



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

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Third report on dissemination & exploitation support activities

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Abstract

This document was prepared for the purposes Open Public Review Pilot. The final version of this report will be due at the end of the overall project duration. It an overview of the dissemination work carried out during the 2nd reporting period of the WeGovNow project.

Keywords

Website, online presence, social media, , events, workshops, , conferences, presentations, publications, video material, leaflet, newsletter.

Statement of originality

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Executive Summary

Please note: This report has been generated for the purposes of the Open Public Review Pilot. Further information is currently compiled and will be fed into the final version of this report due at the end of the project duration.

During the second reporting period of the overall project, dissemination and communication activities were pursued on the basis of an established communication strategy (D5.1). The core focus has been on disseminating the overall approach and general objectives of the project, as well as on communicating interim achievements throughout the various stages of the overall project.

For addressing the different audiences a basic distinction was made between overall project level communication addressing an international/European audience and pilot site level communication targeting local, regional and national stakeholders. During the project's final project year a great effort has been made when it comes to pilot site level communication in order to support the implementation of local validation trials conducted the three pilot municipalities, namely the City of Turin (IT), The London Borough of Southwark (UK) and San Doná di Piave (IT).

A variety communication means have been employed for these purposes throughout the project's life cycle, ranging from roll-up banners, diverse print materials over a web presence featuring regular news items over different editions of a project news letter, video material up to social media. To facilitate their utilisation by the project partners related guidance materials have been generated for internal utilisation within the project consortium. Exploitation support activities are still ongoing and will be finalised by the end of the project duration, in particular exploitation workshops to be conducted by the end of January 2019.

1 Introduction

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During the second reporting period of the overall project, dissemination and communication activities were pursued on the basis of an established communication strategy (D5.1). The core focus has been on disseminating the overall approach and general objectives of the project, as well as on communicating interim achievements throughout the various stages of the overall project. Further to this, particular communication activities were directed towards potential pilot users at the three WeGovNow pilot sites.

For addressing the different audiences identified in D. 5.1 a basic distinction was made between overall project level communication addressing an international/European audience and pilot site level communication targeting local, regional and national stakeholders. During the project's final project year a great effort has been made when it comes to pilot site level communication in order to support the implementation of local validation trials conducted the three pilot municipalities, namely the City of Turin (IT), The London Borough of Southwark (UK) and San Doná di Piave (IT). Moreover, communication activities have been pursued addressing a wider, international audience.

A variety of communication means have been employed for these purposes throughout the project's life cycle, ranging from roll-up banners, diverse print materials over a web presence featuring regular news items over different editions of a project news letter, video material up to social media. To facilitate their utilisation by the project partners related guidance materials have been generated for internal utilisation within the project consortium. Exploitation support activities are still ongoing and will be finalised by the end of the project duration, in particular exploitation workshops to be conducted by the end of January 2019.

The current draft report (D5.4) presents an overview of the various activities conducted during the overall project's second reporting period. This starts with a description of the communication means developed and applied for this purpose in the subsequent Chapter 2, in particular various communication materials (2.1), the project's online (2.2) and social media presence (2.3), events conducted and attended (2.4) as well as publications issues (2.4). Chapter 3 goes on with a preliminary overview of exploitation activities that have been and are still pursued. Further to this, supportive information is presented in various annexes to the main body of this document.

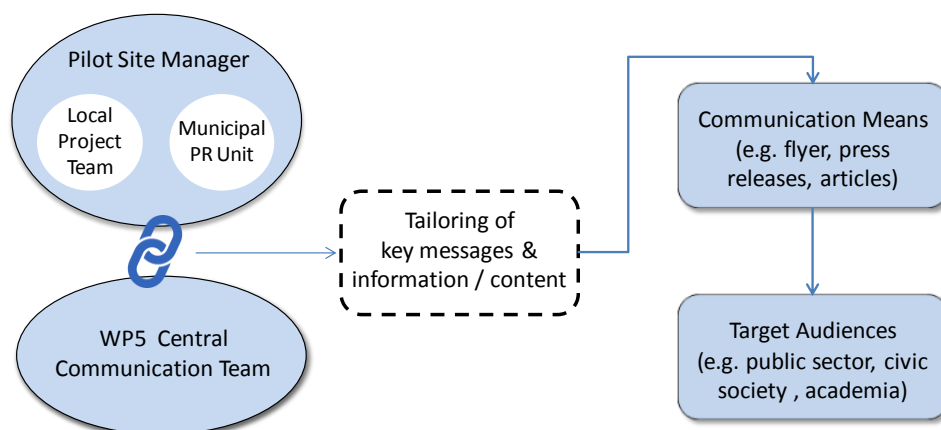
2 Dissemination activities in the second project year

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As described elsewhere (D5.1), project dissemination activities have been targeted to a wider audience at the international level as well as to local audiences at each of the three WeGovNow pilot sites. Following the overall project's technology development phase, each pilot municipality has been offering a publicly accessible pilot service to its citizens since the beginning of 2018. In particular, a number of policy driven use case scenarios have been developed by each pilot municipality participating in the project (Annex I), with a view to exploiting the functional capabilities generally provided by the WeGovNow pilot platform for addressing local policy challenges in a more collaborative and participatory manner when compared with hitherto pursued approaches (D2.6). Depending on the particular policy context within which the individual use cases scenarios have emerged, different stake holders may be concerned.

During the overall project's pilot phase in particular, pilot site-level communication and dissemination activities have relied very much on the contextual expertise / awareness the local pilot site teams. In operational regard, communication activities have therefore primarily pursued by the local pilot site teams lead by the pilot site manager. The local pilot site teams have also relied upon expertise available in their municipal administrations when it comes to public relations tasks and media contacts. The local teams have been further supported by the central communication team. This process is graphically summarised by Figure 1. Various guidance materials have been generated to support this process (Annex II).

Figure 1 – Graphical overview of contextualised project communication at pilot site level



In the following subsections, both wider communication activities and pilot-site level communication activities pursued throughout the project 2nd reporting period are described.

2.1 Dissemination material

Dissemination and communication means generated during the project's second reporting period are briefly presented in the following subchapters. They include both electronic and print materials and have aimed at different audiences throughout the various project stages. A large part of the material has been produced by the central project team in English. Additional dissemination materials have been produced in Italian versions with a view to reaching local stakeholders at the Italian pilot sites in their national language, e.g. when it comes to promoting engagement activities at pilot site level.

Figure 2 – WeGovNow roll-up banners customised for different events



2.1.1 Roll-up banners

For the promotion of the project in the framework of events, be it international or national ones, roll-up banners have been developed. Gnerellay, care was taken that these largely followed the overall WeGovNow colour scheme. Content wise, the WeGovNow roll-up banners have been tailored to particular utilistaion con texts, e.g. particular events at which these have been used. As a general approach a short overview of the project and its

objectives is provided as well as information of the consortium composition, references to the EU funding and overall project duration. On a case-by-case basis banners have been customised to the pilot sites language wise, enabling their utilisation in the framework of different events. For illustration purposes Figure 2 shows customised roll-up banners utilised for a number of Italian events during 2017 and 2018.

2.1.2 Video material

Video material has been used to communicate and promote WeGovNow in an appealing format, thus complementing the use of textual content. In particular, seven short stakeholder interviews have been conducted to collect first-hand statements from actors directly involved in the piloting of the WeGovNow platform.

These range from interviews with representatives of the WeGovNow developer teams to local stakeholders at pilot site level. The latter include e.g. representatives from the public administration (Figure 3) but also citizens and civic society organisations. A set of generic interview questions was developed and tailored to the interviewees on a case-by-case basis, including e.g. the following:

Figure 3 – Video interview with the Major of San Donà di Piave



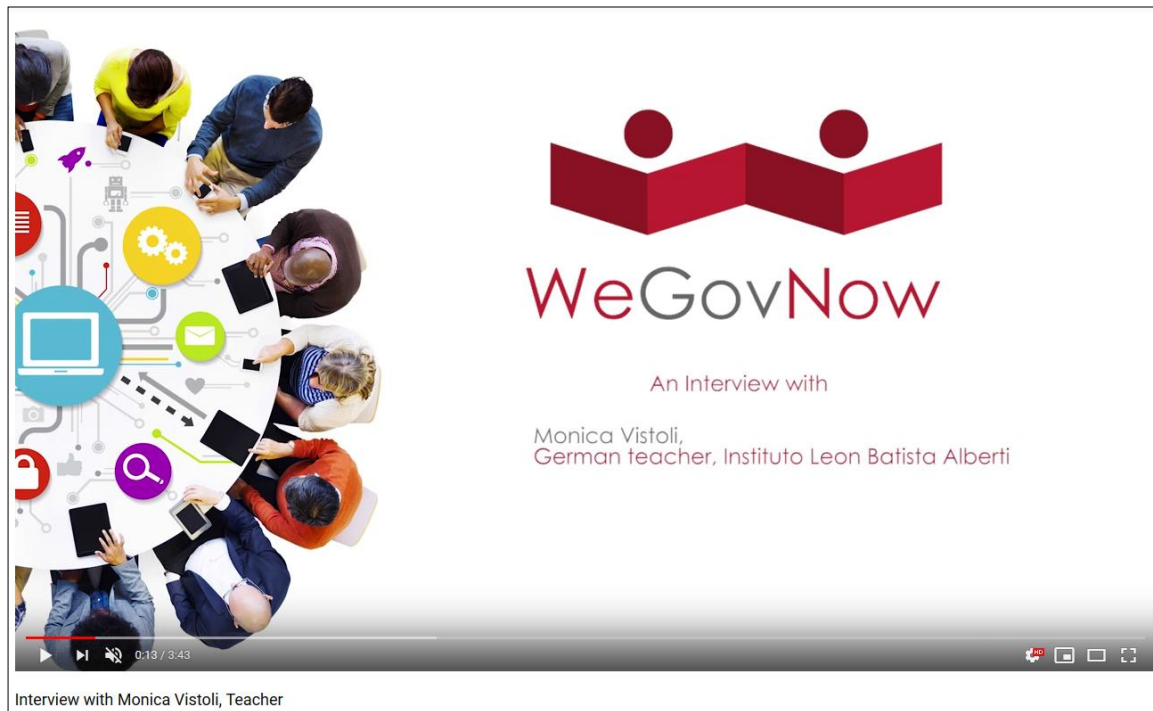
- What makes the WeGovNow project interesting for your organisation?
- In general, do you find the WeGovNow project interesting and if so what is of most interest to you?
- What was the motivation of your municipality to participate in the WeGovNow project?
- More specifically, what concrete benefits do you think such an online platform could deliver?
- In general, what do you think is the added value of the WeGovNow platform when compared to existing civic participation solutions? More specifically, what particular value is added by integrating the software component you have developed into the overall platform?

The content side of video production has been done internally to the consortium, including script writing, arranging on-locations shots, carrying out interviews, content editing in post-production, and quality check prior to publication. The stakeholder interviews have been dubbed with subtitles translated into Italian or English, depending on the language of the

interviewee, to ensure that both European and local audiences can understand the statements.

The videos have then been uploaded to the newly launched WeGovNow YouTube channel, integrated on the WeGovNow website (Figure 4) and were disseminated via the project's Twitter account.

Figure 4 – WeGovNow stakeholder interview screenshot



2.1.3 Leaflet

Following the first project year an effort has been made to reconceptualise the initial project leaflet to reflect progress achieved (Figure 5). It is available in electronic format ('web') and as a print version. While the web format allows straight forward sharing by electronic means, the print leaflet has been the main dissemination material distributed at physical events. Generally, the leaflet is intended to introduce the key messages of WeGovNow in a visually appealing way, while further aiming at raising interest and stimulation motivation among its recipients to further explore and follow the progress of the project. It also, shows the project's Twitter profile and a QR-code directing to the WeGovNow website. Both formats of the leaflet are available in English and Italian.

Figure 5 – WeGovNow generic project info folder (folded and unfolded)



As mentioned earlier, during the final project year the WeGovNow pilot platform has been trialled under day-to-day conditions by the three municipalities participating in the project in terms of a publicly available pilot services offered to their citizens. According to the project's local dissemination strategy, customised print materials have been generated with a view to support dissemination activities at local events in a targeted manner. Figure 6 overlape presents an example from the UK pilot site. Rather than information about the WeGovNow project in general, this customised version specifically aims at stimulating the interest of potential pilot users in actually taking up the local pilot service offered in Southwark, e.g. by specifying what participation functions/capabilities are generally available from the local pilot service, what users can practically achieve with help of the pilot service, how they can register and so on.

Figure 6 – Customised folder addressing potential pilot users in the London Borough of Southwark (enfolded)



Further contextualised materials have been produced to support local engagement activities in the three WeGovNow pilot municipalities. Figure 7 overleaf shows for instance a leaflet that has been generated to support the engagement with local users in the framework of a specific user case scenario developed in Turin. Here, WeGovNow has been utilised to enable the co-design of a specific area in a public park, the so called “Parco Dora”, in the framework of a local urban development programme. The civic participation process pursued for the purpose of this use case in particular combines offline co-design workshops with online participation with help of WeGovNow.

Figure 7 – Leaflet for the “Parco Dora” co-design process in Turin



Another examples concerns a leaflet generated in the framework of the use case scenario developed by the London Borough of Southwark in the framework of its road improvement programme. Here, WeGovNow was utilised to co-develop proposals for improving the current state of a local road in the framework of the so called “Harper Road” consultation process. A dedicated leaflet was designed, in the look and feel of the local administration’s earlier public communications in this matter to the local residents, non-government organisations and businesses in a local street event. The intention was to engage local stakeholders in the “Harper Road” consultation process through the WeGovNow platform, thereby utilising WeGovNow’s üparticipation functionalities for contributing new proposals/ ideas and commenting on proposed measures that had been communicated by the the public administration already.

Figure 8 – “Harper Road” leaflet



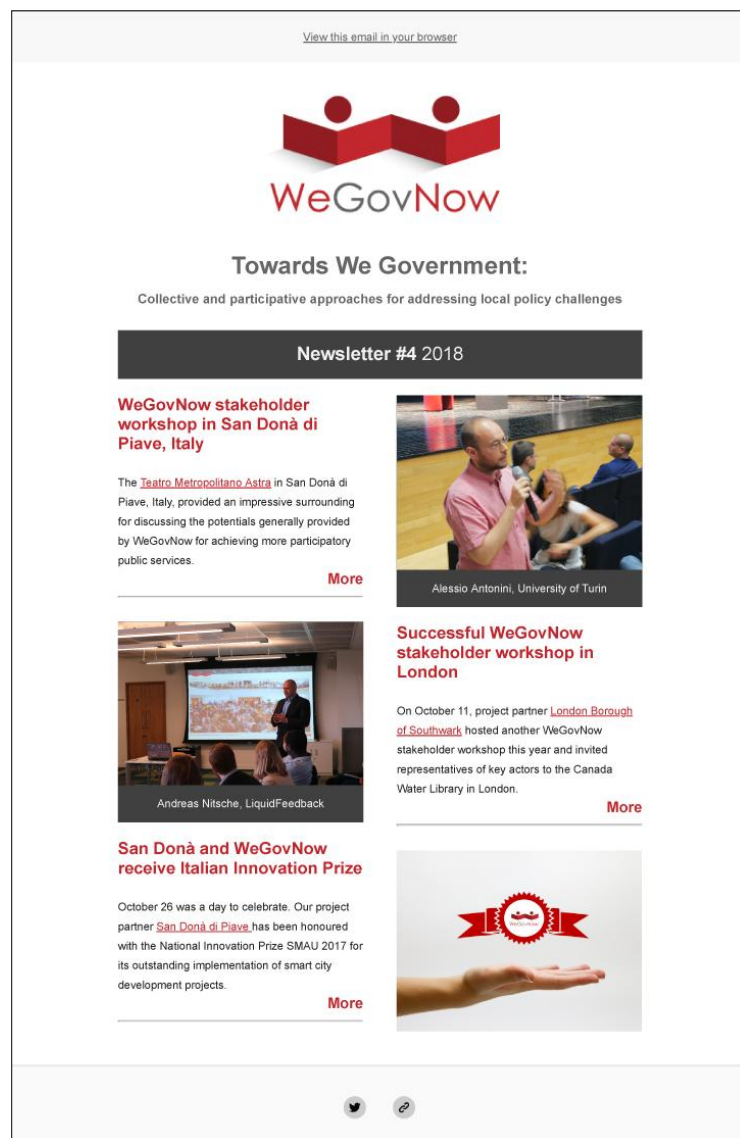
2.1.4 Brochure

A WeGovNow project brochure has been designed as well. The objective of the brochure is to support the promotion of the project at a later stage with a view towards facilitating further exploitation of the WeGovNow platform beyond the project duration once consolidated results from the project activities become available. It includes background information on the project and its objectives, an introduction to the WeGovNow civic engagement platform, a “key facts” box summarising the main facts at one glance, an overview of the three pilot cities as well as selected “success stories” from the local pilots.

2.1.5 Newsletter

A series of project newsletters has been produced both in English and Italian (Figure 9). The subsequent editions illustrate achievements reached during different stages of the overall project, in relation to both technological development work and the piloting of the WeGovNow platform under day to day conditions in the three participating municipalities. Following the initial development stage of the project, the initial newsletter format (Annex III) has been revised with a view to attracting higher attention and facilitating even wider circulation in electronic format. The general structure of revised format is more compact when compared with the initial newsletter, providing only a short teaser and a key visual for each item which direct to the respective content on the project website or related online presences. Generally, the revised format allows the newsletter to appear more dynamic.

Figure 9 - Revised WeGovNow newsletter format



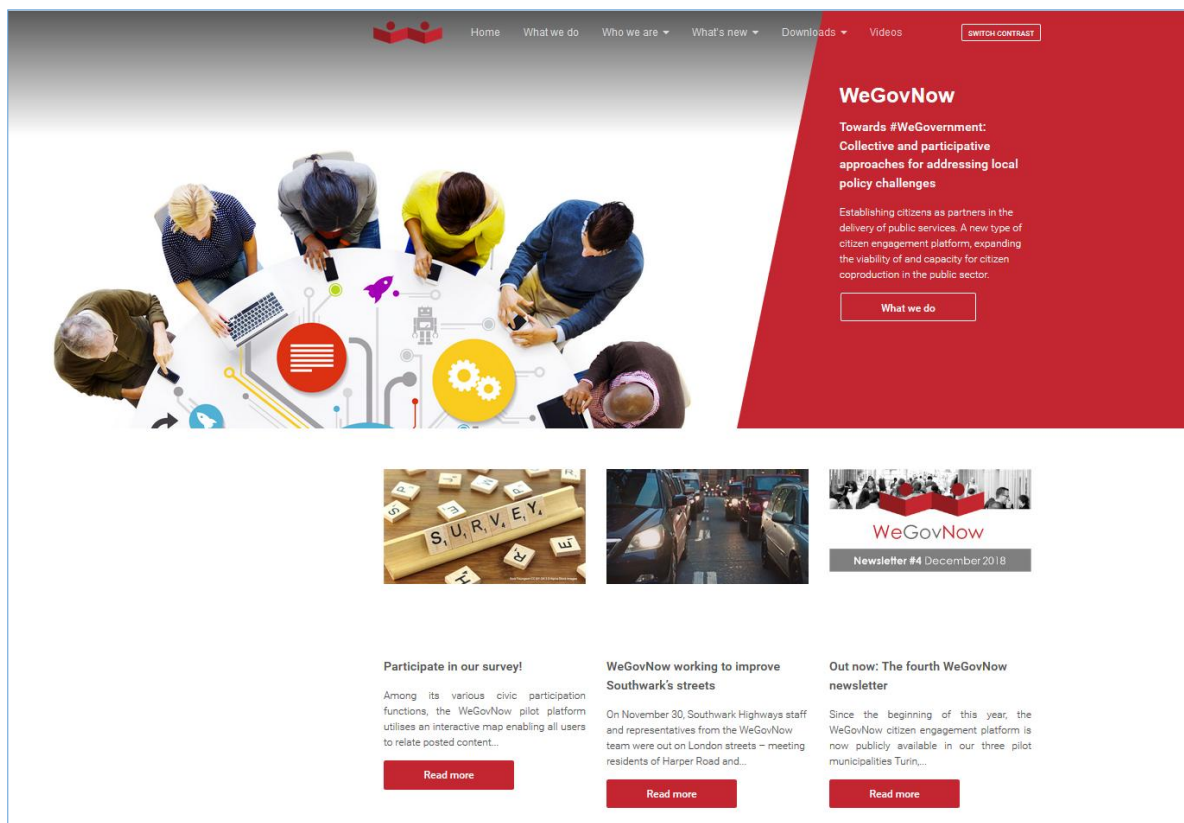
2.2 Online presence

Disseminating knowledge and results online and interacting via social media channels has been another workstrand within WeGovNow's communication strategy. Against this backdrop WeGovNow achievements are published on its own project website. In addition, WeGovNow is promoted on project partners' websites thus increasing the project's visibility in relevant settings. To exploit the potentials generated by social media, WeGovNow is also present on Twitter.

2.2.1 Website

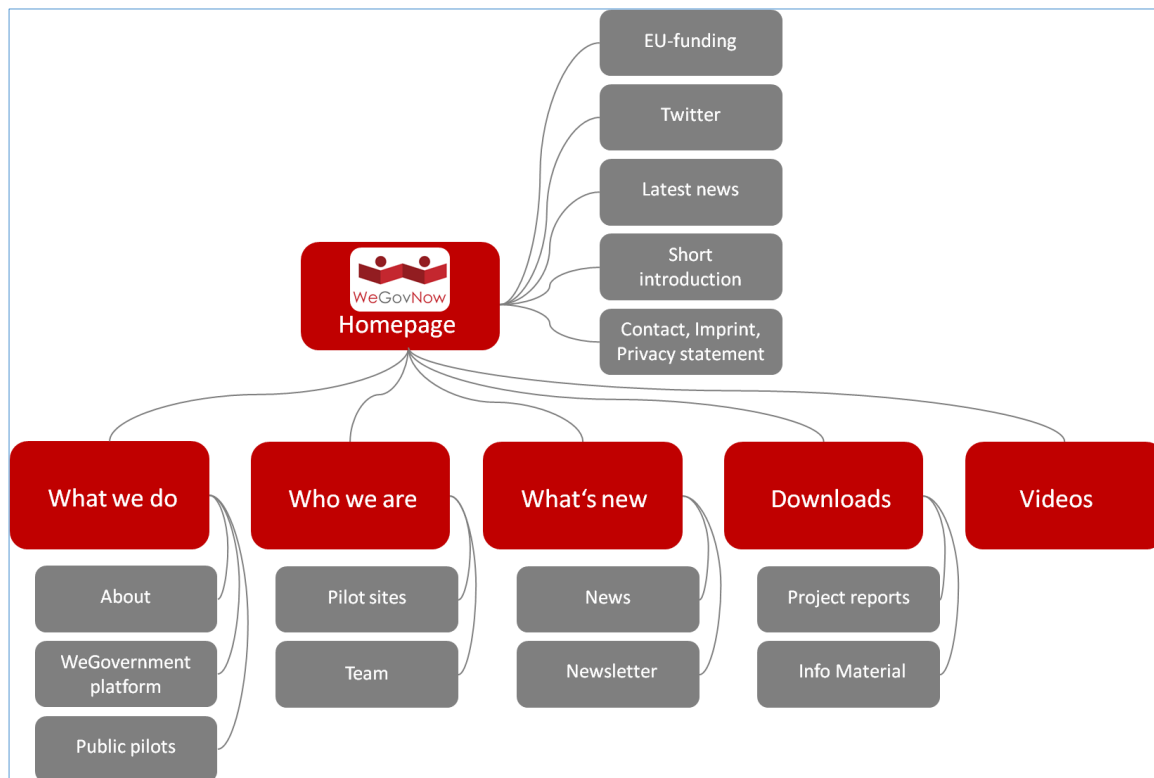
The project website (<https://www.wegovnow.eu>) is at the centre of WeGovNow's online communication strategy. The page has been built on Typo3, an open source content management system, and uses a responsive layout thereby allowing seamless output on different types of user agents (e.g. mobile phones).

Figure 10 – The WeGovNow project home page



It follows the project’s overall visual identity and was designed to guide visitors’ attention to content matter in an appealing way. In order to provide accessibility of website contents for all users, the website is also accessible as high contrast version. The current structure of the WeGovNow website is depicted in Figure 11.

Figure 11 – Structure of wegovnow.eu showing current elements



Throughout the project duration, the WiGovNow project website has been continuously updated. Having in mind the different audiences it attracts, the website’s focus is on presenting the project and its work in a way that is appealing to all visitors. Following this, the “Who we are” section has been revised to provide visitors with a well-structured and comprehensive overview of the project. It contains an introduction to the background and general objectives of the project, as well as a short overview of the pilot platform. For this purpose, an attractive key visual (Figure 12) has been developed presenting the WeGovNow platform and its core functionalities. Further to this, the section now also provides information on the piloting phase and includes direct links to the pilot instances.

Figure 12 – Key visual WeGovNow platform



With the continuous development of the public pilots over the final project year, the focus in this reporting period has been on encouraging visitors to keep coming back to website by regularly communicating updates on the pilots and the project in general. On that account, the “What’s new” section has been amended on a regular basis by uploading the project newsletter as well as news items. A significant number of news items were published on the project website in last project year, mainly reporting on local engagement events at the pilot sites as well as project presentation held at different workshops (see also chapter 2.5.1). The publication of news on the project website has also been accompanied by corresponding announcements on Twitter.

News items on the website are regularly updated and contain relevant information related to the project’s work and achievement, but also to that of project partners as well as general newsworthy occurrences in the (W)eGovernment and wider Citizen Science domain.

The three most recent news items are always automatically presented on the homepage of the website (Figure 10), which causes its appearance to change regularly thus motivating

visitors to further explore and come back the website. All news are further presented in a list view under the “What’s new” section, each complemented with a short teaser and key visual.

Following the technology development phase of the overall project, the community profiles of the three pilot municipalities have been amended with photographs and now include direct links to the respective local pilot services publicly offered to their citizens. Whenever applicable, the descriptions on the thematic foci for which the platform is utilised in the local contexts have been revised and adapted in line with the use cases developments at the three pilot sites.

Figure 13 - Profile of Citta di Torino on wegovnow.eu

Community profile

Situated in the northwest of Italy, **Turin** is the capital of the Piedmont region. The largest part of the city is located on the left bank of the Po River, surrounded by the western Alpine arch. The population of the city proper is about 900,000 while the population of the urban area is estimated to be 1.7 million inhabitants. As such Turin is the fourth largest Italian city in terms of population.

Since the nineties Turin has experienced a profound transformation, evolving from an industrial city, whose main focus was the production of cars, towards a capital of innovation and creativity. While not giving up its historical industrial soul, Turin has diversified its economic base and city landscape. New infrastructures and buildings emerged, and the cultural offers, ranging from museums, contemporary art, sites and monuments, to major events and industrial tourism, are shaping the socio-cultural and socio-economic substance of the city. Today, with its 7,104 square miles of green areas as well as its ongoing conservation and developing projects, Turin has also become the most eco-friendly and 'green' city in Italy.

WeGovNow in the region

The idea of a contemporary City of Turin is clearly driven by an urban regeneration programme that includes the active involvement of citizens and associate stakeholders. Aiming at building a strong link between the local community and its city neighbourhood, Turin is implementing and promoting several social and cultural actions directed at sustainable, intelligent and inclusive urban growth.

WeGovNow offers the municipality a way in which to make participation in urban redevelopment processes easier for citizens and a means with which to collect information from citizens. In doing so, the City of Turin can become more efficient and develop more inclusive policies in response to citizens' needs by getting them involved and empowering citizens as actors of urban change.

The main thematic focus of WeGovNow in Turin is the participation of citizens in the planning and designing of the city's green public spaces and deprived neighbourhoods. More specifically, the pilot area is Parco Dora, a new urban park within the IV district that represents one of the most significant portions of post-industrial Turin, and whose spaces are designed for flexible use, such as daily activities or big events gathering together thousands of people.

The online engagement platform will support the collaboration between city authorities and citizens in the:

- » **Co-design of new services and activities:** WeGovNow fosters the participation of citizens, local residents and associations who want to take part in the co-planning process and to provide suggestions about the functions, features and setting of the respective city area.
- » **Co-management of public spaces:** WeGovNow supports the implementation of partnership agreements between local residents or organisations and municipal authorities in order to improve the coordination of activities in relation to the city area. Moreover the platform facilitates the communication and exchange of information on these planned activities and events.

From the perspective of the citizens of Turin, WeGovNow can be seen as an enabling technology reinforcing their role as active local actors, and as an instrument of community building, while the local authority acts as the facilitator of these innovative processes already ongoing in the city.

The “Downloads” section has been amended since the initial projects stage as well, and it now offers subsections where public deliverables can be downloaded and a more generic section, where information material on the project such as the digital version of the project

flyer can be accessed. Further to this, a “Videos” section has been added presenting the audio-visual material created throughout the project as mentioned above.

Moreover, in light of the launch of the public trials in early 2018, the community profiles of the three pilot municipalities have been amended. Each prefacing with a short, generic introduction of the trial sites, the profiles now provide the reader with more concrete information on the local context in which the WeGovNow will be embedded as well as the thematic foci for which the civic engagement platform will be utilised respectively. The following Figure 13t depicts the revised profile of Turin as an example.

Website analytics

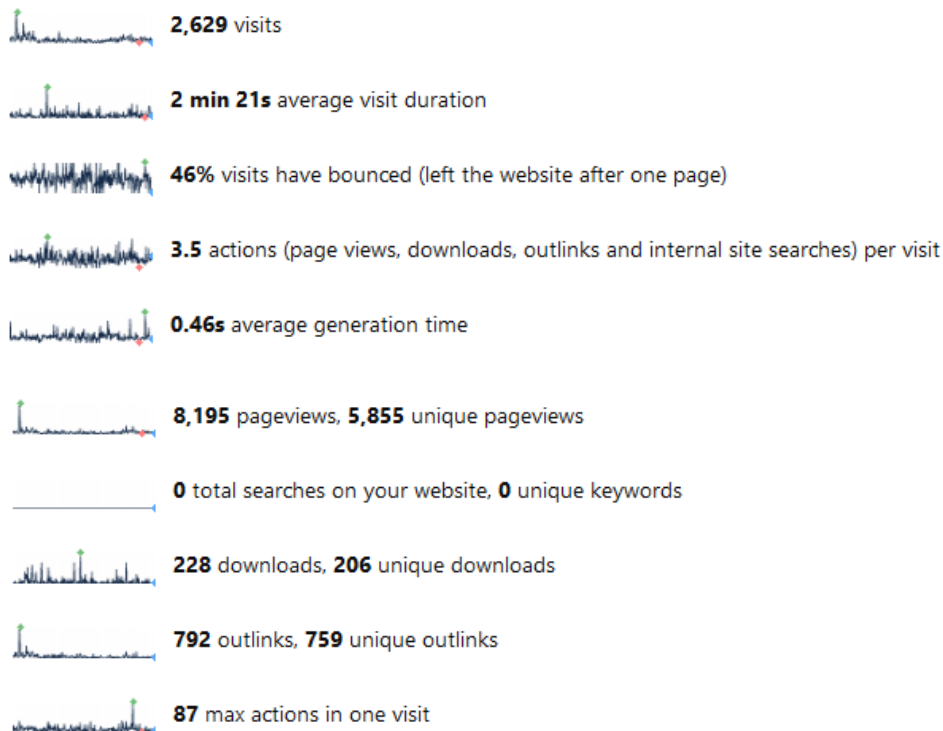
The website’s analytic data is consulted to assess the traffic volumes and gain more insights into the visitors’ profiles. Statistical data is gathered via the analytics tool Matomo (formerly Piwik). A detailed overview is included in the box below (Figure 14):

In the period from February 1 2018 until November 30 2018, the official WeGovNow website has attracted over 2,600 visits, generating almost 8,200 pageviews and 230 downloads. Although the number of visitors is similar to the second reporting period (see D5.3), the number of pageviews is significantly higher (+2000) indicating that visitors’ interest in the website has increased and that they are motivated to explore more content by browsing through several pages rather than leaving after a single view. This corresponds with the overall development of the website, which has been revised and updated with more tangible content over the course of the third year. However, as these figures are only preliminary, we are confident that the numbers will further increase in the last project months as communication efforts will be stepped up for the exploitation events taking place in January and for the dissemination of final project outputs.

The European countries with the highest number of visitors are the countries in which the project is piloted indicating that local dissemination activities at the pilot sites are also reflected on the website in terms of visitor metrics. While the majority of visitors remains to be European, the WeGovNow website has also attracted a number of visitors from other continents, mostly from North America. With a view to exploitation, this is to be considered positive as WeGovNow seems to be of interest also to non-European citizens, researchers, public administrations and organisation, opening up a window for project partners to approach new markets. It also indicates the relevance of the project’s bottom-up WeGovernment approach.

Figure 14 – Traffic metrics 3rd project year wegovnow.eu

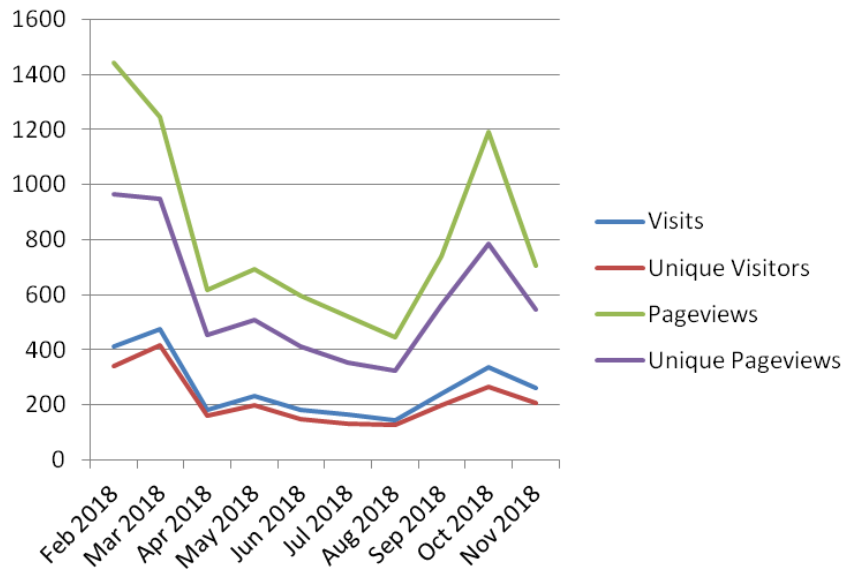
General results:



Monthly visitors overview:

Month	Visits	Unique Visitors	Pageviews	Unique Pageviews
Feb 2018	411	343	1,441	963
Mar 2018	477	417	1,247	949
Apr 2018	180	150	619	452
May 2018	232	197	691	510
Jun 2018	183	149	598	413
Jul 2018	163	133	519	352
Aug 2018	144	128	445	325
Sep 2018	241	198	737	561
Oct 2018	336	264	1,193	785
Nov 2018	262	209	705	545

Monthly visitors trend chart:



Visitor map:



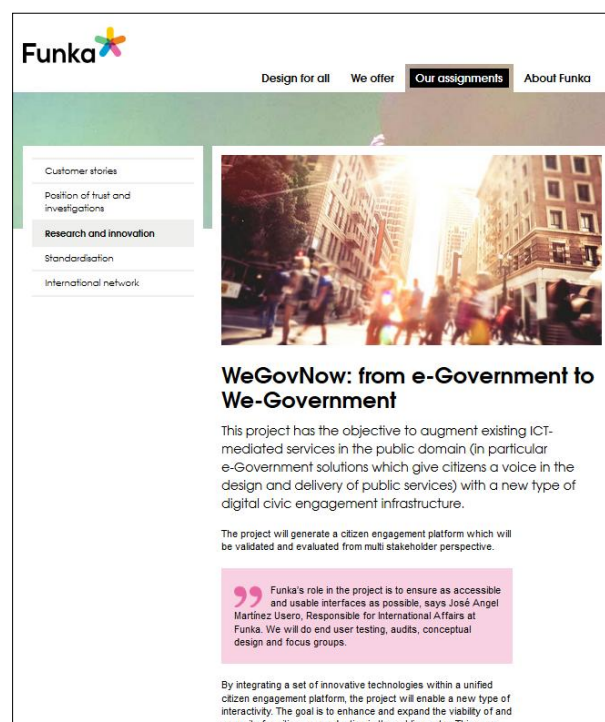
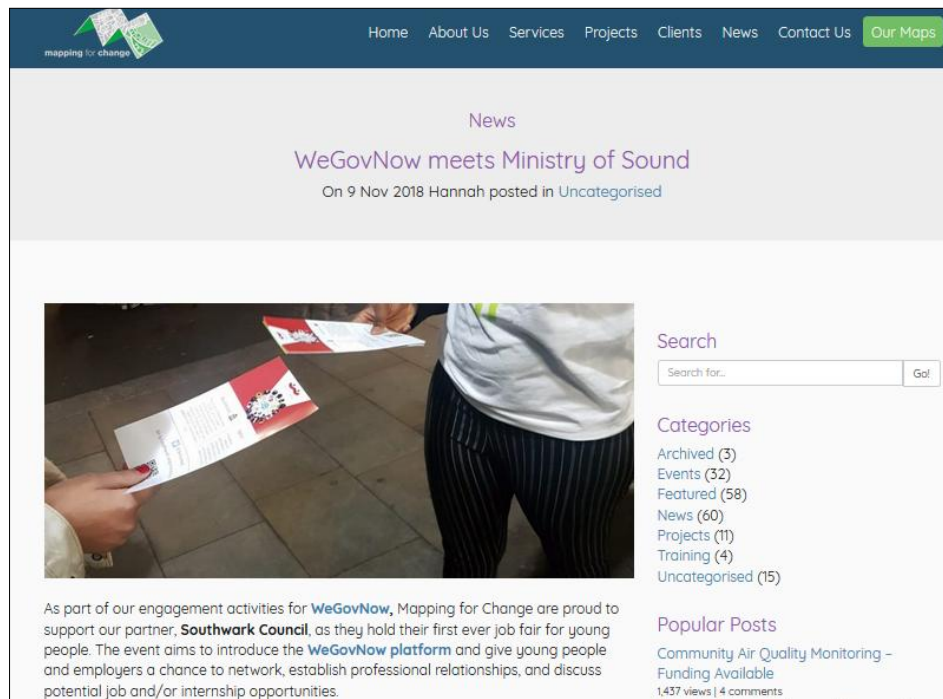
Visitors by country (Top 5):

Location	Visits in %
Italy	55,3
United States	18,4
Germany	6,8
United Kingdom	6,3
Spain	3,1

2.2.2 Project promotion via partner websites

The online channels of members of the consortium (websites, social media, subscriber lists) act as multipliers for communication activities in WeGovNow.

Figure 15 – Examples of communication items distributed through project partners' online channels



Partners are encouraged to expand the reach of communication and dissemination by publishing press releases and news items, also in local languages, informing their website's visitors about developments in the project. Figure 15 shows two examples of project related news item on the website of WeGovNow partners.

2.3 Social media

Communication and dissemination activities are conceived as a 'push out' toward target audiences and social media provides particularly effective channels for audience engagement. Therefore social media represents an essential part of the WeGovNow online communication strategy to reach out to a broad audience and to facilitate the dialogue with relevant stakeholders. To exploit the potentials generated, WeGovNow is present on Twitter, YouTube and pilot sites' social media profiles.

2.3.1 Twitter

The project's Twitter profile [@WeGovNowEU](https://twitter.com/WeGovNowEU) focuses on promoting the project to a broad European public, advertising the theoretical concepts behind it and keeping up news about the pilots, its project partners, related projects, key concepts and EU profiles.

Figure 16- The WeGovNow Titter account



It was set up in M1 of the project and a common hashtag has been identified. Under the hashtag #WeGovernment all tweets have been bundled into a stream that informs about WeGovNow but also, in a more general sense, about government-citizen collaboration and bottom-up approaches in political decision-making. Further, visuals were created to support single tweets. An example tweet is included below (Figure 17):

Figure 17 – Example tweet from @WeGovNowEU



Through regularly publishing tweets, the project Twitter profile has so far attracted 284 followers. The total Twitter main statistics as by December 31 2018 are shown below:

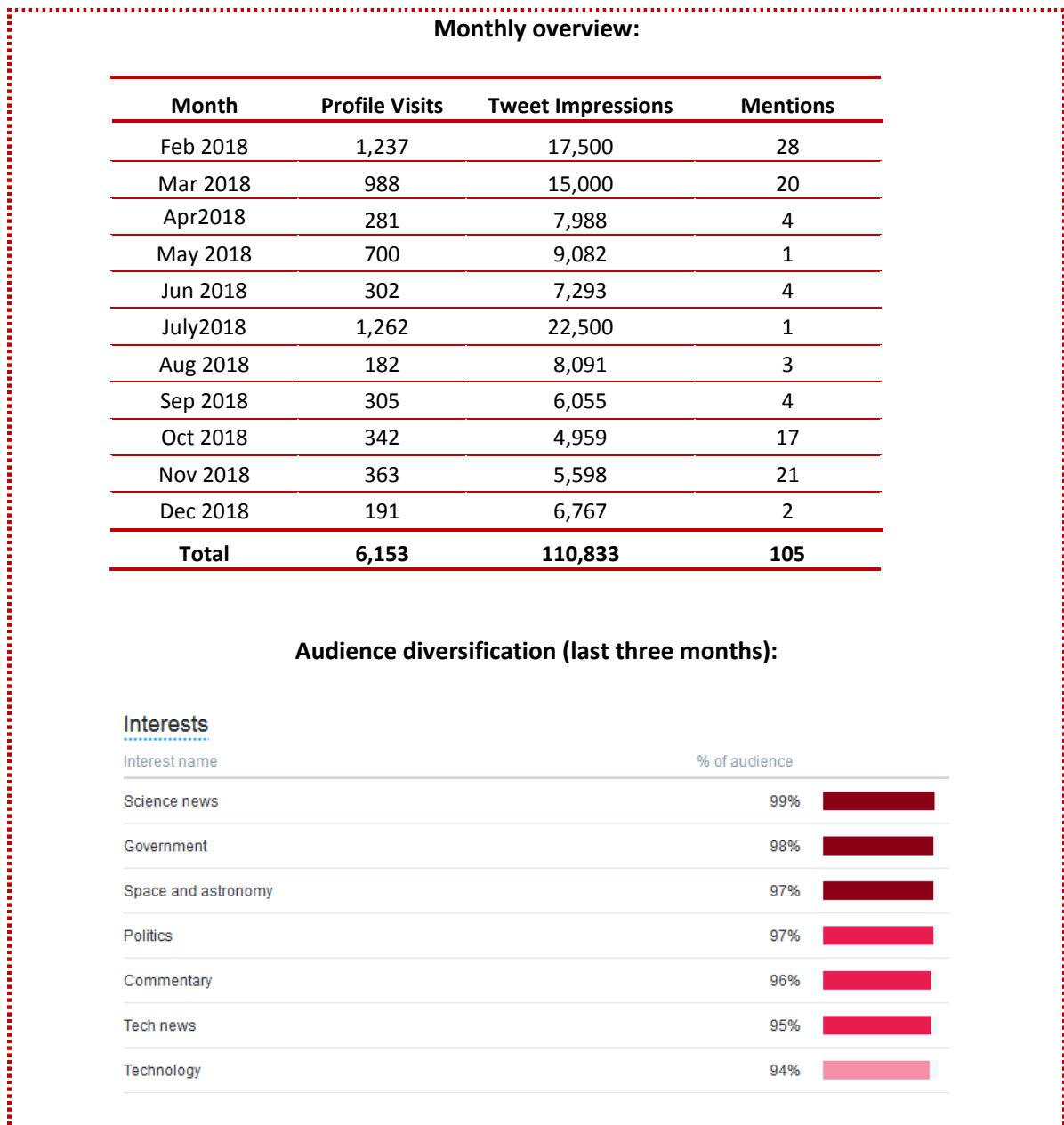
Tweets	Following	Followers	Likes	Lists	Moments
754	196	284	556	2	0






This number is below the originally set target for the end of the third project year; however, these figures do not sufficiently reflect the scope and visibility of the project's Twitter activities as they do not include information on i.e. retweets from other Twitter users. Statistical data related to the account and its tweets have been monitored using the free built-in analytic tools of Twitter and were documented on a monthly basis. As presented in the following box, in the period from February 1 2018 to December 31 2018 the WeGovNow Twitter profile has achieved over 6,150 profile visits, 110,800 impressions¹ and 100 mentions. This indicates a higher grade of visibility and further reflects the engagement of user with the account i.e. via mentioning the WeGovNow profile int heir tweets. Engagement peaks have been recorded parallel to major project activities, such as

¹ An impression represents an instance of a single tweet being seen.

stakeholder workshops and other pilot site events. Further, statistics of the project profile's audience for the last three months indicate that stakeholder groupings targeted by WeGovNow have indeed been reached, i.e the scientific community as well as audiences interested in technology and government related topics.

Figure 11 – Twitter statistics for @WeGovNowEU



Country	
Country name	% of audience
United Kingdom	13% 
Italy	13% 
Germany	12% 
Spain	11% 
Belgium	8% 

2.3.2 Pilot site social media activities

The statistics related to the project's Twitter followers are further to be considered limited as quite a number of social media activities have been implemented by the pilot sites directly via the social media profiles run by or related to the municipalities. These utilise both Facebook and Twitter as social media channels to promote the project to the local public and key actors. This way, the three pilot sites Turin, San Donà di Piave and Southwark have been able to benefit from the visibility among a set audience and to reach out to new stakeholders with a well-established profile. Further to this, pilot site social media accounts are important channels as they circumvent language barriers an English-language account such as the official WeGovNow Twitter profile potentially creates. This is particular relevant for the Italian pilot sites. Example social media posts are included in the Figure 18 below.

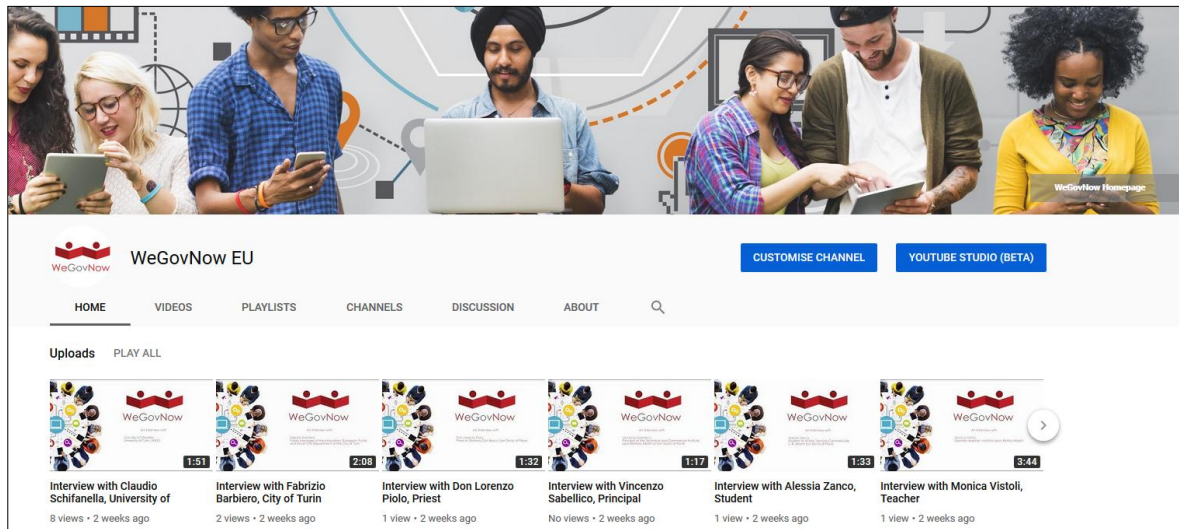
Figure 18 – Pilot sites' social media posts



2.3.3 YouTube

A [WeGovNow YouTube channel](#) has been launched as it allows for a convenient dissemination of video material. The channel currently includes a playlist with seven stakeholder interviews. A screenshot of the channel is included below:

Figure 13 – WeGovNow YouTube channel



YouTube will also be used as a facilitator for the livestreaming of the international exploitation event in Padua on January 25 2019. It will be integrated on the WeGovNow homepage and live-moderated, giving virtual participants the opportunity to raise questions and receive immediate feedback.

2.4 Events

Personal contacts with relevant stakeholders are a great way to promote and demonstrate project goals and achievements, and to network with interested members of the community. This is particularly important for the project, as the results will be of interest to a wide spectrum of people, including public administrations, policy makers, civil society organisations, research community, as well as citizens.

In order to address broad audiences, present and discuss results, and drive further exploitation, project partners are requested to organise and/or promote WeGovNow to stakeholders at national and supranational events. While local and regional events are the responsibility of the pilot municipalities, all project partners in the consortium are encouraged to actively participate in and contribute to conferences, workshops and seminars.

As a supportive tool, a planning and reporting template has been circulated among the consortium. Partners are approached on a regular basis to update the document with their previous and planned dissemination activities every three months.

2.4.1 Local events

A number of local events conducted at the pilot sites have been supported. These ranged from formal meetings to create synergies, presentations and demonstrations, to workshops, seminars and hands-on engagement activities. Some of these have focused on providing hands-on experience with the platform to enable the public administrations, citizens but also other local actors to make use of the platform in a confident and effective way. Others have been dedicated to both raise awareness on the capabilities provided by WeGovNow in general. The following list compiles a summary of events organised by the three pilot sites during the third project year .

Table 1 – Events organised at local level (to be updated)

Date	Type	Short description
TORINO		
13/04/2018	Meeting	Internal meeting with Public Green department, FGB and UniTO in order to define the launch of the Parco Dora use case scenario
15/05/2018	Meeting	Internal meeting with key stakeholder in order to define the launch of the Parco Dora use case scenario and objectives of the co-design process. 24 people involved (Environment councilor of the City of Turin; different departments of the City of Turin; Districts 4 and 5; Environment Park, Environmental Museum; UISP National sport association; Dora shopping mall; UniTO, Politecnico di Torino)
10/09/2018	Meeting	Internal meeting with Sport associations in order to involve them in the co-design process. 5 associations (9 members) involved
26/09/2018	Event	Launch event of the Parco Dora use case scenario. Environment councilor of the City of Turin reiterated the invitation to all citizens to participate in the new type of co-design process enabled by WeGovNow. More than 50 citizens and stakeholder involved
11/10/2018	Workshop	1° co-design workshop. 5 associations, 2 Citizens Committee and around 20 citizens involved
18/10/2018	Workshop	2° co-design workshop. 5 associations, 2 Citizens Committee and around 20 citizens involved
22/10/2018	Workshop	3° co-design workshop. 5 associations, 2 Citizens Committee and around 20 citizens involved
16/10/2018	Meeting	Meeting with Mobility department and local bikers association to define Neighbourhood use case scenario
9/11/2018 28/11/2018 10/12/2018	Online meetings	Online meetings with local bikers association to get feedback on Neighbourhood use case scenario
17/12/2018	Event	Announcement of Parco Dora Outcomes
SAN DONÀ DI PIAVE		
22/05/2018	Public meeting	Official Presentation to the Municipality of the “wegovnow lab” experience, managed by the high school Istituto Tecnico

Date	Type	Short description
		Commerciale Leon Battista Alberti, in which 30 students (16 years old) and teachers joined realized a “wegovnow lab” meant as a specific training project aimed at the use of the wegovnow platform to collect data and information about the city, the territory and the natural environment. (See attached ppt).
22/05/2018	Meeting	Meeting at the Istituto Alberti with teachers for providing an overview of the WeGovNow project
June - July 2018	Training activities	Online training programme provided by the WeGovNow project partners to 30 local high school students under the umbrella of the work-school alternance scheme. It enabled the students to support the local administration as well as non-government organizations, businesses and citizens in making effective use of the pilot platform under day-to-day conditions.
29/09/2018	Public walk	Public walk promoted by the Municipality and managed in the framework of the Energy care project aimed to promote the use of the wegovnow platform in order to map and discuss better mobility solutions in San Donà di Piave.
6,7,8/10/2018	Event	The annual three-day San Donà di Piave festival (Le Fiere del Rosario) http://mappingforchange.org.uk/2018/10/le-fiere-del-rosario-san-dona-di-piave/
SOUTHWARK		
25.01.18	WGN lab	WeGovNow training Lab with consortium and attended by British Land, Community Southwark, NHS, municipal department representatives from Communities, Housing, Highways, Planning Policy, Regeneration and Commissioning.
10.03.18	Meeting	V-Inspired rewarding volunteers. Presentation of WGN and capabilities for charities to register and engage volunteers.
21.06.18	Meeting	Flyer dissemination and brief presentation of WGN at Youth Service providers network meeting Millwall Football Club, Street Doctors, Look Ahead, Leap CC, Everyone Active, Creation Trust, Fight 4 Change, Southwark Works and Southwark Young Advisors.
12.07.18	Workshop	Workshop with year 9 students at Ark Globe Academy school to explore what kinds of opportunities they would be interested in seeing on the WGN platform and ideas on how we can engage young people to participate.
2.08.18	Event	Millennials Club and Worth of Mouth, youth media platform host summer networking event at Pearson Education. Attended by over 120 young entrepreneurs and influencers. WGN was pitched as part of youth opportunities and innovation segment, exposing innovative ideas to engage young people in positive and manful activities.
6.08.18	WGN Lab	Youth Trining Lab with Youth Council, young people, MfC and Community Engagement
15.08.18	Meeting	Meeting at Wilmot Dixon Interiors, promoting WGN services and capabilities for work experience, training and internship opportunities for young people and also link up with charities to

Date	Type	Short description
		help meet their corporate social responsibility outputs.
22.08.18	Meeting	Meeting at Norton Rose Fullbright law firm to promote WGN services and capabilities to promote work experience, training and internship opportunities for young people
29.08.18	Meeting	Planning meeting Bright Ideas Trust to support the youth event, run workshops and promote free training opportunities on WGN
4.09.18	Meeting	Southwark Faith Walk planning meeting with the Multi-faith forum members comprised of faith leaders and municipality officers.
5.09.18	Public Meeting	WeGovNow flyers and information leaflets disseminated at Camberwell Community council meeting to over 100 attendees of local citizens.
	Event	WGN Presentation and demo to Southwark faith leaders.
9.09.18	Event	Southwark Faith Walk organised by the Southwark Multi-faith forum and supported by the municipality took guests around various part of the borough to visit places of worship including churches, mosques and Buddhist Centre. Sharing knowledge and experiences whilst the walk and places visited was mapped out on WeGovNow to capture the day.
11.09.18	Public meeting	Peckham and Nunhead Community Council meeting themes on digital spaces. WeGovNow was presented followed by a panel discussion Q&A on WGN as a community digital solution and a good way to continue community related participation and engagement digitally in between meetings. Over 80 local residents, Councillors and digital service providers and users attended the meeting.
20.09.18	Meeting	Presentation of WeGovNow at the Volunteering Strategy Group meeting comprised of members from Southwark charities including Southwark Works, Southbank Centre, Black Cultural Archives, Community Southwark, Shakespeare's Globe Theatre, Link Age Southwark.
8.10.18	Meeting	Mentoring opportunities with Mentors Hub. A brief presentation of WGN offers and requests illustrating the possibility for mentors to make an offer or mentees to make requests via WGN. Also opportunities map demo.
19.10.18	Meeting	Meeting with municipal police and young people from Camberwell Young Cadets to discuss training and volunteering offers aimed at local youths to be promoted on WGN
7.11.18	Meeting	Meeting with two municipality officers from the local economy team to discuss apprenticeships and internships to be promoted on WGN
8.11.18	Outreach	Street walk ups/ conversations with professions along More London business area in SE1.
9.11.18	Outreach	All day business engagement activities including pop up site visits and scheduled meetings. WGN Leaflet and flyer drops at business doors/reception.
19, 12, 5 November	Meeting	Southwark Youth Council weekly meetings, event planning with youth council members, young people and invited guests including

Date	Type	Short description
/29, 22, 15 October		event speakers, performers and volunteers in preparation for level up event.
20.11.18	Event	Southwark Youth council, Level Up careers event for young people. Youth organised and youth run event to engage, inspire and promote employment and development opportunities aimed at young people and promoting WeGovNow as the main tool to access local opportunities as well as up sharing and uploading existing opportunities.
30.11.18	Event	Harper Road Stall – Consultation event engaging local citizens in the Harper Road consultation process through the WeGovNow platform including mapping new proposals and contributing new ideas and commenting on existing proposed improvements and changes by the municipality.
19.12.18	Meeting	Linking young people to skills and jobs meeting – WeGovNow presented to cabinet member for Jobs, Skills and Innovation and lead representatives from Youth Services, Education, Business Alliance Social Services and Communications and Public Affairs
20.12.18	Meeting	Community engagement team meet with Local economy team to discuss employment opportunities that can be loaded onto the opportunities map and explore possibilities for continued platform use and linking to existing Southwark offer provided by employment support service Southwark Works.
16.01.19	Event	WGN Exploitation workshop with stakeholders internal to the municipality

2.4.2 Events attended by partners

Over the course of the project, WeGovNow partners have participated in nationally and internationally recognised academic conferences and workshops. Here, the project has been showcased through presentations and demonstrations, and promoted in networking sessions. Several of these events were of high-profile, enabling WeGovNow representatives to reach a large number of stakeholders at the same time, ranging from policy makers and representatives from civil society organisations, to software developers, ICT industry representatives, and researchers on geographic information systems, open data, Citizen Science and the wider eParticipation and eGovernment domain.

Table 2: Overview of events attended (to be updated)

Name, place & date of event	Partner	Activities
FirstLife and the Territory, Turin 06.02.2017	UniTo	WeGovNow representatives Alessio Antonini, Guido Boella, Lucia Lupi and Claudio Schifanella promoted WeGovNow during the event on urban commons, transformations and social networks
Intelligent interfaces for ubiquitous and smart learning (SmartLearn), Limassol,	UniTo	WeGovNow representative Noemi Mauro has attended the workshop and promoted the WeGovNow project

13.03.2017			
Funka Accessibility Day, Stockholm, 04.04. 2017	Funka		WeGovNow representatives Andreas Cederbom and Tommy Feldt promoted the project during networking with stakeholders from municipalities, governmental bodies, disability organisations & accessibility industry
Hypertext 2017, Prague, 05.07.2017	UniTo		WeGovNow representative Noemi Mauro held a demonstration of WeGovNow component OnToMap
Digital Democracy, London, 12.07.2017	LF		WeGovNow representative Andreas Nitsche has been invited as a speaker and promoted the WeGovNow project
UMAP 2017, Bratislava, 10.07.2017	UniTo		WeGovNow representatives Noemi Mauro & Liliana Ardissono held a demonstration of WeGovNow component OnToMap
Web Intelligence 2017, Leipzig, 26.08.2017	UniTo		WeGovNow representative Noemi Mauro participated in the talk on geographic information retrieval and promoted WeGovNow
NRW-Fit in Europa, Bonn, 20.09.2017	empirica		WeGovNow representative Lutz Kubitschke attended the event presenting the experiences from the project
Digital Transformation of Public Administrations Event – Sustainability and Exploitation of Horizon 2020 eGovernment Projects Results, Brussels, 23.-24.10.2017	empirica, FGB		WeGovNow representatives Lutz Kubitschke and Patrizia Saroglia participated in this event as an opportunity to become aware of the possibilities to foster the exploitation of research and innovation results of the project
Internet Deliberation and Voting, Berlin, 06.11.2017	LF		WeGovNow representative Andreas Nitsche has been invited as a speaker and promoted the WeGovNow project
Populism in eDemocracy, Munster, 06.11.2017	LF		WeGovNow representative Axel Kistner has been invited as a speaker and promoted the WeGovNow project
Workshop in “Knowledge, technology, and Sustainable Smart Cities Standards”, Thessaloniki, 15.12.2017	INFALIA		WeGovNow representative Ioannis Tsampoulatidis has been invited as a speaker and promoted the WeGovNow project
ACM IUI 2018, Tokyo, 7-11/03/2018	UNITO		Conference on Intelligent User Interfaces
AVI 2018, Castiglione della Pescaia (GR), 29/05/2018	UNITO		Conference on Advanced User Interfaces
Opening up the smart city: Open governance, data and people, Vienna, 08/11/2018	MFC		Exploring how digital tools and platforms are transforming how we govern our cities. Panel discussion about the WeGovNow project
Living Lab Turin Co-design Workshop No. 1, Turin, 18/12/2018	UNITO		Presentation of the technical infrastructure and usage of the WeGovNow platform

2.5 Publications

During the second reporting period of the project, the WeGovNow partners have continued to raise awareness of the project through different publication means, including:

- Newsletters
- Online news
- Newspapers / magazines
- Books and journals

Gereally, a distinction can be made btween publoications targeting an academic audience and those directed towards a non-academic audience.

2.5.1 Publications targeting non-academic audiences

All partners have been seeking opportunities to publish non-scientific articles on WeGovNow throughout the project duration. The aim was to stimulate the project's visibility among potential beneficiaries and other relevant stakeholder groupings, and to raise awareness among the broader public on the benefits to be generated by WeGovNow for the society at large. While news items and newsletters issued via the project website have been utilised to communicate general project content to a wider European

Figure 19: Article in the daily newspaper "Il Gazzettino Venezia Mestre"



audience, press releases and newspaper articles in local and regional press have accompanied and promoted engagement activities at the pilot sites, thereby exploiting established channels/contacts of the PR units at three municipalities. Figure 19 shows an example on a WeGovNow lab held at the public school, the Istituito Tecnico Commercial L. B. Alberti, opened by the Major of San Donà di Piave. Table 3 lists relevant publications by the project partners.

Table 3 - List of publications targeting non-academic audiences (to be updated)

Partner	Date	Type	Name of Medium	Name of publication
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Partner	Date	Type	Name of Medium	Name of publication
FGB	10.03.2017	Newsletter	WeGovNow Newsletter	WeGovNow newsletter #2
empirica	28.03.2017	News item	wegovnow.eu	WeGovNow takes part in path breaking Open Public Review pilot in Horizon 2020
empirica	29.03.2017	News item	wegovnow.eu	WeGovNow looks back at one year of achievements
empirica	09.08.2017	News item	wegovnow.eu	WeGovNow stakeholder workshop in San Donà di Piave, Italy
empirica	30.11.2017	News item	wegovnow.eu	Venetian citizens impressed by WeGovNow prototype at San Donà fair
empirica	12.12.2017	News item	wegovnow.eu	Successful WeGovNow stakeholder workshop in London
empirica	19.12.2017	News item	wegovnow.eu	San Donà and WeGovNow receive Italian Innovation Prize
San Donà	30.12.17	Newspaper; interview	Il Gazzettino Venezia Mestre – daily newspaper	Iniziativa, servizi, problem: tutto sul “social” del Comune
San Donà	08.02.2018	Newspaper / press release	Il Gazzettino Venezia Mestre – daily newspaper	Il cittadino diventa vigile con la piattaforma digitale
San Donà	16.02.2018	Newspaper	Il Gazzettino Venezia Mestre – daily newspaper	Ecco la piattaforma per interagire con i cittadini
San Donà	19.02.2018	Newspaper	La nuova Venezia – daily newspaper	Piattaforma digitale per interagire con il Comune
empirica	26.02.2018	News item	wegovnow.eu	Out now: The third WeGovNow newsletter
FGB	26.02.2018	Newsletter	WeGovNow Newsletter	WeGovNow newsletter #3
Torino	08.02.2018	News item	spaziotorino.it	Partecipazione e interazioni con il cittadino: presentato il nuovo robot Sanbot
Torino	02.03.2018	News item	torinosocialinnovation.it	WEGOVNOW: ONLINE LA PIATTAFORMA PER VOTARE I PROGETTI SOCIO CULTURALI DI AXTO
Torino	02.03.2018	Press release	comune.torino.it	Bando Contributi - azione 4.01 - Votazione on-line
FGB	05.03.2018	News item	openincet.it	The wegovnow platform is online: votes opened for the axto socio-cultural projects
San Donà	03.05.18	News item	espresso.repubblica.it	Rigenerazione urbana nelle città e nei piccoli centri urbani

Partner	Date	Type	Name of Medium	Name of publication
Interaktive Demokratie (LF)	19.03.2018	News item	Interactive-demokratie.org	Turin launches WeGovNow public participation with FirstLife and Liquidfeedback
City of Turin	2/03/2018	News item	www.torinosocialinnovati on.it	WEGOVNOW: ONLINE LA PIATTAFORMA PER VOTARE I PROGETTI SOCIO CULTURALI DI AXTO
City of Turin	24/09/2018	News item	www.torinosocialinnovati on.it	WEGOVNOW PER PARCO DORA
City of Turin	24/09/2018	Press release	http://www.comune.torin o.it	MERCOLEDÌ 26 AL VIA LA PROGETTAZIONE PARTECIPATA DEL PARCO DORA (AREA VALDOCCO)
City of Turin	25/09/2018	News item	www.torinosocialinnovati on.it	Public launch of Parco Dora use case scenario
City of Turin	3/10/2018	News item	www.torinosocialinnovati on.it	AL VIA LA PROGETTAZIONE PARTECIPATA DI PARCO DORA (AREA VALDOCCO)
San Donà di Piave	12/10/2018	Newspaper	La nuova Venezia	Al via la mattura di negozi e locali sfitti su “WeGovNow”
MFC	16/10/2018	News item	http://mappingforchange. org.uk	Le Fiere Del Rosario – San Dona Di Piave
MFC	9/11/2018	News item	http://mappingforchange. org.uk	WeGovNow meets Ministry of Sound
FGB	December 2018	Newsletter	WeGovNow Newsletter	WeGovNow Newsletter # 4
EMP	26/02/2018	News item	wegovnow.eu	Out now: The third WeGovNow newsletter
EMP	28/05/2018	News item	wegovnow.eu	The local innovation ecosystem of Turin meets WeGovNow
EMP	01/06/2018	News item	wegovnow.eu	Three days of technology at the service of citizens: WeGovNow labs in San Donà
EMP	15/06/2018	News item	wegovnow.eu	Training the trainers: London Southwark hosts WeGovNow stakeholder lab
EMP	19/06/2018	News item	wegovnow.eu	WeGovNow at the Open Government Week in Turin
EMP	19/07/2018	News item	wegovnow.eu	30 students work as WeGovNow ambassadors in San Donà di Piave
EMP	28/09/2018	News item	wegovnow.eu	WeGovNow supports inter-faith

Partner	Date	Type	Name of Medium	Name of publication
				work in Southwark
EMP	17/10/2018	News item	wegovnow.eu	Turin citizens & public administration co-design public space with help of WeGovNow
EMP	20/11/2018	News item	wegovnow.eu	WeGovNow team at annual fair in San Donà di Piave
EMP	14/12/2018	News item	wegovnow.eu	Out now: The fourth WeGovNow newsletter
EMP	21/12/2018	News item	wegovnow.eu	WeGovNow working to improve Southwark's streets
EMP	21/12/2018	News item	wegovnow.eu	Participate in our survey!

2.5.2 Academic Publications

Project partners have relied on research results from WeGovNow and project outcomes for authoring in peer reviewed journals in relevant disciplines. The Table 4 lists relevant academic publications by the project partners.

Table 4 – List of academic publications (to be updated)

Title	Date	Source	Type	URL
Transparency-based information filtering on 2D/3D geographical maps	29/05/2018 - 01/06/2018	ACM Digital Library	Digital Library	https://dl.acm.org/citation.cfm?id=3206566
Map-Based Visualization of 2D/3D Spatial Data via Stylization and Tuning of Information Emphasis	29/05/2018 - 01/06/2018	ACM Digital Library	Digital Library	https://dl.acm.org/citation.cfm?id=3206516
Article on Unified User Management and facsimile of UWUM work report	27/07/2018	The Liquid Democracy Journal on electronic participation, collective moderation, and voting systems Issue 6	Journal	ISSN-L: 2198-9532 http://www.liquid-democracy-journal.org/
WeGovNow: an integrated platform for social engagement in shaping future cities	19/09/2018	4th Italian Conference on ICT for Smart Cities And Communities	Conference	http://icities2018.dsim.univaq.it/index.html
From E-Government to We-Government: an analysis	26/06/2018	ISC2018: INTERNATIONAL	Conference	http://www.isc-conference.org/index

Title	Date	Source	Type	URL
towards participatory public services in the context of the H2020 WeGovNow project		CONFERENCE: INFORMATION SOCIETY AND SMART CITIES, Cambridge, UK		x.php/proceedings
Data Quality Concept for e-Government Web-Map Based Services	June 18-23 2018	Proceedings 7th International Conference on Cartography and GIS, Vol. 1, Editors: T. Bandrova & M. Konecny, Publisher: Bulgarian Cartographic Association, ISSN: 1314-0604, pp. 306- 315	Conference	https://iccgis2018.cartography-gis.com/7ICCGIS_Proceedings/7_ICCGIS_2018%20(34).pdf
Computer Vision Approaches for Big Geo-Spatial Data: Quality Assessment of Raster Tiled Web Maps for Smart City Solutions	June 18-23 2018	Proceedings 7th International Conference on Cartography and GIS, Vol. 1, Editors: T. Bandrova & M. Konecny, Publisher: Bulgarian Cartographic Association, ISSN: 1314-0604, pp. 296- 305	Conference	https://iccgis2018.cartography-gis.com/7ICCGIS_Proceedings/7_ICCGIS_2018%20(33).pdf
Backend and Frontend Strategies for Deployment of WebGIS Services	26-29 March 2018	Proc. SPIE 10773, Sixth International Conference on Remote Sensing and Geoinformation of the Environment (RSCy2018), 107730I	Conference	https://doi.org/10.1117/12.2322831
DEFINITION OF CONTOUR LINES INTERPOLATION OPTIMAL METHODS FOR E-GOVERNMENT SOLUTIONS	October 4– 5, 2018	ISPRS Ann. Photogramm. Remote Sens. Spatial Inf. Sci., IV-4/W7, 99- 106	Conference	https://doi.org/10.5194/isprs-annals-IV-4-163-2018
Smart city webgis applications: proof ofwork concept for high-level quality-of-service assurance	October 4– 5, 2019	ISPRS Ann. Photogramm. Remote Sens. Spatial Inf. Sci., IV-4/W7, 99- 107	Conference	https://doi.org/10.5194/isprs-annals-IV-4-W7-99-2019
Data-Type Model for Low-Level Inventory and	3.2019 (expectation)	In Book: Spatial Planning in the Big	Book Chapter,	https://www.igi-global.com/publish

Title	Date	Source	Type	URL
Provenance Assessment of Big Data Files: Use Cases of the OpenStreetMap Full-History Dump)	Data Revolution	IGI-Global	/call-for-papers/call-details/3142
La pubblica amministrazione responsabile: un caso di digital welfare	July 2018	Rivista Italiana di Public Management	Megazine	

3 Exploitation support

Please note: This report has been generated for the purposes of the Open Public Review Pilot. Further exploitation support activities are being conducted until the end of the project duration and further information will be fed into the final version of this report at the end of the project duration.

Different outputs have been enshrined in the overall project's workplan to support the exploitation of project outcomes beyond the immediate project duration, in particular continued operation of the WeGovNow platform at the three pilot sites and beyond, including:

- a report (D2.6) specifying plans for further mainstreaming of WeGovNow by the three pilot municipalities,
- a report specifying strategic recommendations directed towards further municipalities potentially interested in the WeGovNow approach (D5.6)

Different activities have been pursued and are still being pursued at this moment to feed into this approach.

3.1 Exploring market opportunities

The consortium has been active in promoting the project to European cities that are working on issues related to the project, through European networks such as EURO CITIES, URBACT and URBAN INNOVATIVE ACTION at project level, and through national or regional city networks at partner level.

Until now, apart from the three partner cities, another 5 European cities have expressed their interest to follow the project, test and evaluate its outcomes and potentially use the platform. Nevertheless, a follow-up project or activity would be needed to test and prove how a platform like WGN can change scale and scope and move from the city level to the regional or the national levels. The consortium has made preliminary contacts and presentations of the expected results with bodies like the Committee of Regions.

Moreover, a review of civic participation solutions already available on the market has been conducted (Annex IV). In a nutshell, outcomes seem to suggest that civic participation solutions already available tend to provide functionalities suitable to support different aspects of a typical policy making cycle:

- One group of tools seem to be primarily designed for mere information provision or nudging about policies/services intended to be newly developed and/or implemented.
- A second group of tools seems to be directed primarily towards collating knowledge and expertise from the citizens in order to inform the decision making process rather than enabling participation in actual decision making.

- A third group of tools seem to be directed towards giving the citizens a role in deciding on particular policies or the way public services should be delivered. However, such tools tend to focus on rather specific functionalities and/or thematic areas (e.g. classical petition tools or tools supporting citizen budgets).

In view of this finding it seems fair to state that – other than WeGovNow - none of the identified tools seems to cut across different participation functions required to support participation across the entire “policy cycle” (information provision, consultation, deliberation, decision making, implementation monitoring). Clearly this can be seen as a competitive advantage when it comes to further exploitation of project outputs that have been achieved already. Beyond this, the modular architecture approach adopted for the purpose of WeGovNow enables the straight forward integration of even further software components and functionalities should these emerge in the future.

3.1 Exploitation Workshops

The potentials of the WeGovNow platform have been presented at the InnovaTOR transferrnetwork meeting held in Turin on at the presence of a municipal audience from several countries (Figure 20).

Figure 20 - First International Exploitation Workshop



Further to this, a second International Exploitation Workshop as well as local ones at each pilot site will be held until the end of the project duration (Annex V).

ANNEX I

Guidance materials developed for utilisation internal to the WeGovNow consortium

A Guidelines implementing and running local WeGovNow Pilot Twitter Profiles



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

Grant Agreement number: 693514

Internal Working Document

Implementing and running local WeGovNow pilot Twitter profiles

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1 Introduction

As a social media platform with millions of users all over Europe (13 million users in the UK alone early in 2017), Twitter is a helpful tool in calling attention to and informing about the WeGovNow project. With the launch of three pilots in Torino, San Doná di Piave and the London Borough of Southwark, WeGovNow pilot Twitter profiles may provide a suitable means of promoting the project on the local levels and engage a broader local public. Each pilot site team is therefore seriously to consider setting up a dedicated Twitter profile for promoting local pilot activities (D5.1). These could for instance be labelled “WeGovNowTorino”, “WeGovNowSanDona” and “WeGovNowSouthwark”.

The reminder of this document is intended to assist the pilot site teams with the management of localised WeGovNow Twitter profiles. The information compiled is hoped to be helpful for both Twitter beginners as well as regular users. The document may thus be read completely as introductory guidelines to managing a WeGovNow pilot profile, but it may also be read selectively by experienced users. It starts with a basic description of what Twitter is about and the potentials it generally holds for promoting the local WeGovNow pilots ([Chapter 2](#)). Next, basic guidance is provided on how individual tweets may best be designed and on which sort of content may be suitable for being disseminated via Twitter in particular ([Chapter 3](#)). Some guidance on how to deal with Twitter hashtags, handles and links is provided as well ([Chapter 4](#)). Also, information is provided on measuring the outreach of your Twitter profile. Finally, lists of hashtags and handles potentially useful in the framework of WeGovNow are annexes to the main document.

Throughout the text, **key terms** (including key functions) are marked bold and blue to facilitate selective reading. All terms relating to specific concepts and functions of Twitter in general and the WeGovNow Twitter profiles in particular are listed in the Index (p. 18). Where appropriate, examples are provided throughout the text for illustrative purposes.

2 What is Twitter?

Of course, Twitter is a social media platform. But what distinguishes Twitter from other platforms, such as Facebook? This chapter briefly characterizes key features of Twitter.

The signature feature of Twitter is the fast and limited (in message length) way of public textual communication by users (people, companies, governments, etc.), in a telegram-like fashion via tweets. **Tweets** are short text passages of up to 140 characters that can be complemented by pictures, links, hashtags, mentions (see below and Chapter 3) and other features. Pictures, videos and GIFs¹ are not counted as characters.

2.1 What does a Twitter profile look like and what is a stream?

Every Twitter user has their own **profile**. The profile page of a user can be accessed by every other user. Each profile has a specific **handle**, beginning with the at sign “@”, followed by the user name (e.g. WeGovNow has the handle @WeGovNowEU). Handles are the unique identifiers of users; only one exists of each kind. By mentioning a profile’s handle in a tweet, a link to the profile will automatically be created in the tweet (see also 3.2).



The profile of a Twitter user (above: example of WeGovNowEU) is designed similarly to a facebook profile: The top of the page is dominated by a large header picture and to the left sits a smaller profile picture. A bar beneath the header picture informs about the current number of tweets, profiles one is following, followers, likes, lists (the own profile is included in) and moments. Beneath the profile picture on the left, succinct information is presented about the user, which may include their home/location and a link to their homepage. The centre of the page shows the tweet stream of the profile. A profile’s **tweet stream** lists all tweets linked to the profile in chronological order (the latest tweet on top).

¹ The Graphics Interchange Format (GIF) allows for the short and repetitive animation of a picture. An example would be the animation of exploding fireworks at the end of a presentation.

This includes both the profile's own tweets/retweets and tweets by other users linking to the profile via the profile's handle. It is possible to scroll down from the latest tweet to the very first tweet the profile ever published, or "tweeted". **Retweeting** simply means to tweet someone else's or one's own tweet again, sparing the effort to write the same or a similar tweet anew.

Home

A more interesting stream (or feed) is accessed by a click on the "Home" button in the upper left corner of each profile page. Here, all tweets and retweets by your own profile and profiles you are following are displayed in real time, the top tweet being the most recent and so on. The higher the frequency of tweets at a time, the faster the feed moves through as new tweets are displayed on top. Above the top tweet, it is possible to enter and publish a new tweet in an input field.

Notifications

Next to the home button you find the notifications button. Here, you will receive notifications on all interactions happening with your profile. This includes replies, likes and retweets of your tweets, mentions (see 3.2) of your profile by other users and more.

Search Twitter



At the top of your Twitter page on the right hand side, you find a search field. Here, you can enter profile names, handles, hashtags or just key words and find all profiles and tweets on twitter relating to your search term (see also Chapter 3).

2.2 How can a Twitter profile be useful?

Twitter is not designed to share more comprehensive information through longer texts, as it is possible for example to share on Facebook. It is rather a **fast-paced news feed**, and if utilised accordingly, may efficiently support the advertisement of a company, a product, or a project like WeGovNow, especially by maintaining a direct connection to homepages and other means of more thorough informative content via links. However, in contrast to some other social media platforms, like Instagram, the main form of communication on Twitter remains textual, whereas visual supplements and aids (photos, videos, gifs) now and then are nevertheless highly advisable (see below).

As all social media, Twitter is not designed to simply offer users a platform to publish content as a one-way street of communication, but it is an **interactive medium**. In addition to tweeting, users are required to react to tweets and interact with other users via replies, retweets, likes, link clicks and more. For the publicity of products, such as the WeGovNow project, these functions may be especially helpful to get in direct contact with an interested broader public, receive feedback and answer questions.

3 Tweets

Twitter has become a publicity instrument for many companies and organisations worldwide. Therefore, thorough research has been conducted on how to use a Twitter profile most efficiently to reach out to as many users as possible. In this chapter, main results are summarized in rough guidelines on how to manage the tweets of a Twitter profile with minimum effort to generate maximum outreach (see how & when to tweet). In addition, some suggestions were compiled as to what information WeGovNow pilot profiles could specifically provide for their followers (see what to tweet).

3.1 What to tweet – some suggestions

For the dissemination of the WeGovNow pilots, two lists were compiled (see below) concerning possible topic areas for tweets both on the project and on related projects, profiles and news. As a general guideline, it is advisable to allocate 20% of the tweets to the project, and the other 80% to other (related) issues, to keep it interesting for followers. This distribution and the lists are of course mere suggestions and open for adjustments in order to adapt tweets always to the relevant context (e.g. on distribution 20/80: If new information on the pilots is available, it might be reasonable to send out most tweets about WeGovNow news for one day/several days; if no new content is available, it might be plausible to mainly focus on other issues for a while).

Possible (regular) information on the WeGovNow pilots:

- Some time prior to pilot launch: countdown for launching of pilots (raising awareness for project & inform citizens of cities: if possible via government profiles, via public groups' profiles, etc.)
- (regular) updates on pilot websites (launching the pilot websites, new features on the websites, numbers of users, small errors when they occur and when they are fixed etc.)
- (regular) introducing individual features of the local pilot platforms (tweeting pictures of single ready and tested aspects of the map(s) with a picture (as in "With WeGovNow, you can access (insert function) with one click.")
- Events on WeGovNow: Local and international (conferences, publicity events, team meetings etc.)
- (regular) "facts"/"funfacts"/"quickinfos"/... about key concepts behind the idea of WeGovNow (e.g. functionalities provided by the local WeGovNow pilot platform, use cases implemented and the like) and how the project intends to support innovation in related processes (also look at (old and new) tweets by WeGovNowEU on general topics and reuse content)
- (regular) suggest a visit to the WeGovNow homepage (maybe once in a week or in 2-3 weeks, and include link, either just indicating content, or asking for opinions, suggestions for improvement, etc.)

Possible (regular) information on profiles/issues/news other than (but related to) WeGovNow and/or your municipality/region:

- (regular) retweets of tweets by relevant profiles (local community profiles, partner projects of WeGovNow, tweets by locals about WeGovNow etc.)
- Inform about local events (if possible fitting the context, e.g. promoting digitalisation in the area)
- Celebrate (local) holidays
- (regular) take part in Twitter hashtag trends (e.g. #FollowFriday)
- (regular) call attention to articles/studies on related topics/concepts (e.g. civic participation, information and communication technology (ICT) – improvements/research; also look at (old and new) tweets by WeGovNowEU on such topics and reuse content)
- Take part in trending topics, with still some connection either to WeGovNow or to your municipality (e.g. on 1st of August -> #WorldWideWebDay; maybe link an article, a small game, etc.)
- If available, fun tweets that are fitting the context (comic strips, videos, small online games)
- A citation once in a while? (if not too tacky)

As stated above, these topic areas shall simply function as suggestions; both lists are open ended and other topic areas may be deemed appropriate in a given local context.

While the WeGovNowEU profile will focus on promoting the project in general to a broad European public, advertising the theoretical concepts behind it and keeping up news about related projects, keyconcepts and EU profiles, WeGovNow pilot profiles are supposed to promote the pilots to the local public, by mainly promoting their individual pilot websites, advertising features of the project to the local communities and keeping up news about local events, profiles and projects in the national languages. At the same time, it is desirable to develop and maintain a **regular exchange** between the WeGovNowEU profile and the WeGovNow pilot profiles. It should be easily understandable for every visitor of one of the four profiles, that WeGovNow is a European project and that WeGovNowTorino, WeGovNowSanDona and WeGovNowSouthwark are local pilots, and visitors should gain an impression of ongoing exchange between the profiles.

This exchange may be accomplished by tweets on both sites referring to the other profiles (referring to the WeGovNowEU profile by the pilot profiles and vice versa, via hashtags and mentions (see Chapter 3)). As tweets from WeGovNowSouthwark will be in English anyway, understandability by followers on both sides should be a given. Throughout the public communication between WeGovNowEU and WeGovNowTorino & WeGovNowSanDona, it would be supportive to the cause of giving both local and international followers access to the exchange between the profiles, to **switch languages** once in a while in tweets referring to one another (tweets e.g. on info/greetings by

WeGovNowEU to WeGovNowTorino and/or WeGovNowSanDona in Italian, and vice versa in English).

This summer (2017), the consortium meeting of all WeGovNow partners took place in San Donà. Tweets between WeGovNowEU and WeGovNowSanDona could have called followers on both sides to attention (if Twitter pilot profiles had already been online):

WeGovNowEU: Consortium meeting with all #WeGovNowPartners
@SanDonaOfficial. Guardando in anticipo per lanciare
@WeGovNowSanDona nel mese di gennaio!

WeGovNowSanDona: @WeGovNowEU Happy to host the consortium meeting! We are
excited to launch #WeGovNowSanDona in January!
#WeGovNowPartners #WegovNow

Both profiles mention the other profile in their tweets (via handles, see 4.3), demonstrating a direct exchange to their followers. The tweet by WeGovNowEU is partly in Italian, so that Italian followers of WeGovNowSanDona will understand the greetings regardless of their English skills. The tweet by WeGovNowSanDona is in English, so that non-Italian followers of WeGovNowEU will be able to understand it. Regular tweets of that kind by all WeGovNow Twitter profiles will give followers the impression of an ongoing exchange within the project. As this exchange happens openly on Twitter, it furthermore enables citizens to take part in the conversation, reply to and comment on tweets.

3.2 How best to design tweets

A number of suggestions can be found online on how best to design tweets. Many are based on research that shows how specific aspects of tweets statistically influence their popularity (measured in interaction such as retweets, likes, etc.). For example, tweets of a length of 71 to 100 characters are statistically more popular than longer or shorter tweets. Suggestions are summarised in the following list:

- Avoid jargon and stay professional, but not formal
- Incorporate humour, inspiration and newsworthy content
- Use imperatives and superlatives
- Use more verbs and adverbs, less nouns and adjectives
- Capitalise first letters of words in a headline
- Use how-to phrases, explaining a process/teaching a skill
- Use visuals (photos, graphs, videos, GIFs etc.)
- Use hashtags, but generally no more than 2-3 per tweet
- Include max. 3 links per day
- Refer directly to audience ("Do you know ...")
- Openly ask for followers to retweet important news
- Stay in the range of 71-100 characters

As in 2.1, this list provides guidelines that are accordingly not mandatory, and must certainly not be observed all at once or all the time. Sometimes, it may even be more sensible explicitly not to adhere to them. If you wish to inform followers on a specific new feature on the WeGovNow pilot platform for instance, and it takes roughly 140 characters to communicate it, it is not reasonable to shorten the message and lose valuable information; after all, 140 characters is not much. But if one drafts a tweet that is clearly longer than 100 characters, it does make sense to consider the intended message for a moment to make sure you did not use unnecessarily long phrasing. Take this example of a tweet referring to an article that was published on the EU Commission's website, on the general aims of the Horizon 2020 programme, mentioning WeGovNow and other projects in the end:

Do you know the #EUCommission's #H2020 projects to improve #OpenData, #OpenService and #OpenProcess for #OpenGovernment? <https://ec.europa.eu/digital-single-market/en/ict-enabled-public-sector-innovation-horizon-2020> #WeGovNow

[131 characters without link]

Instead:

#WeGovNow is one of many #H2020 projects supporting #innovation in #eGovernment: <https://ec.europa.eu/digital-single-market/en/ict-enabled-public-sector-innovation-horizon-2020> #ICT #FutureOfEurope #WeGovNow

[117 characters without link, plus phrasing and hashtags focus on WeGovNow project]

The second version is preferable to the first in its focus and in its informational content being more condensed. Still, there are more hashtags involved than generally advisable (2-3, see above), although more fitting hashtags were chosen for the 2nd version (on hashtags see also 3.1 and Appendix 1). Here, it was deemed more important to connect this tweet to a variety of more and less popular hashtags than to abide by this particular guideline.

3.3 When to tweet and suggestions on tweet management strategies

Similar to articles on how best to design tweets, some suggestions can be found online on when best to tweet. Again, these suggestions are based on research that shows how specific tweet activities statistically influence the outreach of a profile positively (measured in interaction such as retweets, likes, etc.):

- Generally keep up a regular stream of tweets to stay constantly visible (4-5 tweets per day statistically have the highest tweet/retweet ratio)
- Tweet during all days of the week, including weekends (but less on weekends)
- Tweet between 8am and 7pm, esp. between 1pm and 5pm, on Fridays not later than 3pm
- Also include early tweets for early birds on some days (6-7am)

These guidelines must of course be adjusted to the time and effort you are willing and able to invest in the profile. As Twitter is an interactive platform, the [umbrella guideline](#) is always to be only as active with tweets as you can be interactive when users react to your tweets. For instance, if you set out 5 tweets a day, but only have time to check on comments or replies once a week, there would be too much of an imbalance.

[Regularity](#) here means regularity on a daily basis. That can be roughly 5 tweets a day or one tweet every 3 days. It should merely be avoided to tweet a lot very irregularly and then stay completely silent for longer periods of time, as Twitter streams are in essence fast-paced news feeds (see Chapter 2), and in consequence, regular news is what users expect.

To simplify guidelines on tweet management, 3 basic strategies were distinguished, that may be applied individually or simultaneously:

1. Regular tweets

To ensure that your profile keeps up a regular stream of tweets (be it one every other day or 3 every day), it is convenient to plan tweets ahead for one or more weeks. This allows for a closer monitoring of what tweets are about in a given period of time. It also involves only one single effort in drafting a number of tweets, that may then be installed via supportive software (see 3.4 below), so that you do not have to tweet manually every day or even several times a day. If you will combine this strategy with one or both of the subsequent two, it is explicitly advisable to plan tweets ahead with this strategy on topics other than WeGovNow, as the other two strategies focus primarily on direct project dissemination.

Note: You still have to visit your profile to keep up interactivity, which can only be done manually, but you do not have to visit it as regularly. Also, programming tweets ahead may be useful for the weekends or for holidays, when you will not be online.

2. Spontaneous tweets

While these guidelines are written for teams with little Twitter experience, it may of course be possible that you have people on your team who are already using Twitter. In this case, they are probably used to tweeting (manually) and keeping up interactivity throughout the day. If applied to the WeGovNow pilot profiles, this can add a lot of [authenticity](#) to them. Moreover, it should generally always be considered to tweet about events/ideas/news when they come up (if convenient) and personalise spontaneous tweets, e.g. by taking a photo. So if you are promoting the WeGovNow pilot for your city in the streets or at an information event, take a quick picture and tell your followers live what you are doing. This is exactly what Twitter is ideally made for.

3. Tweet campaigns

The third suggestion for tweet strategies is planning not only single tweets ahead, but **tweet campaigns**² on specific topics over a designated period of time. These topics may concern anything relating to the WeGovNow project in general or the pilot running within your municipality. You could for instance promote the pilot by introducing individual aspects/functions on the platform that are intended to improve the citizen - government communication in your city. Or you could introduce your team that is responsible for the pilot and communicating with local users. Both campaigns would stretch over days or weeks, with one or more tweets per day, depending on the content. Campaigns can thus also be easily planned ahead and installed via supportive software (see 3.4 below).

3.4 Supportive freeware

As stated in 2.3, active private Twitter users mostly tweet manually and directly via Twitter. This leads to spontaneous tweets and interactive communication alike, which is certainly the most authentic way of managing any profile, be it private or professional. However, it may not always be feasible to manage a profile that way or only that way, especially if the management is carried out by people who are no Twitter users themselves and who are not accustomed to tweeting regularly on a daily basis. Also, especially for professional profiles, it may be advisable to implement a regular management system for tweets to keep an overview over what is tweeted and when, to disseminate a product more purposefully over longer periods of time. To plan tweets ahead to keep up with regular content or to plan tweet campaigns ahead, supportive software can provide useful tools.

There are many software programmes available to assist in tweet management. For the purpose of WeGovNow, empirica tested several freeware options, and the freeware version of Hootsuite was considered the most convenient one. Should you generally decide to use supportive software, there are other freeware and commercial solutions which may naturally be used alternatively. In the following, we describe Hootsuite as an example on features generally provided by such software.



Hootsuite is a useful tool for **advance planning**. The freeware version is available for the management of up to 3 social media profiles. Register for the free version of Hootsuite while you are logged in to Twitter. It is necessary to allow the application a number of access rights to your Twitter profile, as it is supposed to tweet instead of the user (only pre-planned tweets). Hootsuite will automatically add the Twitter profile you are currently logged into to your personal list of social media profiles to manage. Now, you have access to all the freeware management functions. The app is able to create some basic descriptive

² The term "tweet campaign" as it is used here does not describe a general Twitter concept, but simply a tweet management strategy devised for the purpose of the dissemination of WegovNow.

statistics and also offers some other functions, but this chapter will only focus on tweet management.

Tweets can be entered into the **input field** on top of the page. The input field automatically counts characters and indicates when the maximum number of 140 is exceeded. If a **link** is included in the tweet, it must be shortened. For this purpose it must be copied into the small input field below the main one (see snap shot below). A button appears, to carry out the process, and the shortened link appears in the main input field. When everything is arranged as it should be, you may choose between tweeting immediately, saving the draft and planning in advance. To activate the option to plan in advance, a date and a time in the **calendar** must be set (access via calendar symbol below input field, on the right side).



When you have planned tweets ahead, they are listed in the **Publisher**, to be reviewed, changed or deleted at any given time. The Publisher can be accessed on the left hand side toolbar on Hootsuite, by clicking on the following symbol:



Tweets can also be saved as **drafts** (without publishing time) to view again later, or entered to be tweeted immediately. You can take a look at your saved drafts via the Publisher as well. Immediate tweets are self-explanatory and can of course also be entered directly via your Twitter profile, so this function will not be further discussed.

Hootsuite does not take on the task to generate tweets. It is generally not advisable to fall back on software that creates tweets automatically; keeping a profile authentic is vital. However, Hootsuite allows for planning tweets ahead for weeks or months. This renders it unnecessary for users to be online several times a day or even every day, and also helps with specifically planning the content of tweets over a set period of time. Especially when implementing the strategies for regular tweets and tweet campaigns as described in 2.3, Hootsuite may be a very helpful tool.

4 Hashtags, handles and links

If you are new to Twitter, using hashtags, handles and links in tweets may need getting used to, also regarding the maximum character lengths of tweets (140). This chapter will provide you with information on what hashtags and handles are, what happens when you include them in tweets and why it is useful and advisable to do so. Generally speaking, your tweets appear in your home news feed and on your profile, as well as in the tweet streams of your followers. This outreach may be augmented by adding hashtags and handles (see below). Illustrative lists of potentially useful hashtags and handles for the purpose of promoting the WeGovNow pilots can be found in Appendix 1 and Appendix 2.

4.1 Using hashtags

Hashtags are keywords or phrases indicated by the hash symbol (e.g. #WeGovNow). On social media websites, hashtags that are included in texts (tweets on Twitter), automatically create hyperlinks when the text is published. Users can then click on the hashtag and get access to all texts featuring that specific hashtag. On Twitter, this means users get access to the specific tweet stream of a hashtag. The more a hashtag is used, the more content is added to its stream (see example of #WeGovNow stream below).



There are lesser known hashtags, like those of WeGovNow (as the number of followers is currently about 120), and more popular ones. The most **popular hashtags** on Twitter become **trending topics** and are internationally used with high frequency, often for a limited period of time. Including one or more relatively or very popular hashtags into a tweet means that the tweet appears in the relevant (popular) tweet stream, and users scrolling through this stream will come across your tweet, too (e.g. #EUeGovPlan, #H2020Future, or #Innovation). This way, a broader audience may be reached, often resulting in more profile visits and sometimes in new followers. To get an idea of how actively a hashtag is being used, you can simply take a look at the hashtags stream yourself (by clicking on the hashtag in a tweet or inserting it in the search field). A list of more popular hashtags, that one way or another connect to WeGovNow, can be found in Appendix 1, as well as other helpful hashtag lists.

By the way, a **misspelled hashtag** still creates a hyperlink, but your tweet will not appear in the tweet stream you aimed at (every specific hashtag has its own stream; a tweet with a misspelled hashtag might then be the only tweet in this hashtag's stream). The same caution is advisable for varying American and British English spelling (e.g. there are both #GetOrganizedDay and #GetOrganisedDay). Just check both hashtag streams and see which one is more active (in this case, there is no clear difference, so both would generate similar effects in outreach).

4.2 The 6 WeGovNow hashtags and how to employ them

WeGovNow is a project known to a relatively small group of people specifically interested in ICT and eGovernment (in comparison to all EU Twitter users). The **six hashtags referring to WeGovNow** have so far only been used by profiles directly connected to the project (the WeGovNowEU profile and individual people and partners working on WeGovNow). Therefore, most users coming across them in tweets will not know what they are specifically referring to. We need to ensure that by clicking on our hashtags, users will easily understand our main message or the main focus of the project by a quick scroll through the tweet stream. That is why we highly recommend that all WeGovNow related profiles use the WegovNow hashtags in similar ways. There are two general hashtags, #WeGovernment and #WeGovNow, and one for referring to all partners working on the project, #WeGovNowPartners. As mentioned in the introduction to this document, it is proposed to introduce #WeGovNowTorino, #WeGovNowSanDona and #WeGovNowSouthwark soon, in preparation for the launch of the pilots. Below, you will find a short proposal on how to use each individual hashtag in the most beneficial way.

#WeGovNow

The main project hashtag should be added to every tweet informing about the project in general. While the use of the other 5 hashtags may be more optional depending on the context (see below), it is vital to attach the project's hashtag to every tweet informing about the project to include the tweet to the #WeGovNow tweet stream, so that users

clicking on that hashtag will find a stream comprising all information on WeGovNow that exists on Twitter.

#WeGovernment

While #WeGovNow names the project, #WeGovernment describes the broad concept behind WeGovNow, namely a close government-citizen collaboration and a bottom-up approach in political decision making. This allows for a broader application of the hashtag. You may attach it to tweets concerning WeGovNow (also, if the character count allows for it, in addition to the #WeGovNow hashtag), and also to tweets informing about the general concept in relation to other projects. If you inform your followers for instance that your country or region implements a digital tool to improve government-citizen collaboration in some way, you may well add the #WeGovernment hashtag (while the #WeGovNow hashtag does not fit if the tweet does not directly concern our project).

#WeGovNowPartners

This hashtag refers to all consortium partners of WeGovNow, including the participating municipalities, universities and commercial partners. If your tweet concerns one or more partners of WeGovNow and the character count allows for it, add this hashtag.

#WeGovNowTorino #WeGovNowSanDonà #WeGovNowSouthwark

The three WeGovNow pilot hashtags are proposed to explicitly refer to the WeGovNow pilot at each individual pilot site. Please add it to tweets concerning your (or the other municipalities') specific pilots (if the character count allows for it). The WeGovNowEU profile (and the other pilot profiles) will also use your hashtag when tweeting about your pilot. Additionally, if you reach a number of citizens following you, some will hopefully pick up your hashtag when commenting on your pilot and sharing their experiences. All in all, we want to fill your specific WeGovNow pilot hashtags with as much content as possible, so that local Twitter users may get an easy and comprehensive overview by scrolling through your hashtag's stream, similar to the general overview we want to give with the #WeGovNow hashtag.

Whenever you tweet about the project, please add at least one, but if possible more of these 6 versions to your tweet (concerning context and character count); whichever fit(s) the content of your tweet best. Also, when you are referring to any content that is somehow related to WeGovNow, add the #WeGovNow and/or #WeGovernment hashtag(s) if possible. This way, you continually add content to the WeGovNow hashtag streams. But be also careful to actually include some **informational value** in your tweet. Only tweeting a number of hashtags, for instance, will not be interesting to our audiences. As only project-related profiles currently add content to these hashtags, it is vital not to start using more variations, to maximise content input for a limited number of WeGovNow hashtags

4.3 Using handles

Handles, as explained in Chapter 2, are unique identifiers of profiles, always beginning with the @ sign followed by the user name. The WeGovNow handle is @WeGovNowEU. If a

handle is included in a tweet, it creates a link to the profile. Users can then access the profile by clicking on the handle. A **mention** is a tweet including a handle. All handles referring to profiles that relate to WeGovNow are listed in Appendix 2. To find handles and get in contact with profiles in your local communities, you will have to search for them via the search field.

When you mention another profile (e.g. of a partner organisation/city/university of WeGovNow) via their handle, you can include the handle wherever you want, for example directly embedding it in your formulation (e.g. "Check out our partner organisation @FunkaNu") or put it after the name (e.g. "Check out our partner organisation Funka Nu AB @FunkaNu") or in the end of the tweet, thereby especially calling the specific profile to attention (e.g. "We had a great meeting with our #WeGovNowPartners @FunkaNu @GIScienceHD"). The option of first calling the user by their name and then adding the handle may be useful especially when the handle does not represent the full name of the organisation/city/university/other written out (as for example DigitalSingleMarketEU @DSMeu), but only of this does not exceed the overall character maximum of 140.

As with hashtags, it is important to watch the **spelling** when it comes to handles. Only correctly spelled handles create links in tweets. When a handle is misspelled, it does not create a link and simply shows as normal text. For example, mentioning @WeGovNowEU would create a link, but @WeGovNow or @WeGovNow would not.

When you tweet out a mention, your followers will see it. It will also appear in your home stream and in the stream on your profile page. The tweet will only appear in the news feed of the user you mentioned, if this user is following you. Otherwise, the user will receive it solitarily as a notification (see 1.1). They can choose to reply or retweet, which would then be visible to their followers (including your original tweet). This also means that you will not automatically see all mentions of a profile (by others) on the profile's page, but only those mentions they chose to retweet or respond to. You can search for mentions of a profile via the search field (see 1.1), by searching for the profile's handle. You will then see the profile as well as all tweets that mentioned it.

4.4 Using links

Links (URLs) are often rather long. Twitter therefore automatically adjusts links you include in tweets to a length of **23 characters**. This way, longer links do not add considerably to the character count or even exceed it. But this also has a disadvantage, as even links that are shorter than 23 characters will be adjusted. When you are drafting a tweet, you can therefore always count 23 characters for every link you include. If you are using a software to plan your tweets ahead, it will also have a function to shorten your tweets. For this function in Hootsuite, see 2.4. Statistically, link clicks go down when you tweet more than three links in one day (see 2.2).

5 How to measure outreach

Measuring the outreach of your Twitter profile is not as straightforward as measuring the outreach of a homepage. However, in contrast to the information value on the outreach of a homepage, Twitter provides its users with a wide variety of information on their followers and organic audience (number of profiles who get a tweet impression of one of your tweets, see below). On the one hand, this information is helpful for the assessment of the overall project dissemination of WeGovNow. On the other hand, regularly analysing your outreach may help you in improving the management of your Twitter profile over time. Outreach, related terms, and how you can gain a first overview via your profile page are discussed in section 5.1. Next, section 5.2 offers an introduction to three freeware options that are being used to analyse the outreach of WeGovNowEU.

5.1 Outreach on Twitter

A Twitter profile represents one active user in a large, interactive network of active users. Similar to a homepage, it is possible to count profile visits, followers and tweets, but it is also necessary to take into account more interactive functions, such as retweets and likes, as well as link clicks, hashtag clicks, profile mentions, replies and tweet impressions to draw a more conclusive picture with regard to the overall reach of a profile. In short, it is necessary to examine not only the more passive access of users on/related to a profile (number of followers, profile visits, tweet impressions), but also the interactive communication between the profile and other users.

Some numbers on features listed above can easily be found on the profile page, on the bar beneath the header picture (see 1.1). The following example is taken from the WeGovNowEU profile.

Tweets	Following	Followers	Likes	Lists	Moments
242	113	116	53	2	1

On the left, you see the number of tweets you published since launching your profile. This also includes retweets of tweets by other profiles. It is a first indicator on how active a profile is. As long as the tweet button is highlighted, whether you are on your own profile or on another, you see the profiles tweet stream below the bar. By clicking on the other options, you can respectively take a look at the profiles you (or another profile) are following, the profiles that are following you, all tweets you liked, the profile-lists you are part of, and the **moments** you created (collage of tweets on a specific topic, e.g. WeGovNow consortium meeting in San Donà 2017).

The most interesting number on that bar may be the number of **followers** (third from the left). Profiles that follow you will see your tweets and retweets on their home streams in real time (see 1.1). They are your direct audience, as long as they are online. Even when they are not online, they may later see your tweets while scrolling through their home stream; the larger your audience, the higher the probability that one or more profile(s) will

react to your tweets. Exactly how many users interacted with one of your tweets you can see by clicking on the following symbol beneath that specific tweet:



If your tweets are **retweeted**, they additionally reach the audience(s) of the profile(s) that did the retweet. Usually though, only a fraction of your followers will react to your tweets. Therefore, another interesting number to look at is the number of tweet impressions.

Tweet impressions count the number of times your tweets appear on the streams of other accounts, without validation as to whether they have been read or not. You can see the tweet impressions of your profile for every day of the past week below the bar (beneath the header picture) on the right hand side of your profile page in the form of a bar chart. The number of tweet impressions for a day is usually rather high, in comparison with the number of your followers and in contrast to reactions to your tweets. Your number of followers, the number of interactions of other users with your daily tweets and the number of tweet impressions together may give you an insight into the reach of your tweets and eventually of your profile.

If some of your tweets are particularly **popular**, you could then try to find out what differentiated them from your less popular tweets (in content, see 2.1; form, see 2.2; timing, see 2.3, etc.) and apply these experience values to your future tweet activity to optimise your tweet reach.

5.2 Supportive freeware

This chapter will introduce you to three freeware programmes to analyse the outreach of your profile: Twitter Analytics, TweetReach and Twitonomy. Most likely, not all of them will be necessary for your purpose. Additional programmes can easily be found online.

Analytics

Twitter Analytics is a freeware programme provided by Twitter for all users. It will provide you with a basic overview over your profile's activity and outreach and generate some descriptive statistics. You can access it via your profile by clicking on the profile and settings button (see below) in the right upper corner. The button shows your profile picture. Select the fifth option, Analytics.



Now you get a first overview over your outreach of the last 28 days and a comparison to the previous 28 days in percentages. The following example is taken from the WeGovNowEU profile.

28 day summary with change over previous period



Tweets and tweet impressions of course reflect your activity on your profile. If you tweet more, your will reach more users and your tweet impressions go up accordingly. The more impressions your tweets trigger, the more users will possibly visit your profile and thus your chances are higher to gain new followers. Still, over time, these numbers will fluctuate naturally and at some point, it is very likely that you will reach a **natural maximum** (of followers and all other numbers accordingly), regarding the very specific content of your profile. Not all citizens of your community have a Twitter profile, and of all of those who have, you will not be able to intrigue every single one into following your WeGovNow(City) profile.

By scrolling down your homepage on Twitter Analytics, you will get an overview over your profile's performances for every month since you launched your profile. To access graphs and charts on your tweets, audience and more, you can navigate through Twitter Analytics via a bar at the top of your page, on the left side:

Home Tweets Audiences Events More ▾

For the bar chart on your tweets and tweet impressions, you can manually adjust what specific period of time you wish to look at. The maximum time span amounts to three months at a time. You may get insight into the demographics (age groups, gender etc.) of your followers, your organic audience (impressions) and all Twitter users for comparison. Generally, Twitter analytics is a handy freeware programme to equip you with basic numbers and charts on the activity and outreach of your profile. Still, it has some limitations, as the time span restrictions for the tweet overview. Other freeware programmes may provide additional insight.



TweetReach shows you a more thorough overview over the reach of tweets of the past days or week. You need to create a profile (free of charge) to access this function fully. Then you can either take a look at your own tweets, tweets of other profiles, specific hashtags or profile mentions. The software may be explicitly useful for examining what features of your tweets yield the most outcome (in reach), or which tweets of other profiles are the most popular, to improve your tweet management. TweetReach also provides you with a list of your most influencing **contributors** (also **influencers**), while Twitter Analytics only shows you your one top contributor per month. The list of TweetReach shows you which users (including yourself) generated the highest number of tweet impressions on a specific hashtag or mention during a specific time span. On the one hand, this number depends on how often the user tweeted referring to the specific

hashtag or profile. On the other, it depends on the number of followers they have. A user with 100 followers will need roughly 10 tweets to generate as many impressions as a user with 1000 followers will generate with 1 tweet. This list of influencers helps you to identify which profiles are the most promising when you wish to increase your outreach. If you direct a tweet at your top influencers (by mentioning them, see 3.2) once in a while, it heightens the chance for them to retweet it and thus share it with their large audiences.



Twitonomy offers you a number of descriptive statistics on your Twitter profile in its freeware version. As with TweetReach, you have to allow the software access to some information of your profile. Twitonomy also provides a detailed overview over tweets (e.g. average per day, average of retweets, number of mentions, link clicks etc.). It offers a complete overview over the **tweet history** of a profile, a feature that is neither included in Twitter Analytics nor in TweetReach (only provide overview over tweets for a specific maximum time span). Twitonomy further shows which tweets generated the most retweets, replies, favorites and mentions and which hashtags were used most frequently. Finally, it offers a practical overview over the locations of all users who mentioned your profile. This list may support a detailed description of the geographical dissemination of your profile's audience together with the demographic data (on nationalities) of the follower audience provided by Twitter Analytics.

Further reading suggestions

Using Twitter: Learn the basics to help you make the most of Twitter,

<https://support.twitter.com/categories/281#>.

Types of tweets and where they appear,

<https://support.twitter.com/articles/119138#>.

A scientific guide to writing great tweets,

<https://blog.bufferapp.com/writing-great-tweets-scientific-guide>.

Appendix

Appendix 1: Lists of Hashtags

In this appendix you will find 4 lists of hashtags that you can preferably use in tweets, while you are of course free to use as many others as you like. Always be careful to spell hashtags correctly. The 1st and fixed list shows you the 6 WeGovNow hashtags in use. Please add at least one of them to every tweet explicitly about WeGovNow, and otherwise to as many of your tweets as possible (see 4.2). Lists number 2, 3 and 4 are open ended. List number 2 lists a number of common Twitter hashtags for specific days of the week with brief explanations. Number 3 is an alphabetical account of all kinds of (popular) hashtags on concepts and key terms related to WeGovNow in one way or another. Number 4 shows days, weeks and months of the year raising awareness to specific topics, to provide you with inspirations for tweets all year round.

Please be especially aware of the **fixed number** of WeGovNow hashtags, to avoid adding versions, and thereby unintentionally creating a greater variety. The more tweets refer to a specific hashtag, the more content is added to the stream referring to that specific hashtag. It is desirable to add as much content as possible to as limited a number of WeGovNow hashtags as possible over time.

1 WeGovNow hashtags (fixed list)

- #WeGovNow
- #WeGovernment
- #WeGovNowPartners
- #WeGovNowSouthwark
- #WeGovNowTorino
- #WeGovNowSanDona

2 Hashtags recommended by the PO (fixed list)

- #H2020 (helps EU to track and retweet project tweets)
- #InvestEUresearch (helps EU to track and retweet project tweets)
- #EU-funded (suggested by PO if deemed appropriate)
- #research (suggested by PO if deemed appropriate)
- #science (suggested by PO if deemed appropriate)

3 Common Twitter hashtags on weekdays (open list)

- #MotivationMonday (May concern anything; resolutions for the week?)
- #ThursdayThoughts (May concern anything, ponder away)
- #ThankYouThursday (Thanking anyone who deserves it; partner projects after finishing specific parts of the project, project managers, ...)
- #FactsheetFriday (not too popular; tweet a fact related document, a list of something, a brochure etc.)

#FollowFriday	(Advise your followers to follow another user by mentioning their handle in a tweet, e.g. Follow @EU_Commission. Stay informed. #followfriday)
#OnThisDay	(Refer to an event that happened on this date a year/several years back, e.g. Queen Victoria began her reign #OnThisDay in 1837, or e.g. #OnThisDay Steven Spielberg's JAWS was released in 1975)

3 Popular hashtags on concepts/entities/days/... related to WeGovNow (open list)

#Citizens	
#CoE	(Council of Europe)
#DigComp	(digital competence: Digital Competence Framework for Citizens by EU Commission)
#DigitalSkills	
#DSI	(digital social innovation)
#Economy	
#eGov	
#eGovernment	
#eServices	
#EU	
#EUCO	(EU Commission)
#EUCommission	
#Europe	
#FutureOfEurope	
#H2020	(Horizon 2020, the EU Framework Programme for Research and Innovation)
#H2020Future	(popularly used in reference to H2020)
#ICT	(Information and Communication Technology)
#Innovation	
#InternetOfThings	
#InternetSafety	
#IoT	(Internet of Things)
#LiquidFeedback	
#NGI	(Next Generation Internet)
#OpenData	
#OpenDemocracy	
#ResearchImpactEU	
#SanDona	
#Southwark	
#Torino	

4 Calendar: Recurring days/weeks (open list)

Annotations as to what the day is about (if unclear) are provided in brackets. These hashtags may be included in tweets to reach a broader public and to connect WeGovNow topics to larger areas of interest (or to generally sympathise, e.g. #WorldRefugeeDay or celebrate, e.g. #EuropeDay).

This list is missing days that are specifically important in your country and/or in your region, so please feel free to add them! (e.g. holidays, anniversaries, days of remembrance etc.)

January	#GetOrganizedMonth / #GetOrganisedMonth / #CreativityMonth / #CleanUpYourComputerMonth
January 2 nd	#MotivationAndInspirationDay
January 9 th	#CleanOffYourDeskDay
January 27 th	#InternationalFunAtWorkDay
January 28 th	#DataPrivacyDay
February 1 st -2 nd	#DSIFair(year) (Digital Social Innovation Fair)
February 7 th	#SaferInternetDay / #SaferInternetDay(year) / #saferinternetweek(year) / #SID(year)
February 13 th	#CleanOutYourComputerDay
February 16 th	#InnovationDay
February 22 nd	#WorldThinkingDay
February 23 rd	#DigitalLearningDay
March 3 rd	#EmployeeAppreciationDay
March 14 th	#InternationalAskAQuestionDay
March 16 th	#FreedomOfInformationDay
March 18 th	#CompaniesThatCareDay (Promoting companies behind project's workethics)
March 31 st	#WorldBackupDay
April 21 st	#WorldCreativityAndInnovationDay
April 26 th	#GetOrganizedDay / #GetOrganisedDay
May 5 th	#EuropeDay (Council of Europe)
May 9 th	#EuropeDay (European Union)
May 17 th	#WorldTelecommunicationsDay
May 18 th	#GlobalAccessibilityAwarenessDay
May 19 th	#InternationalVirtualAssistantsDay
June	#PrideMonth
June 15 th	#WorldElderAbuseAwarenessDay (alternative hashtag #WEAAD)
June 20 th	#WorldRefugeeDay
June 20 th	#WorldWifiDay
June 23 rd	#PublicServiceDay
June 30 th	#SocialMediaDay
July 1 st	#InternationalJokeDay
July 6 th	#TakeYourWebmasterToLunchDay

July 12 th	#SimplicityDay	
July 27 th	#TakeYourHouseplantForAWalkDay	
July 28 th	#SystemAdministratorAppreciationDay	
August 1 st	#WorldWideWebDay	
August 7 th	#ParticularlyPreposterousPackagingDay	
September 13 th	#ProgrammersDay	
September 28 th	#AccessToInfoDay	(in combination with #OpenData)
October	#ComputerLearningMonth	
	#BlackHistoryMonth	
October 1 st	#OlderPeoplesDay	
October 4 th	#ImproveYourOfficeDay	
October 29 th	#InternetDay	
November 2 nd OR 3 rd	#InternationalProjectManagementDay	
November 15 th	#GISDay(year)	(geographic information systems (GIS) technology)
November 27 th	#SystemsEngineerDay	
November 29 th	#ElectronicGreetingsDay	
November 30 th	#ComputerSecurityDay	
December 3 rd	#DisabilityDay	
December 13 th	#LuciaDagen / #StLuciaDay	(Sweden/other Norse EU countries, popular day, festival of lights that celebrates St. Lucia (Swedish WeGovNow partner FunkaNu)

Appendix 2: Lists of Handles

Be careful to spell handles correctly and not to overuse them. It is certainly helpful to use a handle, to call a profile's attention to your tweet (and maybe also to your profile via tweets), or to call your followers' attention to a profile. However, using hashtags will show your tweet in the streams of these specific hashtags (see 3.1) and will therefore often generate a greater tweet reach.

In this appendix you will find a quick overview over handles of profiles that are connected to the WeGovNow project in 3 lists. The 1st list shows you the handles of all WeGovNow partners. The 2nd list comprises all official EU profiles connected to WeGovNow in one way or another. The 3rd list is open ended, it includes profiles of partner projects or public profiles that share interests with our project. Optimally, you could add other profiles here that represent groups in your local communities, to become as visible to as many people of your local communities as possible.

1 Twitter profile handles of WeGovNow partners (alphabetical)

Empirica GmbH	@empirica_Bonn
Fondazione Giacomo Brodolini	@FondazBrodolini
Funka Nu AB	@FunkaNu
GIScience	@GIScienceHD
Improve my City (by Infalia)	@IMCityOfficial
Infalia	(@infalia = not active)
LiquidFeedback	@liquidfeedback
London Borough of Southwark	@lb_southwark
Mapping for Change CIC	@Mapping4Change
Open Access Institutional Repository of the Politecnico di Torino	@OAPoliTorino
Open Innovation Center Turin	@OpenIncet
Politecnico di Torino	@PoliTOnews
Ruprecht-Karls-Universität Heidelberg	@UniHeidelberg
San Donà di Piave	@SanDonaOfficial
Southwark Council	@lb_southwark
Torino	@Città di Torino
ULC ExCiteS research group	@UCL_ExCiteS
Università degli Studi di Torino	@unito

2 EU profile handles connected to WeGovNow

There are many Twitter profiles relating to institutions of the EU and to projects funded by the EU. Below are only 5 listed that are linked to our project in a very direct way. This means, they will sometimes tweet about topics that could be useful retweets for our profiles. If you find other interesting EU profiles, feel free to add them to the list.

@EU_H2020
 @EU_Commission
 @EU_opendata
 @EU_eGov
 @EU_ICT4Cities

3 Other related profiles, by partner projects or because of shared interests (alphabetical) (open list)

If you do not have much to tweet about, it may sometimes be useful to simply retweet tweets of other profiles that may be interesting to your followers. The profiles listed here are generally tweeting about topics that also concern WeGovNow, and may therefore be interesting to look at once in a while. However, your profiles, other than the WeGovNowEU profile, are supposed to attract mainly regional followers. It may be reasonable, therefore, if you add profiles to this list that are tweeting about eGovernment and WeGovernment issues in relation to your region, such as community profiles, to keep your tweet/retweet content distinctly focussed on your region.

@5smartcitizens	(Global Network of Smart Citizens)
@CAPSSIEU	(Collective Awareness Platforms for Sustainability & Social Innovation)
@CittaMetroTO	(Metropolitan Turin 2025)
@CodeWeekEU	(A week's event to celebrate coding, this year: 7-22/10)
@DSMeu	(Official EU account for EU Digital Single Market)
@eskillseurope	(Promoting e-Skills across Europe)
@mapmyday	(Mapping for accessibility)
@MobileAgeEU	(EU funded project testing older persons mobile applications for open public services)
@PilotSmartCare	(EU funded project for delivering integrated eCare)
@silvereconaward	(EU award scheme for innovative solutions impacting the quality of life of the ageing population or "silver economy")

B General guidance on preparing online dissemination contents

Hereby we provide you with some possible contents to be used for the local web site, social media, local flyers, and all the communication means used according to the main communication focus. Contents are focused on the scenarios and should be tailored in line with the key messages of the different target audiences. Content would of course need to fit into the communication strategy of the local web site featuring WeGovNow. The local pilot site teams would need to liaise and collaborate with those responsible for the web site which is to feature WeGovNow. Online and offline contents may focus on the pilot scenarios. The following information items may be helpful in that respect:

- **The setting:** providing a description and pictures of the trial site. If there are videos, embed and share them. Here an example: <http://www.openinnovationsummit.org/turin/>
- **Gallery of the team:** who makes the project? A short profile for each member (picture, brief professional bio and possibly a sentence related to the project i.e. “I like to innovate because it’s like shaping the future”)
- **Scenario and participants:** providing a proper description of your scenario as well as profiles of people engaged. (what it’s about, who are the stakeholders involved, which is the purpose, how the platform will be used, who is involved, how it works, etc..)
- **Activities:** create a scenario based narrative. During project activities take pictures, shoot short videos, you can also make very quick interviews and then upload everything. keep track and memory of your events but also provide information on scenarios advancement. Moreover, reporting on your website and then sharing the link with participants fosters engagement and drives on your website more attention.

Key words

A range of key words should be used, also to ease:

- the dissemination process
- web indexing

Keywords allow people interested in the same issues to track you. You may use the key words to tag your posts on the trial website, and in your social media accounts: twitter, facebook. Below you can find a preliminary list of key words we suggest to use, but any other possible key words need to be used for the aforementioned reasons:

- We-government
- Civic participation
- Digital technologies
- Community engagement
- Citizens
- Decision making processes
- Co-design
- Co-management

- Co-production

Contents Structure

Posts for the website: A good post catches and keeps the attention of the visitor, makes him/her want to know more, it's easy and catchy to share on the social media. Following some basic advice for a good post.

- posts should be short: not all the online readers like long texts – quite the opposite- so don't make it long, stay between 1000 and 2500 characters spaces included
- go straight to the point: when you search for information you want to know straight away if you are in the right place, so: say it first, explain it later.
- catch the attention: use pictures. Photos can be original (taken during project activities) or from an online repository, there are many copyright free images portals: unsplash.com, pexels.com or on flickr (you have the option to search copyleft images)
- be sure everybody can understand: use a simple and non-technical language
- use links allowing visitors who want to know more to find more specific materials

Communication Materials: instructions for use

- Images: on the internet it is better to use horizontal images, be sure they are in a web (light) format. Photos can be original (taken during project activities) or from an online repository, there are many copyright free images portals: unsplash.com, pexels.com or on flickr (you have the option to search copyleft images)
- Use the official project logo
- Share your website posts on your organization/institution social media channels. When using twitter be always sure to engage the we-gov account
- Use always the official project naming WeGovNow (be aware of capital letters)
- Use the official naming of partners:
 - Empirica GmbH
 - Città di Torino
 - Comune di San Donà di Piave
 - London Borough of Southwark
 - Fondazione Giacomo Brodolini
 - Funka Nu AB
 - Infalia PC
 - LiquidFeedback
 - Mapping for Change, Universität Heidelberg
 - University College London
 - Università degli Studi di Torino

C General guidance on preparing dissemination activities around events

When organizing/participating to events, we kindly ask you to actively contribute to local/regional-level dissemination. In order to help you in doing so, we recommend the following:

Activity: Attendance/organisation of an event (workshop, conference etc)

Before the event:

- 1) Announce the event and your activities (relevant for WeGovNow) via Twitter, mentioning the project Twitter account @WeGovNowEU

and/or

- 2) Write a few lines news item announcing the event and your activities and send it to the WP5 team leader for publication on the project website

During the event:

- 1) Take pictures
- 2) Promote the event and your activities (relevant for WeGovNow) via Twitter, mentioning the project Twitter account @WeGovNowEU
- 3) Note number of attendees, topics discussed, target group
- 4) Distribute flyers/brochures

After the event:

- 1) Report the event and your activities back to the WP5 team leader using the **Local Communication activities report** (see tables 1 and 2 in Annex 7)find Dropbox (see the section *Repository*).
- 2) Publish the news item on your local website

D General dissemination rules and publication policy

General principles

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

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

Authorship and acknowledgement guidelines

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

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

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

ANNEX II

Initial WeGovNow news letter format



Integrating functionalities in a new, unique environment

The design approach for the platform will take into account different users' perspectives – e.g. citizens, public administrators, representatives from civic society organisations, and private entrepreneurs.

Hence, the technical developers need to take into account that the platform is to be flexibly used by different local stakeholders to report local community problems and suggest improvements, discuss their relevance, and explore ways of solving problems through collective action.

They also need to consider that many users may not be too familiar with this kind of technology.

The WeGovNow technical team expectedly found that existing civic engagement software components could not smoothly inter-operate. Therefore, they had developed the Unified WeGovNow User Management (UWUM), that integrates different functionalities into a unique environment.

“We had to address many challenges. We had to develop a platform architecture enabling the distributed operation of different WeGovNow software applications as well as existing third party applications for example for e-government, also considering possible future development. At the same time, we need to ensure that the users do indeed experience the system as one seamless service. To this end we have developed the Unified WeGovNow User Management architectural layer. It provides the backbone for a distributed system which is modular in terms of individual applications that can be integrated into the new platform and different identity providers, respectively.”

- Alessio Antonini, University of Turin

UWUM integrates established and new software components, offering the following **core mechanisms**:

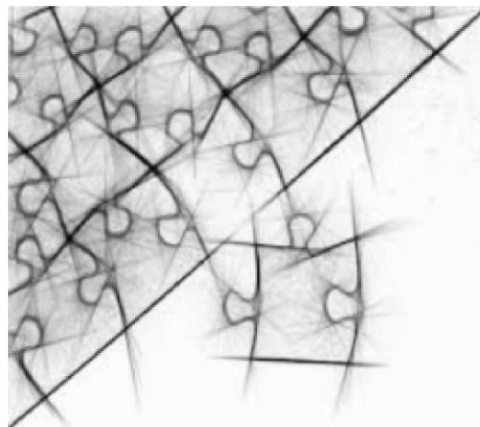
- Orchestrating user management such as registration, single sign-on authentication, profile handling and trusted accreditation.
- Keeping track of actions in a unified manner (Logger) and thus making it possible to provide personalised timelines, unified search, and the like.

This architectural component is also intended to facilitate the sustainability of project outputs beyond the immediate project duration.

Hence, the WeGovNow platform architecture includes a range of core characteristics in order to allow for different types of user interaction and simple usability:

- A Unified Authentication System for user registration.
- An Application Discovery System that lists all available components.
- A Style Service that ensures common design of the components.
- A NavigationBar with button tabs for available components and user profiles.
- A Centralised User Profile to store, retrieve and share related information.
- An AccessibilityProfile wizard to collect and edit users' profile setups.
- A Centralised Activity Logger for recording and integrating platform data.
- An InputMap to collect point-based references.
- An AreaViewer, a web map to visualise summary information.

How these architecture features enable the user to smoothly utilise the WeGovNow platform across various civic engagement applications will be explained in forthcoming newsletter issues.



Use cases require technological and organisational innovation at the same time

Beyond technology, the pilot site municipalities face challenges to allow the WeGovNow platform work at its best. WeGovNow seeks to improve efficiency, effectiveness and quality of local public services. However, the platform requires an unprecedentedly intense collaboration of public authorities with other stakeholders. This is one of the key challenges which pilot municipalities need to deal with.

“As a representative of a municipality, I believe that Public Administrations need to substantially shift their perspective to design public policies. It's a cultural change that takes time. As with any innovation, structural change is not always easy to achieve. In this respect WeGovNow represents an opportunity to accelerate this process, overcoming the current way to conceive and deliver services. But local authorities must have strong commitment to implement this change. This is a precondition to make the potentialities of this engagement platform work.”

- Giulio Antonini, San Donà di Piave
Pilot site manager

In order to prepare for a smooth collaboration with other stakeholders, the project needs realistic use scenarios. Up to now, the project refined its **use scenarios**, reflecting the particular circumstances and needs at each pilot site. In particular, the project has made progress in identifying requirements about the WeGovNow platform with regard to interfaces and collaboration models, innovative participation of stakeholders, possible service variants, and user requirements with regard to functionality. In the project's initial stakeholder interactions it became clear that the promise of information and communication technology to tailor public services to user needs requires a multi-pronged innovation approach: An approach that simultaneously pays attention to the particular work processes of different administrative units and to the technology. Technology innovation and organisational process innovation must be pursued at the same time. In the further process of finalising use cases, new roles and responsibilities may need to be defined.

A shared need for integration, transparency and accountability

It is becoming increasingly clear that the WeGovNow platform can indeed reach and involve more people by reducing the distance and changing the relationship between citizens and local authorities.

“We need a tool to simplify the process of delivering public services, improving co-designed and co-managed solutions. The Policy decision making process needs to become more inclusive and transparent. The platform integrated approach could help us to match current societal challenges with innovative solutions coming from both public and private side. But we need to build common rules to assure the right accountability to the process and to facilitate and to support the collaboration among public and private actors in local development projects.”

- Fabrizio Barbiero, City of Turin civil servant

Nevertheless the platform does not aim to substitute face-to-face engagement methods. Local governments request to utilise offline engagement practices and online engagement tools in a complementary manner, in order to reach those community members who, at least initially, lack the means or motivation or both to use online devices for becoming involved in the project.

“In the digital age it's important to have inclusive and face to face tools. We need to reduce the distance between citizens and public administration. WeGovNow could represents an alternative to reach and involve a wider range of residents, ensuring a wide range of accessibility... A space where users can better communicate and have relations. A space giving the possibility to citizens not to be just customers. The platform could help to build a wider sense of community, since citizens share the same challenges and expectations”

- Southwark Pilot site manager.





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Contact person: Patrizia Saroglia (saroglia@fondazionebrodolini.eu)

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ANNEX III

WeGovNow policy use case scenario overview

Short title	Local policy challenge	Key stake holders involved	Pilot municipality
"Neighbourhood"	Responsive collaboration of citizens reporting problems in the neighbourhood, the public administration and committed third parties	<ul style="list-style-type: none"> • Citizen • Municipal administration • Local police • Committed local NGO 	<ul style="list-style-type: none"> • Municipality of San Doná di Piave • City of Turin • London Borough of Southwark
"AxTO"	Involve citizens in public funding decisions about NGO-driven cultural projects as part of an ongoing local investment programme (AxTO)	<ul style="list-style-type: none"> • Citizen • Municipal administration • Appointed technical committee • Local NGOs 	<ul style="list-style-type: none"> • City of Turin
"Parco Dora"	Involve local stakeholders in the co-design of a particular area in an existing public park (Parco Dora)	<ul style="list-style-type: none"> • Citizen • Municipal administration • Appointed technical committee • Local NGOs / businesses 	<ul style="list-style-type: none"> • City of Turin
"Energy Efficiency"	Engage local communities in developing sustainable local mobility solutions	<ul style="list-style-type: none"> • Citizen • Municipal administration • Local NGOs • Local transport company 	<ul style="list-style-type: none"> • Municipality of Sam Doná di Piave
"Youth Engagement"	Motivate young people to engage in local public matters	<ul style="list-style-type: none"> • Citizen • Municipal administration • Local NGOs • Local transport company 	<ul style="list-style-type: none"> • Municipality of San Doná di Piave
"Youth & Employment"	Engage young people in finding employment and training opportunities	<ul style="list-style-type: none"> • Young citizen • Municipal administration • Youth Council • Local employers 	<ul style="list-style-type: none"> • London Borough of Southwark
"Highways!"	Obtain detailed feedback from local people and other stakeholders on proposed highway improvements	<ul style="list-style-type: none"> • Citizen • Municipal administration • Local NGOs / businesses 	<ul style="list-style-type: none"> • London Borough of Southwark
"Faith Groups"	Support cross-faith group collaboration and promote community cohesion	<ul style="list-style-type: none"> • Citizen • Municipal administration • Local multi-faith forum 	<ul style="list-style-type: none"> • London Borough of Southwark

ANNEX IV

Overview of existing civic participation tools

Short Name	Summary of functionalities provided	Country
Neben an	Platform for neighbours where they can register under their neighbourhood. The goal of the platform is to create a sense of community between neighbours. Main functions: sharing news and stories; citizens can plan events in their neighbourhood, sell second-hand products such as old bicycles, chairs etc. Create groups in which people can share common hobbies or interests, people can send messages to one another.	DE
Nextdoor	Nextdoor describes itself as private network for neighbourhoods and communities. According to their website thousands of neighbourhoods are already using the platform. Nextdoor has many functions a couple of examples mentioned are quickly get the word out about a break-in, organize a Neighborhood Watch Group, track down a trustworthy babysitter, find out who does the best paint job in town, ask for help keeping an eye out for a lost dog and the like.	DE, FR, UK, USA, NL
Mahallae	A digital platform designed for civic engagement to improve the world by improving communities through civic engagement via a digital platform. Malhallae you can find three things: inspiration, partnerships and support. Originally founded in Cyprus now has an extensive amount of communities. They have a laboratory for ideas and partnerships with Cypriots but also other people living in the region. (Greeks, Turks).	CY
Care2petition	Care2 offers petitions on healthy living: healthy living, food, health, love + sex, nature, brands for good, pets, spirit, healthy home, eCards. They also offer rewards for petitions that got a certain number of signatures	UK, CA, USA, DE
Our Voice Scotland	Main aim is to engage the people of Scotland to make health and social care better. Involving people's view into improving health and social care is not new. They, however, want to do it via an online platform to make it even stronger. They want to actively listen to the people of Scotland. On the website you can give feedback about the services that are offered by the healthcare system. You can also have a say in your own care via the website.	UK
Citizen Budget	Unlike a regular survey or a budget visualization software, Citizen Budget is an interactive platform that shows the financial impacts of participants' choices in real time, educating them about the trade-offs and constraints faced by their municipality. Residents can conveniently access your online budget consultation anytime and at their own pace.	CA
Cobudget	Cobudget is a website which provides companies and organizations with the option of collaborative financing. They have a platform on which people can create groups and in these groups buckets can be created, these are proposed projects and activities. People in the group can fund these buckets by donating money.	NZ
Mindmixer	Mindmixer is a digital platform which gives organizations, governments and companies a way to engage and communicate with their target group (citizens, clients or community). Until now it has reached 1200 communities, 1.6 million participants and 50 000 answers.	USA

Short Name	Summary of functionalities provided	Country
Seeclickfix	They describe it themselves as a community driven communication tool and management system that bridges the gap between municipalities and their residents. They have three main functions: request management : collect, manage, and route requests seamlessly through your work order flow with easy-to-use web forms and mobile apps.	USA
ifixmystreet	Online platform where people can report problems or complaints they have about their street, and they send them on the council on behalf of the citizen.	UK
Buiten Beter	Citizens can report problems they see in their city or village via an app. They simply take a picture and describe the problem and app will send the problem to the city council.	NL
Giv et Praj	A mobile app through which citizens can report problems in their area. They can mark on the map where exactly the problem is located.	DK
Verbeterdebuurt	An online presence on which citizens can report a problem by indicating the location of the problem by putting a dot on the map and giving a description of the problem..	NL
Mycity	Mycity is a programme through which citizens can post recommendations, opinions and requests. They also offer maps through which citizens can indicate the location of their idea.	DE, FR, UK, NL
Change.org	On this platform people can start online petitions easily.	DE
Puzzled by Policy	Puzzled by Policy is a complete solution for engaging people in the policy process. It offers a toolkit to support improved policy-making through a combination of online and offline citizen engagement. An online platform, which is freely available to use and install, helps users understand a topic in more detail and to participate in ongoing discussion with policy-makers and other stakeholders. Best practice and support guides are also available to help establish communities, grow trust and drive impact.	EU
Open Government	The Open Ministry (Avoin ministeriö) is about crowdsourcing legislation, deliberative and participatory democracy and citizens initiatives. It is a non-profit organization based in Helsinki, Finland. They help citizens and NGO's with national citizens' initiatives, EU citizens initiatives and develop the online services for collaborating, sharing and signing the initiatives. They have an online platform where these initiatives can be set up and gain support for their initiative.	FI
Petition24	On petition24 people can create a petition for free. The site will then automatically generate a website where people can sign the petition. By creating a website people can also sign the petition online and the petition can be promoted via social media. The site is based on a Dutch server, where Dutch laws are being followed.	NL
UK GOV petition	On this platform UK citizens can start and sign petition which is automatically send to the government. After 10 000 signatures the government will respond to the petition and after 100 000 the petition will be discussed in parliament.	UK
Gopetition	On Gopetition people can create a petition for free. The site will then automatically generate a website where people can sign the petition. By creating a website people can also sign the petition online and the petition can be promoted via social media. This site is used by the United Kingdom and	UK, AU

Short Name	Summary of functionalities provided	Country
	Australia. It is sponsored by the different parliamentary institutions of these states	
Amsterdam mail	This is an information service available to the citizens of Amsterdam. They receive information about multiple topics via Email relevant to the city via email.	NL

ANNEX V

WeGovNow exploitation workshop agendas



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

AGENDA

25th January 2019

International Exploitation Workshop

Palazzo della Salute, Via S. Francesco, 90 Padova

Consortium partners:



The event is jointly organised with



Towards we-government paradigm: collective and participative approaches for addressing local policy challenges. The case of WegovNow project.

Venue: Palazzo della Salute, Sala Elettra

9.00 – 9.30: Registration and welcome coffee

9.30 – 9.45: Welcome and greetings

The opening session will introduce the objectives for the event and the agenda.

Chairperson: Lorenzo Liguoro, Sherpa Spin off University of Padua

FIRST SESSION (09.45 – 10.15)

09.45 – 10.15: Welcome and introduction to the WeGovNow initiative

WeGovNow is a so called Research and Innovation Action funded under the European Union's Horizon 2020 program. Over the last three years, twelve partners from six countries have joined forces to explore the potentials generally provided by online technologies for supporting participatory policy development and co-production of public services at municipal level. In particular a new type of civic engagement platform has been developed and piloted under day-to-day conditions in three European municipalities. This session will set the scene for the reminder of the workshop in terms of presenting a brief overview of the WeGovNow initiative's aims and the approach adopted towards achieving these.

Welcome note: Lorenzo Liguoro, Sherpa Spin off University of Padua

Speaker: Lutz Kubitschke, empirica

SECOND SESSION (10.15 – 12.15)

Other than commonly available eGovernment services, the WeGovNow pilot platform represents a flexible "tool box" enabling the support of diverse utilisation patterns rather than a single "service work flow". Generally, the pilot users are free to utilize the pilot service as they wish. Moreover, the three pilot municipalities have however developed a number of use case scenarios to explore how WeGovNow can help in addressing local policy challenges. Beyond mere technology innovation, all WeGovNow pilot municipalities have therefore explored innovative ways of collaboration internal and external to the public administration.

By example of selected use cases from the pilot municipalities it will be demonstrated how the pilot platforms works and in what way it is utilized to address local policy challenges in a participatory manner.

The purpose is stimulating further research around lessons learned and/or in terms of further uptake of the WeGovNow pilot platform

Chairperson: Lutz Kubitschke, empirica

10.15 -10.45: Introduction to the WeGoNow platform and scenarios presentation

The session starts with a short live demonstration of the WeGovNow platform, to show how it looks, what are the key components and how they work.

Speaker: Guido Boella, University of Turin

10.45 – 11.30 WeGovNow uses cases presentation

The session continues with a presentation of two selected use cases scenarios by the municipalities. The municipality will describe the policies challenge addressed and what was required internal to the public administration to make it happen, the stakeholders they collaborated with and so on. The presentation would then demonstrate how the particular component was utilized in the context of the use case scenario, and thereby also explaining the potentials it generally offers even beyond the particular use case in question.

The Energy Efficiency use case – Engaging local communities in developing sustainable mobility solutions in San Donà

Speakers: Giulio Antonini, Municipality of San Donà

THIRD SESSION

12.00 – 13.00 Interactive discussion and closing remarks

Based on the insights of the WeGovNow project, this session will stimulate a discussion with the audience about how and under what circumstances WeGoNow can help addressing new cultural and societal challenges in public policies, transforming public administrations processes, improving effectiveness and efficiency of public administrations and reducing the administrative burden of citizens.

Moderator: Lutz Kubitschke, empirica



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

AGENDA

25th January 2019

San Donà di Piave Local Exploitation Workshop

Palazzo della Salute, Via S. Francesco, 90 Padova

Consortium partners:



The event is jointly organised with



Towards we-government paradigma: collective and participative approaches for addressing local policy challenges in the era of digital transformation.

Venue: Palazzo della Salute, Sala Elettra

14.15 – 14.30: Registration

14.30 – 15.00: Welcome and greetings

The opening session will introduce the objectives for the event and the agenda.

Welcome note: Giulio Mattiazzi, Sherpa Srl Spin off - University of Padua; Giulio Antonini, San Donà di Piave

15.00 – 16.00: WeGovNow pilote platform presentation and utilization to address local policy challenges

WeGovNow project realized a new type of citizen engagement platform, expanding the viability of and capacity for citizen coproduction in the public sector and addressing local policy challenges. The objective is to involve citizens into decision-making processes within their local neighborhood by using state of the art digital technologies in community engagement platforms.

WeGovNow pilot platform represents a flexible “tool box” enabling the support of diverse utilisation patterns rather than a single “service work flow”. Generally, the pilot users are free to utilize the pilot service as they wish. Not less, WeGovNow approach requires the pilot municipalities to pursue both technology innovation and administrative process innovation in parallel. Moreover, the three pilot municipalities involved in the project have however developed a number of use case scenarios to explore how WeGovNow can help in addressing local policy challenges. Beyond mere technology innovation, all WeGovNow pilot municipalities have therefore explored innovative ways of collaboration internal and external to the public administration.

The session will start with the Municipality of San Donà talking about what they generally wanted to achieve independently of WeGovNow, what challenges they faced to achieve their goals and to briefly explain how the WeGovNow platform key functionalities were utilised to support them.

15.00- 15.30: The “Youth Engagement” use case – Motivating young people in San Donà to engage in public matters

Speaker: Giulio Antonini, San Donà di Piave

The session will continue with an interactive roundtable aiming at explaining to the audience how the WeGovNow platform works and how they could use it for addressing their policy challenges. Technical partners will be available to answer specific questions on the key functionalities and a moderator will coordinate the session facilitating the interaction between WeGovNow partners and the audience.

16.00- 17.00 Roundtable: social technologies for local innovation

A roundtable with local stakeholders and WeGovNow representatives will offer a panoramic view of initiatives designed and /or implemented for addressing new cultural and societal challenges in public policies, transforming public administrations processes, improving effectiveness and efficiency of public administrations and reducing the administrative burden of citizens in a frame of digital transition, in which emerging technologies can help to boost their capacity to innovate and generate an inclusive environment.

Chairperson: Giulio Mattiazzi, University of Padua

Speakers: *Claudio Shifanella*, University of Turin, Giulio Antonini, San Donà di Piave
Stefano Stortone – CEO, BiPart | Bilanci Partecipativi; Roberto Falanga – Researcher, Rock Project “Cultural Heritage leading urban futures”; Matteo Aguanno – Director, Gruppo Azione Locale (GAL) “Pre Alpi Dolomiti.it”; Mattia Sajeve – Director, WeEurope Società Cooperativa; Stefano Carosio – CEO, Unismart – Spin off University of Padua; Silvia Ferretto – CEO, Advance Srl

17.00- 18.00 Closing remarks and networking activities

The closing session of the workshop will serve the purpose of reporting back on the roundtable outcomes and it will be the opportunity to draw general conclusions and having B2B meeting.



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

AGENDA OUTLINE

16th January 2019

Southwark Local Exploitation Workshop

Venue: Southwark Council, 160 Tooley Street, SE1 2QH

Consortium partners:



Venue: Southwark Council, 160 Tooley Street, SE1 2QH

12.30: Registration – attendees encouraged to sit with people they

13.00: Welcome and greetings

The opening session will introduce the objectives for the event and the agenda

- Brief description of WeGovNow
- Reminder of current digital solutions (specifically Consultation Hub) – identifying the number of digital engagement contacts we already make.
- Identifying Community and Voluntary Sector Engagement Division as key internal contacts.

Speakers: Southwark municipality representative

FIRST SESSION

13.20 – 13.50: Table discussion *introduced by Southwark staff, followed by feedback to front*

- What digital engagement tools have you used to facilitate your work
- What are the pros/cons of digital engagement
- What are the gaps in the toolbox

SECOND SESSION

13.50 – 14.35: WeGovNow pilot platform presentation and utilization to address local policy challenges

WeGovNow project realized a new type of citizen engagement platform, expanding the viability of and capacity for citizen coproduction in the public sector and addressing local policy challenges. The objective is to involve citizens into decision-making processes within their local neighborhood by using state of the art digital technologies in community engagement platforms.

WeGovNow pilot platform represents a flexible “tool box” enabling the support of diverse utilisation patterns rather than a single “service work flow”. Generally, the pilot users are free to utilize the pilot service as they wish. Nevertheless, WeGovNow approach requires the pilot municipalities to pursue both technology innovation and administrative process innovation in parallel. Moreover, the three pilot municipalities involved in the project have however developed a number of use case scenarios to explore how WeGovNow can help in addressing local policy challenges. Beyond mere technology innovation, all WeGovNow pilot municipalities have therefore

Southwark, 16th January 2019

explored innovative ways of collaboration internal and external to the public administration.

The session will begin with Southwark municipality talking about their ambition for a digital future and what they generally wanted to achieve when it comes to citizen engagement independently of WeGovNow, what challenges they encountered and briefly explain how the WeGovNow platform's key functionalities were utilised to support them in the delivery of key engagement outputs.

A demonstration of how the WeGovNow platform is currently being utilised by the three pilot sites will be presented to illustrate its capability, highlighting innovative solutions that have been implemented to address local needs and increase overall citizen participation.

Speakers: Suley Muhidin/Jonathan Hamston, Municipality of Southwark; Lutz Kubitschke, empirica; Louise Francis, Mapping for Change (TBC)

14.35 – 14.45: Refreshment break

14.45 – 15.25: Interactive workshop - Digital engagement approaches for local innovation

An interactive discussion with London borough of Southwark departments and WeGovNow representatives will offer a panoramic view of initiatives designed and /or implemented for addressing new cultural and societal challenges in public policies, transforming public administration processes, improving the effectiveness and efficiency of public administrations and reducing the administrative burden of citizens in a frame of digital transition, in which emerging technologies can help to boost their capacity to innovate and generate a more inclusive environment.

The group will be divided into smaller groups for a round table discussion. The discussions will aim to understand some of the wider challenges that colleagues internal to the municipality face when it comes to digital engagement and how the WeGovNow platform can support their work. Each table identifies a past/current/anticipated project requiring community engagement and workshops how they might use WGN tools to deliver the project better.

15.25 – 15.35: Reports back and conclusion

Each table reports back on scenario and solutions and each attendee receives handout with URLs and contact details for Community and Voluntary Sector Engagement Division in terms of further uptake of the WeGovNow pilot platform.

Moderator Lutz Kubitschke, empirica.

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

AGENDA

15th January 2019

Turin Local Exploitation Workshop

Venue: Open Incet, via Cigna 96/17

Consortium partners:



14.00 – 14.30: Welcome and greetings

The opening session will introduce the objectives for the event and the agenda to the Municipality of Turin's Mobility and Infrastructures, Planning, Local police, ICT and Smart City departments representatives.

Speaker: Fabrizio Barbiero, Municipality of Turin

FIRST SESSION**14.30 – 15.30: WeGovNow pilote platform presentation and utilization to address local policy challenges**

WeGovNow project realized a new type of citizen engagement platform, expanding the viability of and capacity for citizen coproduction in the public sector and addressing local policy challenges. The objective is to involve citizens into decision-making processes within their local neighborhood by using state of the art digital technologies in community engagement platforms.

WeGovNow pilot platform represents a flexible “tool box” enabling the support of diverse utilisation patterns rather than a single “service work flow”. Generally, the pilot users are free to utilize the pilot service as they wish. Not less, WeGovNow approach requires the pilot municipalities to pursue both technology innovation and administrative process innovation in parallel. Moreover, the three pilot municipalities involved in the project have however developed a number of use case scenarios to explore how WeGovNow can help in addressing local policy challenges. Beyond mere technology innovation, all WeGovNow pilot municipalities have therefore explored innovative ways of collaboration internal and external to the public administration.

The is session will start with Turin municipality talking about what they generally wanted to achieve independently of WeGovNow, what challenges they faced to achieve their goals and to briefly explain how the WeGovNow platform key functionalities were utilised to support them. Then, it will be a short life demonstration of the WeGovNow platform, to show how it looks, what are the key components and how they work.

Speakers: Fabrizio Barbiero, Municipality of Turin; Guido Boella, University of Turin.

SECOND SESSION**15.30 – 17.00: Interactive discussion**

A interactive discussion with Turin municipalities departments and WeGovNow representatives will offer a panoramic view of initiatives designed and /or implemented for addressing new cultural and societal challenges in public policies, transforming public administrations processes, improving effectiveness and efficiency of public administrations and reducing the administrative burden of citizens in a frame of digital transition, in which emerging technologies can help to boost their capacity to innovate and generate an inclusive environment.

Moderator Fabrizio Barbiero, Municipality of Turin.