



opengovintelligence

OpenGovIntelligence

Fostering Innovation and Creativity in Europe through Public
Administration Modernization towards Supplying and Exploiting
Linked Open Statistical Data

Deliverable 5.1

Dissemination and Exploitation Plan

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Abstract:	This deliverable describes the planned dissemination and exploitation activities to promote the project outcomes within the project's target groups and stakeholders. The activities plan is also assigned giving the partners responsibilities.
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Consortium

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List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

<i>Abbreviation</i>	<i>Description</i>
EC	European Commission
LOSD	Linked Open Statistical Data
MOOC	Massive Open Online Course
NGO	Non-Governmental Organisation
OGI	OpenGovIntelligence
RDF	Resource Description Framework
TR	Technical Report
WP	Work Package

Executive Summary

The objective of the OpenGovIntelligence (OGI) project is to provide a holistic approach for the modernisation of Public Administration by exploiting Linked Open Statistical Data (LOSD) technologies; and so stimulate sustainable economic growth in Europe through fostering innovation in society and in business.

Work Package 5 (WP5) is responsible for maximising the awareness of OpenGovIntelligence among the project's stakeholders (researchers, policy-makers and public authorities, innovation mediators, business, citizens, etc.) and other interested parties.

This document is the first deliverable of WP5, D5.1: Dissemination and Exploitation Plan. The purpose of this deliverable is to determine the activities to be carried out to disseminate as widely as possible the outcomes of the project and to ensure the results of the project are exploited effectively.

To achieve the objective, we first determined the main stakeholders and target groups. In order to increase adoption of the OpenGovIntelligence, we will target people from Public Authorities and Civil Society (data analysts, policy advisors), data publishers and software developers. Our stakeholders will get a 'privileged' relationship. We will work with them very closely to gather their needs and aspirations and to get feedback on what we are developing.

The following dissemination activities are planned and presented in this document in detail:

- creation of promotional material, including website, logo and branding, leaflet, and banners;
- use of social media, including Twitter, Slideshare, Github, and Blog;
- running events: OpenGovIntelligence workshops and seminars, Webinars, MOOCs, academic conferences, and practitioners' events; also promoting the project through press releases
- publications, including journal articles (peer review), and practitioners' publications.

These activities will involve all project partners.

At the end of this document, 15 criteria to measure the results of the dissemination efforts are described. For every criterion, the target audiences are also indicated. These targets will be used as benchmarks in the annual dissemination reports.

The definition of successful exploitation is to ensure that the research results are implemented and have an impact on the market, on future developments and on policy making.

Exploitation activities include identifying the main exploitable assets of the project, a market analysis, an investigation of business models to exploit project results and the development of a project business plan. Exploitation objectives of the project will be used to help guide targeted dissemination activities.

1 Introduction

1.1 Scope of the Dissemination and Exploitation Plan

The objective of the dissemination and exploitation activities as stated in the OGI Project Proposal (Working Package 5 (WP5) - Dissemination and Exploitation) is to maximise the impact of the project on the planned project's target audience. To achieve this impact, the project must ensure that its target audience are aware of the work and are properly enabled to use it for the objectives set out in the project proposal.

The most important message that the project aims to communicate is "**Better use of multi-dimensional statistical data helps governments to improve the design and provision of public services**".

Based on the project proposal, the OpenGovIntelligence Project is focusing on the application of Linked Open Statistical Data (LOSD) and the following **key elements** are planned to be covered by the project dissemination:

- The importance and relevance of statistical data;
- The advantages of open data, linked data and LOSD;
- How LOSD can be applied in practice;
- Examples of how the project partners (and others) have improved existing services, or designed new services by exploiting LOSD; and,
- The identified benefits to government organisations of doing this:
 - Service delivery improvements;
 - Reduction of costs; and,
 - Novel applications.

1.2 Audience and targeted groups

The deliverable is intended for internal use by the OpenGovIntelligence Project consortium, as parts of the strategic plans may be confidential.

1.3 Structure

The structure of the document is as follows:

- Section 2: the stakeholders and target groups for dissemination are presented;
- Section 3 gives an overview of all the dissemination activities;

- Section 4 describes the relationship between dissemination and exploitation and the exploitation activities planned;
- Section 5 gives the planned schedule of dissemination activities;
- Section 6 list the measurement criteria to assess the success of the dissemination process;
- Section 7 contains conclusions of the Delivery 5.1 - Dissemination and Exploitation;
- Section 8 lists the references used in the document;
- Section 9 provides annexes describing individual partner dissemination activities.

2 Stakeholders and target groups

The OpenGovIntelligence project is aimed at improving the way LOSD is used in public administration. The target groups are described below in Section 2.1. The public sector partners and their pilot projects form the initial testing ground for the outputs of the project. In addition, we will engage with members of target groups outside the project, to encourage them to use the tools and methods developed in OpenGovIntelligence.

The community building with stakeholders will start with people and organisations who are already involved to some extent with the project and its partners, to promote effective exchange of information, good understanding of what is happening in the project and efficient collaboration.

We will be communicating on a regular basis to report the project's progress and to gather feedback from their perspective regarding their needs and wishes.

2.1 Targeted groups for dissemination

The target groups have been selected based on the objectives of the Project Proposal (1.1.3 Objectives). To summarise, the objectives are:

1. To identify the challenges and needs (regarding legal, political, institutional, social, and technical issues) in opening-up and exploiting Linked Open Statistical Data (LOSD) for the co-production of innovative data-driven services.
2. To create a framework comprising processes, policies, and data infrastructure architecture that will specify a user-centric LOSD Innovation Ecosystem and will orchestrate the collaboration of society and public administration for opening up and exploiting LOSD in a way that will address all relevant challenges and facilitate the co-production of innovative data-driven services.
3. To develop open source and commercial ICT tools that will support the framework and enable public authorities to open up LOSD, and public administration and society to exploit this data in order to co-produce innovative services.
4. To demonstrate the capability of the framework and the ICT tools.
5. To develop and validate sustainable business models for the post-project continuation of the LOSD Innovation Ecosystem.

The partners will create and maintain a list of members of each target group. This procedure is being done using the 'Snowball Method' (Goodman 1961): an approach based on spreading information by connections in a network. The industrial and academic networks of the partners will be used to find potential conferences, workshops, governmental meetings and standard bodies. This information is the basis for the dissemination activities described in the section 3.

The summary of the targeted groups for dissemination is presented in Table 1 with the name of each target group, the objective and the potential place to find each group. Section 2.1.1 describes each target group in more detail.

According to Davies (2010), there are six motivations for engaging with open government data:

1. **Government focussed**, with the objective is to have better understanding of government and to promote efficiency and accountability.
2. **Technology innovation**, with the objective is focussed on exploring new platform, semantic web or linked data.
3. **Reward**, with the main objective is to gain recognition and profit.
4. **Digitising government**, with the objective is focussed on technology driven improvement of government business processes.
5. **Problem solving**, with the objective is to learn new skills in addressing particular challenges.
6. **Social/public service enterprise**, with the objective is to provide services based on government data.

Driven by these reasons, we divided the target dissemination groups into two: prioritized groups and other consumers. Prioritized groups are people that motivated by reason 1, 2, and 4. However, to reach broader adoption of OpenGovIntelligence solutions, people that motivated by reason 3, 5 and 6 should also be engaged.

2.1.1 Prioritized Target Groups

According to the objective of the project and the expected use of the project results, we identified 7 target groups:

2.1.1.1 Public Sector

In this group, we identified politicians and public authorities. Politicians are important because they make decisions about policy. The dissemination strategies for them are to create awareness of the potential benefits from LOSD and the high level OpenGovIntelligence pilot project results.

The public authorities are on tactical level of the government: they are responsible for implementing policies and operating services. They act as consultant for the politician due knowledge and experience on the technical perspective and implementation on the Public Sector. For this group, the dissemination strategies are to advertise and convince about the benefits of LOSD and OpenGovIntelligence results by regularly sending the reports of deliverables and evaluation of the project.

2.1.1.2 Software Developers

It is important to develop a broader adoption and understanding of the project deliverables, especially with respect to the ICT tools produced by the software industry.

The dissemination strategies for them are to give high quality tutorials and examples of the OpenGovIntelligence implementation, develop open source and proprietary tools for working with OpenGovIntelligence solutions and improve the interoperability of data.

2.1.1.3 Statistical Data Publisher

There are many open data portals that are providing government data. In most cases these are run by the public sector. This group is important to the project because they influence the methods in which data is made available.

The dissemination strategies for this group are to show the capability of OpenGovIntelligence solutions in terms of providing easily merged and integrated data for analysis, and so encourage more data publishers to adopt these methods.

2.1.1.4 Standardisation Bodies

Greater standardisation improves interoperability of data and tools. The research is expected to lead to recommendations on how data should be represented and shared and the project will disseminate this information to relevant standardisation bodies to influence future best practice in this sector.

2.1.1.5 Data Scientists

Data scientists and data analysts create value to the organisation via discoveries and insights using structured and unstructured data sources. They need to identify rich data sources, merge and integrate them with other, potentially incomplete data sources, clean the resulting datasets, analyse and visualize the results.

The project consortium should develop a network with data scientists and data analysts. The data scientists and data analysts that regularly work with the datasets of the pilot projects are the main focus of this group. This strategy will advertise how OpenGovIntelligence solutions can be adapted to solve challenges in the pilot projects, and help to broaden the adoption of OpenGovIntelligence outputs.

Furthermore, feedback from data scientists will help to ensure that the functionality of OpenGovIntelligence solutions is well-integrated with existing tools.

2.1.1.6 Academics

Researchers use statistics to understand and describe phenomena on science, drawing conclusions about those phenomena. OpenGovIntelligence solutions can assist researchers in their studies.

There are at least two advantages to be gained by building a network with academics for the consortium. First, they can help consortium to evaluate the pilot projects as well as enrich the work of OpenGovIntelligence from a theoretical basis. Second, they can promote the project results within their network.

In addition, academic partners will publish articles in academic publications disseminating the project to other researchers.

2.1.1.7 Civil Society

In this group, we identified citizens, businesses and Non-Governmental Organisations (NGO) as the relevant target of the project. Citizens and NGOs are interested in the usage of data to monitor

government and participate in policy formulation, implementation and evaluation. Businesses are interested to create economic value from available data, whether for their own marketing and planning, or in creating value added data products or applications.

The dissemination strategy for this group is to show them the benefits from using the project outputs for analysis and interpretation of data. This can enable the wider adoption of the OpenGovIntelligence tools and approaches as a platform for promoting transparency, accountability, advocacy and monitoring of the governmental public policies and services delivery.

Table 1 --Targeted groups for dissemination

Audience targeted	Objective	Potential place to find them
Public Sector	Show to politicians and governmental technology officers how Public Sector can make better use of LOSD for decision-making and design of services.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Software developers	Show developers that it is possible to provide tools or services to the Public Sector.	<ul style="list-style-type: none"> • Innovation Networks. • Tutorials and workshops.
Statistical Data Publisher	Show to statistical data publishers how they can increase the use and impact of their data.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Data scientists	Show to data scientists and data analysts how they can maximise and speed up valuable discovery and insights.	<ul style="list-style-type: none"> • National statistics organisations. • other public sector data producers.
Researchers and academics	Show the potential for supporting scientific research and receive feedback for improvement of the tools and methods of evaluation of pilots.	<ul style="list-style-type: none"> • Scientific conferences and meetings.
Civil Society	Show to citizens, business people and NGO how the project tools can help them to analyse and interpret the data.	<ul style="list-style-type: none"> • Official conferences and meetings. • Scientific conferences and meetings. • Open Data Gatherings.
Standardisation	Show to standardisation bodies the	<ul style="list-style-type: none"> • W3C.

Bodies implementation of their standards and to create new or improved standards . • National standards organisations.

3 Dissemination activities

This section describes the strategies to communicate with the targeted groups described in section 2.

For each type of activity, we considered how best to apply the capabilities and networks of the OpenGovintelligence consortium.

The section is divided into four main sections. The first section describes the promotional materials such as logo, leaflet, stickers and project factsheets. The second describes the online and electronic activities planned for the targeted groups based on the promotional materials created and participation on the planned social media. The third describes the presentational activities including events such as conferences, own workshops and group participation in discussions with regulatory organisations and standardisation bodies. The fourth section describes the planned approach to publications.

3.1 Promotional material

The promotional materials are to assist us in drawing attention to the project and to explaining to our target groups what we plan to achieve.

3.1.1 Logo and branding

A project logo and style guide has been produced.



3.1.2 Leaflet

A leaflet will be developed to summarise the objectives and plans of the project using the layout of 94 x 216 mm 3-panel brochure wrap fold (279 x 216 mm).

3.1.3 Banners

Banners will be developed to publicise the project. The plan is to develop two different types of banners.

- A1 size, for door advertisement (42.0 x 59.4cm, 16.53 x 23.39 inches);
- Vertical Banner, for events, conferences and exhibitions (120 x 240 cm, 47.24 x 94.48 inches).

3.1.4 Website

The main project website is at <http://www.opengovintelligence.eu> and will be maintained and extended throughout the project. The online presence of the project must convey commercial quality, academic rigour, and trustworthy and authoritative professionalism.

The technical approach to the website will be based around the use of Github for hosting and content management. It was chosen to be flexible enough to match diverse goals and skills of the partners; support a collaborative authoring process; be free or involve minimal costs; and to require minimal maintenance or technology overhead. Google Analytics will be used to monitor the website use.

The web presence of the project includes:

- The main project website, to publicise and disseminate the project activities;
- Hosting for reports, papers, articles and other documents;
- Dissemination of software;
- Collaborative version control and dissemination of software source code;
- Community interactions;
- Issue tracking; and,
- Secure membership controls.

It may be useful to create separate websites for particular target groups, for example a website discussing technical details of the use of the Resource Description Framework (RDF) Data Cube model, aimed at statisticians, analysts and software developers. Whether to include material on the main website, or to set up separate small websites will be decided during the project, according to the type of material and type of audience.

3.1.4.1 Public project deliverables on the website

The Project Proposal lists the deliverables that the project will produce. All public deliverables will be available via the project website.

3.1.4.2 Project Factsheet

A factsheet outlining the project's rationale, objectives, expected results and outputs will be available on a section of the Website.

3.1.5 Email Newsletter

It is planned in accordance with the Project Proposal to create newsletters that summarise major findings and advances on the research. The target is to publish two email newsletter per year. The

website will encourage people to register to receive the newsletter. We propose to use MailChimp to support the creation and distribution of newsletters. MailChimp can provide analytics on how many people receive and read the newsletter.

3.1.6 Press release

The press releases will describe the project goals and its accomplishments in accordance with official delivery to the European Commission. The target is to reach local, national and international specialised media press on relevant subjects. At least two press releases per year will be published.

3.1.6.1 First Press Release

This is a draft of first Press release planned after finishing the Website design.

EU Initiative OpenGovIntelligence partner consortium to stimulate sustainable economic growth in Europe through fostering innovation in societies and enterprises.

Thermi, Thessaloniki, Greece, May, 2016 – A consortium of partners headed by the Centre for Research and Technology – Hellas (CERTH), recently launched the OpenGovIntelligence project, an EU Initiative for Fostering Innovation and Creativity in Europe through Public Administration Modernization towards Supplying and Exploiting Linked Open Statistical Data (LOSD). OpenGovIntelligence suggests a holistic approach for the modernization of Public Administration by exploiting Linked Open Statistical Data (LOSD) technologies. As part of the project, these innovative new technologies will be tested at six pilot sites from government agencies across Europe.

Linked Statistical Data

Governments, organizations and companies are increasingly releasing their data for others to reuse. A major part of open data concerns statistics, such as population figures and economic and social indicators. Analysis of statistical open data can create value for citizens and businesses in areas ranging from business intelligence to epidemiological studies and evidence-based policy-making.

Recently, Linked Data emerged as a promising paradigm to enable use of the web as a platform for data integration. Linked Statistical Data has been proposed as the most suitable way to publish open data on the web. However, publishing and mining LOSD faces particular challenges as it requires appropriate tools and methods.

OpenGovIntelligence objectives

The project intends to identify the challenges and needs (regarding legal, political, institutional, social, and technical issues) in opening-up and exploiting Linked Open Statistical Data (LOSD) for the co-production of innovative data-driven services, to create a framework comprising processes, policies, and data infrastructure architecture that will specify a user-centric LOSD Innovation Ecosystem and will orchestrate the collaboration of society and public administration for opening up and exploiting LOSD in a way that will address all relevant challenges and facilitate the co-production of innovative data-driven services, to develop open source and commercial ICT tools that will support the framework and enable public authorities to open up LOSD, and public administration and society to exploit this data in order to co-produce innovative services, to demonstrate the capability of the framework and the ICT tools, and to develop and validate sustainable business models for the post-project continuation of the LOSD Innovation Ecosystem.

OpenGovIntelligence consortium

The OpenGovIntelligence project is coordinated by the Centre for Research and Technology – Hellas (CERTH) and supported by the Technische Universiteit Delft, National University of Ireland, Galway and Tallinna Tehnikaülikool as the R&D partners. The OpenGovIntelligence consortium includes six government agencies: Trafford Borough Council (UK), Vlaams Gewest (Belgium), Hellenic Ministry of Administrative Reform and E-Government (Greece), Majandus Ja Kommunikatsiooniministeerium (Estonia), Marine Institute (Ireland) and

Versli Lietuva Viesoji Istaiga (Lithuania), as well as two commercial partners: SWIRRL IT LIMITED (Manchester, UK) and ProXML BVBA (Keerbergen, Belgium).

Pilot projects

OpenGovIntelligence will be evaluated and validated by six pilot projects.

- 1. The Greek Ministry of Interior**, will use OpenGovIntelligence to maximise the outcome of Public Administration and the Citizen Services Centers offices as well as increase transparency on the internal decision-making. By performing data analytics for available data such as the population, economic activity and growth, and Citizen Service Centers information in terms of functional cost, personnel, and monthly transaction, The Ministry also intend to identify more societal challenges that could potentially come up.
- 2. Lithuanian Ministry of Economy**, will use OpenGovIntelligence to extend service provided by Enterprise Lithuania by identifying the needs of business for exploiting LOSD, developing new user-friendly tools for businesses to help them benchmark their business ideas in the overall context of Lithuania business, providing tools for enabling businesses create applications using LOSD, and helping businesses create value from LOSD.
- 3. Trafford Council**, will use OpenGovIntelligence to tackle the problems of worklessness particularly measuring and attempting to match demand for and supply of skills, gathering data from job-seeking individuals and from businesses, seeking to use data and digital technology to find new approaches to assist workless people, and profiling the economy, skill base and assets of the area to identify potential improvements, and to help attract new companies to invest in the area.
- 4. The Flemish Government**, will use OpenGovIntelligence to enhance their environmental policy making in terms of timely publication of the actual state of affairs related to environment, evaluations of the permits policy, and develop tools to benchmark the pollution of companies to others working in the same economical domain.
- 5. The Marine Institute**, will use OpenGovIntelligence to enrich their datasets of ocean measurements for example by incorporating the data with other metocea data from various providers to create dashboards to be deployed in Lifeboat stations, or incorporating data with other metocean data, shipping traffic data, and live road traffic data in a "Smart Ports" application.
- 6. The Estonian Ministry of Economics**, will use OpenGovIntelligence to address following problems: timely publication of the data related to the real estate price to avoid as little information asymmetry as possible, identification of relevant factors by interviewing all relevant stakeholders including institutional representatives, real estate agents and representative of the interested public, timely representation of changes in the land planning use.

Stay up to date

The OpenCube project was launched in February 2016. It will run for three years to end in January 2019. Up to date information about project developments is available on <http://www.opengovintelligence.eu/>.

For more in-depth information about the OpenGovIntelligence project you can contact:

The project coordinator:

Efthimios Tambouris, Centre for Research & Technology - Hellas (CERTH), e-mail: tambouris@uom.gr

3.1.7 Summary of dissemination activities, partners in charge, tasks and frequency

Table 2- Dissemination via promotional material activities

<i>Activity/Product</i>	<i>Partner in charge</i>	<i>Tasks / Frequency</i>
Logo and Branding	SWIRRL	Once at start of project.

Website	SWIRRL	Developed and extended continuously through the project
Leaflets	SWIRRL	Once at start of project.
Banners	SWIRRL	Once at start of project.
Email Newsletter	TU Delft	Two newsletters per year.

3.2 Social Media

3.2.1 OGI media accounts

The project Twitter account is: <https://twitter.com/opengovint>. On the 3rd month of the project (May), this account reached 206 followers. Our objective is to have 500 people following this account on the end of January 2018. This account is the former OpenCube Project funded by the EC, which has a similar target audience to OpenGovIntelligence. The consortium decided to change the name and use the existing account for the OpenGovIntelligence project.

The project has a Slideshare account: <http://www.slideshare.net/OpenGovIntelligence>. Currently, this account has 2 followers. The objective is to have 100 people following this account on the end of January 2018.

In addition, partners should use their own social media accounts to publicise the project. The consortium will use a project hashtag (provisionally #opengovintelligence) for related posts.

3.2.2 Participation in already existing groups

An effective way to publicise the project is to participate in existing online groups, such as LinkedIn groups and Github groups. Here we can post news about the project or links to relevant articles.

We suggest joining the following identified groups on diverse social media:

- LinkedIn groups
 - Platform Linked Open Data (Netherlands)
 - Semantic Technology Benelux
- Github groups
 - <https://government.github.com/community/>

3.2.3 Github account

We will set up a Github 'Organisation' for the project. This can be used to publish code and documents relating to the project, as well as providing the technical basis for the project website.

3.2.4 Blog

The project will have a blog and the target is to publish one article per month. TUDelft is in charge of publishing, but all partners are expected to contribute articles and a spreadsheet with a routine for all partners has been created (<https://goo.gl/sMya8Z>);

3.2.5 Summary of Social Media activities, partners in charge, tasks and frequency

Table 3 - Social Media Activities

Activity/Product	Partner in charge	Tasks / Frequency
Twitter	CERTH	At least one post per month.
Slideshare	TUDelft	Inserting presentations.
Participation Linkedin	ProXML:	Project update at least one time per year on the Platform Linked Data and Semantic Technology Benelux.
Participation Github	SWIRRL	At least one participation per year.
Blog	All partners	One blog post per month, with responsibility shared around the consortium https://goo.gl/sMya8Z

3.3 Events and Networking

3.3.1 Self-organised events

3.3.1.1 Workshops

Three (3) workshops will be organised by the OpenGovIntelligence consortium.

These workshops will be based on demonstration and present project results. Information related to the workshop will be made public via website, social media and email newsletter. In order to maximise the attendance of all partners, these workshops will be co-located with project face-to-face meetings. Target participants will be aligned with target groups presented in section 2.

3.3.1.2 Local meetups

The project will hold regular progress meeting of the partners in various countries of the EU. In a previous EU project that SWIRRL participated in (DaPaaS), the consortium organised local community meetups to coincide with each project meeting. This gave the chance in a very cost effective way to raise the profile of the project with target audiences in each participating country.

It is proposed to follow a similar practice for the OpenGovIntelligence project and to organise a local dissemination event to coincide with each project progress meeting. This will usually be an informal evening event, where possible coordinating with existing local meetups. The project team will

present about the project activities and it will give a chance for the people from each city to meet and hear from the international group of partners in the project.

It is planned to use the 'Meetup' online social networking portal to facilitate these meetings and to assist in building an engaged target audience in the country of each project partner.

3.3.2 Webinars or MOOCs

Webinars or MOOCs classes based on the research activity can be produced. TU Delft has a studio and software to record and edit lectures. Classes will be recorded and used as part of the dissemination of the OpenGovIntelligence project.

3.3.3 Participation in events organised by others

3.3.3.1 Conferences

The project plans to be represented at relevant conferences, to publicise project results (via presentations, leaflets and other materials) and to keep up to date with the state of the art. Conferences are also an opportunity to organize workshops related to the project outputs.

A list of candidate conferences to attend is presented in Table 4, (based on the list originally presented in the project proposal). It is an objective of the project consortium to attend at least one conference per indicated theme.

Table 4 - Proposed international conferences to present OpenGovIntelligence

<i>Event</i>	<i>Topic</i>	<i>Date</i>	<i>Location</i>
Open Data Camp (held in UK roughly twice a year)	Open Data	May 14 th 2016	Bristol
Extended Semantic Web Conference (ESWC)	Semantic Web	May 29 th – June 2 nd , 2016	Heraklion, Crete, Greece
Open Government Services Scenario Workshop	e-Government	May 31 st , 2016	Brussels, Belgium
Annual International Conference on Digital Government Research (dg.o)	e-Government	June 8 th - 10 th , 2016	Shanghai, PR China.
Platform Linked Open Data Netherlands	Linked Open Data	June 27 th , 2016	Eindhoven, the Netherlands
European Data Forum (EDF)	Data driven innovation	June 29 th - 30 th , 2016	Eindhoven, the Netherlands
Dual EGOV & ePart Conference	e-Government	September 8 th , 2016	Guimarães, Portugal
W3C TPAC and Spatial Data on the Web meeting	Spatial Data	September 19 th – 20 th , 2016	Lisbon, Portugal
International Marine Data and Information System Conference 2016	Semantic Web	October 11 th – 13 th , 2016	Gdansk, Poland
International Semantic Web Conference (ISWC)	Semantic Web	October 17 th – 21 st , 2016	Kobe, Japan
Semantic Statistics (SemStats) Workshop	Part of ISWC	October 17 th – 21 st , 2016	Kobe, Japan
American Geophysical Union (AGU) Fall Meeting	Semantic Web	December 12 th – 16 th , 2016	San Francisco, US
New Techniques and Technologies for Statistics (NTTS)	Statistics	March 14 th – 16 th , 2017	Brussels, Belgium
International World Wide Web (WWW) Conference	Semantic Web	April 3 rd – 7 th , 2017	Perth, Australia
International Conference on Theory and Practice of Electronic Government (ICEGOV)	E-Government	To be confirmed	New Delhi, India
Open Data Belgium	Open Data	Yearly early Feb	Belgian City

3.3.3.2 Sector / special interest groups

Project partners will engage with interest groups around relevant themes and will identify relevant dissemination events within these groups. The following themes have been identified:

- Data Analytics and Data Science
- Data Visualisation

- Open Data
- Linked Open Data

3.3.4 Participation in H2020 and EC events

OpenGovIntelligence partners will take part in seminars and conferences organised by the EC or EC-funded projects and will try to exploit corresponding synergies with other participants.

3.3.5 Synergies with other projects

OpenGovIntelligence partners will try to develop a network with at least 5 other relevant H2020 projects in order to share knowledge and create awareness.

3.3.6 Standardisation bodies

To promote interoperability of data and tools, involvement of the project in relevant standardisation initiatives is an important part of the dissemination process.

Standardisation activities already identified are:

- W3C – possible official publication on guidance or an application profile for RDF Data Cube
- W3C – liaison with the Spatial Data on the Web working group around relationship between geography and statistical data
- EU – StatDCAT Application Profile.
https://joinup.ec.europa.eu/asset/stat_dcat_application_profile/home

The Standardisation task T5.3 will involve monitoring and contributing to relevant initiatives at international and national level, and where necessary proposing and gaining support for new standards.

3.4 Publications

3.4.1 Software

Open source ICT tools developed within the project will be published on the project Github account aforementioned at Section 3.2.3.

3.4.2 Articles and reports

3.4.2.1 Academic publications

It is planned in accordance with the Project Proposal to write at least 10 scientific publications in prestigious journals. Table 5 is an indicative list of academic journals based on the list in the Project Proposal. This list will be maintained and extended with contributions from consortium partners.

Table 5 - Indicative list of academic journals

<i>Name of Journal</i>	<i>Publisher</i>	<i>Impact Factor (2014)</i>
IEEE Transactions on Knowledge and Data Engineering	IEEE	2.067
Government Information Quarterly	Elsevier	2.321
Data & Knowledge Engineering	Elsevier	1.115
Knowledge and Information Systems	Springer	1.782
European Journal of Information Systems	Palgrave Macmillan	2.213
IEEE Intelligent Systems	IEEE	2.340
Information Systems	Elsevier	1.456
Journal of the American Society for Information Science and Technology	John Wiley and Sons	1.846
MIS Quarterly	MISRC	5.311

3.4.2.2 Industrial and practice publications

As well as the academic journals mentioned in previous section, the project's results should also be published in industrial and practical media. There are several websites commonly used to promote research results related LOSD as summarized in Table 6 below.

Table 6 - Indicative list of industrial and practice publications

<i>Publication name (Santhanamery and Ramayah)</i>	<i>Publisher (URL)</i>
Computer Weekly	http://www.computerweekly.com/
Dataversity	http://www.dataversity.net/
UK Government 'Civil Service Quarterly'	https://quarterly.blog.gov.uk/
Open Data Institute blog	https://theodi.org/
Tech World	http://www.techworld.com/
Computer World	http://www.computerworld.com/
Tech Target	http://www.techtarget.com/

3.4.3 Mendeley Repository of references

All the references relevant to the project's research will be uploaded on the web-based software Mendeley (<https://www.mendeley.com/>). The references can be open to any person interested and will be an indicator of our activities.

4 Exploitation

4.1 Relationship between Dissemination and Exploitation

Dissemination and exploitation activities should be coordinated to maximise the impact of the project, both during the project and after it finishes. The plan should be designed with the following questions in mind:

- what do we want people outside the project to do?
- what do they need to know in order to do that?
- who do we want to target?
- what messages do we want to communicate?
- how do we get our message across?

We note the guidelines from the European IPR Helpdesk on Exploitation and Dissemination plans in Horizon 2020 projects:

https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

4.2 Definition of Exploitation

Based on the guidelines highlighted above, we define Exploitation as follows:

«ensuring that the research results are implemented and have an impact on the market, on future developments and on policy making»

We should ensure that the new knowledge developed by the project leads to innovation and aim to maximise the economic impact of the project activities. Particular attention should be paid to business opportunities and possible approaches to commercialisation.

4.3 High level plan

The project proposal identified the following main exploitation activities:

- the identification of the innovative **exploitable assets** of the project, whether these are conceptual solutions and frameworks, ICT tools or data-driven services, which OpenGovIntelligence will deliver,
- the conduct of a thorough **market analysis** which will aim at the identification of the market towards which OpenGovIntelligence is targeted, its segmentation, the positioning of current competitors and all corresponding emerging trends,
- the definition of a range of commercial and non-commercial exploitable **business models**,

- the **evaluation of the sustainability and viability of these possible business models** and alternative solutions that may be followed for the provision of the project solution and services to the identified stakeholders, including licensing schemes, pricing, etc. and
- the validation of the aforementioned exploitation activities through the development of an initial OpenGovIntelligence **business plan**.

4.4 Market Analysis

T5.4 “Market Analysis” is planned to run from Month 1 to Month 30 of the project. It will lead to identification of the main target groups for exploitation and a strategy for maximising the project impact. It will consider:

- What kind of needs does the project respond to?
- Which problems do the project outputs solve?
- Review of the state of the art and how the OGI solutions improve on existing approaches
- Who will use the project results?
- What benefits will be delivered and what economic impact will they have?
- Analysis of the context in which OGI outputs will be applied; who are the most important participants in applying the new knowledge and what are their roles
- How should OGI be positioned in the market?

4.5 Business Models

Task 5.5 “OpenGovIntelligence Business Models” runs from Month 14 to Month 30.

Based on the results of the market analysis, this task will identify potential niche markets and define services for these markets. The Business Model Canvas methodology will be used to present the OpenGovIntelligence business models.

4.6 Branding of Research Results

This task will integrate the results of the Market Analysis and the Business Model development. It will provide the basis for delivering innovative products and services based on OpenGovIntelligence findings and developments and determining how to maximise the benefits and impact of the project.

5 Plan schedule

5.1 Activities Overview

Each partner should note and report all relevant dissemination activities they carry out, such as presentation at events, meetings to discuss the project etc. TUDelft should monitor and collate these reports from individual partners. At project progress meetings, the dissemination activities should be reviewed to ensure that the intensity and balance of dissemination is as good as possible.

In cases where a presentation is made, the partner should add their slides to the OpenGovIntelligence Slideshare account. The spreadsheet at <https://goo.gl/yf5tV7> will have all the details and Table 7 is a summary of the activities for the first year. This list will be updated as the project progresses.

Table 7 - Activities Overview

<i>Period</i>	<i>Activity</i>	<i>Responsible</i>
M1 February 2016	SWIRRL PublishMyData User Group meeting	SWIRRL
M1 February 2016	Open Belgium	PROXML
M2 March 2016	Participation ICEGOV 2016	TUDelft
M2 March 2016	UK public sector workshop on combining statistical data from multiple sources	SWIRRL
M2 March 2016	Paul Maltby, Director of Data, UK Government Digital Service	SWIRRL
M3 April 2016	UK Department for Communities and Local Government	SWIRRL
M3 April 2016	Logo	SWIRRL
M3 April 2016	SAI Data Summit	PROXML
M4 May 2016	Open eGovernment Services Study Scenario Workshop	PROXML
M4 May 2016	Open Data Camp	TBD
M4 May 2016	Open Government Services Workshop	TBD
M4 May 2016	ESWC	TBD
M4 June 2016	Project Factsheet	TUDelft
M5 June 2016	Website	SWIRRL
M5 June 2016	Press release official start of the project	TUDelft
M5 June 2016	Distribution of flyers at the annual dg.o conference	TUDelft
M5 June 2016	Participation dg.o 2016	TUDelft
M5 June 2016	Platform Linked Open Data Netherlands	TBD

M5 June 2016	EDF Conference	TBD
M6 July 2016	Project presentation in OGI slideshare channel	TBD
M8 Sept 2016	E-Gov Conference	TBD
M8 Sept 2016	W3C TPAC Meeting	TBD
M9 Oct 2016	ISWC	TBD
M9 Oct 2016	SemStats workshop	TBD
M9 Oct 2016	IMDIS	MI
M11 Dec 2016	AGU Meeting	MI

There are continuous monthly recurring activities:

Table 8 - Recurring Activities Overview

<i>Period</i>	<i>Activity</i>	<i>Responsible</i>
Monthly	Update the OGI Website	SWIRRL
Half-year	Newsletter mailings	SWIRRL
Half-year	Writing articles on Twitter and Website (blogging)	All partners
Half-year	Continuous use of online marketing channels	TU Delft
Based on Conference calendar	Event participation	All partners
Each conference opportunity	Organisation of workshops	All partners

6 Measurement criteria for success

Table 9 presents the identified measurable criteria for success of the dissemination activities.

The responsible members will measure the activities on a monthly basis. The results will be collected on a quarterly basis to analyse what works properly and what is not working on the expected level based on the Project Plan.

Table 9 - Measurement criteria of planned dissemination and exploitation activities

<i>Objective</i>	<i>Actions required</i>	<i>Target</i>
Create the project's graphical identity	Development of the project Logo	1 Logo
	Graphical design of the information brochures and posters	1 brochure in English
	Graphical design of the project website	1 web site
	Design the documents and the presentations templates	1 template for project reports and presentations
Create the project's online identity	OGI website statistics	250 monthly visits (Year 1 and 2). 750 monthly visits (Year 3).
	Twitter	Project partners should use their own twitter accounts with an agreed hashtag, in order to reach their existing base of followers. At least 1 post per month. 500 total followers on the OGI Twitter account. The OGI Twitter account should retweet relevant partner tweets as well as project announcements.
	OGI Slideshare channel	Upload of overall project's presentation every six month starting from the Month 6 (M6). 100 total followers on the OGI Slideshare account. Upload related open presentations created by the partner's consortium.
	OGI Mendeley account	Storage and organisation of all relevant references to the OGI Project.
Create document materials to	Scientific publications	10 scientific publications in journals or high-quality conferences presented at Table 4 and Table 5.
	Reports	6 technical reports (TR). One TR every six months will

inform the community about the research results of the OGI Project		be available on the project's website.
	User briefs / newsletters	One newsletter every six month.
		100 people signed-up newsletter recipients until the finish of the project (M36).
Information leaflet and posters	At least 1 leaflet and 1 poster will be developed.	
Establish networking activities	Participation in conferences, workshops, trade fairs, exhibitions Horizon 2020 and the European Commission (EC) events.	30 such interventions are foreseen during the project's lifetime.
	Synergy with other projects	5 synergies targeted

7 Conclusion

The purpose of this deliverable is to determine the strategy and activities to be carried out to disseminate and exploit the outcomes of the project.

To get to this result we first determined the main stakeholders and target groups. We decided to target Public Authorities, Civil Society (data analysts, policy advisors), Data Publishers and Software Developers.

After identifying the target groups, we have proposed the actions to be carried out to reach them. These actions range from dissemination are based on four axes: Promotional Material, Social Media, Events and Networking, and, Publications. The promotional material includes the logo and branding, leaflet, banners, website, email newsletter and press releases. The social media activity includes the OpenGovIntelligence social media accounts on Twitter, Slideshare and LinkedIn Group and participation in existing groups about LOSD. The Events and Networking category includes self-organized events, webinars or MOOCs, participation in events organized by others, participation in events organized by EC and Horizon 2020, synergies with other related Horizon 2020 projects and standardisation bodies. Lastly, the project will publish articles and project reports, as well as a Mendeley repository of references.

The dissemination actions have been planned over the timeline of the project and responsibilities have been assigned. The document is concluded by how we are going to measure the dissemination activities. We identified 15 measures, each with a target.

8 References

- Davies, T. (2010). "Open data, democracy and public sector reform."
- Goodman, L. A. (1961). "Snowball sampling." The annals of mathematical statistics: 148-170.
- Santhanamery, T. and T. Ramayah (2012). "Tax payers continued use of an e-filing system: A proposed model." Technics Technologies Education Management-Ttem 7(1): 249-258.

9 Annexes

9.1 Annex A - Partner's event participation

Table 10 - Partner's event participation

<i>Role / Partner</i>	<i>Event</i>	<i>Date</i>
TUDelft	Conference ICEGOV 2016	March 2016
	Conference Dg.o 2016	June 2016
ProXML	Open Data Belgium	May 2016
	Platform Linked Open Data (Netherlands)	April 2016
	SAI Data Summit	May 2016
	Open eGovernment Services Study Scenario Workshop	
SWIRRL	SWIRRL PublishMyData User Group meeting	February 2016
	UK public sector workshop on combining statistical data from multiple sources	March 2016
	Paul Maltby, Director of Data, UK Government Digital Service	March 2016
	UK Department for Communities and Local Government	April 2016
MI	AGU	October 2016
	IMDIS	December 2016

9.2 Annex B - Partner's communication channels

Table 11 - Partner's communication channels

Partner	Channel
CERTH	Twitter: @kalampokis @tambouris Web: www.islab.uom.gr Linkedin: www.linkedin.com/in/kalampokis www.linkedin.com/in/efthimios-tambouris-b72b6a
TU Delft	Twitter: @HMarijn @ricardomatheus Web: www.tbm.tudelft.nl/nl/over-faculteit/afdelingen/engineering-systems-and-services/sectie-ict/ Linkedin: https://www.linkedin.com/in/janssenmarijn
NUIG	twitter: @insight_centre @nuigalway Web: www.insight-centre.org/ http://www.nuigalway.ie Linkedin: www.linkedin.com/company/9271646 www.linkedin.com/edu/school?id=13382
TUT	Twitter: @nurkseschool @robertkrimmer Website: http://ttu.ee/nurkse http://nurkseschool.tumblr.com/ Linkedin: https://ee.linkedin.com/in/robertkrimmer
ProXML	Twitter: @PaulZH Web: www.proxml.be Linkedin: https://be.linkedin.com/in/pahermans
SWIRRL	Twitter: @swirrl @billroberts @ricoberts @rickmoynihan Web: http://www.swirrl.com Linkedin: www.linkedin.com/in/bill-roberts-456a515 www.linkedin.com/in/ricoberts www.linkedin.com/in/rickmoynihan
TRAF	Twitter: @northernjamie @traffinnovation Web: www.infotrafford.org.uk
VLO	Website: www.flanders.be/en Linkedin: www.linkedin.com/in/tom-van-gulck-52142a3
MAREG	Website: www.ypes.gr/el/ Linkedin: www.linkedin.com/in/antonis-stasis-59a03539
MKM	Website: www.mkm.ee/en
MI	Twitter: @MarineInst Web: www.marine.ie
EL	Web: www.enterpriselithuania.com Linkedin: https://www.linkedin.com/company/enterprise-lithuania