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D7.2 – Dissemination Plan

WP7 Dissemination and exploitation activities

Task 7.1 Communication & dissemination plan and activities

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Table of contents

1	Introduction of SIMPATICO	8
2	Dissemination objectives	10
2.1	Communication	11
2.2	Attraction	12
3	Dissemination strategy	13
4	The criteria	17
4.1	Target Audience Groups of the SIMPATICO project.....	17
4.1.1	Research Communities.....	17
4.1.2	Public Administrations.....	17
4.1.3	SMEs and IT Industry	18
4.1.4	Citizens	18
4.1.5	Policy makers.....	18
4.1.6	New generations	18
4.1.7	Communities & NGOs.....	18
4.1.8	Independent Experts	19
4.2	Definition of messages for each audience target group	19
5	Dissemination collaterals	21
5.1.1	Project Logo.....	21
5.1.2	Brochure	22
5.1.3	Promo Video	23
5.1.4	Gadgets.....	23
5.1.5	SIMPATICO Website	23
5.1.6	Newsletter	24
5.2	Channels	24
5.2.1	Social Networks	24
5.2.2	Liaisons with other projects and networks	26
5.3	Activities	26
5.3.1	Conferences, seminars, workshops and meetings	26
5.3.2	Press Releases	26
5.3.3	Publications in journals	27
6	Activities Plan	28

6.1	Conferences and Public Events	28
6.2	Web Sites and Social Networks presence	30
6.3	Articles in generalist news.....	37
6.4	Articles in specialised publications.....	37
7	Monitoring	39
7.1	Dissemination planning table	39
7.2	Dissemination Activity Report.....	40
8	Conclusion	41
	ANNEX 1 - DAR (Dissemination Activity Report)	42

List of figures

Figure 1 - SIMPATICO concept as a glance	8
Figure 2 - Communication Directions.....	11
Figure 3 - Stakeholders Categories.....	12
Figure 4 - Left logo.....	21
Figure 5 - Centred logo	21
Figure 6 - Logo and Name	21
Figure 7 - Leaflet.....	23
Figure 8 - Web Site	24
Figure 9 - Facebook	25
Figure 10 - Twitter	25
Figure 11 - Google+	26
Figure 12 - Dissemination Planning Table	39

List of tables

Table 1 - Stakeholder groups.....	13
Table 2 - Dissemination table explaining instrument, procedures and approach chosen.....	15
Table 3 - Audience target groups	20
Table 4 - Conferences and Events	29
Table 5 - Internet presence	36
Table 6 - Generalist News.....	37
Table 7 - Specialised Publications.....	38

Glossary

COST	Cooperation in Science and Technology
DAR	Dissemination Activity Report
Dx.y	Project Deliverable
EU	Europe
ICT	Information and Communication Technology
IT	Information Technology
NGO	Not Government Organisation
PA	Public administration
RO	Research Objective
SME	Small or Medium Enterprise
Tx.y	Project Task
WPx	Work Package

Executive summary

This document is the deliverable “D7.2 – Dissemination Plan” of the European project “SIMPATICO - SIMplifying the interaction with Public Administration Through Information technology for Citizens and cOmpanies” (hereinafter also referred to as “SIMPATICO”, project reference: 692819).

SIMPATICO addresses a strategic challenge towards the innovation and modernization of the public sector: the need to offer a more efficient and more effective experience to companies and citizens in their daily interaction with Public Administration (PA) by (i) offering a personalized delivery of PA online services; (ii) enabling a better comprehension of the complex processes and documents (forms, regulations, etc.) behind these services; (iii) engaging them to improve the administration processes and services. SIMPATICO's goal is to improve the experience of citizens and companies in their daily interactions with the public administration by providing a personalized delivery of e-services based on advanced cognitive system technologies and by promoting an active engagement of people for the continuous improvement of the interaction with these services.

This report is intended to be a guideline for dissemination activities planned in the SIMPATICO project. Starting from a brief description of the project it addresses key elements of a sounding dissemination strategy, going through definition of its objectives and messages SIMPATICO would like to share with its audience. Further on it considers media and activities that are suggested to achieve defined objectives with some key activities identified in each country. A Dissemination Activity Report template to monitor and report those activities is proposed to facilitate further analysis of dissemination results.

A two directions dissemination approach has been suggested including achievements communication and attraction for new stakeholders for future exploitation of project results. Stakeholders management and engagement is going to be thoroughly addressed by deliverables of another project Work Package (WP6); in this document their engagement and management has been addressed only to identify an overall approach.

Once targets and related messages have been defined a detailed list of activities and media involved has been provided, although this includes only major and assessed initiatives. Other incoming initiatives including local ones will be presented in periodic reports.

1 Introduction of SIMPATICO

SIMPATICO's goal is **to improve the experience of citizens and companies in their daily interactions with a public administration** by providing a personalized delivery of **e-services** based on advanced **cognitive system technologies**, and by promoting an active engagement of people for the continuous improvement of the interaction with these services. The SIMPATICO approach is realisable through a platform that can be deployed on top of an existing PA system which allows for **a personalized service delivery** without having to change or replace its internal systems: a process often too expensive for a public administration, especially considering the cuts in resources imposed by the current economic situation.

The objective of SIMPATICO is accomplished through a solution based on the **interplay of language processing, machine learning and the wisdom of the crowd** (represented by citizens, business organizations and civil servants) **to change for the better the way citizens interact with the PA**. **SIMPATICO adapts the interaction process** to the characteristics of each user; **simplifies** text and documents to make them understandable; **enables feedback for the users** on problems and difficulties in the typical interaction; **engages civil servants, citizens and professionals** so as to make use of their knowledge and integrate it in the system (Fig. 1) that is both open and dynamic.

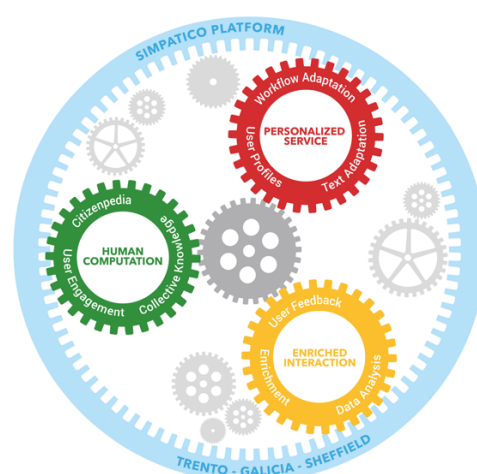


Figure 1 - SIMPATICO concept as a glance

The project can be broken down into the following **smaller research objectives (ROs)**.

RO1. Adapt the interaction process with respect to the profile of each citizen and company (PA service consumer), in order **to make it clear, understandable and easy to follow**.

- A **text adaptation** framework, based on a **rich text information layer** and on machine learning algorithms capable of **inducing general text adaptation operations** from **few examples**, and of **customizing these adaptations to the user profiles**.
- **Workflow adaptation engines** that **takes user characteristics** and **tailor** the interaction according to the user's profile and needs.
- A feedback and annotation mechanism that **gives users the possibility to visualize, rate, comment, annotate, document the interaction process** (e.g., underlying the most difficult steps), so as to provide valuable feedback to the PA, further refine the adaptation process and enrich the interaction.

RO2. Exploit the wisdom of the crowd to enhance the entire e-service interaction process.

- An **advanced web-based social question answering engine (Citizenpedia)** where citizens, companies and civil servants **discuss and suggest potential solutions and interpretation for the most problematic procedures and concepts**.

- A **collective knowledge** database on e-services used to simplify these services and improve understanding between stakeholders.
- An **award mechanism** that **engages users and incentivises them to collaborate** by giving them **reputation** (a valuable asset for professionals and organizations) and **privileges** (for the governance of Citizenpedia – a new public domain resource) according to stakeholders contributions.

RO3. Deliver the SIMPATICO Platform, an open software system that can interoperate with PA legacy systems.

- A platform that **combines consolidated e-government methodologies with innovative cognitive technologies** (language processing, machine learning) at different level of maturity, enabling their experimentation in more or less controlled operational settings.
- An interoperability platform that enables an **agile integration of SIMPATICO's solution with** PA legacy systems and that allows the exploitation of data and services from these systems with the SIMPATICO adaptation and personalization engines.

RO4. Evaluate and assess the impact of the SIMPATICO solution

- Customise, deploy, operate and evaluate the SIMPATICO solution on **three use-cases in two EU cities** – Trento (IT) and Sheffield (UK) – **and one EU region** – Galicia (ES).
- **Assess the impact** of the proposed solution in terms of **increase in competitiveness, efficiency of interaction and quality of experience.**

2 Dissemination objectives

Our priority is to make sure that the technologies, resources and assets made available through the SIMPATICO project reach the target audience it aims to help. Consequently, we will focus on making sure that Non-native English speakers are able to not only find, but also understand SIMPATICO enabled services through dissemination.

In parallel, we also aim to spread the word about SIMPATICO through publications, tutorials and seminars. This way, the SIMPATICO project will hopefully obtain the attention and support of not only to those who benefit from its assistive technologies, but also those who are interested in the topic of Text Adaptation, from academia or industry.

Another key objective of the SIMPATICO dissemination and communication activities is to ensure that the all partners appropriately present and sufficiently communicate achieved results with the aim of optimising their value and facilitating future European adoption. Each partner has therefore expressed a commitment to fully maximise their networks, contacts and capabilities for the effective dissemination of project results. To define the extent of these capabilities, each partner has completed individual partner dissemination plans which have been used as a basis for the current document.

SIMPATICO communication activity is much decentralised, as it must take into account the specifics of each of the countries that we work in. All of our internal stakeholders will have direct access to flyers and posters.

The core priorities in the SIMPATICO dissemination strategy are organized around four actions as follows:

1. First, to improve the visibility of pilot's achievements and results, we intend to disseminate the project objectives and results which should lead to future business opportunities at the local level, in order to raise awareness, engage stakeholders and users necessary for business engagement
2. Second, exploiting our network of contacts and participation at relevant events at the local, national, and EU level to engage new public administrations interested in the adoption of the SIMPATICO results.
3. Third, disseminating research activities results of the project, in particular natural language processing and text adaptation, targeting both research communities and industries. Further priority is to target additional sectors where the Simpatico approach and techniques developed may be of value.
4. Fourth, improving partners own scientific and research profile by attending events for such communities with the goal of generating new ideas, cross-disseminate to other fields of PA activities and other well expertise sharing

In doing that we plan to follow two pathways: Communication and Attraction where Communication aims at giving detailed information about project achievements to general public while Attraction is intended to support the engagement of stakeholders either they are scientists, business of public administrations

2.1 Communication

Communication pathways will be divided into two main actions: Internal and External.

- Internal to the project, which aimed at the project management team and internal stakeholders. This will include operational functions and related activities.
- External: targeting various types of external stakeholders.

In this document we are focusing on external as internal actions are addressed in the Project Management Plan (D1.1). Great attention is going to be given to stakeholders' engagement that is part of WP6 although it will be done in close relation with dissemination activities planned in this deliverable. Communication is mainly intended to keep audience updated about project achievement.

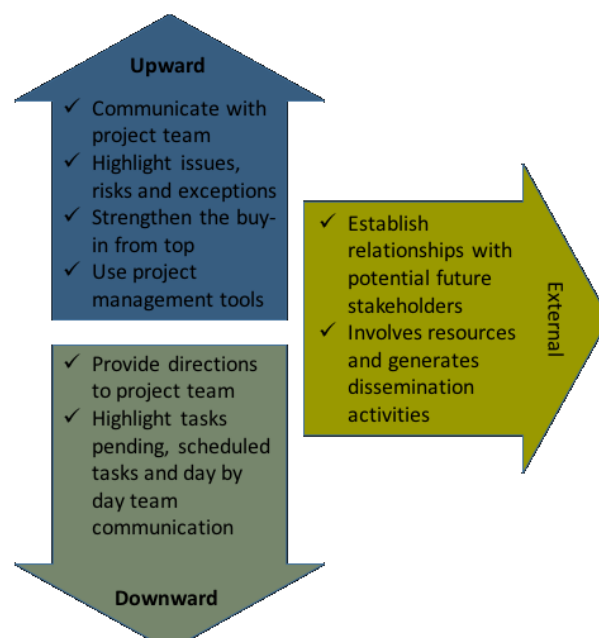


Figure 2 - Communication Directions

This will involve stakeholders with communication messages based on criteria presented in the following chapter (see Section 3.2), the main objective of communication in the management of those relationship will be to keep interest in SIMPATICO project high by showing real benefits and news coming from pilot sites.

To achieve that result, the following chapters highlight a list of media and related activities planned during the project will be conducted.

In order to facilitate the development of relationships with stakeholders, for each pilot site a local web site (organised as a blog), in local language has been agreed and planned. They will be on line as soon as pilot's scenario is consolidated and will be managed by local pilot managers. Those web sites could be also linked with local social networks in order to give visibility to activities and achievements in each site.

A selection of interactions done at local level will be translated in English and forwarded to the main web site to give a wider visibility to what is going on.

2.2 Attraction

Attracting interest and participation in SIMPATICO for specific stakeholders categories is one of the most challenging objectives of project dissemination and it's closely linked with SIMPATICO stakeholders engagement process. In WP7 we will give to our WP6 colleagues all the material to allow them to gain the maximum benefit from the involvement of stakeholders.

To plan those activities, we will provide a different “attraction strategy”, for each category of stakeholder; Figure 3 proposes a view of identified specific groups (see Table 1) and their possible interest in SIMPATICO deliverables.

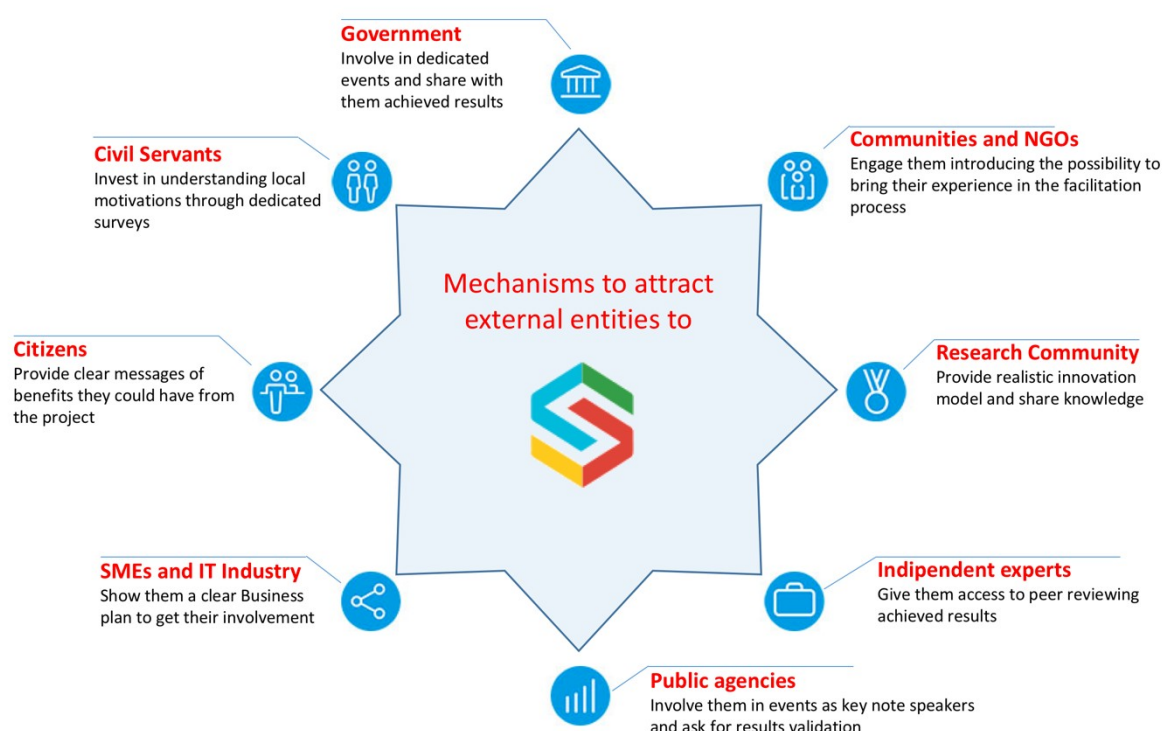


Figure 3 - Stakeholders Categories

Further analysis will be provided in D6.3 - Citizens & stakeholders engagement & community building plan v1 (M12).

Engagement will be effective only if a strong set of activities are going to be done at local level to create awareness of SIMPATICO.

SIMPATICO will also facilitate improvement of competences in simplifying procedures inside Public Administrations while the interaction with a wide range of stakeholders will provide a shared approach on that simplification.

It will be a key element to better understanding both sustainability and exploitation pathways.

3 Dissemination strategy

The main goals of dissemination activities involve **four target stakeholder groups**: **Research community**, **Public administrations**, **IT companies** providing solutions for the public sector, and **Civil society**, composed by citizens, professionals and businesses.

Our strategies and dissemination objectives help us to choose Stakeholder groups based on various level of detail in order best fit the need project needs. This is highlighted in Table 1.

Main Target groups	Specific groups	Target audience
Research community	Universities & Research centres	Research communities
Public administrations	Government	Public Administrations
	Civil Servants	
	Public Agencies	
IT companies	Providers (SMEs and IT industry)	Providers (SMEs and IT industry)
Civil society	Citizens	Citizens
		Policy makers
		New generations
	Communities & NGOs	Communities & NGOs
	Independent experts	Independent experts

Table 1 - Stakeholder groups

This requires the use of venues channels to present and promote the project, as well as different media and communication activities, as detailed in Table 2.

Dissemination tool / channel	KPI	Objective	Goal and what/how
SIMPATICO Website	Yearly visits	5000	Goal: To make third parties aware and promote the use the SIMPATICO, collect user feedback and user experience. What, How: The website is planned to be up and running in Month 4 after the project starts. Beside general information, technical reports and most of the SIMPATICO deliverables will be made available for use and download, with appropriate licence rules. The website will be kept available after the end of the project, at least for three years, managed by the three PAs in the Consortium. Target groups: Research community, Public administrations, IT companies, Civil society.
	Monthly downloads: Posters, deliverables, ...	25	
	References from external web pages	15 (excluding partner web pages)	

Dissemination tool / channel	KPI	Objective	Goal and what/how
SIMPATICO Social network profiles	Twitter followers	500 followers	<p>Goal: To build a network, that will create followers (cities and end-users) willing to benefit from the results of SIMPATICO.</p> <p>What, How: social networks will be up and running from Month 9. We will have a Spanish, English and Italian account, managed by GALICIA, SCC and TRENTO. Depending on the phase of the project, updates may be monthly, weekly or even daily.</p> <p>Target groups: Research community, Civil society.</p>
	Facebook likes	500 likes	
	3 rd party contributions to knowledge base	125	
Mass Media	Number of releases (annually)	2 per country	<p>Goal: involve people who do not use social networks, gain visibility at regional and national levels.</p> <p>What, How: One press release for each use-case phase per country is expected. Press releases will be derived in Spanish, English and Italian by the research partners.</p> <p>Target groups: Public administrations, Civil society.</p>
Leaflets and Posters	Number of leaflets/posters per year	3	<p>Goal: To inform the public about what the project aims to achieve and its ongoing progress.</p> <p>What, How: The target is the general audience. Leaflets/posters will be produced in different languages and with different contents, depending on the phase of the project.</p> <p>Target groups: Civil society.</p>
Newsletter	Number of issues each year	1	<p>Goal: To collect experiences and lessons learned and share these with the relevant communities.</p> <p>What, How: Focus on spreading the SIMPATICO project ideas and use-case results. The plan is to publish a newsletter every year. The newsletter will be translated in three languages: Italian, Spanish and English.</p> <p>Target groups: Public administrations, IT companies, Civil society.</p>
	Number of downloads per issue	100	

Dissemination tool / channel	KPI	Objective	Goal and what/how
Trade shows and fairs	Number of events attended	3	<p>Goal: To get in close contact with industrial “stakeholders” from other regions and countries.</p> <p>How, What: Based on the use cases and intermediate results, the project will participate in at least three trade show and fairs per year.</p> <p>Target groups: IT companies.</p>
Scientific publications	Number of journal and conference papers per year.	6	<p>Goal: To promote project ideas, concepts and results in scientific research and applied research communities, and get feedback from relevant stakeholders in these communities.</p> <p>What, How: Some of the conferences that will be addressed by SIMPATICO are, for the NLP domain ACL, NAACL, EMNLP, for the eGovernment domain: European Conference on eGovernment (ECEG), IFIP EGOV Conference, IFIP ePart conference, International Conference on e-Business and e-Government (ICBG) and International Conference on e-Government (ICEG).</p> <p>Target groups: Research community.</p>

Table 2 - Dissemination table explaining instrument, procedures and approach chosen

The dissemination plan will aim to fulfil following dissemination success criteria:

- effective dissemination by usage of adequate tools/channels for each audience;
- maximum use of existing free on-line tools (newsletters, web 2.0 applications, audio-visual tools);
- maximum exploitation of the project own tools (specifically, the Citizenpedia);
- unified visual identity of the project or brand.

Communication Activities

To be effective, dissemination needs a communication strategy, i.e. at least a goal of communication to pointing to and of which it is possible to verify the success. SIMPATICO's communication goal is to contact various targeted audiences and organisations with a recognizable, clear and effective message that is able to communicate the project vision and achievements as well as to stimulate the interest in the project's technologies and objectives. To reach such a goal, the following actions have been identified:

- SIMPATICO brand and dissemination material definition. An effective communication strategy requires the identification of a strong, appealing project identity easily recognizable and able to convey the main concepts and intentions of the project in an effective and attractive way. We will define a project "logo", and a common graphical layout for website, presentations and dissemination material (flyers, posters) targeting different audiences.
- SIMPATICO website development and maintenance. We will provide a clear presentation of our aims, including vision, consortium members, work plan, scientific articles, deliverables, etc. The project website will be kept updated with news, links to the social networks, public deliverables, articles and material from participation at events (e.g. slides of presentations, keynote speeches, articles in journals and conference proceedings).
- Publishing of project achievement updates. In order to allow adequate information on project vision, objectives, and achievements, SIMPATICO results will be made public via press releases, articles, and the official project website as well as via partner websites in accordance with project policies.
- SIMPATICO presence at important events. Partners will actively promote the work at scientific, public and industrial communities.
- SIMPATICO publications, promo videos, brochures, and promotional materials. Partners will work both at joint and individual levels to submit scientific papers, articles and other publications. The project consortium will work tightly with PR departments at each partner's institution to generate multilingual press releases and communication via other media.

Finally, the presence within SIMPATICO consortium of a large company (ENG) and various councils will be instrumental to disseminate all aspects of SIMPATICO and its benefits to the large European interest groups involved in Smart Cities¹.

¹ Smart Cities: <https://ec.europa.eu/digital-single-market/en/smart-cities>

4 The criteria

Based on the SIMPATICO project goals and identified target groups, we have defined a list of stakeholders that will be included in the current dissemination plan and reached via communication tools and channels set out below.

4.1 Target Audience Groups of the SIMPATICO project

4.1.1 Research Communities

Several research areas can be identified inside the fields within which this project operates: e-Government research and Software Engineering research among others. In particular, communities focused on Natural Language Processing, Human Computer Interaction and Machine Learning areas will be taken into account in order to disseminate the results obtained by the adaptation and user interaction and feedback analysis layers. Moreover, Human Computation focused communities will be faced to disseminate results of the Human Computation layer.

The project results will address the research community active in the area of Natural Language Processing, and specifically in text adaptation and simplification. This will be done at the national level and the EU level, participating to scientific conferences and workshops, and disseminating the research outcome within the COST Action on “Strengthening Europeans’ capabilities by establishing the European literacy network”, since FBK partner is a member of the Management committee.

Industrial partners as well are working on the possibility to have research outcomes published in some research for a plan to do so during the course of the project.

4.1.2 Public Administrations

In the SIMPATICO pilot sites councils and government, will be encouraged to target members of other local public administrations (related province, region, other city councils, other agencies that deliver on-line services to citizens), as well as twined cities.

Involves SMEs have contacts with local public administration in various areas (e.g. HIB has contact with Madrid City proper and the metropolitan area such as Pozuelo de Alarcón). This includes critical departments that may be providing e-services SIMPATICO will provide in the coming years such as the City Police and the Health and Wellbeing departments. We may explore the options to leverage these contacts for future exploitation of the results or gather requirements from them mainly involving them as SIMPATICO project stakeholders.

City Councils will publish a page on their website, describing the pilot, its aims and project contact details, as well as links to each use case page, and a request to people to support test the system.

This page will be linked to from their website’s home page, and each use case page. These will also request user's help. Councils will refer all interested parties to this page, and keep it updated according to the project achievements.

4.1.3 SMEs and IT Industry

Project results will be disseminated among local SMEs and IT companies through some local association and consortia of ICT companies (e.g. in Italy, Assintel Sicilia and Consorzio Etna HiTech).

SMEs participating in the project, will have large networks of fellow SMEs through different communities e.g.:

- Companies have various awarded memberships to innovation communities (e.g. HIB was awarded membership of the 'Innovative SMEs' label organized by the Spanish Ministry of Economy and SPA has been selected to design Manchester digital future).
- All these SMEs participate in meetings and the community organized by European associations such as the Association of Electronics, Information and Communications Technologies, Telecommunications and Digital Content Companies whose goal is to 'represent a group of companies that leverage FIWARE² (and all the SMEs involved in FIWARE accelerators) to disseminate sustainable economic development, improve the competitiveness of other sectors, generate quality employment.

4.1.4 Citizens

Civil society at the local level will be targeted to ensure that they participate to the project as users of the enriched e-serviced developed by SIMPATICO. Civil society at the national level – specifically professionals – will be outreach to ensure their participation in the population of Citizenpedia. Citizens will be involved also through NGOs and as single experts that will be invited to join project events to collect and discuss their views.

4.1.5 Policy makers

Policy makers at the national and EU level will be addressed when project results are mature enough, in order to offer recommendations on how to create the conditions to promote the adoption of e-services by citizens, and specifically to foster the adoption and impact of the SIMPATICO results.

4.1.6 New generations

Young carers seeking information on what type of help and benefits they can receive from the city council in order to offer a better service to the ones under their care.

4.1.7 Communities & NGOs

NGOs being the thermometer of civil society feeling will be kept duly informed about SIMPATICO project achievement taking special care of citizen rights view. The project itself aiming at simplifying public administration procedures is minded to reduce burden for citizens and this could be a key message for NGOs. In the meantime that simplification could

² FIWARE: <https://www.fiware.org/>

drive a more effective action toward fragile categories of citizens and that message should be emphasized.

4.1.8 Independent Experts

The project team is planning to involve independent experts to peer review specific outcomes and/or to receive suggestions on project pathway.

4.2 Definition of messages for each audience target group

Stakeholders	Dissemination message
Research communities	<ul style="list-style-type: none"> To encourage them to conduct further research in regard to on-line hate speech.
Public Administrations	<ul style="list-style-type: none"> To get advantages of SIMPATICO procedures simplification. To capitalise the “capacity building” potential offered by the project. To enlarge the use of SIMPATICO among them and brothers organisation.
SMEs and ICT industry	<ul style="list-style-type: none"> To inform them about the findings made by the project. To invite them to consider recommendations made by the project. To engage them in mitigating on-line hate speech activities and updating corporate policies.
Ordinary citizens	<ul style="list-style-type: none"> To raise awareness of what on-line hate speech is and how it evolves. To equip them with knowledge to recognize legal and illegal on-line hate speech. To make them known how to encounter illegal hate speech.
Policy makers	<ul style="list-style-type: none"> To inform them about the policy issues addressed by the project. To engage them in a dialogue about the online hate speech. To invite them to consider recommendations made by the project.
New Generations	<ul style="list-style-type: none"> To raise awareness and ask suggestion to give input to achieve for new usability frontiers. To provide them instrument to ameliorate their participation in the civil community life.
Communities & NGOs	<ul style="list-style-type: none"> To encourage them to lobby policy-makers

	to consider the findings, made by the project.
Independent Experts	<ul style="list-style-type: none"> • To ask them to peer review specific outcomes. • To involve them as key note speakers in project events.

Table 3 - Audience target groups

5 Dissemination collaterals

The project will use various branded items and designs to convey a unified message, we can define this as collateral. This includes the logo, website, videos, brochures etc.

5.1.1 Project Logo

It is important to consider the logo design SIMPATICO, and ensure it carries a powerful brand image and for viewers to understand what SIMPATICO is about in the most effective way possible.



Figure 4 - Left logo

Colour is one of the most powerful tools for any design as it is a key way in communicating messages effectively. Colour is an element of visual language that people process before they are consciously aware of it, so it's

important we select the right colours to benefit SIMPATICO the most.

The main colour of SIMPATICO is blue. Blue is a bright and high-contrast colour; which viewers will derive meaning from. The colour blue signifies a range of meanings depending how it's used. For SIMPATICO the meaning we want to present is trust, honesty and loyalty.

The other colours which are featured in the SIMPATICO logo are red, green and yellow. These colours also have several interpretations but the message we want for SIMPATICO is to evoke passion, growth and intellect. Therefore, by having a mix of these colours within the logo works well by conveying that SIMPATICO is a professional, passionate and resourceful organisation.

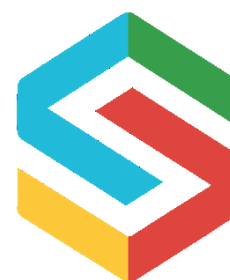


Figure 5 - Centred logo

It isn't just the colour that is important in design, it's also the shape. Geometric shapes are what most people think of as shapes. These are common shapes which represent organisation and efficiency. More specifically SIMPATICO's symbol is of the letter "S" but is more rectangular than how the letter "S" is actually portrayed. Squares and rectangles suggest conformity, peacefulness, solidity, security, and equality so this meaning fits SIMPATICO correctly.



Figure 6 - Logo and Name

The logo shape is styled to the same shape of the letter "S" which is the first letter of SIMPATICO and is made up of 4 segment colours. It is split up into 4 so it can symbolise community by showing how SIMPATICO comes together by the help of citizens and companies.

The logo we have produced can work effectively in a range of different formats so whatever the situation is there is a logo version suitable. This means if we wanted use the icon on its own, left aligned, centred, all white, all black than it would still fit to the theme whereas the old version was very limited.

To summarize, the design for SIMPATICO branding has been well considered and overall feel like this new design gives a good message of what SIMPATICO is about. It is much clearer and now will be able to work across a wide range of design material e.g. leaflets, stationary, folders and presentations.

5.1.2 Brochure

The brochure represents synthetically and clearly the most important aspects of the SIMPATICO branding: the mission, the partners, the potential, everything perfectly combined with images and colours. The harmony of texts and images gains the attention and makes SIMPATICO brochure usable by a wide and miscellaneous audience, in line with the purpose of the project.

When producing the leaflet it was important to limit the palette of colours, therefore when it came to producing web and print materials it was important to keep consistent with the colour scheme. This method helps the audience associate these colours to the SIMPATICO brand and help maintain a professional feel towards the brand.

Having a palette of colours doesn't necessarily mean that each material has to look identical but is essential that it works alongside the different types of materials e.g. the website, leaflet and logo etc. For the leaflet it featured an additional style by including abstract lines on the front page, which helps present the story behind SIMPATICO. This is fine to do so as it gives an insight of what SIMPATICO is about by expressing the network behind SIMPATICO.

Additionally, the front page includes circles that include different icons within them. The thought behind this is to symbolise the different parts of SIMPATICO which is done in a colourful and appealing way to help brief the audience.

Within the leaflet, the information is structured so it is clear for the viewer to easily find or learn what information they need by being split into sections with colour schemed bullet points.

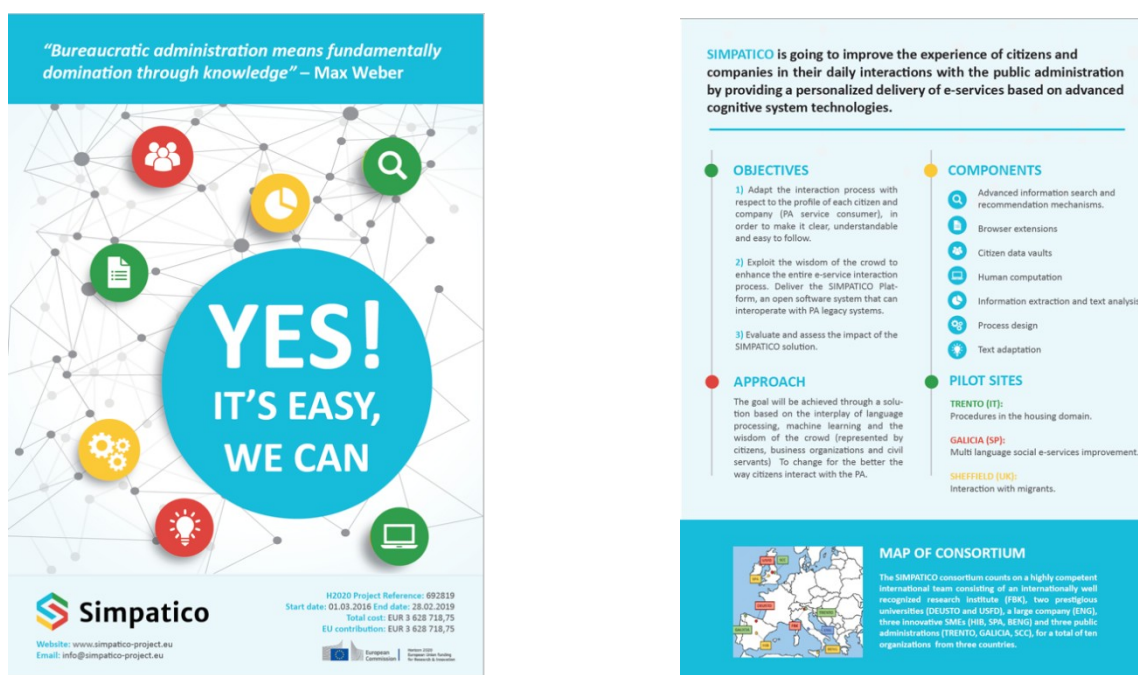


Figure 7 - Leaflet

5.1.3 Promo Video

The Promo video is going to follow the overall project defined image while presenting the project at two levels:

- Providing easy information about project objectives and its technical approach,
- Collecting testimonials views, each for few seconds, to increase the interest in the project itself.

The video is intended to be a promotional video to introduce large audiences to project philosophy not going too much in details.

5.1.4 Gadgets

The dissemination team contacted gadget providers to have a set of gadget to be distributed during main events ready to be order with short time advance.

5.1.5 SIMPATICO Website

A detailed description and criteria adopted for the project could be found in D7.1 here follow the web site home page:

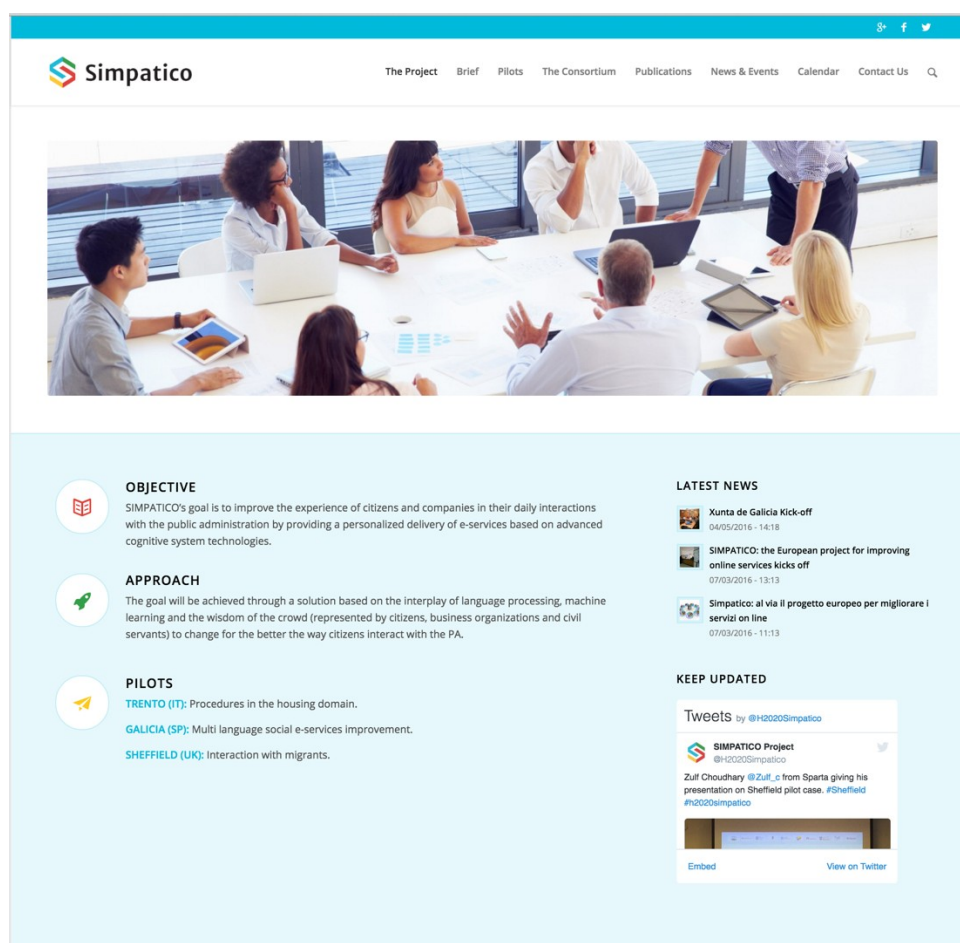


Figure 8 - Web Site

Along the project 3 local web sites to stimulate discussions and collect input directly from users will be activated. They will follow the main web site style while they will be managed in local languages so to facilitate the interaction at pilot level.

5.1.6 Newsletter

SIMPATICO is going to publish a newsletter that will be a regularly distributed publication that will inform about SIMPATICO main topic achievement.

5.2 Channels

5.2.1 Social Networks

Dedicated pages have been opened in Facebook, Twitter and Google plus, in general partners will populate them with posts and news respecting the defined SIMPATICO image criteria. Later on in this document a list of planned activities is provided.

<https://www.facebook.com/SIMPATICOproject/>

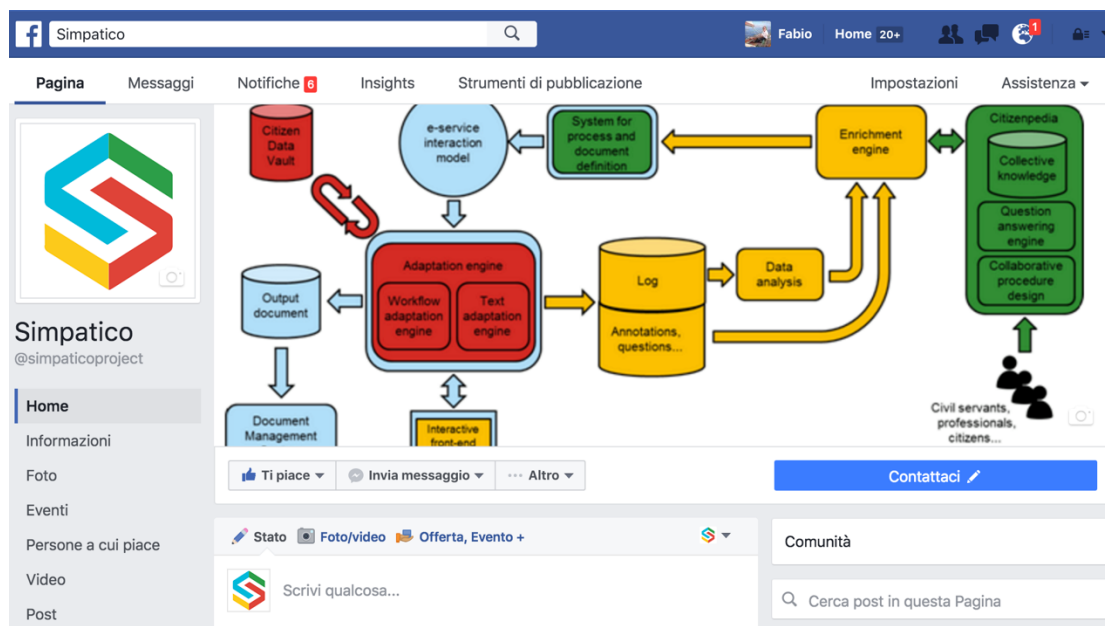


Figure 9 - Facebook

<https://twitter.com/h2020SIMPATICO>



Figure 10 - Twitter

https://plus.google.com/communities/107679769963105218124?utm_source=chrome_ntp_icon&utm_medium=chrome_app&utm_campaign=chrome

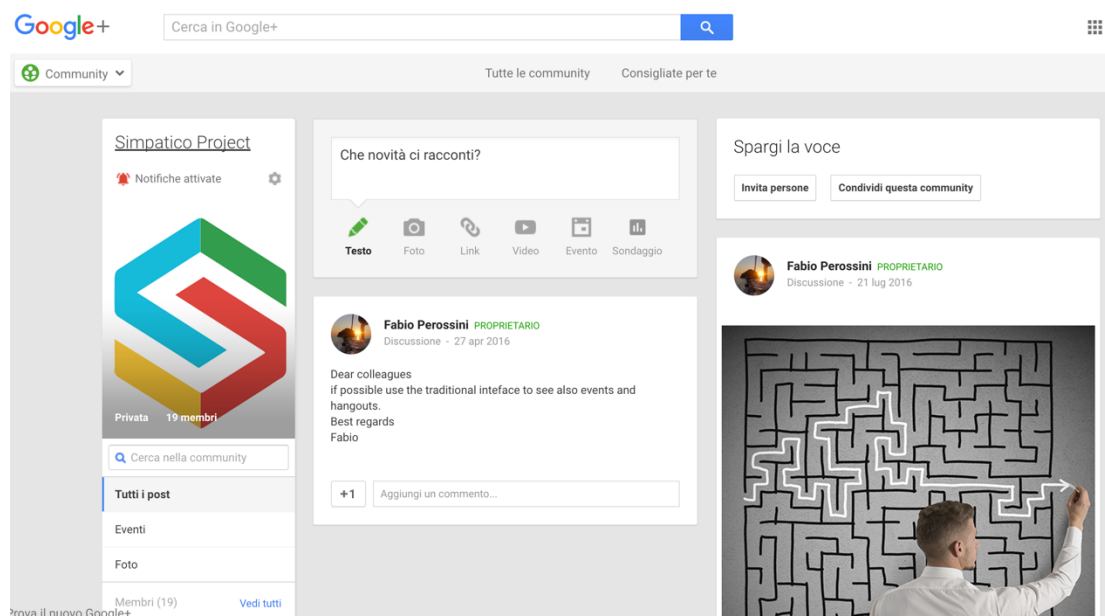


Figure 11 - Google+

5.2.2 Liaisons with other projects and networks

Scientific partners in the project are actively working to create liaisons with other research project in Europe to investigate possible synergies.

5.3 Activities

5.3.1 Conferences, seminars, workshops and meetings

Conferences are going to be attended by project team member both with static participation such as booths, posters and dissemination material distribution but, where the conference or the seminar is targeting one of our selected stakeholder's category, with organisation of specific session or talk to communicate results achieved in the project. Parallel activities will be performed during those events to engage new stakeholders.

Workshops are part of the engagement strategy the project is following in all pilot sites and they will continue long the whole project duration.

5.3.2 Press Releases

When major achievements or participation to specific event is going on, the dissemination team (in particular local representatives), will distribute an ad hoc press release and where it is considered feasible, to also organise press conferences involving key project stakeholders.

5.3.3 Publications in journals

Two kinds of publications in journals are planned:

- a) Generalist journals – news about achievement, events or workshops;
- b) Scientific journals and magazines with specific articles dealing with research outcomes achieved in the SIMPATICO project.

6 Activities Plan

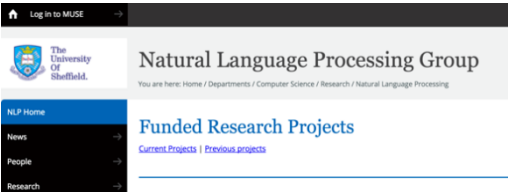
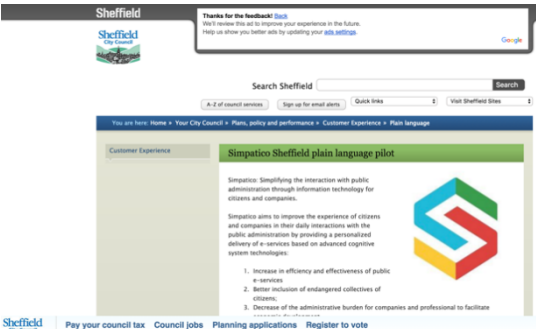

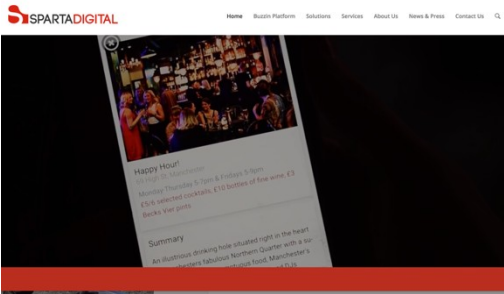
6.1 Conferences and Public Events

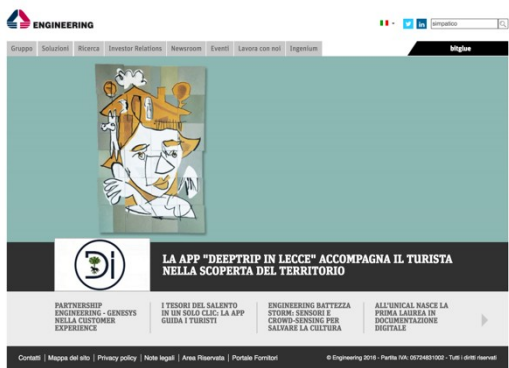



EVENT	LOCATION	TARGET	DATE
Messina ICT Innovation Day (co-located with IEEE-ISCC 2016) (ENG) (http://iscc2016.unime.it/innovation-day)	Messina, IT	Public Administrations, SME and IT industry, Research community	June 2016 (DAR collected)
Trento Smart City week http://www.smartcityweek.it/	Trento	Citizens, SME and IT industry	September 2016
IEEE International Smart Cities Conference (ISC2 2016) (FBK)	Trento	Public Administrations, SME and IT industry, Research community, Citizens, Independent experts, NGOs	September 2016
Big Data roadshow	Manchester, UK	SME and IT industry	October, 2016
Smart city expo world congress	Barcelona, Spain	Public Administrations	November 2016
European Conference on Social Media 2017: http://academic-conferences.org/ecsm/ecsm2016/ecsm16-home.htm	TBD	Research community	Early summer 2017
Cloudexpoeurope http://www.cloudexpoeurope.com/	London, UK	Public Administrations, SME and IT industry, Research community	March 2017
COLING 2016 (USFD to submit papers on WP2 topics) http://coling2016.anlp.jp/	Japan	Research community	December 2016
Workshop on Computational Linguistics for Linguistic Complexity, co-located with COLING 2016 https://sites.google.com/site/cl4lc201	Japan	Research community	December 2016


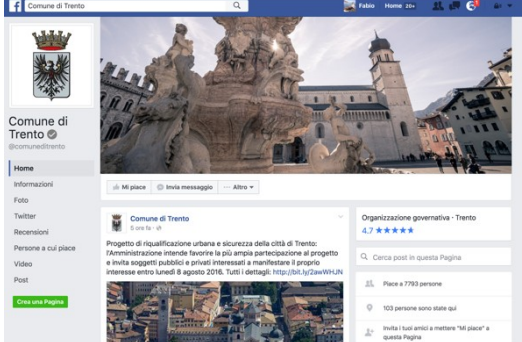
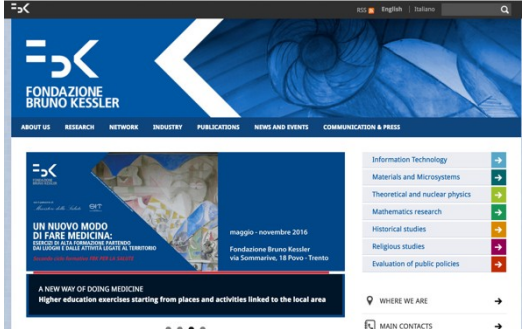

6/home (FBK is member of the Program Committee)			
European Conference on e-Government 2017: http://www.academic-conferences.org/conferences/eceg/ Scientific conference on e-government and its applications and use cases. Key areas: <ul style="list-style-type: none"> • Social media in business • Social media in education • The networked citizen Monitoring and evaluating social media	TBD	Public Administrations, SME and IT industry, Research community, Citizens, Independent experts, NGOs	Early summer 2017
20th International Conference on Knowledge Engineering and Knowledge Management (EKAW) (FBK)	Bologna, Italy	Public Administrations, SME and IT industry, Research community	November 2016
Third Italian Conference on Computational Linguistics (CLIC2016) (FBK)	Naples	Research community	December 2016
IEEE International Smart Cities Conference (ISC2) (FBK)	tbd	Public Administrations, Research community	September 2017
Conference of the European Association for Computational Linguistics (USFD & FBK)	Valencia	Research community	April 2017
Language Evaluation and Resources Conference (USFD & FBK)	tbd	Research community	Spring 2018
Conference of the Association for Computational Linguistics (USFD & FBK)	tbd	Research community	Tbd 2017, 2018




Table 4 - Conferences and Events


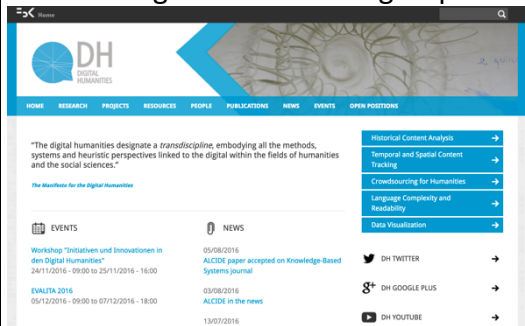
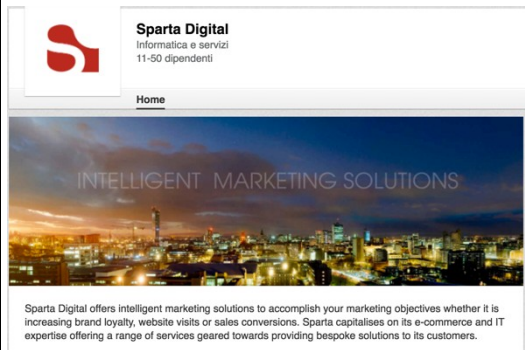

6.2 Web Sites and Social Networks presence

WEB SITES AND SOCIAL NETWORKS	SITE	PARTNER
<p>Sheffield University web site</p> 	www.sheffield.ac.uk	USFD
<p>Sheffield City Council</p> 	www.sheffield.gov.uk/simpatco	SCC
<p>Sheffield City Council twitter</p> 	@SheffCouncil	SCC
<p>Sparta Digital web site</p> 	www.spartadigital.co.uk	SPA

<p>ENG web</p> 	<p>www.eng.it</p>	<p>ENG</p>
<p>BEng web</p> <p>HI Iberia website</p> 	<p>www.business-engineering.it</p> <p>www.hi-iberia.es/hiResearchProyectos.php#2</p>	<p>BENG</p> <p>HIB</p>
<p>Trento Municipality web site</p> 	<p>www.comune.trento.it</p>	<p>TRENTO</p>
<p>Trento Smart city web site</p> 	<p>www.smartcityweek.it</p>	<p>TRENTO</p>

<p>Trento twitter account</p> 	<p>@comunetn</p>	<p>TRENTO</p>
<p>Trento Facebook account</p> 	<p>www.facebook.com/comuneditrento</p>	<p>TRENTO</p>
<p>Web site FBK</p> 	<p>www.fbk.eu</p>	<p>FBK</p>
<p>Sparta Digital Twitter account</p> 	<p>@SpartaDigitalINQ</p>	<p>SPA</p>

<p>SCC twitter</p> 	<p>@sheffielduni</p>	<p>USFD</p>
<p>ENG account</p> 	<p>@EngineeringSpa</p>	<p>ENG</p>
<p>Hiiberia Twitter account</p> 	<p>twitter.com/hiiberia</p>	<p>HIB</p>
<p>Web site Smart Community Lab</p> 	<p>www.smartcommunitylab.it</p>	<p>FBK</p>

<p>Sparta Facebook account</p> 	<p>www.facebook.com/Sparta-Digital-1529436477293341/</p>	<p>SPA</p>
<p>Web site Digital Humanities group</p> 	<p>dh.fbk.eu</p>	<p>FBK</p>
<p>Sparta Digital LinkedIn account</p> 	<p>www.linkedin.com/company/sparta-digital</p>	<p>SPA</p>
<p>Twitter FBK</p> 	<p>@FBKcom</p>	<p>FBK</p>

<p>Twitter Smart Community Lab</p> 	<p>@smrtcmmnt</p>	<p>FBK</p>
<p>Twitter Digital Humanities group</p> 	<p>@DH_FBK</p>	<p>FBK</p>
<p>Facebook Smart Community Lab</p> 	<p>www.facebook.com/smartcommunitylab</p>	<p>FBK</p>
<p>Google+ Smart Community Lab</p> 	<p>+SmartcommunitylabIt</p>	<p>FBK</p>
<p>Research group web site</p> 	<p>morelab.deusto.es</p>	<p>DEUSTO</p>


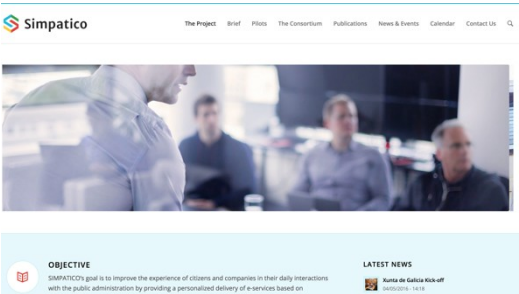
Research group Twitter account 	@deustoMORElab	DEUSTO
SIMPATICO official Web site 	www.simpatico-project.eu	SPA
Pilot site web sites	Planned for the next future	SPA

Table 5 - Internet presence

6.3 Articles in generalist news

TITLE	DATE	MAGAZINE	LEVEL	PARTNER
Project outcomes	2017	Horizon Magazine http://horizon-magazine.eu/	H2020 communities	SPA
SIMPATICO ideas and expected outcomes	Fall 2016	Project stories https://ec.europa.eu/pr/programmes/horizon2020/en/newsroom/551/ (PO to be contacted)	EU community	SPA
Short documentary-style SIMPATICO outcomes description going to be broadcast on EuroNews channel throughout Europe.	Fall 2016	Futuris Magazine http://www.euronews.net/sci-tech/futuris/	TV audience	SPA
News about SIMPATICO running activities	Mid 2017	Headlines on the Commission's Research & Innovation website http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm	EU news	SPA
Self publishing of achieved results		CORDIS Wire http://cordis.europa.eu/wire/	EU official news	SPA

Table 6 - Generalist News

6.4 Articles in specialised publications

TITLE	DATE	MEDIUM	LEVEL	PARTNER
System Demonstration for Lexical Simplification and Elaboration	December 2016	Coling - Conference proceedings		USFD
Report on user studies	December 2016	Coling - Conference proceedings		USFD
Citizen Data Vault	December 2017	Scientific Journal		ENG

CPD design	End 2016	Conference proceedings on E-Government		BEng + other partner interested
IEEE TRANSACTIONS ON SOFTWARE ENGINEERING	2017	Scientific Journal	1.6 IF (JCR Q1 CS,SE)	DEUSTO
ACM Transactions on Software Engineering and Methodology (TOSEM)	2018	Scientific Journal	1.17 IF (JCR Q2 CS, SE)	DEUSTO
Project scientific outcomes	Early 2017	research*eu results magazine http://www.cordis.europa.eu/researcheu/magazine_en.html (PO to be involved)	EU scientific community	USFD
Finalised research outcomes	Early 2018	research*eu focus http://www.cordis.europa.eu/research-eu/researchfocus_en.html (PO to be involved)	EU scientific community	FBK
All scientific partners contributing to collaborative EU editorial initiatives	Along project	Co-publications or editorial partnerships (PO to be involved)	EU H2020	ALL
Peer-reviewed articles and other important scientific publications on SIMPATICO outcomes	Along the project	Openaire http://www.openaire.eu	Scientific community	DEUSTO USFD BENG

Table 7 - Specialised Publications

7 Monitoring

Two main tools have been designed to facilitate dissemination monitoring:

- Planning excel table providing each partner with expected activities and their schedule;
- The DAR (Dissemination Activity report), form to be completed for each dissemination event or outcome.

7.1 Dissemination planning table

The dissemination planning table is an interactive shared table where dissemination objectives have been reported and each partner could register activities done. The dissemination manager is able to check and activate any needed corrective action in due time.

Dissemination tool / channel	KPI	Objective	Goal and what/how	Planned dissemination M1 - M12 (objectives starting from 01.09.16)												Assessed dissemination M1 - M12 (monthly objectives starting from 01.09.16)											
				FBK	DELSTO	USFD	BNG	HB	SPA	BENG	TRENTO	GAUCIA	SCC	TOTAL	FBK	DELSTO	USFD	BNG	HB	SPA	BENG	TRENTO	GAUCIA	SCC	TOTAL		
SIMPATICO Website	Yearly visits	5000	Goal: To make third parties aware and promote the use the SIMPATICO results, collect user feedback and user experience. What, How: The website is planned to be up and running in Month 4 after the project starts. Beside general information, technical reports and most of the SIMPATICO deliverables will be made available for use and download, with appropriate licence. The website will be kept available after the project ends, at least for three years, managed by SIMPATICO coordinator.	252	252	252	252	252	252	252	252	252	252	2520											0		
	Monthly downloads: Posters, deliverables ...	25	Target groups: Research community, Public administrations, IT companies, Civil society.	18	18	18	18	18	18	18	18	18	18	180											0		
	References from external web pages	15 (excluding partner web pages)													3										0		
SIMPATICO Social network profiles	Twitter followers	500 followers	Goal: To build a network, that is to create followers (cities, end-users) interested in the results of SIMPATICO.	12	12	12	12	12	12	12	12	12	12	120											0		
	Facebook likes	500 likes	What, How: social networks will be up and running from Month 9. We will have a Spanish, English and Italian account, managed by GALICIA, SCC and TRENTO. Depending on the phase of the project, updates may be monthly, weekly or even daily.	12	12	12	12	12	12	12	12	12	12	120											0		
	3 rd party contributions to knowledge base	125	Target groups: Research community, Policy makers, Civil society.												0										0		
Mass Media	Number of releases (annually)	2 per country	Goal: To involve people who do not use social networks, gain visibility at regional and national levels. What, How: One press release for each use-case phase per country is expected. Press releases will be derived in Spanish, English and Italian by the research partners. Target groups: Public administrations, Policy makers, Civil society.	1	1	1	1	1	1	1				6											0		
Leaflets and Posters	Number of leaflets/posters per year	3	Goal: To inform the public about what the project aims to achieve and its ongoing progress. What, How: The target is the general audience. Leaflets/posters will be produced in different languages and with different contents, depending on the phase of the project. Target groups: Civil society.											3											0		
Policy briefs	Total number of policy briefs	1	Goal: To offer recommendations on how the results of the project should be taken over by government policy makers. What, How: One or more policy briefs will be produced in the form of concise summaries of the potentials of e-services and of SIMPATICO results and impact, including recommendations on the best options to foster the project impact. Target group: Policy makers.											1											0		
Newsletter	Number of issues each year	1	Goal: To collect experiences and lessons learned and share these with the relevant communities. What, How: Focus on spreading the SIMPATICO project ideas and use-case results. The plan is to publish a newsletter every year. The newsletter will be translated in three languages: Italian, Spanish and English.											1											1		
	Number of downloads per issue	100	Target groups: Public administrations, IT companies, Civil society.	10	10	10	10	10	10	10	10	10	10	100	10	10	10	10	10	10	10	10	10	10	100		
Trade shows and fairs	Number of events attended per year	3	Goal: To get in close contact with industrial "stakeholders" from other regions and countries. How, What: Based on the use-cases and intermediate results, the project will participate in at least three trade show and fair per year. Target groups: IT companies.											3											3		
Scientific publications	Number of journal and conference papers per year.	6	Goal: To promote project ideas, concepts and results in scientific research and applied research communities, and get feedback from relevant stakeholders in these communities. What, How: Some of the conferences that will be addressed by SIMPATICO are, for the NLP domain ACL, NAACL, EMNLP, for the eGovernment domain: European Conference on eGovernment (ECeG), IFIP EGOV Conference, IFIP ePart conference, International Conference on e-Business and e-Government (ICBG) and International Conference on e-Government (ICEG).											6											6		
*Reported in e-Business magazine																											

Figure 12 - Dissemination Planning Table

7.2 Dissemination Activity Report

The Dissemination Activity Report (see Annex 1) is a brief document where each dissemination activity intended as an outcome, is going to be reported in terms of its description, audience, achieved contacts and also addressing an evaluation of costs. This report is intended to be a key support in the periodic reporting phases of the project.

8 Conclusion

While writing this document the project team discovered a wider plateau of potential targets for communication. The original framework defined in the proposal has been enlarged to cover other useful audience categories.

The strategy and its application have been kept simple and straight to facilitate all stakeholders involved in its execution. Particular attention has been given to local communication channels in pilot sites as it will be the main channel to get evaluation of SIMPATICO achieved results. Keep the communication open and simple could be the overall recommendation coming from this plan.

ANNEX 1 - DAR (Dissemination Activity Report)

Here follows the document each partner is requested to complete for any type of dissemination activity carried on. They are going to be summarised in the periodic project dissemination reports.

Dissemination Activity Report (DAR)

WP7
Task 7.1 Communication & dissemination plan and activities
Partner short name:
Activity Title:
Date:
DAR #:
Planned in Annex1 or in D7.2:

Activity Description

(describe the activity, insert at least one picture, web links, you tube video links)

Local Target Audience and Contacts reached

EVENT	REACHED
Scientific Community (Higher Education, Research)	
Industry	
Civil Society	
General Public	
Policy Makers	
Media	
Investors	
Customers	
Other	

Type of Activity

Specify in which category of Dissemination and Communication activities the one described fits:

EVENT	Y
Organisation of a Conference	
Organisation of a Workshop	
Press release	
Non-scientific and non-peer-reviewed publication (popularised publication)	
Exhibition	
Flyer	
Training	
Social Media	
Website	
Communication Campaign (e.g. Radio, TV)	
Participation to a Conference	
Participation to a Workshop	
Participation to an Event other than a Conference or a Workshop	
Video/Film	
Brokerage Event	
Pitch Event	
Trade Fair	
Participation in activities organized jointly with other H2020 projects	
Other	
Organisation of a Conference	

Cost of the Activity

Specify costs incurred that will be part of other specific costs:

Cost description	€
Participation fees	
Complementary materials (describe)	
Travel costs	
Stakeholder engagement costs (name and roles)	
TOTAL	