# eGovPoliNet
## The Policy Community

# Dissemination Report year 1, including promotional material (D 5.1)

| | |
|---|---|
| **Work package:** | WP 5 – Dissemination and sustainability |

| | |
|---|---|
| **GA Number:** | 288136 |
| **Acronym:** | eGovPoliNet |
| **Title:** | Building a global multidisciplinary digital governance and policy modelling research and practice community |
| **Funding Scheme:** | Coordination Action (CA) |
| **Work Package Lead:** | INNOVA |
| **Contributors:** | UKL, TUD, CERTH, INNOVA, UL, SUNY, UNU-IIST, UCDNUID |
| **Editors:** | Laura Schina and Francesco Niglia (INNOVA) |
| **Status and Date** | Draft version 0.7 of 26/09/2012 |
| **Dissemination level:** | Public |
| **Document full name:** | eGovPoliNet_D5_1_v0_7.doc |
| **Abstract:** | The report at hand documents the dissemination activities performed in eGovPoliNet over the first year of activity. This includes the definition of a proper dissemination strategy, the development of promotional material as well as the performance of dissemination activities and awareness raising through social media and newsletters. |

# TABLE OF CONTENTS

# LIST OF FIGURES AND TABLES

## EXECUTIVE SUMMARY

The dissemination report describes the scheduling of the activities carried out by the eGovPoliNet policy community during the first project year. The communication and dissemination activities have been grouped into three main categories:

- **communication** and engagement to ensure the project visibility, providing information about project proceedings and increasing interest by additional stakeholders in the eGovPoliNet project
- **cooperation** to enable a broad participation and involvement of stakeholders within the policy community and
- **networking** to gain sustainability over the time therewith enlarging the community and liaising with organisations, communities and projects establish cooperation in a long term perspective.

The report indicates also the promotional material developed during the first period and consisting of: a brochure, a leaflet and a project abstract as documents aimed to explain the objectives and the expected outcomes of the project; two newsletters and two press releases in order to inform about the project objectives and the activities carried out. Other project materials include: the logo of the project and two posters (one addressed to increase the awareness about the project and another focused on the scientific content of the Policy Community).

A web presence was designed and established to stimulate the public interest and to create and enlarge the community on "ICT for governance and policy modelling". The project created a networking group on LinkedIn and a case description on the ePractice Community Portal.

For each of the activities the report indicates the envisaged impact on the Community as well as the responsibility and the cooperation among project partners.

## 1. INTRODUCTION

The dissemination strategy for eGovPoliNet plays a key role for the achievement of the overall objectives and is an integral part of our project. On the following pages we present a plan that will provide a valuable vehicle for achieving the dissemination goals of the project. The presentation is divided into different sections underlying the work needed to be carried out in order to optimise the strategy undertaken.

The following topics are presented in this deliverable:

- The dissemination strategy in **section 2**.
- The activities carried out according to the dissemination plan in **section 3**.
- The overview of the plan for the second year in **section 4**.

## 2. DISSEMINATION STRATEGY

### 2.1. THE ROLE OF COMMUNICATION AND DISSEMINATION IN EGOVPOLINET

The *dissemination procedures* specified in this plan present the consortium's ambition to achieve an efficient and challenging spread of new knowledge on three levels. Each level has several channels, specific for each country. In addition to making reports from the project's different work packages available, the project partners will disseminate the findings in a wide variety of ways over the next couple of years, including country specific dissemination and awareness rising.

To create consensus among the stakeholders about eGovPoliNet, to involve them in to strengthening scientific, technological and social research and practice excellence in digital public governance and policy modelling, and to share lessons and innovative approaches of the existing projects and future projects, awareness rising about the project's objectives and community building activities is key. Dissemination and awareness rising shall in particular help to reach additional enabling audience for constituency building and future collaboration and cooperative work.

The major focus of the dissemination framework is therefore to ensure that the project's objectives, community building activities and outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods, and that those who can contribute to development, evaluation, uptake and exploitation of the outcomes can be identified and encouraged to participate. To achieve this, all project partners will use their personal and institutional social networks and long-standing experience in their projects, particularly in the area of policy modelling and e-governance.

Dissemination activities started in Month 1 by establishing *frameworks, processes and plans.* The dissemination strategy brings together current knowledge of target audiences, existing networks and priority activities during the project. It will be regularly reviewed and updated based on project developments.

The eGovPoliNet Policy Community aims to generate impact at

- International (Global and in particular European) level by involving other global communities so to create shared and value added contents in the field of digital public governance and policy modeling;
- National level by increasing the awareness at a country level about the opportunity to collaborate each other by implementing and exploiting agreed strategic policies; and
- Local level by involving the stakeholders (communities, organisations, companies, etc.) interested in the field.

At each of these levels the activities carried out by the community are addressed to:

- Establish agreements and cooperation patterns with other communities operating at global, national and local level in order to provide evidences about the benefits led by the implementation of efficient governmental policies for businesses, public entities and the public at large;
- Contribute to give evidence of the importance for European Industry of cooperating and exploiting the potentialities of digital platform, modelling simulation and visualisation tools, in order to strength its competitive position. This will enable the major transparency of the information that plays a critical role in the improvement and optimisation of the economic, political and social decision making process involving multiple stakeholders and entities.

- Build patterns of collaboration among policy/decision makers, think tanks, etc., scientists and academics in order to translate theoretical frameworks, research methods and disciplines in successful cases of practical implementation.
- Show how the integration of multidisciplinary and global skills and expertise can support the internationalisation of R&D outcomes, suitable to be implemented in the European strategic policies.
- Boost the increasing engagement of citizens and enable their interaction with governments and public entities, also leveraging the widest usage of ICT tools. This action can have the main impact on promoting the citizens' e-participation in political and administrative decisions.

## 2.2. THE ADOPTED STRATEGY FOR EGOVPOLINET

The eGovPoliNet concept and results will most effectively be disseminated through three overlapping strategies, each focusing on a different area of the project. These strategies are not rigid guidelines and can be adjusted during the project.

An important starting point is to clarify some different key phases to help manage the varied and complex communication activities that will be undertaken. In this case the critical steps have been summarised as follows:

❑   ***To create the project identity and stimulate the awareness about the project***
- Branding – creating the project's identity to be used on all marketing material (logo, brochure, web presence, etc.).
- Stakeholder Mapping – to determine who needs to contacted and when.
- Stakeholder Communication – Communicating with identified stakeholders (see particular activities performed in work package 3 and documented in D3.1).
- Terminology – to ensure the use of relevant notions, key words and concepts (Glossary).
- Key Messages – to ensure all material maintains the right focus for eGovPoliNet.
- Website and social media presence – the place of communication with all stakeholders.
- Materials – create range of dissemination materials (Brochure, Posters, Project presentation, etc.).
- Newsletter – design and format process for six-monthly newsletter distribution.
- Events / Conferences – identify key events to reach audience targeted by eGovPoliNet.
- Planning – pulling all the above elements together to keep an up-to-date dissemination plan.

❑   ***To disseminate the project activities and results***
- Newsletter distribution
- Presence in social media
- Regular presence and push of information in social media and on the web site and the knowledge portal
- Attendance and awareness rising at key events to reach stakeholders
- Hosting of Dissemination Workshops and of a final policy community Workshop
- Generation of positive media coverage

❑   ***To assess the impact of the project results after its end***
- Measurement of success
- Evaluation of success and validation of results against key metrics
- Development of a sustainability plan including a business model for sustainability beyond EC funding

❑ ***To create expert networks and liaison with other projects and organisations***
- One of the main outcomes of the project is to create a community of experts in Governance and Policy Modelling and to set up a network of organisations and communities that will be interested in sharing their knowledge and practice. Therefore the final strategy will be focused on building these paths of collaboration and using them as key dissemination channels. Close links with activities in work package 3 have to be established to reach out widely and to sustain the network beyond funding period.
- In order to drive efficiency and promote an international cooperation, eGovPoliNet proposes to work closely with various networks and other projects to share data, best practices, lessons learned and resources. Apart from exploiting partners' working relationships with the various networks, the dissemination lead will be continuously researching new projects and links that could be beneficial at the local, national or international level.

eGovPoliNet's dissemination strategy builds on synergies of networks in which its project partners are already involved. Hence, collaboration with existing projects and networks plays a key role in establishing paths of collaboration and work sharing.

The existing links with projects and communities on ICTs for Governance and Policy Modelling include:

1. *CROSSROAD*, UKL is partner and will ensure knowledge transfer to eGovPoliNet.
2. *OCOPOMO,* UKL coordinates this project and will, together with TUK and Volterra ensure to transfer insights from the project towards eGovPoliNet.
3. *PRIMA - Prototypical policy impacts on multifunctional activities in rural municipalities*, RG is involved and ensures knowledge access to eGovPoliNet.
4. *Puzzled by Policy: Helping You be Part of the EU,* CERTH is involved and ensures knowledge access to eGovPoliNet.
5. *WeGov*, UKL will ensure knowledge access to eGovPoliNet.
6. *EU Tender DG INFSO,* UCDNUID is involved and ensures knowledge access to eGovPoliNet.
7. NET-EUCEN, Innova is the coordinator of the network aiming to explore the potentialities of the user-centricity in the public services' deployment.

At National and regional level, the projects in on ICT for Governance and Policy Modelling, where partners of eGovPoliNet are involved and which provide access to respective actors of the field, are:

1. *BCASO - The Balance of Care in an Ageing Society,* COMPASS is involved and ensures knowledge access to eGovPoliNet.
2. *CRC - Understanding Crowd Behaviour Simulating Situated Individuals*, RG is involved and ensures knowledge access to eGovPoliNet.
3. *IPSE - Innovation Policy Simulation for the Smart Economy,* UCDNUID is involved and ensures knowledge access to eGovPoliNet.
4. *MEL-C - Modelling the Early Life-Course,* COMPASS is involved and ensures knowledge access to eGovPoliNet.

Other links include projects, organisations, networks and communities engaged in: citizen engagement and participation (especially the MOMENTUM and the DEMO-net communities are of high relevance to the eGovPoliNet community building activity, as they have established a corpus of knowledge relevant to eGovPoliNet and respective communities in the field); digital government and governance (at international, national and regional level).

## 2.3. THREE TYPES OF DISSEMINATION TO BE PERFORMED

Three different ways of dissemination will be employed in eGovPoliNet:

- **Dissemination for Awareness**: This type aims at making people aware of the work of the project. This may be useful for those target audiences that do not require a detailed knowledge of the work in eGovPoliNet. Yet, it is helpful that a wider group of people is aware of the policy community's activities and outcomes. Creating such an awareness of eGovPoliNet's work will help the "word of mouth" type dissemination and help build an identity and profile within the relevant communities.

- **Dissemination for Understanding**: A number of groups/audiences will need to be target directly with dissemination activities, with eventually involving the targets in the activities carried out within the policy community. The rationale of involving such audience is in two directions: these actors can benefit from what eGovPoliNet has to offer; and they can contribute to added valuable contribution in the community's results. It will be important, therefore, that these groups/audiences have a deeper understanding of eGovPoliNet's work.

- **Dissemination for Action**: "Action" refers to a change of practice resulting from the adoption of products, materials or approaches offered by eGovPoliNet's community. These groups/audiences will be those people that are in a position to "influence" and "bring about change" within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of eGovPoliNet's work in order to achieve real change.

## 2.4. SPECIFYING THE TARGET AUDIENCE

According to the aim of the eGovPoliNet project, stakeholders have to be involved in the ongoing activities. To reach out in the proper way to the different target groups, dedicated communication and dissemination activities are grouped along the two different primary target groups:

- **Target group 1.** A primary target group represented by policy makers operating at different levels, e.g. mayors, executive officers, heads of administration, elected representatives (members of the regional parliaments etc.), Civil servants dealing with policies planning, implementation and evaluation, as well as policy advisors, policy analysts, think tanks, representatives of civic society (NGOs, civic organizations) as well as research community, which can act as impact multiplications towards policy makers at all levels.

  o **Policy Makers** will have an important role to participate at the Policy Community building process both as contributors and users of the benefits provided. This is because the **policy maker** has as primary goal to guide decisions and achieve rational outcome(s). In this category we can include government representatives, private sector organizations and groups, and individuals.

  o **R&D Centres, R&D Communities and Universities** will have a fundamental role in eGovPoliNet. Their contacts are mainly managed within the activities of WP1, WP3 and WP4. The engagement strategy will be based on the direct contact and commitment of main people working in the research and management, so to ensure an effective and actual data exchange and sharing among organizations and eGovPoliNet. Key actors of this group also is to be engaged to share ideas and provide

feedback about upcoming roadmaps and grand challenges in the field. A continuous mutual feedback for current research results between this cluster category and eGovPoliNet is essential.

- o **Industries**, **software developers**, **private subjects** are directly interested in acquiring the knowledge about future scenarios and technologies in the medium and long term, furthermore they should base their business plans also by taking into account the application policies at international, European, national and local scale. The recommendations to be drafted and developed in eGovPoliNet will include also the mentioned data and this cluster of stakeholders will be naturally engaged in the project process. Beside, this cluster will put at disposal some knowledge within the activities of WP3 and WP4 and might rise issues related to the protection of knowledge and IPR.

- o **User Communities** will be approached by showing the usability, the envisaged features related to the technological achievable level, the potentialities of the envisaged solutions and how they would impact on the real day-by-day life. These activities will be characterised by a double flow "providing information / gathering ideas". Actors include users' Associations as the final adopters of the solutions implemented, which collects feedback and expectations of citizens.

- **Target group 2.** A secondary, broader target group represented by all stakeholders who can benefit from improved social and societal models to show policy and decision making consequences, facilitated dialogue and interaction with policy makers and ultimately enhanced relevance of policy making to their needs.

- o The eGovPoliNet awareness activities will be addressed also for the public in a European large scale since the results of the project about the current and future possibilities to save energy and money have a huge interest in all the users. Moreover, people could provide feedback about new potential ideas and fields of applications. Thus, the message of the dissemination will address all the potential ICT4GOV and Policy Modelling expertise owners, not directly belonging to the "stakeholders" categories, with the aim to have also a feedback about the usability and effectiveness of such envisaged technological schemes in the support to other usability application fields. The engagement will be supported by the activities of feedback gathering from the people attending the open events. Stakeholders under this group can gain advantage from improved social and societal models and communication with policy makers and ultimately enhanced relevance of policy making to their needs. This category can include: funding institutions, students, general public and so on.

The project partners will explore innovative models to promote communication and understanding between different actors on acting on the policy modelling and governance in order to improve the research on the field.

The eGovPoliNet consortium has developed a strategic profile for communication with the scientific community as well as the public in order to contribute to the growth of knowledge and to increase the public appreciation and understanding of research. As indicated in the different national dissemination strategies the coverage on the national level will be extensive through information to policymakers, national institutions responsible for public governance, research centres and NGOs.

Table 1 presents a strategy matrix for the dissemination of information to the two primary target groups of interest of the project, as described above.

eGovPoliNet
The Policy Community

**Table 1:** Methods of dissemination for each target group

| | Methods | Target Groups Categories | Policy Makers | R&D Centres, R&D Communities and Universities Groups | Industries, Software Developers, Private Companies | Users Associations | Others |
|---|---|---|---|---|---|---|---|
| **Internet** | Website | | X | X | X | X | X |
| | e-Mails | | X | X | X | | |
| | Social Networks | | X | X | X | X | X |
| | Users' Forum | | X | X | X | X | X |
| **Publica-tions** | Scientific Papers[1] | | | X | X | | |
| | Popular Publications[2] | | X | | | | X |
| | Project presentations | | X | X | X | X | X |
| **Events** | Conferences | | | X | | | X |
| | Academic Meetings | | | X | | | |
| | Workshops | | X | X | X | X | |
| | Dissemination Events | | X | X | | X | X |
| | Lectures/ Seminars | | | X | | | X |
| **Announce-ments** | Press Releases | | X | X | | X | X |
| | Newsletters | | X | X | | X | X |
| | EC Vehicles | | X | X | | | X |

The table is an aid when making decisions about which groups should be informed of events taking place within the project. The table makes no distinctions between international, national or local levels, since for example target groups that should be informed may be represented at all three levels. The decision to inform must therefore be based on content and purpose.

The dissemination is not a static process, indeed, a good dissemination strategy should be flexible and the different activities can be adjusted according to circumstances such as positive or negative reactions of end users to dissemination techniques deployed. The eGovPoliNet dissemination plan covers the general dissemination means and techniques that will take place during the 36 months of the project and ensure the project reaches its objectives.

It is crucial for the success of the project that internal (eGovPoliNet partners) and external (potential stakeholders) are in constant communication about the work and activities run during the project. It is equally important that all project partners are aware of the common strategy, branding, key messages and activities taking place and can benefit from positive exposure of the project.

The dissemination strategy in eGovPoliNet helps to promote the knowledge sharing inside and outside the Policy Community, to engage new stakeholders focused on the governance and policy

---

[1] Scientific papers are related to contributions and findings on the field of research.
[2] Popular publications include article related to project explanation and similar.

modelling, to add valuable insights at the discussion on the field. In this aim the Consortium will provide tangible evidences that the collaborative work and research can play a crucial role in terms of academic excellence, policy modelling and governance innovation and improvement thanks to the ICTs' exploitation.

At the time the communication of success and the announcement of exploitable developments are of direct value to the participants themselves. In particular the messages that the consortium intends to address are directed to:

- Draw the attention of national governments, regional authorities and other public and private funding sources to the needs and eventual benefits of the research;
- Attract the interest of potential stakeholders in order to enlarge the Policy Community;
- Enhance the reputation of participants at local, national and international level;
- Aid the research for stimulating the interest of the public at large.

The following sections describe in further detail the "key components" of the eGovPoliNet dissemination strategy in terms of activities and modes needed to be carried out for optimising the communication of the project and the policy community.

## 2.5. THE ACTIVITIES AND MODES

The strategy adopted in order to disseminate and communicate the project starts with the main purpose to build a strong project/brand identity and a clear message about the purposes of the initiative. These are critical elements if we hope for a wide dissemination of the project results and its future sustainability. This applies as much for projects where the end-users are public administrations, policy makers as for projects aimed at the public at large.

eGovPoliNet will recognise the value and importance of developing a concrete and consistent brand identity that will be used in all products to ensure a common look & feel. As outlined below, a logo, project website and associated literature (brochure, newsletter, leaflets, and so on) are all key elements of building a brand identity for the eGovPoliNet project.

The Dissemination plan as briefly introduced in the previous section will use different kinds of materials in order to show all the potentials that the project has. The Plan will develop and organise a number of instruments (a website, a stakeholders' repository, a user forum and so on) to promote and facilitate the creation of a community in which people with different skills and expertise are able to discuss and collaborate, share knowledge and insights, enlarge the community by attracting new potential stakeholders.

Table 2 outlines the dissemination materials and associated techniques to be set up at the beginning of the project and also outlines the key activities that will be performed by the partners.

**Table 2:** The key components of the dissemination

| Material | Reason for Use |
|---|---|
| **The message of the Project** | The message represents the first element to communicate outwards the main purposes of the project. |
| **Project logo** | The logo is representative of eGovPoliNet concept and vision |
| **Project Website** | Use as a central point for creating project visibility. Hosting all public information about the project along with a private partners section for project management purposes. Project website to be regularly updated. |

| Material | Reason for Use |
|---|---|
| User Forum | One of the most significant features of the portal will be a user forum where members can discuss and interact, exchange ideas knowledge and expertise on governance and policy modelling. |
| Focused Links | Will help drive more traffic to the eGovPoliNet platform by placing links with other similar project sites or information portals where potential end-users surf |
| Newsletters | Emailed to a specially created mailing list consisting of all project beneficiaries. |
| Press Releases | Informing stakeholders about project key events (launch of the eGovPoliNet community) and success stories. Distributed to International, national, European and specialist press |
| Articles & Publications | Created by project partners and experts associated with the project |
| Power-point Presentations | About the eGovPoliNet project, objectives and achievements in English language. The template will form the basis of presentations about the project at events worldwide |
| Project Leaflet (Flyer) | Promotional flyer in English language. Will contain basic information about the eGovPoliNet project. The leaflet will be downloadable from the project website and should be widely distributed at various events, conferences and workshops |
| Whitepaper | Several whitepapers will be written during the project to mark the critical milestones and learning points of the project. |
| ePractice Portal | To promote the project through the spread of the case on a portal with a global visibility in order to gain awareness about the community and extend the opportunity to liaise with successful communities focused on complementary or/and aligned areas of interest |
| LinkedIn Group | To help reach out to potential stakeholders at more decentralised offices and to reach Government and Policy Modelling interest groups and associations worldwide |
| Other Social Media | The use of additional social media techniques will be subject to an ongoing review by the Project Partners and the changing demands of the users (i.e. Twitter could be a great way to update users about project news; Facebook could attract a different audience most familiar with informal social networking means). |
| Activities | Rationale |
| Conferences | Disseminate eGovPoliNet at relevant International, European, National and Local conferences focused on ICT for Governance and Policy Modelling and Social Simulation and Modelling for Public Policy. For list of conferences attended section 3.6.3 |

| Material | Reason for Use |
|---|---|
| Cluster events & European concertation meetings | eGovPoliNet will participate in cluster events organised by similar projects to expand the network of stakeholders, gain new links and users and share best practice. |
| Workshops & Seminars | eGovPoliNet will attend relevant seminars and workshops but will also organise a final European event to inform the stakeholders about the project results (M 35). |

All dissemination materials and proposed activities will be reviewed at project meetings to ensure they are up to date and used effectively.

### 2.5.1. Interactive communication

The process of gaining access to workplaces included in the project provides an opportunity to communicate the main ideas of the project and organise expert meetings. The project partners plan to explore this possibility to interactive communication about the project at their national and local environments. Table 3 provides an overview of key concepts engaged to establish interactive communication among key actors and eGovPoliNet.

**Table 3:** Key concepts in building liaison & collaboration through the interactive communication

| | |
|---|---|
| Objective | eGovPoliNet website will create an area for focused links which will help drive specific audience to the sites. Links with similar projects will be created through partners networks and dissemination activities |
| Key Message/Content | eGovPoliNet aims to build Research& Practice Community and connect Policy Network to citizens' needs |
| Target Stakeholder | For all similar project and initiatives interested in on ICT for Governance and Policy Modelling and Social Simulation and Modelling for Public Policy |
| Information Required & Level of Detail | List of sites / projects and their brief descriptions |
| Information Provider | WP Leaders |
| Communication Methods | Use of social bookmarking in order to list all of the sites to be linked in. |
| Activity Required for Production & Delivery | • Attendance at conferences and events <br> • Surfing and contacting relevant sites for linking |
| Frequency & Timing | Continuous gathering and update on the sites |
| Feedback and Follow Up Activity | • Insure links are always working and names are current <br> • Check traffic to the sites and from the sites |
| Responsible Partner | INNOVA |

## 2.6. MONITORING EFFECTIVENESS OF COMMUNICATION

### 2.6.1. Rationale

INNOVA as the leader of the WP5 Dissemination will be in charge of the overall monitoring of all dissemination activities and will report to the project coordinator in case of any problems. However, each partner will be in charge of locally monitoring its own dissemination activity and to report and consult the progress and pitfalls with INNOVA. All partners are responsible for liaising with the national and local media for dissemination purposes and ensuring that they engage enough stakeholders to properly enlarge, reinforce and added value to the community.

### 2.6.2. Measurements Criteria

The following measurement criteria will be used during the run of the WP5 to determine success of the material and techniques selected for eGovPoliNet.

**Table 4:** Key Measurement Criteria

| Category | Measurement | Techniques |
|---|---|---|
| *Clarity* | Are the engagement tactics relevant and recognisable? | • Website pop-up surveys<br>• Newsletter take-up stats<br>• Q&A seminars<br>• Consultations with user groups<br>• Workshop feedback forms<br>• Audience research<br>• Response rate to take-up<br>• Internet hits (overall & unique)<br>• Media evaluation (positive and negative coverage) |
| *Focus* | Has the right message been delivered to the right audience? | |
| *Effectiveness* | Is there an effective delivery mechanism for each message? | |
| *Responsiveness* | Is there a system of collating all feedback to determine effectiveness? | |

Regular updates of the project achievements will be communicated, including results (presentations, press releases, participation in events etc.) which will be highlighted on the websites, social media sites, etc.

For each of the dissemination activity, one or more measurement or feedback mechanisms will be used to measure effectiveness of the communication. See some examples below:

- **Website:** Setup Google Analytics and measure the number of visitors per day/ traffic to the portal / source of traffic and amount of time spent on the site;
- **Focus Links**: The number of sites linked to eGovPoliNet website & portal, the number of link exchanges;
- **Newsletters:** The number of subscribed people;
- **Press Releases**: Coverage (number of media buyers) and frequency (positive or negative media evaluation), the level of involvement of news agencies in dissemination
- **Project Leaflet/Brochure/Flyer**: Distribution rate versus portal traffic;
- **LinkedIn:** Group membership and number of posts
- **Publications:** Number of publication and audience per publication, traffic rate on the site;
- **Events and Conferences:** Use Google analytics to measure traffic on the site after an event, measure number of newly subscribed users
- **Other projects**: Level of collaboration with other projects, number of joint events.

# 3. THE ACTIVITIES CARRIED OUT

## 3.1. THE PROJECT IDENTITY AND LOGO

As a first step, the key message of what the policy community aims at needed to be specified. It conveys the objectives and activities of eGovPoliNet to a wider audience in order to gain project visibility and awareness. Criteria for this message were a consistent branding, clear message, not confusing or contradictory from one channel to another. Table 5 summarises these key messages.

**Table 5:** Key elements of the project message

| Users & Beneficiaries | Key Messages |
|---|---|
| Members | |
| Policy Makers & Governmental Institutions | • ICT will play a critical role for future Governance and Policy Modelling<br>• The Policy Community have to follow a strategy builds around a multidisciplinary approach |
| Researchers & Practitioners | • The Policy Community needs to be Global<br>• Accessibility, transparency and inclusiveness for all |
| Industries | • Sharing of knowledge and expertise<br>• Interactive environment |
| Citizens at large | • Creating more cohesive society<br>• Building public trust in government |
| Wider Country audience | • Raising the quality of democracy<br>• Enabling wide range dialogue |
| Wider European audience | |
| Wider International audience | |
| **Influencers** | **Key Messages** |
| European Commission | |
| Experts | • Direct results (joint proposals, initiatives) coming from the eGovPoliNet platform<br>• Involvement of all stakeholders is critical for successful implementation of the policy community |
| Specialist Media | • Internet and Media are powerful dissemination channels<br>• eGovPoliNet responses to many other EU initiatives |
| International, National and Local Media | |
| International, National and Local Conference Events | |

| Providers | Key Messages |
|---|---|
| Project Partners | • Developing and testing new ICT tools for government is opening up new markets<br>• Participating in EU projects helps partners with their general awareness |
| Additional Members | • Everyone will benefit from improved research and practice conducted during the project, not only the projects direct partners |

The generic message to be used was agreed to be the project title "Building a Global Multidisciplinary Digital Governance and policy Modelling Research and Practice Community" as it contains the most important features of the community and addresses the most important elements that the project aims to carry out:

- Globality: indicating the inclusion of a wide number of stakeholders located worldwide;
- Multidisciplinarity: underling the different skills and expertise of people, organisations, companies and institutions involved on the different activities;
- Governance and Policy Modelling: those are the topics of interest carried out within the community.

The Logo provides the first insight of the project identity, by expressing the brand and the core concepts of the network. eGovPoliNet's project logo is a straight forward illustration of the eGovPoliNet message focusing on the concepts to be multidisciplinary, international and global. It is used on all project-related presentations, publications, reports, deliverables and dissemination material. The project logo is shown in Figure 1.



**Figure 1:** The Project Logo

Several versions of the logo are available from the project Intranet site including low resolution (72dpi) files for on-screen use and high resolution (300dpi) files for printing. Colour and greyscale versions are available as appropriate.

### 3.2. THE PROJECT PROMOTIONAL MATERIAL

Project promotion material has been created with the aim of efficiently promoting the eGovPoliNet project, informing the users, experts, the EC and funding bodies of the possibilities opened up by European ICT for governance and policy modelling; this material includes: **leaflets, project folder, templates, posters, etc**.

All material is consistent with the project identity and was commonly developed with the support of project partners and project coordinator. The material is used by project partners for the dissemination activities they undertake during the project, e.g. speeches at conferences, short project presentations at various events, etc.

The following material has been developed:

1. **The posters**

Two posters have been produced, both in colour and 70x100 formats:

- One being more general about the project, with indication of the main thematic working areas and project goals. This poster targets mainly in dissemination events (see http://www.policy-community.eu/in-a-nutshell/poster-general)
- One being more specific about the analysis and methodologies to be followed for achieving the main purposes. This poster targets mainly in cooperative events (see http://www.policy-community.eu/in-a-nutshell/poster-technical)

Additional specific posters, varying size and/or message will be produced along particular requirements of specific events.

## 2. **Other public documents for dissemination**

Specific general documents have been set up for generic dissemination purposes; these documents include the project description, its goals and main findings at date of release, the list of partners. These documents are typically used by partners for general dissemination and awareness rising. The formats of documents are:

- Official **leaflet** (A3 paper format, see http://www.policy-community.eu/in-a-nutshell/leaflet)
- Official **brochure** (A 4, three-folded, see http://www.policy-community.eu/in-a-nutshell/brochure)
- Official **presentation** (PPT slides, http://www.policy-community.eu/in-a-nutshell/project-presentation/view)

These announcements are used also as communication towards different initiatives and newsletters.

## 3.3. THE WEB PRESENCE

The website for eGovPoliNet is central to the dissemination and the communication of the project's objectives and to engage external stakeholders interested in the topics of the project. It is also important to establish links with similar and/or complementary projects or other projects of relevance. This is of special value in order to pursue an integrated and multidisciplinary approach, but also to improve the quality of cross-national comparisons. The aim of the website is to function as a source of information for all interested parties outside the project[3]. This aim is met by:

- Presenting the aims and objectives of the project, the consortium composition, and the project's organisation;
- The presentation of project results and expected outcomes, the conferences/meetings attended and the workshops and dissemination/communication events organised;
- List of project publications, newsletters, press releases as well as updates of new findings in the area of research.

The web presence is accessible live on www.policy-community.eu/. It is a key medium for presenting the activities which are being developed and for attracting a network of partners and potential stakeholders, associations, public entities and other organisations and potential users that have a key interest in topics of the project.

The project web site is maintained and updated regularly, and will be active for at least 2 years after the end of the project.

**Table 6:** Key concepts of the Project Website

| Objective | The eGovPoliNet project website is to be used universally by people outside the project to inform them about the progress activities |
|---|---|

---

[3] The project website contains also the internal collaboration space, which was set up and is provided by the project coordinator (see D 6.1)

| | |
|---|---|
| **Key Message/Content** | ▪ The vision of eGovPoliNet<br>▪ The importance to build an International Policy Community<br>▪ The multidisciplinary approach in community and constituency building |
| **Target Stakeholders** | ▪ Policy Makers and Policy Advisors<br>▪ Private Businesses and Consultancies<br>▪ Professional Associations<br>▪ Research Groups<br>▪ IT Providers<br>▪ Think Tanks or Policy Leaders<br>▪ Citizens al large |
| **Communication Methods** | ▪ Internet |
| **Activity Required for Production & Delivery** | ▪ Gathering various content from the partners<br>▪ Linking to main eGovPoliNet platform<br>▪ Linking to other similar websites / projects<br>▪ Gathering content from other sources (e.g. other sites)<br>▪ Content/comments from the audience (including the stakeholders)<br>▪ Website content managers insert all information through relevant functions of the website |
| **Frequency & Timing** | Created M 1 and updated throughout the lifecycle of project |

### 3.4. SOCIAL PRESENCE

eGovPoliNet manages a LinkedIn group (http://www.linkedin.com/groups/eGovPoliNet-Policy-Community 4076798) for attracting people and to achieve wide awareness in the professional world. It also serves to cooperate in the policy modelling community. Due to the collaboration agreement with Crossover, the initial policy community group on LinkedIn has been merged with the Crossover LinkedIn group Policy Making 2.0: http://www.linkedin.com/groups?gid=4165795.

The LinkedIn group represents an asynchronous cooperation tool in which the project partners and stakeholders are enabled to participate in discussion. Furthermore it is used to post the official news, information on community building and official communications. The idea is to deploy the LinkedIn forum and its capability to expand contacts and create awareness of eGovPoliNet activities also to those researchers and experts not usually involved in the European Commission wide activities.

In addition a case on the ePractice community has been created[4]. This portal gives the possibility to gain visibility and increases the awareness about the case; in addition enables the knowledge sharing among members, countries and communities working on similar or complementary issues.

**Table 7:** Key elements of the social networks

| | |
|---|---|
| **Objective** | Reach a more extended target audience that does not attend conferences or reach people in more decentralised offices that normally don't travel to events |
| **Key Message/Content** | The exploitation of ICTs potentialities for Governance and Policy Modelling |

---

[4] http://epractice.eu/en/cases/egovpolinet.

| Target Stakeholder | • Public at large<br>• Media |
|---|---|
| Communication Methods | • General account<br>• Create a large group of members and fans |
| Activity Required for Production & Delivery | Need to summarize content and condense into short sentences |
| Frequency & Timing | Continuous |

## 3.5. PRESS RELEASE AND NEWSLETTER

Press release and Newsletter are two important means to inform external stakeholders about projects key events attended, achievements, future plans and success stories. This material is usually distributed to International, national, European and specialist press, by all Partners according to their communication channels.

| Objective | Generate press coverage in general and specialist media |
|---|---|
| Key Message/Content | • Informing target audiences about the opportunity to exploit ICTs potential for Governance and Policy Modelling |
| Target Stakeholder | In addition to partners, experts, International National and Local Media |
| Information Required & Level of Detail | • Reports from major dissemination activities<br>• Key step-by-step achievements of the project<br>• Joined initiatives |
| Information Provider | Content from INNOVA and all Partners |
| Communication Methods | INNOVA will coordinate the launching of PRS along with partners |
| Activity Required for Production & Delivery | • Creation of a template release<br>• Modification of template |
| Frequency & Timing | In response to key milestones and external events |
| Feedback and Follow Up Activity | Check whether journalists have written an article around the PR and set up link to it |
| Responsible Partner | INNOVA + All partners |

**Table 8: Key concepts of the Press Release**

| Objective | Simple way of keeping all stakeholders informed about the progress of eGovPoliNet and ensuring their ongoing interest |
|---|---|
| Key Message/Content | The electronic newsletter will contain project highlights (major outcomes, links, contacts, dissemination activities). |

| | |
|---|---|
| **Target Stakeholder** | The eGovPoliNet newsletter will target key stakeholders (international, EU, national and local levels), on a voluntary basis (registration to the newsletter will be done through the eGovPoliNet portal and website and various workshops and events). |
| **Information Required & Level of Detail** | **Sections**:<br>• Current updates on the initiatives centred on Governance and Policy Modelling<br>• Updates about the development and deployment of the tool<br>• Updates on major dissemination events where eGovPoliNet has been presented<br>• Updates on related projects and initiatives<br>• Networking and Communication Channels |
| **Information Provider** | INNOVA and all partners |
| **Communication Methods** | • INNOVA will be responsible for the editing and all Partners can publishing the newsletters on their communication channels<br>• Languages: English |
| **Activity Required for Production & Delivery** | • Gathering various content from the partners as well as from the users |
| **Frequency & Timing** | Will be issued every 6 month. The first at M3, and then M9, M15, M21, M27, M33, M36 for the end of the project |
| **Feedback and Follow Up Activity** | Feedback from readers will allow fine-tuning of the newsletter |
| **Responsible Partner** | INNOVA + All partners to help with contents |

**Table 9: Key concepts of the newsletters**


Means such as IST Results, PIDS, etc., represent an opportunity for enhancing the visibility of project, as well as for fostering synergies among existing initiatives in the same field.
All dissemination perspectives and means are further investigated and updated during the project and constantly monitored and updated consistently with the possible new dissemination opportunities that will emerge along with the project.


## 3.6. THE EVENTS

### 3.6.1. The Rationale and concept for conferences, seminars and workshops
Following the broad interdisciplinary profile, each country specifies national and international conferences and events to attend for workshops and presentation of papers.


| | |
|---|---|
| **Objective** | To gain visibility through participation at relevant conferences and cluster events,<br>eGovPoliNet will participate in organising cluster events with similar projects to disseminate the project results. |
| **Key Message/Content** | • Presentation of project findings and innovative aspects<br>• Attracting new potential stakeholders |
| **Target Stakeholder** | • Organisations<br>• Researchers and Practitioners |

| | |
|---|---|
| | • Strategic decision makers<br>• Policy makers<br>• Business leaders<br>• Think tanks<br>• Scholars<br>• Services' Providers<br>• Academic Scientists<br>• Leading Engineers<br>• Industries<br>• Governmental institutions<br>• Public and Private Administrations<br>• Other professionals |
| **Information Required & Level of Detail** | As required by the event |
| **Information Provider** | All partners attending the conference / event |
| **Communication Methods** | • Presentations<br>• Project Stand<br>• Brochures and collateral give away |
| **Activity Required for Production & Delivery** | Ad hoc leaflets, PPTs and collateral to be produced |
| **Frequency & Timing** | At least each two months eGovPoliNet partners will attend the conferences/events matching the different areas of interest and a report will be produced after each event including the most relevant information required as shows the template in the APPENDIX A<br><br>A list of conferences and networking events attended in the first year is provided in section 3.6.3. |
| **Feedback and Follow Up Activity** | Measuring traffic on the eGovPoliNet website directly after the event |
| **Responsible Partner** | All partners |

**Table 10: Key concepts in the conferences' attendance**

| | |
|---|---|
| **Objective** | To directly engage target stakeholders, spread the project achievements validate and share knowledge and expertise on the field |
| **Key Message/Content** | Workshops and seminars to be arranged at the international, national and local levels |
| **Target Stakeholder** | • Organisations<br>• Researchers and Practitioners<br>• Strategic decision makers<br>• Policy makers<br>• Business leaders<br>• Think tanks<br>• Scholars<br>• Services' Providers<br>• Academic Scientists<br>• Leading Engineers<br>• Industries<br>• Governmental institutions<br>• Public and Private Administrations |

| | |
|---|---|
| | • Other professionals |
| **Information Required & Level of Detail** | • Overview of the project and objectives<br>• Evaluation |
| **Information Provider** | All Partners |
| **Communication Methods** | • Face to face |
| **Activity Required for Production & Delivery** | • All Partners have to prepare seminars & workshops according to their mainly expertise and research field; to invite people and engage potential additional stakeholders |
| **Frequency & Timing** | • Workshops (as needed)<br>• Seminars (as needed)<br>• Final Workshop (M35) |
| **Feedback and Follow Up Activity** | Feedback from workshops and seminars will be collected also through the distribution of questionnaires during the events and will be used to validate the project's achievements |
| **Responsible Partner** | All partners |

**Table 11: Key elements in workshops & seminars attendance**

### 3.6.2. Type and scope of the events

**Different kinds of events have** been planned within the project framework; they are classified depending on the main purpose they belong to. Purposes are:

- **Creation of mutual exchange of information** between the consortium and the potential external stakeholders for building consensus, acquiring input and validating the project results. This scope has been pursued through the cooperative events (workshops for validation of results);
- **Creation of awareness about project findings** in the wide audience and to reach and create interest also amongst those not directly involved in the eGovPoliNet Community but still capable in providing valuable feedback regarding the roadmap assessment. This scope will be pursued through dissemination events when project findings will be available.
- The third is aimed to enlarge the community by attracting external stakeholders especially experts in Governance & Policy Modelling and in Social Simulation and Modelling for Public Policy. This scope has been pursued through networking events (main focus of this activity is in WP 3, see more details in D 3.1).

The project envisages an international **workshop** to be embedded in a major event such as the annual international IFIP EGOV conference or the ESSA (European Social Simulation Association) annual conference in 2014. The workshop will take place at the end of the project in order to disseminate and demonstrate widely results of the community building activity towards key stakeholders (e.g. policy makers, advisors and analysts, NGOs, researchers in the field of ICT for decision making).

### 3.6.3. List of dissemination and networking events in year 1

The following table lists conferences that have been attended by eGovPoliNet partners for disseminating the eGovPoliNet project.

| EVENT | ORGANISERS | TARGET GROUPS | WEBSITE | DATE & Location |
|---|---|---|---|---|
| **IFIP EGOV & ePart 2011** | IFIP WG 8.5 | Academia and Research, Public, NGOs stakeholders: Academic, public administration offices, public bodies, NGOs, education institutions and independent organisations | www.egov-conference.org www.epart-conference.org | 29 Aug - 2 Sept 2011, Delft, NL |
| **ECCS 2011** | Technical University of Vienna | Leading commercial; Government; Research Organisations. | http://www.eccs2011.eu/ | 14 - 15 Sept 2011, Vienna, Austria |
| **IES Citadel Statement Lecture series** | Institute for European Studies (VUB) | Academics, Governments, Industry | http://www.ies.be/autumnlectures2011/ | Sept – Dec 2011, Brussels, Belgium |
| **ICEGOV 2011** | UNU-IIST Center for Electronic Governance in cooperation wiht e-Governance Academy, Estonia and the Center for Technology in Government, University of Albany, USA | Practitioners, developers and researchers from government, academia, industry and non-governmental organizations, focussing particularly ICT4D | http://www.icegov2011.icegov.org/ | 26 - 28 Sept 2011, Tallinn, Estonia |
| **eChallenges 2011** | International Information Management Corporation Limited (IIMC) | Leading commercial; Government; Research Organisations | http://www.echallenges.org/e2011/ | 26 - 28 October 2011 |

| EVENT | ORGANISERS | TARGET GROUPS | WEBSITE | DATE & Location |
|---|---|---|---|---|
| **PRIMA Workshop** | CEMAGREF | Participants from research and practice from the PRIMA context | https://prima.cemagref.fr/prima-final-conference-in-clermont-ferrand | 27 - 28 October 2011, Clermont-Ferrand, France |
| **Innovation Dublin 2011** | Dublin City Council | Scientists, Irish policymakers, Irish industry | http://www.innovationdublin.ie/festival/images/uploads/downloads/Innovation_Dublin_Brochure_2011.pdf | 17 October – 18 Nov. 2011, Dublin, Ireland |
| **APPAM 2011** | Center for Technology in Government – State University of New York | Researchers and practitioners | https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=APPAM&WebCode=fc2011 | November 5, 2011, New York, USA |
| **6th European Ministerial e-Government Conference egov2011** | Polish Presidency of the EU in the 2nd half of 2011, EU Presidency | Researchers, practitioners, policy makers | http://www.egov2011.pl/ | 16 - 20 November 2011, Poznan, Poland |
| **21° Century Policy Development** | N.A. | N.A. | http://www.volterra.co.uk/21st-century-policy-development/ | 15 March 2012, UK |
| **t-Gov** | Brunel University, The Information Systems Evaluation and Integration Group (ISEing) | Researchers and practitioners from all over the world, with particular focus on e-government | http://www.iseing.org/tgovwebsite/tGovWorkshop2012/tGovHomePage2012.html | 8-9 May 2012, Uxbridge, UK |
| **ECMS 2012** | University of Koblenz-Landau | Researchers and practitioners from all over the world, with particular focus on policy modeling and simulation | http://www.scs-europe.net/conf/ecms2012/ | 29 May - 1 June, 2012, Koblenz, Germany |
| **13th Annual International Conference on Digital Government Research (dg.o 2012)** | DGSNA | Academia and practice, Bridging Research and Practice | http://www.dgo2012.dgsna.org/ | 4-7 June, 2012, College Park, USA |

| EVENT | ORGANISERS | TARGET GROUPS | WEBSITE | DATE & Location |
|---|---|---|---|---|
| **EURAM 2012** | Rotterdam School of Management (RSM) | Business & Society, Corporate Governance, Gender, Race and Diversity in Organisations, Entrepreneurships, Public Management. | http://euram2012.nl/r/home | 6 - 8 June 2012, Rotterdam, Netherlands |
| **IISC-12** | Moscow State Humanitarian University, together with eGovPoliNet (S. Chernychenko, UKL) | International scientific and practical conference "Social Computing: Fundamentals, technology development, socio-humanitarian effects» | | Moscow, June 2012 |
| **SEMIC 2012 Conference** | ISA Programme of the European Commission as part of the Semantic Methodologies Action | Public administration, practitioners, IT industry, scientific community | https://joinup.ec.europa.eu/event/semic-2012-semantic-interoperability-conference-2012 | 18 June 2012 |
| **Third International Engineering Systems Symposium (CESUN 2012)** | CESUN, MIT ESD, TU Delft | Academia, policy makers, industry, practice | http://cesun2012.tudelft.nl/wiki/index.php/Main_Page | 18-20 June 2012 |
| **Using Open Data: policy modeling, citizen empowerment, data journalism** | Crossover | Scientific community, policy operators, practitioners, developers, software vendors, journalists, data analysts, active citizens | http://www.w3.org/2012/06/pmod/ | 19 - 20 June 2012 |

**Table 12:** Events where the project has been disseminated

The following table lists events where eGovPoliNet partners have been active for networking purposes.

| RESPONSIBLE | TYPE | TITLE | DATE |
|---|---|---|---|

| RESPONSIBLE | TYPE | TITLE | DATE |
|---|---|---|---|
| CERTH | Participation in Workshop | *Open Governmental Data from Governments to Science and Society: the ENGAGE project* | August 29, 2011 |
| UCD | Workshop Organisation | *Policy Modelling, Satellite Workshop at ECCS 2011* | September 14, 2011 |
| ULAVAL | Presentation to practitioners | *Meeting with Quebec official* | September, 2011 |
| ULAVAL | Press release | *Press release at Canadian and Quebec levels* | October, 2011 |
| ULAVAL | Research meeting | *Project presentation* | October, 2011 |
| ULAVAL | Grant proposal | *Grant proposal submission* | October 15, 2011 |
| ULAVAL | Research workshop | *Research meeting at Ryerson University (Toronto, Canada)* | November 04, 2011 |
| CTG | Workshop | *Policy informatics in the APPAM community* | November 5, 2011 |
| UCD | Study Workshop | *Using network analysis to monitor and track effects resulting from changes in policy intervention and instruments* | November 07, 2011 |
| TUD | Information for researchers and practitioners | *Informing policy and research members of the Dutch Alliance for Vital Governance about eGovPoliNet.* | Fall, 2011 |
| TUD | Information for practitioners | *Presenting information to Dutch policy professionals* | December 13, 2011 |

| RESPONSIBLE | TYPE | TITLE | DATE |
|---|---|---|---|
| IES – VUB | Lectures | *This lectures was established to show the discussions surrounding eGovernment implementation at the local level in the EU* | December, 2011 |
| IES – VUB | Workshop | *INSITE workshop on Mobilising Civil Society for citizen empowerment* | January, 2012 |
| IES – VUB | Online Animation | *A Digital Single Market by 2015. European High Level Conference* | February, 2012 |
| IES – VUB | Online Animation | *Digital Agenda Assembly Preparations* | April – June, 2012 |
| UKL & UBRUN | Workshop | *Workshop with FP 7 projects, with participation of UKL, UBRUN, CERTH, UCDNUID, CTG, TUD* | May, 2012 |
| UCD | Workshop | *Conference Organiser for the Satellite Workshop „Simulating Knowledge Dynamics in Innovation Networks" SKIN 2* | May - June, 2012 |
| UCD | Workshop | *Innovation Policy Simulation for the Smart Economy* | June, 2012 |
| TUD | Panel discussion | *Evaluating the Multidisciplinary Characteristics of E-Government: Finding the Roots of E-Government  (at dg.o 2012)* | June, 2012 |
| TUD | Workshop and discussion | *ICT Infrastructures Compliance and Governance (at CESUN 2012)* | June 19, 2012 |
| TUD | Multi-disciplinary research meeting | *Extended Single Window* | June 26, 2012 |

**Table 13: Networking Activities**

## 3.7. ANALYSIS OF THE WORK PERFORMED

| Planned Activities | Done Activities |
|---|---|
| Reflect on what eGovPoliNet wants to communicate | Message, Project Logo; project abstract; presence at events. |
| Website design | Contents of the homepage, structure of the website |
| List of target stakeholders group | Included into D5.1 |
| List of events and dissemination means | Included into D5.1 |
| Draft dissemination strategy | Drafted in M3 and finalized in M12 |
| Promotional materials | Brochure, Leaflet, Poster. |
| Communication tools | Two newsletter; two press releases; creation of a case on the ePractice Portal; creation of a group on LinkedIn. |

**Table 14:** Dissemination activities performed in year 1

| Type | Expected Y1 | Achieved M12 | Notes |
|---|---|---|---|
| Project Website | 1 | 1 | Continuously updated |
| Newsletters | 2 | 2 | Released in November 2011 and June 2012 |
| Press Releases | 2 | 2 | Released in November 2011 and June 2012 |
| Presentations | 1 | 1 | Update of the presentation each year |
| Leaflet | 1 | 1 | Flyer, updated for Crossover |
| Social Media | 4 | 2 | Yes: LinkedIn, ePractice. No: Twitter, Facebook. |
| Conferences & Events | 6 | 7+ | Dissemination events, including networking activities |
| Workshops & Seminars | 2 | 3 | Workshop 2 Sept 2011 IES lecture series Oct - Dec 2011 Workshop 9 May 2012 with FP7 projects |

**Table 15:** The performance indicators

## 4. PLAN FOR THE YEAR 2

The plan for the second project year embraces an enlargement campaign thus involving more skills and expertise, and building a multidisciplinary knowledge base, which include amongst others the following activities:

- To invite members of other communities to join the eGovPoliNet policy community and at the same time joining the other communities working on complementary or similar fields (i.e. to invite members of the LinkedIn community) – closely linked with activities in WP 3;
- To take part in activities/initiatives carried out by other projects interested on the field (i.e. to participate in the validation campaign launched within the NET-EUCEN project and aimed to collect feedbacks and insights and to validate some project's results);
- To become member of other networks/communities operating in the Government domain both in the research field and in the innovation, digitalization and ICTs' adoption (i.e. to subscribe membership in other Government networks/communities).

### 4.1. ORGANIZATION OF COMMUNITY BUILDING EVENTS IN COLLABORATION WITH CROSSOVER

Both projects have plans for organizing community building events, though the methods and targeted events differ. According to the collaboration agreement among the projects, joint events are scheduled, which are listed in the collaboration agreement.

Besides joint events, the collaboration agreement requests eGovPoliNet to ensure a swift transition from its own LinkedIn group to the Policy Making 2.0 LinkedIn group. Efforts will have to be strengthened to close the transition to, and merge of the LinkedIn groups successfully.

### 4.2. FUTURE EVENTS LIST

| Name | Type | Responsible |
|---|---|---|
| **ESSA 2012** | Papers presentation | RG/UCD |
| **ECCS 2012** | Presentation | RG |
| **APPAM 2012** | US – based workshop | CTG |
| **WCSS 2012** | Community Workshop | RG |
| **ICEGOV 2012** | Community/Dissemination Workshop/ PHD Colloquia for enabling a more active stakeholders' engagement within the eGovPoliNet network. | UNU-IIST/ UL/CTG/ |
| **IFIP EGOV 2012** | Workshop/PHD Colloquia | All (review) |
| **Openings seminar GCSCS** | Building Network around Social Complexity | RG |
| **4S / EASST** | Track "E-F (r) iction" – Technological and Social Innovation in the Public Sector. | UCD |
| **InnovationDublin 2012** | Modelling Open Innovation in the Lab, Event at Innovation Dublin. Event organiser. | UCD |
| **Winter Simulation Conference 2012** | Track Organiser of „Applications in Social Science and Organisation" | UCD |
| **AOM 2012** | Academy of Management Conference, Section: Public Policy | UCD |

**Table 16: Potential events to be attended**

## 4.3. ONGOING[5] AND FUTURE COLLABORATIONS

| Description | Partner(s) | Expected outcome | Responsible | State |
|---|---|---|---|---|
| **National Science Foundation Grant Writing Meeting** | University at Albany, Center for Technology in Government, Arizona State University, The Ohio State University, Washington University, University of Vermont | Grant Proposal for further community building activities | CTG | On-going |
| **Policy Informatics Network: created a listserv and a website** | University at Albany, Center for Technology in Government, Arizona State University, The Ohio State University | Build a network of people interested in modeling and public policy | CTG | On-going |
| **EU proposal FP7 ProGreSS** | Centre of Professional Ethics, University of Central Lancashire, Preston, United Kingdom (UCLAN) | TBD | UCDNUID | Future |
| **Collaboration with NET-EUCEN** | INNOVA and the members of the consortium | Joint common events, knowledge sharing | INNOVA | Future |

**Table 17: Potential Collaborations to be established**

## 4.4. PROPOSED DISSEMINATION

### 4.4.1. Collaboration with Net-Eucen

| Workshop campaign organised by NET-EUCEN | | |
|---|---|---|
| **Date** | **Themes** | **Days** |
| **5 Sep** | The "entrepreneurships scenarios" and their indicators. | 1 |
| **3 Oct** | The business for user-centred scenarios and hypothesis of PPP | 2 |
| **7 Nov** | The "inclusion scenarios" and their indicators. | 1 |
| **16 Jan 13** | The "educational scenarios" and their indicators. | 1 |

---

[5] This type of collaboration is referred to running joint initiative distributed worldwide and aimed to carry out complementary activities.

| 13 Feb 13 | The application of scenarios and embedding in citizens' life events. | 1 |
|-----------|----------------------------------------------------------------------|---|
| 27 Mar 13 | Recommendation for use of Indicators. | 2 |

**Table 18:** Potential collaboration with NET-EUCEN project

### 4.4.2. The project users' forum

Composed of the aforementioned categories, members of the forum will be receiving the project Newsletters, will be invited to all key events organised by the project, they will be requested to provide feedback on the pilot applications and project's developments in general. The Users' forum will be expanded on an on-going basis. It will take the form of a moderated discussion forum on the project website. Project partners will act as animators of the users' forum by launching regularly discussion threads. The most active participants with valuable inputs will be awarded with small prices -give-aways (project T-short, a cup with project logo etc.).

### 4.4.3. The mailing list of stakeholders

Establish a mailing list with the stakeholders where results, open seminars or other events, abstracts, publications etc can be announced.

We intend to organise joint events for different stakeholders in order to meet and discuss integrated and complementary issues on the topics of interest. An important part of the concept is that the oral presentations will be available in print after the presentation. These kinds of events can be repeated if needed and may be useful in addressing a variety of audiences. This model can be applied on both national and international level.

The goal of the model is to promote understand and develop a common knowledge base and language among policymakers and researchers, but also include other stakeholders.

By creating places where people with different interests, knowledge and power can meet and interact, it will promote the development of mutual understanding and respect for fundamental rights and common values. Given the aims of the project, it is also important to focus on a multidisciplinary and global perspective when disseminating the results.

## 5. CONCLUSION

This Deliverable provided an overview of the targeted audiences and the dissemination means that have been used in order to gain awareness and visibility about the project and put the base for the community building process.

The strategy has been designed to support the wider eGovPoliNet objectives and to help the partners to achieve the project goals on time and within budget. Moreover, the Plan describes the dissemination material developed, the activities carried out during the first project year, also outlining the timeline for the delivery.

The developed dissemination strategy and approach will be regularly reviewed during project meetings to ensure proposed strategy reflects the project needs and partners deliver on time.

### APPENDIX A: TEMPLATE FOR THE REPORTING OF THE DISSEMINATION EVENTS ATTENDED

| Field | Details (to be filled by partner(s)) |
|---|---|
| Partner/s responsible | |
| Title | |
| Date of dissemination | |
| Short description of work performed (2-3 sentences about the dissemination) | |
| Type of Dissemination Action (1) | |
| Target Audience (2) | |
| Size of audience | |
| Benefits for project (2-3 sentences) | |
| Relevance to specific work in eGovPoliNet (WP, task, overall objectives, etc) | |
| Comments/feedback from target Audience | |
| Link to presentation / dissemination material on eGovPoliNet website | |

**Table 19: Template for the data collection**

(1) Types of project dissemination are e.g.: project presentation in conference, presentation in workshop, presentation in seminar, article/press release in mass media, publication in scientific journal, publication in conference, organisation of workshop, organisation of tutorial, organisation of seminar, exhibition, newsletter, other (pls specify).

(2) Target audience: scientific community, policy operators, practitioners, other stakeholders (if more, pls specify them all).

## APPENDIX B: THE LIST OF PUBLICATIONS

| RESPONSIBLE | TYPE | TITLE | REFERENCE |
|---|---|---|---|
| **CERTH** | Paper | A domain model for community building and collaboration in eGovernment and policy modelling | Kaliva E., Panopoulou E., Tambouris E. and Tarabanis K. (2012) A domain model for community building and collaboration in eGovernment and Policy Modelling. In Proceedings of Transforming Government Workshop 2012 (tGov2012), London, UK, May 8th – 9th 2012 |
| **TUD** | Accepted Panel | Evaluating the Multidisciplinary Characteristics of E-Government: Finding the Roots of E-government | Janssen M. and Weerakkody V. (2012) Evaluating the Multidisciplinary Characteristics of E-Government: Finding the Roots of E-government. In the 13th Annual International Conference on Digital Government Research, University of Maryland, College Park, MD, June 4 – 7, 2012 |
| **CTG** | Accepted Paper | Understanding the value and the limits of Information in Policy Informatics: A Preliminary Exploration | Helbig N., Nakashima M., Dawes S.S. (2012) Understanding the value and the limits of Information in Policy Informatics: A Preliminary Exploration. In proceedings of the 13th Annual International Conference on Digital Government Research, University of Maryland, College Park, MD, June 4 – 7, 2012 |
| **UNU-IIST** | Accepted Paper | Exploring Demand and Capability for Managing Organizational Knowledge in Government | Z. Dzhusupova, E. Estevez, and A. Ojo (2012) Exploring Demand and Capability for Managing Organizational Knowledge in Government. In proceedings of the 13th Annual International Conference on Digital Government Research, |

| | | | University of Maryland, College Park, MD, June 4–7, 2012 |
|---|---|---|---|
| **TUD** | Accepted Paper | Blurring public-private boundaries: governance of information sharing in global trade networks. | Klievink B., Janssen M., Tan Y-H. (2012) Blurring public-private boundaries: governance of information sharing in global trade networks. In proceedings of the 13th Annual International Conference on Digital Government Research, University of Maryland, College Park, MD, June 4–7, 2012 |
| **UKL/UBRUN** | Editing a journal special issue of contributions from FP 7 projects in call 2009 (Cockpit, OCOPOMO, +spaces, Padgets, UbiPol, WeGov) | | Maria A. Wimmer, Marijn Janssen, Vishanth Weerakkody (Eds.). International Journal of Electronic Government Research (IJEGR), IGI publishing, Nr. 8, Vol. 3, 2012, |