

D8.1 Project dissemination materials

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List of abbreviations

<Abbreviation>	<Explanation>
DoW	Description of Work
EC	European Commission
EU	European Union
Fig.	Figure
Gov2u	Government To You
ICT	Information Communications Technology
M1	Month 1, M3=Month 3 etc.
Pg.	Page
QR	Quick Response (code)
ToC	Table of Contents
WP	Work Package
WPs	Work Packages



Executive summary

Sense4us is a project that was launched in October 2013, which will research ways to make policy-making more effective using cutting edge research and technologies. The project partners will create an online tool that will gather and summarize information from multiple sources (i.e. open data, citizen generated data, forums etc.), thus helping policy makers find and use effectively the most relevant and updated information when forming policies; it will also enable policy-makers to simulate the impacts and consequences of different policy options before policies are formally adopted.

According to the list of deliverables described in the DoW (page 30), the D8.1 “Project Dissemination materials” is a deliverable of WP8 Communication and Exploitation to be delivered in Month 6 (M6). As per the DoW, the main goal of WP8 is to promote and communicate the project widely at local, national and European level, engaging key stakeholders for knowledge sharing.

The purpose of the current deliverable is to present the dissemination materials that were created and uploaded on the project website (both public and private areas). A short description about each of these materials and their screen shots are included in the deliverable and its Appendices. The promotional materials are part of the project’s external communication and as such they will be updated regularly as the project progresses, highlighting its developments.

Chapter 1 is the introductory chapter of the current deliverable. It provides a general overview of the project, it presents the scope and the objectives of the deliverable and analyses the methodology used towards its realization.

Chapter 2 includes the full list of the dissemination materials that were produced for the internal and external promotion and marketing of the project. Therefore, the project’s logo, general presentation, the press release, the newsletter, the brochure, poster and factsheet are briefly discussed. Furthermore, a number of figures are included in this chapter and in the Appendices, offering a visual presentation of the materials to the reader.

Chapter 3 presents briefly the project website (www.sense4us.eu), which is designed, developed and operated by Gov2u. It is the major dissemination and information channel of the project; it includes all relevant information to the project and the dissemination materials as well. A reference is also made in this chapter to the Social Media profiles that were created for the project (Facebook, Twitter, LinkedIn).

Chapter 4 describes the future actions planned by WP8 for the upcoming months. It is stated that the promotional materials will be updated regularly throughout the project lifetime.

Chapter 5 is dedicated to the conclusions highlighting the important role of the dissemination materials for the promotion of the project throughout its duration. Therefore, keeping them updated is essential in sharing the project’s developments and progress with the partners and the general public and raising awareness and visibility.



1 Introduction

1.1 The project: Sense4us

Sense4us is a three year project that was launched in October 2013 with the aim to assist policy makers by giving them the tools and methodology to use a wide array of current data and take into account the views of citizens on policy issues in real time.

As specialists currently have to rely on readily available public information sources based on historic, rather than current, data and consultation with a select group of consultants, Sense4us project will create a toolkit which will support them in information gathering, analyzing and policy modeling. This package of utilities will be based on cutting-edge research. The project's tools will allow: the extraction of information from big data and open data sources; the automatic annotation and linkage of heterogeneous data; the lexical analysis of sources; the creation of policy models combining quantitative open data sources with qualitative social comments; the use of game-theoretic techniques to predict outcome of policy; and social network analysis for tracking discussion dynamics in social media.

Through close interaction with policy makers around Europe, the Sense4us project will validate results in complex policy-making settings and direct the research towards the support of more effective and better understood policy creation.

Sense4us is a project co-funded under the Seventh Framework Programme (FP7-ICT-2013-10).

1.2 WP8 Dissemination and Exploitation

WP8 is a subset of the Sense4us project. According to the Sense4us Description of Work (DoW), WP8 will dedicate its efforts to promoting and communicating the project, its objectives, findings and accomplishments on local, national and European levels. To achieve this, WP8 will use a series of online and offline tools and strategies throughout the project lifetime, in order to bring attention to the project, gain trust and ensure acceptance of the tools that will be created and its results.

The achievement of WP8's main goals and objectives is highly dependent on the active role and participation of the partners in all the tasks and activities of this WP. As described in the DoW, all partners are responsible for individual dissemination tasks, for example authorship of research publications, attendance at conferences and events etc.

1.3 Scope and objectives of the deliverable

According to the DoW (pg. 27-28), the "T8.2 – Creation of the dissemination tools and promotional material" (M1-36) describes in detail the dissemination tools and promotional material that will be produced to support the dissemination activities and the overall promotion of the project. Thus, besides the project website, the main information and dissemination tool which raises visibility of the project to all stakeholder groups and the public, the project promotional material (logo, presentations, brochures, posters, press releases, newsletters and papers) were created and will be regularly updated throughout the lifetime of the project.



This deliverable is presenting the dissemination materials that have already been created and uploaded on the project website, both on the public and partners' private repository. A short description of each of these materials and the screen shots are included in this deliverable and its Appendices. These are the means of the project's external communication and will be updated and enriched with new information and highlights of the project's developments and progress.

1.4 Methodology of the deliverable

The methodology followed for the production of the current deliverable is based on the constructive and close collaboration of WP8 leader with the WP8 partners.

The initial version of the "D8.1 Project dissemination materials" deliverable was created by Gov2u and was sent to WP8 partners for review and comments. The final version resulted after incorporating their comments/suggestions to the deliverable and sent to the project leader.

This document is primarily addressed to the project partners.

As mentioned above, the dissemination materials will be updated at regular intervals throughout the duration of the project, therefore the feedback from all partners is necessary.

2 Dissemination materials

The dissemination materials were created by WP8 in order to help raise awareness of the project and maximize the impact of its dissemination activities. All the dissemination materials that were produced in the first months of the project in support of the marketing activities are presented in this chapter of the deliverable.

2.1 Project Logo

An essential aspect of the effort to enhance a project's visibility and identity is communication and branding. A graphical identity must be designed and established in order to make any project funded by the EU instantly recognizable and provide it with visual consistency and coherence with respect to other similar projects.

Therefore, the project logo is the graphic representation of a well thought-out, creative process and it presents the project title in a distinctive design.



Figure 1 : Sense4us logo

The concept for the project logo design was based on the need for modern, elegant, easy to understand and sleek designs. Thus, the colors that were used for the logo are modern, bright and non-traditional and that alone distinguishes the logo from other project logos and makes it stand out. Furthermore, the concept of the design image on the left of the project title that complements it, illustrates the project (the tools that will be created) in the middle of a two-way communication process (policy-makers and citizens). In this way, the project is in a sense a regulator assisting the flow of information in both directions, thus providing more "sense" of policies and opinions to both policy-makers and citizens.

2.2 Project Templates

A series of project templates were created by Gov2u to cover the partners' needs. Thus, project templates suitable for deliverables, factsheets, presentations, newsletters and press releases were conceived and created in order to be used by the project partners for internal and external dissemination of the project. The templates are available in the partners' private repository on the website, as well as on the document sharing service that the consortium is using.

2.3 Project Press Release

Press Releases are a major means of disseminating the project that focus on specific achievements; milestones, developments, dissemination actions and results. Press releases will be produced throughout the project duration in order to engage audiences with the project's activities and achievements.

The press releases are created by Gov2u. The press focal points nominated by each partner contribute their ideas and/or suggestions and the final document is also translated into their native languages and is distributed by them at national level. A document entitled "Media



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guidelines for press focal points” was prepared by Gov2u in order to provide specific guidelines on the dissemination process that the press focal points have to follow in order to achieve the proper dissemination and wider promotion of the press releases.

The press releases are also uploaded on the project website, under the “News” section and they are also shared on the project’s social media accounts and on the ePractice & Democracies on Line communities.

Lastly, the media coverage of the press releases will be monitored regularly by the press focal points, making it possible to estimate the impact of the project.

The Press Release that was circulated in early December 2013 can be found in Appendix I of the present deliverable. It is also available on the project website, under the section “News” at the following link: <http://www.sense4us.eu/index.php/project-news/19-1st-press-release-the-official-launch-of-sense4us-project>

2.4 Project general presentation template

The template for the powerpoint presentation that will be used by all partners throughout the project was created by Gov2u. The design of the slides is consistent with all the other dissemination materials that were created and the project logo is also adapted in all the slides of the presentation. The main purpose of this dissemination tool is for all project partners to use it for their internal and external meetings (internal project meetings, meetings with stakeholders, presentations at events etc).

The main slide of the presentation is presented in the figure below:



Figure 2 : Sense4us power point presentation template

2.5 Project brochure

A single sheet, letter size, double-fold brochure in English, with a clean, modern and attractive design was created for dissemination purposes. The external side of the brochure



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presents the project logo & name and contains various project information (website, consortium members, project duration), the programme under which it has been funded and the logos of both the European Commission and the 7th Framework Programme. (See figure 3 below).



Figure 3 : Project brochure (external side)

The internal part of the brochure is also structured in two pages. A brief description of the project's main scope is presented on one page and a graphic representation of milestones that give in only a few words the objectives of the project. Both the project's domain name and the QR code are given on the page. (See figure 4 below).

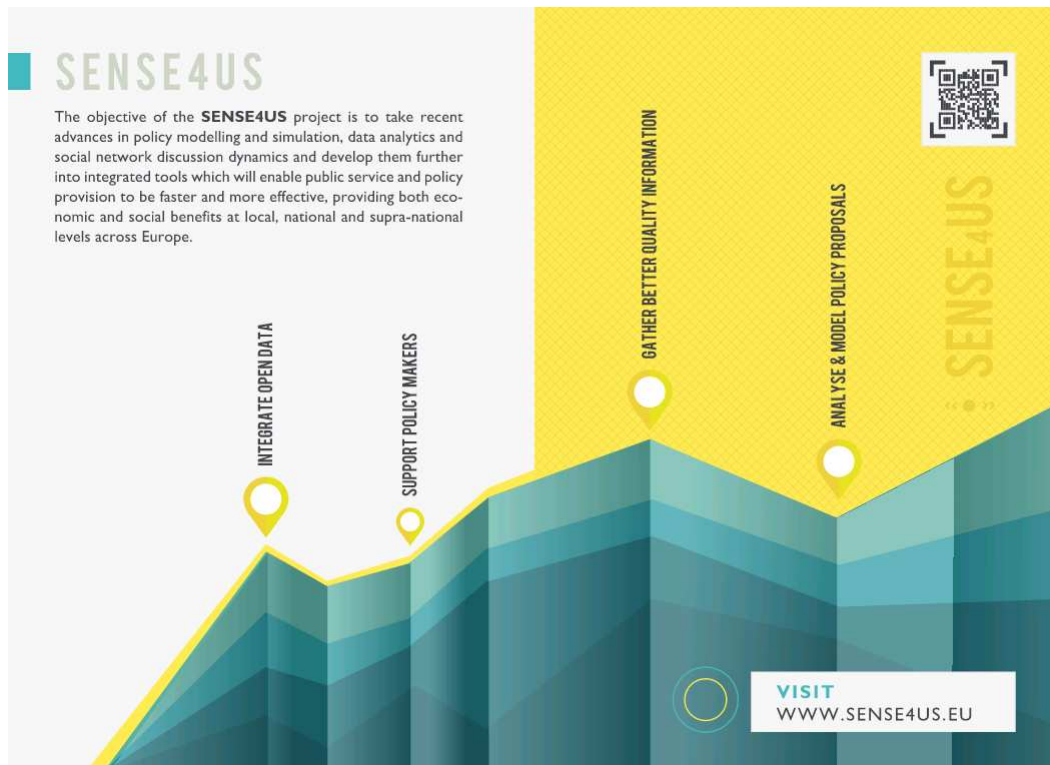


Figure 4 : Project brochure (internal side)

The brochure is developed in order to be distributed for communication/dissemination and awareness raising purposes to stakeholders with an interest in Sense4us during local events, conferences, workshops or road shows. The brochure is available on the public website, under the “Promotional Material” section of the Work Packages tab, as well as in the project News. A printable version of the brochure is also available for partners’ use in the private area of the website and in the document sharing tool the consortium is using.

2.6 Project poster

The project poster (in English) gives short and easy to understand information about the project and its goals. Moreover, the website address and the QR code of the project are also clearly displayed on the poster, while the logos of the European Commission and the 7th Framework Programme are also displayed on the footer.

Gov2u provided two versions of the poster, the second one being a simpler version, without text, that brings attention to the project logo, the title and the graphics.

It is expected that its appearance in appropriate places will attract the attention of potential stakeholders and other audiences, especially during conferences, workshops and road shows. Both versions of the poster can be seen below in Figures 5 & 6. It is available in the public section of the website, in the Work Packages and News sections. Partners also have the printable version available in the private area of the website and the document sharing tool.



Figure 5 : Project poster (version 1)

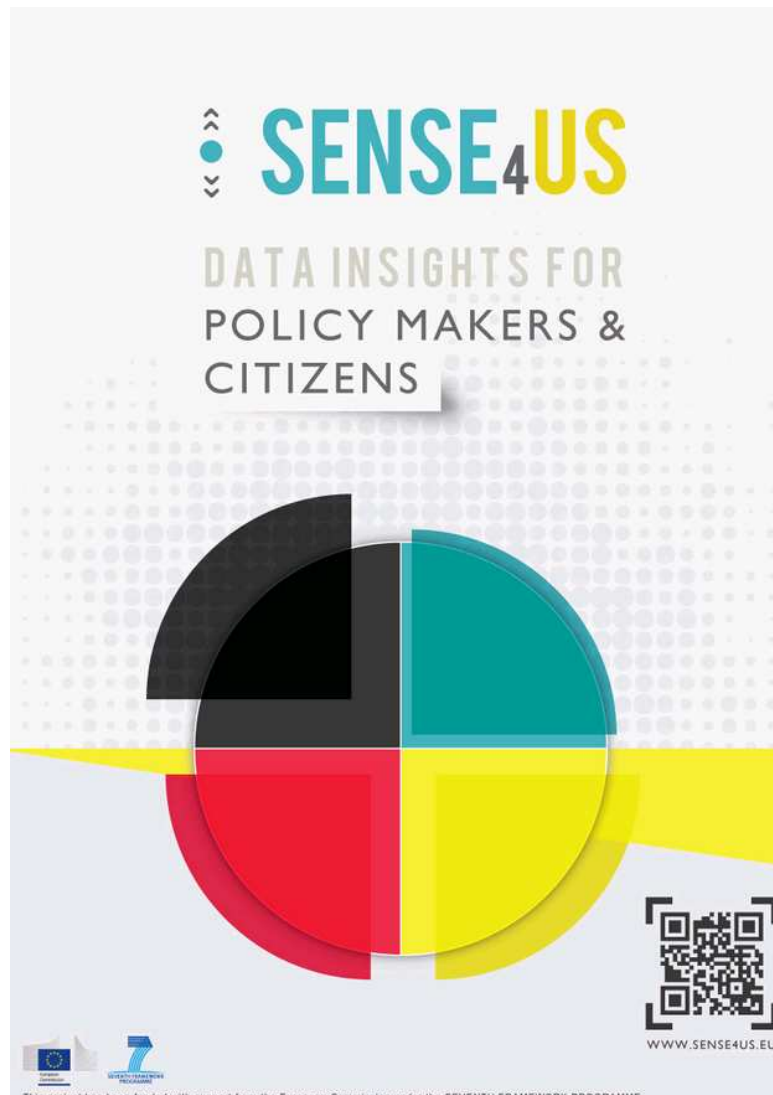


Figure 6 : Project poster (version 2)

2.7 Project Factsheet

The project factsheet is a one-page presentation of Sense4us, in a format that emphasizes the scope and the key objectives of the project in a concise way. The layout is consistent with all the other dissemination material, including the logo, the project title, its duration and budget, the partners involved in the project, the grant agreement number, the project website and an email for contact. Moreover, it presents the concept and the objectives of the project and it highlights some of the upcoming developments of the project.

The factsheet was reviewed by the project partners and will be updated regularly. It is available for the public on the project website and for the partners in their repository.



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DATA INSIGHTS FOR POLICY MAKERS & CITIZENS

At a glance

Project acronym:
SENSE4US

Start date:
01.10.2013

Duration:
36 months

Total budget:
€ 3,332,562.00

Funding from the EC:
€ 2,540,000.00

Project Coordinator:
University of Southampton –
IT Innovation

Project participants:
The Open University-Knowledge
Media Institute
University of Koblenz-Landau
GESIS-Leibniz Institute for the
Social Sciences
Government To You (Gov2u)
Hansard Society Ltd
Stockholm University

Programme:
SEVENTH FRAMEWORK
PROGRAMME - ICT-2013-10

Project website:
www.sense4us.eu

Contact email:
communication@sense4us.eu

Concept

Making and implementing policy at any governmental level is a difficult task. Policy-makers and specialists must rely on readily available public information sources that rely on historic, rather than current data. Moreover, they lack the resources and methodology to be able to access current data and take the views of the citizens into consideration when forming policies. SENSE4US project will cover this need for tools and techniques and will create a toolkit that will support information gathering, analyzing and policy modelling in real time. The package of utilities will be based on cutting-edge research.

Objective

The ultimate objective of the SENSE4US project is to take recent advances in policy modelling and simulation, data analytics and social network discussion dynamics. SENSE4US will further develop them into integrated tools which will make public service and policy provision faster and more effective. This way, the project will provide both economic and social benefits at local, national and supra-national levels across Europe.

The upcoming developments of SENSE4US project

A selection of the functionalities that will be provided by the tools that will be developed in the project

- Find and select available information relevant to the policy under development
- Link and homogenise the data to make it accessible and useful
- Model the policy against its objectives and intended impact
- Validate the policy against existing legislation
- Discover and take account of the views and opinions of non-governmental groups and the general public
- Predict and test economic outcomes to ensure beneficial results
- Model and predict the likely social impact of policy
- Build a record of the policy development process in order to justify decisions made
- Provide multiple policy options to be modelled, improving the negotiation process between key stakeholders



This project has been funded with support from the European Commission under the SEVENTH FRAMEWORK PROGRAMME



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SENSE4US PROJECT

Figure 7 : Project factsheet

2.8 Project Newsletter

The electronic newsletters of the Sense4us project will be published on a quarterly basis throughout the lifetime of the project and will report on interesting news and updates about the project. There will also be a devoted section about other interesting news on policy-



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making and a dedicated section about upcoming events. All newsletter issues will target and be delivered to key stakeholders (national, EU and international level) on a voluntary basis (registration to the newsletter is available through the website).

The newsletters will be uploaded on the project website and the visitors will be able to view and download them. Furthermore, the newsletter issues will be shared on the project's social media profiles, as well as on the ePractice community.

The first newsletter issue will be published in March 2014 and will include the following content:

- Section 1: Editorial
- Section 2: Project News (major news, updates, developments of the project, interesting meeting or presentations of the project at conferences and events etc)
- Section 3: Interesting News (other interesting news about policy-making, open data, EU initiatives, press releases etc)
- Section 4: Upcoming Events (events related to the project's thematic area that are worthwhile mentioning)
- Section 5: Publications (books and journals of interest)

The template of the project Newsletter can be found at the Appendix II of the present deliverable.



3 Project website and Social Media

3.1 Project Website

The Sense4us project website (www.sense4us.eu) is designed, developed and operated by Gov2u. It includes all the relevant information about the project, its goals and objectives, the consortium partners, its WPs, a dedicated news section, a Media section and Links to other interesting projects. The website serves as the major dissemination and information channel of the project. It is regularly updated and enriched with new content.

The website has a public and private section. On the public section, visitors have access to all information about the project, they can download the project's promotional material, read press releases and the public deliverables, subscribe to the newsletter, contact the consortium etc. In the private area, partners get access to all the promotional material and the project templates.

The homepage of the project website can be seen in Figure 8 below.



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Figure 8 : Project website



3.2 Project Social Media profiles

Facebook, Twitter and LinkedIn are currently the most popular social media with millions of users around the globe. Nowadays, social networking has become mainstream in enhancing active citizen participation, engagement and collaboration over the internet.

Social media have become the preference for many people who use them more than other traditional media, as they are inexpensive and easily accessible and they enable anyone to share and access information. Currently Facebook claims to have over 500 million active users, Twitter over 75 million and LinkedIn near 80 million members. By posing questions, publishing useful content and answering others' questions, the project can develop a following and build up an expertise status. LinkedIn Groups are especially useful for this purpose. Also, by building an effective presence on Facebook, LinkedIn or Twitter, Sense4us will use these profiles to help optimize its main website, as search engines "favor" many social media platforms.

To benefit from these effective and freely available social media, Sense4us has created profiles on all three media and has started sharing information about the project. These profiles will serve as a complementary dissemination and communication channel in addition to the project website.

The links to the project's Social Media profiles are:

Facebook: <https://www.facebook.com/pages/SENSE4US-project/562585490456097?ref=hl>

Twitter: <https://twitter.com/sense4usproject>

LinkedIn:

http://www.linkedin.com/profile/view?id=286142319&trk=nav_responsive_tab_profile_pic



4 Future Actions

WP8 is reflecting on a list of future actions related to the general dissemination materials mentioned in the previous sections. Here we underline some of the planned actions for the future:

- The Sense4us website will be updated regularly throughout the project with news, developments as well as new dissemination material.
- The project presentation will be updated according to the developments of the project.
- Press releases will be published when there is an important issue, development and update that needs to be communicated with a wider community.
- The project brochure, poster and factsheet will be updated yearly.
- The project newsletters will be published and distributed on a quarterly basis.
- The project social media profiles will be updated several times a week. Interesting news related to the project or EU initiatives will be posted and disseminated to the project's followers.
- Any other activity, like an article or paper etc. will be prepared and publicized according to the project's needs.



5 Conclusions

D8.1 “Project Dissemination Materials” (M6), presents and analyses all the dissemination materials of the project, namely the logo, website, templates, general presentation, press release, newsletter, brochure, poster, factsheet, social media profiles.

Figures incorporated among the chapters of the deliverable, as well as screen shots included in the Appendices are supplementary for the visual representation of the aforementioned materials.

We stress that these materials are regularly updated to fit the ongoing needs of the Sense4us project and to adapt to its evolution, to its results and to the project’s targeted audience.

APPENDIX I – Project Press Release

This is the Press Release introducing the launch of the project.



PRESS RELEASE

FOR IMMEDIATE RELEASE

Sense4us project at the starting line

A three year project, co-funded by the Seventh Framework Programme, aims to facilitate the policy-making processes

Brussels, 3/12/2013 – The official launch of the Sense4us project took place on 13-15 November 2013, bringing together seven academic, technical and civil society organizations from across Europe.

Sense4us will research ways to make policy-making more effective using cutting edge research and technologies. The online tool that will be created by the project will:

- Gather and summarize information from multiple sources (i.e. open data, citizen generated data, forums etc.), thus helping policy makers find and use effectively the most relevant and updated information when forming policies
- Enable policy-makers to simulate the impacts and consequences of different policy options before policies are formally adopted. This modeling of policies will allow policy-makers to choose the proposal that best fits their objectives and will help to avoid unintended consequences.

The project consortium will be led by University of Southampton – IT Innovation and is composed of:

The Open University – Knowledge Media Institute, University of Koblenz-Landau – Institute WeST, GESIS-Leibniz Institute for the Social Sciences, Government to you (Gov2u), Hansard Society Ltd, eGovlab (DSV- Stockholm University).

The project will be completed in 36 months.

###

Further information: Sense4us website: www.sense4us.eu

Contact us: Sense4us Press Office: communication@sense4us.eu

Social media:



[SENSE4US-project](#)



[SENSE4US-project](#)



[SENSE4US-project](#)



This project has been funded with support from the European Commission under the SEVENTH FRAMEWORK PROGRAMME

Figure 9 : Project press release



APPENDIX II – Newsletter Template

The first issue of the project newsletter is planned to be launched in March 2014. Here we present the template of the newsletter with all its sections (Editorial, Project News, Interesting news, Upcoming events, Publications).







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Figure 10 : Project newsletter (template – ToC)