

SEVENTH FRAMEWORK PROGRAMME

THEME ICT-2013.5.4

"ICT for Governance and Policy Modelling"



D6.1.1

Dissemination Plan & Report

Project acronym: CONSENSUS

Project full title: *Multi-Objective Decision Making Tools through Citizen Engagement*

Contract no.: 611688

Workpackage:	WP6	Dissemination and Exploitation
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6	OXFAM Italia ONLUS	OXFAM	Italy
7	WWF - World Wide Fund for Nature	WWF	Switzerland
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Document History

Version	Date	Changes	Author/Affiliation
V0.1	23-01-2014	ToC	ATC
V0.2	26-03-2014	1st draft	ATC
V0.3	31-03-2014	2 nd draft	ERF
V0.4	01-04-2014	Final draft	ATC
V0.5	08-04-2014	Final version including Section 10	ATC

Executive Summary

This document sets out the dissemination strategy and the plan to raise awareness, share knowledge, attract potential users in the context of Consensus project, through various means, including the Consensus website, the use of Social Media, the distribution of dissemination material, publications in journals and participation in conferences and other relevant events.

This strategic communication plan provides a comprehensive framework for actions that will support outreach efforts necessary to disseminate and sustain the achievements and benefits of the Consensus project. It provides a focused dissemination approach towards the key target audiences and the best approaches to engage and inform stakeholders to maximize knowledge of Consensus activities.

The document is structured as follows:

In the first section the Dissemination Strategy is presented. More specifically, the dissemination objectives of the project are mentioned, the target stakeholders and audiences are analyzed and the strategy to reach the target audience and achieve dissemination objectives is defined.

In the second and third sections the specific tactics for dissemination are described while section 4 provides a summary of these tactics. Section 5 describes the individual stakeholders to be reached.

Section 6 provides a qualitative and quantitative evaluation of the dissemination activities with relevant facts and figures, while describing and estimating their impact. This chapter concludes with an analysis of risks and potential issues related to the communications side of the project.

Section 7 outlines the plans for key dissemination activities foreseen during the first year of the project and section 8 summarizes the deliverables to be published within the course of the project on the Consensus website.

Section 9 reports the dissemination activities performed by Consensus consortium at the timing of the document preparation.

Section 10 describes the roles and responsibilities of all partners engaged in the dissemination activities.

Section 11 concludes this deliverable while section 12 and 13 present the References and Annexes of this document respectively.

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1 Consensus Dissemination Strategy

1.1 Objectives

Consensus aims to raise awareness about how ICT governance and policy modeling tools can assist in targeting important audiences, generating discussions and channeling of scientifically and commercially significant results within the governance and policy modelling domain. Towards this end, Consensus' central dissemination objectives are to:

- To ensure wide dissemination of the project's results to all potential interested parties and share the best practices of the project.
- To present the project progress, technologies and results outside the scope of the Consensus consortium, ensuring large awareness amongst a broad range of stakeholders.
- To establish liaisons / synergies with other FP7 related projects.

1.2 Target Stakeholders & Audiences

Consensus targets experts as well as non-experts within the governance and policy modelling field. Specifically:

- Governmental Group Associations and policy makers/advisors
- Academia and Civil Society (particularly those working in related projects)
- Industry
- Media
- Citizens

To create a highly targeted and effective communication strategy, Consensus has identified the central sub-groups within each key audience and their specialist areas of interest:

	Consensus Audience	Areas of Interest									
		WP-ICT FP7 Work Programme	Project Background	Next-generation policy modelling	Policy modelling Methods & Tools	Research Challenges	New Technologies	Users' Validation	Lessons Learned	Project Impact	News and Events
Governmental Group	Government Association			●	●		●	●		●	●

	Consensus Audience	Areas of Interest									
		WP-ICT FP7 Work Programme	Project Background	Next-generation policy modelling	Policy modelling Methods & Tools	Research Challenges	New Technologies	Users' Validation	Lessons Learned	Project Impact	News and Events
Associations and policy makers/advisors	Group										
	Politicians and Decision Makers (executives)			●	●		●	●		●	●
	Members of Parliament (legislators)			●	●	●	●	●		●	●
	Local Government				●		●	●		●	●
	European Commission	●	●	●	●	●	●	●	●	●	●
Academia and Civil Society	Academic and Research Institute	●	●	●	●	●	●	●	●	●	●
	Scientific community/society				●		●	●		●	●
	Civil Society Group				●	●	●	●		●	●
	NGO's				●	●	●	●		●	●
	Other ICT Policy Modelling Projects	●	●	●	●	●	●	●	●	●	●
Industry	Specialists	●					●	●	●	●	●
	Non-Experts			●	●		●	●	●	●	●
Media	General Media	●	●	●	●	●	●	●	●	●	●
	Specialist Media	●	●	●	●	●	●	●	●	●	●
Citizens	General Public				●		●	●		●	●

Table 1: Stakeholder/Audience Matrix

Analysis of the above table is used to form the cornerstone of Consensus dissemination strategy.

1.3 Strategy

The analysis of Consensus stakeholder/audience matrix reveals a clear division amongst sub-audiences between those stakeholders who are interested in high-level mass dissemination and those who have a more detailed interest in the particulars of the project.

In order to accommodate the internal variations in interest between audience groups Consensus has devised a two-tiered strategy to reach its target audience and achieve dissemination objectives:

1. Large scale mass communication,
2. Targeted dissemination for participation.

Toward this end, Consensus approaches dissemination from two orthogonal dimensions:

- Dissemination for Awareness to raise awareness and disseminate widely the project results reaching out the wider user group interested in ICT for Governance and Policy modelling
- Dissemination for Participation to increase users' participation in the pilots and achieve results



Figure 1: Consensus two-dimensional outreach model

As detailed in the section that follows, Consensus uses a sophisticated blend of on- and offline tactics to deploy an integrated dissemination approach according to which the project systematically maps and reaches stakeholders and audiences via online communities (such as the LinkedIn Group and the twitter account) as well as offline channels (such as conferences and workshops). The aim of this approach is to promote 'user-oriented knowledge' to 'engage stakeholders where they are' in a manner that stimulates cross-fertilisation between online and offline communities and ultimately creates an even wider governance and policy modelling community:

	In-house	Outreach
Online	Consensus website	Social media
Offline	Consensus events, brochures, poster	Participation in existing events

2 Dissemination for Awareness Tactics

The dissemination team makes use of a variety of engagement tactics ranging from the more traditional techniques such as publications, conference presentations and workshops to the more innovative including social media, online viral and new media.

The table below outlines the Dissemination for Awareness tactics that are deployed by the Consensus consortium and shows how these tactics help increase the impact of the project:

Tactic	Description	Benefit of the Tactic
<i>Project Website and Social Media</i>	<ul style="list-style-type: none"> Establish online presence –website where general public can read about the project progress and findings Create a LinkedIn Group fostering interaction with and participation of groups of people that have a special interest in the project as end-users and groups of people that are interested in the specific research outcomes of the project Create an online repository on the website for anyone to download project findings and public deliverables Create a Twitter account @CONSENSUSEu, for sharing project news and reach a wide range of communities Use existing consortium social networking contacts (Twitter, LinkedIn) to reach out to a wide range of communities 	<ul style="list-style-type: none"> Project website is a key instrument for enhancing visibility of the project Project website clearly refers visitors to the Consensus rational and educates them about the project concept Project website has links to all relevant communities and interest groups All project findings are published on the website to allow anyone interested in the subject to follow the progress of the project Active website optimizes Consensus on search engines Social media are fast, low cost channels of reaching interest groups and communities that are normally not present at any events, conferences
<i>Project Collateral</i>	<ul style="list-style-type: none"> Design collateral includes designing a common branding strategy including project logo, ppt templates etc. Create brochures, posters to be given away at events 	<ul style="list-style-type: none"> Project collateral distributed at various events, conferences, workshops, etc gain the project visibility with the general public and the national and European media
<i>Newsletter</i>	<ul style="list-style-type: none"> Distribute online Newsletters (M12, M24 & M30) to all stakeholders to inform them about project progress and findings 	<ul style="list-style-type: none"> Project newsletter shows the progress of the project to all stakeholders and keeps their interest high
<i>Press Releases</i>	<ul style="list-style-type: none"> Send Press releases to mainstream and specialist media as well as relevant civil society newsletters, magazines and journals 	<ul style="list-style-type: none"> Whilst a Dissemination for Awareness tactic, press releases can also target specific stakeholders depending on the journal/paper/website where press release is published

Table 2: General dissemination tactics

The rest of this chapter describes in more detail each general engagement tactic.

2.1 Project Website

Objective	To spread information about the project's activities and results a dedicated project website has been created (www.consensus-project.eu/) with links to the social networking sites that the project is utilising. The project website is also a repository to store the project produced content as well as public deliverables of the project. It also provides access to the Partners' private area. See Annex I and II.
Content and Messages	Project's rational, objectives, approach, use cases, results, impact, partner information and links to communities, news, public deliverables, publications and dissemination material
Target Audience	All Stakeholders
Information Required	Main project documentation and material; medium level detail
Information Provider	All Partners
Communication Methods	Internet
Activities	Gathering documentation, editing and regularly publishing content and news on the website
Schedule	Key revisions every six months updating throughout the project's duration (news updated on an ad-hoc basis)
Monitoring	ATC is responsible for monitoring volume of traffic on the site and providing statistics via Google Analytics
Responsible Partner	ATC and all partners are responsible for updating content. ATC is responsible for building, hosting and maintaining the project website. Currently the website has 591 visitors (285 unique visits) and 2719 pageviews.

2.2 Social Media

2.2.1 Twitter Page

Objective	Consensus Twitter account (https://twitter.com/CONSENSUSeu) is used to promote the project news and related activities as well as reach a wide range of communities such as establish connection and communication with the following: other related projects, Governmental Association groups, policy-makers and advisors, academia and civil society, industry, media.
Content and Messages	Project news, next generation policy modelling advancements, related news, discussion topics
Target Audience	All Stakeholders
Information Required	Project updates, current news, low level detail
Information Provider	ATC, and all Partners and users

Communication Methods	Internet
Activities	Encouraging new users to join, regularly adding new tweets and responding to others comments
Schedule	Updated on an ad-hoc basis throughout the project
Monitoring	ATC is monitoring the group as a minimum twice a week; Consensus Twitter account has currently 11 tweets and 13 followers;
Responsible Partner	ATC and all partners

2.2.2 LinkedIn Group

Objective	To announce Consensus achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also announce events and gather interest from other people that join our community. Consensus LinkedIn group is available in the following link: http://www.linkedin.com/groups?gid=7411896
Content and Messages	Keep in contact and inform practitioners, researchers and users of advanced ICT tools for policy-making
Target Audience	All Stakeholders
Information Required	Project updates, current news, discussions for receiving further feedback and suggestions on cases and contents
Information Provider	ATC, and all Partners and users
Communication Methods	Internet
Activities	Encouraging new members to join, regularly adding new posts and responding to others comments
Schedule	On a daily or weekly basis, or as we have content to add
Monitoring	ATC is monitoring the group as a minimum twice a week; Consensus LinkedIn Group has currently 29 members;
Responsible Partner	ATC and all partners

2.3 PowerPoint Presentation

Objective	To present the project during conferences, events and workshops. See template in Annex IV.
Content and Messages	Project background, vision, objectives, approach, use cases and expected results

Target Audience	All Stakeholders
Information Required	The master PPT presentation drafted in English
Information Provider	The master PPT presentation made by ATC with the help of all partners
Communication Methods	Face to face for presentations, Internet
Activities	Writing content, editing and updating the ppt
Schedule	Revision throughout the project' duration when key achievements occur
Monitoring	ATC
Responsible Partner	ATC is responsible for the master version; each partner in the Consortium will be responsible to adapt the presentation as per events' objectives

2.4 Project Brochure

Objective	To outline the project key objectives and expected outcomes. The brochure should be distributed at all dissemination events, conferences, workshops.
Content and Messages	Project's background; invitation for the stakeholders to visit the website and join Consensus on Twitter, LinkedIn
Target Audience	All Stakeholders
Information Required	The master document will be drafted in English
Information Provider	The master document will be made by ATC based on partners' contribution
Communication Methods	Written communication, face to face distribution, internet
Activities	Writing content, designing, editing and printing the document
Schedule	Revision throughout the project duration
Monitoring	ATC in collaboration with the other Partners will monitor the relative progress
Responsible Partner	ATC is responsible for the master version

2.5 Project Poster

Objective	The main purpose of the poster is to explain the project and its objectives in a simple and 'catchy' way. To reach this objective an eye catching poster will be designed. The poster will be used in all dissemination events, conferences, project workshops.
Content and Messages	Project's background; invitation for the stakeholders to visit the website and join Consensus on Twitter, LinkedIn
Target Audience	All Stakeholders
Information Required	The master document will be drafted in English
Information Provider	The master document will be made by ATC
Communication Methods	Internet, Face to face for presentations, events
Activities	Writing content, designing, editing and printing the poster
Schedule	Revision throughout the project duration
Monitoring	ATC in collaboration with the other Partners will monitor the relative progress
Responsible Partner	ATC is responsible for the master version

2.6 Newsletters

Objective	To raise and maintain the Stakeholders interest in the project, to inform them on progress and results
Content and Messages	Project's main results, dissemination activities, events
Target Audience	All Stakeholders
Information Required	Project' main outcomes, dissemination events and conferences attended or organized by Consensus, highlighted news/events/conferences on policy modelling, governance etc.
Information Provider	All Partners
Communication Methods	Internet, Consensus website, list of recipients with contacts provided by each partner
Activities	Writing content, designing, editing and publishing the newsletters on Consensus website, promoting newsletters on social media, emailing newsletters on partners' networks
Schedule	3 times during the project period
Monitoring	All Partners gather feedback from readers and report to ATC for tuning if necessary
Responsible Partner	ATC

2.7 Factsheet

Objective	To raise the Stakeholders interest in the project, to inform them on project's background. See Annex V.
Content and Messages	Brief summary of the core characteristics of the project and key objectives
Target Audience	All Stakeholders
Information Required	Project's concept, objective, approach and impact, as well as all project partners' names, the total cost and the duration of the project
Information Provider	ATC
Communication Methods	Internet
Activities	Writing content, designing, editing and publishing the factsheet on Consensus website, promoting the factsheet on social media
Schedule	The factsheet has been created early in the project
Monitoring	ATC
Responsible Partner	ATC

3 Dissemination for Participation Tactics

As mentioned previously, in order to generate high levels of impact, Consensus will supplement its dissemination for awareness activities with more targeted engagement of specific communities:

- Governmental Group Associations and policy makers/advisors
- Academia and Civil Society (particularly those working in related projects)
- Citizens

Before outlining the specific channels that Consensus utilizes to reach each of these audience groups, this chapter first introduces some of the more targeted dissemination tactics that are undertaken and potentially tailored for each audience group.

Tactic	Description	Benefit of the Tactic
<i>Attend Relevant Conferences, Events</i>	<ul style="list-style-type: none"> • Attend events related to policy modelling, governance and ICT • Distribute collateral and engage in direct communication • Set project stands to disseminate project results and try to collect feedback and stimulate debate 	<ul style="list-style-type: none"> • Attending conferences (as participants or speakers) is essential for dissemination and interim validation of project results • Conferences serve as a dissemination tool and a method to engage new users • Create a dialogue between the project partners, policy makers and practitioners attending the conferences
<i>Connect to existing EU initiatives</i>	<ul style="list-style-type: none"> • Connect the project with existing EU initiatives targeting ICT policy modelling and governance 	<ul style="list-style-type: none"> • Liaising with ongoing initiatives can ensure and maximize the project impact improving the use, experiencing and understanding of ICT in a policy modelling context
<i>Workshops</i>	<ul style="list-style-type: none"> • Run two workshops with invited participants and stakeholders such as local administrations and decision makers interested in policy making 	<ul style="list-style-type: none"> • Workshops will be instrumental for dissemination of Consensus results • Workshops will provide a first class opportunity to have a hands on experience with the system and collect valuable feedback
<i>Publications</i>	<ul style="list-style-type: none"> • Create papers to be presented at conferences, scientific journals, and other specialist publications 	<ul style="list-style-type: none"> • Regular publishing of project progress and results helps in validating the work accomplished and increases visibility • Engage R&D institutions and create interest from other practitioners

Table 3: Targeted Dissemination Tactics

3.1 Conferences, Events, Workshops

<i>Objective</i>	To increase the project's visibility by organizing/participating in relevant conferences, workshops and events, to attract stakeholders to Consensus.
<i>Content and Messages</i>	Consensus challenges, solution, results and outcomes

Target Audience	Policy makers, Practitioners, Academia, Citizens
Information Required	Function of the specific event
Information Provider	Partner/s organizing/attending the event
Communication Methods	Speech presentation, distribution of dissemination material
Activities	Preparation of the dissemination material according to the specific event
Schedule	See below
Monitoring	All Partners participating to the conferences/events will report to ATC the main results of the related activities
Responsible Partner	All partners

Some indicative venues that can already be identified as useful for Consensus dissemination are summarized in the following table. The events list will be continuously updated by the partners and each event will be analyzed for impact potential before deciding whether Consensus should be represented.

WHAT?	WHERE?	WHEN?	FIELD	WHO?	STATUS
2014 -Informal annual strategy meeting with European NGOs working on bioenergy	Brussels, Belgium	30/01/2014 - 31/01/2014	Bioenergy, Biofuels	OXFAM	Already Executed
Visualization and Data Analysis (VDA 2014)	San Francisco, CA, USA	03/02/2014 - 05/02/2014	Computer-Science	UKON	Already Executed
Transport Research Arena	Paris, France	14/04/2014 - 17/04/2014	Transport	ERF	Planned
CHI conference	Toronto, Canada	26/04/2014 - 01/05/2014	Human Factors in Computing Systems	NTUA	Planned
European Road Safety Days	Athens, Greece	08/05/2014 - 09/05/2014	Road Safety	ERF	Planned
Gamification World Congress 2014	Barcelona, Spain	22/05/2014 - 24/05/2014	Gamification	NTUA	Planned
9th edition of Language Resources and Evaluation conference (LREC 2014)	Reykjavik, Iceland	26/05/2014 - 31/05/2014	Information science	NTUA	Planned
ERF Annual Forum	Brussels, Belgium	18/06/2014	Road infrastructure	ERF	Planned

WHAT?	WHERE?	WHEN?	FIELD	WHO?	STATUS
European Biomass Conference and Exhibition (EU BC&E)	Hamburg, Germany	23/06/2014 - 26/06/2014	Biomass	OXFAM/WWF	Planned
EAERE 21st Annual Conference	Helsinki, Finland	24/06/2015 - 27/06/2015	Policy Modelling	IIASA	Planned
5th Samos Summit on ICT-enabled Governance	Samos, Greece	30/06/2014 - 02/07/2014	Digital Governance	NTUA	Planned
Develop Conference 2014	Brighton, East Sussex	08/07/2014 - 10/07/2014	Game development	NTUA	Planned
10th International Conference on Machine Learning and Data Mining in Pattern Recognition (MLDM 2014)	St. Petersburg, Russia	21/07/2014 - 24/07/2014	Information science	NTUA	Planned
6th International Conference on Virtual Worlds and Games for Serious Applications (VS-Games 2014)	Valletta, Malta	09/09/2014 - 12/09/2014	Games and Virtual Worlds for Serious Applications	NTUA	Planned
ECML 2014	Nancy, France	15/09/2014 - 19/09/2014	Computer science	NTUA	Planned

WHAT?	WHERE?	WHEN?	FIELD	WHO?	STATUS
MindTrek Conference 2014	Tampere, Finland	05/11/2014 - 07/11/2014	Digital media and business	NTUA	Planned
World Bio Markets in Amsterdam	Amsterdam, The Netherlands	Q1 in 2015	Bioenergy, biorproducts	OXFAM/WWF	Planned
18th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2015)	Vancouver, Canada	14/03/2015 - 18/03/2015	Human-computer interaction	IBM	Planned
International Conference on Intelligent User Interfaces (IUI 2015)	Atlanta, Georgia, USA	To be defined	Human-computer interaction	IBM	Planned
2015 -Informal annual strategy meeting with European NGOs working on bioenergy	Brussels, Belgium	To be defined	Bioenergy, Biofuels	OXFAM/WWF	Planned
European Development Days	Brussels, Belgium	To be defined	Development, Policy Coherence for Development	OXFAM/WWF	Planned
Gamification Research Network	Not yet defined	Not yet defined	Gamification	NTUA	Planned

Table 4: Indicative Dissemination events

3.2 Connecting with Existing EU Projects/Initiatives

Objective	In order to ensure complementarities and in the interest of maximizing benefits, synergies will be established between the projects on governance and policy modelling from Objective ICT-2013.5.4 ICT for Governance and Policy Modelling. This will also ensure that information will be exchanged between the projects on workshops and consultations and other networking events that will be organized by them.
Content and Messages	Projects' background, progress and news, value of networks for capacity building
Target Audience	Policy makers, Practitioners, Academia
Information Required	Main project documentation and material, deliverables, results updates
Information Provider	All partners
Communication Methods	Internet, email, phone
Activities	Contacting other projects, discuss results, look for and attend shared dissemination activities
Schedule	Every three months
Monitoring	ATC
Responsible Partner	All partners

The following list presents research projects that Consensus has established communication with or collaboration is envisioned. Also some closed research projects are presented which could benefit Consensus.

Projects/Initiatives identified for collaboration	Expected areas of collaboration	Status	Partner Responsible
<u>EU COMMUNITY</u> EU Community	Collaboration in dissemination and exploitation activities, arrange a common technical workshop, exchange of technical view	Collaboration has already started	ATC
SYMPHONY	Collaboration in	Collaboration has	ATC

Projects/Initiatives identified for collaboration	Expected areas of collaboration	Status	Partner Responsible
Orchestrating Information Technologies and Global Systems Science for Policy Design and Regulation of a Resilient and Sustainable Global Economy	dissemination and exploitation activities, arrange a common technical workshop, exchange of technical view	already started	
CONDUITS	Learn from their experience in setting up tools for policy support	Collaboration envisioned	ERF
FOODSECURE An interdisciplinary research project to explore the future of global food and nutrition security	Improve food security representation in GLOBIOM model	Collaboration is envisioned but have not started yet	IIASA
TRANSMANGO Assessment of the impact of global drivers of change on Europe's food security	Improve food security representation in GLOBIOM model	Collaboration is envisioned but have not started yet	IIASA
REDD-PAC project Land-use modelling at global and regional scales to support national and regional REDD+ policies.	Improve biodiversity representation in GLOBIOM model	Collaboration is envisioned but have not started yet	IIASA
Nomad Policy Formulation and Validation through non-moderated crowd-sourcing	Collaboration in dissemination and exploitation activities, arrange a common technical workshop, exchange of technical view	Collaboration is envisioned but have not started yet	ATC
eGovPoliNet	Collaboration in	Collaboration is	ATC

Projects/Initiatives identified for collaboration	Expected areas of collaboration	Status	Partner Responsible
The Policy Community	dissemination activities	envisioned but have not started yet	
+Spaces Policy Simulation in Virtual Spaces	The project is closed. Nevertheless the results and technology coming from +Spaces project has been taken into consideration from Consensus	-	NTUA
SocioS Exploiting Social Networks for Building the Future Internet of Services	The project is closed. Nevertheless the results and technology coming from SocloS project has been taken into consideration from Consensus	-	NTUA

Table 5: Research Projects related to Consensus

3.3 Workshops

Objective	Consensus will organise and run two workshops in Brussels to bring specific audiences face-to-face to disseminate the results of the project, to discuss challenges and solutions for next generation policy modelling but also to provide a first class opportunity to have a hands on experience with the system and collect valuable feedback.
Content and Messages	Project updates, challenges and developments in next generation policy modelling
Target Audience	Policy makers, Practitioners, Academia, Citizens
Information Required	Main project documentation and material; medium to high level detail
Information Provider	ERF and ATC
Communication Methods	Internet, face-to-face at other events
Activities	Organising logistics, inviting speakers and participants, managing the workshops

Schedule	On M24 and M30 of the project
Monitoring	ERF and ATC
Responsible Partner	ERF and ATC

3.4 Publications

Objective	To create Papers and other publications that highlight the results of Consensus and publishes them in various high-profile, high-impact international peer-reviewed scientific journals and conferences as well as specialised magazines.
Content and Messages	Contain results, conclusions and recommendations from the project
Target Audience	Policy makers, Practitioners, Academia, Citizens
Information Required	Results and evaluation content from the project activities
Information Provider	All Partners
Communication Methods	Consensus website
Activities	Write and submit publications, post them on the Consensus website
Schedule	Ad-hoc when publishing opportunities, calls for papers arise
Monitoring	ATC
Responsible Partner	All partners

A preliminary list of scientific journals and specialized magazines that will be targeted to maximize the impact of the scientific work to the target communities is presented below.

SCIENTIFIC JOURNAL/SPECIALIZED MAGAZINE NAME	LINK (PUBLISHER)	FIELD	RESPONSIBLE PARTNER	STATUS
IEEE Conference on Visual Analytics Science and Technology	http://ieevis.org/	Computer-Science	UKON	Planned

SCIENTIFIC JOURNAL/SPECIALIZED MAGAZINE NAME	LINK (PUBLISHER)	FIELD	RESPONSIBLE PARTNER	STATUS
IEEE Transactions on Visualization and Computer Graphics	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=2945	Computer-Science	UKON	Planned
Sage Information Visualization	http://ivi.sagepub.com/	Computer-Science	UKON	Planned
Wiley Computer Graphics Forum	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8659	Computer-Science	UKON	Planned
International Journal of Human-Computer Studies (ELSEVIER)	http://www.journals.elsevier.com/international-journal-of-human-computer-studies/	Human-computer interaction	IBM	Planned
Elsevier Biomass and Bioenergy	http://www.journals.elsevier.com/biomass-and-bioenergy/	Bioenergy Policy-modelling	OXFAM-WWF IIASA	Planned
Bioenergy International	http://svebio.se/english/bioenergy-international	Bioenergy	OXFAM-WWF	Not yet initiated
Elsevier Energy policy	http://www.journals.elsevier.com/energy-policy/	Policy-modelling	IIASA	Planned
ACM Transactions on Computer-Human Interaction	http://tochi.acm.org/	Human-computer interaction	NTUA	Planned
Elsevier Computers & Education	http://www.journals.elsevier.com/computers-and-education/	Human-computer interaction	NTUA	Planned
IEEE	http://ieeexplore.ieee.org/	Computer science	NTUA	Planned

SCIENTIFIC JOURNAL/SPECIALIZED MAGAZINE NAME	LINK (PUBLISHER)	FIELD	RESPONSIBLE PARTNER	STATUS
Transactions on Pattern Analysis and Machine Learning	www.ijcv.org/xpl/RecentIssue.jsp?punumber=34			
ACM Transactions on Computing Education (TOCE)	http://toce.acm.org/	Human-computer interaction	NTUA	Planned
Communications of the ACM	http://cacm.acm.org/	Computer science	NTUA	Planned

Table 6: Indicative scientific journals and specialized magazines

4 General Dissemination/Targeted Dissemination Tactics Summary

For each audience group, the communication and engagement methods have been defined. This definition includes acknowledgement of any specific communication protocols that must be followed. The table below sets out a Framework to embrace these goals.

Audience Type	Dissemination for Awareness	Dissemination for Participation
Governmental Group Associations and policy makers/advisors	Project Website Project Newsletters Project Presentations Project Brochure/Poster Twitter, LinkedIn Press Releases Factsheet	Workshops Conferences EU Project Links Social Media
Academia & Civil Society		Publications Workshops Personal outreach EU Project Links Social Media
Industry		-
Media		-
Citizens		Workshops Conferences Publications Social Media

5 Reaching Target Audiences

5.1 Governmental Group Associations and policy makers/advisors

This audience is one of the most important to engage due to the fact they are the group that will benefit the most from Consensus policy modelling advances. A list of the key Government Association Groups that Consensus knows are detailed in the table below:

Name	Type	Website
Conference of European Director of Roads (CEDR)	European association	www.cedr.fr
European Cities and Regions Networking for Innovative Transport Solutions (POLIS)	European Association	http://www.polisnetwork.eu/
Directorate General for Mobility and Transport	European Commission	http://ec.europa.eu/transport/index_en.htm
International Transport Forum (ITF)	Inter-governmental association	http://www.internationaltransportforum.org/
DG Development and Cooperation	European Commission	www.ec.europa.eu/europeaid/index_it.htm
International Energy Agency	Intergovernmental Organization	www.iea.org
Organisation for Economic Co-operation and Development (OECD)	Intergovernmental Organization	www.oecd.org

5.2 Academia and Civil Society

The table below summarizes the main Academia, scientific communities/societies, Civil Society Groups and NGO's that are relevant to the project.

Name	Type	Website
Federation International de la Route (FIA)	Road User Association	www.fia.com
International Road Transport Union (IRU)	Road Users association	www.iru.org
ActionAid International	NGO	www.actionaid.org
ActionAid EU	NGO	www.actionaid.org/eu
ActionAid Italy	NGO	www.actionaid.it

Name	Type	Website
Bird of Life	NGO	www.birdlife.org
CIDSE	Civil Society Group	www.cidse.org
Client Earth	Civil Society Group	www.clientearth.org
EEB	Civil Society Group	www.eeb.org
Friend of the Earth	Civil Society Group	www.foeeurope.org
Greenpeace	NGO	www.greenpeace.org
La Via Campesina	Civil Society Group	www.viacampesina.org
Oxfam France	NGO	www.oxfamfrance.org
Oxfam GB	NGO	www.oxfam.org.uk
Oxfam Germany	NGO	www.oxfam.de
Oxfam International	NGO	www.oxfam.org
Oxfam Ireland	NGO	www.oxfamireland.org
Oxfam Novib	NGO	www.oxfamnovib.nl
Oxfam Solidarité	NGO	www.oxfamsol.be
Oxfam Wereldwinkels	NGO	www.oxfamwereldwinkels.be
Transport and Environment	Civil Society Group	www.transportenvironment.org
WWF EPO	NGO	www.wwf.eu
WWF Germany	NGO	www.wwf.de
IEEP	Academic and Research Institute	www.ieep.eu
European Climate Foundation	Foundation	www.europeanclimate.org
IFPRI	Academic and Research Institute	www.ifpri.org
ODI		www.odi.org.uk
BCFN	Academic and Research Institute	www.barillacfn.com
IIED	Academic and Research Institute	www.iied.org
Global Dev. And Environment Institute	Academic and Research Institute	www.ase.tufts.edu/gdae
ICCT	NGO	www.theicct.org
ILC- International Land Coalition	Civil Society Group	www.landcoalition.org

5.3 Industry

Industry groups with an interest in policy modelling and governance will be reached through the project partners personal networks. The Industry audiences to be targeted are summarized in the following table.

Name	Type of business	Website
European Association	Industry Body	http://www.acea.be/

Name	Type of business	Website
of Vehicle Manufacturers (ACEA)		
European Association of Tolerated Motorways (ASECAP)	Road Operators	www.asecap.com
International Road Federation (IRF)	International Association	http://irfnet.org/
BARILLA	Food industry	www.barilla.it
NESTLE'	Food industry	www.nestle.com
UNILEVER	Food industry	www.unilever.com
E-PURE	Bioethanol industry Association	www.epure.org
NOVOZIMES	Bioenergy industry	www.novozymes.com/en/Pages/default.aspx
COPA-COGECA	Farmers Association	www.copa-cogeca.be/Menu.aspx

5.4 Media

The table below summarizes the Media stakeholders that Consensus consortium will engage across Europe with press releases and publications.

Name	Type of business	Website
Traffic Technology International	Transport Specialised Press	www.traffictechnologytoday.com
Thinking Highways	Transport Specialised Press	www.thinkinghighways.com
World Highways	Transport Specialised Press	www.worldhighways.com/
ITS International	Transport Specialised Press	www.itsinternational.com
Le Strade	Transport Specialised Press	www.lestradeweb.com/
Strade e Autostrade	Transport Specialised Press	http://www.stradeeautostrade.it/
Revue générale des routes	Transport Specialised Press	www.editions-rgra.com

6 Dissemination Activities Monitoring & Engagement Impact

6.1 Quantitative and Qualitative Evaluation of Consensus Dissemination

In accordance with the evaluation criteria and indicators for measurement of the level of success of dissemination activities, the qualitative and quantitative aspects of evaluation will be examined in detail in the following paragraphs.

In order to capture the effectiveness of communication, a combination of criteria or feedback mechanisms is being used to measure the effectiveness of each dissemination activity, so that an aggregating record is kept and described in the respective deliverable. Information to be contained in this report is as following:

Type	Conference, Publication, Specific Presentation
Place	Which event / where the dissemination activity took place
Date	Date of the dissemination activity
Participants	Audience types and numbers
Organizers	The responsible partner
Topics	A short description of the presented topics
Benefits - Actions	Description of any specific actions agreed as a follow-up
Resources	Indication of (links to) presentations, photographs from the event, other related material

The report may also act as a planning document, partially filled-in before the event. The full report template is available in Annex VI.

For every publication in Consensus web site or other media, the needed information to be filled in is as following:

Title	Title of the news item
Description	The main text of the news item
Resources	Indication of (links to) presentations, photographs, or other relative material

For measuring effectiveness of the on-line communication the following metrics must be compiled on a six-month basis, by the responsible partner:

Website	Full Google Analytics report (hits, unique visitors, bouncing rates, territories, devices, etc.)
Social Media	Number of followers, number of discussions opened, number of tweets & posts

For each dissemination activity, an indicative list of evaluation criteria is presented in the following. Most criteria are quantitative, to provide a clearer and more accurate evaluation.

- Consensus Website: The number of visitors per day/ traffic to the platform;
- Search Engine Optimization (SEO): position of 'Consensus project' on various search engines;
- Focus Links: The number of sites linking to Consensus, the number of link exchanges;
- Newsletters: Number of newsletters and number of contacts distributed;
- Press Releases: Number of press releases and Media coverage (number of media broadcasts);
- Advertising material (project brochure, poster): frequency advertising material production, number of advertising material;
- Public deliverables: Number of public deliverables;
- Scientific papers, articles, etc.: Number of papers, articles in scientific journals or conferences, in specialized magazines, impact of journal or conference;
- Pages in social media (Twitter, LinkedIn, etc.): Number of pages, number of tweets, number of participants;
- Other projects: Level of collaboration with other projects, number and size of joint activities;
- Events (workshops & conferences): Number of participants, number of presentations, number of other activities (poster sessions, panels, round tables), feedback received based on feedback forms;

The following table presents a list of target values for quantitative indicators based on which the dissemination impact of the project will be evaluated.

Evaluation Quantitative Indicators

Raise awareness and dissemination indicator target values	
No. of unique visitors and visits to the website	5000
No. of Twitter followers	300
No. of LinkedIn members	300
No. of Consensus workshops	2+
No. of participants in Consensus workshops	25-40 per event
No. of presentations in events, conferences,	10

workshops	
No. of participations in events	10
No. of papers submitted for publication	10
No. of articles published	10
No. of newsletters published	3
No. of press releases	5
No. of produced brochures	2
No. of posters	2
No. of liaison	3+

The qualitative aspects of dissemination are closely related to the main project objectives that are to be attained and how these dissemination activities will be successful in supporting them. This deliverable contains an account of:

- What will be produced and presented from the point of dissemination
- How, when and where will it be presented and distributed
- To whom will the results be disseminated
- Who will participate

6.2 Expected Dissemination Impact

The outcomes of Consensus dissemination activities should ensure positive impact in the domain of ICT for Governance and Policy Modelling. Moreover, Consensus is expected to be extremely beneficial for various target groups that are defined not only by their direct interest in the project results as potential users (for example administrations, enterprises and public organizations) but also by their institutional, scientific and educational status (i.e., universities and research centers).

The impact of dissemination will be analyzed based on several aspects that need to be taken into account such as:

INPUTS	The resources to be used for reaching the objectives
ACTIVITIES	The dissemination activities to be performed
OUTPUTS	The direct results of activities - a set of quantitative and qualitative indicators to measure outputs
OUTCOMES	Longer term effects on the people, communities, or domains
IMPACT	The impact may be estimated after a deeper investigation and longer term assessment, and based on evaluation of all previous components

6.3 Impact in Relation to Objectives

Original Dissemination Objectives	How Consensus Delivers Impact
To ensure wide dissemination of the project's results to all potential interested parties and share the best practices of the project.	<ul style="list-style-type: none"> • Uses customised messages and tactics to engage key audience groups individually alongside a general dissemination approach • Uses on and offline channels to reach experts and non-experts alike • Provides regular updates on Consensus through social media and newsletters
To present the project progress, technologies and results outside the scope of the Consensus consortium, ensuring large awareness of stakeholders	<ul style="list-style-type: none"> • Scientific publications (in journals and magazines), participation to relative events (conferences, workshops, etc.)
To establish liaisons / synergies with other FP7 related projects.	<ul style="list-style-type: none"> • Identifies FP7 related projects for collaboration

6.4 Risks and Issues related to dissemination

There are a number of risks and potential issues related to the communication and dissemination side of the project. These risks will be monitored and mitigated by the Coordinator; however the WP6 Leader will also control these risks on a regular basis and will report any changes to the Project Coordinator. An example of some communication risks is as follows.

Risk Log	Priority	Mitigating Actions
Dissemination activities fail to target the correct audiences.	High	Set clear objectives based on knowledge of the target audience, set specific goals.
Poor dissemination towards the general public. The project may fail to get the wide participation of the citizens and the relevant stakeholders.	High	Clear map of stakeholders. Ensure clear message across all dissemination material.
Risk that everything runs smoothly but dissemination is poor & few stakeholders know about the project.	High	Dissemination related ideas, make use of a wide range of tools in order to effectively disseminate the project results such as project website, newsletters, press releases, papers, etc., as well as make use of the deployed Social Media.
Limited establishment of liaison activities with other projects	Medium	A well-developed website together with a well-established dissemination, communication and public relations activities will create an interest



Risk Log	Priority	Mitigating Actions
		in itself of other projects with relevant targets and objectives in Consensus project.











7 Dissemination Timetable






The planning for the dissemination of the project will start off at a fairly high level and will be refined and updated during the project lifecycle as new opportunities for dissemination arise.

The following table outlines the plans for key dissemination activities foreseen at the first year of the project.

Explanation symbols

	Already executed
	Planned

Delivery Date	Activity	Remark	Status	Lead/Contributors
M01	Branding	Logo		ATC
M02	Branding	Factsheet		ATC
M02	Twitter Feed	Creation		ATC
M02	LinkedIn group	Creation		ATC
M03	Website (reported in D6.3)	Initial version online		ATC
M04	PPT template	Creation		ATC
M06	Dissemination strategy defined	General/Targeted dissemination tactics, identified targeted audiences, Monitoring		ATC
M06	Publication planning	Relevant conferences, scientific journals and specialized magazines have been identified		ALL partners
M06	Events, Conferences, Workshops planning	Participation in relevant events has been identified		ALL partners
M06	Liaison activities	Liaison activities with other		ALL partners

		project/initiatives have been identified		
M06	Project Presentation	Production		ATC
M06	Dissemination Plan & Report	Compilation and submission (version 1)	-	ATC with contribution from ALL partners
M07	Brochure	Creation		ATC
M07	Poster	Creation		ATC
M08	Press release compilation	First issue to be released		ALL partners
M12	Newsletter compilation and distribution	First issue		ATC with contribution from ALL partners
M12	Dissemination Plan & Report	Compilation and submission (version 2)	-	ATC with contribution from ALL partners
On-going (M02<)	Twitter Feed	Maintenance	-	ATC
On-going (M02<)	LinkedIn group	Maintenance	-	ATC
On-going (M03<)	Website	Maintenance	-	ATC

8 Time-Plan of Deliverables

The following table summarizes the deliverables to be published within the course of the project in Consensus website.

LIST of Publishable Deliverables	Leader	DELIVERY DATE
WP1: Management		
1.2 Final Project Report	ICCS	March 2016
WP2: Design and User Requirements		
2.2 State of the art report	ERF	March 2014
2.4.1 System Architecture	ICCS	March 2014
WP3: Models and Simulators		
3.2.1 Models and Simulators Report	IIASA	September 2014
3.2.2 Models and Simulators Report	IIASA	September 2015
3.2.3 Models and Simulators Report	IIASA	March 2016
WP4: Optimization & Visual Analysis		
4.2.1 Optimization and Visual Analytics Reports	IBM ISRAEL	September 2014
4.2.2 Optimization and Visual Analytics Reports	IBM ISRAEL	September 2015
4.2.3 Optimization and Visual Analytics Reports	IBM ISRAEL	M30
WP5: Evaluation		
5.2.1 Integrated Consensus Prototype	ATC	December 2014
5.2.2 Integrated Consensus Prototype	ATC	November 2015
5.2.3 Integrated Consensus Prototype	ATC	March 2016
WP6: Dissemination and Exploitation		
6.1.1 Dissemination Plan & Report	ATC	March 2014
6.1.2 Dissemination Plan & Report	ATC	September 2014
6.1.3 Dissemination Plan & Report	ATC	September 2015
6.1.4 Dissemination Plan & Report	ATC	March 2016
6.2.1 Exploitation Plan	ATC	September 2014
6.2.1 Exploitation Plan	ATC	September 2015
6.2.1 Exploitation Plan	ATC	March 2016
6.3 Consensus Web Page	ATC	December 2013

9 Reporting of Other Performed Dissemination Activities

9.1 Presence in partners' websites/newsletters/ blogs

9.1.1 ATC

Home Solutions Industries Innovation Lab Outsourcing Partners
About Us | History | Clients | News | Careers | Fin. Statements | Contact

Our News

2014 | 2013 | 2012

December 2013
ATC participates in the European research project CONSENSUS

December 2013
ATC announces partnership with Harbinger Knowledge Products

December 2013
ATC participates in the European research project REVEL

December 2013
ATC participates in the European research project CONSENSUS

December 2013
ATC participates in the European research project FFD

December 2013
Adopt "Puzzled by Policy" platform to your needs!

November 2013
Epicor Partner Conference EMEA 2013, Barcelona

November 2013
ATC's proposal for development of innovative Media technology products approved through the "ICT4GROWTH" program

November 2013
ATC at the Publishing Expo 2013 in Moscow

November 2013
ATC participates in the European project IA4SI

October 2013
Come and Meet Us at Epicor Partner Conference EMEA 2013

October 2013
Communicating Complexity and Digital Archives

October 2013
uDebate is being used by Open Government Partnership (OGP) Ireland!

October 2013
ATC participates in the European research project EASY-IMP

September 2013
User Interface Design issues @HCI-International-2013

September 2013

CONSENSUS is a project co-funded by the EU under the 7th Framework programme to model existing real-world use-cases within the relevant policy-making context, and consequently employ measurable quantifiers in order to investigate how and whether preferable tradeoffs can be identified. Those quantifiers will be sought in multiple realms – such as analytical models, numerical simulations, statistical tools and even public opinion evaluators – in order to link the domain data to the set of objectives, and by that to reflect the expected success-rate of policies and their implementation.

Furthermore, CONSENSUS intends to investigate the balance shift of the objectives, in scenarios where certain resources are being deployed to primarily address one of them through EU- or international-level policies. This investigation is meant to cover two important real-world use-cases: the one dealing with Biofuels and Climate Change (EU Renewable Energy Directive), and the other dealing with Transportation Networks (trans-European transport network guidelines).

CONSENSUS will also seek the citizens' involvement in policy making according to this scheme, since their input can potentially become highly valuable in various stages, from gathering the necessary data, through formulating public opinion as one of the objectives in the model, to eventually playing the role of exploring the attained tradeoffs and contributing to their weighing.

The CONSENSUS Consortium is composed of eight partners: Institute of Communication and Computer Systems (Greece), IBM Israel - Science and Technology LTD (Israel), International Institute for Applied Systems Analysis (Austria), Athens Technology Center S.A. (Greece), University of Konstanz (Germany), Cofam Italia ONLUS (Italy), WWF-World Wide Fund for Nature (Switzerland) and European Union Road Federation (Belgium).

ATC is one of the main Technology Providers in CONSENSUS, mainly involved in the Tasks of Integration, Pilot preparation and Execution. ATC will also lead the dissemination and exploitation work while also contribute in tasks related to crowdsourcing research and social analytics.

The project started in October 2013 and has a duration of 30 months.

For more information: www.consensus-project.eu, contact: Mrs. Anna Triantafyllou, email: a.triantafyllou@atc.gr

ATC's website (under News section)

<http://www.atc.gr/?page=news&ListID=3&RowID=62&Year=2013>

Home Services Projects People Blog Careers

Multi-Objective Decision Making Tools through Citizen Engagement

CONSENSUS is a project co-funded by the EU under the 7th Framework programme to model existing real-world use-cases within the relevant policy-making context, and consequently employ measurable quantifiers in order to investigate how and whether preferable tradeoffs can be identified. Those quantifiers will be sought in multiple realms – such as analytical models, numerical simulations, statistical tools and even public opinion evaluators – in order to link the domain data to the set of objectives, and by that to reflect the expected success-rate of policies and their implementation. Furthermore, CONSENSUS intends to investigate the balance shift of the objectives, in scenarios where certain resources are being deployed to primarily address one of them through EU- or international-level policies. This investigation is meant to cover two important real-world use-cases: the one dealing with Biofuels and Climate Change (EU Renewable Energy Directive), and the other dealing with Transportation Networks (trans-European transport network guidelines). CONSENSUS will also seek the citizens' involvement in policy making according to this scheme, since their input can potentially become highly valuable in various stages, from gathering the necessary data, through formulating public opinion as one of the objectives in the model, to eventually playing the role of exploring the attained tradeoffs and contributing to their weighing.

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CONSENSUS Project website

- policy objectives modeling, policy impact, implementation scenarios
- multi-objective optimization, crowdsourcing, social analytics
- Anna Triantafyllou, Leonidas Karfakis, Nikos Dimitrakopoulos

Tag Cloud

cloud computing
eGovernment
collaborative design
eParticipation
mass customization
mobile application
development
puzzling
smart cities
social media
sustainable
manufacturing
Textile

ATC's iLab website (under projects section and blog section)

<http://ilab.atc.gr/projects/consensus>

<http://ilab.atc.gr/blog/multi-objective-decision-making-tools-through-citizen-engagement>

Athens Technology Center ATC participates in the European research project CONSENSUS "Multi-Objective Decision Making Tools through Citizen Engagement". The primary objective of the project is to model existing real world use-cases and deliver the tools that can, in an easy and comprehensive manner, provide policy makers with optimal choices based on a number of relevant criteria. For more information visit: www.consensus-project.eu/less



Organic
Targeted to: All Followers
669 impressions 2 clicks 1 interaction 0.45% engagement
Sponsor update
Like · Comment · Pin to top · 1 month ago



ATC's LinkedIn company page

ATC's LinkedIn Group

http://www.linkedin.com/company/athens-technology-center?trk=company_name

http://www.linkedin.com/groupItem?view=&gid=1412537&type=member&item=5816135292725268483&qid=2bebf1b2-caf1-49a9-9045-160d83827e11&trk=groups_most_recent-0-b-ttl&goback=%2Egmr_1412537



ATC's iLab Twitter

<https://twitter.com/iLabATC>

9.1.2 ERF



News item in ERF October Newsletter

<http://newsroom.erf.be/erf-in-action/151-consensus-eu-project-kicks-off-in-athens.html>



News Item in January 2014 Newsletter

<http://newsroom.erf.be/european-transport-policy/165-consensus-project-launched-consultation-on-road-pricing.html>

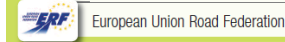
9.2 Presentations

9.2.1 UKON

Invited talk at the workshop "[How will Big Data Influence our Life?](#)" with the topic **Visualization and Analysis of Big Data – Approaches and Application Opportunities, Exemplified for 3D Object and Social Media Data**, Technical University of Darmstadt, Germany, November 25, 2013.

9.3 Publications

9.3.1 ERF



European Union Road Federation

Il Notiziario ERF

A cura di Concetta Durso*

www.erf.be

IL 24 E IL 25 SETTEMBRE LA CITTÀ DI LITTONIA HA OSPITATO IL PRIMO SEMINARIO TECNICO SULLA PROGETTAZIONE E IL FINANZIAMENTO DI STRADE SOSTENIBILI CO-ORGANIZZATO DALL'ERF E DALL'AUTORITÀ LETTONE PER LE STRADE.

Il Seminario ERF a Riga

A seguito di precedenti Seminari organizzati nei nuovi Stati membri, l'iniziativa ERF si è finalizzata alla condivisione di conoscenze e a pressioni di successo messe in pratica da importanti Società europee e Associazioni stradali. Tra i partecipanti all'evento, una combinazione di rappresentanti nazionali ed europei provenienti da Amministrazioni Stradali e dall'Industria, i quali hanno discusso di problemi comuni, esperienze e sfide per il settore delle infrastrutture stradali.

Mr. Janis Lange, Presidente dell'Autorità lettone delle strade ha ufficialmente aperto il Seminario, accogliendo i partecipanti insieme al Direttore Generale dell'ERF, Christophe Nicodème e a un membro dell'International Road Federation, Kristine Matheica. Durante la Conferenza, circa 80 partecipanti hanno assistito alle varie sessioni che hanno coperto vari argomenti come ad esempio: i sistemi di filantropia stradale, l'attuazione di politiche comunitarie, o ancora la conservazione della pavimentazione. La sicurezza stradale e il finanziamento delle infrastrutture stradali sono stati i principali temi di discussione.

Durante la prima giornata ci si è focalizzati sulla sicurezza stradale, che è una questione di grande interesse per la Lettonia. Il Paese, infatti, ha ottenuto buoni risultati in termini di riduzione di incidenti mortali nel corso degli ultimi anni. Durante la prima sessione è stato affrontato il tema dell'attuazione della Direttiva sulla sicurezza delle infrastrutture stradali, concentrandosi sulle verifiche, le ispezioni, le valutazioni d'impatto sulla sicurezza e la gestione della sicurezza della rete stradale. La ERF ha presentato i risultati finali del progetto co-finanziato dalla Commissione Europea e dalla Lettonia, che ha fornito dati e informazioni utili per la Lettonia e per altri Paesi europei di cui la ERF è uno dei Partner.

Le prime discussioni sono state l'occasione per sottolineare l'importanza di dati affidabili sulla sicurezza stradale, nonché la considerazione per gli utenti vulnerabili della strada, ma si è anche discusso dell'aggiornamento delle politiche di sicurezza stradale all'invecchiamento della popolazione.

Questo programma è stato seguito da una sessione sugli elementi infrastrutturali specifici come i sistemi di filantropia stradale, la Norma europea EN15177, o ancora della segnaletica orizzontale e verticale. Gli speaker hanno fornito una lunga spiegazione sugli aspetti giuridici, gli elementi tecnici e l'attuazione di questi elementi in Lettonia.



A. Da sinistra, Kristine Matheica, membro dell'International Road Federation delle Lettonie, Janis Lange, Presidente dell'Autorità lettone delle strade, e Christophe Nicodème, Direttore Generale dell'ERF.

Il tema della sicurezza sui cantieri stradali è stato affrontato nel pomeriggio. La ERF è attualmente molto attiva sul tema, cercando di aumentare la consapevolezza politica a livello europeo. I rappresentanti lettone hanno mostrato che il Paese ha già adottato vari regolamenti a tutela dei lavoratori sulla strada e dei conducenti, migliorando la mobilità su quei tratti di strada nei maggiori periodi pericolosi dai lavori in corso.

Il secondo giorno è iniziato con un programma più tecnico che ha dato la possibilità ai partecipanti di conoscere diverse tecniche e attrezzature per migliorare la conservazione della pavimentazione. I partecipanti provenienti dal settore industriale, dal mondo accademico, dalle amministrazioni e autorità stradali hanno avuto la possibilità di scambiare esperienze per sviluppare aspetti adatti alle prestazioni, consigli sulla manutenzione delle strade in condizioni invernali estreme e l'uso efficiente della macchina per la costruzione e la gestione di cantieri.

In seguito, il programma principale si è concentrato sul finanziamento delle infrastrutture stradali e sugli aspetti. La Lettonia beneficia di finanziamenti comunitari sotto forma di fondi di coesione. Tuttavia, il Paese è stato anche colpito dalla crisi in tal modo che il bilancio dello Stato in merito si riduce drasticamente. L'Amministrazione Stradale è alla ricerca di nuove formule di raccolta di fondi a causa della scarsità di sussidi statali pubblici necessari a coprire tutte le esigenze. Christophe Nicodème ha introdotto la sessione fornendo una panoramica sul finan-



2. Xxxxxxxxxxxxxxxxxxxxx

ziamento delle infrastrutture a livello europeo e giustificando la spesa assegnata alla pianificazione, alla progettazione, costruzione, costruzione, gestione, alla manutenzione generale. Antonio Pinalo (Centro Rodoviario Portoghese) ha presentato l'esempio pratico del Portogallo che potrebbe essere attuato in Lettonia. Quando il Portogallo ha aderito all'UE nel 1986, il governo ha adottato un piano per aggiornare e sviluppare una rete stradale di alta qualità attraverso una varietà di accordi istituzionali e finanziari in diverse dimensioni. Dieci anni dopo, il bilancio di costruzione delle strade si basa su un ambizioso programma di concessioni, aumentando così la partecipazione del settore privato. Al giorno d'oggi, il bilancio è composto principalmente da fondi privati, con una quota minima del bilancio statale e fondi comunitari. Come considerazione finale della Conferenza, Lange ha sottolineato la necessità di migliorare la consapevolezza del ruolo essenziale delle infrastrutture stradali tra i decisori e i politici, insistendo sull'impatto negativo - in termini di sicurezza e di sviluppo socio-economico - che la mancanza di adeguati finanziamenti e di manutenzione della rete stradale avrebbe sul Paese e sui suoi cittadini.

Il CONSENSUS project

I proprietari delle strade di tutta Europa sono attualmente in una posizione che fa invidia a pochi. Anche prima della crisi, i fondi statali per la costruzione e la manutenzione delle strade erano diminuiti, dato che i Governi hanno sperimentato il dogma del deflazionismo e hanno tentato di spostare il traffico dalla strada alla rotaia. Dato che la divisione del mercato del trasporto passeggeri e merci è determinata da considerazioni pratiche sul campo e non da un pio desiderio dall'alto, i loro sforzi si sono rivelati vani. Non solo la percentuale dei trasporti stradali non si è diminuita, ma in alcuni casi è addirittura aumentata. Fino al 2010, a dopo nove anni di sforzi di trasferimento fra modi di trasporto, la percentuale di merci trasportate dalla ferrovia alla strada è effettivamente aumentata del 3%. In altre parole, abbiamo sperimentato un trasferimento modale inverso.

Tuttavia, le ripercussioni di questa politica sono state abbastanza tangibili. I proprietari di strade hanno già affrontato anni di investimenti insufficienti precedenti alla crisi; inoltre sono stati tra i più penalizzati dai tagli dovuti alla crisi e visti a stabilizzare le finanze dei governi nazionali. Il problema principale è che una parte sostanziale della infrastruttura stradale, che è stata inizialmente costruita nel 1980,

in realtà è quasi alla fine del suo ciclo di vita e avrà presto bisogno di essere aggiornata. La scelta difficile che attualmente i proprietari di strade si pongono, è come utilizzare al meglio i pochi soldi per arrivare a realizzare un risultato ottimale, vale a dire come mantenere (o migliorare) gli elevati livelli di sicurezza che attualmente godono le nostre strade e allo stesso tempo, migliorare la sempre crescente domanda di mobilità.

E' in questa fase che il progetto co-finanziato dall'Unione Europea, CONSENSUS, può dare una mano. In generale, i responsabili politici devono affrontare su base quotidiana diverse scelte che, molto spesso, sono oggetto di conflitti intrinseci, implicando sostanziali compromessi politici. (foto: si per esempio, se i politici vogliono costruire una strada, devono prendere in considerazione una serie di fattori, tra gli altri, il costo dell'investimento, il suo ritorno socio-economico in termini di coesione sociale e di scambi economici, l'aspetto ambientale, tutti gli aspetti riguardanti la sicurezza e così via. Come può un responsabile politico essere certo di aver calibrato correttamente i diversi elementi da prendere in atto?)

Il progetto CONSENSUS cercherà di definire uno strumento di modellazione che possa, in modo semplice e completo, fornire ai responsabili politici scelte ottimali sulla base di una serie di criteri pertinenti. Nel contesto del progetto CONSENSUS, la ERF sarà responsabile per l'elaborazione di uno scenario di trasporto che avrà lo scopo di trovare le diverse alternative politiche attualmente disponibili alla autorità. Dato che la costruzione e la manutenzione di una strada sono un impegno complesso, il progetto ha deciso di concentrarsi su ciò che probabilmente è la questione più difficile da gestire: i costi per i proprietari delle strade. I pedaggi. Con i bilanci statali che dovrebbero rimanere sotto pressione, almeno nelle previsioni a breve termine, vi è una crescente necessità di trovare soluzioni alternative per finanziare le nostre strade e il pedaggio è ampiamente accettato come l'alternativa più credibile. Già praticato con notevole successo sulle autostrade d'Europa, la questione politica predominante a livello europeo è come estendere questo principio in modo tale da coprire gradualmente la maggior parte dei 5.000 km di strade europee in un modo che sia socialmente equo e politicamente accettabile.

In questo contesto, gli scenari politici che saranno delineati dal progetto CONSENSUS si ispirano a diversi tipi di sistemi di tariffazione già praticati a livello di Stati membri, come ad esempio la distanza come base del pagamento, la Vignetta e si cercherà di bilanciarsi con diversi obiettivi socio-economici come la riduzione del traffico, la diminuzione delle emissioni di CO₂, meno incidenti stradali, ecc. In questo processo, le valutazioni di tutte le parti interessate sarà focalizzata sugli utenti della strada, le cui risposte saranno ottenute anche facendo uso di strumenti quali i Social Media. Dato che i politici spesso lamentano la mancanza di informazioni sufficienti per guidarli nelle loro scelte quotidiane, viene consigliato loro di non perdere d'occhio il progetto CONSENSUS e i suoi risultati.

Ulteriori informazioni sulla ERF e le sue attività sono disponibili sul sito www.erf.be.

* Project Manager dell'ERF

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STRADE & AUTOSTRADE 6-2013

STRADE & AUTOSTRADE 6-2013

3

Article in specialized press - Strade e Autostrade

THE VIEW The Voice from Brussels



Konstandinos Diamandouros

Are policymakers really interested in evidence-based decision making?

Konstandinos Diamandouros is head of office at the European Union Road Federation. k.diamandouros@erf.be

Policymakers often complain that they are expected to make decisions about extremely complex and complex issues, yet most of the time, lack objective data that can help guide them through the process and make the right decision that serves the community best.

Putting myself in the shoes of a MEP in the European Parliament Transport and Tourism committee, it is practically impossible to have enough technical knowledge to fully comprehend the vast array of topics dealt with inside that chamber, unless one is as talented as Leonardo Da Vinci, who in addition to being a supremely talented artist, also mastered several branches of science. But for better or for worse, there are not too many Da Vincis in this world.

LOOK AT THE EVIDENCE

Thus, there is a need for developing tools and methods that can guide policymakers through the mass of possible alternatives. This is where the CONSENSUS project comes in. Given that policymakers are always faced with trade-offs in any decision that they make, the objective of the project is to define modeling tools that can, in an easy and comprehensive manner, provide policymakers with optimal choices based on a number of relevant criteria.

For example, if policymakers wish to construct a road, they have to take into account a number of factors amongst others, the cost of the investment, its socio-economic return in terms of social cohesion and economic trade, environmental

aspects, safety considerations and so on. In a nutshell, CONSENSUS should be able to provide you with a list of alternatives quickly and simply based on hard facts and following a scientifically coherent method, enabling what is commonly referred to as evidence-based policy making.

However, having already spent several years following transport policy, I actually posed myself the question: are policymakers truly interested in evidence-based policy making?

My experience to date has suggested that when it comes to transport policy, MEPs and Commission officials have, more often than not, chosen to pursue policy-based evidence making. In other words, they are already convinced of a policy option and, as a result, tend to selectively look at data that can justify their policy options.

Take for example, the policy of modal shift advocated by the Commission back in 2001. In plain and unambiguous terms, it has been a flop. By 2010, and after 9 years of modal shift efforts, the percentage of freight being transported from rail to road had actually increased by 3 per cent. In other words, we experienced reverse modal shift.

Adding further evidence to the clear picture painted by statistics, the European Court of Auditors issued a damning report about the European Commission's Macro Policy programme, where objective was to shift freight from road to rail. In another nutshell, it found the programme largely ineffective and recommended that it be discontinued.

Against this background, one would have assumed a change in tack

by EU policy makers but it was not meant to be. With renewed vigour, the Commission White Paper for Transport identified modal shift as one of its principal aims. More specifically, they wish to see 50 per cent of road freight transport shift to other modes by 2050. Why do policy makers hang on about evidence-based policy making, only then to turn their back on it and make a decision based on conviction? In my opinion, the answer lies in the ways that humans operate.

FATAL ATTRACTION

Whether we like it or not, people are attracted to politics and positions of high responsibility because they are attracted to power. In other words, they want to be in a position that enables them to have the final word that determines the fate of others.

The problem with evidence-based policy making is that it essentially takes away the power of deciding and transforms decision makers into simple administrators. In other words, it deprives policy makers of their favourite task - making decisions and exercising power. It also demands that people we aside their deeply embedded convictions.

There is no clear way of going around this given that the so-called 'human factor' will forever be part of life. What we can nevertheless hope is to have politicians who, based on the available evidence, can set aside personal ambitions and convictions and where objective was to shift freight from road to rail. In other words, we need 'enlightened policy makers'. Judging by how badly policy makers have managed the economic crisis, these unfortunately are in short supply today. Yet, hope always dies last.

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Vol 8 No 3 Europe/Rest of the World

THINKING Highways

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Article in specialized press - Thinking Highways

9.3.2 UKON

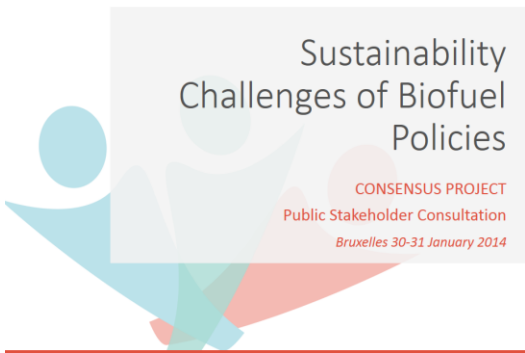
- “Comparative Visual Analysis of Large Customer Feedback Based on Self-Organizing Sentiment Maps” (Authors: Halldor Janetzko, Dominik Jäckle and Tobias Schreck - University of Konstanz), Third International Conference on Advances in Information Mining and Management ([IMMM 2013](#)), November 17th – 22nd, 2013, in Lisbon, Portugal. The paper is published by IARIA XPS Press (Pages: 12 to 17, ISBN: 978-1-61208-311-7, Publication date: November 17, 2013), archived in the free access [ThinkMindTM Digital Library](#).
- “Collaborative Data Analysis with Smart Tangible Devices” (Authors: Johannes Fuchs, Roman Rädle, Dominik Sacha, Fabian Fischer and Andreas Stoffel - University of Konstanz) in Proceedings of Visualization and Data Analysis ([VDA 2014](#)), February 3rd – 5th, 2014, in San Francisco, CA, USA.

9.4 Workshops

9.4.1 OXFAM

“2014 -Informal annual strategy meeting with European NGOs working on bioenergy”, 30-31 January 2014, Brussels, Belgium.

The aim of this workshop was the presentation of the Stakeholder Consultation for Biofuel Scenario launched by the project on 16th January 2014. Thirty NGOs from EU countries attended the workshop. Many organizations recognized the usefulness and complexity of the project. With specific regard to the biofuel scenario, it has been revealed the difficulty to find metrics and dataset for addressing social economic impact of biofuel at global level.



Sustainability Challenges of Biofuel Policies

CONSENSUS PROJECT
Public Stakeholder Consultation
Bruxelles 30-31 January 2014

Contents

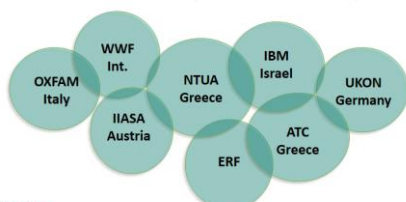
- Project Overview
- Why this consultation?
- Biofuel policy (conflicting objectives)
- Metrics (data and sources)

At a Glance

TITLE: Multi-Objective Decision Making Tools through Citizen Engagement (Consensus)

DURATION: 30 Months (Oct. 2013 - Mar 2015)


COST: €3.734.121 (€2.588.995 EC funded)



Partners: OXFAM Italy, WWF Int., NTUA Greece, IBM Israel, UKON Germany, IIASA Austria, ERF, ATC Greece

Multi-Objective Decision Making Tools through Citizen Engagement (Consensus)

- Help policy makers to decide upon the optimal trade-offs
 - Map objectives - often conflicting - using models and simulators
 - Model their interdependencies
 - Visualize the above like an “equalizer”
- Help policy makers or people/organizations close to them to better understand the consequences of each policy implementation



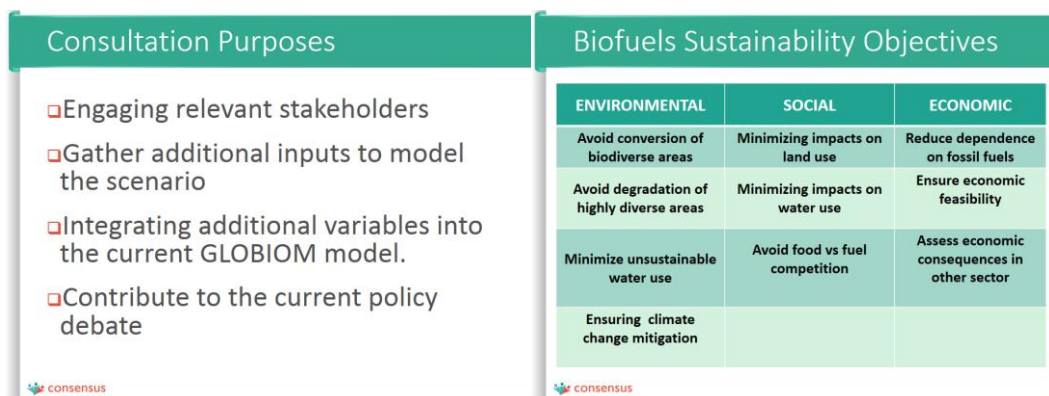


Figure 2: Presentation from Consultation workshop

10 Roles & Responsibilities

Individual dissemination activities per partner are as following:

NTUA will undertake disseminating activities in the scientific field of machine learning, social analytics, gamification applications for education and engagement. Results and data will become open where available either by self-archiving or open-accessing under the CC license, at most after 6 months after their publication to highly ranked conferences and journals.

IBM, as partner in the consortium will act to contribute with the other Consensus partners to actively promote dissemination through awareness and participation. IBM will strive to create papers and other publications that highlight the results of Consensus and publishes them in various high-profile, high-impact international peer-reviewed scientific journals and conferences as well as to identify, discuss and share Consensus scientific results with other EU projects.

IIASA will disseminate project objectives and results through its network of partners and communication channels to its member organizations and the public community. Moreover, IIASA will attend various conferences to disseminate results in the scientific community and to policy makers and stakeholders.

ATC, as dissemination manager, will oversee the planning, execution, monitoring and reporting of project dissemination. Additionally, ATC will actively disseminate project objectives and results through its network of partners and established distribution channels towards its customer base.

UKON is actively engaged in disseminating the goals, approaches and results of CONSENSUS in the scientific community, particularly, respective venues on visual data analysis. Project-related results have been presented already at scientific events including conferences and workshops. As project results will become available, UKON will also seek to disseminate results to relevant application partners on opportunity on a case basis.

OXFAM will liaise with the major stakeholders involved in the biofuel policy domain at the European level. Project dissemination will concern both face to face meetings/workshops and dissemination activities through emails and other online tools to ensure an effective participation of potential end-users to pilot testing and the correct understanding of project results.

WWF in partnership with Oxfam will coordinate liaisons with stakeholders interested in the biofuel sector, including NGOs, corporates and decision makers. WWF will also play a key role in disseminating information towards citizens through its communication channels.

ERF will be responsible for liaising with stakeholders in the road transport domain and in particular those interested in road pricing. In addition, and given its previous experience in projects, it will assist ATC in the dissemination tasks.

11 Conclusions

This Deliverable, D6.1.1 Dissemination Plan & Report is part of the WP6 Dissemination and Exploitation and provided information regarding the project's dissemination strategy. An overview of the targeted audiences and the related dissemination means that will be used in order to disseminate the project's results was presented.

Moreover, relevant events and journals that were found suitable for presenting the project and promoting its goals, and scientific communities/societies, as well as other projects related to Consensus were listed.

The candidate dissemination actions will be continuously monitored and accordingly updated, so this deliverable provided an overview of what is known and planned at the timing of the document preparation.

12 References

Consensus Website: <http://www.consensus-project.eu/>

Consensus Twitter Account: <https://twitter.com/CONSENSUSeu>

Consensus LinkedIn Group: <http://www.linkedin.com/groups?gid=7411896>

Annexes

Annex I – Consensus Website

A fully functional and user friendly website has been designed and serve as a major dissemination tool, located in <http://www.consensus-project.eu/>. Consensus website is a major dissemination channel. The site comprises areas with different access rights, a public one and a private (password and security tools protected) for the consortium to exchange documents (such as project minutes, meeting presentations, deliverables and internal reports).

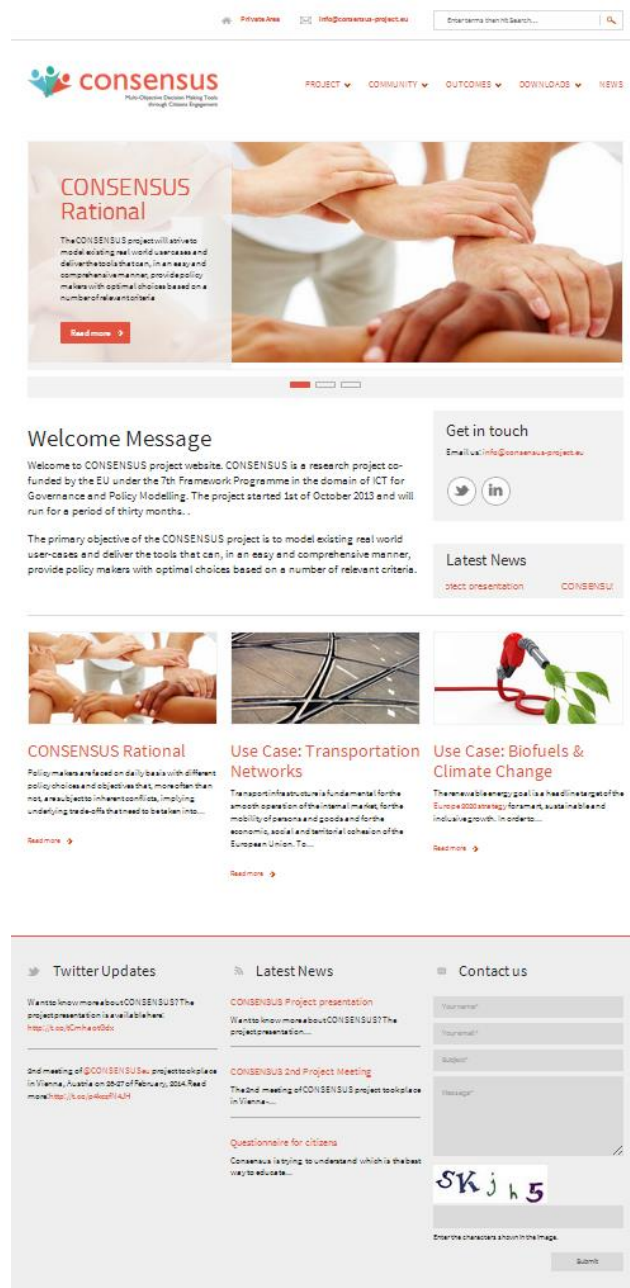





Figure 3: Snapshot of Consensus website homepage


Annex II – Consensus private area

 Private Area
  info@consensus-project.eu
[Logout](#)



[PROJECT](#)
[COMMUNITY](#)
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Private Area

 » Private Area

[View](#)
[Edit](#)

Project Meetings

For information about project meetings please [enter here...](#)

Project Deliverables

For information about project deliverables please [enter here...](#)


Project Material

For information about project material please [enter here...](#)

Add Items


- ▼ Add content
 - Blog entry
 - Deliverable-Material
 - Meeting
 - Publication
 - Testimonial

Testimonials



When deciding road pricing schemes, it is important that policymakers can rely on a scientific method that can allow them to balance the different priorities in order to arrive at a scheme that is for the user and delivers a safe and sustainable infrastructure. We hope that the results of CONSENSUS will help achieve this!


Head of Office
European Union Road Federation




Biofuels policies should not undermine the right to food. CONSENSUS will help policy makers to better understand the social, economic and environmental impacts of biofuels policies and to implement a truly sustainable policy for people and planet.

OXFAM ITALIA
Consensus End User


Highlights



CONSENSUS Rational
Policy makers are faced on daily basis with different policy choices and objectives that, more...




Use Case: Transportation Networks
Transport infrastructure is fundamental for the smooth operation of the internal market, for...




Use Case: Biofuels & Climate Change
The renewable energy goal is a headline target of the Europe 2020 strategy for smart,...

[Read more](#)

 **Twitter Updates**

Want to know more about CONSENSUS? The project presentation is available here: <http://t.co/tCmhaotGdx>


2nd meeting of @CONSENSUSEu project took place in Vienna, Austria on 26-27 of February, 2014. Read more: <http://t.co/p4kczfM4JH>


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CONSENSUS 2nd Project Meeting
The 2nd meeting of CONSENSUS project took place in Vienna...

Questionnaire for citizens
Consensus is trying to understand which is the best way to educate...

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Figure 4: Snapshot of Consensus private area

Annex III – Consensus Logo



Figure 5: Consensus logo

Annex IV – Consensus ppt template

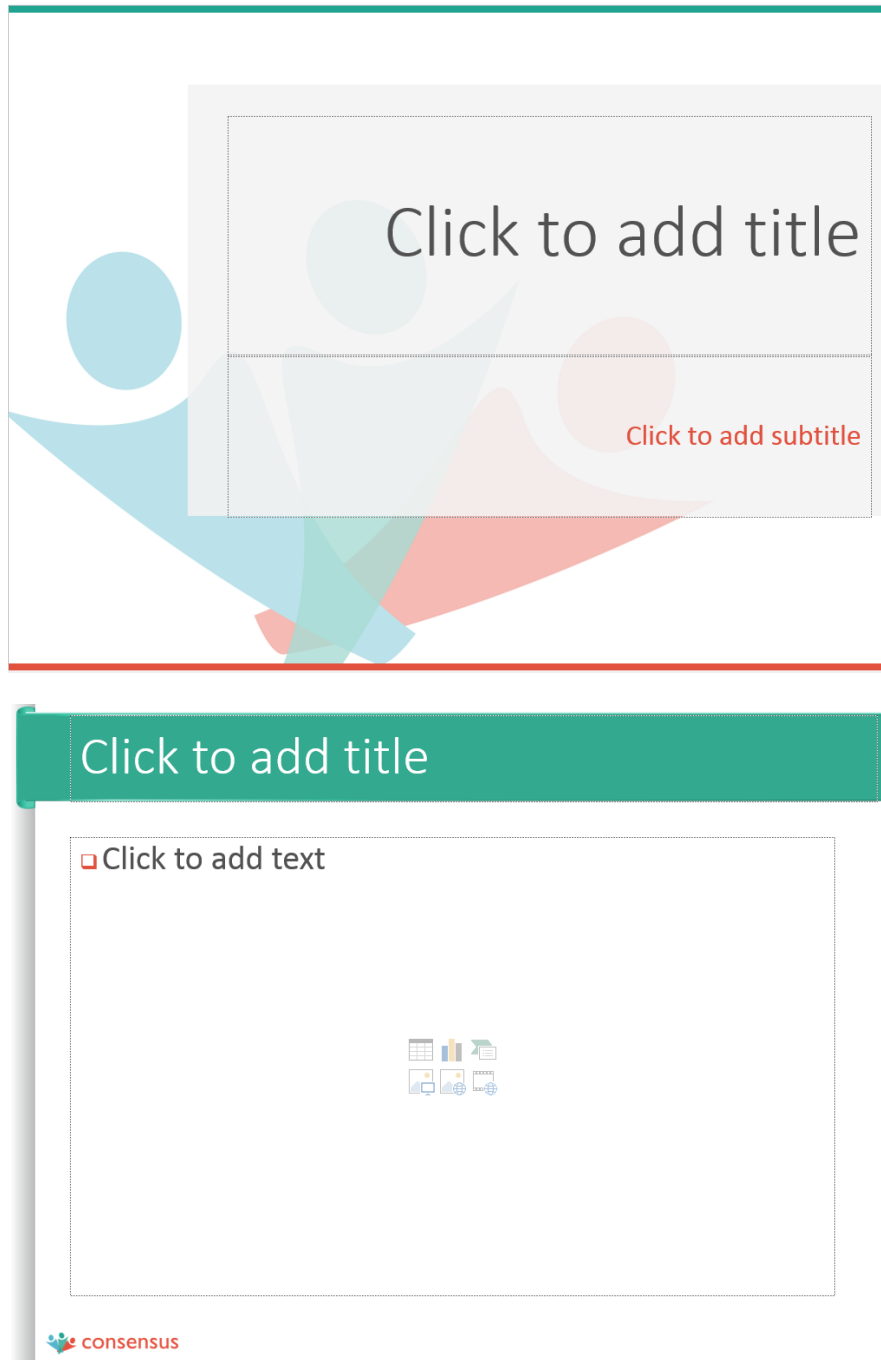


Figure 6: Consensus template for presentation

Annex V – Consensus Factsheet



CONSENSUS project aims to model existing real world user-cases and deliver the tools that can, in an easy and comprehensive manner, provide policy makers with optimal choices based on a number of relevant criteria.

AT A GLANCE

Project title:
Multi-Objective Decision Making Tools through Citizen Engagement

Project coordinator:
Professor Theodoros Varvarigos, Institute of Communication and Computer Systems/National Technical University of Athens

Partners:

INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS

IBM ISRAEL – SCIENCE AND TECHNOLOGY LTD

INTERNATIONALES INSTITUT FUER ANGEWANDTE SYSTEMANALYSE

ATHENS TECHNOLOGY CENTER SA

UNIVERSITÄT KONSTANZ

ONFAM ITALIA ONLUS

WORLD WIDE FUND FOR NATURE

EUROPEAN UNION ROAD FEDERATION

Duration:
30 months (Oct. 2013 – Mar. 2015)

Total cost:
43.734.121 (42.368.995 funded)

Website:
www.consensus-project.eu

CONCEPT

Policy makers are faced on daily basis with different policy choices and objectives that, more often than not, are subject to inherent conflicts, implying underlying trade-offs that need to be taken into account. For example, if a policymaker wishes to construct a road, he has to consider a number of factors amongst others, the cost of the investment, its socio-economic return in terms of social cohesion and economic trade, environmental aspects, safety considerations and so on. How can a policymaker be certain that he has calibrated these different elements in a balanced way? In what could be potentially the solution, the CONSENSUS project will strive to model existing real world user cases and deliver the tools that can, in an easy and comprehensive manner, provide policy makers with optimal choices based on a number of relevant criteria. This investigation is meant to cover two important real world user-cases in the project: One dealing with Biofuels and Climate Change (EU Renewable Energy Directive), and the other dealing with the Trans-European Transport Networks (TEN-T). Last but not least, one of the goals of CONSENSUS is to involve citizens' in the policymaking scheme since their input can potentially become highly valuable in various stages, from the gathering of the necessary data, through formulating public opinion as one of the objectives in the model, to eventually playing the role of exploring the attained trade-offs and contributing to their weighing.

OBJECTIVE

CONSENSUS aims to simplify, predict and visualise the consequences of decisions in the policy making process by:

- Maximising the impact of policies by accurately predicting policy implementation effects in multiple domains. CONSENSUS employs multi-objective optimization methods in order to identify the rich set of optimal alternatives. This information will allow the policy makers to confront the realistic side-effects of their decisions, eventually leading to maximisation of impact.
- Empowering citizens and echo the increasingly growing importance of public opinion in policy making. This is achieved through an analysis of public opinion as it is currently formed in social media and crowdsourcing platforms. Gamification techniques will also be used to incentivise people to participate.
- Mapping policy implementation alternatives to actual policy decisions. CONSENSUS fosters human-computer interaction mechanisms that will visually highlight the consequences of certain options and based on users' feedback and will further suggest solutions that are more appropriate.
- Educating citizens on policy issues and increasing transparency in decision making. CONSENSUS attempts to educate the citizens about the consequences of each decision by providing them with a tool that will enable them to visualise the various optimal alternatives.

APPROACH

CONSENSUS brings together a multidisciplinary partnership between experts from the fields of operational research, decision science, social technologies (gamification, crowdsourcing and social analytics), applied system analysis and visual analytics. The outcomes of this project are expected to enable policy makers to tackle large-scale planning problems, by (semi)automatically breaking them into smaller questions (partial problem instances with respect to the original questions). CONSENSUS plans to examine the correlation of multi-criterion decision making with crowdsourcing and gamification in the context of policy making. Crowdsourcing will be used in various phases of the project – from refining criteria, to gathering input, and to examining resulting visualization and assisting in the actual decision making. Citizens' involvement in decision making and the transparency of the

process will also support better acceptance of any decision.



IMPACT

CONSENSUS is expected to make significant impact in EU policymaking by improving the validation of the potential impacts of policies through evidence. By incorporating all the parameters that comprise the policy context, the policy maker will be able to witness the balance between them in view of the existing constraints. Furthermore, by allowing the citizens to visualise the impact of various policy implementations and gathering their feedback, Consensus will help promote a greater social acceptability of future policies and thus, increasing the chance of these policies' success. Also, mapping the entire spectrum of objectives that define the policy context allows the close monitoring of the benefits and side-effects of a specific policy implementation. Even though it can be clear how the objectives need to be optimised, the existence of limited resources means that in practice, not all of them will be able to be fully achieved. Nevertheless, it is possible to arrive at a scenario of a maximum overall impact and by linking existing resources to cost the Consensus project by default, will help ensure that the maximum possible gain is achieved at the lowest possible cost. The inclination of younger people to games is well established. By introducing gaming concepts in real everyday considerations, CONSENSUS, hopes to increase the participation of younger citizens in policy making. These games will be disseminated and manifested in the most popular social media, ensuring that younger generations (which are in fact most active within these spaces) will be engaged. All these, make CONSENSUS an attractive tool, ensuring take up for policy makers.

CONSENSUS Multi-Objective Decision Making Tools through Citizen Engagement

Project factsheet CONSENSUS/611608 – November, 2013

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Figure 7: Consensus Factsheet

Annex VI: Dissemination Reporting Templates

<div> <div>CONSENSUS</div> <div>Dissemination and Promotion Activity Reporting Template</div> </div>	
Reporting Date:	
Partner reporting the Activity:	
Type of activity ^{1 2}	
Date of Activity:	
Place of Activity:	

¹ Conferences, Workshops, Meetings, Presentations, Publications, Brochures/Leaflets, Videos, Media, Banner/Link, Newsletters, Press Releases, Other (Please specify)

² For publications, use 'Publications Activity Reporting Template'

<div> <div>CONSENSUS</div> <div>Dissemination and Promotion Activity Reporting Template</div> </div>	
Summary of the activity	
Type of Audience ³ :	
Size of Audience:	
Countries addressed:	
Comments/feedback Received:	
Material as Attachments (ppt, text, brochures etc):	

Table 7: Dissemination and promotion activity reporting template

<div> <div>CONSENSUS</div> <div>Publications Activity Reporting Template</div> </div>	
Reporting Date:	
Partner:	
Article Title, Author(s):	
Type of Publication ⁴ :	
Date of Publication:	
Publisher/Publication Name and Country:	
Article Abstract:	

³ eg. MPs, MEPs, Elected Representatives (Local Administration/Others), Research & practitioners; NGOs; citizens; other (if any please specify)

⁴ Choose one of the following

- Press Release
- Scientific Publication
- Other (Please Specify)

CONSENSUS	
Publications Activity Reporting Template	
Article Language:	
Targeted Readers:	
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Table 8: Publications activity reporting template