D8.6 Report on dissemination activities

Project acronym:	**SENSE4US**
Project full title:	**Data Insights for Policy Makers and Citizens**
Grant agreement no.:	**611242**
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History

Version	Date	Modification reason	Modified by
0.1	23.06.2015	Initial draft asking partners input on dissemination activities	Vassiliki Zalavra (Gov2u)
0.2	18.09.2015	Updated draft including partners' input for review	Vassiliki Zalavra (Gov2u)
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0.4	05.10.2015	Review and comments	Rasa Uzdavinyte (Gov2u)
0.5	05.10.2015	Comments incorporated	Vassiliki Zalavra (Gov2u)
0.6	05.10.2015	Quality check	Rasa Uzdavinyte (Gov2u)
0.7	05.10.2015	Review and comment	Steve Taylor (ITI)
1.0	09.10.2015	Final reviewed deliverable	Vassiliki Zalavra (Gov2u

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List of abbreviations

<Abbreviation>	<Explanation>
DoW	Description of Work
EC	European Commission
EU	European Union
FP7	Seventh Framework Programme
GESIS	Leibniz Institut fur Sozialwissenschaften e.V.
Gov2u	Government To You
HS	Hansard Society
ITI	University of Southampton IT Innovation
KMI	Open University, Knowledge Media Institute
M1	Month 1, M3=Month 3 etc.
MoU	Memorandum of Understanding
MP	Member of Parliament
MS	Member States
SU	Stockholm University
Y1	Year 1
WP	Work Package
WPs	Work Packages

Executive summary

According to the DoW description of WP8 (p.26-29), the main goal of WP8 Dissemination and Exploitation is to disseminate the findings of the project effectively, to engage key stakeholders for knowledge sharing and raise awareness about the SENSE4US tool, to launch an effective internal and external communications strategy to achieve the project's objectives as a consortium and, of course, provide assistance to other Work Packages (WPs) about dissemination issues.

The current document "D8.6 Report on dissemination activities", submitted in M24 (September 2015), is the first update of D8.5 "Report on dissemination activities" which was submitted in M12 after the completion of the project's first year. D8.6 refers to the dissemination and communication objectives and strategy followed over the second year of the project, reports on the dissemination tools that were used for the project's promotion and the activities that were undertaken by partners during the same period. As described in the deliverable, partners focused their efforts on participating in various events relevant to the project and giving presentations of the project as well as on papers' writing and papers' submission to major conferences, while project materials were created for further dissemination of the project and social media presence was significant during Y2 of the project.

Moreover, D8.6 lays out future activities for Y3 of the project highlighting the objectives of the upcoming period and the methods and tools that will be used for their achievement. Y3 is crucial for the project as the focus shall be made on the engagement of the users in the project's solution and communication of its findings externally as the most significant goal.

Finally, some conclusions complete the deliverable's structure.

1 Introduction

1.1 The project: SENSE4US

SENSE4US is a three year project that was launched in October 2013, co-funded under the Seventh Framework Programme (FP7-ICT-2013-10) aiming to assist policy makers in their tasks, by giving them the tools and methodology to access a wide array of current data and take into account the views of citizens on policy issues in real time.

Making and implementing policy at any level of government is fraught with difficulty. The impact of decisions made is not always obvious at the time the policy is formulated or enacted and any short-comings of the policy become known too late. Obviously the policy is always subject to change, however policy making is a long process and the cycle between new policy adopted and consequences felt take a long time. Therefore the challenge is to make effective policies and to adhere to most factors that is possible, what in the age of information can be difficult. This is not only due to the lack of proper information but also due to the difficulty of finding and aggregating the right data out of the sea of information which characterizes our modern world. Having once formulated a policy it is then impossible to make useful predictions around its likely impact and effectiveness. Besides, policy specialists lack the resources and the methodology to be able to access most current data and are out of reach to ultimately take into account the views of citizens on policy issues expressed in real time through social network discussions.

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 is creating a toolkit to support them in information gathering, analyzing and policy modeling in real time. This package of utilities is be based on cutting-edge research.

The project's tools are directed to allow:

- the extraction of information from big data and open data sources;
- the automatic annotation and linkage of homogeneous data;
- the lexical analysis of sources and validation;
- the creation of policy models combining quantitative open data sources with qualitative social comments;
- the prediction of social impact of policy and the outcome of policy, providing understandable visualizations;
- and social network analysis for tracking discussion dynamics in social media.

Through close interaction with policy makers around Europe, the SENSE4US project validates results in complex policy-making settings and directs the research towards the support of more effective and better understood policy development.

The ultimate objective of the SENSE4US project is to advance policy modelling and simulation, data analytics and social network discussion dynamics, providing economic and social benefits at all policy making levels across Europe.

1.2 WP8 Dissemination and Exploitation

WP8 is a subset of the project and, according the DoW (p.26), the Work Package (WP) that dedicates its efforts in promoting and communicating the project widely at local, national and European level, its objectives and its findings. WP8 strategy is two-fold focused on the project's dissemination and exploitation in the long-term. As during the Y1 of the project,

WP8 continues to use a series of online and offline tools in order to raise awareness about the project and also manage to involve key stakeholders such as projects of relevant thematic field of activity and policy- and decision-makers at European level. Undoubtedly, WP8 work is highly dependent on partners' individual dissemination efforts meaning authorship of research publications, attendance and presentations during conferences and events, face-to-face meetings with influential stakeholders, etc. that ensure better dissemination and effective promotion of the project. It goes without saying that the project's effective exploitation and its long-term sustainability are directly linked partners' full involvement and strong engagement in WP8.

The dissemination and communication strategy of WP8 was set in the first year of the project explaining clearly the methods, the tools that would be used and the activities to be undertaken in order to achieve its objectives and give widespread visibility to project's developments and results. Based on this strategy, this deliverable presents the first update of the previous dissemination and communication report (D8.5) including all the activities performed during Y2.

1.3 The deliverable: scope, methodology, structure and audience

1.3.1 Scope

The scope of the deliverable is to introduce the first update of the yearly report of the dissemination and communication of the project by consortium partners. The deliverable offers an update on tools (project website, social media, newsletters, publications, etc.) and activities that were undertaken towards the WP8 objectives during the last twelve months (M13-M24) of the project. It will be updated yearly during the whole duration of the project.

1.3.2 Methodology

As also mentioned in D8.5 deliverable, the methodology that was followed for the production of this deliverable was again based on the constructive collaboration of WP8 leader with the project partners. The collaborative efforts of all partners are of utmost importance since they will result in the very best version of the deliverable.

The first draft of this report was created by Government to You (Gov2u), WP8 Leader, based on the input received by partners. SENSE4US partners were asked to provide the necessary contributions related to the activities they undertook during the reporting period. The final editing has been done by Gov2u and all input received from partners was incorporated. The final version will be submitted to the project coordinator, who will in turn submit it to the European Commission (EC).

1.3.3 Structure

Regarding the structure of the report, it comprises of three main parts: the first section makes a short introduction to the project (type of project, objectives, scope, methodology) so it is easier for the reader to understand about the project's identity without being necessary to look into the initial report; the second section focuses on an overview of the objectives achieved this year; the third section presents all the dissemination and communication tools and activities implements for the objectives set for this reporting period; the last section refers to some future activities that are planned for the next year of the project. Finally, the conclusion closes up the report by highlighting its major points.

1.3.4   Intended audience

The intended audience of this deliverable remains the same as defined in D8.5:

Group of readers	Reasons for reading
SENSE4US consortium partners	To be informed about the dissemination activities performed by the consortium during the reporting period (M13-M24)
Target groups: general public, research and scientific community, potential new end-users, possible dissemination partners, project stakeholders	To be informed about dissemination activities performed within the reporting period and raise awareness about the project, announce project objectives, further develop a community of interest
Representatives of organizations and institutions involved in similar projects or initiatives.	To share knowledge, information and best practices that can be adopted and utilized in similar projects
European Commission	This document is a deliverable of the SENSE4US project

Table 1 : Intended audience

1.4   Relation of the deliverable to other WP8 deliverables

This document is related directly to the following deliverables of WP8:

- D8.1 Project dissemination materials (M6)
- D8.2 Project dissemination materials (M12)
- D8.4 Dissemination Plan (M6)
- D8.5 Report on dissemination activities (M12)

1.5   Quality management

Given that this report is an update of D8.5, its main parts are consistent to the previous ones approved by partners. Therefore, Gov2u asked for partners' contribution and their reporting on their dissemination activities undertaken during Y2 of the project, prepared the updated draft of the report and shared it with partners. The deliverable uses the correct project template and a language quality control has been performed.

2 Dissemination and Communication objectives for the reporting period

This section outlines the dissemination and communication objectives implemented for the reporting period (M13-M24) of the project taking into account the recommendations made by reviewers after the first review of the project. From October 2014 to September 2015, WP8 partners strived to achieve the following objectives:

- Expand the visibility of the project in social media and among relevant projects;
- Establish, maintain and enhance collaboration with other EU funded projects in the same domain by inviting them by email to introduce the project and find common fields of collaboration as well as by organizing events in common;
- Creation of synergies and knowledge sharing as well as co-organization of events that would communicate our developments to broader audiences;
- Further and most targeted promotion of the project, awareness raising widely, visibility via online and offline activities;
- Face-to-face contacts with stakeholders (MEPs, national representatives, Ministers, policy officers, etc.);
- Enhancement of networking based on latest developments and objectives of the project and excellent reputation itself to attract a wide circle of interested stakeholders with a legitimate interest in the outcome of the project;
- Increase the number of social media involvement via more posts and tweets related to the project as well as the number of people visiting the project's website;
- Design and create a Policy and a Research Brief in order to approach in a more targeted way the various stakeholders of the project;
- Participation in events at national and European level to raise awareness and visibility for the project;
- Facilitate WP8 communication and collaboration as well as assist consortium partners with their dissemination activities;
- Provide the deliverables and reports corresponding to the reporting period M13-M24;
- Monitoring of project website and social media profiles.

3 Dissemination and Communication tools and activities for the reporting period

An overview of the dissemination tools and activities created and performed by the SENSE4US partners in order to raise the visibility of the project during the first year of the project (M1-M12) is being provided in this chapter.

Dissemination tools are somewhat the vehicles that are being used to transport the most important messages, while activities are the concrete actions by which these tools could possibly be implemented.

3.1 Dissemination and communication tools

This section presents the dissemination tools used during the reporting period. These tools are the means through which the project's main messages can be transmitted and communicated outside of the consortium. A common branding was and will continue to be used throughout promotional materials with the intention of maintaining a consistent and distinctive identity in order to evoke a positive image and a favorable reputation for the project.

3.1.1 SENSE4US website

SENSE4US website was created in M1 of the project. The project's website is a major means of information for and communication with the visitors and thus it is harmonized and interrelated with the main goals of the WP8 to disseminate the project findings as well as to engage key stakeholders for knowledge sharing.

The website is a versatile and resourceful dissemination tool. It is necessary since all the information pertaining to the project is presented there for all audiences. Since the launch of the website, it is regularly being updated so to attract new and returning visitors. Updates refer to the project news, project in the press, events, relevant articles, press releases, newsletter issues, synergies and other activities dedicated to dissemination. The update of the website content, layout and design is ongoing throughout the implementation of the project.

Data retrieved from the back end of SENSE4US website show the following:

Field	Data
Newsletter subscribers	55
Number of items on Project News	26
Number of items on Blog	68

Table 2 : Project website data

Data retrieved from Google Analytics[1] for the period October 1st 2014 to September 17th 2015 indicate that the website was visited by **1,676 users**. In total there have been **2,211 Sessions** and **5,513 Pageviews**. Out of the **100%** visits, **75,1%** were **New Visits** while **24,9%** were **Returning Visits** and the **average visit duration was 1min and 49sec**.

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[1] The full reports of Google analytics are included in Appendix II.

Field	Data
Users	1,676
Number of Sessions	2,211
Number of pageviews	5,513
Percentage of New Visits	1,259
Number of Returning Visits	417
New Visits vs. Returning Visits	75,1% vs. 24,9%

Table 3 : Website data from Google analytics (October 2014 – September 2015)

Furthermore, a number of activities related to the website were performed during the reporting period:

- Queries, expressions of interest and requests with reference to the project are received through the website proving interest for SENSE4US. Responses and/or actions to emails and inquiries are provided by the dissemination and communication team.

- Promotional materials, approved deliverables and papers/publications written by partners are uploaded in the public website and partners' repository.

3.1.2   SENSE4US Social Media

Social media profiles play a promotional role for the project, allowing to gain visibility among a wide range of audience. Constant posts and updates of status on social media profiles on the projects developments, news and sharing of best practices increase the engagement of the interested audience and help to achieve interaction with the users. They have been identified as an effective dissemination tool due to the popularity, ease of access and rapid information flow. Thus they allow those that employ them to create an even wider community of interest and disseminate news, activities and developments.

Figure 1 : Social media buttons integrated in the SENSE4US website

During this second year of the project, all project social media profiles were updated on a daily basis with project news as well as other important news that were relevant to the project's thematic area. Project partners were always invited to share news items with the dissemination team so that these items could be posted on Facebook, Twitter and LinkedIn.

All the posts shared with our followers attracted more people interested in the project and, as it can be seem in the tables below, the SENSE4US social media profiles became more popular after the two-year presence of the project. As a consequent, there was a worth mentioning increase of followers in all accounts being the tangible proof that the

dissemination tools enhance the project's identity, increase trust and acceptance as well as create a favorable reputation. The social media will continue to be used for the project's wide dissemination, the communication of its developments and for further stakeholders' engagement.

The following tables show the status of the social media profiles and the number of followers:

Field	Details
Social Network	Facebook
Project Month	September 2015
URL	https://www.facebook.com/pages/SENSE4US-project/562585490456097?ref=hl
Status	85 Likes (37% increase in comparison to 2014)

Table 4 : Sense4us page on Facebook (last update September2015)

Field	Details
Social Network	Twitter
Project Month	September 2015
URL	https://twitter.com/sense4usproject
Status	458 followers (127% increase in comparison to 2014), 1.460 Tweets

Table 5 : SENSE4US profile on Twitter (last update September2015)

Field	Details
Social Network	LinkedIn
Project Month	September 2015
URL	https://www.linkedin.com/profile/view?trk=nav_responsive_tab_profile&id=286142319
Status	607 connections (64% increase in comparison to 2014)

Table 6 : SENSE4US profile on LinkedIn (last update September2015)

3.1.2.1 Facebook page insights - Twitter Klout scores & analytics

"Facebook Page Insights" is a free service for all Facebook Pages and Facebook Platform application and websites. Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics about their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook. Only Page administrators, application owners, and domain administrators can view

Insights data for the properties they own or administer. The metrics data is aggregated on a daily basis and is made available within 24 hours after a full day is complete.

The figures that can be found in Appendix III show the overall data of the Facebook Page Insights for SENSE4US Facebook profile for the reporting period of October 2014 to September 2015. In the Appendix III, data on "How many people the posts reached", "Page and Tab visits" as well as the post that most people reached within the reporting period, etc. can be found.

Indicative scores on Klout measuring the effect of the project's Twitter presence and Twitter analytics can be found in Appendix IV.

3.1.3   Newsletter

As already mentioned in D8.4 Dissemination Plan (M6), the project newsletters are used to announce the project, develop a profile, give regular updates on its progress and developments and achieve buy-in and take-up of its solution after the completion of the project. The newsletters are creative dissemination tools addressing them to target audiences to know that the project is a success.

During the reporting period (M13-M24), three newsletter issues have been published in March 2015, June 2015 and September 2015. Each newsletter issue focuses on updating about the latest project news, the events in which partners participated as well as other interesting news and publications that worth mentioning, while they suggest events related to the project's field of activity to all readers. Thus, the newsletter's structure consists of the following standard sections: "Editorial", "Project News", "Interesting news", "Upcoming Events" and "Publications".

The newsletter issues are accessible in the "Newsletter" section of the website (http://www.sense4us.eu/index.php/news-letter), in which the visitor or user can easily subscribe to the newsletter distribution list and follow the project's progress on a quarterly basis. In Y2, the following SENSE4US Newsletter Issues have been released:

Issue	*Date of release*	*Available in URL*
Newsletter Issue No. 4	December 2014	http://www.sense4us.eu/index.php/news-letter/28-newsletter/83-newsletter-issue-4
Newsletter Issue No. 5	March 2015	http://www.sense4us.eu/index.php/news-letter/28-newsletter/86-newsletter-issue-5
Newsletter Issue No. 6	June 2015	http://www.sense4us.eu/index.php/news-letter/28-newsletter/87-newsletter-issue-6
Newsletter Issue No. 7	September 2015	http://www.sense4us.eu/index.php/news-letter (this link will be subject to change when the next issue will be published)

Table 7 : Newsletter Issues

The next issue of the Newsletter will be released before the end of December 2015.

3.1.4 Promotional material

During Y2, all the project marketing materials (brochure, factsheet, poster) were uploaded on the project website in November 2014. They comprise a collection of dissemination and promotional tools that are used to support the establishment of the project identity widely, to raise awareness and visibility of the project, to attract and motivate stakeholders and, although they are in electronic version, they are also distributed in printable version at project presentations in events and conferences. The promotional materials are described in detail in both D8.1 and D8.2 and they will be further updated with the new developments of the project in M36.

Moreover, according to reviewers' recommendations to approach stakeholders in a more targeted way, we created a Research Brief which focuses on answering three important questions that summarize the most essential aspects of the project that would be of interest for researchers. Therefore, the Research Brief gives answers to "What is the challenge we need to address?", "What are the inefficiencies/gaps that we want to cover" and "What is the solution we offer?". The Research Brief is presented in a nice and clean project template and has also an "At a glance" section so that the reader briefly gets informed about the project. You may find the document at: http://www.sense4us.eu/images/material/ResearchBriefSept.2015.pdf

In addition, within Y2, a general presentation of the project has been prepared with the collaboration of project coordinator. The presentation focuses on the information management challenges faced by policy makers and explains how SENSE4US manages to meet them; refers to the project overall concept, how it works and what does the toolkit do; the SENSE4US system is analytically depicted as well as how the policy modeling can be affected by open data and social media. The presentation is available online at: http://www.sense4us.eu/images/material/Sense4us_Introduction.pdf

3.2 Dissemination and communication activities

The following sections outline the dissemination activities carried out during this reporting period:

3.2.1 Organization of events

A strong dissemination activity for partners is to organize dedicated events at local or national level, similar to "Info Days" or "Focus Groups", in order to disseminate the project among various interested stakeholders. At the same time these events can be organized as satellite events within bigger events such as conferences, exhibitions or seminars. The following events have been organized by the consortium partners in collaboration with other third parties:

Name of event	Date	Venue/Location	Description of event	Type of audience	Results and outcomes
PACITA workshop (in co-organization with IT-Innovation and Gov2u)	26/02/2015	Berlin, Germany	The aim of the conference is a knowledge exchange within the field of technology assess met. Hence researchers within this field and	Researchers from the domain of technology assessment and assistants form local	After a presentation of the toolbox and a following discussion the audience provided feedback

			assisters from local authorities are addressed. http://berlinconference.pacitaproject.eu/	authorities.	concerning challenges, risks and opportunities. A strong debate was on Twitter analysis. One key feedback was that tools need to be chained together.
UI/ UX Workshop	17/06/2015, from 9:00 AM to 4:00 PM	eGovlab, Stockholm University, Kista, Stockholm, Sweden	The aim of the event was to brainstorm with external experts on UI/UX design on the SENSE4US tools, as well as integrated interface. The goal was to get some fresh ideas to help design a genuinely attractive user experience.	UI/UX experts invited + SENSE4US core consortium.	The workshop was a huge success in the ideas it generated and the community of interest it created. We now await the realisation of the ideas in a tangible form in the integrated interface being created by Southampton IT Innovation.
eGov Workshop: "Enabling Effective Policy Making - Coupling the Power of the Data with the Wisdom of the Crowd"	31/08/2015, from 1.30 PM to 5.30 PM	Thessaloniki, Greece	The purpose of this workshop was to present and discuss the up-to-date methodologies and findings of projects of the Global Systems Science (GSS) cluster and promote active dialogue among the participants.	The workshop was organized by the following projects that are co-funded by the EC: CONSENSUS - http://www.consensus-project.eu Policy Compass - http://www.policycompass.eu/ EU Community - http://project.eucommunity.eu SENSE4US - http://www.sense4us.eu SYMPHONY - http://projectsy	The workshop was very interesting as comments, propositions, future research directions, possible synergies etc. were discussed among all participants.

				mphony.eu/ GRAcEFUL - http://www.graceful-project.eu/ . People that were attending the IFIP EGOV2015 and IFIP ePart 2015 conference which was taking place in parallel attended the workshop as well.	

Table 8 : Organization of events

3.2.2 Participation in conferences, workshops and events

One of the key activities for the promotion of the project's objectives and developments is the participation in events, workshops and conferences. In these events, presentations are performed by consortium partners showcasing the project and providing the most essential updates to interested stakeholders on project's progress. The events at local and EU level are mainly related to Open Data, Modelling, Policy Making, etc.

Appendix I of the current document includes all the events and conferences that partners participated during the reporting period (M13-M24) of the project.

3.2.3 Articles, publications, papers (accepted/submitted/presented to conference proceedings and scientific journals)

According to the DoW it is foreseen that "papers, articles and other publications related to the project will be prepared with the cooperation of project partners and submitted in relevant conferences and journals focused on ICT R&D, eGovernment, eParticipation etc., in order to promote the project in national, European and international promotion level".

It is important to mention that in Y1 of SENSE4US project 14 papers were written and accepted, while in Y2 there are 18 papers produced in total. In detail, 14 papers have been published, 1 paper has been submitted and pending review, while 3 papers have been accepted and will be published soon. The papers that have been written (published, accepted and under review) are listed below:

Field	Details
Title of publication	NautiLOD: A Formal Language for the Web of Data Graph. ACM Transactions on the Web, vol. 9, n. 1, Article No. 5, 2015
Date of publication	2015
Name of Author(s)	V. Fionda, G. Pirrò, C. Gutierrez

Published at:	Journal: ACM Transactions on the Web
Status	Published
URL	https://ergotid.files.wordpress.com/2014/11/tweb-nautilod.pdf
Abstract	This paper defines a declarative navigational language for the Web of Linked Data graph called N AUTI LOD. N AUTI LOD enables to specify datasources via the intertwining of navigation and querying capabilities.

Table 9 : NautiLOD: A Formal Language for the Web of Data Graph

Field	Details
Title of publication	Extended Property Paths: Writing More SPARQL Queries in a Succinct Way.
Date of publication	2015
Name of Author(s)	V. Fionda, G. Pirrò, M. Consens
Presented at:	29th Conference on Artificial Intelligence (AAAI), Austin, Texas, USA.
Status	Published
URL	https://ergotid.files.wordpress.com/2014/11/aaai2015-epps.pdf
Abstract	This paper introduces a significantenhancement of SPARQL property paths, called extended property paths.

Table 10 : Extended Property Paths: Writing More SPARQL Queries in a Succinct Way

Field	Details
Title of publication	Programmatic Access to Crowdsourced Human Computation for Designing and Enhancing Interlinking
Date of publication	2015
Name of Author(s)	C. Sarasua
Presented at:	Workshop: ESWC2015-SemDev

Status	Published
URL	http://ceur-ws.org/Vol-1361/
Abstract	This paper describes a crowd-powered approach to knowledge integration, which aims at supporting data publishers in designing new interlinking processes, as well as validating and enhancing automaticaly computed links.

Table 11 : Programmatic Access to Crowdsourced Human Computation for Designing and Enhancing Interlinking

Field	Details
Title of publication	Crowd Work CV: Recognition for Micro Work
Date of publication	2014
Name of Author(s)	C. Sarasua, M. Thimm
Published/presented at:	Proceedings of the 3rd International Workshop on Social Media for Crowdsourcing and Human Computation (SoHuman'14)
Status	Published
Abstract	This paper describes the concept of a crowd worker CV that enables the representation of crowdsourcing agents' identities and promotes their work experience across the different microtask marketplaces.
URL	http://www.springer.com/us/book/9783319151670

Table 12 : Crowd Work CV: Recognition for Micro Work

Field	Details
Title of publication	Explaining and Suggesting Relatedness in Knowledge Graphs
Date of publication	2015
Name of Author(s)	G. Pirrò
Published/presented at:	14th International Semantic Web Conference
Status	Published
Abstract	In this paper, the authors formalizes explanations for the relatedness of entities in knowledge bases as well as criteria for

	building such explanations.
URL	https://ergotid.files.wordpress.com/2015/10/iswc2015.pdf

Table 13 : Explaining and Suggesting Relatedness in Knowledge Graphs

Field	Details
Title of publication	A Context-Based Semantics for SPARQL Property Paths over the Web
Date of publication	2015
Name of Author(s)	O. Hartig, G. Pirrò
Published/presented at:	European Semantic Web Conference (ESWC)
Status	Published
Abstract	This paper introduces a query language and semantics to evaluate SPARQL property paths over the Web.
URL	https://ergotid.files.wordpress.com/2015/04/eswc-2015.pdf

Table 14 : A Context-Based Semantics for SPARQL Property Paths over the Web

Field	Details
Title of paper	Policy Making in a Complex World: The Opportunities and Risks Presented by New Technologies
Date of submission	2015
Name of Author(s)	Timo Wandhöfer, Miriam Fernandez, Somya Joshi, Aron Larsson, Osama Ibrahim, Steve Taylor, and Maxim Bashevoy
Presented at:	PACITA conference proceedings, 25-27 February 2015, Berlin
Status	Accepted, to be published soon
Abstract	Within this paper we take a look at the on-going SENSE4US project, which is a Framework 7 European Research Project. The project's strategy is the implementation of technical components that are frequently being used to discuss ICT challenges, benefits and risks with stakeholders' within the political sphere. This paper provides insides of how to make sense of Tweets' sentiment and how to view on policies from different perspectives.

Table 15 : Policy Making in a Complex World: The Opportunities and Risks Presented by New Technologies

Field	Details
Title of publication	Semantic Patterns for Sentiment Analysis of Twitter
Date of submission	October 2014
Name of Author(s)	Hassan Saif, Yulan He, Miriam Fernandez and Harith Alani
Presented at:	13th International Semantic Web Conference (ISWC), Riva del Garda - Trentino Italy
Status	Published
Abstract	Sentiment is often implicitly expressed via latent semantic relations, patterns and dependencies among words in tweets. In this paper, we propose a novel approach that automatically captures patterns of words of similar contextual semantics and sentiment in tweets.
URL	http://link.springer.com/chapter/10.1007/978-3-319-11915-1_21

Table 16 : Semantic Patterns for Sentiment Analysis of Twitter

Field	Details
Title of publication	Stretching the Life of Twitter Classifiers with Time-Stamped Semantic Graphs
Date of submission	October 2014
Name of Author(s)	Amparo Elisabeth Cano, Yulan He, Harith Alani
Presented at:	13th International Semantic Web Conference (ISWC), Riva del Garda - Trentino Italy
Status	Published
Abstract	n/a
URL	http://link.springer.com/chapter/10.1007/978-3-319-11915-1_22

Table 17 : Stretching the Life of Twitter Classifiers with Time-Stamped Semantic Graphs

Field	Details
Title of publication	Automatic Stopwords Generation using Contextual Semantics for

	Sentiment Analysis of Twitter
Date of submission	October 2014
Name of Author(s)	Hassan Saif, Miriam Fernandez and Harith Alani
Presented at:	13th International Semantic Web Conference (ISWC 2014), 19-23 Oct 2014, Riva del Garda, Trentino, Italy
Status	Published
Abstract	In this paper we propose a semanticapproach to automatically identify and remove stopwords from Twitter data. Unlike most existing approaches, which rely on outdated and context-insensitive stopword lists, our proposed approach considers the contextual semantics and sentiment of words in order to measure their discrimination power.
URL	http://ceur-ws.org/Vol-1272/paper_55.pdf

Table 18 : Automatic Stopwords Generation using Contextual Semantics for Sentiment Analysis of Twitter

Field	Details
Title of publication	Contextual semantics for sentiment analysis of Twitter
Date of publication	November 2014
Name of Author(s)	Hassan Saif, Miriam Fernandez, Yulan He and Harith Alani
Published/presented at:	Information Processing & Management
Status	Published
Abstract	Sentiment analysis on Twitter has attracted much attention recently due to its wide applications in both, commercial and public sectors. In this paper we present SentiCircles, a lexicon-based approach for sentiment analysis on Twitter. Different from typical lexicon-based approaches, which offer a fixed and static prior sentiment polarities of words regardless of their context, SentiCircles takes into account the co-occurrence patterns of words in different contexts in tweets to capture their semantics and update their pre-assigned strength and polarity in sentiment lexicons accordingly. Our approach allows for the detection of sentiment at both entity-level and tweet-level. We evaluate our proposed approach on three Twitter datasets using three different sentiment lexicons to derive word prior sentiments.

URL	http://www.sciencedirect.com/science/article/pii/S0306457315000242

Table 19 : Contextual semantics for sentiment analysis of Twitter

Field	Details
Title of publication	Sentiment Analysis in Social Streams
Date of publication	February 2015
Name of Author(s)	Hassan Saif, Javier Ortega, Miriam Fernandez, Ivan Cantador
Published at:	Springer volume
Status	Published
Abstract	n/a
URL	http://arantxa.ii.uam.es/~cantador/doc/2015/epps-socialstreams15.pdf

Table 20 : Sentiment Analysis in Social Streams

Field	Details
Title of publication	"Modelling for Policy Formulation: Causal Mapping, Scenario Generation, and Decision Evaluation". Aron Larsson and Osama Ibrahim. Electronic Government - 14th IFIP WG 8.5 International Conference, EGOV 2015 Proceedings, Thessaloniki, Greece, August 30 - September 2, 2015, Tambouris, E., Janssen, M., Scholl, H.J., Wimmer, M.A., Tarabanis, K., Gascó, M., Klievink, B., Lindgren, I., Parycek, P. (Eds.), 2015.
Date of publication	August 2015
Name of Author(s)	Aron Larsson, Osama Ibrahim
Presented at:	14th IFIP Electronic Government (EGOV) and 7th Electronic Participation (ePart) Conference 2015, 30th August – 2nd September 2015, University of Macedonia, Thessaloniki, Greece
Status	Published
Abstract	In this paper we present a work process with associated operational research modeling and analysis tools for the policy formulation stage of the Lindblom policy cycle process model. The approach exploits the use of causal maps for problem structuring and scenario generation of policy options together with decision analysis for evaluating generated scenarios taking preferences of decision makers and stakeholders into account. The benefits of

	interest when exploiting this integrated modeling approach is to enable for; (i) problem structuring and facilitating understanding and communication of a complex policy problem, (ii) simulation of policy consequences and identification of a smaller set of policy options from a possible very large set of possible options, and (iii) structured decision evaluation of the generated alternative policy options.
URL	http://link.springer.com/chapter/10.1007/978-3-319-22500-5_11#page-1

Table 21 : Modelling for Policy Formulation: Causal Mapping, Scenario Generation, and Decision Evaluation

Field	Details
Title of publication	"Text Analysis to Support Structuring and Modelling a Public Policy Problem-Outline of an Algorithm to Extract Inferences from Textual Data", World Academy of Science, Engineering and Technology, International Science Index, Humanities and Social Sciences, 1(6), 736, (2015).
Date of publication	June 2015
Name of Author(s)	Claudia Ehrentraut, Osama Ibrahim, Hercules Dalianis
Presented at:	ICPPSS 2015 : 17th International Conference on Public Policy and Social Sciences, 25th – 26th June 2015, Paris, France
Status	Published
URL/Reference	International Science Index World Academy of Science, Engineering and Technology Humanities and Social Sciences Vol:2, No:6, 2015 https://www.waset.org/abstracts/18963 Also in: Proceedings Writers Hut 2014, August 21-22, Åkersberga, Sweden. DSV Report series 14-019 ISBN: 978-91-637-7457-7
Abstract	Policy making situations are real-world problems that exhibit complexity in that they are composed of many interrelated problems and issues.Analysis of text based information on the policy problem, using Natural Language Processing (NLP) and Text analysis techniques, can support modelling of public policy problem situations in a more objective way based on domain experts knowledge and scientific evidence. The objective behind this study is to support modelling of public policy problem situations, using text analysis of verbal descriptions of the problem. We propose a formal methodology for analysis of qualitative data from multiple information sources on a policy problem to construct a causal diagram of the problem.

Table 22 : Text Analysis to Support Structuring and Modelling a Public Policy Problem-Outline of an Algorithm to Extract Inferences from Textual Data

Field	Details
Title of publication	"A Causal Mapping Simulation for Scenario Planning and Impact Assessment in Public Policy Problems: The Case of EU 2030 Climate and Energy Framework". Proceedings of the 5th. World Congress on Social Simulation WCSS2014, E. MacKerrow, T. Terano, F. Squazzoni, J. S. Sichman (Eds.): pp. 284-295, 2014.
Date of publication	November 2014
Name of Author(s)	Osama Ibrahim, Aron Larsson, David Sundgren
Presented at:	The 5th World Congress on Social Simulation (WCSS 2014) held in Sao Paulo, Brazil, on November 4-7 2014. It is organized by the Universide de São Paulo (USP)
Status	Published
Abstract	Simulation techniques can support the policy decision process by allowing empirical evaluation of the system dynamics present in the policy situation at hand. This paper presents a decision support simulation model for the European Union (EU) Climate and Energy targets 2030 as a case study of public policy decision making on the EU level. The resulting model, which is simply a topology of quantified causal dependencies among the problem key variables, can be used to simulate the transfer of change. The aim of simulation herein is to apply cognitive strategic thinking and scenario-based planning in a public policy problem situation in order to design alternative options and provide foresight or ex-ante impact assessment in terms of economic, social, environmental and other impacts.

Table 23 : A Causal Mapping Simulation for Scenario Planning and Impact Assessment in Public Policy Problems: The Case of EU 2030 Climate and Energy Framework

Field	Details
Title of publication	From assumptions to artifacts: how can social sensors shape policy?
Date of publication	forthcoming
Name of Author(s)	Somya Joshi, Uta Wehn, Timo Wandhöfer
Published at:	Journal name: Information Systems Frontiers (http://www.som.buffalo.edu/isinterface/ISFrontiers/forthcoming1/BOLD_IS_CFP.pdf). The special issue is on: Driving Public Innovation using Big and Open Linked Data (BOLD).

Status	Paper is *submitted* and in review with expected publication date in early 2016.
Abstract	The role of technological innovation within the context of governance processes is often embraced with rhetorical enthusiasm and seen as a de facto enabler for democratic decision-making. Underpinning this enthusiasm is the leap of faith made from transparency to trust, from complexity to coherence. The belief that using data can generate dramatic transformation of public sector systems and result in societal benefits – heralding a shift towards public innovation, is one that we examine via a critical lens in this paper. We start our investigation by providing a conceptualization of what participation means within the context of big, open and linked data. By using a cross case comparison, of two European research projects, we provide an empirical base upon which we can examine the process of participation – both as a political construct and as technological design. Our contribution lies in the understanding we provide on the gap between what technological innovation makes possible, and the acceptance or openness on the part of decision makers to embrace citizen input within policy processes.

Table 24 : From assumptions to artifacts: how can social sensors shape policy?

Field	Details
Title of publication	Exploiting Online Data in the Policy making Process
Date of publication	August 2015
Name of Author(s)	Aron Larsson, Steve Taylor, Timo Wandhöfer, Vasilis Koulolias
Published/presented at:	IFIP eGOV/ePart 2015 Workshop "Enabling Effective Policy Making - Coupling the Power of the Data with the Wisdom of the Crowd", 31st August 2015
Status	Accepted
Abstract	This paper reports on the ambitions and methods behind the SENSE4US project, aimed to provide ICT tools supporting policy making through systematic gathering of heterogeneous online data to increase problem understanding and the general public's opinions. The tools' goal is to enable stakeholders within the political sphere to identify online available data concerning their policies.

Table 25 : Exploiting Online Data in the Policy making Process

Field	Details
Title of publication	Issues Arising from the Specification of an Information Acquisition and Analysis Toolkit for Policy Makers in Governmental and Legislative Institutions

Date of publication	2015
Name of Author(s)	Steve Taylor, Rasa Uzdavinyte, Timo Wandhöfer, Ruth Fox
Published/presented at:	eChallenges 2015, Vilnius, Lithuania (November 2015)
Status	Accepted
Abstract	We describe the issues arising from the initial specification of a web-based toolkit that comprises different types of information retrieval and analysis tools. It is specifically intended for policy makers in governmental and legislative institutions, to help them research subjects of a policy in question, but the tool is general in its nature and could be applied to other domains. The major focus of this paper concerns issues arising from the initial requirements gathering for the toolkit, by consultation with its target user community. Sifting through a deluge of information available in the Internet and whether search results can be trusted are key important themes. There is also the challenge of "unknown unknowns" – relevant information exists that the policy maker simply does not know about, so there is no way of even beginning to search for it. The paper discusses how these challenges can be met.

Table 26 : Issues Arising from the Specification of an Information Acquisition and Analysis Toolkit for Policy Makers in Governmental and Legislative Institutions

3.2.4 Contact with stakeholders

As in the first year of the project, also in Y2 partners entered into engagement with the project stakeholders in a spirit of respect and openness that would facilitate the communication and contact with the groups of people that interest our project.

Their interaction is being presented in the table below:

Partner and contact	Date	Venue / Location	Activity description
Hansard Society and Bryn Morgan, Head of House of Commons Library	16th February 2015	House of Commons	An update briefing on the current toolbox prototype and future development plans (he had previously taken part in a focus group) with a view to further understanding the workflows and needs of parliamentary research staff. It was agreed that the Library would assist in future testing after the general election (realistically this would be from September 2015).
Hansard Society and 5 Committee Clerks and Library researchers	20th February 2015	Scottish Parliament, Edinburgh	The Clerks had been made aware of the project via the Parliament's Deputy Chief Executive (who is a member of the Hansard Society's Advisory Council) and

			asked for a briefing with a view to possible involvement in future testing. This briefing meeting was to introduce them to the project and future plans and ascertain which clerks/library staff would be most interested in participating in future end use testing. A commitment to future help was secured.
Hansard Society and Paul Evans, Clerk of the Table Office, House of Commons and member of the House's Management Board	2nd March 2015	House of Commons	To brief the official on the project with a view to securing the Management Board's agreement to second a Clerk to the Society on a 'dissolution placement' for the period of the general election recess in order to conduct detailed testing of the prototype in a sustained way over a number of days. This was subsequently agreed by the Management Board and a dissolution placement was secured (see further below).
Hansard Society and Lucinda Maer, Head of the Parliament & Constitution Centre, House of Commons Library	10th March 2015`	House of Commons	An update briefing on the current toolbox prototype and future development plans with a view to further understanding the workflows and needs of parliamentary research staff.
Hansard Society and Ed Faulkener, Clerk, House of Commons Committee Office	15th April 2015 – 11th May 2015	Hansard Society Office	The Clerk was based in the Hansard Society's office on a 'dissolution placement' for several weeks to conduct detailed testing of the prototype alongside projetc staff. An introductory briefing was held with other project team members in Southampton and the Clerk subsequently tested the prototype in detail using two different scenarios: our end use policy case on electric cars – using his contacts in the House of Commons Committee Office to help us further develop the end use case and how the prototype might be applied to policy questions of interest to committee staff; and conversely testing the prototype in the context of real world questions that emerged from research and analysis challenges he had experienced in the last year in his role as a committee clerk on several policy inquiries.
GESIS and MP Hans	3rd December	Parliament of North Rhine-Westphalia /	The current toolbox was presented as a 'hands-on session'. A semi-structured

Feuß	2014	Event "Leibniz meets Parliament"	interview was conducted in parallel. The presented data was prepared a couple of days before the event took place. Therefore searches and and analysises were conducted regarding the MPs policy area. Social media activities (Tweets, press releases) were also considered. The outcome were feedback on the toolbox, use cases and better understanding of parliamentary workflows.
GESIS and MP Arne Moritz	3rd December 2014	Parliament of North Rhine-Westphalia / Event "Leibniz meets Parliament"	s.o.
GESIS and MP Torsten Sommer	3rd December 2014	Parliament of North Rhine-Westphalia / Event "Leibniz meets Parliament"	s.o.
GESIS and MP Thomas Nückel	3rd December 2014	Parliament of North Rhine-Westphalia / Event "Leibniz meets Parliament"	s.o.
GESIS and Dr. Julian Voje and Felizitas Grosse (Employees of MP Andreas Nick)	21st April 2015	German Bundestag	s.o.
GESIS and MP Kai Whittaker and one employe	21st April 2015	German Bundestag / Event "Leibniz meets Parliament"	s.o.
GESIS and Employe of MP Thomas Jarzombek	22nd April 2015	German Bundestag	s.o.
GESIS and MP Gerold Reichenbach	22nd April 2015	German Bundestag	s.o.
GESIS and MP Patrick Schnieder with two employees	22nd April 2015	German Bundestag	s.o.
GESIS and Eva Bertram (State Ministry)	19th May 2015	One of eleven state ministries in North Rhine-Westphalia. The ministry is responsible for the	Aim of the event was the knowledge exchange of the Ministy's Open Data strategy and the SENSE4US toolbox's concept. One result was a use case that a decision maker may test objectives

		policy issues regarding families, children, youth, culture and sport	regarding the own policy.
SU and Max Andersson – Swedish MEP, Green Party	29th May 2015	eGovlab, Stockholm University	A brief demo was given to the MEP on the SENSE4US toolset, as well as overall project goal. This was followed by a quick Q&A session with him and his political advisers. Further contact is anticipated in the months to come, to provide feedback on SENSE4US tools.

Table 27 : Contact with stakeholders

3.2.5   Press coverage

In this section news articles or references to the project are being presented for both national and European levels:

Partner	Title	Date	Media	URL
Hansard Society	Does Parliament need more data scientists?	16th October 2014	Hansard Society 'DespatchBox' blog This article was tweeted out several times between 17-22 October and disseminated to 4,000+ stakeholders via the Society's e-newsletter.	www.hansardsociety.org.uk/does-parliament-need-more-data-scientists/
Gov2u	SENSE4US collaboration with CONSENSUS project	November 2014	CONSENSUS newsletter	http://www.consensus-project.eu/sites/default/files/CONSENSUS%20Newsletter-Issue%201_November%202014.pdf
GESIS	Dialog mit der Politik: „Leibniz im Landtag" zum 5. Mal in NRW	December 2014	GESIS online report	http://www.gesis.org/fileadmin/upload/institut/presse/gesis_report/gesis_report_14_06.pdf
Gov2u	SENSE4US project Newsletter Issue no.4 is now online!	22th December 2014	Joinup portal	https://joinup.ec.europa.eu/node/135981
Gov2u	SENSE4US project	22th December	ENTER Network	Shared with 771 organizations

	Newsletter Issue no.4 is now online!	2014		in website's Member News
Gov2u	SENSE4US project Newsletter Issue no.5 is now online!	30th March 2015	Joinup portal	https://joinup.ec.europa.eu/news/sense4us-project-newsletter-no5-now-online
Gov2u	SENSE4US project Newsletter Issue no.5 is now online!	30th March 2015	ENTER Network	Shared with 858 organizations in website's Member News
Gov2u	Research Brief	September 2015	Joinup portal	Pending for approval of the post and publication online
Gov2u	Research Brief	September 2015	STORK 2.0 project website	https://www.eid-stork2.eu/index.php?option=com_k2&view=item&id=2094:sense4us_project&Itemid=130
Gov2u	Research Brief	September 2015	ENTER Network	Shared with 889 organizations and 522 projects
Gov2u	Generic Project Presentation	September 2015	ENTER Network	Shared with 889 organizations and 522 projects
Gov2u	SENSE4US project Newsletter Issue no.7 is now online!	1st October 2015	Joinup portal	Pending for approval of the post and publication online
Gov2u	SENSE4US project Newsletter Issue no.7 is now online!	2nd October 2015	ENTER Network	Shared with 889 members, 524 projects
Gov2u	SENSE4US project Newsletter Issue no.7 is now online!	1st October 2015	CONSENSUS project	Pending for publication on their project news and newsletter

Table 28 : Press coverage

3.2.6 Liaison with other projects, networks & initiatives

Effective networking is about building strong and useful relationships and liaisons over time that can lead to mutual understanding, trust, acceptance and benefits with similar EU projects and other networks and initiatives. Such liaisons and networks can help in our effort to raise the project's positive reputation and take-up of its solution in the long term.

During the reporting period, the effort to approach and collaborate with other projects and networks continued and some progress was made.

3.2.6.1 Contact with other European projects

During the reporting period, in the context of the continuation of efforts to collaborate with other projects related to similar thematic areas with SENSE4US, Gov2u introduced the project by email and asked for further communication with the following projects:

OpenScienceLink (http://opensciencelink.eu/) is an EU-funded project which introduces and pilots a holistic approach to the publication, sharing, linking, review and evaluation of research results, based on the open access to scientific information. OpenScienceLink will pilot a range of novel services that could alleviate the lack of structured data journals and associated data models, the weaknesses of the review process, the poor linking of scientific information, as well as the limitations of current research evaluation metrics and indicators.

SENSE4US project coordinator and Gov2u has a conference call with the OpenScienceLink project coordinator and decided the further collaboration between the two projects. OpenScienceLink data base can be a valuable source of information for SENSE4US and the trend analysis as well as the scientific performance can be useful for SENSE4US. Moreover, dissemination interaction between the two projects can be mutually useful. In the next months, their collaboration will be further consolidated with common activities. Cross-dissemination of news, materials and events organized by each project will be implemented by both of them.

Within Y2, Gov2u approached **FUPOL (**http://www.fupol.eu). It is an FP7 project, which has successfully developed products and has now started to exploit them on a worldwide scale. It provides a completely new approach to traditional politics building on major innovations like multichannel social computing, crowd sourcing and simulation. The project has developed a comprehensive new governance model to support the policy design and implementation lifecycle. The innovations are driven by the demand of citizens and political decision makers to support the policy domains in urban regions with appropriate ICT technologies. The outcomes of the project, designed in line with the FP7 ICT work program, include a new governance model to engage all stakeholders in the whole policy design lifecycle, a policy knowledge database, a cloud computing based comprehensive ICT Framework, multilingual training, piloting in Europe and China, large scale dissemination and a sustainable exploitation strategy. The solutions developed have been tested and the project is moving towards worldwide exploitation of its results.

Furthermore, **MOSIPS Project (Modeling and Simulation of the Impact of Public Policies on SMEs)** (http://www.mosips.eu/the-project) was among the projects that SENSE4US contacted in Y2. Its aim is to develop a user-friendly policy simulation system allowing forecasting and visualization of the socio-economic potential impact of public policies. The simulation system will allow policy makers to make experiments with different socio-economic designs, with the participation of citizens and potentially impacted stakeholders, before the settlement of a public policy. The combination of suitable data, models, artificial intelligence and interactive

tools will deliver a policy wind tunnel. There is no concrete collaboration with this project so far but the efforts will be continued in the next period.

The SEE Platform (http://www.seeplatform.eu/) was a network of 11 European partners engaging with government to integrate design into innovation policies and programmes. Between 2012 and 2015, SEE was operating as part of the European Commission's European Design Innovation Initiative. Through new research, workshops for policy-makers, case studies, policy booklets and the annual Design Policy Monitor, SEE aimed to build a bank of evidence to support public authorities to integrate design into their mainstream practice. Gov2u approached the platform by email asking for further engagement and cross-dissemination. No official answer was received but efforts for contact will continue.

Finally, even in Y2 of the project, there was a continuation of the collaboration with WeSenseIt project (www.wesenseit.com). Our partner from Stockholm University, Dr. Somya Joshi collaborated with Dr. Uta Wehn from UNESCO-IHE for the writing of papers. In the WeSenseIt project (www.wesenseit.com), Dr. Uta Wehn leads the Governance and Social Innovation work package and she is the Deputy Scientific Director, with a special focus on innovation. WeSenseIt is a four year European FP7 funded project. The project will develop a citizen-based observatory of water, which will allow citizens and communities to become active stakeholders in information capturing, evaluation and communication.

3.2.6.2 Multimodal Communication for Participatory Planning and Decision Analysis: Tools and Process Models

The project will, in the context of public decision making in local and regional governments, study multimodal communication using a variety of techniques and tools for the mediation of preferences, opinions, and expressions. That is, how appropriate a tool and media is to present, to illustrate and recreate expressions, its costs, reliability, and ease of use.
Stockholm University is closely collaborating with the project.

3.2.6.3 JoinUp

Joinup is a collaborative platform created by the European Commission and funded by the European Union via the Interoperability Solutions for Public Administrations[2] (ISA) Programme. It offers several services that aim to help e-Government professionals share their experience with each other and also hopes to support them to find, choose, re-use, develop and implement interoperability solutions. We continue using the platform to disseminate project news (press release, newsletters, marketing material, etc) and to reach great audiences at pan-European level.

3.2.6.4 E.N.T.E.R network

E.N.T.E.R Network (www.enter-network.eu) for Transfer and Exploitation of EU project results aims to support EU strategies through the dissemination and exploitation of project results. Apart from giving project coordinators the opportunity to disseminate information about project and their results to a broad community of interested organizations and bodies, it also gives European citizens and organizations the opportunity to receive information regularly about results in the EU project community. Through the E.N.T.E.R. network, we have disseminated our dissemination materials and it is a valuable source of information and project promotion as a total number of more than 889 Members and 521 Projects.

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[2] http://ec.europa.eu/isa/

3.2.7 Overview of dissemination tools and activities

The following table summarizes the aforementioned dissemination tools utilized and the activities performed during the reporting period. The tools and activities and their results are grouped in categories with similar characteristics, so that their overall potential is stressed.

Type of activity	Number
Papers, article presentations	18
Organization of and participation in events, workshops, conferences	16
Newsletter Issues	4
Project Presentation	1
Press Coverage	14

Table 29 : Overview of dissemination tools and activities

4 Dissemination objectives and activities for Year 3

Y3 for the project will be the most important one as SENSE4US dissemination team will try to ensure that regular and high quality information on project developments and results are efficiently disseminated to all the external audiences, key stakeholders are well engaged to the project for knowledge sharing, and effective networking as well as strong and useful relationships are built with other projects which will help the raising of project's positive reputation and take-up of its solution in the long term. As already described in D8.4 Dissemination plan, this third and last phase of the project (M25-M36) is the final one and "will focus on the effective dissemination of the final results and solution, building on its favorable reputation. WP8 intends to present the project and its tools in major events and workshops in order to share knowledge and experience. All findings will be disseminated widely and to all possible outlets at national and European level to gain acceptance, trust and confidence". For the achievement of the aforementioned objectives, WP8 will use the wide range of tools and media available that has created for dissemination and communication, while it will always proceed with the update of them so that they adapt to the project's new period. Therefore, a combination of methods and tools will be made to get the best chances of success and the most appropriate channels and type of messages to be communicated will be selected according to audiences' characteristics.

4.1 Dissemination / communication tools and methods for Year 3

4.1.1 SENSE4US website

▪ Continuous update of information and content management;

▪ News articles in the blog about interesting news related to the project and various project news (such as new papers and publications) will be posted;

▪ Approved public deliverables will be uploaded in the "Reports" section of the website;

▪ Newsletter issues will be shared with subscribers and uploaded on the website;

▪ Demo presentation on how the toolkit works will be at users' convenience in order to explain to them how they can use it and benefit from SENSE4US. The target users are mainly the researchers working for governments and policy makers that do research and investigate policy options. The tool helps them to prepare all the information that assist in creating policies and options for MPs (decision makers).

4.1.2 SENSE4US promotional materials

▪ As foreseen in DoW (p.27-28), the project poster, brochure and factsheet as well as the project presentation will be updated based on the latest developments of the project by M36. The updated project materials will be uploaded on the website and they will be shared on social media for wider visibility.

▪ A press release will be created announcing the launch of the toolkit. It will be disseminated to all media outlets of the project at national and European level by WP8 leader, while consortium partners will be requested to circulate it to their media outlets at local level.

▪ A video will be created showing the video showing use case and how S4u can address it through the policy simulation tool. A video is planned to contain animation of work flow,

video clips or stills from workshop, as well as an interview with a potential end –user, related to the policy case chosen.

▪ Before the project ends, a success story can be drafted explaining the project's concept and the use of the toolkit, the solution offered, the difference it can make in policy- and decision-making as well as the challenges addressed, the lessons learnt and the best practices. In this success story, valuable feedback received by users can be of use proving the usability of the tool.

4.1.3 SENSE4US social media

▪ During Y2, an increase in followers has been observed in all social media profiles of the project. The strength and impact of social media regarding the dissemination of information is undeniable and we estimate that their daily use can bring more visibility to the project while they support also our networking efforts as the more followers you have, the most credibility you get that you are important in your field of activity.

▪ Therefore, continuous update of project's social networks profiles with news on project developments, with news from other areas related to the thematic of the project, with promotional material or other items related to dissemination will be done throughout Y3.

▪ Continuous networking via the social networks' profiles in order to broaden the community of interest will be performed in Y3 as well. This time a more solid social media strategy will be designed by WP8 leader and followed by all partners to achieve the major visibility possible. Special hashtags related to the project will be made so that we may set a trend around the project and generate various interest-based audiences. Within the next months, this social media strategy will be finalised and shared with partners.

4.1.4 SENSE4US Newsletter

The objective of WP8 is to keep publishing a newsletter on a quarterly basis as set in the DoW. Hence, in Y3, three more newsletter issues will be prepared with the support of all consortium partners and will be published in March, June 2016 and September 2016.

4.1.5 Collaboration with EU Information Networks and Online Communities

SENSE4US will continue and intensify its collaboration with EU Information Networks and Online communities like JoinUp, E.N.T.E.R network, DoWire.org, etc. More research will be made in order to find more possibilities of online networking. This will enhance the project's efforts to further broaden the community of interest as well as the exchange of best practices and knowledge sharing. SENSE4US toolkit will be shared through these communities.

4.1.6 Collaboration with other FP7 projects

The project will further collaborate with other FP7 projects. This activity can further assist projects to collect and consolidate scientific results and disseminate project developments and results. For Y3, on the one hand, SENSE4US will enhance its efforts in achieving regular contact and in establishing a more coherent cooperation with the projects we have already identified and collaborated with and, on the other hand, will try to find more projects

interested in collaborating as the developments of the project will be more concrete in Y3 and thus more attractive, understandable and tangible to them.

Collaboration will continue via:

- Networking;
- Signing MoUs with those projects interested in a collaboration and sharing of results and knowledge;
- Affiliate marketing between the projects, creating linkages and references, publishing project briefs and news articles regarding the project and its developments via collaborators' websites;
- Exchange of information and knowledge via emailing informing them about project's latest developments;
- Cross-dissemination of news and published project materials;
- The organization of common events.

4.1.7 Participation in events

In Y3, consortium partners will keep on participating in conferences at national and European level in order to promote the project's findings and toolkit for researchers. The selection of the most important and valuable to attend conferences will be made by each partner based on the expected audience and the relevance to the project. WP8 leader will update regularly the events list suggesting events and conferences that could be of interest for partners. The updated list will be uploaded in the project's private repository (Owncloud).

4.1.8 Publications & papers

The previous years of the project are great evidence that a lot of work has been made regarding the research and publishing of papers written by partners and presented in major conferences. These papers are an asset for the project as they contribute to the scientific community. In Y3 partners will continue publishing articles and papers based promoting the project's value and scientific contribution in policy- and decision-making methods. Gov2u will update the list of scientific journals of the project for partners' convenience.

4.1.9 Contacts and face-to-face meetings with stakeholders (MPs, national representatives, experts, etc.)

WP8 leader will intensify the efforts of direct contact with stakeholders that can benefit from the project's solution so they will be invited to use it and find out how it works. Positive impact is expected from this experience.

4.1.10 Monitoring of social media and website performance

As in previous years, in Y3 Gov2u will continue to monitor the impact of the project's announcements and posts on social media every three months, as well as to measure the performance of the website and verify the increase made in numbers.

4.1.11 Submission of deliverables

WP8 will make sure that all deliverables due in M36 will be submitted on time. WP8 leader will be responsible to coordinate the collection of input and feedback required from partners within the defined timelines and the final writing of the deliverables. "D8.3 Project

Dissemination Materials", "D8.7 Final Report on dissemination activities" and "D8.10 Final exploitation plan" will be submitted in M36 of the project.

5 Conclusions

According to the DoW, the principal objective of this deliverable was to present an update of D8.5 describing all the dissemination tools used and activities implemented to disseminate the project results for the reporting period M13-M24. The list of events where partners participated, the papers produced, press coverage, the project outputs like the Research Brief, the social media and website performance show that this year was fruitful and significant for the project.

The objectives of the reporting period have been achieved with certain activities performed by all partners and dissemination tools that assisted towards the achievement of these objectives. The second and third parts of the deliverable focus on the aforementioned issues giving a detailed report to the reader.

However, Y3 is the implementation phase of the project and a crucial one as next important steps will take place in the project. This is due to the expected finalization of the outcome of the project and the tool entering the external project environment. Therefore, the last part of the report focuses on the future objectives. Actions and tools have been planned for the upcoming period.

APPENDIX I – Participation in events

Participation in conferences, workshops and events

Partner	Name of event	Date	Venue/Location	Description of event	Type of audience	Results and outcomes
GESIS	Congress of the National eGovernment centre of excellence	5th November 2014	Berlin, Germany	The eGovernment centre interlinks science, administration and economy. The aim is the modernization and transformation of the federal republic, the states and local authorities. One of the important items on the agenda was the presentation of a conducted study concerning the potential of the the German eGovernment law.	Public authorities, companies, agencies, researchers	Workshops were conducted. E.g. the role of the citizen, and how a modern approach to reach political decision makers' will look like.\n\nDuring the congress interesting end users were enganged that may be addressed with the upcoming prototype. E.g. the Nationaler Normenkontrollrat
Hansard Society	Parliamentary Office of Science and Technology Big Data & Information Age conference	6th November 2014	House of Commons, UK	A multi-panel event with about 150 attendees to discuss application and policyquestions arising in relation to Big Data etc	Parliamentarians, civil servants from government departments, academics, NGOs, think tanks.	The panels provided useful insights but the greater value was in one-to-one discussions with key attendees – opening up opportunities for future disccssions/end user engagement.
SU	5th World congress on social Simulation, WCSS 2014; and the associated workshop BWSS 2014 - 4th	4th -7th November 2014	Estanplaza International Hotel, São Paulo, Brazil	The WCSS is the largest academic and scientific event in the field of social simulation. It is a biannual event, sponsored jointly by three scientific societies: ESSA	Technology-oriented audience, researchers from all over the world working on the field of social	Feedback and opinions about the simulation approach adopted in the SENSE4US policy modeling and simulation tool and the possibilities for using a hybrid

	Brazilian Workshop on Social Simulation			(European Social Simulation Association), representing Europe; PAAA (Pacific-Asian Association for Agent-based Approach in Social Systems Sciences), representing Asia and Oceania; CSSSA (Computational Social Science Society of America), representing the Americas. http://www.wcss2014.pcs.usp.br/index.php/technical-programmee/accepted-papers The BWSS addresses theoretical, methodological, technical and instrumental issues concerning the area of simulation of social systems. http://bwss2014.c3.furg.br/index.php?Itemid=2180&option=bloco_texto&id_site_componente=3380	simulation	simulation approach (complex systems + agent-based).
Hansard Society	Presentation to the Government Panel of the Worshipful Company of Information Technologists	1st December 2014	Office of the Worshipful Livery Company, City of London, UK	An informal briefing/discussion with 10 members of the Panel	Leading members of the Livery Company drawn from government departments and IT specialist companies that work with	Development of key contacts within leading government departments – including the Dept for the Environment, Defence and Work and Pensions, with a view to potential end user engagement.

						government
Hansard Society	Launch of "Open Up" the report of the Speaker's Digital Democracy Commission	26th January 2015	House of Commons, UK	The launch before an audience of approx 100 of the report by the Speaker of the House of Commons, outlining his recommendations regarding how Parliament should respond to the challenges posed by the digital era.	Parliamentarians, clerks, civil servants, journalists, academics, NGOs	The Society submitted written evidence to the Commission part of which drew on the SENSE4US project and had previously participated in a private seminar with the Commissioners. So this event brought the process to close and enabled us to meet with industry leaders in this field, which will be useful for future disssemination and exploitation.
Gov2u	The 4th FLAGSHIP Workshop: Economic, social and environmental challenges: modelling policies	19th March 2015	EU Representation of Lower-Saxony / Rue Montoyer 61, Brussels	FLAGSHIP partners were in the process of bridging the research results with policy making and searched for experts' views and contributions.		Interesting to follow their methodology: *Meta-models as tools for strategic scenario building, which could be beneficial for Policy modeling part.* Presentation: http://flagship-project.eu/wp-content/uploads/2015/03/FLAGSHIP_MCRIT__METAMODEL.pdf
GESIS	Conference "From big data to smart	23rd – 24th March 2015	Cologne, Germany	The event took into account tools and best practices how to make sense of big data. The	Researchers, companies, librarian	A key challenge that were addressed is the way how end-users utalize tools for analysing

	knowledge"			participants were from different domains.		data. Regarding SENSE4US related questions amerged that will be taken into account in the future.
GESIS	10th Expert Conference for methods and tools for updating the public authorities	8th – 9th June 2015	Westfälische Wilhelms-Universität Münster, Germany	Local authorities, companies and scientists from all over Germany had the chance to exchange knowledge on current practices where new methods were applied. A mover for digital change is the E-Government law, which strongly addresses the need for more effective workflows in e-government. This is beneficial for public authorities themselves and finally for the citizens. Another issue is the strategy for Open Data.	Reserchers, companies, agencies, local authorities	If local authorities publish their data, it can be used by many other actors for many purposes, but including the decision-making process. This is one of the SENSE4US project's targets, to support decision-makers during their work of identifying significant data for their policies. Hence the conference was beneficial to get insights in local policy-making. Some of the participants were invited to engage themselves to the upcoming pilots at local level.
GESIS	21st expert forum hosted by the Federation of German Internet Portals under the topic "Status quo municipal internet portals?"	15th June 2015	Red Town Hall / Berlin, Germany	Many local authorities are hosting websites for providing information for citizens and the local economy. Some websites include tools to engage relevant actors in the decision-making process. However, given the digital change, new requirements (like mobile usage) come up. Hence the key question is: if	Researchers, companies, agencies, local authorities	The event took place in Berlin and was organized by the Federation of German Internet Portals. Its co-organizers were the German association for cities and local communities and the German association for local districts. The event's results will be used to learn from local authorities' workflows and identify potential

				"traditional" websites of local authorities are obsolete, how to overcome the issue of new requirements? The 21st expert panel "Quo vadis local websites" addressed these issues by comparing different local authority cases of current website releases.		scenarios within the mentioned field of information research and Open Data. The main outcome of this event was that budgets are too limited and will not increase soon, so local authorities need to find effective strategies for providing state of the art internet portals for citizens and local companies. Concerning the level of decision-making or publishing Open Data, approaches like SENSE4US may add benefit to these strategies.
Gov2u	Collective Awareness Platforms for Sustainability and Social Innovation (CAPS)	7th – 8th July 2015	La Tricoterie - Fabrique de liens, Rue Théodore Verhaegen 158, 1060 Bruxelles, Belgium	More than 500 people audience. The main purposes of this annual event were to bring together different practitioners and to facilitate discussions and debates on key topics and issues in the field. It was advocated based on renewed interest for participatory democracy and how it can be implemented nowadays. Collective intelligence is a burning topic alongside with decentralisation and inspiration coming from non-EU countries, from creative communities as well as from local ones can be applied in the EU.	EC officials, private companies, wider ICT community	Jesus Villasante (Head of Net Innovation Unit), who presented the EC measures to include bottom-up actors and initiatives as well as to enable citizens' feedback, also he urged to release all EC officials contacts (which is hard to find in one place) =>> our challenge when tried to engage Interesting tool for social media: https://storify.com/ All presentations: http://caps2020.eu/library/

| SU | Critical Computing – Aarhus 2015 Conference | 17th – 21st August 2015 | Aarhus, Denmark | The decennial Aarhus conferences have traditionally been instrumental for setting new agendas for critically engaged thinking about information technology. The conference series is fundamentally interdisciplinary and emphasizes thinking that is firmly anchored in action, intervention, and scholarly critical practice. In 2015, we see critical alternatives in alignment with utopian principles—that is, the hope that things might not only be different but also radically better. The fifth decennial Aarhus conference, Critical Alternatives, aims to set new agendas for theory and practice in computing for quality of human life. | Leading academics and practitioners in technology, society and development | In particular SENSE4US is presented and disucssed at the workshop entitled "Unfolding Participation. What do we mean by participation – conceptually and in practice " |
| SU | Dual EGOV 2015 and ePart 2015 conference - 14th IFIP Electronic Government (EGOV) and 7th Electronic Participation (ePart) Conference 2015 | 30th August – 2nd September 2015 | Thessaloniki, Greece

Location: Electra Palace Hotel | 2015 dual conference is organised along five major tracks. Under the following links, the call for papers per track are accessible:

The General E-Government Track

The General eParticipation Track | Leading researchers and professionals from across the globe including developing countries and from a number of disciplines were present . | The annual international IFIP EGOV conference is the top-2 ranked core conference in the domain of ICT in the public sector and the public sphere. Each year, scholars from all over the globe present the most recent advancements and findings of research and innovations in e- |

				The Open Government & Open and Big Data Track		Government, e-Governance and related fields of study.
				The Policy Modelling and Policy Informatics Track		
				The Smart Governance, Smart Government, & Smart Cities Track		
SU	49th ICA Annual Conference [International Council for IT in Government Administration (ICA)]	6th -9th September 2015	Stockholm, Sweden	Thus for this year, the topic presented is "Unleashing mobile government – addressing societal challenges." For the 49th Conference, the Board and Programme Committee, the Swedish Ministry of Enterprise and eGovlab have enriched the four day event programme with interactive workshops and meetings and have included among the participants from many countries, representatives from the industry.	Registered participants from countries/organizations to date: Belgium, Canada, Colombia, Cyprus, Denmark, ENISA, Estonia, European Commission, Finland, Israel, Japan, Lithuania, Mexico, Moldova, Mozambique, OECD, S. Africa, Singapore, Sweden, Taiwan, The Netherlands, The World Bank, United Kingdom, Uruguay, USA.	SENSE4US will be presented on the 7th of Sept, during the session: Session II: INTEGRATION OF MOBILE TECHNOLOGIES WITH CITIZEN-CENTRIC APPROACHES The steady integration of mobile technologies into the everyday lives of people, businesses and governments provides a new context for policy-making for governments and can give rise to new forms of engagement and relationships in the public sphere. Smart phones in combination with easily accessible apps creates opportunities for a fast and wide penetration of digital public and social innovations -– and not simply a support for existing government processes. As a result, new approaches are needed to support a shift from governments anticipating citizens'

				and business's needs (citizen-centric approaches) to citizens and businesses determining their own needs and addressing them in partnership with governments (citizen-driven approaches). This session explores different ways of coping with this new policy-landscape.

Table 30 : Participation in conferences, workshops and events

APPENDIX II – Google Analytics Data

Below you may find the most important Google Analytics data related to the website. The data are mentioned also in section 3.1.1
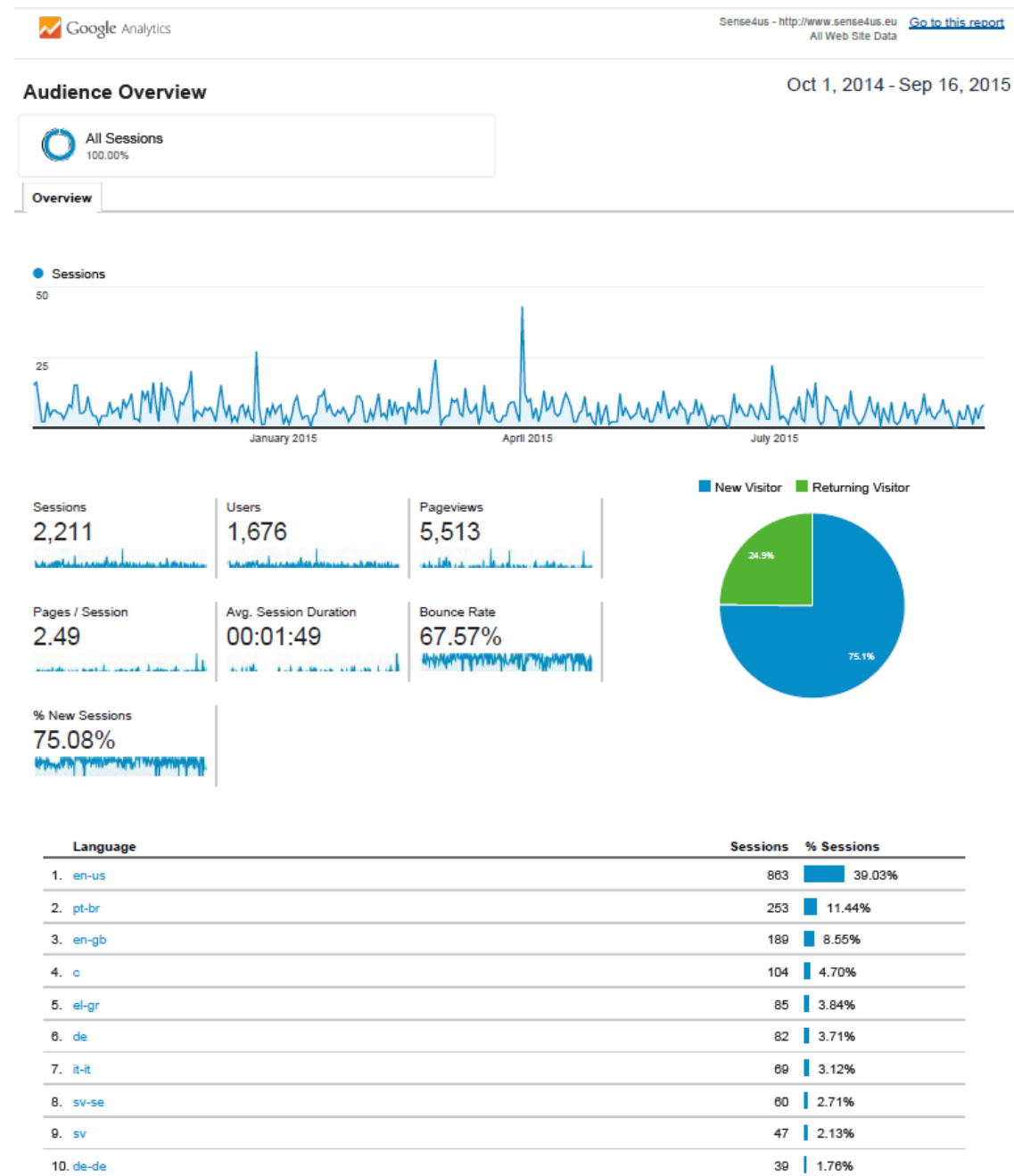
Figure 2 : Audience overview ((October 2014 – September 2015)

Location

Oct 1, 2014 - Sep 16, 2015

All Sessions
100.00%

Map Overlay

Summary
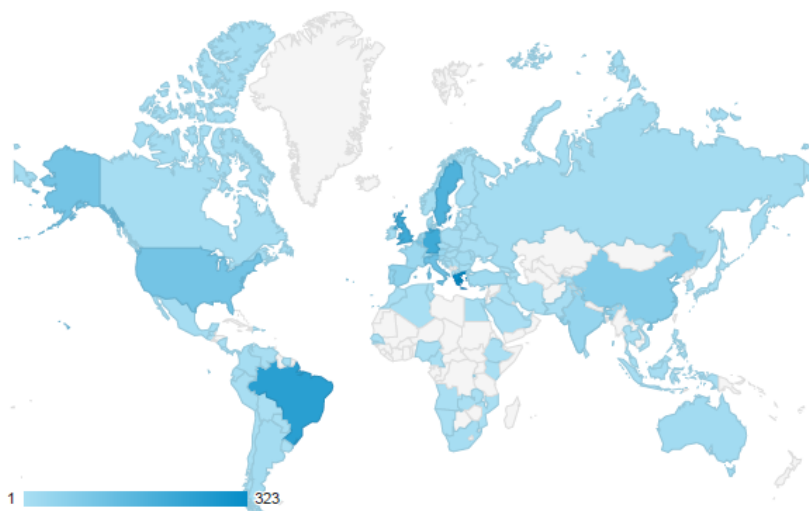
Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,211 % of Total: 100.00% (2,211)	75.12% Avg for View: 75.08% (0.06%)	1,661 % of Total: 100.06% (1,660)	67.57% Avg for View: 67.57% (0.00%)	2.49 Avg for View: 2.49 (0.00%)	00:01:49 Avg for View: 00:01:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Greece	323 (14.61%)	56.66%	183 (11.02%)	43.65%	3.89	00:05:02	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Brazil	252 (11.40%)	99.60%	251 (15.11%)	98.81%	1.04	00:00:04	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Germany	211 (9.54%)	61.61%	130 (7.83%)	45.02%	4.90	00:03:41	0.00%	0 (0.00%)	$0.00 (0.00%)
4. United Kingdom	210 (9.50%)	71.90%	151 (9.09%)	55.24%	2.55	00:01:14	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Sweden	179 (8.10%)	52.51%	94 (5.66%)	55.31%	2.55	00:01:44	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Italy	121 (5.47%)	84.30%	102 (6.14%)	77.69%	2.05	00:00:48	0.00%	0 (0.00%)	$0.00 (0.00%)
7. United States	106 (4.79%)	93.40%	99 (5.96%)	89.62%	1.19	00:00:26	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Belgium	101 (4.57%)	64.36%	65 (3.91%)	55.45%	2.77	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
9. China	76 (3.44%)	100.00%	76 (4.58%)	97.37%	1.00	<00:00:01	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Spain	56 (2.53%)	80.36%	45 (2.71%)	55.36%	2.43	00:01:55	0.00%	0 (0.00%)	$0.00 (0.00%)

Figure 3 : Location overview (October 2014 – September 2015)

Sense4us - http://www.sense4us.eu   Go to this report
All Web Site Data

New vs Returning   Oct 1, 2014 - Sep 16, 2015

All Sessions
100.00%

Explorer

Summary

● Sessions
50

25

	Acquisition			Behavior			Conversions		
User Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,211 % of Total: 100.00% (2,211)	75.12% Avg for View: 75.08% (0.06%)	1,661 % of Total: 100.06% (1,660)	67.57% Avg for View: 67.57% (0.00%)	2.49 Avg for View: 2.49 (0.00%)	00:01:49 Avg for View: 00:01:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. New Visitor	1,661 (75.12%)	100.00%	1,661 (100.00%)	71.34%	2.29	00:01:28	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Returning Visitor	550 (24.88%)	0.00%	0 (0.00%)	56.18%	3.09	00:02:52	0.00%	0 (0.00%)	$0.00 (0.00%)

Figure 4 : New VS Returning Users (October 2014 – September 2015)

Sense4us - http://www.sense4us.eu   Go to this report
All Web Site Data

Engagement   Oct 1, 2014 - Sep 16, 2015

All Sessions
100.00%

Distribution

Session Duration

Sessions
2,211
% of Total: 100.00% (2,211)

Pageviews
5,513
% of Total: 100.00% (5,513)

Session Duration	Sessions	Pageviews
0-10 seconds	1,592	1,716
11-30 seconds	117	336
31-60 seconds	99	395
61-180 seconds	167	822
181-600 seconds	123	898
601-1800 seconds	85	669
1801+ seconds	28	677

Figure 5 : User engagement (October 2014 – September 2015)

APPENDIX III – Facebook page insights

Insights is a free service for all Facebook Pages and Facebook Platform application and websites. Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics around their content.

Below are the most important data retrieved from SENSE4US Facebook page Insights for the reporting period from October 2014 (M13) to September 2015 (M24):
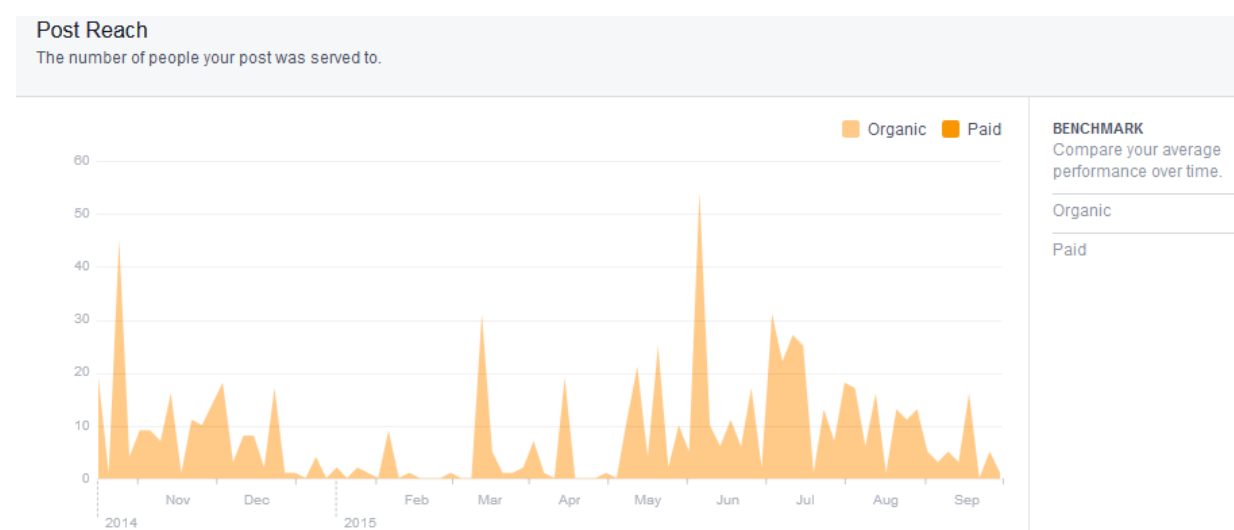

Figure 6 : How many people the posts reached (October 2014-September 2015)

Figure 7 : The post that most people reached within the reporting period

Page and Tab Visits
The number of times each of your Page tabs was viewed.
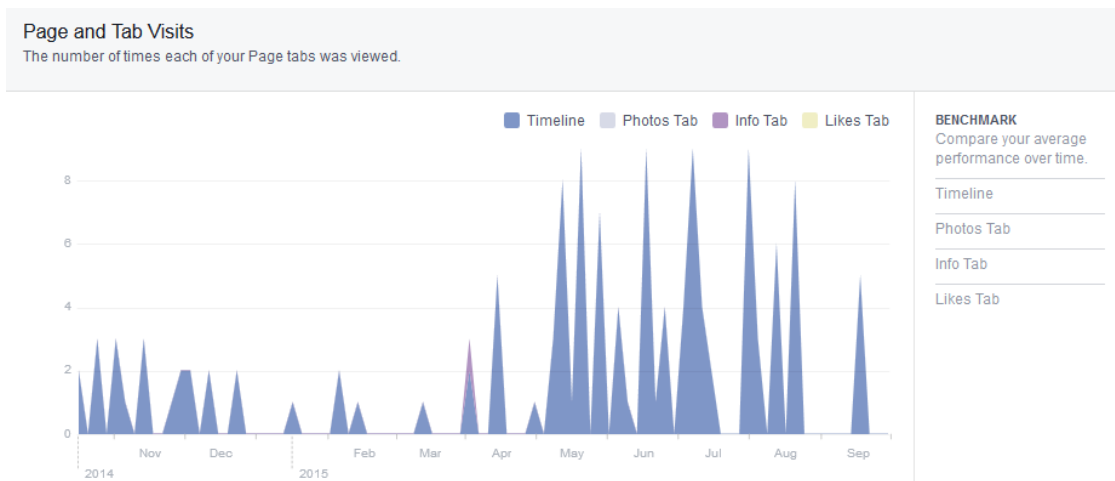
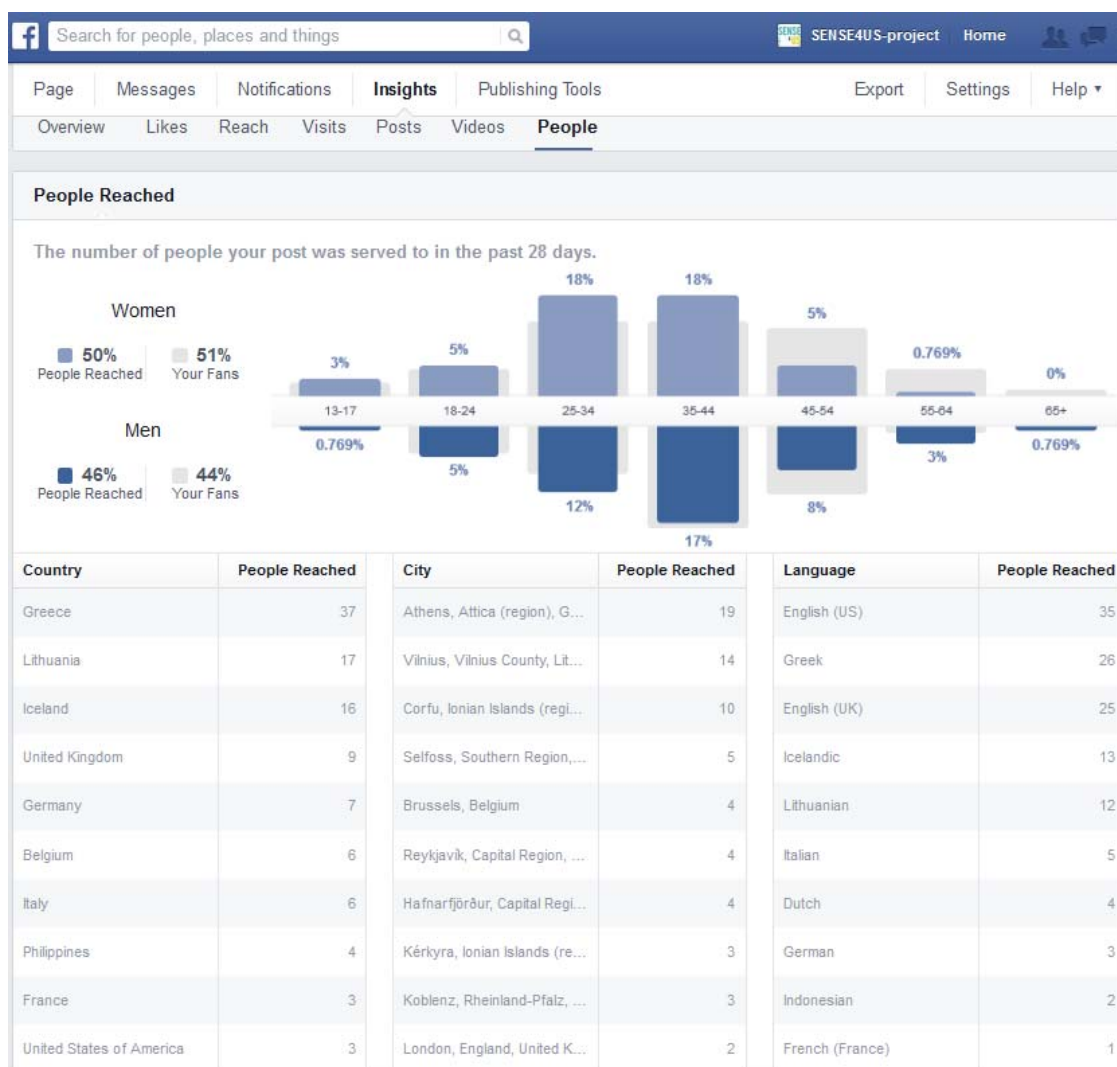*Figure 8 : Page and Tab visits (October 2014 – September 2015)*

Figure 9 : SENSE4US audience overview (September 2015)

APPENDIX IV – Twitter Klout scores & Analytics

Klout is a website and mobile app that uses social media analytics to rank its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100. In determining the user score, Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content. Also, the last data refer to Twitter Analytics for the most recent months, while excluding July and August 2015 that are holiday months.
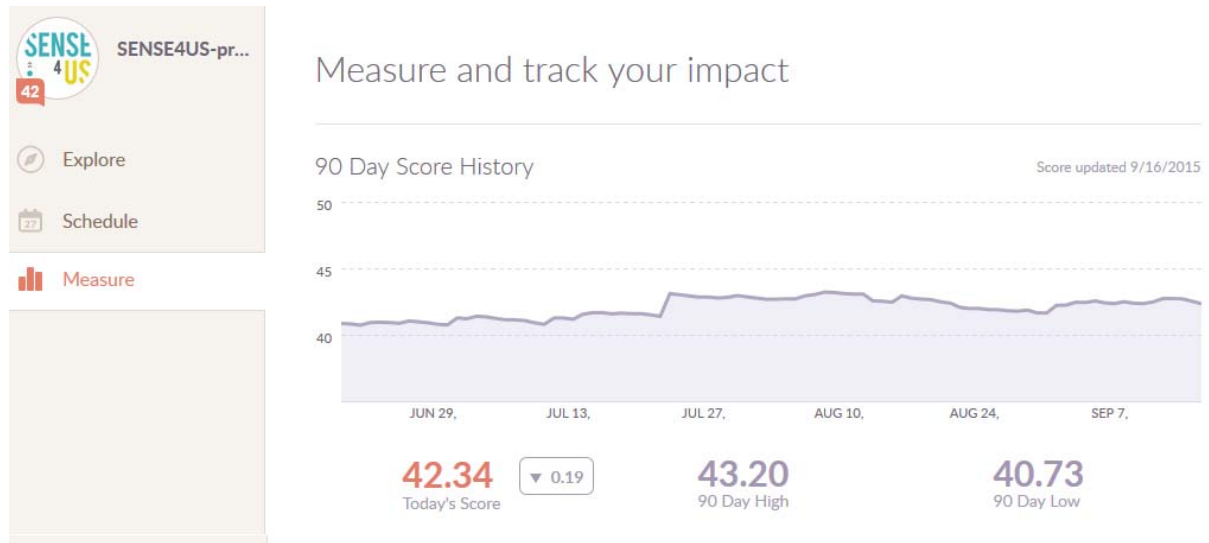

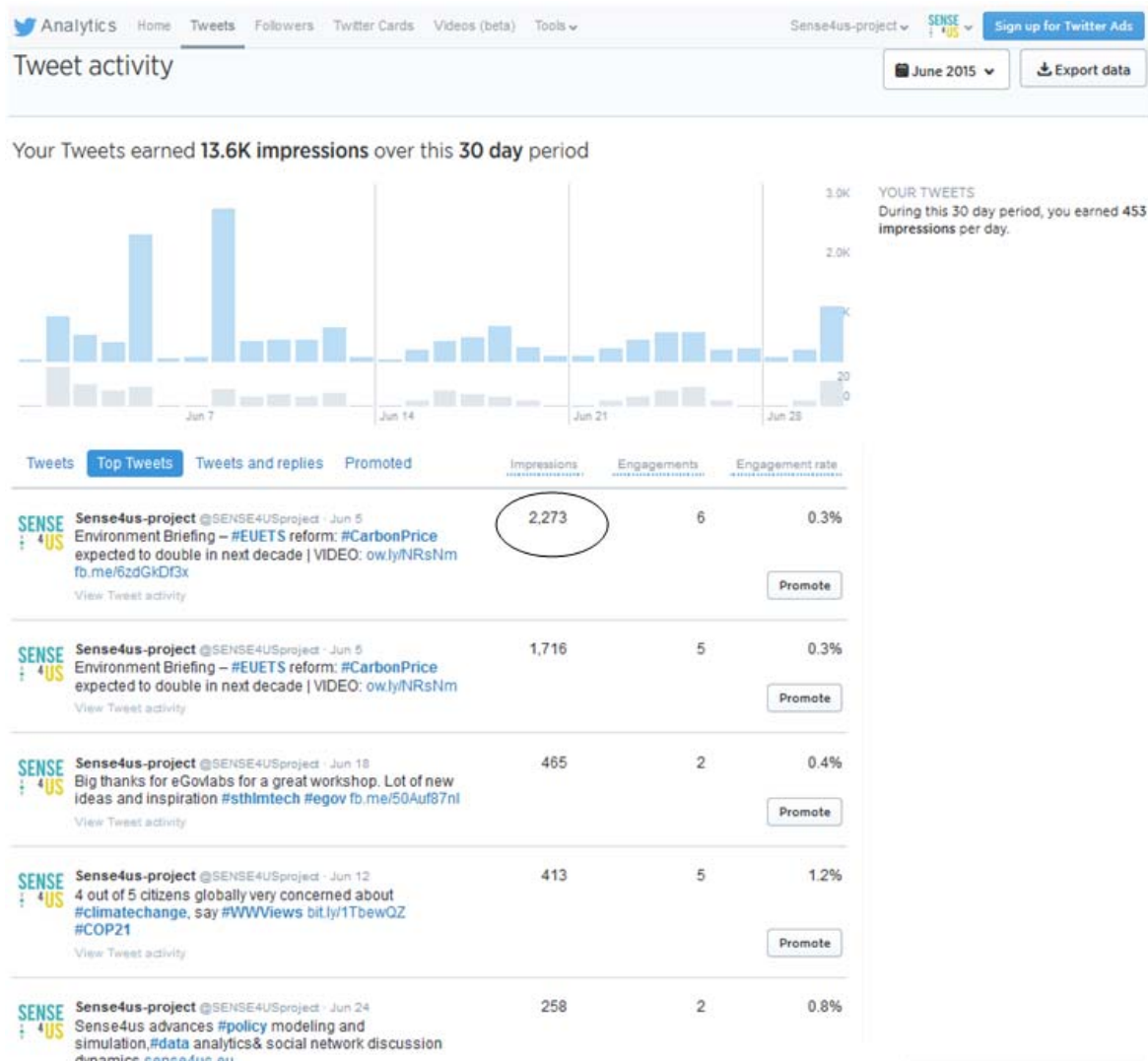*Figure 10 : SENSE4US Twitter in Klout scores (June 2015 – September 2015)*
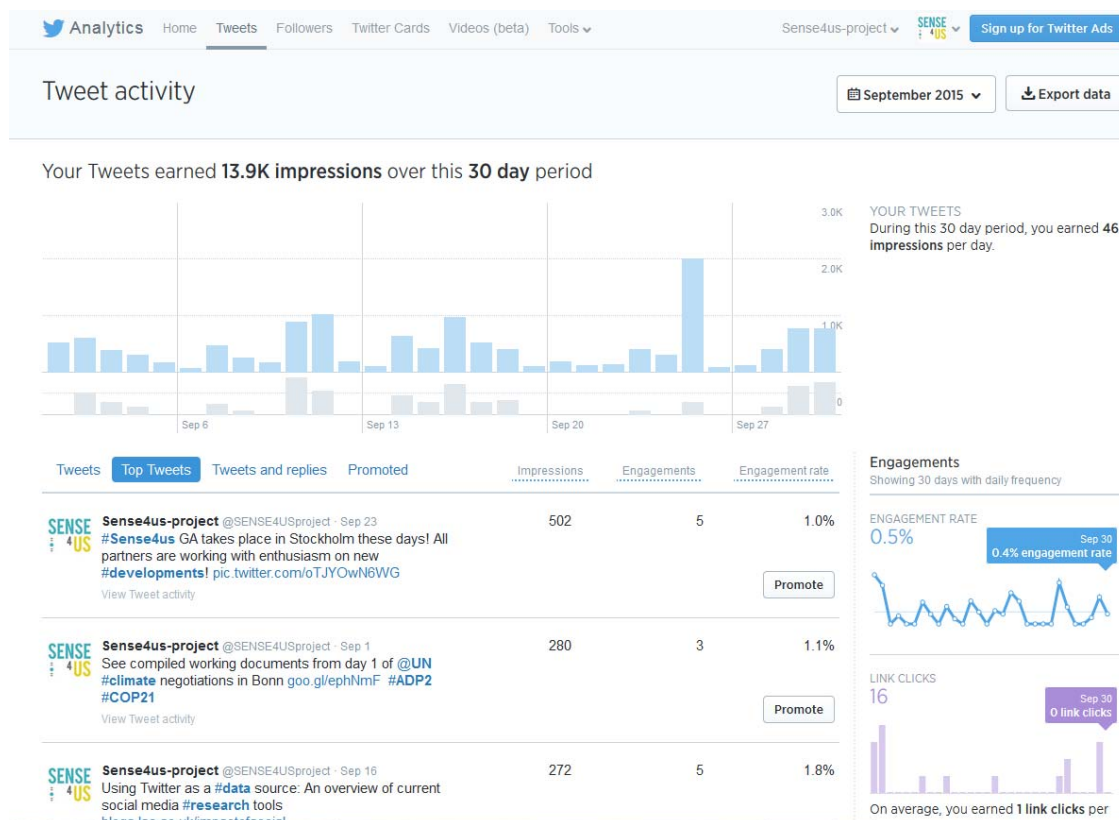
Figure 11 : SENSE4US Twitter Activity in June 2015

Figure 12 : SENSE4US Twitter Activity in September 2015