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1   Executive Summary

The purpose of this Deliverable, which is an outcome of Task 7.3, is to revise and fine-tune the initial dissemination strategy of Open-DAI, by taking into account the review's comments provided during the first review meeting (14th March 2013).

First of all, the present document aims to revise the overall dissemination objectives in order to better relate them to the strategic and operational objectives of the OPEN-DAI project.

Secondly, the document aims to better identify the different dissemination communities to be targeted in order to define different appropriate strategies able to reach them.

As far as the dissemination tools are concerned, the present document reports a continuity with the previous dissemination plan, which, although rejected by reviewers, still offers a valid guideline for the basic communication tools to be used by the consortium.

Finally, in order to better respond to the review's requirements, the document contains an overall plan for the use of some of the Web 2.0 tools which will influence the design of the OPEN-DAI Portal that, in the second semester of 2013, will be adapted towards a more oriented user's perspective.

Finally, the current revision, submitted at the beginning of the second semester of Year 2 (July 2013), takes into account several important milestones already achieved during the past months (i.e. the existing Open-DAI platform), which will now help to revise the present strategy to better achieve the project's communication objectives, by addressing target audience's interest.

2   Introduction: Deliverable's Main Purpose in Relation with the First Review Outcomes.

The present strategy aims to revise and adapt the Open-DAI communication plan to the general requirements provided by the reviewers during the Technical Review Meeting of March 2013 and related to Work Package 7.

The main review's recommendation was to revise the overall Communication Plan document that, according to the Reviewers, was not conceived as a plan able to properly guide Open-DAI communication activities. In fact the main review results highlighted that the presented communication plan had to better integrate the description of the communication tools and dissemination within an overall communication strategy, in order to plan specific actions in relation to specific target groups to be reached.

2.1 Open-DAI Dissemination Objectives

The main aim of the Open-DAI communication strategy is the promotion of **knowledge sharing, public awareness, transparency and market exploitation support**.

In the context of a CIP PSP ICT project that has a **clear market validation purpose**, the dissemination strategy plays a central role and requires the contribution of all the partners, even if it may be diversified, so as to reach the common objective with clear, effective and prompt communications, during the various project phases and in order to support other crucial WPs objectives (namely exploitation and piloting).

In parallel, **three Annual Dissemination Reports** (months 12 – 24 -32) will describe and detail all the activities undertaken each year, according to the proposed strategy. It is clear that, as a consequence of the first technical review, the first annual dissemination report has been already delivered reporting a series of activities not perfectly matching with the present communication vision. Therefore we expect that the Second and Third Dissemination Reports will be more responding to the new strategy.

The overall aim of the present revised dissemination strategy is to enable consortium members to better interact in a satisfactory manner with relevant shareholders' communities in order to promote the exploitation and re-use of Open-DAI platform and results.

Therefore part of the present strategy will be focused on:

- the identification of **relevant stakeholders groups and communities;**

- the identification of **relevant efficient communication channels and instruments** (Social media, workshops, etc.);

- the **synergies** of the communication strategy with parallel technical activities carried out in the **Work-package 8 "Impact evaluation and exploitation" and in the Work-package 6 "Service development, implementation and testing**" which is partially dedicated to implement hackathons with external users.

2.2 CIP ICT PSP Communication Requirements

An integral part of dissemination objectives is the full respect of EU guidelines, and in particular the "Good Communication Practices for ICT PSP Projects" published by the European Commission.

As the European Commission funds the OPEN-DAI project, any communication or publication material (including e.g. reports, presentations, promotional material, publications, etc) must

clearly acknowledge receipt of Community funding through the display of a respective statement and the EU flag.

All partners will therefore ensure that this acknowledgement of funding and the EU flag is added prominently to all site's home page as well as on all relevant documents.

In addition, the contractual obligations include that any communication or publication must state that it reflects only the author's views and that the European Community is not liable for any use that might be made of the information contained therein.

Finally, the European flag must be given appropriate prominence when displayed together with the OPEN-DAI logo, and must be prominently on display at any official OPEN-DAI workshop or other dissemination event.

2.3   Success Indicators

Following the First annual review results, the new dissemination plan aims to better focus on the monitoring activity of the results linked to the communication activities, by taking into account specific indicators (consistently with the Deliverable 1.3 Quality Assurance and Risk Assessment Guidelines). All the relevant indicators will be tracked and updated according to the Key Performance Indicators related to the WP7 and reported on the Deliverable 1.3.

2.4   Identification of the Open-DAI Target Groups and relation with other Work-Packages

As anticipated above, the **main focus** of the present dissemination strategy **is to define the Open-DAI specific target audiences and how the consortium wants to influence them through ad hoc and tailored communication actions**.

Another important aspect of the revised communication strategy will be **its crucial interrelation** with the **Exploitation Strategy of Open-DAI (WP8)** and with the technical activities implemented under **WP6 related to the various pilot/hackathons scenarios**.

In the context of the present strategy, and in order to better serve the exploitation plan, Open-DAI defines a list of stakeholders to be potentially involved within the future exploitation of Open-DAI (and/or its components).

In fact the communication strategy can be perceived as one of the instruments to inform and attract stakeholders interested in exploiting the platform and other relevant Open-DAI results.

For this reason, the revised communication strategy aims to:

- represent a valid instrument to better attract the stakeholders groups identified within the Exploitation strategy (and in parallel within the communication plan), in order to better support the exploration of the drafted exploitation scenarios (WP8);

- support the pilot activities (WP6) with a parallel communication strategy (in particular in case of 'hackathon' initiatives) that ensures the involvement of qualified computer programmers and, therefore, the potential enlargement of the Open-DAI user base (and variety of new created services).

In addition to the above, the strategy will continue to include a framework and common format for the Open-DAI communication activities (workshops, conferences and presentations), both internal and external.

Furthermore, this current revised version includes the addition of the new web requirements needed by OPEN-DAI Platform, which will better integrate online and social communication tools.

In this way, the revised plan will integrate some of the communication proposed activities, by fine-tuning them according to the different dissemination target levels that are now better identified, as follows:

➢ **Government dissemination** targeting **public government adopters** and **re-users** of the OPEN-DAI platform;

➢ **Business dissemination**, among **potential private users** of the OPEN-DAI platform and services;

➢ **Civic-hacking' dissemination**, addressing the **open-source, open data and IT communities** interested in using Open-DAI components and datasets for purposes related with transparency and civic applications;

➢ **Scientific dissemination**, in terms of scientific papers based on Open-DAI achievements to be presented at selected conferences and able to target relevant **scientific communities**;

➢ **Pilot dissemination** targeting **internal stakeholders linked to the consortium,** to be reached within the pilots by the sponsoring administrations (Lleida, Barcelona, Karlshamm, Ordu and Piemonte).

2.5 The Open-DAI Targeted Audience

According to the review's comments, the previous communication strategy lacked of an overall identification of the target audiences and therefore it was not properly able to envisage the Open-DAI impact on external communities.

However, at review stage, the consortium had already identified some innovative elements composing a new communication policy that the present document intends to better define.

The target audience is defined following the main principles of the Open-DAI funding Programme, the **Competitiveness Innovation ICT Policy Support Programme**, which aims at stimulating smart sustainable and inclusive growth by accelerating the wider uptake and best use of innovative digital technologies and content by civic hackers/**citizens**, **governments** and **businesses**.

These **three stakeholders groups** will be therefore the main targeted audience to be addressed through tailored communication actions.

In addition, **other two main sub-groups** have been identified, as anticipated in the above paragraph: the **public government stakeholders directly linked to the open-DAI partners** involved in the pilot actions (WP5), and **the scientific community** involved in research actions - for example in the projects funded under the Seventh Framework Programme and dealing with cloud technologies or open data policies.

In the following paragraphs we will describe each of the **five target groups** by providing ad hoc-tailored communication measures and descriptions.

Moreover, during the Open-DAI Istanbul meeting (17, 18 June 2013) all the partners better defined the specific interest in the Open-DAI project of the five relevant communities, as reported in the table below.

Stakeholder Community	Groups composition	Specific Interest	Dissemination Instruments
Government Community (external to the consortium)	✓ -Regional government ✓ -Municipalities ✓ -National Governments	Adoption of the platform	✓ Hackathons and events ✓ Pilots organised under WP5 ✓ Presentation of Open-DAI and synergies with trans-regional networks and projects at EU level
Government Community (internal to the consortium)	✓ Lleida public community ✓ Barcelona Municipality public community ✓ Regione Piemonte public community	Adoption of the platform	✓ Communication events (press conferences, news on the websites, articles, etc) communicating the pilots (WP5)

	✓ Ordu Municipality public community ✓ Karlshamn Municipality public community,		
Business Community	✓ -ICT PMI ✓ -IT industries	Platform exploitation to support Governments in APIs use or/and development of new business	✓ Workshops organised in combination of pilots (WP5) and hackathons (WP6). ✓ Business ICT events
Citizens Developers Community	✓ -SW developers ✓ -Potential developers ✓ -Start-ups dealing with open data	Building new Pilots through APIs	✓ Training events ✓ Wizard for programming ✓ Hackathons (WP6)
Scientific Community	✓ Open Source Community ✓ Open Standard Community	Exploiting Cloud potential	✓ Scientific papers ✓ Scientific events

2.5.1 Governments' community

2.5.1.1 Who

Given the particular emphasis put by the Open-DAI project, combining two **ICT transversal methodologies and principles** (**cloud** technologies applied to **open data**) which are therefore applicable in different public and strategic domains and challenges (such as health and ageing, inclusion, energy efficiency, sustainable mobility, culture preservation and learning as well as efficient public administrations), the **communication strategy needs to address transversal sectors of the European public administrations, at different geographical scales**.

It is important to underline that the Open-DAI solutions cover both important **technological and non-technological governmental innovation**, that will go beyond the demonstration phase, implying of course technical adaptation and integration work, but also dealing with organisational aspects internal to the public administration (for example, the cultural approach of opening public datasets).

The main identified interest of this Community in Open DAI is based on the adoption, exploitation and re-use of the Open-DAI Platform by these governmental sectors.

As both these aspects will be first of all tested by the four piloting Partners municipalities (two in Spain, one in Turkey and one in Sweden) and by the regional Italian Partner government (Piedmont), t**hese five Partners will be the main relevant official spokesmen of the Open-DAI results towards the internal and external public administration communities**.

Although the national level could be very relevant, the Open-DAI communication strategy needs to ensure a feasible plan, taking into account the dissemination financial resources available under WP7, which are not enabling massive communication campaign and efforts.

Therefore the public administration level will be first of all targeted by leveraging on the existing networks (internal and external) of the 5 Open-Dai public partners which are mainly represented **by regional or local stakeholders**.

2.5.1.2 How?

Once the target audience will be identified, it is important to define how these audiences will be addressed.

The present communication strategy targeting the public stakeholders aims to address the existing governments' networks, by exploiting the **favourable conditions offered by the ending of the current European structural funds 2007-2013 programming period** and the **definition of the new 2014-2020 cohesion policy strategies**, involving all the public administration in Europe, at direct or indirect level.

In fact, as anticipated during the review meeting, in the second and third year of the Open DAI project, the communication strategy targeting the public sector will be mainly based on the following two principles:

➢ Leverage on the definition of new regional policy instruments 2014-2020

➢ Capitalisation of existing EU networks at cross-border level funded under ERDF, such as INTERREG projects.

The principle is that currently (end of 2013 first semester–and beginning of 2013 second semester) regional and local public governments are directly or indirectly involved in the design of ICT strategies to be funded under Cohesion Policy 2014-2020.

In addition Open-DAI strategy is based on the following assumptions:

A specific chapter devoted to the digital growth strategy to be adopted by the regions in Europe (and in line with the principles of the European Digital Agenda, strongly highlighting the cloud and open data elements), will be one of the main pillars to be highlighted within the so-called **Smart Specialisation Strategy, which is a necessary "ex-ante conditionality" to get the European Regional Development Fund 2014-2020.**

Therefore through the existing networks of the Open-DAI partners (mainly the five public government partners), the present strategy intends **to identify regional/local stakeholders drafting their digital growth priorities under the Smart specialisation Strategy 2014-2020**. For this reason, it will be important that open-DAI is disseminated during **Cohesion Policy events focused on 2014-2020 policies** (such as the Open Days Conference, Brussels, October planned in 2013 and/or 2014.)

The following tables report an overview of the existing instruments and networks to be targeted by the five government partners of Open-DAI.

Open-DAI Public Partner (responsible of the communication specific action)	Directly involved in the design of new ICT-government policy instruments 2014-2020	Able to express interests towards relevant managing authorities of the new ICT policy instruments 2014-2020	Involved in existing cross-border networks. Projects dealing with ICT	Relevant correlated events
Regione Piemonte	Regione Piemonte is the Managing Authority of the ERDF, ESF, EARDF and Alcotra (Italy-France) programmes.	Regione Piemonte participated and it will participate in the in the consultation of Alpine Space and Central-Europe cross-border programmes, providing inputs on ICT measures, by highlighting the importance of the cloud strategy.	Regione Piemonte is coordinating two relevant INTERREG ICT projects: ✓ Homer, funded by the MED programme and dealing with the development of Open data portals in Spain, Greece, Italy, France, Montenegro, Slovenia, Malta and Cyprus ✓ ONE, funded by the INTERREG IV C programme, dealing with the absorption of ERDF funds under ICT	✓ Open-Days, October 2013/2014 ✓ Consultation process with regional stakeholders in dealing with Digital Agenda measures ✓ HOMER Brussels Conference, November 2013 ✓ HOMER final Award Ceremony for the open data hackathon winners, June 2014 ✓ One Final Conference, March 2014, Brussels, Committee of the Regions

				measures	
Ordu Municipality	Ordu Municipality has provided support to the "Renewal of the Turkey's Information Society Strategy" project run by the Ministry of Development via sharing its experiences on Open-Dai project.	No		No	✓ Cebit ICT Euroasia, 24-27 October 2013, Istanbul. Bilişim Eurasia will bring ICT companies, governme media in the Eurasian region together under the same ✓ World Intelligent Cities Summit 4-5 December 2013 ✓ Website updates (Ordu corporate, project).
Barcelona Municipality	IMI is responsible for the ICT definition and strategic development of the Barcelona City Council	IMI is the responsible of the new ICT policy towards relevant managing authorities of the BCN City Council		IMI is participating in others European projects, like iCity, Open Cities, Common4EU, citySDK, eunoia.	✓ Smart City Expo (Nov. 2013) ✓ Mobile Community Regular Meetings
Lleida Municipality	Not relevant	✓ Lleida Lobby action will be focused on the FEMP. http://www.femp.es/ FEMP stands for Spanish Federation of Municipalities and Provinces, grouping almost the totality of the 8.000+ city councils in Spain.. Lleida Major, Mr. Angel Ros, is the director of the FEMP's ICT section. Lleida plans to do two different Lobby actions through		Not relevant	✓ MUNICIPALIA http://www.firalleida.com/home/fira/11 ✓ It is the only bi-annual fair for Municipalities in S Lleida's fair. ✓ It will be on-going from 22 to 25 October 2013. S from last 2011 fair: 325 exhibitors, 22.000 administration only attendees. ✓ http://www.firalleida.com/img/MU2013-Cartell.jpg

		FEMP : ✓ - Having the opportunity to attend a FEMP general meeting and present Open-Dai. ✓ - Present Open-Dai at Municipalia fair, where FEMP has usually a general meeting and own conference track.		
Karlshamn Muncipality	Not relevant	✓ KommITS is a society aiming to utilize the interest in ICT-matters primarily at small and medium sized municipalities. It is to be a forum for shared experiences among those in charge of ICT at various local government authorities. ✓ Member of SALAR - The Swedish Association of Local Authorities and Regions represents the governmental, professional and employer-related interests of Sweden's 290 municipalities and 20 county councils. http://english.skl.se/about_salar	Erisa; The European Regional Information Society Association – is supporting processes of the digital inclusion within its 28 European member regions using the tools of the Information Society.	✓ KommITS and Sambruks Autumn Conference 2013 Just do IT. http://www.kommitskonferens.se/start/
NetPort	NetPort is leading the regional work with the digital agenda, ReDA Blekinge http://regionaldigitalagenda.se	olved in the national work with the digital agenda led by the Ministry of Enterprise http://www.government.se/sb/d/2156/a/163994 eracting with SALAR - The Swedish Association of Local	ember of the ERRIN network. ommittee of the Regions	✓ Open Days 2013 http://cor.europa.eu/en/news/opendays/Pages/od-201 ✓ Sweden Social Webcamp http://www.swedensocialwebcamp.com

		Authorities and Regions represents the governmental, professional and employer-related interests of Sweden's 290 municipalities and 20 county councils. http://english.skl.se/about_salar		
SAMPAS	SAMPAŞ has been serving more than 400 municipalities in Turkey for over quarter of a century. SAMPAŞ has developed close ties with "Thought Leaders" and IT media over the years.	Sampas has close contacts with the Ministry of Development of Turkey.	Not relevant	✓ Contribute to the Open data strategy of Turkey through White Papers, Workshops, direct communications ✓ Website updates (SAMPAŞ corporate, project).

Table 1

Table 1 reports a first not exhaustive list of existing regional and local stakeholders networks and of possible programmes enabling communication synergies. During the second and third year, the table will be further up-dated and presented during the second and third Dissemination Reports.

2.5.2 Internal Dissemination in local pilots

2.5.2.1 Who

In order to allow the OPEN-DAI pilot projects to achieve the desired impact, it will be necessary to carry out a dissemination strategy for each of the five pilot cities, adapted to the specific needs and language requirements of each one of them.

To do so, local webs and local communities of **Ordu, Karlshams, Turin, Lleida and Barcelona**, as well as local dissemination channels (such as local media, institutional newsletters, specific brochures and posters to be used in local events, etc…) are planned to engage local stakeholders and leverage the expected results acting as dissemination multipliers.

2.5.2.2 How

2.5.2.2.1 Pilot dissemination in Sweden

The pilot from NetPort.Karlshamn and Karlshamn municipality will provide a mobile reporting service that lets citizens and staff place reports and suggestions on a map.

The **Karlshamn** pilot will be disseminated and communicated to the public through the web and traditional advertising. **NetPort** and Karlshamn will arrange events that combine workshops and hackathons. One of these events was executed during spring 2013. NetPort and Karlshamn will also plan a launch event for the pilot.

2.5.2.2.2 Pilot dissemination in Italy

Regione Piemonte has implemented the four following pilots:

- Exposition of geo-referenced accidents
- Collection of real time accidents through mobile application
- Publishing of AIR quality data conforming to EU standard
- Publishing of local public transport API

The pilots have been tested and finalised at the end of July 2013.

Their communication phases will foresee a dissemination action between the second semester of 2013 and the first half of 2014 aiming to spread the results across the different relevant stakeholders in the region.

In particular the first and second pilot, dealing with geo-referenced accidents, will target the internal regional government community of Piedmont Region (Transport Directorate), combined with targeted communication to Traffic Police department, mobile operators and citizens.

The third pilot communication action will target public government stakeholders in the Piedmont Region (environment department officials), environment agencies, health agencies and sport associations.

The fourth pilot dissemination will be organised in combination with the Transport Directorate of Piedmont Region and will target transport/mobility actors, local transport agencies.

Among the planned communications tools, the project will organise press conferences, web publications articles and leaflets.

2.5.2.2.3 Pilot dissemination in Turkey

SAMPAŞ – in coordination with Ordu Municipality - proposes to apply the following strategy in their dissemination efforts towards the success of the pilot. A 2 days event in Ordu (pilot launch combined with and hackhaton event) will be organised in December 2013. During the first day, Ordu, in collaboration with Sampas, will invite East Black Sea Region decision makers,

researchers from universities, students, entrepreneurs, and media for the launch event. The second Day will be organized as an hackhaton.

2.5.2.2.4 Pilot dissemination in Spain

IMI Barcelona will disseminate the results of its pilot action through the following actions:

> ➢ Communication of the app news through Barcelona sports community. Monthly magazine sent to 85.000 sportsmen and sportswomen.

> ➢ A video will be prepared to be included in the Barcelona City Council website www.bcn.cat (100.000 visits per day) and in others municipality websites related with mobile world (Services on your mobile, Apps4BCN, open data, sports...)

> ➢ Asking famous runners to share the app on social networks.

> ➢ Including informative video in Barcelona underground screens.

> ➢ Including an article in newspaper sharing communication of Apps4BCN.

> ➢ Twitter: using the Barcelona own twitter account and also iCity social network.

Lleida Municipality will disseminate the results of its pilot action through publication of articles in half a dozen own websites and press notes.

2.5.3 Business community

2.5.3.1 Who

Business stakeholders may be described as all potential private stakeholders that could be interested in the future development of the services experimented within Open-DAI.

This community is namely composed of software house companies, ICT multinational organizations, telecommunication companies, start-ups dealing with open data, ICT services providers.

The main identified interest of this Community in Open DAI is based on the Platform exploitation to support Governments in APIs use or/and development of new business.

2.5.3.2 How

This community can be addressed by the Open-DAI partners through professional and business associations and chambers of commerce.

An Open-DAI platform demo will be presented by the partners through these associations in order to get feedback and additional information.

For that purpose, **workshops and events targeting the business community in the Open-DAI territories** (Lleida Turin, Barcelona, Ordu, Istanbul, Karlshamn) will be organised in combination of the hackathon activities (to be developed under WP6) or with relevant other communication events.

A workshop in **Lleida, Spain,** will be organised at the end of September 2013, covering together both workshop for local companies and hackathon for developers. The activity will be full day, with one morning introductory session for local ICT companies and developers for the Open-Dai platform, and a whole day hackathon for developers that will be focused in developing mashups and mobile applications against the Open-Dai platform data for Lleida and all other available data at the time of the event.

In parallel **BDigital** will support a **local event in Barcelona**, Spain, by implementing press releases in mainstream publications, press releases in specialized publications in technology, communication across different social media controlled by BDigital.

 Barcelona workshop

BDigital in collaboration with **Barcelona** will organize a **workshop in the spring of 2014** (date to be defined) addressed to companies and local developers. The objective of this workshop is to disseminate Open-Dai technological solution and associated documentation for development of new pilots over the Open-Dai platform. Another objective of this workshop is to collect the feedbacks by participants in relation to standardized provided information–(work developed during the WP6), in order to correct possible errors and improve the quality of results to increase acceptance by the developers community.

A Turin workshop dedicated to inform how to use the Open-DAI platform for the SMEs and digital business sectors and start-ups will be organised in combination with the Turin Hackathon of April/May 2014.

Sampas and Ordu **will present Open-DAI during relevant business events in Ordu and in Istanbul. For example, in 2013, t**hey will attend the following events to present Open-DAI:

➢ ICT Summit NOW 24-26 September 2013, Istanbul: ICT Summit NOW, aiming to achieve cross-cultural sharing, cooperation and integration about information and technology for all individuals, companies, industries by positioning informatics in spotlight.

➢ Cebit ICT Euroasia :24-27 October 2013, Istanbul: CeBIT Bilişim Eurasia will bring ICT companies, government and media in the Eurasian region together under the same roof.

➢ 2nd Annual World Intelligent Cities Summit and Exhibition, 4-5 December 2013, Istanbul: It is the highest level business summit and exhibition dedicated to the development of truly 21st century connected and sustainable cities.

Karlshamn workshop: NetPort and Karlshamn will arrange events for local companies and developers combining workshops and hackathons. The workshops will contain information of the platform as well as the pilot.

Another important component will be the presentation of Open-DAI in the following ICT events targeting business community, such as:

• SMAU, Bologna, October 2013, Italy

• SSWC, August 2013, Sweden

2.5.4 'Civic-hackers' and Citizens' community

2.5.4.1 Who

Within the Open-DAI project several developers, training and communication events will be organized under Work-Package 6 with the aim to:

➢ Involve Software developers and sustain the technical development of the platform;

➢ Gather feedbacks and evaluations on pilot work.

The main identified interest of this Community in Open DAI is based on the building of new pilots through APIs.

2.5.4.2 How

At least 5 hackathons (under WP6) among the following ones will be organized:

• **one in Turin, Italy, in July 2013** (coordinated by POLITO – Nexa Center for Internet & Society) and in March 2014. As far as the hackathon of July 2014 is concerned, the idea is to involve different stakeholders potentially interested in the use of the Open-DAI platform. On July 24th in the occasion of meetings series "Nexa Lunch Seminar" organized by the Nexa Center of the POLITO, the participants will learn the key features of the platform. The meeting will provide also an opportunity to identify additional datasets of the public administrations useful for the hackaton that will take place on July 27. The Nexa Lunch Seminar will be open to the public and available in streaming at http://nexa.polito.it/upcoming-events. The hackaton, mainly addressed to developers, will take place in different locations: besides the meeting in Turin, a PHP User

Group of Alessandria (Piedmont) is expected to be involved. Each group of developers is invited to create applications with interesting data for their specific community.

In September 2013, a follow-up event will be organized, within which the most interesting results of the hackathon (in terms of elaborations and visualizations) will be presented.

- **another one in Turin,** organised in collaboration with the University of Turin, in April/May 2014 aiming at re-using the Open-DAI platform to develop open data applications.

- **one organised by Lleida Muncipality**, in collaboration with the national Developers Fest (Barcelona, October, 2013);

- **one in Istanbul organised by Sampas,** which will take place in in February 2014. The first day an Open-Dai Workshop will be organised together with press conference, panels and workshops on PSI, introducing Open-dai Platform. The second day will be organized as an hackhaton.

- in **Sweden- NetPort and Karlshamn** will arrange several events for local and national companies and developers combining workshops and hackathons. The hackathons will be disseminated through developer communities like Open Gov and Hackers news. The hackathons will be documented by photo, text and film, and spread over relevant networks.

Other channels to spread the potential of Open-DAI will be exploited during /within other ICT PSP or FP7 projects dealing with hackathons, such as:

➢ The **Smart Cities Portfolio** Working Group, coordinated by the European Commission-DG Connect and aiming to bring together leading smart cities and projects across Europe, to bring the benefits of new 'Future Internet' services to all of their residents and businesses. Open-DAI membership (request in July 2013) is currently under approval;

➢ the **IoT Week** (organised by the COMPOSE project, http://www.compose-project.eu) has become an interesting event for researchers and representatives from industry and politics active in the field of the Internet of Things. The past two editions attracted more than 300 participants from all over the world;

➢ the **Sweden Social Web Camp 2013, 2014;**

➢ the hackathon to be organised by the **HOMER project (**http://www.homerproject.eu/**)** in the first semester of 2014 in Turin (Piedmont), prepared in collaboration with the University of Turin.

2.5.5 Scientific community: academic associations and groups

2.5.5.1 Who

Several research endeavours can be carried out starting from the activities of Open-DAI. In particular, the academic partner POLITO is interested into developing threads in this vein. E.g., one particular analysis can focus on the relationships between the 'Government as a platform' principles and the use of SOA and other architectural approaches, and the related impact on exploitation opportunities. Another research line that we deem interesting to address is a comparative review between the current data publishing technologies and applications. Generally, presenting papers at selected conferences can ensure tangible results in terms of dissemination, e.g. by taking the opportunity to directly engage with interested parties, other researchers and practitioners, etc., and by reaching a relatively wide audience (also ex-post, when proceedings of the conference are openly disseminated).

As far as submitting relevant contributions to scientific journals is concerned, this would of course represent a plus, but more from an academic point of view than from a dissemination perspective (since, in this case, potential audience is reasonably lower than in conferences and the like). However, in case contributions of sufficiently scientific nature and quality can be produced, POLITO will also explore the opportunity of publishing in multidisciplinary peer-reviewed journals (as it happened in the recent past in comparable situations, e.g. in Italian academic journals, e.g. such as "Informatica e Diritto" and JLIS.it).

2.5.5.2 How

Regarding conferences where to present articles derived from Open-DAI, we identify the following set of venues:

- Open Government-related seminars and workshops, either with national or international focus, such as the annual Open Government Data Camp (organised by the Open Knowledge Foundation);

- Public Sector Information-related conferences, e.g. organised within EU-funded projects, such as the annual ePSIconference (organised by the EU-funded ePSIplatform), or seminars promoted by the LAPSI 2.0 Thematic Network on legal standards of Public Sector Information (counting POLITO amongst its participants);

- Conferences gathering civil servants, focused on innovation patterns within public administrations, such as ForumPA in Italy;

- more general venues, such as the Second International Conference on Internet Science organised by the EINS Network of Excellence on Internet Science (end of 2014), that counts POLITO amongst its partners.

Scientific Papers/Articles/Presentation	Scientific Events	Partners
Open-DAI presentation	Synergies with the iCity project (CIP PSP ICT), aiming at fostering co-creation of services of public interest in urban spaces by opening up public infrastructures Synergies will be implemented during the second half of the year 2013 starting in September. http://www.icityproject.com/	IMI, Barcelona
Article in the scientific blog Tecnonews http://www.tecnonews.info/		IMI, Barcelona
App Evaluation for an expert	Inclusion in apps4bcn portal http//www.bcn.cat/apps4bcn	IMI, Barcelona
	"Towards a cloud of public services" projects – Workshop, 24th September 2013, Brussels organised by the European Commission	CSI-Piemonte
Open-DAI presentation at ePSIconference	ePSIplatform	POLITO
Open-DAI presentation at LAPSI 2.0 events	LAPSI 2.0 Thematic Network on legal standards of Public Sector Information	POLITO

Table 2

Table 2 reports a first not exhaustive list of possible scientific dissemination instrument, channels and partners' responsability.

2.6   Revising Existing Dissemination Open-DAI Channels

The project formulated a first dissemination plan (strategy), which is available as D7.3, and has produced the deliverables specified for the first year: the plan itself (D7.3) as well as the Project leaflet (D7.1) the Project web site (D7.2), and the Annual Dissemination Report Y1 (D7.4).
Some of the tools need to be revised to be more respondent to the review's comments.

2.6.1   The Website

The project website was created using open source CMS tools and was delivered in Month 2. The project coordinator, CSI-Piemonte, is responsible for updating the content which was in line with the first Dissemination Plan.

Nevertheless, according to the first year review, the site content resulted very "project-centric".

For this reason it was decided to revise the website to be more aligned with the periodic results that the project produces, which can be of interest to actual and potential users of the platform. The website is now more focused on the outputs of general interest and less on matters of interest mainly to the project participants, for example the deliverables required by the Commission.

The whole Consortium is revising the website, in order to make it a more effective interactive tool.

A dedicated section to each one of the target groups identified by the present strategy will be created in order to better tailor the communication message according to the specific needs and interest in the Open-DAI project.

Moreover the website will function as a communication tool publishing all the relevant news and events related to topics that can be consistent with the Open-DAI project (open data events and initiatives, cloud technologies communities, etc.).

Finally a dedicated social community section will be created within the website.

The website will be entirely revised by the end of October 2013 to be an integral part of the awareness processes it aims to provoke, through the Web 2.0 approaches.

2.6.2 International Satellite Event

In order to maximizing the synergies with other stakeholders as required by the Review, the Open-DAI consortium will organize at least one public satellite event in the context of a bigger public event (organized by a third party) with the aim of supporting user driven development and orchestration of services.

According to the Description of Work, the international satellite event is planned at month 20.

Open-DAI project will organise a satellite event in combination with other relevant European projects dealing with ICT topics dealing with broadband and open data. One of the main inspiring factor has been provided by the Digital Agenda Assembly 2013 and in particular by the Workshop 4 "Broadband demand stimulation: the impact of cloud".

In particular the workshop main topic presented how Cloud computing is likely to be extremely bandwidth-hungry. The workshop explored the role of cloud providers in creating demand for high speed broadband and increasing incentives to upgrade local access infrastructure. The discussions also dealt with the experiences of cloud providers in collaborating with telecommunication operators in order to guarantee minimum service performance. Stakeholders

belonging to the private and public sector discussed the different business models and types of initiatives.

During the Assembly representatives of Open-DAI project attended the event and discussed with other representatives the possibility to organise a follow up event focused on how EU projects dealing with cloud infrastructure, open data and broadband infrastructure (HOMER, SABER, etc.) could explore synergies and investigate possible business models to reinforce the digital agenda of European Member states, through the organisation of a joint satellite event in Brussels.

Possible synergies will be also explored with the Smart Cities Projects Portfolio.

2.6.3 Web 2.0 Tools

This section details the procedures that will be used for disseminating Open-DAI project material on the Web and Social channels (Facebook and LinkedIn). In the First Dissemination Plan, traditional dissemination channels have been already described, while the focus of this section is on the definition of procedures for the operational management of Web and Social channels.

With a focus on social networking and community building services and tools, to foster massive participation of and user-generated content from the OPEN-DAI Communities, some relevant Web 2.0 tools are going to be continuously used during the remaining months of the project.

2.6.3.1 FACEBOOK

An Open-DAI Facebook Page has been created June 2012 and is supervised by Netport Partner in order to post news and information of the project

https://www.facebook.com/cipopendai

2.6.3.2 LINKEDIN

Open-DAI Linkedin Group has been created at end of the first semester 2013 in order to promote Open-DAI activities and discussions among different relevant communities.

http://www.linkedin.com/groups/Open-DAI-5097195?mostPopular=&gid=5097195&trk=eml-anet_dig-h_gn-gl-cn&fromEmail=&ut=3hgz-VsF9Ys5Q1

2.6.3.3 You Tube

A video will be produced by CSI-Piemonte, with the collaboration of Lleida Municipality and Politecnico of Turin in order to present an Open-DAI demo during the workshops, the hackathons and, if relevant, during external events to be organised in 2014. The production of the video is planned to start on the second semester of 2013. The video will be ready from the beginning of 2014

2.6.3.4 Github

Github is a social network for developers. Open-DAI share all the code produced for the pilots and platform here. This is the most important tool for communicating with the "Civic Hackers".

3   Conclusion

The present document describes the revised dissemination strategy, reconsidered for the Open-DAI project after the First Review. Disseminating Open-DAI results and benefits will help its easier and faster validation and uptake. To this end, the dissemination strategy for the project's concept and its expected results have been better defined and agreed among all the Open-DAI partners, taking into account the review's comments and the exploitation strategy plan.

The dissemination goals re-evaluation, combined with a better definition of the target groups and stakeholders, have provided the basis to draft the present dissemination plan.

In turn, this document new edition describes the activities for the achievement of the dissemination strategy. The activities may focus each time on different target groups, depending on their potential interest on the Open-DAI platform and re-use.

The description of the basic dissemination material produced for the Open-DAI project (power point template, brochure, leaflet, etc.) has not been included within this document version, but it had been defined in the first dissemination plan.

In general, the focus on the target groups improved the definition of the dissemination strategy, which constitutes the main basis of this second version document, which will help increase the efficiency of the dissemination resources and it will facilitate the monitoring and quality enhancement of the dissemination activities.