



Big Policy Canvas

## D6.2 Dissemination and Communication Strategy

Document Identification			
Status	Final	Due Date	31/12/2017
Version	2.0	Submission Date	28/12/2017

Related WP	WP6	Document Reference	D6.2
Related Deliverable(s)	D2.1	Dissemination Level (*)	PU
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### Keywords:

Stakeholders, public administration, big data, dissemination, sustainability

This document is issued within the frame and for the purpose of the *Big Policy Canvas* project. This project has received funding from the European Union's Horizon2020 Framework Programme under Grant Agreement No. 769623. The opinions expressed and arguments employed herein do not necessarily reflect the official views of the European Commission.

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Document History			
Version	Date	Change editors	Changes
0.1	24/10/2017	NTUA	ToC
0.2	10/11/2017	NTUA	1 <sup>st</sup> draft with inputs from NTUA
0.3	27/11/2017	ATOS	1 <sup>st</sup> draft with inputs from ATOS
0.4	28/11/2017	LISBON	1 <sup>st</sup> draft with inputs from LISBON
0.5	1/12/2017	NTUA	1 <sup>st</sup> draft - Consolidated inputs
0.6	15/12/2017	NTUA, ATOS, FOKUS, LISBON COUNCIL	2 <sup>nd</sup> draft with addressed comments and new inputs
0.7	21/12/2017	NTUA	Version ready for final review
0.8	27/12/2017	ATOS	Reviewer's Comments on the final document
0.9	27/12/2017	NTUA	Final version after reviewer's comments
1.0	28/12/2017	ATOS	FINAL VERSION TO BE SUBMITTED
1.1	10/01/2019	NTUA/ATOS	Updated references to WP6 Ds
2.0	29/01/2019	ATOS	SECOND FINAL VERSION WITH UPDATES

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## List of Acronyms

Abbreviation / acronym	Description
BPC	Big Policy Canvas
CDB	Common Dissemination Booster
DMP	Data Management Plan
DoA	Description of Action
Dx.y	Deliverable number y belonging to WP x
EC	European Commission
EU	European Union
ICT	Information and Communication Technology
PA	Public Administrations
TBD	To Be Decided
WP	Work Package

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## Executive Summary

The deliverable at hand is meant to act as a comprehensive plan, outlining the project's dissemination and communication strategy, the respective activities to be planned, as well as the criteria to be employed for their evaluation.

The document provides the main principles of the dissemination and communication strategy to be adopted throughout the project duration, which aims at supporting the engagement of key stakeholders in the Big Policy Canvas network and giving proper visibility to the project, and highlights the notions of awareness raising, knowledge diffusion and community building as its main priorities. It further exposes the Big Policy Canvas partner roles and responsibilities for the strategy's successful implementation, identifies the stakeholder groups to be targeted, the former including representatives of public authorities, private businesses (e.g. big data providers), scientific, research and civil society organisations, whereas it delivers a description of the dissemination and communication channels to be used. The latter enumerate

- i. the participation in relevant events, i.e. conferences, public sector and industry events, academic and research events, seminars and information days, as well as the organisation of project dedicated events,
- ii. the production of relevant material, comprising communication materials (e.g. logo, project presentation, newsletters, press releases, leaflets, poster, etc.) that bear the project's graphical identity and convey its main messages and goals, as well as scientific publications,
- iii. the management and exploitation of a number of electronic and web dissemination channels, including the project website, its collaboration portal and social media accounts, but also
- iv. the implementation of appropriate liaison activities in collaboration with other relevant projects and adjacent communities.

Particular emphasis is moreover placed on the way the former tools map to the targeted audiences and their anticipated impact.

An actual plan outlining dissemination and publication opportunities, the approach to be employed for social media dissemination, the project's blog post plan and candidate projects and communities to be approached for gaining mutual benefits is also provided, whereas the notion of the project's sustainability and its dependence upon effective dissemination and communication activities is also discussed.

A dedicated section of the document further sets out the dissemination and communication activities' monitoring and evaluation approach, i.e. presents the performance indicators, against which the effectiveness of both dissemination and communication activities will be assessed.

An update of the Big Policy Canvas dissemination and communication plan is to be provided in deliverable D6.4 - "Dissemination and Communication Report - Year 1", which will further contain a report of the dissemination and communication activities implemented during the first year of the project (M1-M12).

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# 1 Introduction

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## 1.1 Purpose of the document

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The present deliverable (D6.2) entitled “Dissemination and Communication Strategy” is particularly associated with T6.1 “Dissemination and Communication Strategy” of WP6 and, as such, its main purpose is to define the Big Policy Canvas dissemination and communication strategy that will ensure, both through conventional means (i.e. conferences, workshops, website, etc.) and online ones (e.g. social media), high levels of engagement for the various identified Big Policy Canvas stakeholders. Therefore, targeted activities are considered and planned initially at the present deliverable.

Throughout the project, close collaboration with experts, public sector bodies, non-governmental organisations, as well as with other projects and initiatives is sought and developed. Big Policy Canvas will exploit these collaborations to support wide dissemination of the knowledge created by the project on data-driven and informed policy-making, facilitated by specific, proposed methods and tools.

Along the above lines, the present deliverable aims to fulfil the following main objectives:

- To define a strategy for the project’s dissemination and communication activities.
- To introduce a series of roles and responsibilities for these activities.
- To identify the targeted audience and define appropriate engagement mechanisms to reach out to them.
- To identify the channels and tools to be used for the dissemination of the project’s knowledge (i.e. events, dissemination material, online channels & EC dissemination services).
- To recognize the dissemination opportunities in international events and conferences for the next months of the project’s duration.
- To set the social media strategy for the community and an initial blog post plan in order to ensure a successful online presence in Web 2.0 platforms.
- To identify liaison opportunities with other projects & communities and start creating synergies.
- To initiate a discussion on Big Policy Canvas sustainability.
- To set the methodology under which the evaluation of dissemination and communication activities will be accomplished.

## 1.2 Relation to other project work

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WP6 is a horizontal component within the project work plan and aims at supervising the integrity and consistency of all dissemination efforts to achieve the goals mentioned above. In this context, Work Package 6 will retain close collaboration with all project’s WPs to ensure that all up to date information and knowledge produced within the project will be effectively recognised and disseminated. Closer connection can be identified though with WP2 “Project Community Establishment, Networking Support and Project’s Engagement Activities” that focuses on identifying key stakeholders working in the area of data-driven policy-making and policy-modelling, since WP6 may enforce and facilitate community building, thus these two WPs are closely coupled.

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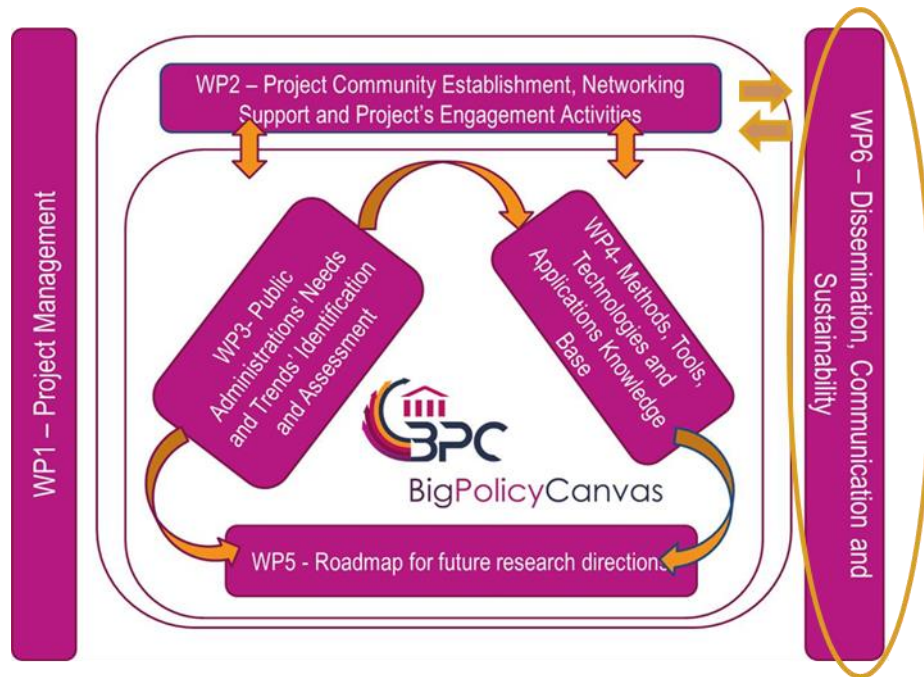


Figure 1-1 Relation of WP6 with the other WPs

### 1.3 Structure of the document

The rest of this document is structured in the following major chapters:

**Chapter 2** presents the strategy to be adopted for the dissemination and communication of the project outcomes, identifying the Big Policy Canvas target audience and respective targeted activities, the dissemination and communication channels to be used and an initial dissemination and communication plan.

**Chapter 3** presents the methodology for the monitoring and evaluation of dissemination and communication activities, along with the related performance indicators.

**Chapter 4** summarizes the main conclusions of the document.

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## 2 Dissemination & Communication Strategy and Plan

### 2.1 Dissemination and Communication Overall Approach

Dissemination and Communication within Big Policy Canvas aim at supporting the engagement of key stakeholders in the Big Policy Canvas network and give proper visibility to the project. In particular, the Big Policy Canvas dissemination and communication strategy is envisaged to serve the following objectives:

- Raise awareness within public administrations and policy makers interested, in promoting the public sector's innovation capacity and dealing with societal challenges respectively, industry representatives developing big data applications for the public sector and for open policy making, and researchers working on the adjacent research challenges.
- Demonstrate to the aforementioned stakeholders the benefits of open innovation and big data in building a more effective, efficient, precise and evidence-based public sector, promoting transparency and restoring trust to public sector structures, as well as create awareness on the specific needs of policy making.
- Demonstrate the project concept, basically embodied by the Big Policy Canvas community and roadmap, as a key to shaping next generation policy making.

Awareness raising, knowledge diffusion and community building are thus listed as priorities for Big Policy Canvas and the project dissemination and communication strategic approach. The latter is meant to be a dynamic, rather than static process. As such, it is meant to take into account the various opportunities, as well as the profile of the targeted stakeholders. To this end, the consortium will establish and retain mechanisms for getting feedback from the latter, and will utilize this feedback to regularly review and update the dissemination strategy on the basis of the stakeholders' needs and requirements. Moreover, the consortium will constantly refine the strategy, according to the progress of the project, in order to focus on efficiently promoting the results at each stage and on progressively building buzz around the Big Policy Canvas offering. This way, dissemination activities will be fine-tuned or modified in response to changing situations and to the needs of the stakeholders targeted.

The Big Policy Canvas dissemination and communication approach will be implemented at both the consortium and individual partners' level and will target all possible stakeholders, whereas it will be conceptually divided in two phases, based on the project's results. During the early stage of the project, where solid results will not be yet available, Big Policy Canvas will follow a content related dissemination approach, employing various dissemination channels and material for communicating messages to the identified stakeholder groups. The second phase will be based more on a result oriented approach, where emphasis will be put in the outputs of the Big Policy Canvas project, and dissemination will be more focused in the actual outcomes of the project.

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Last but not least, the Big Policy Canvas dissemination and communication approach will monitor closely the community building and networking activities of the project and will actively support and reinforce the respective strategy.

## 2.2 Dissemination & Communication Roles and Responsibilities

To ensure the smooth unfolding of the dissemination and communication strategy and the respective activities, it is essential to introduce a series of roles and responsibilities. The latter define the individual partners' commitments, the guidelines for related activities' planning and reporting and the requirements for dissemination and communication material preparation and are summarised into the following points:

- It is the role of the Dissemination Manager (NTUA) to ensure expedient, timely and efficient dissemination and communication of the project concept, developments and outcomes towards the targeted stakeholders. The Dissemination Manager is also responsible for drafting and consolidating the project Dissemination and Communication Strategy and Plan, as well as for reporting to the Coordinator on a regular basis with regard to issues of major importance (e.g. events' organisation, resources' utilisation, liaisons with other projects and communities, etc.).
- All partners hold responsibility for ensuring utmost maximum visibility of the project achievements and for actively promoting and spreading the material to be created for dissemination purposes. In particular, all partners are committed to suggest and indicate to the Dissemination Manager, and to the rest of the consortium, potential opportunities for maximising the impact of the project dissemination and communication activities. This way, the project dissemination and communication plan can be constantly kept up to date. All partners are further expected to timely declare their intention to organise or participate in relevant activities, as well as, to report to the Dissemination Manager on the outcomes of the latter based on predefined reporting templates (see Annex I).
- As far as social media dissemination is concerned, all partners are expected to promote the project through their accounts and provide material for dissemination through these channels.
- In terms of dissemination and communication material preparation, it is the responsibility of all partners to produce material that is appropriate for the targeted audiences. In this respect, the following parameters have to be taken into account:
  - Language style: The language style has to vary, avoiding technical jargon for audiences without advanced expertise and being more specialised, incorporating also technical language and terms for experts and researchers.
  - Design style: Care has to be taken so that the dissemination and communication outlets to be chosen are further characterised by the format and design style that is appropriate for both audience and message.
  - Content: Content has to be aligned with audience classes, thereby being in general different for public administrations (who need information on the opportunities and challenges of transforming the public sector into an efficient policy making structure), the Industry (being in need of information about the needs of public administrations and the existing gaps in their ICT infrastructure to identify possibilities for

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collaboration) and the Research Community (being in turn more interested in identifying future research topics in this regard).

The following requirements further apply:

- Publications incorporating knowledge and material generated in the frame of the project need to explicitly mention the project's name alongside with its Grant Agreement No. as well as clearly acknowledge the EC's contribution.
- Presentations must be constructed following the designed Big Policy Canvas presentation templates, whereas they have to indicate the Big Policy Canvas contact points alongside with the website address and the social media accounts of the project.

## 2.3 Target Audience and Plan for Engagement

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### 2.3.1 Stakeholder Recognition

Big Policy Canvas will involve representatives of public authorities, private business (e.g. big data providers), scientific research (e.g. ICT research organisations) and civil society organisations. Individuals will be invited to register to the project platform as well as to comment on the project output and to contribute by providing cases and best practices. The targeted stakeholders will be involved in several capacities in the general topic of data-driven policy-making and policy-modelling.

An indicative set of domains is the following:

- Web 3.0
- ICT innovation
- eGovernment
- Policy modelling
- Data-powered governance

Likewise, an indicative list of specific technologies of expertise includes:

- Blockchain
- Big data analytics
- Virtual reality
- Augmented reality
- Artificial intelligence
- Gamification
- Internet of Things
- Cloud computing
- Internet of services
- Linked Open Data
- Semantic Web
- Social sensors network

More information on project's stakeholders' identification and clustering can be found at section 2 of D2.1 "Identified Stakeholders & Networking Activities Planning".

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### 2.3.2 Targeted Activities

A wide variety of dissemination activities are foreseen in order to transfer the project's achievements, information and news to the stakeholder groups identified. The main aim of these activities is to maximise the visibility of the project results and draw the attention of all targeted stakeholders, so as to closely follow the developments of Big Policy Canvas and provide their feedback. Big Policy Canvas dissemination activities are to be based on both non-electronic/offline as well as online channels and can be classified as follows:

- Dissemination Events
  - Big Policy Canvas dedicated events
    - Big Policy Canvas Validation Workshops
    - Big Policy Canvas Final Event
  - Conferences
  - Industry/Public Sector Events
  - Academic / Research Workshops
  - Seminars and Information Days
  - Other Events
- Dissemination and Communication Material
  - Scientific Publications
  - Dissemination Material
    - Logo
    - Factsheet
    - Project Presentation in the format of a PowerPoint (.ppt) Presentation
    - Press Releases
    - Brochures
    - Posters
    - Newsletters
    - Promotional Material (e.g. pens, notebooks, cotton bags etc. carrying the Big Policy Canvas logo)
- Electronic and Web Dissemination Channels
  - Big Policy Canvas Website and Blog
  - Social Media Channels
  - Online Collaboration Portal
  - Direct Communication (through e-mail, social-media)
- Liaison Activities
  - Relevant Projects

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- Adjacent Communities

A more detailed description of each one of the above-mentioned elements can be found in section 2.4 of the deliverable at hand.

### 2.3.3 Anticipated Impact

The way the identified dissemination activities map to the targeted audiences is shown in Table 2-1 along with their anticipated impact.

**Table 2-1: Big Policy Canvas dissemination activities**

Activity Type	Targeted Audience	Anticipated Impact					
<b>Dissemination Events</b>							
Big Policy Canvas dedicated events (validation workshops, final event)	<ul style="list-style-type: none"> <li>• BPC Experts' Committee</li> <li>• Public Sector Representatives</li> <li>• Policy Makers</li> <li>• Businesses, Industry Representatives</li> <li>• Academia, Researchers</li> <li>• Big Data Providers</li> <li>• EU Representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation</li> <li>• Brainstorming</li> <li>• Validation of Big Policy Canvas outcomes</li> </ul>					
Conferences	<ul style="list-style-type: none"> <li>• Academia, Researchers</li> <li>• Businesses, Industry Representatives</li> <li>• EU Representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Networking &amp; Idea Exchange</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>					
Industry/Public Sector Events	<ul style="list-style-type: none"> <li>• Public Sector Representatives</li> <li>• Policy Makers</li> <li>• Businesses, Industry Representatives</li> <li>• Big Data Providers</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Networking &amp; Idea Exchange</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>					
Academic / Research Workshops	<ul style="list-style-type: none"> <li>• Academia, Researchers (ICT Researchers, Social Scientists)</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Networking &amp; Idea Exchange</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>					
Seminars and Information Days, Other Events	<ul style="list-style-type: none"> <li>• All Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Networking &amp; Idea Exchange</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>					
<b>Dissemination and Communication Material</b>							
Scientific Publications	<ul style="list-style-type: none"> <li>• Academia, Researchers</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Diffusion</li> </ul>					
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Activity Type	Targeted Audience	Anticipated Impact
	<ul style="list-style-type: none"> <li>• Policy Makers</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>
Dissemination Material	<ul style="list-style-type: none"> <li>• All Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Knowledge Diffusion</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>
<b>Electronic and Web Dissemination Channels</b>		
Big Policy Canvas Website and Blog	<ul style="list-style-type: none"> <li>• All Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Knowledge Diffusion</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>
Social Media Channels	<ul style="list-style-type: none"> <li>• All Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Knowledge Diffusion</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>
Online Collaboration Portal	<ul style="list-style-type: none"> <li>• All Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder Engagement</li> <li>• Knowledge Diffusion</li> <li>• Validation of Big Policy Canvas outcomes</li> </ul>
Direct Communication	<ul style="list-style-type: none"> <li>• BPC Experts' Committee</li> <li>• Public Sector Representatives</li> <li>• Policy Makers</li> <li>• Businesses, Industry Representatives</li> <li>• Academia, Researchers</li> <li>• Big Data Providers</li> <li>• EU Representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Knowledge Diffusion</li> <li>• Presentation of Big Policy Canvas outcomes</li> </ul>
<b>Liaison Activities</b>		
Relevant Projects	<ul style="list-style-type: none"> <li>• Academia, Researchers (ICT Researchers, Social Scientists)</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Exchange</li> <li>• Collaboration</li> <li>• Co-dissemination</li> </ul>
Adjacent Communities	<ul style="list-style-type: none"> <li>• Public Sector Representatives</li> <li>• Policy Makers</li> <li>• Academia, Researchers (ICT Researchers, Social Scientists)</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Creation</li> <li>• Idea Exchange</li> </ul>

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## 2.4 Project's Dissemination & Communication Channels/Tools

### 2.4.1 Events' Organisation

Big Policy Canvas will stage **two validation workshops** in the context of WP2 [2], in order to validate the identified and produced knowledge of WP3 (public administrations needs and trends), WP4 (Methods, Tools, Technologies and Applications Knowledge Base) and WP5 (roadmap and research directions). During these workshops, the consortium will present and discuss the preliminary outcomes of these Work Packages with the Big Policy Canvas experts and other invited stakeholders, including representatives of public authorities, civil society and ICT research organisations, Big Data providers and related companies. All the feedback received during these sessions will be documented in deliverables D2.3 and D2.4.

The first workshop will be held in M6 (March-April 2018), so that both the outcomes of the work performed so far and the feedback used to update that knowledge can be represented; and the second workshop, to be scheduled by M15 (December 2018) will follow a similar approach. Hence, dedicated brainstorming sessions will be foreseen in these events, while appropriate material will be prepared and shared in order to attract and inform the candidate audience. Furthermore, liaison with other projects and initiatives, joining our forces, is expected to further contribute to and ensure the success of the workshops. Finally, a centric location, where the workshops will be held, will be sought to achieve the highest participation.

Furthermore, one big scale event (**Big Policy Canvas Final Event**) will be scheduled in M24 (September 2019) that will present the project's results and will bring together a larger audience representing all stakeholders. This big scale event will be likely organised in Belgium [1].

On the other hand, multi-disciplinary focus groups, webinars and interviews with IT experts (from both the public and the private sectors) will be conducted ad hoc. The main purpose of these events will be to get substantial feedback and input on different aspects and issues raised by the project, in a more focused and deeper analysis level than the one achieved through public consultations. More specifically for the focus groups, the relevant stakeholders will be provided with a high-level agenda and a focus group expectations' description in advance, allowing them to prepare for the session.

Table 2-2: List of BPC events

Event	Where	When	Targeted audience
1st validation workshop	TBD	M6	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives PA's Representatives
2nd validation workshop	TBD	M15	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives PA's Representatives
Final event	Brussels	M24	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives

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Event	Where	When	Targeted audience
			PA's Representatives Citizens
Webinars	online	Ad hoc	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives PA's Representatives
Interviews	Online	Ad hoc	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives
Focus groups	TBD	Ad hoc	BPC Experts' Committee Policy Making and PA's Experts Researchers Organisations' Representatives PA's Representatives Citizens

## 2.4.2 Dissemination & Communication Material

Dissemination and Communication plans suggest activities focused on the usage or the creation of a wide variety of dissemination tools, in order to achieve the dissemination purposes within the target groups identified in the project.

All material that will be developed will follow specific Graphic Guidelines and Templates. In this way, a solid and coherent graphic identity is the base for communicating towards the outside world. Consistent **graphic identities** allow the target audience to easily identify and recognize the Big Policy Canvas project. For this reason, it is essential that all material distributed by the project partners maintain the project's identity [3].

### 2.4.2.1 Big Policy Canvas logo

The Big Policy Canvas project **logo** was designed in the proposal time and is already being utilised in all project deliverables, publications, and presentations, as well as in all online presences of the project (project portal, social media channels, etc.). The logo is the main graphic identity element and the key to build a successful graphic identity, as well as an effective communication.

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Color		RGB		
		Red	Green	Blue
	#28314f	40	49	79
	#f3921d	243	145	29
	#b9155d	185	21	93
	#83134d	131	19	77
	#851881	181	24	129
	#4e1d50	78	29	80

Figure 2-1: Big Policy Canvas Logo

#### 2.4.2.2 Project Presentation

A Big Policy Canvas project presentation has been created like part of the different dissemination tools designed to support the Big Policy Canvas dissemination efforts. This presentation includes essential information about the project, such as the profile of the consortium, the project concept approach and the BPC Experts Committee. Additionally, it provides information on how to get involved in the BPC network.



Figure 2-2: Big Policy Canvas project presentation

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### 2.4.2.3 Newsletters

The Big Policy Canvas newsletter offers the appropriate means to carry out direct proactive communications to the targeted stakeholders, the European Commission, researchers and general public. The newsletter will be released on a six-monthly basis:

**Table 2-3: Newsletter planning**

Main objective	Date
To inform about the project, to engage people in the BPC network, to promote the first workshops to be carried out in the framework of WP2	December 2017 (M3)
To inform about the preliminary outcomes in WP3 and WP4.	March 2018 (M9)
To promote the second workshop to be carried out in the framework of WP2	December 2018 (M15)
To promote the final event, to provide an overview of the final results of the project and the sustainability approach.	June 2018 (M21)

### 2.4.2.4 Press releases

A press release document has been created at the beginning of the project with the purpose to disseminate Big Policy Canvas by informing about the real benefits that the project can offer to public organisations, citizens and private enterprises. Furthermore, the press release has been translated into Greek, Spanish, German and Italian.

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## Big Policy Canvas Project Launch

### *Big Policy Canvas*

#### Teaser

Nowadays, there is a proven need of reshaping and innovating public sector. Numerous issues exist that must be tackled in a well-defined and detailed manner towards streamlining the process of reshaping and innovating public sector:

- How to identify, monitor, early detect and assess public administrations' needs?
- How to timely get aware of emerging technological assets that can respond to such needs?
- How to effectively identify external framework factors that affect public sector activities?
- How can recent breakthroughs such as Big Data, Linked Open Data and the Semantic Web, IoT, Cloud Computing etc. catalyse this process?

Targeting to provide convincing answers to the previous questions, Big Policy Canvas aims at fostering collaboration amongst relevant stakeholders (public sector, enterprises, citizens, researchers) and offering the appropriate knowledge base, research directions and recommendations towards building a more effective, efficient, precise and evidence-based public sector, as well as promoting transparency and restoring trust to public sector structures. Follow our developments in <http://www.bigpolicycanvas.eu/>.

#### Background

Big Policy Canvas (Grant Agreement No: 769623) is an EC co-funded project under Horizon 2020. Big Policy Canvas aims at renovating the public sector on a cross-border level by mapping the needs of public administrations with technological assets from both the public & the private sector, stepping upon the power of open innovation and the rich opportunities for analysis and informed policy making, generated by big data. As such, Big Policy Canvas' concept lies in delivering a framework for the effective exploitation of relevant data and the encouragement of networking and engagement among the relevant stakeholders for data-driven and informed policy-making, facilitated by specific, proposed methods and tools.

*In addition, the project targets to provide future research directions for the public administrations by simultaneously providing policy, research and industry recommendations with a view towards the EC's strategy for H2020 and beyond, in the context of a visionary Research Roadmap.*

#### Partners

Big Policy Canvas is a 2-years project coordinated by ATOS Spain, based in Madrid. Consortium partners include: National Technical University of Athens (NTUA) from Greece, Fraunhofer Institute for Open Communication Systems (Fraunhofer FOKUS) from Germany, and Lisbon Council from Belgium.

**Figure 2-3: Big Policy Canvas press release**

#### 2.4.2.5 Tailored-material for the Big Policy Canvas research recommendations

To maximise the impact, the Big Policy Canvas consortium will create stakeholder specific research directions and recommendations towards building a more effective, efficient, precise and evidence-based public sector, as well as promote transparency and restore trust to public sector structures. Furthermore, these research directions and recommendations will prescribe the path and necessary activities towards innovating the status quo and engage new concepts, such as big data, in the way that public administrations operate. These messages will be included in the deliverable *D5.3 Research Directions and Recommendations*, but additionally the consortium will design user-friendly and attractive briefs aiming to inform the different groups about these relevant results.

#### 2.4.2.6 Leaflets

The leaflet is a non-electronic dissemination material to be distributed during conferences, workshops and during general project events. The main objective of the leaflet is to provide our audiences with an

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attractive and written project overview and a summary of the main project objectives and characteristics. Therefore, the Big Policy Canvas leaflet:

- explains the Big Policy Canvas mission,
- describes the project concept and approach,
- provides an overview of the consortium and
- contains the links to Big Policy Canvas online channels



Figure 2-4: Big Policy Canvas leaflet

#### 2.4.2.7 Poster

The main purpose of the poster is to catch the audience attention. A poster must be eye catching and Big Policy Canvas poster will be designed to give a clear and concise description of the project to interested parties. The graphics developed for the project will be used along with graphics that attract more attention and make the project more memorable to the audience in conferences and workshops. The poster will be publicly available on the project's website and will be printed and provided to partners that will attend events where it can be used to attract interest to the project.

#### 2.4.2.8 Other materials

Further materials such as brochures, bookmarks and other kind of promotional material (e.g., book notes, pens, etc.) will be prepared on demand.

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### 2.4.3 Online Channels

#### 2.4.3.1 Project's Platform

The consortium will set up by M3 (December 2017) a project platform at the address <http://www.bigpolicycanvas.eu/> encompassing the project website, blog, an online collaboration portal and a repository; the BPC Knowledge Base. The project website will contain all the information related to the project and the consortium, including the profiles of the BPC Experts' Committee members and will also contain a link to a blog depicting the last news of the project and related summits, roundtables and workshops. The website will also contain the link to the project repository of methods, tools, methodologies and applications, through which interested stakeholders will be able to download and upload relevant material. The website will contain also the page with the link to the project deliverables to be made available for download and comments. Finally, a series of metrics will be embedded in the platform for evaluation purposes.

#### 2.4.3.2 Social Media

The Big Policy Canvas consortium has set up three main social media venues:

- LinkedIn: <https://www.linkedin.com/company/27029254/>
- Twitter: <https://twitter.com/BigPolicyCanvas>
- Facebook: <https://www.facebook.com/BigPolicyCanvas/>

The management of the social media channels will be responsibility of NTUA. On the other hand, all the members of the consortium will contribute to the curation and to the population of the channels. The specific use of the different channels is extensively explained in paragraph 2.5.3 – Social Media Strategy.

### 2.4.4 EC Dissemination Services

Parallel to its own dissemination and communication outlets, Big Policy Canvas will make use of the European Commission dissemination services. The latter will be employed, in order to maximize the outreach of the project outcomes and attract and engage stakeholders, working in similar fields. Potential EC dissemination services to be used in this context include:

- The Common Dissemination Booster<sup>1</sup>, a new, free of charge service that encourages projects to come together to identify a common portfolio of results and shows them how to best disseminate to end-users, with an eye on exploitation opportunities. Big Policy Canvas may apply for a unique combination of the CDB services that overall include: Portfolio Identification Service, Stakeholder/End-user Mapping, Portfolio Dissemination Plan Development, Portfolio Dissemination Capacity Building and Dissemination Campaign in Practice.
- Futurium<sup>2</sup>, a platform dedicated to European citizens for discussing EU policies and hosting several groups of relevance to Big Policy Canvas thematic.
- JoinUp<sup>3</sup>, another EC collaborative platform offering services that aim to help e-Government professionals share their experience with each other as well as find, choose, re-use, develop and implement interoperability solutions.

<sup>1</sup> <https://www.trust-itsservices.com/common-dissemination-booster>

<sup>2</sup> <https://ec.europa.eu/futurium/en>

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- Zenodo<sup>4</sup>, research data repository, providing a place for researchers to deposit datasets.

## 2.5 Dissemination & Communication Activities Plan

As far as the Big Policy Canvas actual dissemination and communication plan is concerned, an internal spreadsheet<sup>5</sup> of possible events and publications has been created with the perspective to be maintained throughout the whole duration of the project. Different sheets for listing events, publications, liaisons and potential blog posts have been designed aiming at facilitating the collaborative planning of dissemination activities. In this context, all partners may fill-in information on dissemination opportunities that are relevant to Big Policy Canvas. At the same time, the same spreadsheet enables the Dissemination Manager to keep track of the relevant activities, their status, potential impact, etc. The lists of opportunities presented in paragraphs 2.5.1 to 2.5.5 of the present document are indicative printouts of the abovementioned spreadsheet, according to the input received until the end of December 2017 (M3) from the consortium partners. As it is expected, these lists will be updated in a continuous way during the project's lifecycle.

### 2.5.1 Dissemination Opportunities – Industrial and Academic Events

**Table 2-4: Big Policy Canvas dissemination opportunities**

Event Title	Place	Dates	Participation By	Audience
ICT Proposers' Day	Budapest, Hungary	09-10/11/2017	NTUA	Research/ Policy/ Industry
Big Data Value Forum	Versailles, France	21-23/11/2017	ATOS, NTUA	Research/ Policy/ Industry
ACM - 2017 International Conference on Big Data and Internet of Things (BDIOT - ACM 2017)	London, UK	20-22/12/2017	N/A	Research/ Policy/ Industry
Government ICT 2018	London, UK	30/01/2018	N/A	Research/ Policy
6th International Conference on Emerging Internet, Data and Web Technologies (EIDWT 2018)	Tirana, Albania	15-17/03/2018	N/A	Research/ Policy/ Industry

<sup>3</sup> <https://joinup.ec.europa.eu/>

<sup>4</sup> <https://zenodo.org/>

<sup>5</sup>

<https://docs.google.com/spreadsheets/d/118JeQfXuOpBtevOPOTkgJ7Py1P0yPTnE3ROL8uuZdGA/edit#gid=11>

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Event Title	Place	Dates	Participation By	Audience
Digitaler Staat	Berlin, Germany	20-21/03/2018	N/A	Policy/ Government Administration
Digital Transformation & Global Society (DTGS 2018)	St. Petersburg, Russia	30/5-1/06/2018	N/A	Research/ Policy
#TOA18 TECH OPEN AIR 2018	Berlin, Germany	19-22/06/2018	N/A	Research/ Policy/ Industry
EASST Conference 2018: Meetings - Making Science, Technology and Society together	Lancaster University, UK	25-28/07/2018	N/A	Research/ Policy/
EGOV-CeDEM-ePart 2018	Krems, Austria	3-5/09/2018	N/A	Research/ Policy/ Industry
Data for Policy 2018	TBC	TBC	N/A	Research/ Policy

### 2.5.2 Publication Opportunities

**Table 2-5: Big Policy Canvas publication opportunities**

Publication Title	Publication Type
Big Data Value Association Newsletter	Newsletter
City, Culture and Society - Elsevier	Journal
eJournal of eDemocracy and Open Government (JeDEM)	Journal
Electronic Journal of e-Government (EJEG)	Journal
Government Information Quarterly - Elsevier	Journal
International Journal of Electronic Governance (IJEG) - Inderscience	Journal
Journal of Policy Modelling - Elsevier	Journal
Journal of Law, Technology and Public Policy	Journal

### 2.5.3 Social Media Strategy

The Big Policy Canvas consortium believes that the use of state-of-the-art widget technology and new social media tools will significantly broaden pan-European and International outreach in a high impact

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and cost effective manner. To this end, the consortium will implement a web 2.0 strategy, making use of different collaboration tools, based on the project’s specific needs in order to engage experts and the wider public. The project partners have an extensive experience in building web2.0 strategies for public bodies and European projects. The Web 2.0 strategy comprises, among others, the following elements:

- Establishment of project presence on networking channels: LinkedIn, Twitter and Facebook
- Establishment of online content pages such as YouTube
- Forum facilities on the project website
- Creation of a shared calendar of events, available in the standard iCal format
- Encouragement of project partners to share content and create “buzz” using all channels as focal points
- Aggregation of the various channels at the project website and reproduction of content among them.

More specifically, Twitter will be used to provide short news updates or items for the project. Twitter updates tend to be shorter and more focused and these qualities can be appreciated by a significant segment of the potential audience. The tweets will also be integrated in the Big Policy Canvas website.

Furthermore, the LinkedIn group will provide a venue where practitioners, researchers and users of advanced of tools and methodologies for data-driven policy-making can exchange experiences and discuss about cases. The LinkedIn group will be used in order to disseminate further the contents and activities of the project as well as to initiate discussions for receiving further feedback and suggestions on cases and contents. Finally, the Big Policy Canvas Facebook page will allow a less formal involvement of the population at large.

#### 2.5.4 Blog Post Plan

Blog posts in Big Policy Canvas will be published on a regular basis by all partners with the view to communicate project findings as well as ignite interesting conversations. In general, two types of blog posts will be published; the first one focusing basically on informing possible audiences on the project progress and thus having a “reporting nature” and, the second one, delving more into the research questions to be addressed by Big Policy Canvas, and thereby being “discussion-oriented”. A tentative plan of the blog posts to be delivered along the course of the project is presented in Table 2-6. Of course, additional blog posts will be prepared and published as per the dissemination opportunities arising during the project.

Table 2-6: Tentative blog post plan

<b>Blog Post Theme</b>	<b>Partner Responsible</b>	<b>Scheduled Date</b>
Project Kick-Off	NTUA	October 2017
The ICT Proposers' Day Experience	NTUA, ALL	November 2017
The BDVF Experience	ATOS	December 2017
The First Big Policy Canvas Event Experience	LISBON	April 2018 (projected)
Public Administrations Needs and Trends -	FOKUS	April 2018

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Blog Post Theme	Partner Responsible	Scheduled Date
Alpha Version		
Technological Assets for Public Sector - Alpha Version	NTUA	June 2018
A Framework for Assessing Needs and Trends	NTUA	July 2018
Technological Assets for Public Sector - Beta Version	FOKUS	February 2019
Big Data in the Public Sector: Do they serve the Needs?	FOKUS	March 2019
The Big Policy Canvas Roadmap - Alpha Version	LISBON	April 2019
The Big Policy Canvas Roadmap - Beta Version	LISBON, NTUA	October 2019

### 2.5.5 Liaison with other projects & communities

Big Policy Canvas is a CSA project under the Horizon2020 Programme and more specifically under the Objective “CO-CREATION-06-2017: Policy-development in the age of big data: data-driven policy-making, policy-modelling and policy-implementation”. As such, Big Policy Canvas will establish liaisons with relevant European Projects, in order to promote the objectives of each project, share knowledge and information. The aim of these liaisons is to get synergies among the projects and extend their reach to interested citizens and stakeholders.

The type of collaboration envisaged in the context of these liaisons foresees several actions that can be undertaken to mutually promote the participating projects. The most significant among those involves including a direct link to the official site of the projects, so that visitors can be aware of them. Under this prism, Big Policy Canvas website will contain a link to a number of relevant identified projects. Parallel to that, contact will be established with the coordinators of these projects, so that they can also provide in their own sites a link to the BPC online resources.

Additional actions include encouraging other consortia to co-organise workshops in conjunction with the Big Policy Canvas project, as well as to participate in the workshops, events and the rest of the activities to be organised by the project.

Big Policy Canvas liaison activities further include identifying adjacent research and practice communities, i.e. communities pursuing the advancement and promotion of big data, open innovation and next generation policy making and engaging in mutual exchange of ideas and knowledge. Potential actions in this case include publishing and promoting Big Policy Canvas outcomes and advancements in these communities’ outlets as well as inviting their members to participate in their validation by means of posting comments, getting involved in discussions, filling-in questionnaires or attending Big Policy Canvas events. Following to that, Big Policy Canvas has already participated in the European Big Data Value Forum (<http://www.bdva.eu/>) in Versailles, organised by the Big Data

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Value Association; a successful event, with over 800 participants on average per day (1200 registrations for 3 days).

The list of the identified projects, to be examined for liaison activities, has been already provided in Table 2 of D2.1 “Identified Stakeholders & Networking Activities Planning”, encompassing both projects from the same call and other projects related either with policy making and public administrations or big data.

## 2.6 Preliminary Outlook on Sustainability

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Big Policy Canvas vision, lying into transforming the public sector into an effective, efficient, precise, consistent and evidence-based policy making structure can be a decisive step towards promoting transparency and restoring trust to public sector structures. Yet, in spite of the former being quite promising, turning this vision into a reality depends highly on the success of the project. Success of Big Policy Canvas is meant to be assessed in terms of ensuring sustainability of its outcomes, i.e. achieving their widest possible use and constant updating beyond the project lifespan.

Sustainability planning in Big Policy Canvas entails determining the project offering, identifying the stakeholders to which the former can bring value and defining the conditions and methods under which the impact on the interested parties can be maximised, and is meant to be explicitly addressed at the final stage of the project through the preparation and delivery of a comprehensive sustainability strategy (in the context of deliverable D6.5). Still, the notion of sustainability is present from the beginning of the Big Policy Canvas project, taking shape in the planning, design and implementation of effective dissemination and community building activities. The latter intend to ensure wide exposure of the project results and encourage the engagement and active involvement of public sector representatives, policy makers, researchers, ICT companies and Big Data providers in the Big Policy Canvas Community, thus serving as the token for Big Policy Canvas sustainability.

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## 3 Monitoring and Evaluation of Dissemination and Communication Activities

### 3.1 Methodology for Evaluation

The work performed under WP6 “Dissemination, Communication and Sustainability” of Big Policy Canvas project will be reported in a consortium level in the context of every plenary meeting (regardless of the physical or online nature of the meeting), and twice in the lifetime of the project through official reports on dissemination activities sent to EC.

The complete set of ongoing and planned activities will be closely monitored and coordinated by the WP6 leader in order to keep an updated repository, as well as make the most out of the input/ feedback gathered.

To measure the impact of the conducted activities and to be able to adjust/fine-tune the dissemination and communication strategy for achieving the expected outcomes and maximising visibility, a set of initial metrics has been developed even from the Grant Agreement stage. Such metrics (Performance Indicators hereafter) will allow having a constant view of the quantitative amount and the qualitative effectiveness of the dissemination and communication activities conducted.

### 3.2 Related Performance Indicators

In terms of assessing the success of the activities conducted in the context of WP6, several performance indicators will be monitored, as listed in the following subsections. The listed target indicators reflect the initial targets of the Big Policy Canvas consortium. Following the continuous monitoring procedure, they will be discussed and might be updated for the second and final period at the first project review meeting.

It has to be noted that although the performance indicators are separated in two groups (namely Conventional and Web/Social Media), there is an overlap by definition. For example, conventional dissemination and communications activities (e.g. conference participation) contribute to the visitors of the Big Policy Canvas platform.

#### 3.2.1 Performance Indicators for Conventional Dissemination and Communication Activities

In order to ascertain the effectiveness of the conventional dissemination and communication strategy, the progress will be evaluated based on the following performance indicators:

**Table 3-1 List of Performance Indicators for Conventional Dissemination and Communication Activities**

Indicator	Method of Measurement	Expected Progress
Participants per Workshop	No of Stakeholders participating in each Workshop organised by Big Policy Canvas	25

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Indicator	Method of Measurement	Expected Progress
Participants of the Final Event	No of Stakeholders participating in the Big Policy Canvas Final Event	100
Press Echoes	No of Press Items referring to Big Policy Canvas	8
Journal Publications	No of Articles published in Journals	≥4
Participation in Conferences, Expeditions and other events	No of Conferences, Expeditions and other events that Big Policy Canvas is represented	≥10

### 3.2.2 Performance Indicators for Web and Social Media Dissemination and Communication Activities

The following performance indicators will be used to assess the impact of the Big Policy Canvas web and social media dissemination and communication strategy.

**Table 3-2 List of Performance Indicators for Web and Social Media Dissemination and Communication Activities**

Indicator	Method of Measurement	Expected Progress
Stakeholders in the Platform	No of Registered Users in the Platform	200
Stakeholders in the Platform	No of Total Unique Visitors based on Analytics	4000
	No of Unique Visitors per Year based on Analytics	2000
Active Stakeholders in the Platform	No of Returning Visitors based on Analytics	>66%
Comments Provided by Stakeholders	No of Meaningful Comments on the Project's Online Channels coming from Registered Users	500
Downloads	No of Downloads of Files uploaded in the Big Policy Canvas Platform	500
Users contributing to the Knowledge Base	No of Contributions in the Knowledge Base coming from Registered Users	100
Comments on the Big Policy Canvas Roadmap	No of Meaningful Comments on the Big Policy Canvas Roadmap coming from Registered Users	500
Downloads of the Big Policy Canvas Roadmap	No of Downloads of the Big Policy Canvas Roadmap	200
Twitter Followers	No of Twitter Followers	>500
LinkedIn Members	No of Individuals following the project's LinkedIn page	>100
Social Media Interactions	No of Meaningful Social Media Interactions (e.g. mention, re-tweet, favorite, follow) per Month with Core	>10

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Indicator	Method of Measurement	Expected Progress
	Stakeholders.	

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## 4 Conclusions

The deliverable at hand, entitled “Dissemination and Communication Strategy” is preparatory of the activities to be conducted within WP6 on Dissemination, Communication and Sustainability and details the framework for diffusing the project concept, ideas and results.

The project’s dissemination and communication strategy identifies the project’s target audience, involving representatives of public authorities, private business (e.g. big data providers), scientific research (e.g. ICT research organisations) and civil society organisations, and puts specific focus on the mapping and adaptability of the various dissemination and communication activities to the related stakeholders from the identified target audience, which can be found at Table 2-1. The targeted stakeholders will be involved in several ways, such as commenting on the project’s outputs and contributing best practices, in the general topic of data-driven policy-making and policy-modelling, which includes, amongst others, the domain of ICT innovation, eGovernment and Web 3.0.

Furthermore, the deliverable outlines the resources/channels to be used, that will all together contribute towards a successful dissemination strategy. In that view, two validation workshops are considered, along with one big final event for the project, while webinars, interviews with IT experts and multi-disciplinary focus groups are also considered to be conducted ad-hoc and further strengthen the dissemination and communication potential of the project. The preparation of communication material, such as project’s logo, leaflets, press releases, newsletters, etc, will complement the aforementioned channels. This material will follow specific Graphic Guidelines and Templates, ensuring a solid and coherent graphic identity, rendering the Big Policy Canvas project easily recognisable. In the context of online channels, apart from the project’s platform, social media accounts have been also set up in Twitter, Facebook and LinkedIn. Twitter will be used to provide short news updates for the project, Facebook will allow a less formal involvement of the Big Policy Canvas stakeholders, while the LinkedIn group created for the project, will be the place where policy making practitioners and researchers can “meet” each other and exchange experiences.

An initial plan for the timing of related activities for the various identified dissemination and communication channels has been also conducted, to the extent possible, in order to ensure maximization of the project impact.

Special reference is made within the document at hand with regard to clustering activities. The latter concerns the establishment of liaisons with relevant European projects for sharing knowledge and co-disseminating outcomes. A list of such projects for pursuing collaboration and mutual benefits is thus also provided.

The dissemination strategy further identifies the metrics for monitoring the conduction of dissemination activities and the evaluation of the project progress in this respect.

Given the particular nature of the Big Policy Canvas project as a CSA, WP6 activities, i.e. dissemination and communication of project’s results, are considered crucial for the project. An updated version of the material exposed in this deliverable, and thereby Big Policy Canvas updated dissemination plan, along with a report detailing the dissemination and clustering activities of the first reporting period (M1-M12) is going to be provided in the context of deliverable D6.4 (“Dissemination and Communication Report - Year 1” – M12) and afterwards a final reporting for the second year of

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the project duration will be provided in D6.5 (“Final Dissemination, Communication and Sustainability Report” – M24).

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# Annex I – Dissemination Activities Templates

## A.1 Dissemination Activities Planning Templates

### A.1.1 Dissemination Activities Planning Template – Events

Date	City/Country	Event Name	Type of Event	Partners Willing to Participate	Type of Audience	Size of Audience	URL	Session/Workshop/Booth to be organised by Big Policy Canvas	Dissemination Potential	Status (if Submitted)	Deadline for Submission	Potential Title of Contribution	Countries Addressed	Participation to Other Related projects	Reported by	Remarks

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### A.1.2 Dissemination Activities Planning Template – Publications

Publication Title (Title of Journal, Report, Newspaper, etc.)	Type (Journal, Whitepaper, Report, Other (Please Specify))	Partners Contributing	Scope	Reported By	Remarks	URL	Title of Contribution (if Decided)	Status (if Submitted)	Deadline

### A.1.3 Dissemination Activities Planning Template – Liaison Activities

Project to be contacted	Project URL	Contact Point	In the frame of (activity name, conference name, etc.)	Type of Collaboration (please specify (e.g. exchange of results, joint activities, working meetings, etc.))	Big Policy Canvas Partner Involved	Deadline

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## A.2 Dissemination Activities Reporting Templates

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### A.2.1 Presence in International Events

The template «Presence in International Events» aims at reporting on the participation and presentation of the project in international events. It will be also used for reporting on events organised by the Big Policy Canvas consortium partners.

<b>Type</b>	Participation in Conference/ Workshop/ Summit/ Seminar/ Exhibition/ Fair etc. Organisation of Conference/ Workshop/ Summit/ Seminar/ Exhibition/ Fair etc.
<b>Event Name</b>	The name of the event where this presentation took place
<b>Venue</b>	The location that the event took place
<b>Date</b>	The date that the event took place
<b>Event objectives</b>	
<b>Size of audience (approx.)</b>	Total size of event audience
<b>Dissemination Level</b>	International, National/ Regional/ Local
<b>URL</b>	Provide a relevant URL, if one exists
<b>Description of activity</b>	(~10 lines)
<b>Title</b>	The title of the presentation
<b>Presenter</b>	The name of the presenter
<b>Other Partners Involved</b>	In case your organisation collaborated with other Big Policy Canvas partners for this activity you should indicate that here.

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<b>Type of Audience</b>	Select one or more of the following: <ol style="list-style-type: none"> <li>1. Academia and Research</li> <li>2. Policy Makers</li> <li>3. Public Administration</li> <li>4. Independent Consultants</li> <li>5. Citizens/ Young Generation</li> <li>6. Enterprises and other beneficiaries, e.g. Non-profit Organisations</li> <li>7. Other diverse stakeholders including mass communication media and quasi non-governmental organisations (please specify)</li> </ol>
<b>Size of audience (approx.)</b>	Total size of audience informed about Big Policy Canvas
<b>Dissemination Level</b>	International, National/ Regional/ Local
<b>Hash tags for Social Media Dissemination</b>	#hashtag1 #hashtag2 #hashtag3
<b>URL</b>	Provide a relevant URL for the event (with the link to the presentation, if one exists)
<b>Relevant Resources</b>	Attachments such as: (please indicate filenames or URLs) <ul style="list-style-type: none"> <li>• Photos (at least 1)</li> <li>• Agenda (preferably in MS Word format)</li> <li>• YouTube Videos</li> <li>• Slideshare presentations</li> <li>• Other</li> </ul>

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## A.2.2 Publications

The template “Publications” aims at reporting all publications related to Big Policy Canvas, ranging from scientific publications, to whitepapers and articles in newspapers, magazines, corporate press, etc.

<b>Full citation</b>	The full citation of the publication (Article name, Authors, Publication Name, Editors, Date, pages, etc.)
<b>Responsible</b>	The person who was responsible for the publication, typically the first author.
<b>Partners Involved</b>	The name of Big Policy Canvas partners involved in this paper
<b>Hash tags for Social Media Dissemination</b>	#hashtag1 #hashtag2 #hashtag3
<b>Dissemination Level</b>	International, National/ Regional/ Local
<b>Type of Audience</b>	Select one or more of the following: <ol style="list-style-type: none"> <li>1. Academia and Research</li> <li>2. Policy Makers</li> <li>3. Public Administration</li> <li>4. Independent Consultants</li> <li>5. Citizens/ Young Generation</li> <li>6. Enterprises and other beneficiaries, e.g. Non-profit Organisations</li> <li>7. Other diverse stakeholders including mass communication media and quasi non-governmental organisations (please specify)</li> </ol>
<b>URL</b>	Provide a relevant URL, if one exists
<b>Attachment</b>	The final (camera ready) version of the publication e.g. in .pdf or .doc

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