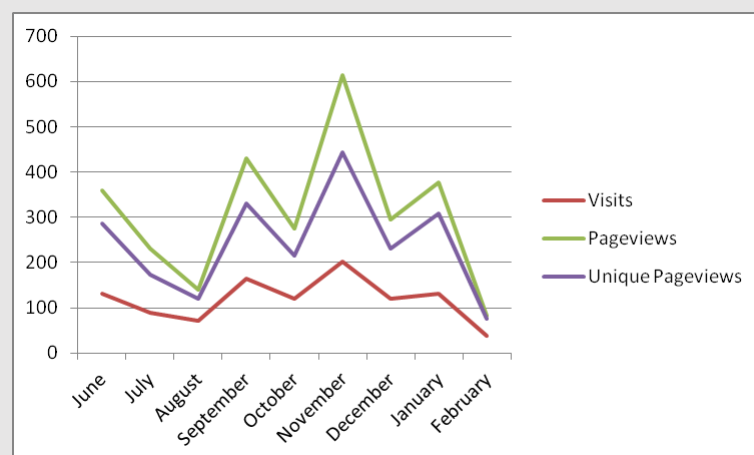
Visitors by Country (Top 10):

Location	Visits	%
Italy	391	36.3
United States	318	29.5
United Kingdom	106	9.8
Germany	104	9.6
Spain	33	3.1
Greece	21	1.9
Sweden	17	1.6
Greece	21	2.5
France	14	1.3
Netherlands	12	1.1

Results by Month:

Month	Visits	Pageviews	Unique Pageviews
June (1/2 month)	132	360	286
July	89	230	174
August	72	139	119
September	164	430	330
October	121	275	216
November	203	615	444
December	121	294	230
January	138	418	323
February (1/2 month)	38	83	75

Monthly Visitor Trend Chart:



3.2 Social Media activities

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.

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.

Between start of the project and early February 2017, 89 tweets have been sent. The number of followers is currently 96.

Exhibit 4: Project presence on Twitter



4 Events

4.1 Events Template

In order to collect information on partners' dissemination activities a specific tool has been made available to the Consortium partners (see Annex "Template Events"). Every three months partners has been asked to fill an Excel table with their previous and planned dissemination activities.

The events template is subdivided in the following categories:

- Name of the event;
- Location;
- Date;
- Theme(e.g. event's subtitle);
- Organiser;
- Type of organiser (in pre-defined categories: European, national and regional/local institutions, private commercial and non-profit organizations, other);
- Type of attendance (in pre-defined categories: presentation about WeGovNow, presentation mentioning WeGovNow, presentation without WeGovNow, attendance and networking only;
- Participant(s) from the consortium (first name, last name, organisation name).

4.2 Local workshops (organised/led by Municipalities)

The Municipalities, with the support of the Trial site managers, have organised a number of workshops and seminars to introduce the project to the administrations units and to the local stakeholders to be included in the building scenarios.

The **Municipality of Turin** have organised a workshop involving:

- a) Municipality Departments:
 - The Development Department
 - The European Funds Department
 - The Innovation and Smart City Department
 - The Public Green Department and Municipal Buildings Department
- b) The Districts 4 and 5
- c) Local (Parco Dora) residents
- d) NGOS: Events Organisers; Housing association group Comitato Dora Spina 3; Sports and Cultural associations; Religious associations
- e) Businesses (Sport shop Giannone; Dora shopping mall)

The Municipality of the **London Borough of Southwark** have organised a workshop involving:

- a) Municipality Departments:
 - The Highways Division
 - The Transport Policy Division
 - The Highways GIS Officer
- b) Local residents

The **Municipality of San Donà di Piave** have organized a workshop involving:

- a) Municipality Departments:
 - The Development Department
 - The Financial and Accounting Department
 - The ICT department
- b) The Regional Public Health Department
- c) The Municipal social & housing service
- d) The Universities:
 - The University of Padua political sciences
 - The University of Venice Architecture

4.3 Events attended by partners

WeGovNow has been presented by partners in the following events in the academic domain:

- **Net Futures 2016²**, Brussels, 25-26 March: Attended by one WeGovNow representative (Jza Abbas, empirica) for networking with attendees from CAPS projects and general audience.
- **COST Action IC1205**, Industry Day³ at University of Toulouse, Toulouse, 21 June 2016: One WeGovNow representative (Andreas Nitsche, LiquidFeedback) was one of the invited keynote speaker who presented innovative use of collective decision making technologies.
- **19th AGILE International Conference on Geographic Information Science⁴**, Helsinki, Finland, 14-17 June: One WeGovNow representative (Adam Rousell, UHei) presented a paper on “A Two-Tiered Approach to OSM Data collection for Novice Users”. Also used for networking.

² <http://netfutures2016.eu/>

³ <http://www.ilc.uva.nl/COST-IC1205/Events/Action-Meetings/Toulouse-2016/>

⁴ <http://www.agile-online.org/index.php/conference/conference-2016>

- **18th International Conference on Human-Computer Interaction with Mobile Devices and Services (MOBILEHCI)**⁵, Firenze, 6-9 September 2016: One WeGovNow representative (Noemi Mauro, University of Turin) gave a presentation of user interface aspects of OnToMap.
- **“The IEEE International Smart Cities Conference (ISC2)**, Trento, 13 September 2016: One WeGovNow representative (Alessio Antonini, University of Turin) gave a presentation of the project platform
- **9TH International Conference on Innovation in Urban and Regional Planning (INPUT)**⁶, Torino, 15 September 2016: A WeGovNow representative (Lucia Lupi DIST- Polito) presented a paper on “MiraMap: an e-participation tool for Smart Peripheries” and a paper on “Real society in virtual space: a new platform to share responsibilities”.
- **Data for Policy 2016 – Frontiers of Data Science for Government: Ideas, Practices and Projections**⁷, Cambridge, UK, 15-16 September: One CAP4Access representative (Louise Francis, MfC) presented a paper on “Policy recommendations to promote the use of digital social innovation and open data for better addressing the mobility requirements of people with disabilities”. Also used for networking.
- **“The Future of Democracy” seminar**⁸ at University of Bologna, Bologna, 3 November 2016: One WeGovNow representative (Andreas Nitsche, LiquidFeedback) gave a presentation on “LiquidFeedback and fair process of decision making”.
- **“The Digital Dimension of Democracy” seminar**⁹ at Friedrich-Ebert-Foundation, Berlin, 30 November 2016: One WeGovNow representative (Andreas Nitsche, LiquidFeedback) participated in a panel discussion on e-participation.
- **Digital Social Innovation Fair 2017**¹⁰, Rome, 1-2 January 2017: One WeGovNow representative (Karsten Gareis, empirica) attended the meeting for dissemination and networking with other EU funded projects working in related areas.

4.4 Events planned to attend in 2017

In 2017 again, 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.

- **AGILE Conference**¹¹: Annual conference organised by the Association of Geographic Information Laboratories for Europe (AGILE) which promotes academic teaching and

⁵ <https://mobilehci.acm.org/2016/> and <http://mobilech2016.di.unito.it/>

⁶ <http://www.input2016.it/>

⁷ <http://dataforpolicy.org/>

⁸ <https://sites.google.com/site/futureofdemocracy2016/home/workshop>

⁹ <https://www.fes.de/de/veranstaltung-die-digitale-dimension-der-demokratie/>

¹⁰ <https://dsifair.eu/>

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 Cartography¹². **Next edition:** Wageningen (Netherlands), 2017.

- **AGIT / GI_Forum**¹³: 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, 4-7 July, 2017.
- **vIFIP Electronic Government conference (EGOV)**¹⁴: 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:** St. Petersburg, Russian Federation, 4-7 September, 2017.
- **Electronic Participation Conference (ePart)**¹⁵: Annual conference, top-ranked in the domain of electronic participation and ranked 5th overall among conferences dedicated to ICT in the context of public administration and the public sphere. **Next edition:** St. Petersburg, Russian Federation, 4-7 September, 2017.
- **Geocomputation**¹⁶: Biannual conference on the "art and science of solving complex spatial problems with computers". Alternates every alternate year with GIScience. **Next edition:** Leeds, UK, 4-7 September, 2017.
- **International Conference for E-Democracy and Open Government (CeDEM)**¹⁷: Aims to brings 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.
- **19th International Conference on Democracy, Political and Civic Participation (ICDPCP 2017)**¹⁸: 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:** Paris, France, 28-29 August, 2017.
- **State of the Map Europe**¹⁹: OpenStreetMap conference by and for the European OSM community, held in years when the international SOTM is organised outside of Europe. The event also addresses everybody interested in learning something about OSM or in contacting members of the Community. **Next edition:** tba, late summer, 2017.

¹¹ <https://agile-online.org/index.php/conference/conference-2017>

¹² <http://www.springer.com/series/7418>

¹³ <http://www.gi-forum.org/>

¹⁴ <http://www.egov-conference.org/>

¹⁵ <http://www.egov-conference.org/>

¹⁶ <http://www.geocomputation.org/>

¹⁷ <http://www.donau-uni.ac.at/en/departement/gpa/telematik/edemocracy-conference/>

¹⁸ <http://www.waset.org/conference/2017/08/paris/ICDPCP>

¹⁹ <http://2016.stateofthemap.org/>

5 Publications

5.1 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. Between February 2016 and January 2017, the following papers related to the topic of the project have been published:

- Antonini, A., Boella, G., Calafiore, A., Salaroglio, C.E., Sanasi, L. and Schifanella, C. (2016): First Life, the Neighborhood Social Network: a Collaborative Environment for Citizens. CSCW Companion 2016: 1-4.
- Ardissono, L., Mauro, N. and Savoca, A. (2017). Supporting Knowledge Sharing and Learning via Semantic Geographical Maps (abstract), To appear in proceedings of SmartLearn'17, March 13 2017, Limassol, Cyprus, ACM. ISBN 978-1-4503-4904-8/17/03. DOI: <http://dx.doi.org/10.1145/3038535.3038537>, ACM, 2017.
- Ardissono, L., Lucenteforte, M., Mauro, N., Savoca, A., Voghera, A. and Lariccia, L. (2016). Exploration of Cultural Heritage Information via Textual Search Queries (abstract), In MobileHCI '16 Proceedings of the 18th Int. Conf. on Human-Computer Interaction with Mobile Devices and Services Adjunct, pp. 992-1001, ISBN: 978-1-4503-4413-5, DOI: 10.1145/2957265.2962648, ACM, 2016.
- Francis, L., Ferri Sanz, M., Durá Ferrandis, E., Ferrando, M. (2016) 'Policy recommendations to promote the use of digital social innovation and open data for better addressing the mobility requirements of people with disabilities', paper presented at Data for Policy 2016, University of Cambridge, 15-16 September.
- Hahmann, S., Zipf, A., Rousell, A., Mobasher, A., Rylov, M., Steiger, E., Loos, L., Lauer, J. (2016): GIS-Werkzeuge zur Verbesserung der barrierefreien Routenplanung aus dem Projekt CAP4Access. AGIT - Journal für Angewandte Geoinformatik. Vol. 2, pp. 328-333. DOI: 10.14627/537622047
- Lupi, L., Antonini, A., Boella, G., Schifanella, C., Sanasi, L. (2016): Back to public: Rethinking the public dimension of institutional and private initiatives on an urban data platform. ISC2 2016: 1-8.
- Rousell, A., Hahmann, S., Mobasher, A. (2016): A Two-Tiered Approach to OSM Data collection for Novice Users. 19th AGILE Conference on Geographic Information Science. Helsinki, Finland.
- Senaratne, H., Mobasher, A., Ali, A.L., Capineri, C., and Haklay, M. (2016): A review of Volunteered Geographic Information quality assessment methods. International

Journal of Geographical Information Science (IJGIS), volume and issue pending, pp. pending, Taylor & Francis. DOI:10.1080/13658816.2016.1189556

- Voghera, A., Crivello, R., Ardissono, L., Lucenteforte, M., Savoca, A. and Lariccia, L.- (2016). Production of spatial representations through collaborative mapping. An experiment. (conference proceedings) Proc. of INPUT 2016 (9th Int. Conf. on Innovation in Urban and Regional Planning), pp. 356-361, Torino, Italy, 2016. ISBN: 978-88-9052-964-1
- Voigt, C., Dobner, S., Ferri, M., Hahmann, S., Gareis, K. (2016): Community Engagement Strategies for Crowdsourcing Accessibility Information. In: K. Miesenberger, C. Bühler, & P. Penaz (eds.), Computers Helping People with Special Needs: 15th International Conference, ICCHP 2016, Linz, Austria, July 13-15, 2016, Proceedings, Part II. p. 257-264. DOI: 10.1007/978-3-319-41267-2_35
- Zipf, A., Mobasher, A., Rousell, A., Hahmann, S. (2016). Crowdsourcing for individual needs - the case of routing and navigation for mobility-impaired persons , a book chapter accepted for C. Capineri et al., eds. [European Handbook of Crowdsourced Geographic Information](#), Ubiquity Press.

5.2 Publications targeting non-academic audiences

WeGovNow coordinator empirica was invited to present the project in a brochure published by the German National Horizon2020 Contact Point "Society". The brochure entitled "Success in Europe: German Researchers from the Social, Economic and Social Sciences in Horizon 2020" includes portraits of successful applicants based in Germany and their collaborative research projects. It is available (in German language only) at <http://www.nks-swg.de/de/nks-gesellschaft-neue-brosch-re-erfolgreich-in-europa.php>.

The article is reproduced below.

Exhibit 5: Project presentation in brochure of German National Contact Point

Verbundforschungsprojekte:
Die in Horizon 2020 als Verbundprojekte durchgeführten Maßnahmen sind Forschungs- und / oder Innovationsmaßnahmen, an denen sich Konsortien mit mindestens drei Rechtspersonen aus drei verschiedenen Mitgliedstaaten oder assoziierten Ländern beteiligen. Ziel ist die Entwicklung neuen Wissens, neuer Technologien, Verfahren, Produkte und Dienstleistungen.

Weitere Informationen:
www.horizont2020.de/einstieg-gesellschaftliche-herausforderungen.htm

Topic:
EURO-6-2015 - Meeting new societal needs by using emerging technologies in the public sector (RIA)

Projektkoordinator:
empirica Gesellschaft für Kommunikations- und Technologieforschung mbH

Förderlinie:
Verbundforschung / 6. Gesellschaftliche Herausforderung

Budget:
EU-Beitrag: 4,2 Mio. €

Laufzeit:
01.02.2016 - 31.01.2019

Anzahl der Partner:
11 Projektpartner aus 5 Ländern

Internet / Website:
www.wegovnow.eu

V. Towards We-Government – Herausforderungen der Lokalpolitik begegnen

Unterschiedliche Organisationskulturen, veraltete oder schlecht konzipierte IT-Lösungen und gesetzliche Vorschriften im Bereich der öffentlichen Verwaltungen begrenzen, verlangsamen oder verhindern die Entstehung von E-Government. Gleichzeitig üben neue Technologien, vor allem die sogenannten SMAC-Technologien (soziale, mobile, analytische und Cloud-Technologien) einen immer stärker werdenden Veränderungsdruck auf die öffentlichen Dienstleistungen aus. Das Projekt WeGovNow (Towards We-Government: Collective and participative approaches for addressing local policy challenges) will bestehende Lösungen weiterentwickeln und zu einer gemeinsamen Plattform zusammenführen.

Nicht nur im privaten, sondern auch im öffentlichen Sektor verschieben die digitalen Innovationen zunehmend die Macht von der Versorgungs- zur Nachfrageseite. Dies geschieht zu einem Zeitpunkt, in der sich das E-Government der einfachen Transaktions-Online-Dienstleistungen (der Bürger als Kunde) zum „We-Government“ (der Bürger als Partner) wandelt.

Im Projekt „WeGovNow! – Towards We-Government“ (Kollektive und partizipative Lösungsansätze für Herausforderungen der Lokalpolitik) bauen die Projektgruppen und ihre zwölf Partnerorganisationen auf früheren Forschungs- und Entwicklungsarbeiten auf, die Bürgerdienste verbesserten und digitale Nachbarschaftsplattformen aufbauten. Die bestehenden Lösungen werden nun weiterentwickelt und zu einer gemeinsamen Plattform zusammengeführt. Auf ihr können Bürgerinnen und Bürger dann auf Probleme aufmerksam machen, Lösungen vorschlagen und deren Relevanz diskutieren. Strategische Themen können ebenso diskutiert und abgestimmt werden wie konkrete Vorschläge für die Lokalpolitik. Knappe Ressourcen, die die Qualität von Bürgerdiensten beeinträchtigen, werden durch neue Ideen kompensiert.

Softwaretechnisch ist WeGovNow eine OpenStreetMap (OSM) basierte E-Government-Lösung. Eine OSM ist eine Datenbank mit geographischen Daten, die zum Beispiel für Routenplaner oder andere Informationen verwendet werden kann. WeGovNow wird geläufige Anwendungen – darunter Community Maps, GeoKey, FirstLife und LiquidFeedback – in eine E-Government-Plattform integrieren. Gleichzeitig wird sie neue Module wie zum Beispiel einen „Trusted Marketplace“ schaffen, und auch für bestehende Bürgerdienste und Module von Drittanbietern offen sein. Die mobile Nutzung wird sowohl mit WeGovNowApps als auch mit Apps von Drittanbietern möglich sein.



Interview mit Koordinator Karsten Gareis

Karsten Gareis arbeitet seit 1996 bei der empirica Gesellschaft für Kommunikations- und Technologieforschung in Bonn, wo er als Projektleiter und Forscher tätig ist. Er hat ein Geografie- und Volkswirtschaftsstudium an der Rheinischen Friedrich-Wilhelms-Universität Bonn und am University College in London absolviert. Einer seiner Arbeitsschwerpunkte sind innovative Methoden der Arbeitsorganisation in größeren Unternehmen. So hat er u. a. drei Jahre lang als Berater in Katar einheimische Firmen bei der Einführung von Telearbeit begleitet.

Was hat Sie dazu veranlasst, einen EU-Antrag einzureichen?

Die Teilnahme bzw. Koordinierung von EU-Verbundprojekten gehört zum Kernbereich des Geschäftsmodells von empirica, wobei wir uns auf Forschungs- und Politikberatungsprojekte zum Thema Bedingungen und Auswirkungen des Einsatzes von Informations- und Kommunikationstechniken zur Bewältigung gesellschaftlicher Herausforderungen fokussieren.

Haben Sie vorher schon Erfahrungen mit der Förderung auf nationaler Ebene gesammelt?

Ich persönlich habe bereits zu Beginn meiner Arbeitskarriere parallel in national und EU-geförderten Projekten gearbeitet. Ich profitierte dabei von den Erfahrungen, die Kolleginnen und Kollegen in beiden Bereichen bereits gesammelt hatten.

Welche interkulturellen Kompetenzen sind für ein EU-Projekt erforderlich?

Vertrauensbildung ist von zentraler Bedeutung. Jeder Aufwand, der hierzu etwas beitragen kann, stellt eine gute Investition dar. Dabei sollte darauf hingewirkt werden, unterschiedliche Interessen der beteiligten Partner nicht unter den Teppich zu kehren, sondern explizit zur Sprache zu bringen, damit anschließend offen an Kompromissen gearbeitet werden kann. Grundwissen, antrainiert oder erfahrungsbasiert, in interkultureller Kommunikation sind sicherlich vonnöten. Aus deutscher Sicht beinhaltet dies m. E. zu berücksichtigen, dass deutsche Projektpartner im sonstigen Europa häufig als sehr gewissenhaft, aber auch tendenziell als eher arrogant und besser-wisserisch angesehen werden.

Ist die Fokussierung auf Impact im EU-Kontext für Sie hilfreich im deutschen Wissenschaftssystem?

Ja. Allerdings sind die im „Work Programme“ aufgelisteten Impacts nicht immer ohne weiteres miteinander vereinbar (bzw. ihre Kombination nicht sinnvoll). Teilweise werden auch zu viele Impact-Kategorien genannt, die zu einem Verlust an Projektfokus führen können – Projektanträge müssen in diesem Fall einigen Aufwand betreiben, alle Impact-Kategorien abzuheben, was dem Fokus und der Stringenz des Projektkernes abträglich sein kann.



Karsten Gareis

Von der Arbeit entspannen können Sie am besten bei....?

Beim Wandern oder Lesen.

Auf welche Leistung sind Sie besonders stolz?

Ich beteilige mich in meiner Freizeit an einem Projekt zur Nutzung von eLearning für die Ausbildung von Krankenschwestern und Hebammen in Ghana. Mein Plan ist, das in Form eines umfangreicheren EU-Verbundprojektes auszudehnen und so nachhaltig zu einer Verbesserung der Situation vor Ort beizutragen.

Was ist Ihr Lebensmotto?

Im Zweifel für den Zweifel.



END OF D5.2