



Deliverable D6.2: Presentations to Policy Makers

Ubiquitous participation platform for Policy making

UbiPOL

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UbiPOL

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Executive summary:

This document presents the efforts conducted by the consortium members in identifying existing and new stakeholders relevant to policy making and disseminating the project outputs to the identified contacts to facilitate UbiPOL technology to be used by real world policy makers in practice. Our meetings with Policy Makers in several countries were among other things, instrumental to derive the Graphical User Interface with is an integral part of the UbiPOL framework.

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Abbreviations and symbols

Abb. [*in alphabetic order*]: Full term meaning

1. Introduction

This deliverable is the outcome of the efforts of Task 6.2, in Workpackage 6 which concerns that dissemination of the public project outputs to policy making stakeholders. In particular, the efforts of this task focused on identifying existing and new policy making stakeholders and disseminating the project results to them on the course of the project. The consortium adopted a dissemination strategy founded upon the diversity of the consortium members; i.e. academic and commercial partners. The academic partners focused their efforts on disseminating UbiPOL to students (Bachelor, Msc, PhD. Degrees) and other academic members; in particular some of them had participated to the field trials and now have a personal experience of the system. Furthermore, all partners were involved in the strategic identification of local authorities that could use UbiPOL after its completion. Those efforts were very fruitful in Turkey, Portugal and the UK since several local authorities were engaged and expressed interesting in using UbiPOL; of course having different level of readiness for this. As part of this strategy all partners also strategically identified local authorities from other consortiums they belong to in EU projects. Finally, commercial partners made significant efforts to disseminate the projects' outputs to key market players enhancing the future exploitation of the results. The deliverable enlists the meetings that took place during the course of the UbiPOL project with the various policy makers along with the participants involved, the date and the topics of the meetings.

2. Brunel Led Meetings

2.1. Meetings with policy makers from London Borough of Hillingdon

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|-----------------|--|--|
| ✓ Waste Development Manager | 04/08/2011 | Requirement Analysis | Brunel team Hillingdon Council policy maker |

Purpose of Meeting:

- ✓ Introduction of the project
- ✓ Gain understanding of the waste development policy making processes in London Borough of Hillingdon (including regulations, practices, goals)
- ✓ Identify the fit of UbiPOL for serving the waste development policies decision-making and public consultations

Comments:

- ✓ Waste strategy formulation process includes surveys and reviewing once a year
- ✓ UbiPOL could facilitate the promotion of recycling and awareness of residents

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|--|-----------------|--|---|
| <ul style="list-style-type: none"> ✓ Customer Engagement Manager ✓ Customer Engagement Officer | 11/08/2011 | Requirement Analysis | Brunel team Turksat representative Hillingdon Council policy makers |

Purpose of Meeting:

- ✓ Introduction of the project
- ✓ Gain understanding of the citizen consultation strategies and needs
- ✓ Identify policy making processes that are most important and UbiPOL could be useful

Comments:

- ✓ Particular problems are identified in engaging young people in the consultations
- ✓ Approximately 20 past surveys were provided to help us understand Council's consultations

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------|--|---|
| ✓ Customer Engagement Officer | 23/09/2011 | Requirement Analysis | Brunel representative Hillingdon Council policy maker |

Purpose of Meeting:

- ✓ Identification of policy making processes that are important to be further investigated
- ✓ Discussion of annual residence surveys

Comments:

- ✓ Anonymous past survey data were provided

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|--|-----------------|--|---|
| <ul style="list-style-type: none"> ✓ Customer Engagement Officer ✓ Street Scene Locality Officer ✓ Digital Strategy Manager ✓ Head of Community Safety | 14/10/2011 | Requirement Analysis | Brunel team Hillingdon Council policy makers |

Purpose of Meeting:

- ✓ Introduction of the project
- ✓ Gain understanding of the safety development policy making processes in London Borough of Hillingdon and relevant consultations
- ✓ Receive feedback regarding the usefulness of UbiPOL in the policy makers' consultations
- ✓ Collect requirements

Comments:

- ✓ Data analysis requirements (such as presentation of the results location)

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|-----------------|--|--|
| ✓ GIS Manager | 01/12/2011 | Requirement Analysis | Brunel team Hillingdon Council Manager |

Purpose of Meeting:

- ✓ Collect GIS information for the POIs to be used in the field trials

Comments:

- ✓ GIS information were provided and shared with the consortium

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------|--|--|
| ✓ Customer Engagement Officer | April 2012 | Demonstration | Brunel team Hillingdon Council policy maker |

Purpose of Meeting:

- ✓ Demonstration of the first mobile application version
- ✓ Explanation of the field trials
- ✓ Validation of the common steps in policy making processes
- ✓ Discussion of specific questionnaires to be used in the field trials

Comments:

2.2. Meetings with policy makers from Brunel University

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|------------------------------|-----------------|--|--|
| ✓ Sustainability Coordinator | 16/08/2011 | Requirement Analysis | Brunel representative Brunel University policy maker |

Purpose of Meeting:

- ✓ Introduction of the project and the field trials
- ✓ Discussion of policy making processes in which UbiPOL could be used, including
 - Environmental Policy
 - Sustainability Procurement Policy
 - Sustainability Food Policy
 - Fairtrade Policy
 - Travel Policy

Comments:

- ✓ UbiPOL is perceived by the policy makers to be able to increase the awareness of the policies which currently is very low

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|---|-----------------|--|--|
| <ul style="list-style-type: none"> ✓ Sustainability Coordinator ✓ Customer Services Manager | 14/09/2011 | Requirement Analysis | Brunel representative Brunel University policy makers |

Purpose of Meeting:

- ✓ Analysis of the travel plan policy making process
- ✓ Discussion on the questionnaires to be used

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|--|-----------------|--|--|
| <ul style="list-style-type: none"> ✓ Sustainability Coordinator ✓ Customer Services Manager ✓ Customer Services Assistant | 31/01/2012 | Demonstration | Brunel team Brunel University policy makers |

Purpose of Meeting:

- ✓ Demonstration of the first mobile application version
- ✓ Explanation of the field trials
- ✓ Discussion on the questionnaires to be used in the field trials and definition of the GIS information

Comments:

- ✓ Brunel POIs GIS information were provided by a recommended Brunel contact after this meeting

2.3. Meetings with policy makers from Other Municipalities

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|--|--|--|-------------------------------|
| ✓ Cambridgeshire County Council, UK | 8th - 9th May, 2012, International Workshop on Transforming Government, London, UK, May 2012 | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Presentation of UbiPOL project.

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|--|---|--|----------------------------|
| Policy makers from: ✓ Commune de Bussoleno ✓ Provincia di Turin ✓ Pole Numerique ✓ East Marmara Development Agency | 22 th -23 th November 2012, Other EU Project Meeting | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Presentation of UbiPOL concept and system to policy makers from Commune de Bussoleno (Italy), Provincia di Turin (Italy), Pole Numerique (France), East Marmara Development Agency (Turkey)

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|------------------------------------|--|--|----------------------------|
| The mayor of Matsumoto City, Japan | 20 th – 22 th Aug 2012, International workshop on advanced service management (IWASM 2012), Matsumoto, Japan | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Demo of UbiPOL system and presentation to the mayor as a part of public sector innovative services

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|---|--|--|----------------------------|
| <ul style="list-style-type: none"> ✓ Hillingdon Council, UK, Customer Engagement Officer ✓ Cambridgeshire County Council, UK, Project Manager ✓ Conwy County Borough Council, UK, Head of IT ✓ The United Democratic Party of S Korea | 22 th -23 th March 2013, International Workshop on Transforming Government, London, UK, March 2013 | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Presentation of UbiPOL system and its evaluation results.

Comments:

3. TurkSat Led Meetings

3.1. Meetings with policy makers from Pendik and Ankara Development Agency

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|---|-----------------|--|---|
| Pendik and Ankara Development Agency (ADA) | 2010 March&July | Project Introduction | Turksat&Brunel representatives and policy-making partners |

Purpose of Meeting:

- ✓ Official introduction of project for involvement and orientation of end users

Comments:

- ✓ Pendik meeting was held in ICEBEG conference, in Antalya. ADA was involved later, after its establishment in July 2010.

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|-----------------|--|--|
| Pendik and ADA | 2011 February | presentation, initial requirement analysis integration | UbiPOL team and policy-making partners |

Purpose of Meeting:

- ✓ Technical translation of policy makers' requirements

Comments:

- ✓ Part I of Integration Meeting, at Basarsoft HQ Ankara

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|------------------|--|---|
| Pendik and ADA | 2011 June&August | Management and coordination, requirement analysis | Turksat team and policy-making partners |

Purpose of Meeting:

- ✓ Preparation for field trials, update on ubipol progress and requests from end-users

Comments:

- ✓ Each policy-making end user visited specifically in their own premises

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|-----------------|--|--|
| Pendik and ADA | 2011 November | Integration, update, filed trial preparation | UbiPOL team and policy-making partners |

Purpose of Meeting:

- ✓ Progress, feedback and new inputs on the technical translation of policy makers' requirements, as well as preparation for field trials

Comments:

- ✓ Part 2 of Integration Meeting, Sabancı University Campus Istanbul

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|---------------------|--|--|
| Pendik and ADA | 2012 February&April | Preparation for field trials, update | Turksat team and policy-making partner representatives |

Purpose of Meeting:

- ✓ Update on project and preparation for field trials

Comments:

- ✓ ADA was visited in their own premises; Pendik representatives were met, when he visited Turksat campus

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|-----------------|--|---|
| Pendik and ADA | 2013 March | Presentation&Demo, focus group for user feedback | Turksat, Brunel team and policy-making partners |

Purpose of Meeting:

- ✓ Acknowledgment of technical progress and field trial results

Comments:

- ✓ Meeting was made in ADA premises, where Pendik representatives were also invited.

Additionally, regular informal progress and update meetings with ADA (mostly face-to-face) and Pendik (mostly cc) have been made during and even before the official kick-off of the Project. Other individual and institutional collaborative works with these partners are in progress, thus there have been frequent, regular interactions that have also included UbiPOL issues, although there was an inevitable lag due to delay in project in 2012.

4. PDMFC Led Meetings

4.1. Meetings with policy makers from Municipality of Trofa

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|---|-----------------|--|--|
| Câmara Municipal da Trofa (Municipality of Trofa) | 2010 May | Presentation and Requirements Analysis | Luis Campos from UbiPOL and representatives from several departments (Infrastructures / Environment / Economic Development) of the Municipality of Trofa |

Purpose of Meeting:

- ✓ Determine the existence of established policy making processes and disseminate the UbiPOL project as a possible solution for Municipalities to increase transparency and efficiency

Comments:

- ✓ Meeting took place at the main office of the Trofa Municipality

4.2. Meetings with policy makers from *Comissão Nacional de Eleições*

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------|--|---|
| Comissão Nacional de Eleições | 2010 November | Presentation | Luis Campos from UbiPOL and elements from CNE |

Purpose of Meeting:

- ✓ To present the potential of UbiPOL to promote citizen participation and increase voting turnout

Comments:

- ✓ Meeting took place at the main office of the CNE
- ✓ No interest was shown to use the tool due to regulatory constraints

4.3. Meetings with Decision Makers from the Private Sector (Telecommunications Industry)

| Decision Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------------|--|---|
| Sonaecom | Several dates in 2012 | Presentation / Demo | Luis Campos from UbiPOL and several elements from SonaeCom (Pedro Costa / Cristina Serrano / Rui Paiva, Antonio Ribeiro, etc) |

Purpose of Meeting:

- ✓ To present the comercial potential of UbiPOL for operators in particular in terms of the components of Opinion Mining and Social Networking services

Comments:

- ✓ Meeting took place at the main office (in Lisbon) of the mobile operator Optimus (part of SonaeCom)
- ✓ There was a significant interest in the results of the project, which justified the multiple meetings over the period of one year, leading to commercial proposals already submitted and pending approval

| Decision Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------------|--|---|
| Vodafone Portugal | Several dates in 2012 | Presentation / Demo / Requirement Analysis | Luis Campos from UbiPOL and several elements from Vodafone (João Bota / Nuno Folque / António Pires Preto / Mafalda Dias) |

Purpose of Meeting:

- ✓ To present the comercial potential of UbiPOL for operators in particular in terms of the components of Opinion Mining and Social Networking services

Comments:

- ✓ Meeting took place at the main office (in Lisbon) of the mobile operator Vodafone
- ✓ There was a significant interest in the results of the project, which justified the multiple meetings over the period of one year. We are currently deploying two services which were the direct result of this interactions (although none uses the UbiPOL infra-structure currently)

| Decision Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------------|--|---|
| GFK | Several dates in 2012 | Presentation / Demo / Requirement Analysis | Luis Campos from UbiPOL and several elements from Portugal Telecom (Pedro Horta/ Jorge Martins / Sylvain Derivry / António Barroco) |

Purpose of Meeting:

- ✓ To present the comercial potential of UbiPOL for operators in particular in terms of the components of Opinion Mining and Social Networking services

Comments:

- ✓ Meeting took place at the main office (in Lisbon) of the mobile operator TMN (part of Portugal Telecom)
- ✓ There was a significant interest in the results of the project, which justified the multiple meetings over the period of one year. One pilot (real-time shopping price comparison) is scheduled to take place in the second semester of 2013

4.4. Meetings with Decision Makers from the Private Sector (Market Research Industry)

| Decision Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-------------------------------|-----------------------|--|---|
| GFK | Several dates in 2012 | Presentation / Demo / Requirement Analysis | Luis Campos from UbiPOL and Dina from GFK |

Purpose of Meeting:

- ✓ To present the comercial potential of UbiPOL for market research company

Comments:

- ✓ Meeting took place at the main office (in Lisbon) of one of the largest Marketing Research companies
- ✓ There was a significant interest in the results of the project, which justified the multiple meetings over the period of one year, leading to a small pilot aiming at measuring in real-time TV viewership.

5. General EU Meetings

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|--|--|----------------------------|
| | 7 th - 8 th June 2012, European, Mediterranean & Middle Eastern Conference on Information Systems (EMCIS 2012) | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Demo presentation of UbiPOL system, presentation of the evaluation method and the field trials.

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|--|--|----------------------------|
| | 5 th September 2012, 9th Trust, Privacy and Security in Digital Business Conference (TrustBus 2012) | Presentation | UbiPOL team |

Purpose of Meeting:

- ✓ Discussion between participants of ongoing FP7 EU funded projects related to e-government and information security. UbiPOL's presentation included issues related to the concept, the current status and the authentication solutions that were implemented.

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|--|--|----------------------------|
| | E-Government workshop of the Hungarian Science Day, 18 of November, 2010, Budapest | Discussion/Presentation | Corvinus UbiPOL team |

Purpose of Meeting:

- ✓ Discussion/Presentation about Ubipol solution: eGovernment Services in Ubipol Project

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|--|--|----------------------------|
| | Corvinus University Research Day 9th of November, 2012, Budapest | Discussion/Presentation | Corvinus UbiPOL team |

Purpose of Meeting:

- ✓ Discussion/Presentation about Ubipol solution

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|--|--|----------------------------|
| | EGOVIS and EDEM 2012, International Conference on Electronic Government and the Information Systems Perspective and International Conference on Electronic Democracy, Vienna (Austria) September 3 - 6, 2012 | Discussion/Presentation | Corvinus UbiPOL team |

Purpose of Meeting:

- ✓ Discussion/Presentation about Ubipol solution

Comments:

| Policy Maker Identification | Date of Meeting | Type of Interaction (ex: Requirement Analysis / Presentation / Other) | People Involved in Meeting |
|-----------------------------|---|--|----------------------------|
| | National eID and ePassport Conference 24 – 25 October 2011 Istanbul, Turkey | Discussion/Presentation | FOKUS UbiPOL team |

Purpose of Meeting:

- ✓ Discussion/Presentation about the use of eID cards in mParticipation using the UbiPOL framework

Comments:

6. Conclusions

Disseminating the project results through academic publications and engagement of policy makers is essential for the future exploitation of the project's results. The current deliverable aggregates the efforts of the consortium towards the direction of customising UbiPOL towards the policy makers' requirements, identifying potential future users of the UbiPOL system and engaging key market players that can further promote the use of UbiPOL in the long term. Summarizing those efforts the consortium approached thirteen local authorities located in the UK, Turkey, Portugal, S. Korea, Japan, Italy and France. Moreover, a company from the market research industry and three companies from the telecommunications industry were approached. Although the results of the dissemination will be evident only in the long term, it is encouraging that many local authorities (including Pendik Municipality and Ankara Development Agency) have expressed their strong interest to use the system when it is publicly available.