

Reality Sensing, Mining and Augmentation for Mobile Citizen–Government Dialogue

FP7-288815

D6.2 Dissemination Plan

Dissemination level:	Public
Contractual date of delivery:	Month 6, 2012-07-31
Actual date of delivery:	Month 18, 2013-07-11
Workpackage:	WP6 - Dissemination and Exploitation
Task:	T6.1 – Targeted Dissemination Activities
Туре:	Report
Approval Status:	PMB Final Draft
Version:	Final_v0.4
Number of pages:	103
Filename:	D6.2-DisseminationPlan-Final-v0.4

Abstract

Due to its special requirement in reaching out a wide audience of citizens, the successful dissemination activities of Live+Gov constitute an important pre-requisite for the overall success of the project. It is important to set-out a dissemination plan that apart from identifying the target audiences and specifying the dissemination instruments should also assess the expected impact and provide links with the exploitation potential and sustainability of the project. To this end, we provide a concrete execution plan with timelines and measurable success criteria for the activities of each partner. The activities are organized in terms of the utilized dissemination instrument and are presented in tables specifying the activity type, the date/place, the target audience, the activity purpose, the expected impact and its link to the exploitation track. This scheme is used both for reporting on the already undertaken dissemination activities, as well as the activities included within the future plans of each partner. Our goal is to provide a clear description of what has been achieved so far, in terms of the project visibility and impact, and what are we aiming for through the planned dissemination activities.

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This work was supported by the EU 7th Framework Programme under grant number IST-FP7-288815 in project Live+Gov (www.liveandgov.eu)

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History

Version	Date	Reason	Revised by
0.1	2012-06-08	1 st Draft – Document skeleton and initial	Spiros Nikolopoulos,
		content	Ioannis Kompatsiaris
0.2	2012-07-10	2 nd Draft - Incorporating contributions from all partners	All consortium partners
0.3	2012-07-17	3 rd Draft - Incorporating contributions from all partners	All consortium partners
0.4	2012-07-23	4rt Draft – Ready for Review version	Matthias Thimm
Final	2012-07-29	Final document – Incorporating comments from internal reviewers	-

Version	Date	Reason	Revised by
Alpha_0.1	2013-04-24	1 st Draft – Updated content and initial suggestions on how to improve the deliverable	Spiros Nikolopoulos, Ioannis Kompatsiaris
Apha_0.2	2013-05-16	2 nd Draft - Incorporating contributions from all partners	All consortium partners
Beta	2013-06-15	3 rd Draft – Incorporating plans for future activities from all partners	All consortium partners
Final_0.1	2013-06-20	4 th Draft – Refined descriptions for all document sections	Spiros Nikolopoulos
Final_0.2	2013-06-25	Ready for internal review version	Christoph Schaefer & DE ARANA AGIRETXE, Maite
Final_0.3	2013-07-02	Revised version based on review comments and incorporated input provided by Yucat	Spiros Nikolopoulos
Final_0.4	2013-07-08	Final polishing	Spiros Nikolopoulos

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Executive Summary

This deliverable is both a detailed report on the undertaken dissemination activities until the end of M17 (June 2013), as well as a concrete plan for the activities that are envisaged until the end of the project lifetime. We start by stating the purpose of dissemination actions in the context of the overall project goal, identifying the target audiences and distinguishing between the different dissemination phases. The description of the dissemination instruments and methods, along with their impact indicators and the related exploitation tracks cover a large portion of the document body, so as to provide the necessary background information for analyzing the dissemination activities. Subsequently, we describe the dissemination activities that have already taken place, so as to provide a clear view of our current status, before we proceed in presenting the future activities envisaged by each partner sketching out our dissemination plan. The activities are organized based on the utilized dissemination instrument and are analyzed based on the responsible partner, the activity type, the date/place, the target audience, its purpose, the expected impact and the anticipated exploitation track. Finally, we make an explicit reference to the project workshops, as well as to the liaison and networking activities that are foreseen.



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1 Introduction

Live+Gov takes advantage of the existing smartphone platforms in order to sense, mine, contextualize and fully understand citizen's reality. Then, it orchestrates the issues that will be reported to the administration in order to start governmental actions. Technologies, methodologies and concepts from Live+Gov are relevant for a broad range of stakeholders in different target groups and to ensure the sustainability of the results it is of utmost importance to start the disseminate activities at an early stage of the project and continue throughout its lifetime.

The dissemination activities of Live+Gov should address as many stakeholders as possible ranging from the **citizens** that will use the tools developed by the projects (e.g. smartphone and web users) to the **decision makers** that are interested in eGovernment and policy modelling (e.g. public organizations, governmental bodies, local governments, institutes specialized in policy making and strategic planning), all the way to the **researchers** interested in the scientific outcomes of Live+Gov (e.g. researchers from the field of geo-located sensing and reality mining, policy modelling, or mobile augmented reality) and the **developers** interested in adopting or extending the developed tools and applications. It is evident that the characteristics for each of these audiences are quite different and demand for a variety of dissemination instruments to be employed by the appropriate partner in order to successfully communicate the Live+Gov message. This is what makes the role of the dissemination plan particularly important since it is responsible for synchronizing partners' activities, making sure that adequate effort is allocated for each target audience and specifying how to measure the achieved impact.

In order to facilitate the establishment of a coherent plan we initial identify four different directions that should act as the motivation of all dissemination activities: a) raising awareness about the project's vision and goals, b) establishing collaborations with new clients or extent the already existing collaborations with new products and services, c) engaging citizens in using the Live+Gov technology, and d) ensuring maximum impact of the project's scientific and technological achievements. Based on its operational model the dissemination activities of each consortium member may have different motives. For instance, the dissemination activities of the research partners are primarily oriented towards raising awareness and diffusing their scientific achievements, while the SMEs (Small-Medium Enterprises) place most of their effort in establishing new collaborations and engaging users to their technologies. We make sure to reflect this variety of interests and capacities in our dissemination plan so as to achieve maximum coverage of all different directions.

Besides the motives, this document also describes a number of dissemination instruments that are typically employed to facilitate certain dissemination objectives. Our intention is to specify with sufficient detail the envisaged activities, identify their impact indicators and link them with specific exploitation tracks. In this way, the dissemination plan becomes a list of concrete actions that each partner is committed to undertake, making feasible the overall impact assessment of the efforts allocated in dissemination. The strategy that has been followed to compose this list of concrete dissemination activities (past and future) was to provide every partner with a description template suitable for documenting some important activity characteristics, such as the utilized instrument, the date and place, its target audience, its purpose, its measurable impact indicator and its exploitation track. The filled-in



templates were subsequently summarized into tables, composing a long list of concrete dissemination actions.

By looking at this list, we can claim that Live+Gov adopts a multi-channel dissemination approach where on the one hand, outcomes of the project are (and will be) disseminated by the use of publicly available channels (i.e. exhibitions, workshops, conferences, journal publications, specialized events in fields that are pertinent to the project goals, as well as the media and press) and on the other hand via more private and focused channels, such as the direct communication with relevant stakeholders. Finally, Live+Gov will be also disseminated via its web presence (i.e. project website), regularly updated with the project outcomes, news and activities (newsletters, press releases, etc), as well as its presence in all widely established social networks such as Twitter, LinkedIn, Facebook and Google+.



2 Live+Gov Dissemination Strategy

Our intention in this section is to initially describe the most important elements of the adopted methodology, before becoming more concrete in terms of the undertaken and future dissemination actions. Its content is structured in the following sub-sections: a) project goal and purpose of dissemination actions, b) target audiences, c) phased dissemination, d) dissemination instruments and methods, e) impact indicators, and f) exploitation tracks.

2.1 Project goal and purpose of dissemination actions

The goal of Live+Gov is to bring policy makers closer to the real life of citizens by developing a government solution that allows citizens to express their needs using mobile sensing technologies, next to established means of mobile eParticipation such as textual input and output. Central to this goal is the engagement of a sufficient number of citizens that will agree to offer their contextualized view of the reality, as well as the involvement of governmental bodies with varying administration processes. Towards this objective, the dissemination activities of Live+Gov are aligned with the following directions:

- Raise awareness among the relevant target groups by making the project and its vision known as early as possible in the project lifetime. Use the communication channels that are already established by some of the Live+Gov partners (e.g. BuitenBeter Yucat, Transportation-Mattersoft, Public administration BIZ) to inform about the social and economic aspects of Live+Gov.
- Establish collaborations with new clients or extent the already existing collaborations
 with new products and services. Use the envisaged field trials and the corresponding
 prototypes as the main vehicle for giving technical demonstrations to the decision
 makers, showing how the policy models and the technologies developed in the project
 can be used for the benefit of eGovernance and eParticipation.
- **Engage citizens** in using the Live+Gov technology within and across the borders of the field trials. Use the communication channels that are already established by the Live+Gov partners (e.g. the BuitenBeter user base) to broaden the user base of Live+Gov tools.
- Diffusion of scientific achievements for ensuring that Live+Gov outcomes will have
 maximum impact on the fields of reality mining, policy modelling and mobile
 augmented reality. This will be achieved by publishing the project outcomes in
 research articles, presenting them in conferences and in general building up a
 community of interested developers and scientists.

2.2 Target Audiences

In order for Live+Gov to benefit the society, people with different roles should be reached by the new knowledge and technologies generated within the project. To this end, it is important to identify different individuals, groups, and organizations where their specific interests align with the potential outcomes of the project. Particularly important in this process is to make sure that we will be able to engage any group or individual who can



affect, or be affected by the project achievements - or influence its results (i.e. stakeholders).

The accurate identification of target audiences is also important in that the expectations and interests can vary from group to group. For instance, while technical results may be significant for a group of researchers, it might not raise sufficient interest among the actual users of the Live+Gov solution, unless the implications of this technical result are properly communicated. It is important that the right message should be given to the right audience. In this respect, Live+Gov will systematically and continuously identify the target audiences with interests that are pertinent to the project outcomes and make sure to keep their interests alive throughout the project. In this respect, some of the target audiences that have been already identified by the Live+Gov partners can be categorized in terms of the following groups:

- Decision makers interested in improving the urban space by setting out a set of
 objectives and looking for the appropriate means to implement the policy that will
 make these objectives achievable. The decision makers can benefit [8] from the SaaS
 (software-as-a-service) approach adopted in Live+Gov [9] for implementing the field
 trials. More specifically, this group consists of:
 - Municipalities: Majors (and their consultants), members of the town council and civil servants that, depending on their decision power, may contribute at different levels of setting the policy objectives, approving the strategic plans, and putting in action the necessary political and technological means for turning these plans into reality.
 - Governmental bodies: Officials from related ministries (i.e. home affairs, culture, tourism, etc) that take central decisions about the value of ICT in policy modelling and implementation, as well as about the active role that should be given to citizens for improving their urban space.
 - Urban space-related organizations: Public or private organizations that are responsible for certain aspects of the urban space such as transport, tourism or culture promotion, road maintenance, garbage collection, etc.
- **Citizens** interested in improving their urban space in collaboration with their administration by acting as the sensors of their city. This group consists of:
 - Active citizens that very frequently participate in public consultations and debates, online polls, etc. This part of the society is already engaged in a direct dialogue with their government and is accustomed to use the existing eParticipation tools.
 - Smartphone carriers that although accustomed to use their mobile phone for various purposes they haven't yet considered that it could also act as a valuable instrument for improving their urban space.
 - **Web users** that enjoy sharing their information through social networks and are willing to contribute in forming the citizens' perspective in a collective manner.
 - Augmented reality users that have already started to make use of the recently developed intriguing interfaces and are searching to join new application domains.



- **Researchers** interested in the scientific outcomes of Live+Gov; this group includes people from the scientific and technological areas of Live+Gov, such as:
 - Geolocated sensing and reality mining, dealing with issues related to the
 efficient capturing, storage and processing of sensor signals so as to mine the
 citizens' context. Challenges related to battery consumption and privacy issues
 also fail within this line of activity.
 - Policy modelling, dealing with the challenging question of how to create a policy model that can act, on the one hand, as the knowledge basis for building the implementation plan that will make the policy objectives reachable, and, on the other hand, as the blueprint of the technological modules that will be necessary during the implementation.
 - Mobile augmented reality, investigating how to extent the currently available solutions by incorporating mobile visual recognition and personalized content delivery. Novel means for aggregating and visualizing citizen-generated input are also included in this line of activity.

Developers interested in further extending the Live+Gov tools and applications, or in deploying the entire Live+Gov toolkit and benefit from its service-oriented architecture [9]. The project's exploitation plan [8] describes in more detail how the Live+Gov outcomes can become useful for developers. More specifically, this group consists of:

- **SMEs**, that are looking for new opportunities to enter the market of eGovernment and eParticipation.
- Technology and content providers, that may use the Live+Gov solution to offer new services or publish their content with minimal effort.
- Open source community, that is active in the target domains of the project such as eGovernance and eParticipation, reality mining and mobile technology.

Finally, special care will be also given on exchanging Live+Gov results with other European projects and standardization bodies, mainly through the communication channels that are already established by some of the project partners (e.g. participation in Coordination and Support actions, etc).

2.3 Phased Dissemination

In a long running project as Live+Gov it is necessary to decide when different dissemination activities will be most relevant because messages will vary during the timeframe of the project. For example, at the start is better to focus on awareness of the project, and at the end on "selling" achievements. It is important to consider that in order for an action to be initiated, the message should be communicated to the receivers several times and preferably through different communication channels (e.g. see the case of the Utrecht field trial described in Section 3.1). Therefore, the dissemination approach adopted by Live+Gov is in line with the envisaged staged development:

• Early stage of the project (M6): The main focus is on defining the strategy and settingup a concrete plan for raising awareness, generating interest and communicating the key-messages to the target audiences. A number of dissemination actions also take



place during this period but they are primarily oriented towards making the project goals and objectives known to the relevant audiences.

During the project lifetime (M6-M30): This is the phase where most of the envisaged dissemination activities take place. The citizens should be engaged in participating to Live+Gov field trials and using the developed tools. This will be done national/local by the use-case owners through the communication channels that are already established (or will be established during the project lifetime) with the governmental bodies of their area. Through these channels the Live+Gov partners will seek to exploit all the dissemination instruments that are typically supported by local governments (e.g. local newspapers, information kiosks, magazines, etc) to directly reach a wide audience of citizens and encourage them to use the applications developed by Live+Gov (see Appendix G for a successful example on the Utrecht field trial). In addition during this phase the Live+Gov members will seek to conduct face-to-face meetings with representatives from the municipalities (or other related organizations), so as to establish new collaborations (or strengthen the already existing ones) on the grounds of the technologies developed within Live+Gov. The greatest part of disseminating the project's scientific outcomes will also take place during this phase.

• At the end of the project (M36): Reporting on all dissemination activities carried out by the project partners and setting the guidelines for the sustainability of the results after the end of the project. One of the project's workshops will take place during this period for maximizing the visibility of the final results.

2.4 Dissemination Instruments

To specifically address target audiences according to their role, a wide variety of dissemination instruments and methods will be leveraged by the project partners. Live+Gov dissemination plan foresees a multi-channel dissemination approach. On the one hand, the Live+Gov outcomes will be disseminated from an end-user perspective through direct communication and focused discussions with the municipalities, governmental bodies and organizations since they constitute the most prominent consumers of the Live+Gov technologies. On the other hand, outcomes of the project will be also disseminated through the use of publicly available channels. In this category we can classify workshops, conferences, and journal publications specialized in fields pertinent to the project, as well as media channels such as press and TV addressing the general public. Finally, Live+Gov will be disseminated via its Web site and its presence in major Web 2.0 services such as Twitter, LinkedIn, Facebook and Google+. The following dissemination instruments have been identified to implement this multi-channel approach.

2.4.1 Web Presence

The Internet is probably the most effective method to render a public image for individual or organizational entities not only over websites but also via social networks. The Live+Gov website has been designed and implemented (http://liveandgov.eu/); it will be maintained and updated regularly during the project time life and at least 3 years after the end of the project, making information related to the Live+Gov project available to a wide audience. It is intended to provide an overview of the project concept, vision and goals, to introduce the



Live+Gov consortium, and serve as a gateway for discussing Live+Gov related issues. Expected outcomes deriving from the project work will be also presented and public documents will become available for downloading. Detailed statistics about the website visitors will be monitored using "google analytics".

The Live+Gov web site has been structured in five areas: a) **Home**: a welcome note along with a very brief description of the project and its research topics (see Figure 1). b) **Key Facts**: offering some facts about the funding sources, the start date and the duration of the project, as well as an extended description of the project goals. c) **Use cases**: providing information about the three use cases that are envisaged in the project. d) **Demos and Downloads**: linking with some of the public results generated by the project. e) **Consortium**: presenting information about the organizations that participate in the projects as well as the individuals that are involved from each organization. f) **News and Events**: publishing information related to the activities of Live+Gov partners towards the project goals. The newsletters generated by the project will be also available through this area. g) **Social media feed**: displaying the latest posts through Live+Gov's facebook and twitter accounts. In addition, each partner will maintain a web page for Live+Gov in its own language that will also link with the official Live+Gov website.



Figure 1: Live+Gov website (http://liveandgov.eu/)

Regarding social network presence, Live+Gov has active accounts in:



- Twitter (https://twitter.com/liveandgov),
- LinkedIn (http://www.linkedin.com/pub/live-gov/53/820/782)
- Google+
 (https://plus.google.com/u/0/b/102671396619707753364/10267139661970775336

 4/posts)
- Facebook (http://www.facebook.com/LiveandGov)

Screenshots of the welcome pages for the above mentioned accounts along with the complete listing of all Live+Gov web presence is provided in Appendix A.

2.4.2 Project communication kit

The project communication kit is composed of a set of electronic and printed documents that every partner can use to communicate the project vision, depending on the circumstances. More specifically the project communication kit will be composed of the following:

Newsletters constitute a web-based mean for the timely communication of project progress especially for interested professional audiences. As such, at important project milestones, Live+Gov will release newsletters summarizing the most important of the project achievements that will be distributed to relevant mailing lists and published in appropriate forums. The template designed for the Live+Gov newsletter layout can be found in Appendix C.

Poster, Flyer, Project presentation and leaflet will be generated to aid dissemination activities and ensure a consistent communication of the project concept, objectives and results. This kind of material will be distributed at project workshops, conferences or other venues where project members participate. During the lifetime of the project the material will be updated at least once.

Factsheet is a short document that describes in a concise way the project goals, key issues, technical approach and the expected impact. It also contains the organizational information such as list of participants, contact details, timeline, commission funding, etc. The factsheet will be both published online and printed when needed for specific occasions.

Appendix C displays some of the documents that have been developed by the Live+Gov partners to compose the project communication kit. A more detailed description of this kit is available in [7].

2.4.3 Press releases and Media interviews

Press releases and media interviews are very effective methods for reaching out the general public and raising awareness. All opportunities for media-related communications will be considered during the project lifetime. Accordingly, each partner will seek participation in media interviews whenever possible. Special attention will be paid on the communication channels that can reach the citizens directly such as local newspapers and magazines, information kiosks and other communication channels that are typically supported by local governments.



2.4.4 Direct communication with stakeholders

The use case partners will try to get in touch with the governmental bodies in their area (i.e. municipalities, governmental organizations) in order to present the project goals, advertise the developed tools, but most importantly, closely collaborate with the decisions makers on investigating how the Live+Gov solution can be adopted to facilitate their needs.

Towards this end, one of the regular and frequent activities of **Yucat** is to directly contact municipalities and especially public officials on eParticipation. In the open dialogue that takes place Yucat gains insights on demands of public officials, municipalities and government. Similarly, the dissemination practice of **BIZ** is to reach municipalities through the channels of the Regional Government of Biscay, their web page and publications, as well as through the direct communication established between the BiscayTIK Foundation and the collaborating municipalities. It is usual practice for BIZ to conduct focused discussions with representatives from the town councils in small groups, so as to approach them in a personalized manner and develop strong communication links. This is also the current practice of **MTS** with the only difference that their dissemination efforts are not so much directed towards the municipalities themselves, but on the public/private organizations that have taken over a certain aspect of the urban space (e.g. Helsinki Regional Transport).

Finally, apart from the use-case partners all other partners will seek opportunities to get in direct communication with their local governments and present the opportunities arising from the developments of Live+Gov. Section 3 provides a summary of the activities that have already taken place in this direction.

2.4.5 Presentations, Exhibitions and Demonstrations

Live+Gov will make sure to present the project objectives and goals, as well as to demonstrate the prototypes that will be developed for each field trial in professional and public eGovernment exhibitions. We consider this type of activity as one of the most important means to advertise the project among the relevant professionals as well as for better understanding the value of the developed solutions. To this end, the Live+Gov members will aim at the following eGovernment-wise venues

eGovernment

eGOV Conference (http://www.egov-conference.org)

ePart Conference

EIPA ministerial e-gov conference

One-stop Europe, open government conference, Alcatel foundation, Germany

International Conference on e-Democracy, e-Government and e-Society (ICDGS)

ITS world congress

Eurocities working group

2.4.6 Dissemination at the EU level

The Live+Gov consortium intends to closely cooperate with the EU Commission to disseminate information through EU supported R&D initiatives: ICT related events, scientific



and political events of the EC, international conferences, workshops and symposia. As will become apparent in Section 4, most Live+Gov partners have already planned their participation in ICT 2013 event, that will take place in Vilnius on 6-8 November, 2013. These opportunities are particularly useful for increasing awareness about the project within the EU, as well as for networking and exchanging experiences with other EU-funded projects. EuSoc is expected to have a prominent role in this effort as an organization that very frequently participates in EU-generated initiatives.

2.4.7 Academic Dissemination

As a research project with strong participation from academics and researchers Live+Gov places particular emphasis on the academic dissemination of its results, in terms of publications in top conferences and journals, special sessions organization and special issue editorship. To this end, we have already identified major ICT conferences and journals that are pertinent to the research topics addressed by the project. Some indicative venues are listed by topic in Table 1 (conferences) and Table 2 (journals). The academic and research partners of Live+Gov will constantly seek for opportunities to publish their scientific results. Journal papers are expected to come after the first year of the project, as important research outcomes will get more and more mature.

Reality mining, Data Mining

ACM SIGKDD Conference on Knowledge Discovery and Data mining (KDD)

International Conference on Machine Learning (ICML)

IEEE International Conference on Data mining (ICDM)

International Joint Conference on Artificial Intelligence (IJCAI)

International Conference on Knowledge Capture (K-CAP)

Mobile Augmented Reality

ACM International Symposium on Mixed and Augmented Reality

International conference on research, technology and application in Mixed and Augmented Reality (ISMR)

International Symposium on Augmented Reality (ISAR)

Computer Vision, Image Processing, Pattern Recognition, Multimedia and Mobile Technologies

IEEE International Conference on Image Processing (ICIP)

ACM International Conference on Multimedia Retrieval (ICMR)

ACM International Conference on Multimedia (ACMMM)

International Workshop on Content-Based Multimedia Indexing (CBMI)

International Conference on Machine Learning and Data mining (MLDM)

Policy Modeling

ECPR General Conference



APSA Annual Conference

International Conference on e-Democracy, e-Government and e-Society (ICDGS)

Re:publica

International Conference for E-Democracy and Open Government (CeDEM)

European Conference on eGovernment (ECEG)

International Conference on Electronic Democracy (EDEM)

International City/County Management Association (ICMA) Annual Meeting

International Conference on Theory and Practice of Electronic Governance

Global Forum on Modern Direct Democracy

eGovernement and eParticipation

World Cities Summit Mayors Forum (WCSMF)

IFIP e-government conference (eGov)

International conference on eParticipation (ePart)

Table 1: Scientific conferences targeted by the project

Reality mining, Data Mining

ACM Transactions on Information Systems (ACM TOIS)

Augmented Reality

IEEE Transactions on Mobile Computing

Journal of Personal and Ubiquitous Computing

Computer Vision, Image Processing, Pattern Recognition, Multimedia and Mobile Technologies

IEEE Transactions on Circuits and Systems for Video Technology (TCSVT)

IEEE Transactions on Multimedia (TMM)

Pattern Recognition, Elsevier

Multimedia Tools and Applications (MTAP)

Policy Modeling

Journal of E-Government

Journal of Information Technology and Politics

eJournal of eDemocracy and Open Government

International Journal of Electronic Governance

Public Administration Review

International Review of Administrative Science



European Political Science Review

The American Review of Public Administration

Politische Vierteljahresschrift

eGovernement and eParticipation

ITS Europe congress

ITS World congress

The International Association of Public Transport gongress (UITP)

InformNorden International Conference

IT-Trans conference

Table 2: Scientific journals targeted by the project

2.5 **Impact indicators**

Assessing the impact of a certain action, initiative, scientific achievement, or tool is a rather debatable issue since there is no way to measure the non-tangible benefits such as: whether a certain dissemination event did actually convince the attendants, whether the gathering of people sharing similar interests and experiences did actually resulted in collaboration between them, or even whether your scientific achievements did actually helped other scientists to move forward. Nevertheless, depending on the nature of the action and the context where this action takes place, there are certain indicators that can actually imply the achieved impact. In the following, we describe some of these indicators along with the cases that are typically used.

Visits/Views: It is usually applicable in web sites (or other forms of web content) that is indented to provide the viewer with information around a certain topic. Analytic tools like "google analytics" are usually employed to capture this indicator.

Downloads: This is typically valid for software tools (or documents) that are made publicly available on the web. As in the previous case, analytic tools like "google analytics" are used to capture this indicator.

Followers/Friends/Connections: This is an indicator that has become popular due to the wide-spread adoption of social networks and their community oriented structure. Accounts with high popularity are typically considered more influential than others.

Impact factor: This indicator is typical for scientific journal publications and depends on how often the papers published by a certain journal are cited by other papers.

Acceptance rate: This is the most typical indicator for conferences and is used to show the level of interest raised by the scientific community about this conference, which usually translates into the level of difficulty to get a paper accepted.

Attendees: This is a rather generic indicator that can be valid for all different types of events and is used to provide a rough estimate about the number of people that actually received the dissemination message.



Search engine ranking: Although rather informal it is very often used as a popularity indicator with respect to certain key-words. For instance such an indicator may apply to a web-site, a software tool or even an individual person.

These indicators will be associated with the dissemination activities so as to provide a rough assessment of the expected impact.

2.6 **Exploitation tracks**

The general goal of every dissemination activity is to set the ground for obtaining direct or indirect benefits in a shorter or longer term. A dissemination activity could be more or less effective depending on how much support it can provide in going a bit further along the exploitation track that is most relevant to the business model of the organization. In the following we identify and describe some exploitation tracks that are most relevant in the context of Live+Gov.

Attract clients: The Live+Gov consortium includes three SMEs with the largest part of their revenue coming from the free market and clients from either the public or private sector. They generate revenue by selling software products or services under closed licences. The Live+Gov toolkit could very well serve as a new source of assets (i.e. either in the form of products or services) that can significantly enrich the portfolio of these SMEs and allow them to reach new clients. Particularly important in this exploitation track is the SaaS approach [9] adopted for the implementation of the Live+Gov field trials, as well as the exploitation pathways that derive from such an approach, specified in [8].

Scientific excellence: Partners with strong academic and research profile are also present in the Live+Gov consortium with the largest part of their resources coming from exploiting their excellence. The core competence that is usually developed in these organizations is primarily related to scientific excellence and specialized knowledge and not so much to software tools and services, although the establishment of contracts with the industry or the creation of spin-offs is also within their intentions. By progressing beyond current state-of-the-art in a number of related fronts, Live+Gov offers a great opportunity for the academic and research partners to remain competitive, maintain their good reputation and turn their scientific excellence into an exploitable asset.

Networking: Either in the field of research or enterprise the communication with like-mind people sharing the same interests and working on similar problems is of outmost importance for every active organization. The participation in related forums, conferences, exhibitions and other relevant events is critical not only for disseminating the project objectives but also for making your-self (i.e. organization) know among peers, having the opportunity to present your work, discuss your ideas and set the ground for future collaborations.

2.7 Strategy for setting out the dissemination plan

After finalizing Section 2, all Live+Gov partners were provided with the content of this section along with an activity description template, depicted in Appendix F. The goal was for each partner to document its dissemination activities (past and future) using this template and the background information of Section 2. The filled-in templates were subsequently summarized into the tables of Sections 3 and 4 so as to provide a clear view of what is our



current status, with respect to the project visibility and impact, and where we would like to be in the end.



3 Report on dissemination activities

As of M17 (June 30th, 2013), the Live+Gov partners have already carried out a significant number of dissemination activities primarily oriented towards raising awareness about the project objectives and establishing new collaborations with relevant stakeholders. In the following we categorize these activities based on the utilized dissemination instrument. All activities are analyzed based on the target audience (see Section 2.2), the purpose (see Section 2.1), the impact (see Section 2.5) and the exploitation track (see Section 2.6).

3.1 Direct communication with stakeholders

As already mentioned the instrument of direct communication has been employed by the Live+Gov partners in order to present the project goals, advertise the developed tools, but most importantly to establish new collaborations with stakeholders and attract potential clients. Below we summarize the dissemination activities that have taken place using this instrument.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
Yucat	Dialogue Amsterdam – Cleaning Process city center	June 05, 2012, Amsterdam	Decision makers	Raise awareness Establish collaborati ons	Attended by the policy makers of the municipality	Networking
Yucat	Workshop province Noord- Brabant, 'Samensterk in het Buitengebied'	June 21, 2012, Noord Brabant	Decision makers	Engage citizens Raise awareness	Attended by 100 environment police and investigating officers	Attract clients Networking
Yucat	Meeting contractor Public Space – Outdoor Maintenance Group/ Contracting Firm Punt/ Green Congractors Brouwers	August 23, 2012 & December, 18 2012 & January 18, 2013	Developer	Establish collaborati ons	Meeting with director of the construction company	Networking
Yucat	Meeting Municipality Amsterdam	September 26 & November 07/29, 2012.	Decision makers	Raise awareness Establish collaborati	Meeting with team leader of the municipality	Networking



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		January 15 & March 11, 2013, Amsterdam		ons		
Yucat	Meeting municipality Amsterdam – stadsdeel West- Reporting and Open data urban maintenance	October 04 & 23, 2012	Decision makers	Raise awareness Establish collaborati ons	Meeting with municipality officials & citizen services	Networking
Yucat	Meeting municipality Rotterdam	October 16, 2012 - Rotterdam	Decision makers	Raise awareness	Meeting with municipality officials & citizen services	Networking
Yucat	Meeting policy advisor municipality	October 19, Helmond & November 07,Tilburg, 2012	Decision makers	Raise awareness	Meeting with policy advisor	Networking
Yucat	Meeting manager public realm municipality, Eindhoven	October 24, Arnhem & November 21, Zutphen 2012 & January 22 Eindhoven, 2013	Decision makers	Raise awareness	Meeting with manager of public realm	Networking
Yucat	Meeting organizations consultancy Beheeraccent/ Cyber-advice/ Inspection agent Terraspect & Consultancy firm Arcadis	November 09's Hertogenbos ch/ November/ 15/ November 22/ November 23 Zoetermeer 2012/ January 24, 2013	Decision makers	Raise awareness	Meeting with director- owner/ team leader	Networking
Yucat	Meeting National Knowledge center Urban	November 28, 2012 / February 02,	Researchers	Establish collaborati ons	Meeting with project manager	Networking



	Space- CROW	2013		Raise awareness		
Yucat	Meeting Municipality – application manager	December 13, 2012 Arnhem	Decision makers	Establishin g collaborati ons	Meeting with official of municipality	Networking
Yucat	Meeting WaterBoard Rivierenland/ Hoogheemraa dschap Hollands Noorderkwarti er	January 16 & February 05, 2013	Decision makers	Establish collaborati ons	Meeting with government official – head of department	Networking
Yucat	Meeting municipality Amersfoort/ Zuid- Holland/ Alphen Chaam/ Soest	January 17/29 and March 01, 2013	Decision makers	Raise awareness	Meeting with policy advisor & Coordinator of modifications	Networking
Yucat	CROW meeting technology platform & Participating in Seminar – InfraTech (CROW College)	January 08 & 15-18, 2013	Researchers	Establish collaborati ons	Meeting with project manager	Networking
Yucat	Active citizenship festival	January 27, 2013- Heusden	Citizens Decision makers	Raise awareness Engage citizens	Attended by more than 1000 active citizens	Networking
Yucat	Meeting progress portal, integration DSM	March 27, 2013	Decision makers	Raise awareness Establish collaborati ons	Attended by different officials of municipality	Networking
Yucat	Stakeholder interaction during conference April, Government Appstore	April 18, 2013, Amsterdam	Decision makers Developers	Raise awareness Establish collaborati ons	75 attendees of events	Networking Attract clients



	Dovolarana		<u> </u>	T	T	
	Developments					
CERTH	Municipality of Thermi, Greece – Face- to-face meeting	July 2012, Thessaloniki	Decision makers	Establish new collaborati on	Agreed to use the Live+Gov technologies for launching an official service	Attract clients
CERTH	City of Kozani, Greece – Presentation of related technologies	July 2012, Thessaloniki	Decision makers	Establish new collaborati on	No re-action since then	Attract clients
CERTH	Municipality of Nea Smyrnh, Greece – Phone call communicatio n	March 2013	Decision Makers	Establish new collaborati on	No re-action since then	Attract clients
CERTH	City of Thessaloniki, Greece - Indirect communicatio n through a consultant	April 2013, Thessaloniki	Decision Makers	Establish new collaborati on	Agreed to use the Live+Gov technologies for launching official services	Attract clients
CERTH	Exhibition Architecture Company (Tetragon - http://www.te tragon.gr/en/) - Physical Meeting	March 2013, Thessaloniki	Content providers	Establish new collaborati on	Demo incorporating the Live+Gov augmented reality techs. is currently used in the exhibition (http://www.n oesis.edu.gr/in dex.php?actio n=article_first Page&pageTitl e=aigaio)	Attract clients and particularly content providers
MTS	Live+Gov Promotion — Municipalities of Helsinki, Tampere, and Turku.	Continues activity during the 1st year of the project - Finland	Decision makers	Raise awareness	Approximately 25 people	Attract clients & Networking
MTS	Live+Gov Promotion -	Continues activity	Decision makers	Raise awareness	Approximately 15 people	Attract clients &



	Ministry of transportation and communications	during the 1st year of the project - Finland			were present in the meetings	Networking
MTS	Live+Gov Promotion - ITS Factory, ITS Finland	Continues activity during the 1st year of the project - Finland	Decision makers	Raise awareness	Approximately 10 people were contacted	Attract clients & Networking
BIZ	Direct communicatio n with the Regional Government of Biscay — Information provided in a private political level	Project Start, Biscay Region	Decision Makers	Raise awareness	Not applicable	Networking
BIZ	Contact with Iñigo Gómez (Civil servant in the local council of Gordexola and member of the local council in Artziniega)	March 2012	Decision makers	Establish new collaborati ons	Not applicable	Attract clients
BIZ	Face to face meeting with the Mayor of Gordexola (Iñaki Aretxederra)	January 2013	Decision makers	Establish new collaborati ons	The municipality of Cordexola agreed to launch applications developed based on Live+Gov technologies.	Attract clients

From the activities above it is evident that the dissemination instrument of direct communication with relevant stakeholders has been extensively used by the members of the Live+Gov consortium. Apart from the cities hosting the field trials, namely Utrecht, Gordexola and Helsinki, the Live+Gov partners have managed to get in direct contact with an additional number of 15 municipalities. During these communications the opportunity of



using the Live+Gov technologies for addressing some of their needs were thoroughly discussed and in some cases concrete collaborations were established. Particularly interesting is also the fact that, apart from the municipalities, direct contacts were also made with 6 private companies (i.e. consultancy firms and content providers). Although these companies cannot be considered as direct clients of the Live+Gov solution, still fruitfull discussion were made on how to collaborate on the grounds of the developed technologies.

Finally, it is important to make a separate reference to the dissemination effort invested for launching, and turning into a success, the Utrecht field trial. The table below summarizes the undertaken activities, covering the meetings required to convince the public officials all the way to reaching out the appropriate message to the citizens.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
Yucat	Meeting Municipality Utrecht	July 9, 2012 Utrecht	Decision Makers	Engage citizens Establish new collaborati ons (photo impression provided in Appendix G)	Meeting with municipality officials	Attract clients
Yucat	Meeting with member of City Council, Utrecht – Preparation Preview Open Data Festival	November, 16, 2012- Utrecht	Decision makers	Strengthen existing collaborati on	Meeting with 10 professionals of municipality and participation team	Networking
Yucat	Meeting pre- launch JMU web application for Egovernment dialog and visualization - Municipality Utrecht	November 29, 2012	Decision makers	Establish collaborati ons	Meeting with different professional of municipality	Networking
Yucat	Meeting with final approval of Public launch web application - with a member of	May 6, 2013, Utrecht	Decision Makers	Re- establish existing collaborati ons	National scope – public beta launch	Networking - showcase Public Beta



	the city Council (Utrecht)					
Yucat	Launch JMU web application for eGovernment dialog and visualization	May 31, 2013, Utrecht	Citizens	Engage citizens Raise awareness; Next to direct impact of demonstrat ion/present ation, also indirect effects are triggered (example impression in Appendix G).	50 attendees during event 1500 visits for website in first 3 weeks	Attract clients Networking
Yucat	Extended launch JMU web application for Egovernment dialog and visualization	June 1, 2013 Utrecht	Citizens	Engage citizens Raise awareness Establish collaborati ons Engage citizens (for example; tweets after event in Appendix G)	150 attendees during event	Attract clients Networking
Yucat	Announcemen t launch JMU web application for eGovernment dialog and visualization	June 30, 2013, Utrecht	Citizens Decision makers	Engage citizens Raise awareness (Abstract of article provided in Appendix G)	National scope	Attract clients



The launch of the Public Beta JMU Webapplication for eGovernment Dialogue and Visualization was done in three steps: a) Pre-launch, where the web application was presented to active participating citizens and the municipality, at an Open Innovation Festival, b) Launch, where the web application was actually launched by active citizens (alderman present), c) Extended launch, where the web application was presented to 120 active citizens in co-maintenance with direct support to register initiatives.

Based on the first results covering a time-frame of less than 3 weeks, the measured impact is already more than 1,500 unique visitors, media attention by 6 articles, more than 40 tweets and over 15 citizens' feedback contribution on the respective concepts (see Appendix G for more details on the achieved impact the related dissemination activities). The launch of the public beta is only the first step. In the following time period citizens and public officials will be actively approached to make them aware, gain interest and facilitate engagement, via media and via neighborhood departments. With the gathered content and building up an engaged active citizen community, important ingredients are there to enter the next phase when the mobile client(s) will be available to the public. Through these clients location-based content delivery and AR views can be used to further engage citizens and enhance interaction.

The important message obtained from the Utrecht experience is that dealing with the full spectrum of eGovernment and eParticipation requires a continuous and persistent flow of direct communications with all key-players involved (i.e. from public officials to citizens). In the remaining of the project we plan to make intensive use of the direct communication tool, as described in Section 4.1 .

3.2 Press releases and media interviews

Press releases and media interviews are a good way to reach the general public. For this purpose the Live+Gov consortium have already undertake a number of related activities that are summarized below.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
Yucat	Column chairman Utrecht Development Board	January 08, 2013, Utrecht	Decision makers Citizens	Engage citizens Raise awareness (Abstract of article provided in Appendix D)	National scope – direct effect invitation for RTV Utrecht Television Interview	Attract clients
Yucat	Television Broadcast – RTV Utrecht	January, 18, 2013 Utrecht	Citizens, Decision makers	Engage citizens Raise awareness (Transcript	Daily 22% of citizens and weekly 47% of citizens, watch the regional station.	Attract clients



				provided in appendix D)		
CERTH	Press release published by the dissemination office of CERTH	December 2012 – Circulated to national media	Citizens and decision makers	Raise awareness	The press-release was re-published by the web-version of some of the major newspapers in Greece	Attract clients (i.e. raise interest among the cities of Greece)
CERTH	News Letter published by the dissemination office of CERTH	March 2013	Citizens and decision makers	Raise awareness	The newsletter was send to 5.600 contacts (SMEs, organizations, individuals) - As a result of this newsletter we were interviewed by two radio stations (see below)	Scientific excellence & attract clients.
CERTH	News Letter published by the dissemination office of CERTH	June 2013	Researchers & Developers	Diffuse scientific achieveme nts & establish collaborati ons	The newsletter was send to 5.600 contacts (SMEs, organizations, individuals).	Scientific excellence & attract clients
CERTH	Radio Interview	March 2013 - Radio 1 – Volos, Greece	Citizens and decision makers	Raise awareness	The radio station is rather popular in its vicinity	Attract clients
CERTH	Radio Interview	March 2013 - BHMAFM - Athens, Greece	Citizens and decision makers	Raise awareness	The radio station is one of the most popular newsoriented broadcasters in Athens (capital of Greece)	Attract clients



BIZ	Newspaper	December 7,	General	Raise	The web-	Attract
	article in Deia	2012, Bake	public from	awareness	version of Deia	clients
	(printed and	Eder	the Region of		is rather	
	written	Knowledge	Biscay		popular	
	versions) -	Center,				
	The project is	Getxo, Biscay.				
	mentioned in					
	an article					
	about the					
	activity in the					
	Bake Eder					
	Knowledge					
	Center.					

The press releases and media interviews have indeed proven a valuable instrument for reaching the general public, as well as for reaching targeted groups of relevant stakeholders. Particularly interesting is the fact that many of the direct communications described in the previous section (Section 3.1) were made as a result the aforementioned press releases.

3.3 Presentations, Exhibitions and Demonstrations

Another way to present the project objectives and achievements is to give talks and make presentations in related venues, as well as to setup demonstrators in exhibition booths or stands. This instrument has been extensively used by the members of the Live+Gov consortium with an emphasis on venues related to eGovernment, mobile technologies and linked open data. Below we summarize these activities.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
Yucat	Presentation work-conference; innovative meetup. Apps & open data for the government	March 28, 2012	Decision makers Developers	Raise awareness; Disseminati on of innovative App concept	Attended by municipalities, innovative mobile concepts, consultancy organizations (~1500 participants)	Networking
Yucat	Booth at the Government & ICT congress	April, 24-26, 2012 Utrecht	Decision makers Developers	Raise awareness	Attended by 6000 participants	Attract clients Networking
Yucat	Booth at the Emerce congress eGovernment – Launching a new version	May 31, 2012, Amsterdam, Netherlands.	Decision Makers, which operate in the mix of digital	Raise awareness (launch of windows phone in Appendix	Attended by all municipalities in the Netherlands — more than	Attract clients



	of the BuitenBeter application		marketing, media, and online business	В)	3500 Mayors and City Council Members	
Yucat	Booth at the VNG congress - Association of Dutch Municipalities	June, 4-5, 2012 Den Haag	Decision makers	Raise awareness Establish collaborati ons	Attended by 2800 government officials	Attract clients Networking
Yucat	Participated Congress Service- orientated Government	October 03,2012 Rotterdam	Decision makers Developers	Raise Awareness	Attended by 250 municipalities, professionals, directors and managers	Attract clients Networking
Yucat	Participated Congress - Dag van de openbare ruimte	October, 10- 11, 2012 Houten	Decision makers, citizens and developers	Raise awareness Establish collaborati ons	Attended by 4500 people	Attract clients Networking
Yucat	Participated Congress; Nationaal Openbare Ruimte Congres (National Public Space)	December, 12, 2012, Den Haag	Citizens Researchers Developers	Raise awareness Establish collaborati ons (photo impression provided in Appendix B)	350-400 attendees	Attract clients Networking
Yucat	Participated King Congress - "Quality Institute for Dutch Municipalities "	January, 17, 2013 S'Hertogenbo sch	Decision makers Researchers Developers	Raise awareness Establish collaborati ons	About 700 people attended the event	Attract clients Networking
Yucat	Networking activity - Citizen conference - Burgertop	January 26, 2013, Rotterdam	Citizens	Raise awareness Engage citizens (photo impression provided in Appendix B)	Attended by more than 1000 citizens	Attract clients



Yucat	Presentations at NUP congress Alive-Kicking — Quality Institution of Dutch Municipalities	March 13, 2013, Utrecht	Decision Makers Developers	Raise awareness Establish collaborati on	Attended by 150 municipalities and other stakeholders	Networking
Yucat	Participation in Congress – Week van de Openbare Ruimte- (week of public space)	April 02-08, 2013, Houten	Decision makers Citizens Developers	Raise awareness Establish collaborati ons	Attended by 4500 people	Attract clients Networking
Yucat	Booth at the Government & ICT congress	April, 23-25, 2013 Utrecht	Decision makers Developers Smartphone carriers	Raise awareness (photo impression provided in Appendix B)	Attended by 6000 participants	Attract clients Networking
Yucat	Workshop and presentation at DCMR – (Environmenta I Protection Agency) Smart sensing Technologies-Citizen as a sensor;	March 07, 2013 Rotterdam/ Rijnmond	Developers Researchers Decision makers	Raise awareness Establish collaborati ons (photo impression provided in Appendix E)	Attended by 50 organizations	Attract clients Networking
Yucat	Event-Stand at Ruimte (City and Space).	April 17-18, 2013	Developers Decision makers Citizens	Raise awareness	Attended by more than 2000 visitors	Networking
BIZ	Talk at XIII Ibero- American Congress of Digital Cities The most important event of its type in Spanish	October 10- 11th, 2012 - Bilbao, Biscay, Spain.	Decision makers & Developers	Raise Awareness	Over 500 representative s from the public and private sector were gathered for this event	Attract clients & Networking



CERTH	Presentation - Pan European Partnership and Investment for Mobile Services, MOBIP 2012	Thessaloniki- Greece, 31 st May – 1 st June, 2012	SMEs, professional experts, corporate partners and venture capital investors	Raise awareness & Investigate potential collaborati ons	The Live+Gov related session was attended by approximately 50 people.	Attract potential collaborato rs and expand our network
CERTH	Demonstratio n at the "Festival of Sciences & New Technologies"	Thessaloniki – Greece, 18 October 2012	Citizens – Open to public.	Raise awareness	The number of people that attended this event was in the order of a few hundreds, since a large number of school classes from the city of Thessaloniki participated.	Demonstra te scientific excellence
CERTH	Presentation on Mobile Apps for Use in the City – A Living Lab Event about smart city mobile apps.	Sofia – Bulgaria, 26 th -27 th January 2013	Researchers and Developers	Diffuse scientific achieveme nts and establish collaborati ons	The event was attended by approximately 30 people	Scientific excellence & Networking
CERTH	Exhibition stand in the European Data Forum, edf2013.	April 9-10, Dublin, Ireland	Researchers with specific interest on big data handling and reality mining in urban space.	Diffuse scientific achieveme nts & establish new collaborati ons	276 Participants on site (~ 900/day in web streaming)	Demonstra te scientific excellence and expand our scientific network
CERTH	Participation and presentation in workshop for Digital Cultural Heritage	27-30 May 2013, Nicosia, Cyprus	Researchers interested in mobile augmented reality from the cultural domain	Diffuse scientific achieveme nts	# Attendees: ~50	Scientific excellence & Networking
UKob	Participation and project	25/26 June 2012,	Decision makers of	Raise awareness	#Attendees for event: 40	Attract clients &



	presentation in the symposium "Social Media in European	Stuttgart, Germany	Government al bodies Citizens Researchers	& Establish collaborati ons	#Contacts: 22	Networking
	Communicati on"		interested on Policy modelling			
UKob	(Co-) organization of Conference - Rigour and Openness in 21 st century science Oxford Future of Science Conference 2013	Oxford, April 11-12, 2013 Exhibition of a Poster	Decision makers (David Willets, UK Minister, Mark Walport, Chief Sci. Advisor of UK Gov and Amelia Andersdotter , EU-Parl.)	Raise awareness & Establish collaborati ons	# Attendees for event: 150	Attract clients & Networking
UKob	Talk at Using Open Data: policy modelling, citizen empowermen t, data journalism — Dissemination of LISA (lisa.west.unikoblenz.de)	19/20 June 2012, Brussels, Belgium	Decision makers (municipaliti es, Government al bodies, urban space related organization s) & Researchers	Establish collaborati ons & Diffuse scientific achieveme nts	# Attendees: 70	Scientific excellence
UKob	Talk at eGovernment conference OpenCityCam p Ulm 2012 (http://occ-ulm.mixxt.de) - Dissemination of LISA (lisa.west.uni-koblenz.de)	May 12/13 Ulm, Germany	Researchers (Policy modelling) Developers (Open source community)	Establish collaborati ons	# Attendees for events: 30	Networking
UKob	Participation in competition –	May 6, 2012 – Germany	Researchers	Diffuse scientific achieveme	The competition received more	Scientific excellence



"Apps for		nts	than	100
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[3]			75	
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			the Ministe	er of
			Interior,	Dr.
			Hans-Peter	r
			Friedrich	

As shown from the table above, this instrument has been employed in many of dissemination activities performed by the Live+Gov partners. This is because making presentations and setting-up demos is the natural way for an organization to disseminate its work, independently of its nature (i.e. SME, research organization or academic institution). In the remaining of the project period all Live+Gov partners will continue to use this instrument.

3.4 EU-level dissemination

It is usually a rather good practice to participate and contribute to the events organized by the EC, since in most of the cases these events attract a significant number of participants and constitute a nice opportunity for networking and for making your project known to the relevant community. For this reason, this instrument has been also employed by the Live+Gov consortium, as show below:

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
EuSoc	Networking working group - Open Government Partnership, Bertelsmann Foundation [1] — supported by the Bertelsmann-Stiftung [2].	Takes place every three months	Decision makers & Researchers interested on policy modelling	Raise awareness & Establish collaborati ons	Between 800- 1100 German organisations participate in this group.	Networking
EuSoc	Participation in the network "Democracyn et.eu"	Periodic European wide meetings	Researchers interested on policy modelling and political sciences	Establish collaborati ons & Diffuse scientific achieveme nts	There were 120 active members in this network – mainly, scientists working in the	Scientific excellence & Networking



					subject	
BIZ	Presentation during the European Project Awards 2012 Ceremony	November 28 th , 2012 - Premises of the European Economic and Social Committee. Brussels, Belgium.	Decision makers & Researchers	Raise awareness & Diffuse scientific achieveme nts	Around 50 Attendees for the event that required an invitation	Networking
Yucat	Participated in workshop - Using open data: "policy modeling, citizen empowermen t, data journalism"	June, 19-20, 2012 Brussels, Belgium.	Decision makers Developers Researchers	Raise awareness; Share exploitatio n knowledge	Organized by W3C and JRC-IPTS within the framework of the CROSSOVER project, cofunded by the EC – Attended by 70 participants	Networking
Yucat	Attended conference; Day of the Public Space	January 1, 2013, Brussels	Decision makers	Raise awareness	Attended by 4500 participants	Networking
Yucat	Attended Barcelona Mobile World Congress	February 26- 28, 2013 Barcelona	Decision makers Developers Researchers	Raise awareness	Attended by more than 72000 participants (represented over 200 countries across the globe)	Networking

The instrument of EU-level dissemination has been used mainly by EuSoc and Yucat and to a rather limited extent compared to the other instruments. This is because the project is still in a rather early phase for sharing tangible results and valuable conclusions. As the field trials progress, the knowledge generated in the context of Live+Gov will become more concrete and appropriate for sharing at the EU level.



3.5 **Scientific dissemination**

The scientific achievements of Live+Gov have been also disseminated through a set of publications. Below is a list of the scientific publications that have been acknowledged to Live+Gov.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
CERTH	Scientific paper on the 9th International Conference on Machine Learning and Data Mining MLDM 2013	The conference will take place on July 19-25, 2013, New York/USA Status: accepted for publication	Researchers interested on how to port the state-of-the-art algorithms for image recognition into a mobile environment	Diffuse scientific achieveme nts	Being in its 9 th series, MLMD is a rather established conference that usually attracts more than 100 participants. – Acceptance rate ~40%.	Show scientific excellence
CERTH	Scientific paper on the 2 nd International ACM Workshop on Crowdsourcin g for Multimedia	The workshop will be held in conjunction with ACM Multimedia, Oct 21 - 25, 2013, Barcelona, Spain Status: submitted for publication	Researchers interested on how to tackle the general problem of visual recognition in a unconstraint environment	Diffuse scientific achieveme nts	ACM Multimedia is one of the most prestigious conferences in the area of multimedia, with acceptance rate that is usually between 15% - 20%, and a very high number of participants	Show scientific excellence



CERTH	Scientific paper on the ACM Multimedia 2013, Open Source Software Competition	The competition will be held in conjunction with ACM Multimedia, Oct 21 - 25, 2013, Barcelona, Spain Status: accepted for publication	Developers and more specifically the open source community	Diffuse scientific achieveme nts and set the ground for potential collaborati ons	ACM Multimedia is one of the most prestigious conferences in the area of multimedia. Due to its great reputation all other activities associated with ACMMM2013 are also very competitive.	Show scientific excellence and networking
CERTH	Short Paper for the Doctoral Symposium of the 21st ACM International Conference on Multimedia, ACM MM 2013 - Papers For Doctoral Symposium	The event will take place in conjunction with the main ACM conference on October 21-25, 2013 at Barcelona, Catalunya, Spain Status: accepted for publication	Certified researchers with very good knowledge on the issues of visual recognition in a un- constraint environment	Diffuse scientific achieveme nts and collection of valuable feedback from certified experts in the field.	ACM Multimedia is one of the most prestigious conferences in the area of multimedia. Due to its great reputation all other activities associated with ACMMM2013 are also very competitive.	Show scientific excellence and obtain valuable feedback on how to proceed with the PhD-Thesis that is funded by the Live+Gov project.
CERTH	Short paper at the International Conference on Information, Intelligence, Systems and Applications (IISA2013) – Workshop on Urban Computing & Modern Cities	The conference will take place on July 10 – 12, 2013 at Piraeus, Greece Status: accepted for publication	Researchers interested on how to use citizens as city sensors for performing reality mining in urban space.	Diffuse scientific achieveme nts	The UPMC workshop is placed in the context of the Fourth International Conference on Information, Intelligence, Systems and Applications (IISA 2013) and is expected to attract a little less than 100	Show scientific excellence and establish collaborati ons with other players working in the diffusion of ubiquitous computing into



					participants	modern cities.
EuSoc	Scientific paper on ECPR European Consortium for political research Conference	Bordeaux- France, October 2013. Status: submitted for publication	Researchers interested on policy modelling,	Diffuse scientific achieveme nts	Acceptance rate: ~ 20%. Usually attracts approximately 2000 participants	Scientific excellence & Networking
EuSoc	Scientific paper on International Conference on e- Democracy, e- Government and e-Society (ICDGS)	Dubai, United Arab Emirates October 22- 23, 2013. Status: submitted for publication	Researchers & developers	Diffuse scientific achieveme nts	Acceptance rate: ~ 25%. Usually attracts approximately 800 participants	Scientific excellence & Networking

Scientific publications are typically the instrument used by the research partners of the project to diffuse their scientific achievements and advocate their scientific excellence. Until now, all scientific publications acknowledged to Live+Gov (7 in total) have been published (or submitted) in conference proceedings. However, as the research performed in the Live+Gov context becomes more mature, we believe that our scientific findings will qualify for journal publications in prestigious venues.



4 Planning and impact assessment

For the remaining project period we plan to continue our dissemination activities with the same pace so as to maximize the impact of our achievements. Through detailed planning we will ensure that all dissemination activities will be carried out in a timely fashion and in an appropriate manner for achieving the desired impact. Towards this end, we have collected from all partners an estimation of the individual dissemination activities for the remaining period until the end of the project. Again we categorize the anticipated activities based on the employed dissemination instruments and analyze them based on the same criteria used in Section 3. At the end of each sub-section we rely on concrete figures to assess the impact achieved so far and the impact that we would like to achieve with the planned dissemination actions.

4.1 Direct communication with stakeholders

The direct communication with stakeholders has proven one of the most effective instruments for making the project objectives and outcomes known, but most importantly for establishing collaborations with people that could make direct use of Live+Gov technologies. Motivated by this fact, the Live+Gov partners will continue to place particular emphasis on the use of this dissemination instrument so as to maximize the number of established collaborations. Below we provide a list of the envisaged activities until the end of the project.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
Yucat	Meetings software vendors - organized by KING (Quality institution Dutch Municipalities)	November 29, 2013 & September 13, 2013	Software vendors/ Developers	Establish collaborati ons	Attended by different developers and possible clients	Networking Attract clients
Yucat	Participate in Innovation Lab - Urbanism	Several meetings	Mash up of disciplines	Establish awareness	Leverage extent of innovations	Networking
Yucat	Meetups/ conferences at least 5	Continuous process until the end of the project	Decision makers Citizens	Establish collaborati ons	At least 100 participants	Networking
Yucat	Direct communicatio n with stakeholders	Continuous process until the end of the project	Decision makers Developers	Establish collaborati ons	At least 10 meetings	Networking



	within		Citizens			
	municipalities and organization within the domain		Researchers			
MTS	Raise awareness amongst clients and most important stakeholders - Biggest cities in Finland (Helsinki, Tampere, Turku), Ministry of transportatio n in Finland, ITS Finland and ITS factory members.	Continuous process until the end of the project	Decision makers that are already in the clients network of MTS	Raise awareness	In total there are more than 100 individuals planned to be contacted, with the most important ones being the authorities of the biggest cities in Finland (Helsinki, Tampere, Turku).	Attract clients & Networking
BIZ	Individual meetings - Arrange personal meetings with mayor and other local representativ es from the towns of Biscay	First half of 2014	Decision makers from municipalitie s and urban space related organization s	Raise awareness about the project goals and establish collaborati ons	Get in direct contact with a considerable number of first level decision makers (mayors, deputy mayors, etc.)	Attract clients
CERTH	Informal discussions with representatives from municipalities around Greece.	Direct communicati on with two municipalities by the 4th trimester of 2013 Direct communicati on with two additional municipalities by the end of the project.	Decision makers and specifically the members of the city council (or their consultants), or even public servants working in the	Establish new collaborati ons	We expect that our direct communicatio n will result in more municipalities launching services based on the Live+Gov technologies.	Attract clients



			municipalitie s.			
CERTH	Direct communicatio n with SMEs interested in incorporating augmented reality in their products and services.	4th trimester of 2013 and 3rd trimester of 2014	Entrepreneurs that will become familiar with the augmented reality concept and may probably come up with novel ways to use this technology in their business.	Establish collaborations with other companies/organization that could make use of our augmented reality technology.	Create revenue for our organization by establishing sub-contracts with those companies.	Attract clients and specifically companies or organizatio ns that can make use of our augmented reality technology to improve user experience by serving their content in a more intriguing manner.

As already stated in Section 3.1, until M17, the Live+Gov partners have managed to get in direct contact with 15 municipalities, apart from the cities hosting the field trials, and 6 private companies. As indicated in the table above, it is within the intention of most partners (i.e. Yucat, MTS, BIZ and CERTH) to continue their intensive efforts for making new (or follow-up) communications with relevant stakeholders, primarily municipalities but also private companies. Our goal, by the end of the project, is to develop strong bonds of trust with approximately 30 stakeholders that will set the basis for future collaboration and usage of the Live+Gov toolkit.

4.2 Press releases and media interviews

The nature of this dissemination instrument, to actually broadcast the project achievements into a wide range of targeted users, has proven very effective in setting the ground for other, more direct, dissemination activities. For instance, it was only after publishing a press release about the Live+Gov achievements with respect to issue reporting and urban maintenance that we started receiving phone calls by many municipalities interested in our developments. For this purpose, we plan to continue publishing press releases and newsletters as indicated in the table below.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
BIZ	Summer	26, 27 & 28	Citizens,	Raise	Roughly 100	Show
	courses of the	June 2013 -	researchers	awareness	people will	excellence
	University of	Bake Eder	and		attend the	and gain



	the Basque Country: How to make Google adore you" – The project booklet will be given to all of the participants, and informative posters will be presented	Knowledge Center, Getxo, Biscay.	developers		event	prestige
CERTH	News item discussing Live+Gov achievements , published as part of a newsletter released by the dissemination desk of CERTH.	4 th trimester 2013, 4 th trimester 2014	Individuals, SMEs and organization s around Greece, interested in the latest research development s that take place at CERTH	Raise awareness	The newsletter is circulated to 5,600 contacts around Greece (i.e. individuals, SMEs and organizations).	Attract clients and diffuse scientific excellence
BIZ	Produce project news- letters once the project trials reach a certain level of maturity	4 th trimester 2013, 3rd ^h trimester 2014	Selected list of relevant mailing lists (i.e. relevant projects, forums, etc)	Raise awareness	Depending on the list of recipients, the project newsletters are likely to results in clustering with other relevant projects, in order to share knowledge and results.	Diffuse scientific excellence
Yucat	Minimal of two Press announceme nts	Continuous process until the end of the project	Citizens Decision makers	Raise awareness	National scope	Attract clients
Yucat	Responsivene ss to emerging opportunities	Continuous process until the end of the project	Citizens Decision makers	Raise awareness	National scope	Attract clients



Due to their effectiveness in working as a preparatory mean for other, more direct, dissemination activities we plan to make the use of this instrument more intensively. More specifically, we plan to generate more press releases and news-items, especially with respect to the field trials that are planned during the second half of the project. We will also seek for any opportunity to talk about the Live+Gov achievements in public media and the press.

4.3 Presentations, Exhibitions and Demonstrations

As in the first half of the project the use of this instrument will continue to be rather popular among Live+Gov partners. The table below lists the related dissemination activities that are envisaged by all partners until the end of the project.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
UKob	Participation in OpenData Challenge Apps4Deutschla nd - OpenData Challenge for Applications using Open Governmental Data	Between 2014-2025 – exact date to be announced	Decision makers, developers and the Open source community	Raise awareness and establish collaborations.	The last event attracted 320 records, 112 ideas and 77 Apps.	Attract clients & Networking
UKob	Project presentation at German Conference for Computer Science – Live+Gov posters and a booth	Informatik 2013 - 16 20.9.2013 Koblenz, Germany	Researchers	Raise awareness & Establish collaborations	Conference co-located with IFIP EGOV Conference and IFIP ePart Conference , expected to attract many participant s	Scientific excellence & Networking
MTS	Paper and presentation at ITS Europe – congress	10th ITS European congress - June 2014, Helsinki, Finland	Decision makers and more specifically Government al bodies	Raise awareness	Conference with high interest and low acceptance rate	Networking
MTS	Demonstration at IT-TRANS	IT-Solutions for Public transport, Internation al conference	Decision makers and more specifically urban space related	Raise awareness	Event that usually attracts many keyplayers in the field of	Networking



	1			T	T	
		and Exhibition - February 2014, Karlsruhe, Germany	organization s		transportat ion	
MTS	Communication with stakeholders at InformNorden Conference	September 2013, Helsinki, Finland	Decision makers/ Government al bodies	Raise awareness	Usually attracts about 300 participant s	Networking
MTS	Conference paper/speech at ITS world congress 2014	October, 2014. Detroit, USA	Decision makers	Raise awareness	The 2012 event was attended by 10,000 participant s from 90 countries	Networking
MTS	Demonstration at Local traffic conference	Paikallisliik ennepäivät (Local traffic conference) - September, 2013. Tampere, Finland	Decision makers, interested in traffic management	Raise awareness	Will be attended by all keystakeholder s in the area of Tampere	Attract clients
MTS	Demonstration at national transport infrastructure conference	September 2014. Tampere, Finland	Decision makers in the transportatio n field	Raise awareness	Communic ation with the local players	Attract clients
BIZ	BiscayTIK's Open Government Platform Presentation	First semester of 2014 — Bake Eder Knowledge Center, Getxo, Biscay.	Decision makers and specifically municipalitie s and governmenta I bodies	Raise awareness and establish collaborations, as well as engage citizens and local authorities	Approximat ely 100 people are expected to attend the event. There will be also representat ives from the media	Show excellence and gain prestige for attracting new clients
BIZ	Live+Gov Presentation at the Bake Eder Knowledge	First half of 2014 - Bake Eder	Developers, SMEs, Technology and content	Establish collaborations and engage third party	A high number of company representat	Networking and collaborati



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	Center for technological enterprises of Biscay	Knowledge	providers, as well as the Open source community	developers	ives is expected in this event	on
EuSoc	E-Training Event - RESPA Focus groups jointly hosted by the University of Krems	trimester, 2014, KREMS – University of Krems	Decision makers and researchers	Raise awareness among multipliers	Approximat ely 40 people will attend the event	Attract clients
CERTH	Presentation of Live+Gov demos used during the field trials in a venue related to eGovernment.	Not specified yet. – 4 th trimester of 2013	Decision makers and SMEs in the field of eParticipatio n and eGovernmen t.	Raise awareness & Investigate potential collaborations	Will aim at a highly visited conference	Attract potential collaborato rs and expand our network
CERTH	Demonstration of the technologies related to augmented reality and mobile visual recognition	InsideAR — The augmented reality conference (usually takes place every year around autumn), 3rd trimester of 2014	Researchers	Establish collaboration and networking	This event attracts highly specialized audience focused on augmented reality and is usually organized by Metaio.	Attract potential collaborato rs and expand our network
Yucat	Booth at congress – Dag van de openbare ruimte (Day of the Public Space)	October 9, 2013, Houten	Decision makers	Raise awareness	Will be attended by 4500 participant s	Attract clients Networking
Yucat	Booth at Service- orientated Government Congress	November 14, 2013, Rotterdam	Decision makers Developers	Raise Awareness	Will be attended by 250 professiona ls, directors and managers	Attract clients Networking
Yucat	National Congress – Beheer	November, 27, 2013,	Citizens Researchers	Raise awareness	350-400 attendees	Attract clients



	Openbare Ruimte	Zoetermeer	Developers	Establish collaborations		Networking
Yucat	Booth at the Government & ICT congress	April, 8-10, 2014, Utrecht	Decision makers Developers Smartphone carriers	Raise awareness	Will be attended by 6000 participant s	Attract clients networking
Yucat	Participated King Congress – "Quality Institute for Dutch Municipalities"	To be announced	Decision makers Researchers Developers	Raise awareness Establish collaborations	About 700 people attended the event	Attract clients Networking

By aiming at events with relevant target audience and making sure to communicate the project achievements in an attractive way, we expect the activities classified under this instrument to create the necessary awareness and provide great support for the exploitation of the developed technologies, even after the end of the project.

4.4 EU-level dissemination

As already stated in 3.4 this instrument has been used to a limited extent during the first half of the project since the results were not mature enough to be shared at the EU-level. This is expected to change during the second half of the project where a number of related activities are envisaged, as listed in the following Table.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
EuSoc	Promotion stand at international conference - Re:publica 2014	May 2014, Berlin	Researchers interested in political science	Raise awareness and engage citizens	The event attracts 50.000 Visits/ Views for web sites, 20000 Followers/Frie nds/Connectio ns for social media and 250-500 attendees	Show scientific excellence and networking
EuSoc	EIPA working group eParticipation	3 rd trimester - 2014, Brussels	Decision makers and researchers	Raise awareness among multipliers for exploiting the Live+Gov	Approximately 50 attendees	Networking and attracting clients



				platform		
EuSoc	Eurocities - Presentation to the governance / open data working group	June 2014, Brussels	Decision makers and researchers	Raise awareness among multipliers	The working group brings together the local governments of over 130 of Europe's largest cities and 40 partner cities.	Networking and scientific excellence
EuSoc	Participation in ICT2013	November 2013, Vilnius, Lithuania	Public Private Sector working in the field of ICT	Establish collaborati ons	Will be one of the most highly visited conferences organized by the EC.	Networking
CERTH	Participation in ICT2013	November 2013, Vilnius, Lithuania	Public Private Sector working in the field of ICT	Establish collaborati ons	Will be one of the most highly visited conferences organized by the EC.	Networking
Yucat	Attending Barcelona Mobile World Congress	February, 2014, Barcelona- Spain	Mobile ecosystem Vendors Developers	Raise awareness	Attended by more than 7200 participants (represented over 200 countries across the globe)	Networking
Yucat	eGOV/ePartici pation	September, 2013, Koblenz - Germany	Researchers, municipalitie s, eGovernmen t	Raise awareness	Co-located with Informatik 2013, the venue is expected to attract a high number of participants	Networking
Yucat	At least 2 international events /congresses	To be announced	Researchers, municipalitie s, frontrunners eGovernmen t	Raise awareness Share knowledge	Prestigious venues will be targeted.	Networking



Due to its nature EuSoc will undertake the great majority of dissemination activities at the EU-level by contributing in related workgroups and fora, as well as by participating in the events organized by the EU. Clustering with other projects for sharing results and exchanging knowledge, is expected to be the main benefit gained for the Live+Gov project out of these activities.

4.5 **Scientific dissemination**

During the first half of the project there have been reported 7 related activities under this instrument. During the second half of the project we envisage for 8 additional dissemination activities for making the research outcomes of Live+Gov known to the respective scientific communities.

Partner	Activity description	Date/Place	Target audience	Purpose	Impact	Exploit. Track
UKob	Paper about Geographic Semantic Analysis (GeSA)	International Joint Conference on Artificial Intelligence (IJCAI) - Buenos Aires, August 2015	Researchers interested in geolocated sensing and reality mining	Diffuse scientific achievement s	Highly prestigious venue — since the conference is organized every two years since 1969	Scientific excellence
UKob	Paper about Activity recognition by meta-sensing	International Joint Conference on Artificial Intelligence (IJCAI) - Buenos Aires, August 2015	Researchers interested in reality mining through activity recognition	Diffuse scientific achievement s	Highly prestigious venue — since the conference is organized every two years since 1969	Scientific excellence
UKob	Paper about NoGPS Service Line Detection with the Aid of Magenotemet ers	International Conference on Machine Learning (ICML2014) – Exact date to be announced	Researchers interested in activity recognition	Diffuse scientific achievement s	ICML is one of the most prestigious conferences in machine learning	Scientific excellence
EuSoc	Paper in the 2nd Joint International Conference on Electronic Government	26-30 August 2013, Prague	Researchers interested in policy modelling	Diffuse scientific achievement and establish collaboration	Acceptance rate: ~ 25% Attendees: ~ 120	Scientific excellence and networking



EuSoc	Papaer in International Conference EGOV 2013	16-19 September 2013, University of Koblenz- Landau	Researchers interested in electronic government	Diffuse scientific achievement s	Acceptance rate: ~ 25% Attendees: ~ 140	Scientific excellence and networking
CERTH	Submit a scientific manuscript discussing novel techniques to build models for visual recognition in un-constraint environment.	Journal of Computer Vision & Image Understandi ng, or Journal of Multimedia Tools & Applications 4th trimester of 2013	Researchers interested in the general problem of image recognition.	Diffuse scientific achievement s	The impact factor of CVIU and MTAP is 1,340 and 0,617 respectively	Show scientific excellence.
CERTH	Submit a scientific paper discussing our progress with respect to state-of-theart in the field of augmented reality.	International Conference on Mobile and Ubiquitous Computing - Submission date ~ August 2014	Researchers interested in ubiquitous computing and specifically on Mobile Augmented Reality systems and applications	Diffuse scientific achievement s	It can be considered a rather prestigious. Venue. Moreover, its audience is highly related to the work performed within Live+Gov.	Show scientific excellence.
CERTH	Submit a scientific paper related to data aggregation, interlinking and visualization.	IEEE conference of Visual Analytics Science and Technology (VAST) - 3rd trimester of 2014	Researchers from the field of big- data handling, data mining and visualization.	Diffuse scientific achievement s.	It is one of the premium IEEE conferences for data visualization.	Show scientific excellence.

4.6 Impact assessment

Being on M17 of the project time-plan and having already undertaken a significant number of dissemination activities, we are in the position to evaluate their efficiency in terms of



serving the Live+Gov objectives. If we would like to make a qualitative impact assessment of the dissemination activities presented in Section 3 we may draw the following conclusions:

- Direct (or face-to-face) communication with the stakeholders seems the most efficient instrument for promoting the adoption of Live+Gov technologies into the ICT systems of the municipalities.
- Dealing with the full spectrum of eGovernment requires a continuous and persistent flow of direct communications with all key-players involved (i.e. from public officials to citizens), as exemplified by the Utrecht field trial.
- Publishing press releases or going through the media (printed or digital) has proven particularly effective to guide potential consumers towards your organization.
- Scientific and European-level dissemination is not appropriate for attracting clients but have proven useful in setting up future collaborations.
- Finally, the instrument related to presentations, exhibitions and demonstrations has proven useful for making the project brand known.

Thus, looking towards the following 18 months and given the nature of the Live+Gov project, it is evident that "direct communications" should consume most of our dissemination resources, as already reflected in Section 4.1. In order for Live+Gov to achieve the desired level of impact it is important for our technologies to find their way into the ICT systems of municipalities (or other governmental bodies). On the other hand, given that citizens' engagement is also a very important part of the equation, we should also strengthen our efforts in reaching out the general public through newsletters and press releases. Special attention will be paid to the possibility of broadcasting the Live+Gov messages through the official communication channels of the municipalities, since our experience has shown that when going through these channels the impact increases considerably.



5 Live+Gov events and Liaison

Apart from the dissemination activities described above, it is within our intention to disseminate the project progress and results through dedicated workshops. To this end, we intend to organize two small scale workshops; one research-oriented and the other oriented to local governments. We also plan for one major workshop near the end of the project that will be conducted with the purpose to disseminate the project final results and to help establish a self-supporting community who can work together to share best practices and examples.

With respect to liaison, EuSoc previews certain opportunities with political stakeholders related to its engagement in the Open Government Partnership Initiative supported by the Bertelsmann-Stiftung. Live+Gov will also seek liaison opportunities through the concentration and cluster meetings that are regularly organized by the EC and constitute an excellent opportunity for projects to learn from each other, discuss common issues, and get feedback on their work. Finally, the project's advisory board will also act as a liaison between Live+Gov partners and the governmental stakeholders coming from the municipalities where the field trials will take place.



6 **Summary**

In this deliverable, we have made a detailed report of the undertaken activities as of M17 and we have set out a plan for our dissemination activities until the end of the project. Initially, we have identified the most important elements of our dissemination approach which consists in identifying the dissemination purposes in the Live+Gov context, the target audiences, the dissemination instruments, the impact indicators and the exploitation tracks. Then, we have circulated an activity description template that was used by all Live+Gov partners to document the undertaken and foreseen dissemination activities. Based on the input received from these templates we have generated a summarized view of all dissemination actions, reported in the tables of Sections 3 and 4. These tables have helped us obtain a clear view of the current project status with respect to its visibility and impact and served as a reference for deciding where to place more emphasis in using the remaining dissemination resources. An execution plan with concrete dissemination activities has been set out for each partner specifying the utilized dissemination instrument, a rough estimation about the date and place of the activity, the target audience, the purpose of the dissemination activity, the impact indicator and the envisaged exploitation track. The smooth execution of these plans will be used to measure the impact achieved by each partner, but also the project as a whole.

Finally, it is important to note that due to the special nature of Live+Gov in reaching out a wide audience of citizens particular emphasis will be placed on the communication channels that are already established with the governmental bodies of each partner's area. Live+Gov will place a significant portion of the remaining dissemination efforts to directly communicate with these governmental bodies, but also to reach out the citizens. This will be accomplished by announcing the Live+Gov "message" via the official advertising channels of the collaborating municipalities (see Appendix G for a successful example). In this way, the tools developed by Live+Gov are expected to find their way into the citizens' smartphones and allow them to act as the city sensors.



7 References

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- [8] D6.3 Exploitation plan Live+Gov consortium, July 11th, 2013
- [9] D4.1 Report on Live+Gov toolkit requirements and architecture Live+Gov consortium, July 11th, 2013



A Appendix - Live+Gov Web Presence

Official Project Website

http://liveandgov.eu/

Twitter

https://twitter.com/liveandgov

Google+

https://plus.google.com/u/0/b/102671396619707753364/102671396619707753364/posts

LinkedIn

http://www.linkedin.com/pub/live-gov/53/820/782

Facebook

http://www.facebook.com/LiveandGov

Live+Gov at the Institute for Web Science and Technologies (WEST) (UKOB)

http://www.uni-koblenz-landau.de/koblenz/fb4/AGStaab/Projects/livegov

Live+Gov at ITI Main in English and Greek (CERTH)

http://www.iti.gr/iti/projects/Live+Gov.html

Live+Gov at ITI Multimedia Group (CERTH)

http://mklab.iti.gr/content/livegov-reality-sensing-mining-and-augmentation-mobile-citizen%E2%80%93egovernment-dialogue

Live+Gov at Mattersot in Finish and English (MTS)

http://www.mattersoft.fi/kehityshankkeet.html (Finnish)

http://www.mattersoft.fi/en/research.html (English)

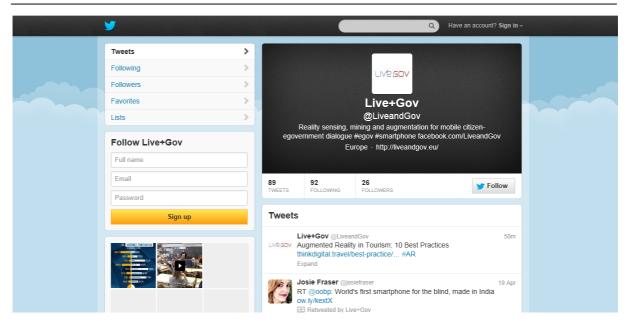
Live+Gov on the EuroSoc pages (EuSoc)

www.eurosoc.de

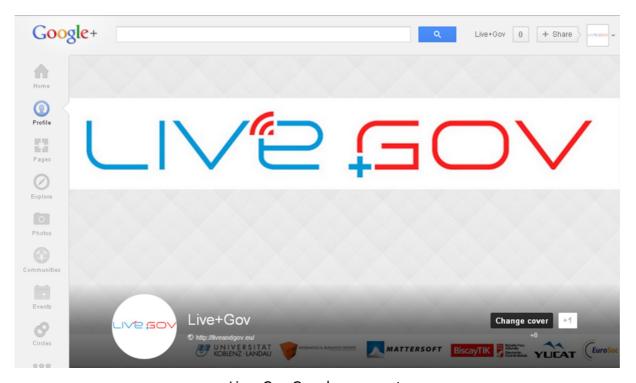
Live+Gov at BiscayTIK Foundation (BiscayTIK)

http://www.biscaytik.eu/es-ES/Centro-Conocimiento/LiveandGov/Paginas/default.aspx





Live+Gov Twitter account (https://twitter.com/liveandgov)



Live+Gov Google+ account

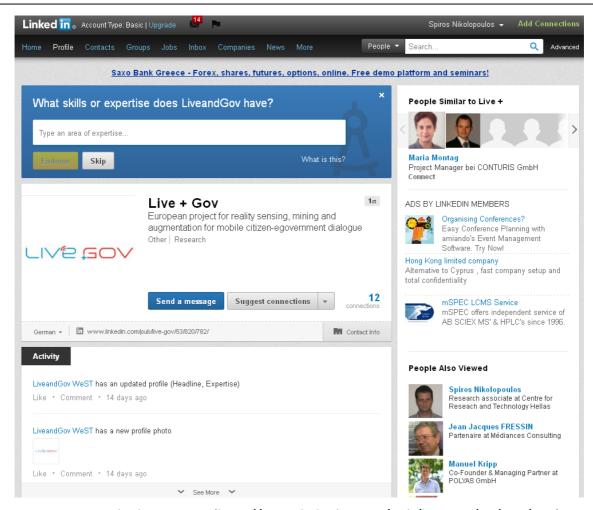
(https://plus.google.com/u/0/b/102671396619707753364/102671396619707753364/posts)





Facebook account (http://www.facebook.com/LiveandGov)





Live+Gov LinkedIn account (http://www.linkedin.com/pub/live-gov/53/820/782)



B Appendix – Presentations, Exhibitions and Demonstrations (indicative sample)

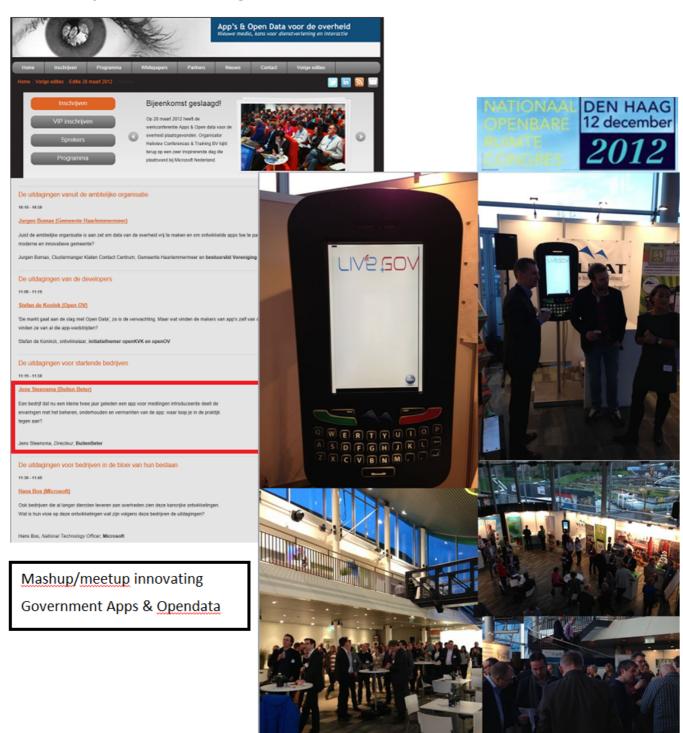
MOBIB2012

	Friday 1 June 2012						
08:30	Registration & Coffee						
09:00	Welcome [Room: Amphitheater]						
09:10	Keynote Speech [Room: Amphitheater] 'Jean Schmitt' Recommendations for fast growth of mobile application companies						
09:30	Company Presentations I [Room: Library] 5 companies present to a panel of experts. 8 minutes presentation 7 minutes questions EXPERT REVIEWERS: Eleftheria Siozou (Invest in Greece) Jean Schmitt (JoITtech) Spyros Trachanis (Odyssey Venture Partners) Douglas Thompson (Sociedade Portuguesa de Inovação (SPI)) Georgios Gatos (Thermi ventures) PRESENTERS: Javier Martin (Almira Labs) Sebastian Vaduva (Appscend Mobile Platform) Djordje Medakovic (FU Amazing Solutions) Stavroula Stoumpou (Brainbow Development) Wojciech Radomski (iTraff Technology)	Company Presentations II [Room: Amphitheater] 5 companies present to a panel of experts. 8 minutes presentation 7 minutes questions EXPERT REVIEWERS: Aleksandar Tasev (Akota ING) Sotiris Siagas (I4G) Rumen Illiev (LAUNCHub) Arno Schoevaars (PNO Consultants) Sofia Esteves (Sociedade Portuguesa de Inovação (SPI)) PRESENTERS: Altin Sejdini (Mobile Plus) Nikos Tsamis (Eventora) Bojan Mitevski (GlobalSoft Solutions) Antonio Bonsignore (ITside)					
10:45	Coffee Break						
11:15	Company Presentations III [Room: Library] 5 companies present to a panel of experts. 8 minutes presentation 7 minutes questions EXPERT REVIEWERS: Jenny Tooth (Angel Capital Group) Aris Pantazopoulos (Attica Ventures) Vadim Tarasov (Bright Capital) Nikolaos Haritakis (Taneo) PRESENTERS: Igor Hristov (4Virtus.com) Dimitris Tsigos (AbZorba Games S.A.) Stefan Lilov (iMediaShare) Stevica Kuharski (IT4U) Massimiliano Basciano (Justbit) Viktor Ustijanoski (UKION Ltd.)	Company Presentations IV [Room: Amphitheater] 5 companies present to a panel of experts. 8 minutes presentation 7 minutes questions EXPERT REVIEWERS: Sotiris Siagas (i4G) George Dimitriou (SEPVE - Association of Information Technology Companies of Northern Greece) Rainer Horn (SpaceTec Capital Partners) Catherine Delevoye (Technoport - CRP Henri Tudor) PRESENTERS: Dimitrios Ververidis (CERTH/ITI (Centre for Research and Technology Hellas)) Yamnio Halzopoolog (Islamic Silvi) Fotis Liotopoulos (SBOING.net) Sotiris Nossis (taxiplon International LLC) Pantelis Angelidis (Vidavo)					
12:45	Networking Lunch						



CONFERENCE "APP'S@OPEN DATA VOOR DE OVERHEID"

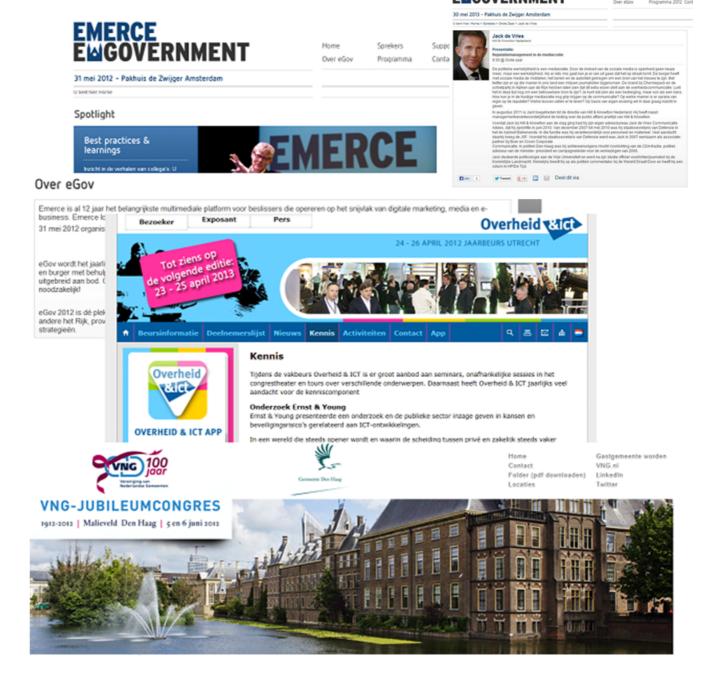
- March 28, 2012: Apps'@ Open Data, for the government and municipalities.
 http://apps.heliview.nl/vorige-edities/editie-28-maart-2012/sessies.aspx
- December 12, 2012: National Public Space Congress http://www.crow.nl/Congressen





PARTICIPATED EXHIBITIONS NETHERLANDS

- April 24,25 & 26, 2012: Government & ICT, Conference (Overheid & ICT) http://www.overheid-en-ict.nl/nl-nl/Bezoeker.aspx
- May 31, 2012: Emerce eGovernment http://www.emerce.nl/egov/
- June 5 6, 2012: VNG(Association of Dutch Municipalities) JUBILEUMCONGRES http://www.vngjaarcongres.nl/





PANEL MEMBER AT CROSSOVER - WORKSHOP

Policy modeling, citizen empowerment, datajournalism http://www.w3.org/2012/06/pmod/report

The workshop is organized by W3C and the <u>JRC-IPTS</u> within the framework of the <u>CROSSOVER project</u>, a support action co-funded by the European Commission's DG-INFSO under the Seventh Framework Programme - ICT Workprogramme 2011-2012.





XIII Ibero-American Congress of Digital Cities 2012





European Projects Awards Ceremony 2012







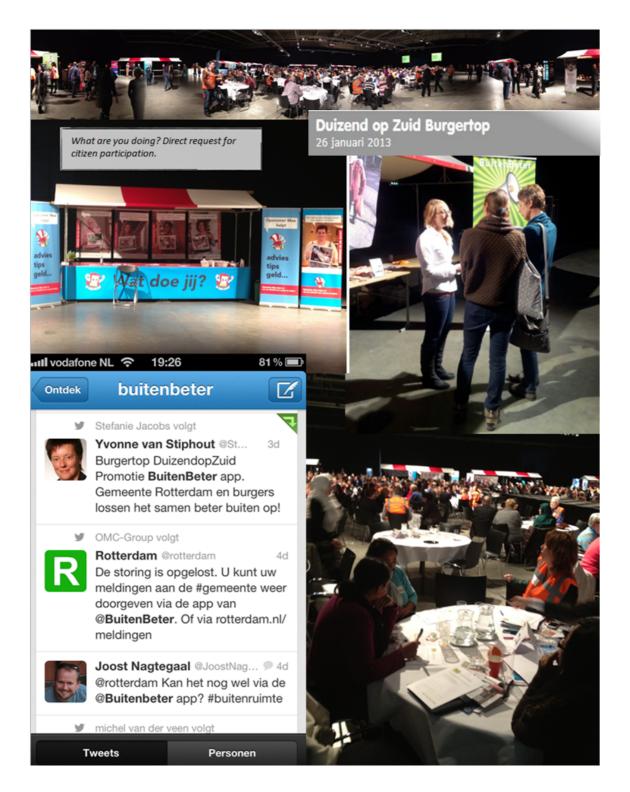
Congress Ciudades Digitales 2012





Conferences Netherlands

- January 26, 2013: 1st Citizen Conference Netherlands Burgertop Rotterdam http://www.rotterdam.nl/burgertopinahoyenopinternet
- January 30, 2013: Conference Day of the Public Space http://www.openbareruimte.nl/nl/home





Conferences International

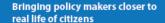
- April 23, 2013: Government & ICT, Conference (Overheid & ICT)
 http://www.overheid-en-ict.nl/nl-NL/Bezoeker.aspx
- June 04-05, 2013: VNG Congress (Association of Dutch Municipalities)
 - Networking opportunity: Example of lead http://www.vngjaarcongres.nl/





Appendix - Project Communication Kit

Live+Gov leaflet



Live+Gov is a mobile eParticipation solution that allows citizens to accurately express their needs to government by using smartphones and take advantage of a collective citizen intelligence. The key feature of this project is that it fully exploits the capabilities of widely poliferated smartphones for mobile eParticipation, rendering an augmented reality of governmental actions and plans, such that citizens obtain fast and comprehensive feedback on issues they encounter.



Live+Gov will carry out three field trials of the project: Urban Planning, Urban Maintenance, Mobility.

Success will be measured through these three live field trials conducted by partners already operating end-user platforms in



ments such that take-up is possible at dramatically lowe

The Live+Gov Consortium is composed by The Live+Gov Consortium is composed by University of Koblenz-Landau (Germany), Centre for Research and Technology Hellas (Greece), Yucat BV (Netherlands), Mattersoft OY (Finland), Fundación BiscayTiK (Spain), Eurosoc GmbH (Germany).

<mark>roject Coordinator:</mark> e<mark>rgej Sizov University of Koblenz,</mark> Germany. mail: sergej@uni-koblenz.de













Project Name: Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue

Acronym: Live+Gov Grant Agreement: 288815 Strategic Objective: Information Society Technologic Length: 30 months (1 February 2012 - 31 July 2014) Start: 01.02.2012



Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue



www.liveandgov.eu



Urban Planning

Rationale: The task of urban planning is a very complex one, often progressing over a long planning phase during which compromises must be sought between often diverging aspects, e.g. between easthetics, finances and public transport needs. At the same time, citizens frequently have the feeling that government does not tell them about the underlying assumptions and resulting implications of urban planning projects leading to discontent with and distrust into the govern

ted reality available for citizens to know what future plans are in an area, and receive feedback about their opinion on the plans through polls or claims. This will enable administrators to give their citizens recent and updated news about urban plans, and it will allow citizens to express their opinions directly to their administra-

Tasks: The trial will be conducted in the Region of Biscay, in the Basque Country, Spain. The field trial opens a dialogue between governments and citizens about urban planning and development using reality augmentation supported by reality sensing & mining as well as policy modeling. Citizens who use smartphones will be able to preview 2D/3D models that show the impact and results of new infrastructures – as they are located and oriented in the real world. The field trial will establish a workflow from the citizens' input as provided through the Live-Gov Apps to the system. Based on the integration between mobility systems, maps, citizen input and process workflows, people will be given a chance to appropriately judge plans for urban development and to collectively decide about the future of their surroundings.



Urban Maintenance

Rationale: Urban maintenance has a large influence on the experience of public space by the ditzens. Proper monitoring and maintenance of public spaces is needed to ensure public safety, to protect the environment and to prevent waste of resources. However, considerable human and financial efforts must be spent to discover problems in urban maintenance in a timely fashion and, given limited financial resources; there is frequently a lack of opportunity for taking care of all the various issues.

Objective: It is the aim of Live+Gov to crowd-source aspects of the monitoring of public spaces to citizens such that they are able to contribute to the improvement of their environment. In the current situation, it takes a lot of effort and administrative knowledge for citizens to report an issue in the public space to the appropriate governmental department. The crowd-sourcing of monitoring will not only lead to faster response times of the administration for safety critical maintenance tasks, but it will also include a notion of urgency on those issues that are nuisance to a larger citizenry.

Tasks: The Live+Gov solution to be developed for the field trial in urban maintenance takes the existing tools and citizen communities to the next level of convenience and effectiveness.



currently supported by existing systems will be enriched to take advantage of the novel existing systems will be enriched to take advantage of the novel reality mining and policy modeling capabilities of the Live-Gov tools. Richer sensed data will make the reported issue easier understandable by humans as well as by the IT systems that will be able to link citizens with administration in a more effective manner. Second, reality augmentation together with policy modeling will be able to provide feedback to citizens on issues they have raised. Third, the customized Live+Gov tool for this trial will include exten-ded capabilities for social networking, allowing citizens to actively promote their ideas, not only to the government, but also within their social network and as part of a fun and/or educational activity.

activity.

The use case will be set up in the city of Eindhoven, in the southeast Netherlands.

Mobility

Rationale: The advancement of public transport systems is a core objective for governments in order to address critical factors, such as social and economic well-being of citizency, savings of energy and CO2, and protection of the environment from pollution and noise. While engineering solutions have contributed significantly to these objectives, the best efficiency of public transport systems crucially depends on the behaviour of the complete system including the passengers.

Objectives: By capturing the input of citizens using smartphones, Liver-Gow will achieve a new level of information about individual travel observation and travel needs. As citizens provide and receive real-time information about traffic-related events observed by other users, citizens can optimize their means of transport. Public authorities can optimize public transport services by knowing where and when citizens travel and what routes and means of transport they prefer. Comprehensive data may be used to optimize the schedules such that overall travel times are reduced rather than durations of individual legs of a travel and newly important routes of travel are discovered. Objectives: By capturing the input of citizens using smartphones

Tasks: The Live+Gov solution to be developed for the field trial in mobility will establish a two-way information stream about current traffic related issues between citizens and authorities. Citizens will be able to constantly sense, detect and report traffic issues as they move within the city. Detected issues and traffic events are reported to the Live+Gov solution. Decision makers and other citizens will benefits from aggregated and anonymized users' data. The field trial is planned to be set up in the City of Helsinki, in Finland. Privacy is a key issue in this field trial and will be ensured including severe data access restrictions, data anonymization, data sandomization in order to pract the individuors.

randomization in order to protect the individual.

Live+Gov will have real-time information about all traffic-related events in one place involving all citizens for mutual benefit.





Live+Gov Poster



Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue

Small of medium-scale focused research project (STReP) FP7-ICT-2011-7

Live+Gov is a european research project where two universities and four companies work together to create a mobile solution to allow citizens to accurately express their needs to government by using smartphones, offering new possibilities to take advantage of a collective citizen intelligence by authorities.

Urban Planning

WHY?

The task of urban planning is very complicated. At the same time, citizens frequently have the feeling that governments do not tell them all the facts involved in urban planning projects leading to discontent with the administration.

OBJECTIVE

Citizens who use smart-phones will be able to preview 2d/3d models that show the impact and results of new infrastructures – as they are located and oriented in the real world.

This will allow a dialogue between governments and citizens: people will be given a chance to appropriately judge plans for urban development and to collectively participate in the decisions about the future of their surroundings.

Urban Maintenance

WHY?

In the current situation, it takes a lot of effort and administrative knowledge for citizens to report an issue in the public space, although they are most knowledgeable about disturbing issues as they experience the (lack of) maintenance every day.

OBJECTIVE

It is the aim of Live+Gov to crowdsource aspects of the monitoring of public spaces to citizens such that they are able to contribute to the improvement of their environment.

The crowd-sourcing of monitoring will not only lead to faster response times of the administration for safety critical maintenance tasks, but it will also include a notion of urgency on those issues that are nuisance to a larger citizenry.

Mobility

WHY?

Until now, the complex behavior of passengers could hardly be taken into consideration for optimizing the system, because passenger polls would reach only a tiny fraction of the population and could not capture the diversity of citizens' needs

OBJECTIVE

By capturing the input of citizens using smart-phones, Live+Gov will achieve a new level of information about individual travel observation and needs. As citizens provide and receive real-time information about traffic-related events observed by other users, citizens can optimize their means of transport. On the other hand, comprehensive data may be used by policy makers to optimize the means of transport.

For further information please visit: www.liveandgov.eu

Funded by:



Partners:













Project coordinator: Sergej Sizov, University of Koblenz, Germany – segej@uni-koblenz.de Project name: Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue. Acronym: Live+Gov Grant agreement: 288815 Strategic objective: Information Society Technologies (IST) Length: 30 months Start: 01 02 2012



Live+Gov Fact Sheet



Live+Gov STREP 288815

Project Acronym: Live+Gov

Project Full Name: Reality Sensing, Mining and Augmentation for Mobile Citizen-

eGovernment Dialogue

Partners: University of Koblenz-Landau (Germany), Centre for Research and Technology Hellas (Greece), Yucat BV (Netherlands), Mattersoft OY (Finland), Fundacion Biscaytik

(Spain), Eurosoc GmbH (Germany)

Funding Sources: EU, 7th Framework Programme, Information Society Technologies (IST)

Begin: 01.02.2012 **Duration: 36 months**

Funding: 2.453.012,00 euros (Total budget 3.273.820,00 euros)

Contact: Project Coordinator MatthiasThimm, University of Koblenz, Germany.

thimm@uni-koblenz.de

Project web page: www.liveandgov.eu

Bringing policy makers closer to real life of citizens is the objective of Live+Gov. We will develop a mobile government solution that allows citizens to accurately express their needs to government by using a variety of mobile sensing technologies available in their smartphones (GPS; image/audio recording; compass, orientation sensors, etc.) next to established means of mobile eParticipation such as textual input and output. Sensing and mining data from the real world, such as geo-located images of street damages or GPS track recordings during traffic disruption, government achieves accurate analyses of citizens' needs and opinions and can take advantage of a collective citizen intelligence.

Live+Gov develops novel policy models and links data contributions by citizens to existing administration processes The Live+Gov key feature is that it fully exploits the capabilities of widely proliferated smartphones for mobile eParticipation, rendering an augmented reality of governmental actions and plans, such that citizens obtain fast and comprehensive feedback on issues they encounter. Anonymization, data randomization and access control will safeguard against misuse and ensure privacy for all involved.

Success of Live+Gov will be measured through three live field trials (mobility, urban maintenance, urban planning) conducted by partners already operating end-user platforms in these domains and reusing existing governmental data: Yucat Netherlands (operating an existing portal for dialogues between citizens and regional policy makers, with over 100,000 real users), BiscayTIK (IT supplier for local governments in the Region of Biscay) and Finnish company Mattersoft (developer of platforms for managing traffic and public transportation systems).

Funded by:

Partners:



















Live+Gov Newsletter



June 2013



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>> see more...



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>> see more...



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Funded by:





Partners:











Live+Gov Advertisement – Indicative example for WEST (UKOB)





Live+Gov: Reality Sensing, Mining and Augmentation for Mobile Citizen-Government Dialogue

Small or medium-scale focused research project (STReP) FP7-ICT-2011-7

Scenario

Get and contribute information about your environment:

- ·Report issues like road damage and follow the repair process
- ·Get augmented reality presentations about urban planning and vote on alternatives
- Improve public transport planning
- Use the capabilities of Reality Sensing, Augmented Reality and mobile Government or eParticipation



Improve public transport planning: Minimize waiting times

Live+Gov

We are developing a mobile government to capture Citizen's needs and inform about governmental planning by using a variety of mobile sensing and augmented reality technologies available in the

Citizens may contact the autorities via smartphones to report issues, make suggestions, or to retrieve context-aware information.



The pillars of Live+Gov



Report issues and follow the repair process with your mobile

Objectives

- · Bringing policy makers closer to citizens
- · Informing the citizen about governmental decision
- · Mobile participation in eGovernment
- · Gathering information about the citizen's desires
- · Reporting issues, like road damage or other inconveniences
- · Enabling transparent and citizen-centered authorities
- · Augmented reality
- · Reality mining





Enhancing Information via Augmented Reality

Key Facts

- · Duration 30 Month
- Begin 01.02.2012
- 6 European Partners
- . Funded by EU, 7th Framework Programme, Information Society Technologies (IST)



Our Partners:

BiscayTIK







Steffen

Staab



Sergej

Sizov





Thimm



Magnus

Matthias Sebastian

http://liveandgov.eu

SEVENTH FRAMEWORK PROGRAMME

Prof. Dr. Steffen Staab WeST - Institute for Web Science and Technologies http://west.uni-koblenz.de

YUCAT





Appendix – Press releases & public media appearances D

The Regional Government of Biscay's web page news section:

http://www.bizkaia.net/home2/bizkaimedia/contenido noticia.asp?tno codigo=0¬ codi go=9203&idioma=ca



EL PROYECTO BISCAYTIK FINALISTA DE LOS PRESTIGIOSOS PREMIOS COMPUTER WORLD

Martes, 24 de Mayo de 2011 13:00

Estos premios reconocen cada año, desde 1988, la labor de los hombres, mujeres, organizaciones e instituciones de todo el mundo, cuyas aplicaciones visionarias de las tecnologías de la información favorecen cambios positivos en la sociedad, economía o comunicación. La nominación para este premio valora los beneficios del proyecto para la sociedad, el papel de las tecnologías de la información para desarrollar el proyecto, y las características que hacen que este uso de la IT sea original e innovador.

La Fundación Biscaytik ha conseguido el reconocimiento del sector de IT a nivel internacional como se concluye con su selección como finalista para los prestigios Premios Computer Wordl. El proyecto Biscaytik ha dado importantes pasos en cuanto a internacionalización y reconocimiento en el extranjero dentro de su objetivo de consolidarse como referencia mundial en e-administración local.

Estos premios reconocen cada año, desde 1988, la labor de los hombres, mujeres, organizaciones e instituciones de todo el mundo, cuyas aplicaciones visionarias de las tecnologías de la información favorecen cambios positivos en la sociedad, economía o comunicación. La nominación para este premio valora los beneficios del proyecto para la sociedad, el papel de las tecnologías de la información para desarrollar el proyecto, y las características que hacen que este uso de la IT sea original e innovador.

Sólo un grupo selecto es elegido como finalista de entre todos los nominados, honor que este año recae en la Fundación BiscayTIK, y como tal, su buena práctica forma ya parte de los archivos de Computer World Honors, disponibles para universidades, museos e instituciones de investigación de todo el mundo. Asimismo la Fundación BiscayTIK recibirá el reconocimiento público como finalista en la categoría de Acceso Digital para este Premio Computer World en la ceremonia que tendrá lugar en Washington D.C., el día 20 de junio, durante la cual se le hará entrega de una medalla donde se encuentra grabada la misión del Programa "A Search for New Heroes" – "La Búsqueda de Nuevos Héroes". Durante esta gala se conocerán los ganadores de las once categorías.

La Fundación BiscayTIK actualmente también participa en un proyecto transnacional que se circunscribe en el 7º Programa Marco Europeo (7 Framework Programme) para el desarrollo conjunto de las regiones europeas, y que se trata de una colaboración estratégica entre la industria y la academia en áreas tecnológicas de diferentes países europeos. El proyecto busca favorecer el avance en el terreno del gobierno electrónico y la colaboración ciudadana en la administración local a través del desarrollo y la adopción de uso de tecnologías de la información y comunicación tanto por parte de la ciudadanía como de las

Esta colaboración, que realiza con empresas y universidades de países como Alemania, Holanda o Finlandia, adquiere especial relevancia ya que se trata de una cooperación a nivel internacional. De este modo, este proyecto afianza la presencia de BiscayTIK en otros países, y le permite conocer los pasos que se están dando otras administraciones punteras en distintos lugares.

La participación de BiscayTIK en ambas iniciativa es una nueva muestra de su carácter innovador y pionero y de los avances logrados a favor de la modernización de las instituciones y la implantación de la e-administración.



Article in the digital and printed edition of Deia (newspaper):

Doce empresas comparten objetivos en el Centro de Conocimiento de BiscayTIK

Todas ellas centran su trabajo en el desarrollo de la administración electrónica J. BASURTO - Viernes, 7 de Diciembre de 2012 - Actualizado a las 05:39h



Casa Bake-Eder, ubicada en la avenida Zugatzarte de Getxo, es uno de los edificios que services/rss a la Fundación BiscayTIK. (Oskar Martínez)

BILBAO. El Centro de Conocimiento de BiscayTIK, ubicado en Getxo, nació con la vocación de convertirse en una referencia mundial en la aplicación de las tecnologías de la información que prestan servicios públicos a la ciudadanía. Así que uno de sus objetivos es acoger en su seno empresas con un alto componente innovador y crear un entorno que permita el nacimiento de iniciativas de carácter internacional. Pues bien, a día de hoy, una docena de empresas ya se ha instalado en el edificio Bake-Eder, sede de la Fundación BiscayTIK. Todas ellas se dedican al desarrollo de diferentes materias relacionadas con la administración electrónica.

En estos momentos, BiscayTIK, junto a Microsoft y otras empresas del sector, está desarrollando una serie de plataformas, aplicaciones y servicios para posibilitar la implantación de administración electrónica en los servicios municipales; desde las páginas web de los ayuntamientos hasta aplicaciones más compleias.

Ya lo dijo el diputado general de Bizkaia, José Luis Bilbao, durante la inauguración de la sede de BiscayTIK en febrero de 2011: "El Centro de Conocimiento nace con el objetivo de convertirse en un agente creador de riqueza para el territorio de Bizkaia, tanto en forma de ingresos económicos como en creación de empleo o conocimiento". Entonces ya se anunció que las líneas de actuación iban a estar relacionadas con la administración electrónica y los servicios a la ciudadanía mediante la utilización de las nuevas tecnologías.





Press release

January 08, 2013: Column Trude Maas

http://www.duic.nl/nieuws/31766/met-app-buitenbeter-de-fietsenzooi-te-lijf/

Abstract Column: "Trude Maas is describing the new possibilities that crowdsoursing mechanisms offer. The application BuitenBeter is a good example of this. This application provides a communication channel via which citizens can report public issues to municipalities, such as a loose tile or broken

streetlight. She states; 'I tested it, and it works!'." Trude Maas = Chairman Utrecht Development Board (UDB). The UDB is an independent advisory committee, who are aiming to improve the life in Utrecht. The members of this committee are providing new perspectives, to enable discussions and collaborations. Especially connecting local leaders, businesses and the municipality.

This column has led to a media interview with RTV Utrecht on January 18, 2013.

Media interview

RTV Utrecht Television Interview http://www.rtvutrecht.nl/gemist/uitzending/ustad/campuscam-campustalk/20130429-1810/



Abstract of interview: WeGovernment is discussed. Explaining the following quote; "the government that are we.". After the launch of the JMU application, in the end of 2010, this is also recognized in Europe. Neelie Kroes referred to the BuitenBeter application as the example for We Government in Europe. Following this notification, the LivGov European project is started, to enhance citizen participation. In addition we are currently considering how more information can be retrieved from society, in an easy and entertaining manner. The information can be used for policy making of both government and municipalities.





Press release

June 11, 2013: Policy announcement JMU web application for eGovernment dialog and visualization

http://www.utrecht.nl/smartsite.dws?id=12564&persberichtID=388752&type=pers

Summary of article: As described by alderman Jeroen Kreijkamp (Organization renewal and Participation) the following change can be recognized within the government. The authority is becoming more transparent and active citizen engagement is promoted. The first open datasets are shared via the new portal www.JijmaaktUtrecht.nl, namely city, district and neighborhood borders, public playgrounds, benches, trashcans, streetlights and trees. Furthermore participants can add new initiatives to the interactive map, which provides a communication channel to reach other active citizens and enablers. In particular objects and spots in public space which are co-maintained by citizens and public officials. **This platform is provided by the EU/project Liv+Gov** to enhance and stimulate active citizenship by digital tools.'





E Appendix – Direct communication with stakeholders

Stakeholder Interaction Impression (A)

- March 07, 2013: Workshop Congress Citizen as a sensor (DCMR)
- April 18, 2013: Conference Appril App Innovation Festival Government Appstore http://www.appril.nl/events/overheid-en-apps/





Stakeholder Interaction Impression (B)

- July 9, 2012: Meeting Municipality Utrecht eGovernment Dialogue concerning eParticipation with regards to maintenance public space and emerging technologies
- January 27, 2013: Active citizenship Festival Municipality Heusden

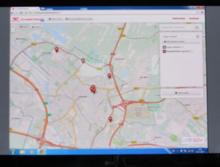




Stakeholder Interaction Impression (C)

- May 31, 2013: Launch Public Beta JMU web application for eGovernment dialogue and visualization
- June 1, 2013: Extended Launch interactive sessions with co-maintaining citizens









F Appendix – Activity description template

Title of Activity	State a descriptive title for the activity		
	e.g., talk at Int. Conference on ICT in eParticipation, Year, or Interview on Radio/Newspaper		
Official Title of the Event	State the official title of the related event if applicable		
Date/Place of Activity	State the date and place of the activity if applicable		
	State if the activity is periodic, continuous or conditional upon a certain milestone		
Target Audience Category	Select from one of the following categories: (see Section 2.2 of D6.2)		
	 Decision makers (specify if applicable between: a) municipalities, b) Governmental bodies, c) urban space related organizations). 		
	 Citizens (specify if applicable between: a) Active citizens, b) Smartphone carriers, c) web users, d)Augmented reality users). 		
	 Researchers (specify if applicable between: a) Geolocated sensing and reality mining, b) Policy modeling, and c) Mobile augmented reality) 		
	 Developers (specify if applicable between: a) SMEs, b) Technology and content providers, c) Open source community) 		
Dissemination Instrument	Select from one of the following categories(see Section 2.4 of D6.2):		
	- Direct communication		
	- Web presence (specify if your organization plans to		
	allocate efforts on the web-presence of the project, i.e.		
	web-site or social media accounts)		
	- Newsletter - Leaflet		
	- Factsheet		
	- Press release		
	- Media interview/article (TV, newspaper (also in its		
	web version) , radio station)		
	- Conference paper and/or talk		
	- Journal paper		
	Invited speechPresentation/Demonstration		
	- Booth in exhibition/conference		
	- Event in conference (as attendee)		
Purpose of Activity	Select from one of the following categories (see Section 2.1 of		



	D6.2):		
	- Raise awareness		
	Establish collaborationsEngage citizens		
	- Diffuse scientific achievements		
Measurable impact	Select from the following categories (see Section 2.5 of D6.2		
	- #Visits/ Views for web sites		
	- #Followers/Friends/Connections for social media		
	- #Downloads for tools/apps/software components		
	- # Attendees for events (provide an estimate of the		
	number of people who will attend the event)		
	 Acceptance rate for conference publications 		
	- Impact factor for journal publications		
	- Search engine ranking (if you consider this as relevant		
Evaloitation nothway	and applicable)		
Exploitation pathway	Select from the following categories (see Section 2.6 of D6.2)		
	- Attract clients		
	- Scientific excellence		
	- Networking		
Notes	Provide free text that you may consider useful for describing		
	your dissemination activity		



G Appendix – Utrecht Field Trial

Appendix LAUNCH JMU Webapplication for eGovernment Dialogue and Visualization

The launch of the Public Beta JMU Webapplication for eGovernment Dialogue and Visualization is done in three steps.

- 1. Pre-launch, where the webapplication was presented to active participating citizens and the municipality, at an Open Innovation Festival during the
- 2. Launch, where the webapplication actually was launched by active citizens (alderman present).
- 3. Extended launch, where the webapplication was presented to 120 active citizens in comaintenance with direct support to register initiatives.

The first results are collected. This covers a time-frame of even less than 3 weeks. The measured impact is already more than 1,500 unique visitors (see table 1), media attention by now 6 articles, more than 40 tweets. Over 15 further feedback on the concepts are mentioned.

The first feedback is very promising. Citizens are engaged, word of mouth is lifting of and most opinions and feedback are very positive. An example of an opinion stated in an article: "As a citizen of Utrecht I am quite proud of this. The approach of the portal – citizen participation – is also promising."



The launch of the public beta is only the first step. In the following time period citizens and public officials will be actively approached to make them aware, gain interest and facilitate engagement, via media, via neighborhood departments and above all, via spin-offs of engaged citizens. With the gathered content and building up an engaged active citizen community, important ingredients are there to enter the next phase when the mobile

client(s) will be available to the public. With this location-based content AR views can be used to further engage citizens and enhance interaction.



Table 3: Summary of visitor statistics on JMU Webapplication for eGovernment Dialogue and Visualization, May 31-June 18 2013

Summary		
Hits		
Total Hits	210,465	
Visitor Hits	209,597	
Spider Hits	868	
Average Hits per Day	10,022	
Average Hits per Visitor	95.66	
Cached Requests	43,460	
Failed Requests	2,907	
Page Views		
Total Page Views	69,811	
Average Page Views per Day	3,324	
Average Page Views per Visitor	31.86	
Visitors	•	
Total Visitors	2,191	
Average Visitors per Day	104	
Total Unique IPs	1,502	
	Unique	

In the following two figures (1 and 2), visitors and hits per day are visualized.

Figure 2: Daily visitors for JMU Webapplication for eGovernment Dialogue and Visualization, May 31-June 18, 2013

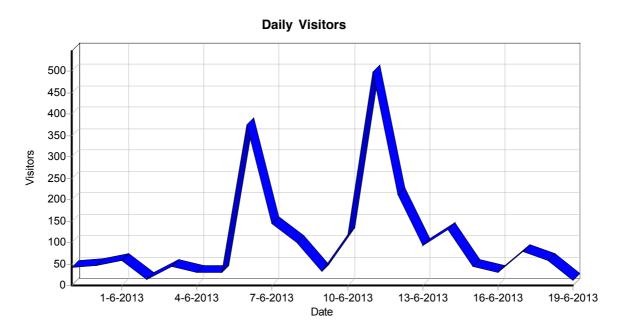




Figure 3: Daily hits for JMU Webapplication for eGovernment Dialogue and Visualization, May 31-June 18, 2013

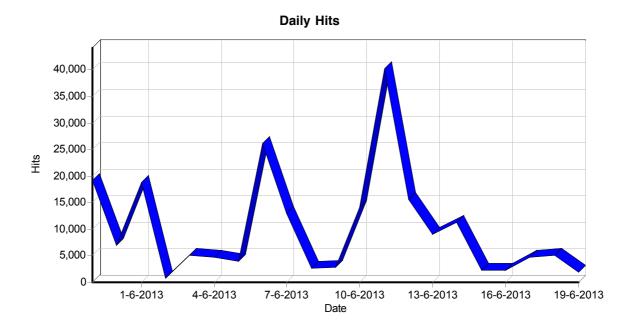
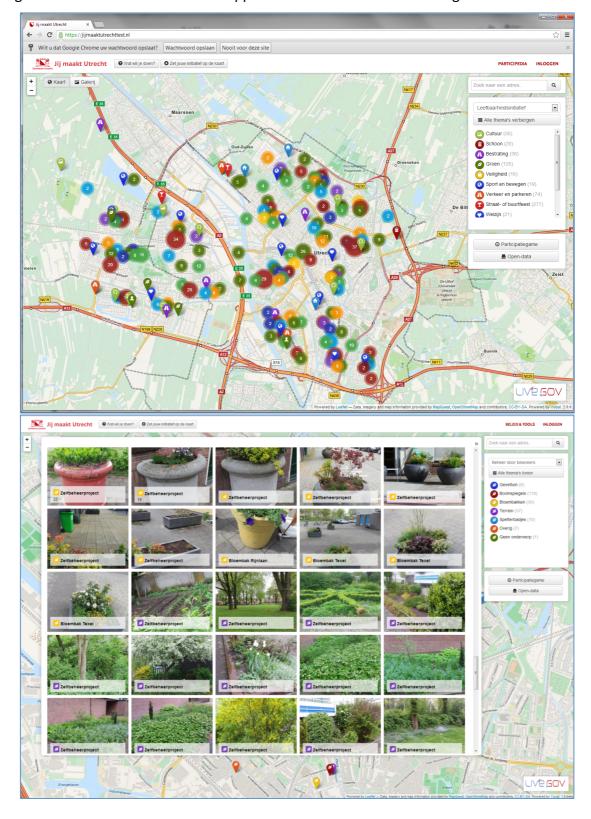




Figure 4: Screenshots of JMU Webapplication for eGovernment Dialogue and Visualization





1. Pre-launch of JMU Webapplication on November 29, 2012

In 2012, a sneak preview of the Webapplication Public Beta was given at the start of the Open Innovation Festival in Utrecht on November 29, 2012. This five-day festival is held across the Netherlands and all about participation and innovation (see http://www.oif2012.nl/utrecht/). The festival started in Groningen and the municipality of Utrecht closed the festival. One of the main items in this festival in the municipality of Utrecht was co-creation.

At the start of this festival, the municipality hands out a 'Participation Trophy' under participation projects in the municipality. At this festive start of the festival, a concept of the Webapplication was presented to the public (citizens and municipality). Over 100 persons attended his preview.





2. Launch of JMU Webapplication Public Beta on May 31, 2013

In a so-called 'Inspiration Breakfast' with active citizens, the municipality and entrepreneurs, the JMU Webapplication for eGovernment Dialogue and Visualization was publicly launched. During this breakfast, the alderman for participation gave a short introduction about the Webapplication. In addition to that, Yucat presented the Webapplication and officially launched it with the attendees by directly adding seven initiatives and starting the dialogue. 'Live' reactions from the audience were directly placed on the Webapplication.

The goal of this Inspiration Breakfast was to bring the active citizens closer to the municipality and entrepreneurs, so they were actually able to fulfill the dreams they presented. The Webapplication can be used as a supporting factor in this by enabling a platform for the communication between them. Thereby, they can enhance communication. For an impression of this day, see the next page.





3. Extended launch of JMU Webapplication Public Beta on June 1, 2013

Two days after the official launch, the Webapplication was presented at an event for comaintenance and self-regulation initiatives in Utrecht. Here, over 120 active citizens gathered to share knowledge. The webapplication was plenary presented to these active citizens by Marieke Hellevoort, representative of the municipality of Utrecht.

Next to that, the Webapplication was shown directly to the citizens on multiple devices during this day. In this way, citizens could directly experience the Webapplication by themselves. Moreover, we actively registered users and let them add their initiatives directly on the spot.



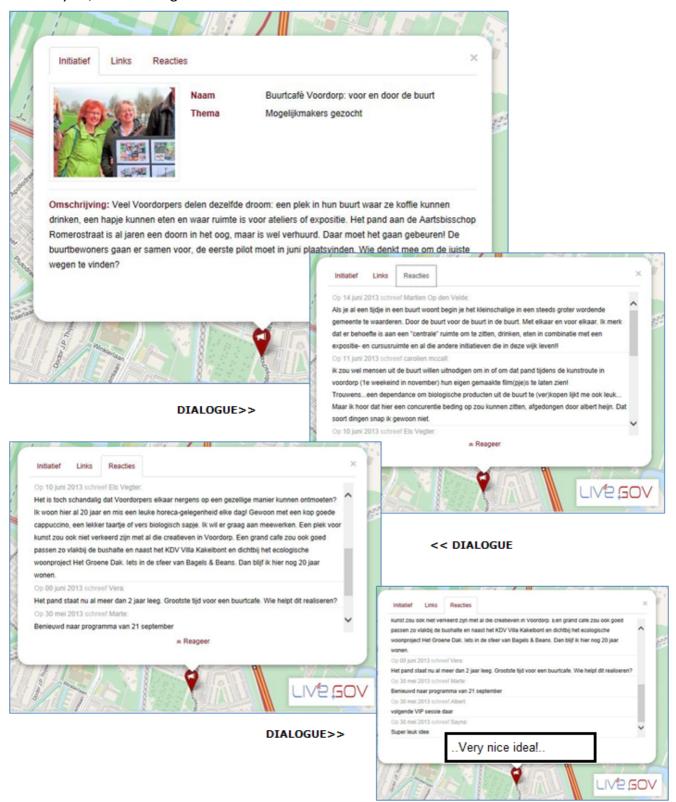






4. Other activities related to launch

May 31, 2013: Dialogue started at initiatives!

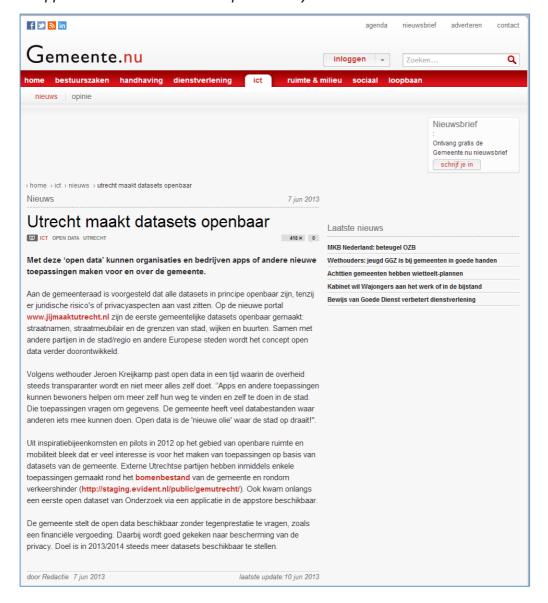




June 7, 2013. Article on gemeente.nu, an information website about municipalities. http://www.gemeente.nu/ICT/Nieuws/2013/6/Utrecht-maakt-datasets-openbaar-1278004W/

> Abstract of article

'It has been proposed to the Council that all datasets are public in principle, unless legal risks or privacy aspects are involved. At the new portal www.jijmaaktutrecht.nl the first municipal datasets are published: city, district and neighborhood borders, public playgrounds, benches, trashcans, streetlights and trees. Together with other parties in the city/region and other European cities the concept of open data is further developed. According to alderman Jeroen Kreijkamp (Organization renewal and Participation) open data is suitable in an era where governments become more and more transparent and active citizen engagement is promoted. From inspiration sessions and tests in 2012 it seemed that there was a lot of interest in making application based on datasets provided by the government in Utrecht. Some applications have been developed already.'

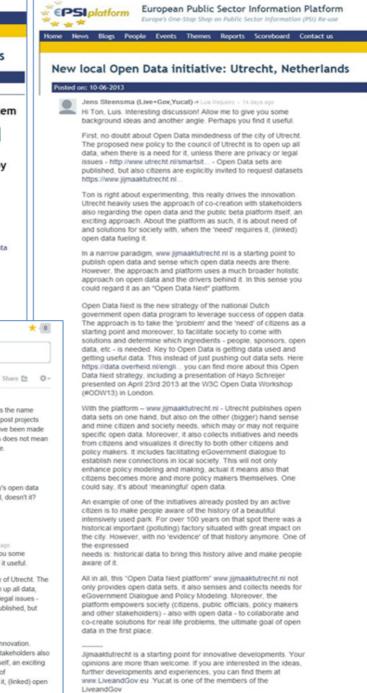




June 10, 2013. Article on European Public Sector Information Platform http://epsiplatform.eu/content/new-local-open-data-initiative-utrecht-netherlands



Leave a message.





June 10, 2013: taskforceinnovation.nl – a regional network organization in the field of innovation

http://www.taskforceinnovatie.nl/ict/nieuws/gemeente-utrecht-maakt-datasets-openbaar-op-www.jijmaaktutrecht.nl

> Abstract of article

'As described by alderman Jeroen Kreijkamp (Organization renewal and Participation) the following change can be recognized within the government. The authority is becoming more transparent and active citizen engagement is promoted. The first open datasets are shared via the new portal www.JijmaaktUtrecht.nl, namely city, district and neighborhood borders, public playgrounds, benches, trashcans, streetlights and trees. Furthermore participants can add new initiatives to the interactive map, which provides a communication channel to reach other active citizens and enablers. This portal is provided by the EU/project Liv+Gov, which is aiming to enhance citizen participation via the implementation of digital tools.'



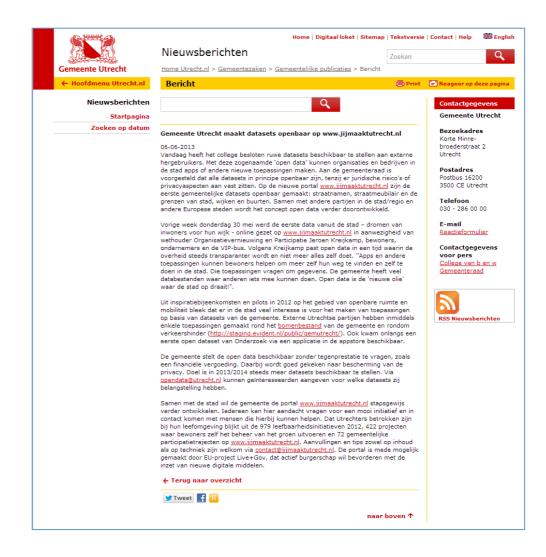


June 11, 2013: Policy announcement Public Beta JMU web application for eGovernment dialogue and visualization

http://www.utrecht.nl/smartsite.dws?id=12564&persberichtID=388752&type=pers

> Abstract of article

'As described by alderman Jeroen Kreijkamp (Organization renewal and Participation) the following change can be recognized within the government. The authority is becoming more transparent and active citizen engagement is promoted. The first open datasets are shared via the new portal www.JijmaaktUtrecht.nl, namely city, district and neighborhood borders, public playgrounds, benches, trashcans, streetlights and trees. Furthermore participants can add new initiatives to the interactive map, which provides a communication channel to reach other active citizens and enablers. This portal is provided by the EU/project Liv+Gov, which is aiming to enhance citizen participation via the implementation of digital tools.'





June 11, 2013: Article on Webwereld.nl – the major news website for ICT professionals in the Netherlands

http://webwereld.nl/big-data/78090-utrecht-maakt-alle-gemeentedata-openbaar

> Abstract of article

'As described by alderman Jeroen Kreijkamp (Organization renewal and Participation) open data is suitable in an era where governments become more and more transparent and active citizen engagement is promoted. The first open datasets are shared via the new portal www.JijmaaktUtrecht.nl, namely city, district and neighborhood borders, public playgrounds, benches, trashcans, streetlights and trees. Furthermore participants can add new initiatives to the interactive map, which provides a communication channel to reach other active citizens and enablers. This portal is provided by the EU/project Liv+Gov, which is aiming to enhance citizen participation via the implementation of digital tools.

From inspiration sessions and tests in 2012 it seemed that there was a lot of interest in making application based on datasets provided by the government in Utrecht. Some applications have been created already. Together with **other parties in the city/region and other European cities** the concept of open data is further developed.

The municipality of Groningen also has plans to make almost all its data available to the public. The plans of Groningen and Utrecht are further than those of Amsterdam, which released data from the Infrastructure and Mobility department as open data.'



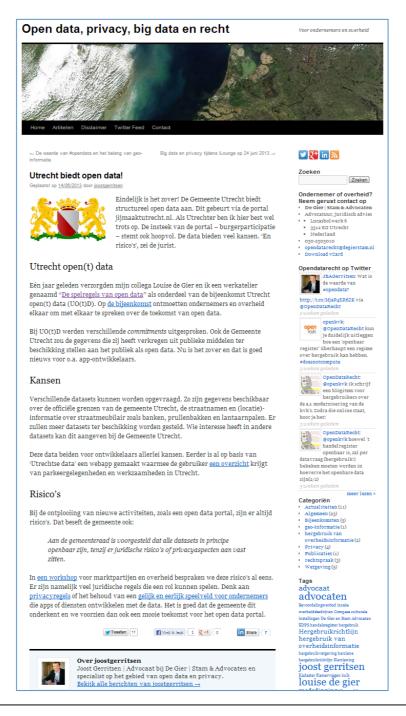


June 14, 2013: Article on opendatarecht.nl – an informational website about open data laws. Author Joost Gerritsen is a lawyer specialized in open data and privacy.

http://opendatarecht.nl/utrecht-verstrekt-open-data/

Abstract of article

'Finally! The municipality of Utrecht is structurally publishing op data at the portal jijmaaktutrecht.nl. **As a citizen of Utrecht I am quite proud of this.** The approach of the portal – citizen participation – is also promising. The data offers lots of opportunities – and risks, said the lawyer. Several datasets can be downloaded and who is interested in other datasets can send a request to the municipality for this.'



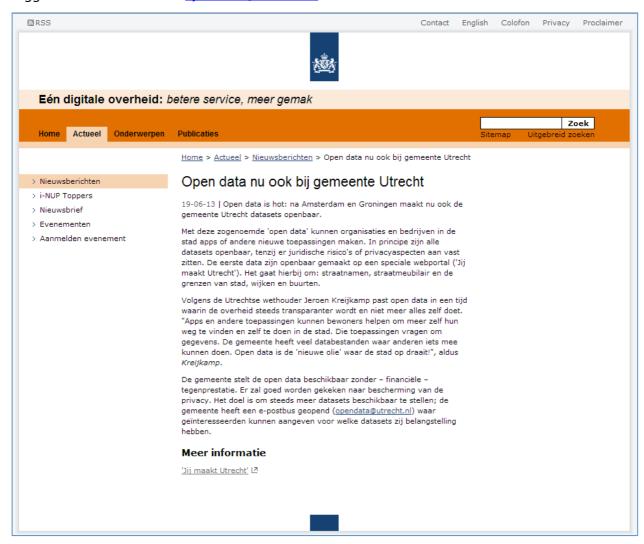


June 19, 2013: Article on e-overheid.nl – a governmental website about eGovernment

http://e-overheid.nl/actueel/nieuwsberichten/intItem/open-data-nu-ook-bij-gemeente-utrecht-/1999

> Abstract of article

'Open data is hot: after Amsterdam and Groningen, the municipality of Utrecht also publishes open datasets. With open data, organisations and companies in the city can create apps or other new applications. The first datasets are published on a special webportal ('Jij Maakt Utrecht'). According to alderman Jeroen Kreijkamp (Organization renewal and Participation) open data is suitable in an era where governments become more and more transparent and active citizen engagement is promoted. The goal is to publish more datasets; suggestions can be sent to opendata@utrecht.nl.





Tweets











