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Executive Summary

This document, based on the experience of the project Pilots, aims to transfer the knowledge gained during the project-life to additional stakeholders: other Public Administrations, Associations and non-profit associations that may want to introduce the CROSS approach in their specific context.

This document is mainly addressed to Public Administration and Associations as the head of the virtuous cycle that CROSS Project aims to realize. The first capable to determine new social policies, the second to involve citizens.

The document is organized into various sections:

- Description of the CROSS Ecosystem, its architecture and governance with a special focus on the MSP (Multi Service Platform) and dissemination model.
- Description of the CROSS Model Roadmap: the fundamental steps for creating a “new” node in the CROSS Ecosystem. The Chapter explores the context analysis; activities to be developed; establishment of indicators, staff responsible for each activity; piloting; monitoring & evaluation.
- Description of the CROSS Starter Kit that will be delivered along with the present document. The CROSS Starter Kit will be composed of a professional movie supported by multimedia material addressing existing pilot sites and knowledge transfer experience to other actors that might consider to adopt Cross model in their own context.

This document is the result of a study and analysis of all the project’s deliverables delivered at present with the intent of aligning the experience gained in the four nodes and present an homogeneous Cross model, replicable in the future.

Core of this deliverable is the CROSS Video Documentary supported by Multimedia material and the Booklet as the major tool to transfer the knowledge experience gained through the project life to present days.

1. OBJECTIVE AND TARGET

The early experimental phase of the project has shown that, to face the new challenges generated by the economic crisis, it is necessary to find new ways for a smart, sustainable and inclusive growth, enhancing the synergy among the following key social sector stakeholders:

- Public Administration,
- Service Providers, and
- SMEs and Start-Ups.

WHY these three social stakeholders?

Firstly, the Public Administration is motivated to find ways to make savings in service delivery costs, and needs to reinforce the synergy with the Third Sector, to involve a major number of volunteers in the provisioning of services as possible. The Public Administration and the Service Providers both need to find channels to collaborate and enable innovation with new online tools and services.

Secondly, the Public Administration and the Service Providers both aim to give visibility of the impact that non-monetary economy has on the public wealth by accounting volunteers actions, through the CROSS digital platform.

Thirdly, the Public Administration and the Service Providers both must to join forces to develop specific Web/Mobile APP, possibly through a public call addressed to SMEs and Start-Ups, which is intended to facilitate access to the services by the citizens and the management of the services by the Providers.

These three entities have similar aims in common.

2. CROSS ECOSYSTEM

CROSS is a very comprehensive project with a simple premise: smart cities can't exist without smart citizens.

We believe that the use of new technologies to include citizens and institutions in a co-creation network will improve life in our cities and help us meet the challenges posed by the economic crisis. One major result of the social accounting debate is to make us realise that human capital is valued more than the standard monetary value approach.

However there must be a change in mentality and a shift away from conventional patterns of thought and approach to discover that we are wealthier than we imagine after all.

When we talk about Smart Cities, the main tendency today is to show an efficient, technological and environment-friendly city, overlooking the social and human aspects and forgetting that in our digitally-connected cities people are separated from each other; administrations are distant from the citizens and needs seem to increase whilst resources decrease.



Fig. 1: The Smart City

The CROSS Project aims at creating a smart city for citizens by citizens, one that combines technology and the environment without neglecting social aspects: administrations that are more aware and are not only closer to citizens but also take steps towards benefiting them, put emphasis on solidarity networks and promote a better distribution of resources for a more effective response to needs. The CROSS Ecosystem aims to create a community of interconnected people.



Fig. 2: Smart City for citizens

2.1 Resources for a new welfare system

The idea of CROSS stems from a resolution of the European Parliament (2008), which identifies voluntary work as *possibly the most sustainable type of renewable resource*. Volunteering is a yeast resource, an extra component that can activate a virtuous process of modernization, providing an extraordinary contribution to social cohesion. It is up to politics to take advantage of the networks of relationships and make evident their value, merge them with other societal components in a framework of rigorous fact-based policies.

Even, in a time of crisis, CROSS made possible to develop complementary approaches to city economy that do not leave anybody behind, and that contribute to the economic, social and cultural improvement of society: *Growing without Money*.

Volunteering is a renewable resource that is essential for solving the world's social and environmental issues. This work and its contribution to the quality of life in countries all over the world have an enormous impact, but its value is concealed because currently there are no suitable tools for measuring it.

The lack of systematic data on volunteering is not simply an academic issue; surveys carried out in various European countries have shown that when income from the non-monetary economy is added to the national GDP, in Europe it would increase by up to 110%. So we would be more than two times wealthier than we are according to GDP.

The use of time people spend on building non-monetary wealth is a determining factor. However, politicians and non-profit organizations need hard facts, a reliable measurement of return on investment that will scientifically establish this value and make it available in terms of GDP.

Moreover, the lack of adequate information about the extent and impact of the non-monetary economy hides the real value of volunteering and undervalues its extent and the contribution it makes to the widespread growth of wellbeing in our societies.

The CROSS Project is the only European project headed by Italy in the field of social innovation as part of the Social Sustainability Europe 2020 strategy, which is experimenting with this entire concept. Starting with 4 municipalities in 3 countries, a metric mechanism for measuring the non-monetary economy from a bottom-up approach – i.e. from the citizens and volunteers– will enrich our understanding and make a huge contribution to this aspect visible and recordable.

The information coming from citizens is used to guide and promote solutions for the cities in which they live, a new approach that makes a real impact and becomes part of the norm. In fact, the collection of data will benefit Public Administrations and, based on the real conditions of citizens, will guide social service choices as regards the analysis of needs and critical aspects and in terms of resources.

Giving the non-monetary economy a value is not a contradiction, but a challenge for our complex society that is struggling to renew conventions and mentality at a time characterised by extremely rapid changes.

2.2 CROSS Glossary

Despite starting with an analysis of what is already happening at citizen level, the project is so innovative that its partners decided to develop a specific terminology.

Tag	Explanation
Actuator	A legal entity that provides social services in field, being profit, such as a company or a cooperative, or non-for-profit such as a citizen association.
ADULTS	Immigrants and economically disadvantaged groups
Apro	Attributes Providers, person or institution or groups of people in charge to identify key attributes for each CROSS actors to allow the proper categorization.
APPdev	Application developers.
DISABLED	People with disabilities
DT	Dissemination Team.
EB	Executive Board
ELDERLY	Elderly people
Ipro	Identity Providers, person or institution or groups of people in charge for privacy, security and ethical issues.
Local Activators	Communities or associations operating in four main CROSS social areas. Public or private sponsors that could incentivize with awards the excellent work of certain volunteers.
MSP	Multi Service Platform, IT platform located in a data center of PIT, able to provide services to the CROSS stakeholders in all nodes.
NSC	Node Steering Committee, body for governance of node operations.
Oman	Ombudsman person in charge to help relationship between different actors for managing disputes and giving trustable opinions (equitable representation), dealing also with accountability of value and service provision and the relationship with institutions and the related values exchange.
Pma	Policy Manager
PNma	Pilot Node Manager, person in charge to drive and harmonize the pilot.
Prosumer	A citizen with the qualification to provide a social service to another citizen. He may be a professional paid for his work, or a volunteer that provides the service for good will.
Spro	Service Providers.
Token	Exchangeable virtual coins
Voucher	Non exchangeable virtual coins
YOUTH	Disadvantaged youth
Wallet	Virtual wallet in terms of Token/Voucher for the CROSS users

Table 1. CROSS Glossary

2.3 **CROSS architecture and governance**

CROSS was conceived by a group of engineers, researchers in the social and economic fields, who were able to engage 10 partners: Poste Italiane, project coordinator and one of the main social-economic actors at European level; the Community of Sant'Egidio, one of the major volunteer organization in Italy; The Public Administrations of Rome, Turin Manchester and Seville; two technology companies, Tecnia and Sparta, and two Service providers, Everis and FINC (Fondazione Italiana Nuove Comunicazioni).

The core of the CROSS project is the Multi Service Platform (MSP) developed by Poste Italiane's engineers to connect different stakeholders. The MSP platform is a support tool for managing the activities of the various stakeholders involved and a valid mechanism for collecting the relevant data from pilots. Furthermore, based on this data, MSP can also encourage inclusion policies, a correct context analysis and the integration of existing social services within the non-monetary market. This is illustrated in Fig 3 below.



Fig. 3: CROSS architecture and governance

The ideal way to connect to the platform is by means of the apps that are being developed by each node. The apps are ideal because they are the most personal and, as a result, the most widespread tool, as well as the closest to reality. The apps are a means of contact between individual players in the project and with the project itself. Each node is developing its own apps with specific requirements based on its own needs, but everything is loaded on the MSP platform, which gives a global perspective of the project. By extracting and analysing data it is also possible to plan different ways of providing social services in every Ecosystem involved in the project.

Three Players are the main Platform Users:

- 1) Citizens, as Service Users: they can verify, through the MSP and the APPS4CROSS, their portfolio in terms of tokens and vouchers, demand service instances and express their opinion on the services provided/received;
- 2) Voluntary Associations and non-profit organizations¹: they can verify, through the MSP and the APPS4CROSS, their portfolio in terms of tokens “earned” from their non-monetary actions, manage their own service instances and have a direct connection with PM;
- 3) PM: Public Authorities or large Associations that ensure the general (system) governance. A PM can check the actions implemented in its own node, assign tokens and vouchers to Citizens, connect instances for services to different service providers. Moreover, a PM can get substantial savings in terms of time and money, by using the automated reporting system.

The relationships shown in the Fig. 3 does not take place in a linear manner, but rather in a circular way. In addition, each relationship is strictly interrelated with each other in some way.

The MSP platform is a tool for managing all information pertaining to the supply of social services by the project partners, but nothing is obstacle for spreading the approach to others areas. The Project, even if has including so different service

¹ For the Pilot Node of Rome, the model has been tested also on the social service providers selected by the Municipality and appointed to provide social services to citizens on behalf of the Municipality.

instances, depending on the local regulatory, however, discovered that they can be harmonized. Hence CROSS has also a big impact in harmonization of procedures about social service.

In addition to the MSP, the project have left a certain freedom to the regional organizations for developing part of technology, so CROSS has a central technology and peripheral technology that interact in a flexible and adaptable way forming a single integrated computer system.

The MSP platform is independent and interoperable with respect to the operational scenarios in the nodes. The calculations of service instances value in the platform are standardized so that the results are comparable but the interpretation is up to each node, as each node qualifies the transactions and the agents according to its own environment.

2.4 CROSS Users

The Project set 4 Macro Categories of user:

- Elderly
- Adults
- Youth
- Disabled

and involves a number of stakeholders active in non-monetary economy, such as:

- Public Administrations
- Urban Communities
- Social service providers
- Beneficiaries of social services
- Volunteers
- SMEs or Micro Enterprises
- Decision makers
- Associations/non-profit
- Academic researchers
- Related EU projects end/or National and Regional Initiatives

2.5 The MSP

The MSP platform is based on Java 2 Enterprise Edition (J2EE) Best Practices.

This offers three huge advantages:

- Neutrality with regard to the operating system
- Compatibility (open source products can be substituted with commercial equivalents)
- The MySQL database can be substituted with a commercial database.

The platform was designed according to appropriate criteria of reliability, service availability, security and, primarily, scalability in terms of hardware, products and applications.

The MSP platform shown in Fig 4 is divided as follows:

- Provisioning platform
- Delivery platform

This is illustrated in Fig 4 below.

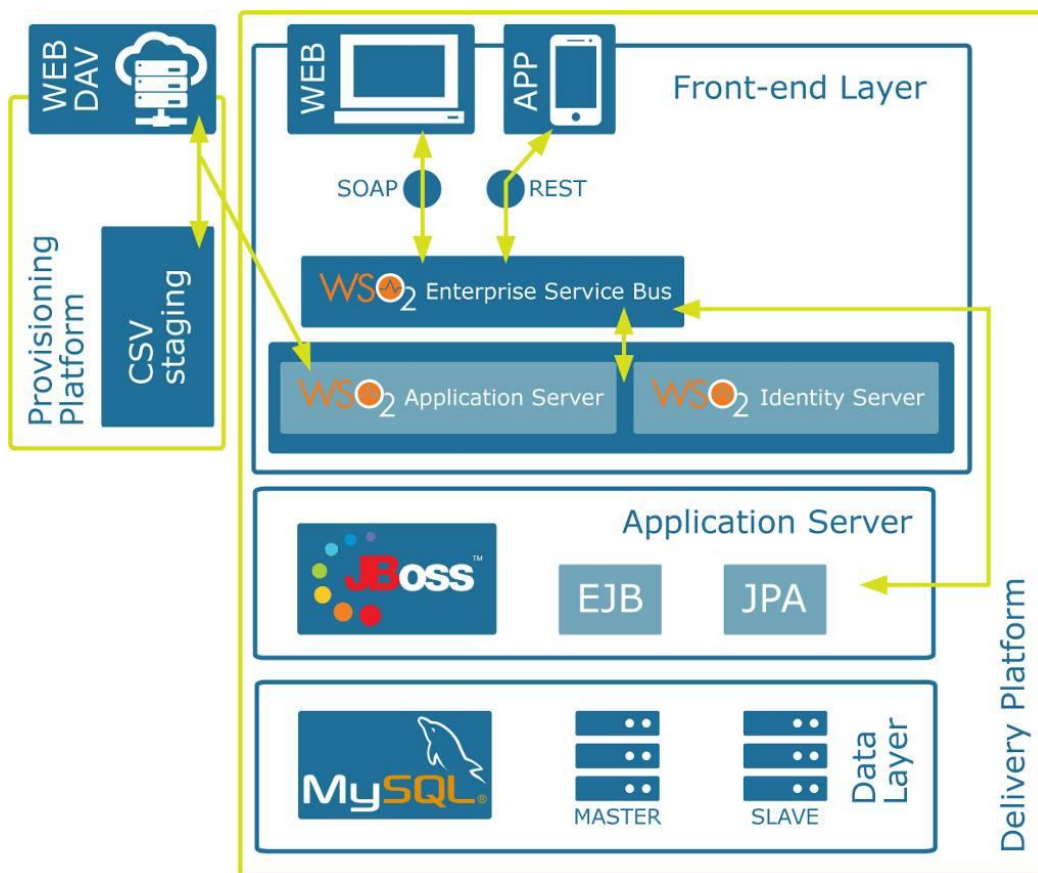


Fig. 4: The MSP Architecture

2.5.1. Provisioning Platform

Through the WebDAV protocol, the Provisioning Platform collects the CSV files coming from the Policy Managers and acts as a staging area.

2.5.2. Delivery Platform

The Delivery Platform is built on three levels:

- Front end
- Application server
- Database

The front end consists of WSO2 products with an Enterprise Service Bus, the identity server for authenticating and authorizing resources, and the application server which transforms and loads data from the CSV files to the database.

The JBoss application server consists of Enterprise JavaBean (EJB) components and the database can be worked on by using the JPA persistence.

The database is also in replication cluster mode: a master node receives data and replicates them on the slave in another machine.

Since considerable service availability must be provided, each level is replicated; in other words, various products and applications are installed in several machines to guarantee the immediate restoration of the service in the event of a fault.

2.5.3. Populating to the platform and activating the CROSS Ecosystem

As Policy Managers, the municipalities or other accredited entities, establish a portfolio of virtual money: tokens or vouchers for each citizen and decide the social services they may receive. The Policy Managers also decide which voluntary associations to involve and, in their turn, the latter select the volunteers who will actuate a service.

At the end of this database populating stage, citizens have the possibility of booking a service. Through a mobile app or web interface on www.crossproject.eu, citizens can access the CROSS platform. By accessing their wallet citizens can verify how many tokens/voucher they have and request a service. The citizens can also express their needs and give a feedback on received services.

When a service is requested, the Policy Manager selects a voluntary association, the latter selects a volunteer. The volunteer provides the service requested by the citizen and is paid for with the virtual tokens. In their turn, since volunteers are also citizens,

they can use their tokens in the non-monetary economic cycle for buying new services.

2.6 Dissemination

CROSS developed an own dissemination model in order to be tighter to the project goals and expected results. This model has proved successful both in terms of local involvement of the different stakeholders, ranging from citizens to political bodies, both in the promotion of the project internationally, attracting interest in other similar projects and getting attention in international events.

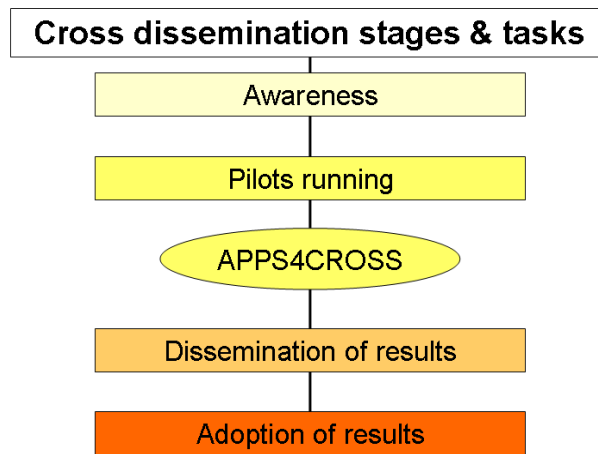


Fig. 5: CROSS Dissemination model

2.6.1 Awareness

The aim of the Awareness raising action is to encourage the target groups to join the revolutionary idea of CROSS: everyone can contribute to the welfare of the community by helping the most vulnerable of society, discovering the value of their non-monetary activities helping the PA to focusing on good expense and reducing the bad expense. The availability of reliable and timely data makes it possible to employ the financial resources in such a way as to maximize the benefits, and to adopt the best combination of vertical and horizontal subsidiarity in a particular country/region at a certain time. CROSS also encourages to take the unexploited opportunities for services and application in the field of non-monetary economy, to satisfy new emerging needs, and to operate in the field of new sector of digital single market. CROSS Ecosystem model has the potential of a sustainable, inclusive and smart growth.

At this stage it is crucial the role of associations that, based on a relationship of trust, are able to bring citizens closer. Such trust is the necessary basis for the purpose of involvement in the project, in terms of granting the privacy and personal data collection, but also of personal involvement in service delivery.

Because participation is constant and the Ecosystem produce lasting effects over time, actions to strengthen awareness among stakeholders must accompany the project throughout its duration.

Among the following actions have been undertaken in the course of the piloting:

- training courses addressed to various target groups
- periodically meetings with politicians
- steering committee meetings
- populating the website and related social network with news about the project
- participation at international and national events on the project's areas of interest.

2.6.2 Pilots Running & APP4CROSS

During the implementation phase of the project, the personal involvement of different actors help increase awareness of the importance of each one in the city and thus to strengthen the CROSS Ecosystem.

More CROSS Ecosystem will be stable, the more widespread. To do this CROSS leverages on technology. The technology platform in the first place to which the various stakeholders can access through the login area crossproject.eu but also, through the use of specific Apps, which allow channels of interchange of information and data that both permit the identification of needs and offer possible solution to these needs.

To overcome the economic crisis it is necessary to join forces, the MSP and APP4CROSS, represent valuable tools offered, free of charge, to the citizens.

CROSS goal is to reach everyone, this is why CROSS studied solutions accessible to a public that has poor technological skills.

In support of this, the Project has organized, with great success, training courses, especially for the elderly, to let them familiarize with the new digital tools and in case they cannot use them directly to appreciate the value of allowing others: their neighbours, relatives or people they trust, to use them in their place.

Of great importance was also noticed, in the pilot phase, the creation of social desk that function as reference points for the most vulnerable but also for those facing difficult situations that seek direction and advice.

2.6.3 Dissemination of results

Dissemination of results, achieved in the experimental phase in all nodes, was recognised as successful. Voluntary associations and individual volunteers have acknowledged the value of their commitment and enhanced the effectiveness of their actions in terms of improving the quality of life and levels of satisfaction of their fellow citizens. Citizens, even where they have not been able to find concrete answers to their needs, at least they have found their instance take into consideration, generating a positive feeling of confidence. Public authorities have at their disposal a valuable tool for analysis and interpretation of the city, which is useful in terms of economic planning and intervention.

The added value of CROSS is its European dimension, which helps everyone to come out of their circle and stimulates an analysis of the wider context, suggesting new solutions to old and new problems. The comparison between different realities in fact helped everyone involved to improve its services and in some cases, solutions already positively implemented in one node have been recognized valid for others.

At the international level, the dissemination of results has given value to CROSS Ecosystem model, able to involve such a large number of citizens and has aroused great interest especially in academic field.

One of the section of the project web-portal has been dedicated to the dissemination of results: the Dashboard section.

The Dashboard will ensure the long-term viability of the activity of the project, after its conclusion, and will offer special data and information to widen the project objectives and reinforce the commitment of the stakeholder towards the culture of non-monetary inclusion and smart growth.

Please, refer to "P2 Dissemination Report" (Annex n.1) for details.

2.6.4 Adoption of results

The project action is focused to make people interested in testing the CROSS processes and to enforce the concept of horizontal subsidiary as a cultural factor,

spreading it in the society through the active participation of as many stakeholders as possible. In this direction was developed the Cross documentary and the booklet.

3. GOVERNANCE

Cross model involves a large number of stakeholders, very different from one another. Project's governance is carried out through two main bodies:

- Executive Board
- Steering Committee

The two bodies are composed by the following members with specific responsibilities:

- Node Manager
- Policy Manager
- Identity Providers
- Attributes Providers
- Ombudsman
- Dissemination Team
- Service Providers
- Application developers
- Local Activators

3.1 Actors and roles in the CROSS Ecosystem

3.1.1 Node Manager

The person in charge to drive and harmonize the pilot. Leader of the node's steering committee and member of the CROSS executive board, spokesman for the node.

3.1.2 Policy Manager

The municipalities or other accredited entities, in charge to establish a portfolio of tokens or vouchers for each citizen and to decide the social services they may receive. The Policy Managers also decides which Service Providers and Local Activators to involve. Co-Leader of the node's steering committee and member of the CROSS executive board.

3.1.3 Identity Providers

The person or institution or groups of people in charge for privacy, security and ethical issues. Their role is to adapt and define principles to address the multiple choices

CROSS gives in terms of identity provision, complying with risk models defined in the policy definition framework. Member of the node's steering committee.

3.1.4 Attributes Providers

The person or institution or groups of people in charge to identify key attributes for each CROSS actors to allow the proper categorization. They are responsible for adherence of defined profiles to reality for all actors involved in processes. During the pilot evaluation of results, they will be involved in adapting indicators to the local node situation. Member of the node's steering committee.

3.1.5 Ombudsman

The person in charge to help relationship between different actors for managing disputes and giving trustable opinions (equitable representation), dealing also with accountability of value and service provision and the relationship with institutions and the related values exchange. Member of the node's steering committee.

3.1.6 Dissemination Team

Team in charge for dissemination, member of the node's steering committee.

3.1.7 Service Providers

People already involved in the services from municipalities and associations in the node, as member of CROSS they extend the existing digital infrastructure to CROSS with non-monetary economy in the scope. Representatives of them are member of the node's steering committee.

3.1.8 Application developers

People or enterprises that by contract (signed with node's steering committee or with a single member involved) develops delivery platforms to link and manage actors operating around service provision for various people.

3.1.9 Local Activators

Communities or associations operating in four main social areas:

- Elderly care
- Social inclusion of economically disadvantaged groups and immigrants
- Support to disadvantaged youth and cultural promotion
- Assistance to person with disabilities

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Public or private sponsors that could incentivize with awards the excellent work of certain volunteers.

Representatives of them could be member of the node's steering committee.

4. CROSS MODEL ROADMAP

CROSS uses the 'Social Innovation Spiral', first developed by The Young Foundation (2010), and then developed further by the Centre for Social Action Innovation Fund - Nesta, as a useful framework for thinking about the different kinds of policy, tools and support for the target stakeholders.

The CROSS model roadmap is intended to help the policy makers to analyze the context of the city; to identify which ideas are the most promising to take to the pilot stage; to identify which activities are best able to improve on existing models of practice; to establish the indicators; to select the projects that should be implemented; to select the staff; to set the monitoring and evaluation scheme, with the ambition to achieve systemic changes, as new welfare model for the city.

The CROSS model Roadmap has been shared among partners. It consists of a planning tool that outlines the CROSS ecosystem goals and the strategy for achieving them. Its emphasis is on activities and decision making and it will become a tool used to measure progress and to help Policy Managers and Activators with making decisions and applying policies that are in line with the CROSS ecosystem strategy. The roadmap will be the tool for the adoption of CROSS in other EU member states and beyond the four sectors considered in CROSS (D1.1_2014-04-29).

The seven stages of CROSS model roadmap are:

- 4) Context analysis
- 5) Activities to be developed
- 6) Establishment of indicators
- 7) Staff responsible for each activity
- 8) Piloting
- 9) Monitoring & Evaluation
- 10) Systemic changes

These seven stages are not always sequential (some innovations jump straight into practice or even scale), and they can be thought of as overlapping phases, with distinct cultures and skills.

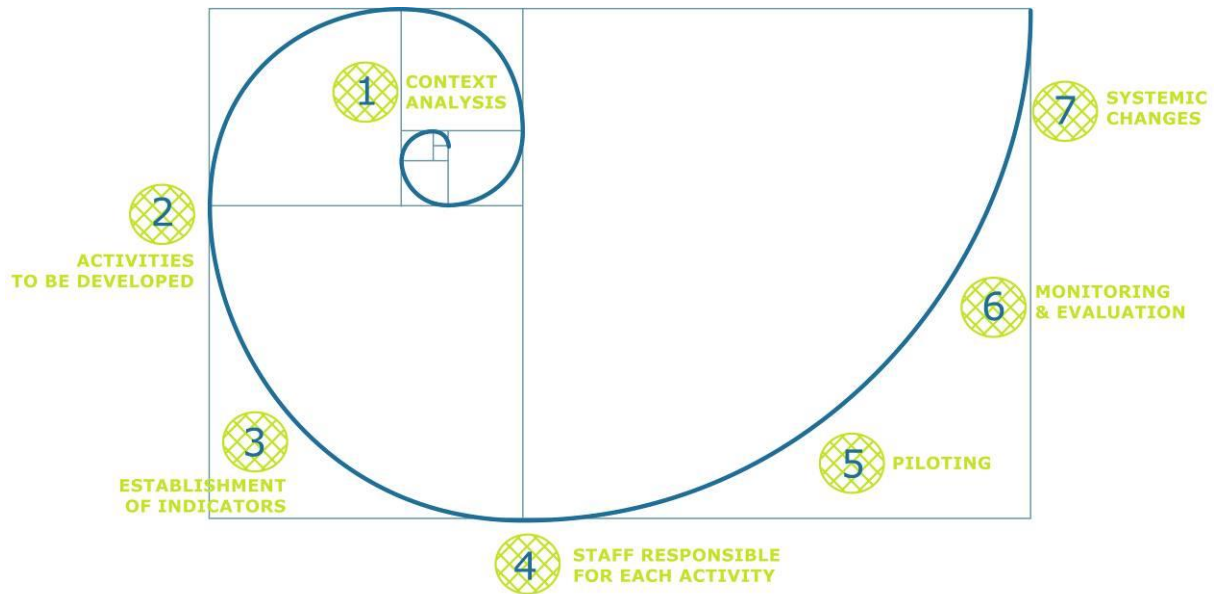


Fig. 6: CROSS model Roadmap

4.1 Context analysis

Context analysis is the preliminary cognitive process to be carried out to ensure that actions are effective and sustainable.

The relevant context analysis consists of a cognitive process aimed at:

- providing an integrated picture of the situation in which the municipalities or other accredited entities (hereinafter Policy Manager) will operate
- making a preliminary estimate of potential interactions and synergies with those involved both directly and indirectly in the project
- verifying the strengths and weaknesses that characterize the organization with regard to the project to be implemented
- verifying the restrictions and opportunities offered by the reference environment
- ensuring that structured information about the area in which the administration is to operate will give the best possible contextualization of the project in that area and detail the characteristics and methods of intervention in such a way as to guarantee the greatest chance of success.

The purpose of the context analysis must be to acquire a limited amount of data, information and indicators about the conditions, phenomena and stakeholders who

significantly influence the structure and dynamics of a project. To this end, initially the specific objectives of the analysis must be identified and limited by evaluating:

- Data availability and accessibility
- Time available
- Level of investigation requested

The context analysis includes two different points of observation:

- external context analysis consists of total strengths, phenomena and general trends which can be economic, political and social and which condition and influence an organization's choices and behaviour and, without distinction, all the players of the system in which the organization operates.
- internal context analysis consists of the elements that make up the internal structure of the same organization.

4.2 *Activities to be developed*

The main action that follows context analysis is activity planning.

To achieve the best benefit and maximum added value, planning must be carried out in a structured manner; in other words, it must be systematically developed in accordance with defined projects and objectives, guided by those responsible and undergo revision during implementation.

A process will be established for defining the relevant implementation stages and identifying restrictions, times, responsibilities, resources, indicators and relevant objectives.

4.3 *Establishment of indicators*

The activities will be evaluated after definition. The indicators must be measurable and fairly complete in order to characterise the diversity and complexity of the CROSS Ecosystem.

The methodology used to address the evaluation of the four project pilots, as described in the deliverable D4.3 (delivered by Everis), has been divided, in a circular scheme, into the following phases:

- Analysis of indicators
- Design of an Evaluation Plan
- Develop of an Evaluation Plan
- Processing and analysis of information

The Project defined the evaluation criteria for strategic areas of activity. These criteria are, in our view, valid to measure the impact and sustainability of the CROSS Ecosystem also in other new pilots nodes as described in the chart below.

Strategic Areas	Indicators	Measure type/source
Services provision assessment	Qualitative estimation of non-monetary account holder satisfaction	Qualitative/Survey, Users, Actuators, Prosumers
	Number of national and cross-border transactions cumulative	Quantity/Report from the central MSP
	Qualitative estimation on service users	Qualitative/Survey, Users
	Qualitative estimation on service prosumers	Qualitative/Survey, Prosumers, Actuators
	Migrant integration New abilities (language/career/...) School-dropouts Marginality/criminality Distress (elderly/migrants/youth)	Qualitative/Survey, Users, Actuators
	Wallets number	Quantity/Report from the central MSP
	Number of services available	Quantity/Report from the central MSP
	Enablement of choice of service and actuator (Y/N +Y/N)	Qualitative/Survey, Node Leader
	Enablement of choice for when/how of the service (Y/N)	Qualitative/Survey, Node Leader
	Enablement of service quality evaluation (Y/N)	Qualitative/Survey, Node Leader
	Enablement of p2p voucher and token exchange (Y/N)	Qualitative/Survey, Node Leader/P3'+P3
Actuators involvement	Number of certified service providers interoperable with the MSP	Quantity/Report from the central MSP

Strategic Areas	Indicators	Measure type/source
assessment	Actuators agreements amended	Qualitative/Policy Manager
	Qualitative analysis of Cross contribution in supporting organizations/actuators to draw, account and show their social responsibility	Qualitative/Actuators, Organizations
	Prosumers/volunteers involved in the CROSS incentive programme	Qualitative/Survey, Actuators
Citizen assessment	Number of non-monetary accounts	Quantity/Report from the central MSP
	Active Citizens number	Quantity/Report from the central MSP
Municipality and Ecosystem assessment	Positive feedback from both local / global media: press, blogs and social networks	Qualitative/Social Media
	Qualitative estimation on public policy makers	Qualitative/Survey, Users, Prosumers, Actuators
	Number of parallel NME Ecosystems inside the city	Qualitative/Research, Actuators
	Number of similar Ecosystems outside the city	
	Membership to networks	Qualitative/Research, Actuators
	Transnational gateways/transactions	
	Articles produced	Qualitative/Research, Survey, Users, Prosumers, Actuators
	Research initiatives induced	
Studies/external valuing		
Managers	Qualitative/Interviews, workers in contact with CROSS Actuators	
Experts		
Promoters		
Curricular references		

Strategic Areas	Indicators	Measure type/source
	Short/medium-term evaluation of new initiatives	Qualitative/Research
	Creativity	
	Participation	
	Autonomy	
	Estimated value	Qualitative/Research, Survey, Users, Prosumers, Actuators
	Employability	
	Other intangible (for example, reduction of consequences of marginality or loneliness, in terms of health, happiness, etc.)	
	Local policies upgraded to CROSS	Qualitative/Policy Manager
Highlight on Technology (platform and apps)	Number applications downloads	Quantity/Report from the central MSP
	Number of active developers enrolled in the development support system	Quantity/Registered Developers
	Number of applications uploaded in the application store	Quantity/Report from Nodes
	Qualitative estimation on developers	Qualitative/Survey, Developers

Table 2. evaluation indicators

4.4 Staff responsible for each activity

When the activities have been established and classified in accordance with their evaluation, the work team will be set up, with roles and responsibilities assigned as described in Section 3 of this document.

4.5 Piloting

At this stage the Node Manager – in close coordination with the Policy Manager(s), the Id Provider, the Attributes Providers, the Ombudsman and the dissemination team - will start the launch of the pilot.

Time must be set aside for testing the correct operation of the CROSS Ecosystem. Depending on the size of the project and the players involved, it could take from 1 to 3 months.

At this stage, the staff involved in the project will receive training.

Completing the enrolment of citizens: users and volunteers

Data collection and reporting.

4.6 Monitoring & Evaluation

Upon completion of the test stage and based on report analyses, any modifications or extension of the Ecosystem will be carried out.

4.7 Systemic changes

Based on monitoring and evaluation results, some desirable systemic changes can be analyzed to be introduced in the Ecosystem in the long run while others could be directly made to the Ecosystem in the medium term.

The most broadly valid definition of systemic changes is "*changes that pervades all parts of the system, taking into account the interrelationships and interdependencies among those parts*".

Thus, systemic changes include:

- New visions of the City,
- Active Citizenship,
- Increased awareness by Public Authorities and Citizens on the social participated governance, and
- Improvements in quality and cost of services, their diffusion amongst citizens and their management.

To be effective, systemic changes require seculars changes: *i. in the organizations*, having regard to staff involvement, procedures and tools, and *ii. in the service provision*.

5. CROSS STARTER KIT

In order to promote the CROSS Ecosystem, a starter kit has been created in the area of pilot experiments. It is composed of:

- multimedia material
- operational documentation
- booklet

CROSS starter kit consists of a DVD containing selected multimedia materials, operational documentation and a booklet enclosed in a package designed with CROSS visual identity

5.1 Multimedia material

CROSS addresses a diverse audience, and notably the same groups as referred to in the par. 2.4.

The choice of a visual communication enables, by its very nature, an understanding of the project at many levels and is therefore the most suitable to illustrate the CROSS Ecosystem.

The multimedia material selected for the starter kit consists of:

- CROSS video promo
- CROSS DOCUMENTARY "Growth without money" (with some extras)
- CROSS Ecosystem presentation

5.1.1 CROSS Videopromo



<https://youtu.be/mzyilE6Qj70>

It is possible to promote growth beyond money circulation? CROSS introduces a digital platform able to measure the economic value of the synergy among people: public administrations, service providers, not-for profit, elderly people, students, volunteers, disabled people, counsellors and professionals. The CROSS platform allows a digital real-time reporting on non-monetary transactions.

Join CROSS: We could discover ourselves richer than we ever believed!

5.1.2 CROSS documentary "Growth without money"

With this documentary, the CROSS dissemination team proposes some narrative threads of the Project. The team followed the project in the four nodes, filming over 60 hours of events, meetings and project life. The different scenes were harmoniously interwoven with the interviews to the main actors.

Major themes addressed in the documentary are:

- CROSS Project general information
- CROSS MSP / App
- CROSS use case per node
- CROSS Road Map
- CROSS actors involved

CROSS Documentary will be available at <http://www.crossproject.eu/en/video>.

(For more details see the Documentary Script - Annex 2)

In addition to the documentary some video extras are available:

- Video News selection addressing the political commitment; local and international events
- MSP architecture explanation

5.1.3 CROSS Ecosystem presentation

To illustrate our idea of smart city, a presentation has been developed that helps focus the attention on the various elements of a smart city, in a crescendo that aims to bring out the value of relational networks in the city and of good governance.

5.2 CROSS operational documentation

- Logo
- Logo Manual
- One Pager
- Template of Project's official letters
- Volunteer questionnaire
- Stakeholder form
- Privacy form
- CROSS user card
- Guidelines for the production of audio-visual documentation CROSS
- Video Intro

5.3 Booklet

To give some general information about the innovative CROSS Ecosystem, the starter kit provides a brief booklet.

Main topics of the booklet are:

- CROSS introduction
- Overview of Non-Monetary economies across the European Union (for more details: D1.4 "Policy Framework", delivered by MDDA)
- Examples of non-monetary economy models (for more details: D1.4 "Policy Framework", delivered by MDDA)
- The CROSS model Road Map (for more details: D1.1 "Governance Tools Set" and D5.7, Chapter 3)
- Actors and roles in a CROSS node (for more details: D1.1 "Governance Tools Set" and D5.7, Chapter 3)
- List of basic policies (for more details: D1.1 "Governance Tools Set")
- Data Delivery Procedure (for more details: D1.1 "Governance Tools Set")
- Reporting process

(For more details see the Documentary Script - Annex 3)

5.4 Strategy for dissemination

The CROSS starter kit dissemination aim to spread:

- the positive impact of CROSS's solution.
- the importance of collaborating and involving key users and public authorities at local, regional and national levels into the project, and consequently, in the social service provision.
- the benefits of the CROSS's solution.

Dissemination activities will focus on the use of websites, social networks, media, newsletters, and foremost face-to-face contacts through meetings and targeted dissemination events, conferences and exhibitions. These events will be public and timely advertised to convey a large audience. Please, refer to Annex1: *P2 Dissemination Report* for details.

The following table summarizes the dissemination strategy for the Starter Kit.

Dissemination of the STARTER-KIT	Why	To Whom	What	When	Who
a) Multimedia material					
Cross Video-Promo	To boost project popularity	All the audience (target groups as referred to in the par. 2.4)	Professional Video (1.48 minutes) in YouTube channel, project website, etc.	Available on the WEB from March 25th, 2015	Consortium
CROSS Documentary	To raise awareness and transfer project knowledge	PM, Local Activators,	Professional Video (20 minutes), available at http://www.crossproject.eu/en/video	To be disseminated in 2015 and 2016	Consortium (please, refer to Annex xxx)
CROSS Eco-System Presentation	To focus attention on the social innovation as crucial for "smart cities"	All the Audience	Standard Presentation (.pptx)	To be disseminated in 2015 and 2016	Consortium (please, refer to Annex xxxx)
b) CROSS Operational Documentation	To use in day-by-day and/or official communication	PM	Project Graphic materials, Standard forms	2015 and 2016	Consortium (please, refer to Annex xxxx)
c) Booklet	To raise awareness and transfer project knowledge	PM, Local Activators	Short and reasoned Professional presentation of the CROSS Innovative Ecosystem	2015 and 2016	Consortium (please, refer to Annex xxxxx)

Table 3. dissemination strategy for the CROSS Starter Kit

The Starter Kit will be disseminated in different Cities mainly through using the EUROCIITIES Network of major European cities, and notably its Forum on "Knowledge Society" (http://www.eurocities.eu/#knowledge_society), as one of the preferential dissemination channels.

EUROCIITIES brings together the local governments of over 130 of Europe's largest cities and 40 partner cities, that between them govern 130 million citizens across 35 countries. The "Knowledge Society" Forum has more than 30 Members.

Moreover, the Starter Kit will be disseminated through 15 International Networks, 20 European Projects and 16 Initiatives already selected (please, refer to “D5.8 European Liaisons” for details).

For the Pilot Node of Rome (the most important Pilot having regard to the number of users, the heterogeneity of actors, etc.), meetings and events have been already planned in every Municipality, starting from September 2015.

6. Conclusion

This document aims to transfer the knowledge gained during the project-life to other key public and social sector stakeholders, included the possible PM and Local Activators in the EU cities not yet participating in the CROSS Project.

We have designed the knowledge transfer based on the following scheme:

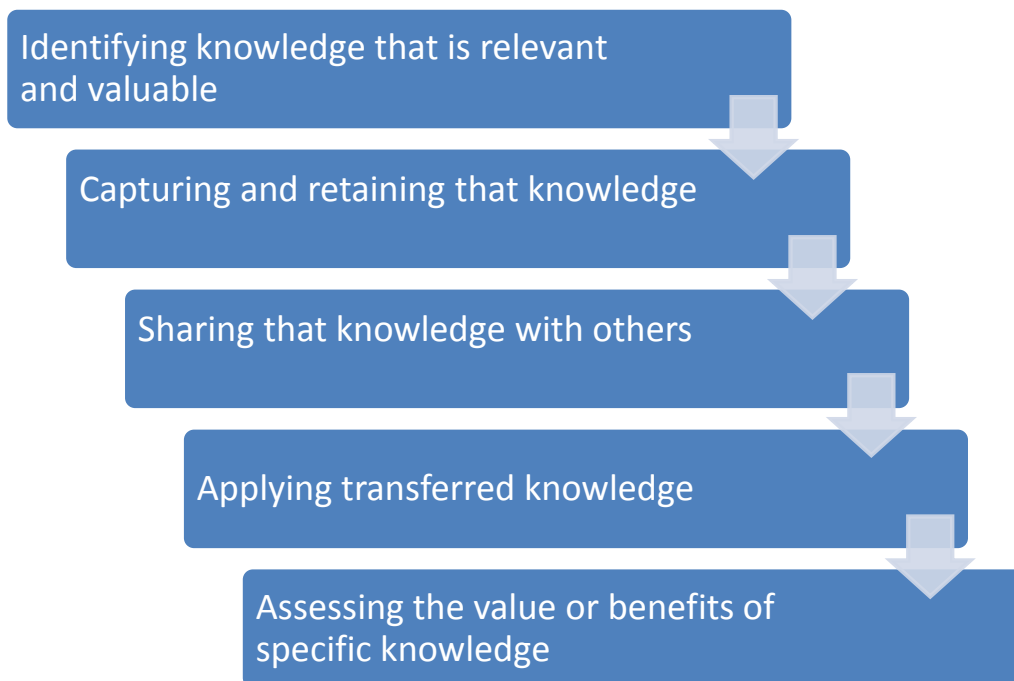


Fig. 7: CROSS knowledge transfer scheme

The process of transferring project knowledge is, in fact, an ongoing progression of learning, adjusting, and improving. Success is possible across any organization that follows the approach identified in this report to align culture, leadership, and people to the CROSS Ecosystem and Model.

To this end, the transfer of knowledge gained during the project-life to other key public and social sector stakeholders address the following main issues:

- How to populate the platform, activate the CROSS Ecosystem, collecting the relevant data from pilots and, based on this data, encourage inclusion policies, correct context analysis and the integration of existing social services within the non-monetary market.
- How to use CROSS dissemination model to be tighter to the project goals and expected results, based on successful experience of the CROSS project to get local involvement of relevant stakeholders, promote project internationally, etc.
- How to raise project awareness among stakeholders (training courses, meetings with politicians and policy makers, etc.).
- How to get different actors and categories of users involved in the CROSS Ecosystem, notably in the pilot phase.
- How to disseminate the results achieved in implementing the CROSS Model, and how to facilitate the acknowledge of its results among the stakeholders.
- How to set-up the project team and governance structure.

A specific 7 steps-planning tool, the “CROSS Model Road-Map”, has been developed to help the policy makers in different EU Member States to move cities towards the adoption of the CROSS Model. Based on the *‘Social Innovation Spiral’*, the Road-Map has the ambition to aid cities in achieving substantial improvements in quality and cost of services, in the diffusion of these services amongst citizens and, finally, to get systemic changes, such as new welfare models.

In order to promote the CROSS Ecosystem, a “Starter Kit” has been created for pilots, which is composed of: i. multimedia material, ii. operational documentation, and iii. a booklet.

The dissemination of the CROSS Starter Kit aims to spread:

- the positive impact of CROSS’s solution amongst cities, associations and all relevant stakeholders, citizens;
- the importance of collaborating and involving key users and public authorities at local, regional and national levels into the project, and consequently, in the social service provision;
- the benefits of the CROSS solution.

The CROSS Video Documentary and the supporting multimedia materials represent the core tools of the CROSS knowledge transfer, since they are primarily addressed to PM and Local Activators with the aim to offer a documented presentation of the CROSS Ecosystem and Model and its main tools (MSP and App), as well as practical use cases per nodes and interviews. The latter are very useful to familiarizing PM and Local Activators with the CROSS Ecosystem and Model and to reflect on lessons-learnt and critical issues.

The filming is still on-going and could be revised and enriched throughout the life cycle of the entire project for other uses of the non-monetary economy and social accounting.

Finally, some critical issues and lessons learnt during the project implementation will be transferred to segmented audiences through dissemination of the CROSS Starter Kit.

Particular attention is devoted to the following issues:

- the very basic, but sometimes neglected, need to map carefully and analyse the wider contexts where policies are conceived and services provided. The added value of CROSS is its European dimension and, thus, the opportunity for PM to compare different realities before implementing any services and, in some cases, to find solutions already positively implemented in one or more nodes.
- The crucial role played by the “front-end”, and namely the Voluntary Associations (non-profit organizations), to succeed in the implementation of the CROSS Model.
- The significance for the cities and all the service providers, in terms of social accountability, to be part of an Ecosystem, a MSP and a database of EU importance, developed and managed by a third-party source.
- The crucial activity, for the implementation of the CROSS Model, of cataloguing all the services provided by each node by using a common and shared terminology, which is valid and recognizable for those services at European level.

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ANNEX1: P2 Dissemination report

P2 DISSEMINATION REPORT

June 2014-May 2015

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SUMMARY

One of the main task of project's dissemination was to obtain a wide involvement of citizens, administrations and associations in Europe as potential end-users of the CROSS Ecosystem. The involvement of such a large number of users, that at the end of P2 reached 94.969, and stakeholders has been achieved, through a long and heavy process, carried out in the four nodes among various target groups. In the first phase dissemination has concentrated on sharing the Ecosystem objectives and raising awareness raising awareness of the benefits that the various stakeholders can gain with CROSS. This increasing of awareness encouraged citizens and associations to enrol into the project. In the second phase communication has been addressed to CROSS users promoting and organizing training sessions with users involved on the use of the CROSS Web and Mobile APP to interact with the Multi Service Platform.

An important tool of acquaintance and dissemination of the project has been represented by the web portal www.crossproject.eu, regularly managed and updated, multilingual, also with the support of multimedia materials.

Relationship with Policy Makers has strengthen through regular meetings in the four Nodes. During these meetings a positive exchanges of ideas occurred, with the common goal of enhance the quality of services with no extra costs.

Furthermore in the P2 several actions have been undertaken to initiate and develop relationships and partnerships with international, European and national/regional initiatives. These relations are meant to boost the growing and stability of the CROSS ecosystem.

In the referent period great amount of dissemination work has been carried out to join international conferences and events focused on areas related to the Projects. Among these, of noteworthy relevance was the participation of CROSS, in spring 2015, at 2nd CI-FIREI Industry Workshop held in Brussels and at Eurocities Knowledge Society Forum and BeyondData Conference held in Eindhoven. It was the occasion to bring the knowledge of the project at European level, arousing interest from several European initiatives in the mid-term project's results.

Dissemination team worked also to communicate the innovative digital services for the eco-system that are under delivery in the four Nodes. In the first phase, target of communication were mainly technology providers (application developers, technology

start-ups, SMEs in the field), mainly through the Web Portal, launching the Call for the design and development of web and mobile application "APPS4CROSS" in support of CROSS users. In the second phase targets were mainly associations and citizens, informing them on some of the innovative features of the App under development. In the third phase, communication has been addressed to a bunch of potential end-users that could test the APP4CROSS and being trained. Dissemination of the APPS4CROSS developed in the four Nodes, to a wider audience, will be one of the main dissemination activities in the P3.

In the P2, dissemination team focused also to reinforce communication among members of the consortium in order to create a more effective collaboration between Partners, to actively share all the initiatives carried out in the for Nodes and to transfer the knowledge experience gained, through the web portal, related social networks and Newsletter.

Among the dissemination objectives particular attention has been given to disseminate the project within the academic field, through the series of seminars entitled "Cross@University". Scope of the initiative was to stimulate a fruitful debate on the Cross Ecosystem model.

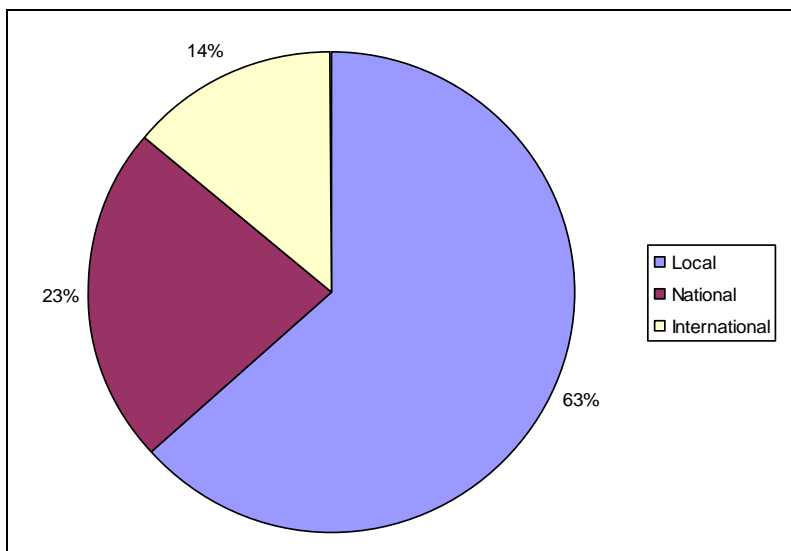
Dissemination of the project was also carried out through publications on targeted magazines and journals. Among these, of noteworthy relevance was the article published on "Il Sole 24 ore".

In the referent period, an intensive work, led by CSE, has been dedicated to plan and collect, from the various Nodes, video and operational materials addressing the existing pilot sites as part the professional video movie (See D5.7). This has required a great effort in terms of meetings between partners, coordination, planning of the filming etc. The work on the video documentary, with about 20 hours of shooting, has stimulated all partners to gain a better understanding of the potential of the CROSS Ecosystem model, its replicability and sustainability.

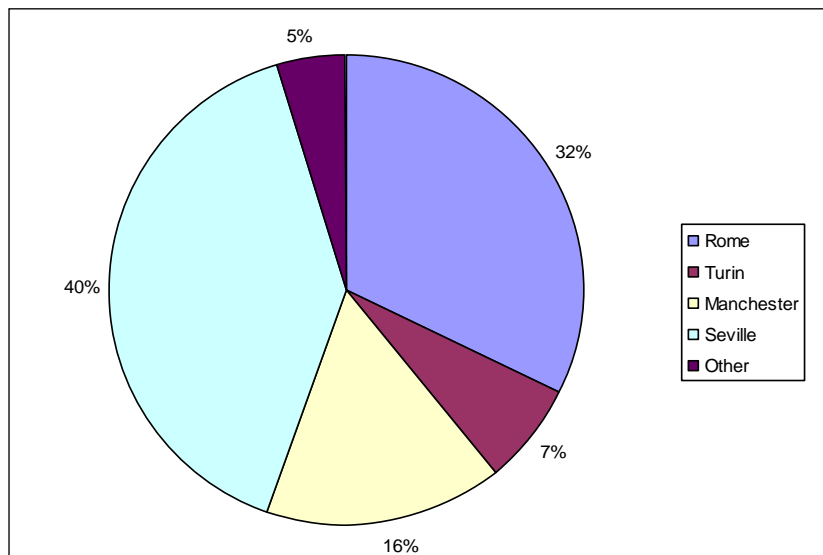
Furthermore, Dissemination team worked to update the dissemination activities planned in the P3.

1. Dissemination Activities

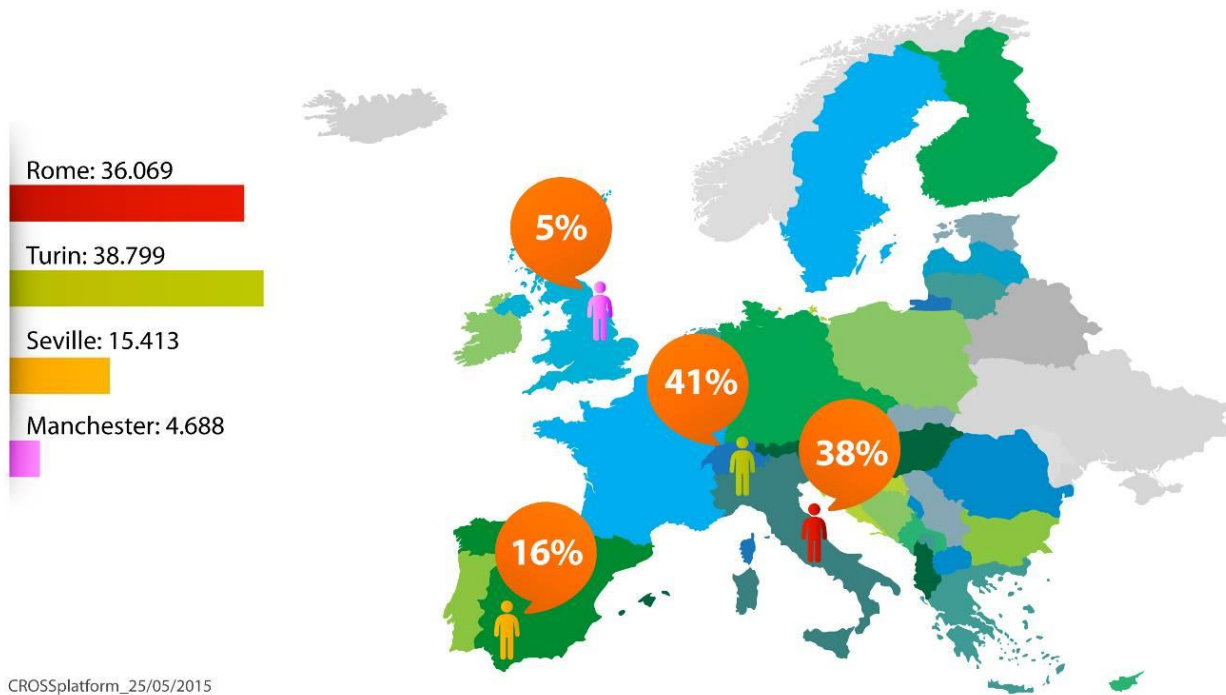
During the reporting period more than 100 initiatives were executed at local, national and international level. Mostly of the activities were carried out at local level, aimed at empowering citizens and actuators. This work in the city and the stimulating meetings with the citizens has led to a greater awareness of the potential of the project and has represented a further boost in finding ways for a more effective communication in major events at national and international level, with an acceleration in the last quarter.



Activities were carried out in all nodes, with a particular concentration in Seville and Rome. There have been initiatives and moments of dissemination also in international events or through publications and articles about the project.



The number of users involved that reached a total number of 94.969 represents the most significant data at the end of P2.



Planning of future actions was requested to all partners and a good plan was produced with over 30 actions already scheduled.

Of particular interest is the schedule of meetings planned throughout Rome. In the launch phase, this extension had been hoped, and the political representatives of the Municipalities involved in the project, had seen in the CROSS project, since its beginning, a visionary idea for the City.

Many of the initiatives undertaken during P2, such as meetings with various stakeholders, have found their realization in the Steering Committee, which takes place on a monthly/bimonthly basis.

Significant was also the interest in the project among several academics, observed during a number of meetings organized in Universities, in the various nodes.

The promotion of the project through the media will represent one of the main actions in the P3.

The delivery of the APPS4CROSS, the Starter Kit and the number of users involved will definitely boost the interest in the project and will intensify the dissemination initiatives.

1.1 Dissemination Activities Executed: June 2014-May 2015

EVENTS & INITIATIVES*	DATE	SITE	LEVEL**	OWNER	N.OF AUDIENCE CONTACTS	N. OF PARTICIPANTS INTERESTED IN CROSS PROJECT
Esquilino friend of elderly	08/06/2014	Rome	L	CSE	500	370
Training course for seniors volunteer operators of the Program "Viva gli Anziani!"	20/05/2014- 20/06/2014	Rome	L	CSE	20+20	40
CROSS seminar: Building Strong Communities through Volunteering	02/10/2014	Manchester	L/N	SPARTA	10	10
Presentation of the Time Bank	02/10/2014	Seville	L/N	Seville Node	50	4
CROSS project invited to have a speech at: V Educational Conference: TIME BANKS 2.0 "technology as our ally"	08/10/2014	Malaga	L/N	Seville Node	112	33
Time to give, time to receive: CROSS Dissemination at the University of Seville	09/10/2014	Seville	L/N	Seville Node	More than 60 students	42
APP4CROSS Torino - aggiornamento	18/10/2014	Turin	L/N	CTO	13 sme	13 sme

APP4CROSS Rome - Work in Progress	25/10/2014	Rome	L/N	CSE-RM1	More than 50 page view	n.a.
APP4CROSS Torino - Public Session	25/10/2014	Turin	L/N	CTO	13 sme	13 sme
The CROSS Project at the event "Cities and Innovation"	28/10/2014	San Sebastián, Basque Country	L/N/I	TEC	100	25
CROSS meeting at University "La Sapienza"	28/10/2014	Rome	L/N	FINC	35	30
Time to give, time to receive: CROSS Dissemination at the University of Seville	30/10/2014	Seville	L/N	Seville Node	55 students	16
Information City Point	Oct.-Nov.	Seville	L	Seville Node	500	65
CROSS in the Elderly Centers	Ott.-Dec.	Rome	L	FINC-RM1	n.a.	n.a.
Activity with prosumers at the "Centro de Interpretación Sefardí"	06/11/2014	Seville	L	Seville Node	35	22
CROSS presentation to social NGOs and other entities from District San Pablo	10/11/2014	Seville	L	Seville Node	20	12

CROSS presentation to social NGOs and other entities from District Nervión	13/11/2014	Seville	L	Seville Node	20	15
Informative Privacy c/o Municipio Roma1, Centro	Nov. 2014	Rome	L	RM1	n.a.	n.a.
CROSS at Jeupiste 2014	13/11/2014	Turin	L/N	CTO	35	22
CROSS@Rome2014 Meeting	13-14/11/2014	Rome	L/N/I	Consortium	over 30 delegates	all
Article: Eticaeconomia_ Il capitale sociale nella smart city:	17/11/2014	Italy	L/N	FINC	n.a.	n.a.
CROSS project invited to have a speech at the event "University and Collaborative Economy: Knowledge, Technology and Collaboration"	27/11/2014	Seville	L/N	Seville Node	25	20
Participation at Volunteer Day organized by the Office of Volunteer of the University Pablo de Olavide	05/12/2014	Seville, Universidad Pablo de Olavide	L/N	Seville Node	200 University students	-
Meeting at Centro de Servicios Sociales San Pablo/Sta. Justa	09/12/2014	Seville	L	Seville Node	32 Users BdT	-

CROSSmeeting@University	10/12/2014	University of Rome: RomaTre	L/N/I	FINC	40	30
CROSS Seville: Technical meeting monitoring at Centro de Servicios Sociales San Pablo/Sta. Justa	04/12/2014 11/12/2014 18/12/2014	Seville	L/N	Seville Node	Technicians of Social Affairs Delegation, Oriens Cultural, CEMS and Everis. Connecting with Tecnalia.	-
Meeting of participants BDT Social Projects: Garden Miraflores	11/12/2014	Seville	L	Seville Node	Users BdT	50 UP
Collaborations with the MAS Foundation for the distribution of food to users of Social Services	15/12/2014	Centro Social Pablo de Olavide	L	Seville Node	6	150
Exchange Group: Workshop Using Smartphone's for "Andalusia Digital Commitment" participants BDT	18/12/2014	Seville	L	Seville Node	10 participants BdT	-
Exchange Group: Technical Workshop massage	December 2014	Centro Social Pablo de Olavide	L	Seville Node	6 participants BdT	-

CSE Meeting for agreements – CSE - C.AID ONG and Studio Mazzei&Collaboratori as actuator of the project	Dec14-Jan15	Rome, CSE HQ, Via S. Gallicano 25A	L	CSE	-	Ongoing
CROSS Seville: Technical meeting monitoring	12/01/2015 14/01/2015 16/01/2015 29/01/2015	Centro Social Pablo de Olavide	L	Seville Node	<i>Technicians of Social Affairs Delegation, Oriens Cultural, CEMS and Everis. Connecting with Tecnalia</i>	-
Meeting at Centro de Servicios Sociales San Pablo/Sta. Justa	12/01/2015	Seville	L	Seville Node	<i>35 users BdT</i>	-
Cultural Tour: Castillo de San Jorge	16/01/2015	Seville	L	Seville Node	<i>17 users BdT</i>	-
Node meeting/physical, Catch-up and changes with Manchester Council	19/01/15	Manchester	L	Manchester Node	2	-
Jornadas #BdTSevilla sobre Ayuda Mutua y Redes Comunitarias	20- 21/01/2015	Seville	L/N/I	Seville Node	400	250

Knowledge of participants BDT other Social Projects: Nursing Home Vicente Ferrer, operating under Social Cooperative	26/01/2015	Castiblanco de los arroyos	L	Seville Node	33 users BdT	-
Review Changes at MDDA and new tasks along with Martinne Tommis and Adrian Slatcher	27/01/15	Manchester	L	Manchester Node	2	-
Dissemination Project: Expansion of BDT from the Center for Social Services Bermejales	January 2015	C.SS. BERMEJALES Seville	L	Seville Node	Potentials Users	-
CSE Meeting for agreements with differet private stakeolder as actuator of the project	Jan.- Feb. 2015	Rome, CSE HQ, Via S. Gallicano 25A	L	CSE	10 organizations and associations	Ongoing
CSE Meeting for training volunteers: CSE - volunteers	February 2015	Rome, CSE HQ, Via S. Gallicano 25A	L	CSE	5 meeting with 25 volunteering for each meeting	-
Node technical monitoring CSE-RM1-FINC-Moby3g, Connecting with Poste App4cross pre-Testing	02/02/2015	Rome, CSE HQ, Via S. Gallicano 25A	L	Rome Node	-	-

Coordination Meeting with the Center for Social Services Alcosa-Sevilla Este. Dissemination Project	03/02/2015	Centro de Servicios Sociales Alcosa Sevilla Este	L	Seville Node	6 Professionals AASS	-
CROSSmeeting@University	04/02/2015	University of Rome: LUISS	L/N/I	FINC	30	20
Node technical monitoring CSE-RM1-FINC. Connecting with Poste	05/02/2015	Rome, RM1 HQ, Via Petroselli, 50	L	Rome Node	App4cross issues	
Diffusion-Zone Expansion project of Social Work, to which belong the CSS Macarena, San Geronimo, postmen and North Polygon	05/02/2015	Seville	L	Seville Node	9 profesionales AASS	
Node Monitoring Meeting RM1 FINC-CSE	05/02/2015	Rome, CSE HQ, Via S. Gallicano 25A	L	Rome Node	Report and data analysis	-
Sparta +MDDA, attended and promoted CROSS at the Third Industrial Revolution – Workshop on invitation	05/02/15	Manchester	L	Manchester Node	30	10
APP4CROSS Torino - adjudgement	09/02/2015	Turin	L/N/I	CTO	-	-

CROSS Seville: Technical meeting monitoring & Conceptualization and Measurement Process Indicators	12/02/2015 19/02/2015 25/02/2015 26/02/2015	Centro de Servicios Sociales San Pablo/Sta. Justa EVERIS- Avda	L	Seville Node	Technicians of Social Affairs Delegation, Oriens Cultural, CEMS and Everis. Connecting with Tecnalia	-
Node technical monitoring CSE- RM1-FINC. Connecting with Poste	13/02/2015	Rome, CSE HQ, Via S. Gallicano 25A	L	Rome Node	App4cross issues	-
Meeting with other projects Collaborative Economics: Ecological Garden "Los Seises"	17/02/2015	Sanlúcar La Mayor	L	Seville Node	4 participantes BdT	-
Node technical monitoring CSE- RM1-FINC-Moby3g- Connecting with Poste	17/02/2015	Rome, CSE HQ, Via S. Gallicano 25A	L	Rome Node	-	-
Chancellor Merkel visits Community of Sant'Egidio	21/02/2015	Rome, Sant'Egidio HQ, p.zza S.Egidio 3a	L/N/I	CSE	-	-

Conference "For the common good" Re-active Alcosa. Participation and diffusion	24/02/2015	Centro Cívico Alcosa	L	Seville Node	150 attendees: Adult Education Centre Park Alcosa, IES Pablo Picasso, University of Sevilla, Associations and participants	-
The CROSS project: the impact of volunteering on the well-being of a community	26/02/2015	Turin	L/N	CTO	-	-
Stakeholder meeting , Design of stakeholder questionnaire with GMVCO	27/02/15	Manchester	L	Manchester Node	2	35
Rome Node Steering	March 2015	Rome	L	Rome Node	-	-
Seville Node Steering	March 2015	Seville	L	Seville Node	-	-
The APP4CROSSRome testing started	March 2015	Rome	L	Rome Node	-	-

APP4CROSS Torino - Contracts signing	March 2015	Turin	L	CTO	5SME	5SME
Stakeholder meeting - Mancunian Way's Nick Buckley & visit to site for video	10/03/15	Manchester	L	Manchester Node	30	30
Meeting with IVO on call for apps progress and feedback on Do-it app development and testing	12-03-2015	London	N	Manchester Node	6	1,000
Rome Capital of the common wealth: #GDD2015	14-15/03/2015	Rome	L/N/I	Rome Node	20,000 citizens and 100 association	ongoing
Dissemination and feedback about CROSS valuing app with various actuators including GMCVO, IVO, MACC, people voice media and Mancunian way	16-03-2015	Manchester	L/N/I	Manchester Node	10	100
CROSS stakeholder - Meeting to agree contracts with Jon-man from GMVCO	18/03/15	Manchester	L	Manchester Node	2	2
CROSS at the 2nd CI-FIRE Industry Workshop	24/03/2015	Brussels	I	Scientific Coordinator/CSE	-	-

CALL FOR APP 2015- CROSS NODE SEVILLA	March-April 2015	Seville	L/N	Seville Node/CESM	-	-
Mancunian Way joined CROSS	April 2015	Manchester	L	MDDA/SPA	-	-
Rome Node Steering	April 2015	Rome	L	Rome Node	-	-
Seville Node Steering	April 2015	Seville	L	Seville Node	-	-
Manchester Central Library Video, interview with volunteers, videos sent to consortium and networks within Manchester	10/04/15	Manchester	L	Manchester Node	4	20
CROSS at Eurocities Knowledge Society Forum and BeyondData Conference	14-16 April 2015	Eindhoven	I	MDDA/CSE	More than 180	-
CROSS stakeholder meeting to agree contracts Mike Wild regarding MACC plus platform app	17/04/15	Manchester	L	Manchester Node	2	20

Presentation and Discussions about CROSS project with Steve Turner, Head of Future cities and Richard Elliott, Policy and Strategy Manager- City Policy Team- Growth and Neighbourhoods Directorate	17-04-2015	Manchester	L	Manchester Node	2	100
Rome Node Steering	May 2015	Rome	L	Rome Node	-	-
Seville Node Steering	May 2015	Seville	L	Seville Node	-	-
CENTRIANZIANI4CROSS	May 2015	Rome	L	RM1/FINC	more than 200 elders in the 12 day care centers	ongoing
Involvement of Associations in CROSS	May 2015	Rome	L	RM1/FINC	More than 50 association	ongoing
HOMEMORE - a better living for homeless	09/05/2015	Rome	L	CSE	More than 40 students of University of Rome Torvergata	ongoing
CROSS at SIForAGE General Meeting	21-22/05/2015	San Sebastian	N/I	CSE/TEC	-	-

Workshop: Introduction to Municipal Corporation Apps	27/05/2015	Seville	L/N	CESM	People over 60 and pensioners over 50 residents in Seville	-
IVO app testing and making it live, Press release sent to IVO , banners and buttons designed and released to IVO and the Consortium	29-05-15	Manchester	L/N	Manchester Node	4	30
Esquilino amico degli Anziani	29/05/2015	Rome	L	CSE	More than 300 elderly	all

* Title of Event; ** L= Local; N=National; I=International

1.2 Dissemination Activities

Planned, Cancelled or Rescheduled: June 2014-May 2015

EVENTS & INITIATIVES*	DATE	SITE	LEVEL**	OWNER	N.OF AUDIENCE CONTACTS	NOTE
Public lecture of preliminary results	October 2014	Rome	L/N/I	Consortium	-	Postponed
Stakeholder meeting	End of May 2015	Turin	L/N	CTO	-	Postponed
CROSS final event	June 2014	Brussels	I	Poste Italiane	1000	Planned in Spring 2016
Smart to future cities 2014	29-30 April 2014	London	L/N/I	MDDA/STOCKP	-	Cancelled
Presentation at FAO	May 2014	Rome	L/N/I	RM1/FINC	-	Cancelled
Euro cities AGM conference	5-8 Nov.	Munich	L/N/I	MDDA	-	Cancelled

* Title of Event; ** L= Local; N=National; I=International

1.3 Dissemination Activities Plan for the P3

EVENTS & INITIATIVES*	DATE	SITE	LEVEL**	OWNER	N.OF AUDIENCE CONTACTS	NOTE
"Conoscere l'Ecosistema CROSS" training course with stakeholders	June-July	Rome	L	Rome Node	-	-
Article: Innovazioni a inclusione sociale, Sole24ore	Middle of June	Italy	N	CSE/PIT	-	-
CROSS@UNIVERSITY	30/06/2015	Rome, University Marconi	L/N	FINC	80	20
CROSS- Stakeholder apps for Do-it and Community-value app showcase event with GMCVO	July,2015	Manchester	L	Manchester Node	50	
CROSS- Stakeholder apps for volunteering Do-it mobile app showcase event with IVO	July,2015	Manchester or London	N	Manchester Node	100	
CROSS- Stakeholder Community-hub platform for services exchange showcase event with MACC & Volunteer centre	August,2015	Manchester	L/N	Manchester Node	100	

Presentation of CROSS project at ENoLL summer school	25-28, August, 2015	Istanbul, Turkey	N/I	Manchester Node	100	
Conference co-organised by New economy, Manchester showcasing CROSS apps to Policy makers and key personnel from Greater Manchester Municipalities	September, 2015	Manchester	L/N	Manchester Node	20	
CROSSneiMUNICIPI	17/09/2015	Rome, MUNICIPIO II	L	RM1	100	50
APP4CROSSRome meeting	Summer-Autumn 2015	Rome	L	Rome node	-	-
CROSSneiMUNICIPI	08/10/2015	Rome, MUNICIPIO III	L	RM1	100	50
CROSS&LIONSclub	15/10/2015	Rome, Lions Club International	L	FINC	80	20
CROSSneiMUNICIPI	22/10/2015	Rome, MUNICIPIO IV	L	RM1	100	50
Global Junior Challenge	29-30/10/2015	Rome	L/N	CSE	-	-
International Conference and workshop on Active Eaging with SiforAge project and Fondazione MOndo digitale	Autumn 2015	Rome	L/N/I	CSE	-	-
CROSSneiMUNICIPI	05/11/2015	Rome, MUNICIPIO V	L	RM1	100	50

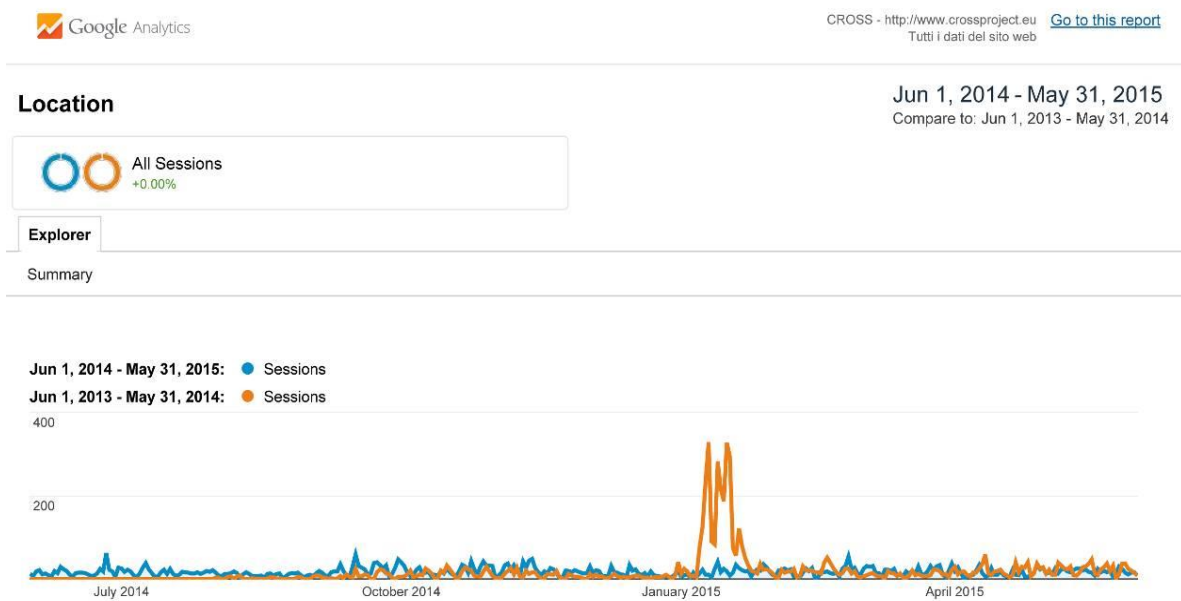
CROSS&UNIVERSITY	19.11.2015	Rome, University Tor Vergata	L/N	FINC	80	20
Smart city Expo, Barcelona, CROSS apps presentation at Manchester, UKTI stand	17-19 Nov,2015	Barcelona	N/I	Manchester Node	200	
CROSSneiMUNICIPI	26/11/2015	Rome,MUNICIPIO VI	L	RM1	100	50
CROSSneiMUNICIPI	10/12/2015	Rome, MUNICIPIO VII-VIII	L	RM1	100	50
CROSSneiMUNICIPI	21/12/2015	Rome, MUNICIPIO IX	L	RM1	100	50
CROSS&WFP	21/01/2016	Rome, WORLD FOOD PROGRAMME	I	FINC	100	50
CROSSneiMUNICIPI	28/01/2016	Rome, MUNICIPIO X	L	RM1	100	50
CROSSneiMUNICIPI	10/02/2016	Rome, MUNICIPIO XI	L	RM1	100	50
CROSS@UNIVERSITY	17.02.2016	University of Cassino	L/N	FINC	100	50
CROSSneiMUNICIPI	24/02/2016	Rome, MUNICIPIO XII	L	RM1	100	50
Exchange group: Cooking for "Cuaresma"	March 2016	Centro Cívico San Pablo Seville	L	Seville Node	-	-
Snack Knowledge	02/03/2016	Centro Servicios sociales san Pablo Sta. Justa, Seville	L	Seville Node	-	-

CROSSneiMUNICIPI	10/03/2016	Rome, MUNICIPIO XIII	L	RM1	100	50
Departures/ Cultural visits: Tour M ^a Luisa's Park	10/03/2016	Seville	L	Seville Node	-	-
CROSS@UNIVERSITY	17/03/2016	Rome, Campus Biomedico University	L/N	FINC	80	20
Departures/ Cultural visits: Expo pavilions	24/03/2016	Seville	L	Seville Node	-	-
CROSSneiMUNICIPI	24/03/2016	Rome, MUNICIPIO XIV	L	RM1	100	50
Difusión/ Expansión del Proyecto: UNED	24/03/2016	Seville	L	Seville Node	Prevue: 150	-
Snack Knowledge	April 2016	Centro Servicios sociales san Pablo Sta. Justa, Seville	L	Seville Node	-	-
CROSSneiMUNICIPI	07/04/2016	Rome, MUNICIPIO XV	L	RM1	100	50
Barter Market	10/04/2016	Centro Servicios sociales san Pablo Sta. Justa, Seville	L	Seville Node	-	-
CROSS final event	Spring 2016	Tbd	I	Poste Italiane	1000	-

* Title of Event; ** L= Local; N=National; I=International

2. CROSS portal

During the P2, CROSS Portal became as a show case for the work performed in the four nodes, with a constant multilingual updating of news and events and through the creation and population of the Dashboard and "heading" save the date. This work has led to a growing interest in the project with a slight increase (15%) in the period of reference.



Thanks to the organization of CROSS own events held in UK and Spain, a significant access has been registered from these countries with an increase of 50% from UK and 150% from Spain.



CROSS - <http://www.crossproject.eu> [Go to this report](#)
Tutti i dati del sito web

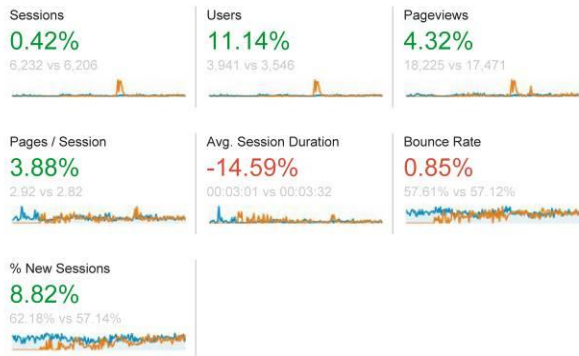
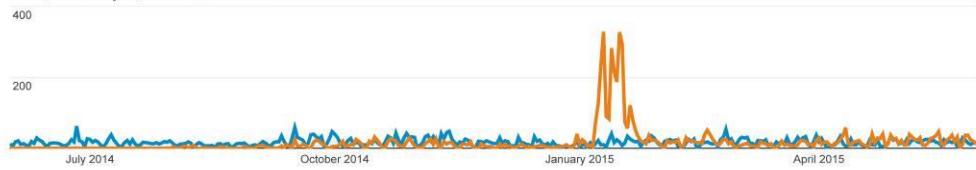
Audience Overview

Jun 1, 2014 - May 31, 2015
Compare to: Jun 1, 2013 - May 31, 2014

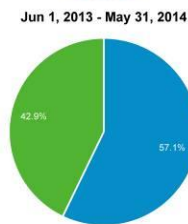
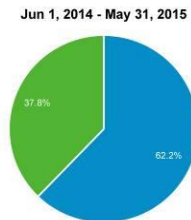
All Sessions
+0.00%

Overview

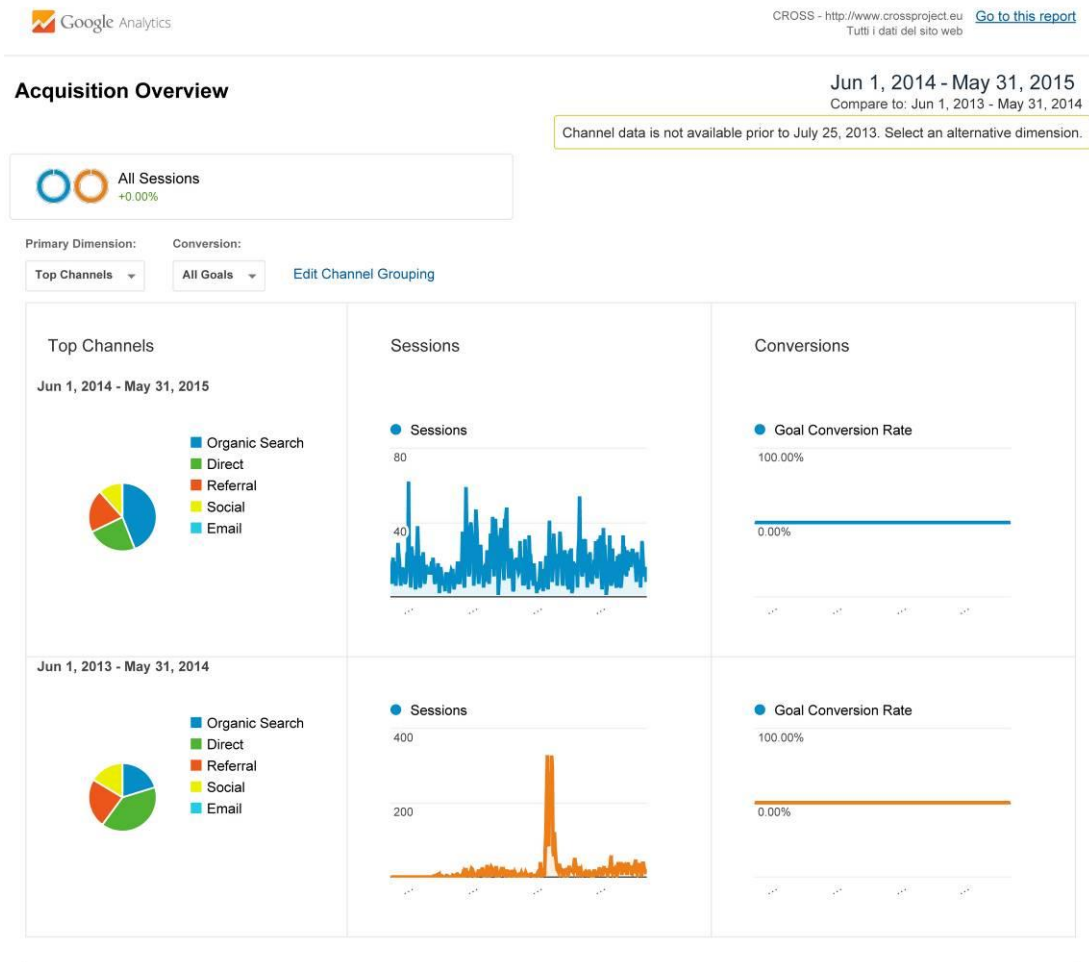
Jun 1, 2014 - May 31, 2015: ● Sessions
Jun 1, 2013 - May 31, 2014: ● Sessions



■ New Visitor ■ Returning Visitor



Furthermore, due to the optimization SEO, the number of accesses from Google has increased of 120%



2.1 Login area – CROSS dashboard

The Dashboard section will be further implemented in the P3 in accordance with the following steps:

Phase 1. Users data (M/F, age/type, node)

Phase 2. Services (required/done)

Phase 3. Transactions

2.2 Login area – CROSS Users Section

CROSS Users Section will register a significant increase of users access with the delivery of the APPS4CROSS, whose completion was due, in all nodes, for May 2015 allowing users to view 44 existing services on the MSP and a further 12 new services in the node of Rome.

The test phase has already started and the APPS will be available for the users according to the plan reported below:

NODE	PERIOD
Rome	June/July 2015
Turin	tbd
Manchester	June 2015
Seville	June/July 2015

3. CROSS Newsletter

The project newsletter has been registered a grade interest with 48% of open links and a growing number of subscribers.

All partners are promoting the subscription and the number is expected to rise.

The use of the APPS will also increase the number of registrations in the P3.

3.1 CROSS Newsletter statistics

- Newsletter mailing list: 217 addresses
- Opened: 47,8%
- Clicked links: 8%
- Most clicked area: www.crossproject.eu/dashboard
- Unsubscribed: 2
- Spam: 0
- Rejected: 11
- Reading environment of the newsletter:
 - Web mail 54,29%;
 - Mobile 25,71%;
 - Tablet 20,00%

4. Linkage with other Websites

SITE	OWNER
www.posteitaliane.it - progetti	Poste Italiane
www.santegidio.org – home page IT/ESP/ENG	CSE
www.comune.roma.it – Municipio 1 page	RM1
www.finc.it - tbd	FINC
www.cotrad.org – tbd	RM1/FINC
www.comune.torino.it - tbd	CTO
www.diversabilia.it – home page	CTO
spartatec.co.uk – home page	SPA
www.manchesterdda.com - tbd	MDDA
www.sevilla.org - tbd	CESM
www.tecnalia.es/proyectos - tbd	TEC
www.everis.com - tbd	EVE
iescities.eu - related-projects	TEC

5. Linkage with other related projects

In the P2 several actions have been undertaken to initiate and develop relationships and partnerships with international, European and national/regional initiatives. These relations are meant to boost the growing and stability of the CROSS ecosystem. The Identification of Initiatives through partners of the Project was the step one, considering the possibility that their organisations were already participating in it, or because the partners has been aware of the initiatives. An extensive list of references was analyzed and synthesized by TECNALIA with the support of CSE dissemination team and circulated to the rest of the partners as a DISSEMINATION PLAN document; the desk research provided very relevant and to-the-point information for establishing relationships with different initiatives, projects, NGO's, and networks in areas related to the project CROSS. (For more details see D5.8). A contact letter was drafted and sent by the Scientific Coordinator, the Seville Node Leader and the Dissemination Manager.

6. CROSS Incentive Program

The Dissemination Team, with the support of the scientific coordinator and FINC, is working at the creation of a CROSS Incentives Programme for actuators.

The basic idea of the programme is based on the fact that actuators should find a benefit in joining CROSS. The Incentive programme will thus include sponsors, that provide additional resources, targets and rules, to the actuators in order to gain benefits. As a by-product the actuators and operators will utilize the CROSS web interface in order to gain the benefits. The Programme will be instantiated at each node under the Node leader and SPC management with local features.

7. Internal Coordination, P2

7.1 Dissemination Team at the end of P2

Node	Partner	Person in charge (name&surname)	WP5 Role	e-mail address
	CSE	Gabriele Palmieri	Dissemination Manager	gab.palmieri@gmail.com
	POSTE ITALIANE	Cosimo Birtolo	Coordinator for PIT	birtoloc@posteitaliane.it
ROME	CSE	Anna Marchei	DMA Assistant	annamarchei@gmail.com
ROME	RM1	Francesca D'Amico (Ufficio Stampa Municipio RM1)	Coordinator for RM1	francescadamic@gmail.com
ROME	FINC	Alfredo Riccio	Node Coordinator	alfredoriccio@gmail.com
ROME	FINC	Roberta Ceci Galanos	Member	cecigalanos.fondazionefinc@gmail.com
TURIN	CTO	Maria Grazia Mitillo	Member	MariaGrazia.Mitillo@comune.torino.it
MANCHESTER	MDDA	Adrian Slatcher	Coordinator for UK	a.slatcher@manchesterdda.com
MANCHESTER	SPA	Vijay Natarajan	Facilitator for UK	vijayn@payeze.co.uk
SEVILLE	CESM	Joaquín Buendía	Member	JBuendia@emasesa.com
SEVILLE	CESM	Mario Enrique Cuesta Ruiz	Member	MCuesta@emasesa.com
SEVILLE	CESM	Fernando Russo	Member	fernandoruso@sevilla.org
SEVILLE	EVE	David Martínez López	Member	David.martinez.lopez@everis.com
SEVILLE	TEC	María Teresa Moreno Valdes	Member	maite.moreno@tecnalia.com

7.2 Content management and partners role

TITLE	LEVEL**	OWNER
Site Content translation from English to Italian	I/L	CTO
Site Content translation from English to Spanish	I/L	SEV, TEC, EVE
Site content English revision	I/L	MDDA, SPA
Official CROSS Twitter account management	I	Poste Italiane/CESM
Official CROSS Facebook Page management	I	SPA
Official CROSS Google+ Public Page management	I	CTO
Official CROSS You Tube Channel management	I	CSE
Official CROSS LinkedIn profile management	I	TEC
Official CROSS Slideshare profile management	I	CESM

8. Video News Produced in P2 selection

8.1 Politician commitment



https://youtu.be/jnz1j_W1gfU?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

17/04/2014_Meeting with the Chair of the Roma I Centro Municipality, Sabrina Alfonsi:

On 17th April, staff from the Rome Node rail hub project and Scientific Coordinator Fabrizio Davide met with the Chair of the Roma I Centro Municipality, Sabrina Alfonsi, in order to formalise their political partnership.



https://youtu.be/QAIZ7kyTIGY?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

17/04/2014_Interview to Turin Deputy Mayor, Mrs. Elide Tisi:

The Deputy Mayor of Turin, Mrs. Elide Tisi, gives an interview on the importance of volunteering and how the EU CROSS Project can help the administration to give more emphasis to gratuitousness and voluntary



https://youtu.be/-xWmjs8EzuI?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

30/05/2014_Interview with Dr. Dave Carter, Head of Manchester Digital Development Agency:



https://youtu.be/_KaY6I7D_SI?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

07/04/2014_CROSS Project's Delegation in Seville:

A delegation formed by Partner's representatives and the coordinator of the European Project CROSS visit the management centre of the local TIME BANK project and the political representative of the Municipality of Seville (Ayuntamiento de Sevilla) to formalize their partnership.

8.2 Event at National/International level



06/11/2013_CROSS Project at Global Forum 2013 in Trieste:

CROSS experience was present with a brief presentation of City of Turin pilot.

https://youtu.be/ffkw3n7WiqU?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



07/05/2014_Conference - Long Live Elderly!: A future for all.

https://youtu.be/mwHBPm6sgUw?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



02/10/2014_Building Strong Communities through Volunteering:

Workshop as part of CROSS – EU project was held at the Manchester Central Library on 02nd October. It was attended and well received by both volunteer sector organizations and other social enterprises.

https://youtu.be/5fCtt9NgI-s?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



13-14/11/2014_CROSS@Rome:

The two roman days that saw all partners involved in an in-depth analysis on the status of the art and the setup of common activities to be completed for the success of the project. Over 30 delegates from Italy, Spain and the UK attended the meeting, organized in multiple sessions.

https://youtu.be/NqxNIK4Iu1c?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



20-21/01/2015_Jornadas Técnicas Banco del Tiempo, Nodo Sevilla:

Ayuda Mutua y Redes Comunitarias el Banco del Tiempo y otras iniciativas dentro de la economía colaborativa.

https://youtu.be/6kFCCcku5J4?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

8.3 Event at Local level



20/05/2014_APP4CROSS InfoDay Turino:

A conference to officially announce the competition for the design of the APP4CROSS. The conference began with a detailed explanation on the objectives that the app will ensure. Various voluntary organizations involved in the CROSS project presented their activities, indicating more precisely their specific needs of functionality of the App.

https://youtu.be/aRfxEJUfn00?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



February-June 2014_ Training course for elderly to become volunteer operators of the "Long Live the Elderly" program

https://youtu.be/NP8tAaj17p8?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



28/10/2014_CROSS@University_LaSapienza,

October 28th the first seminar of the so called "CROSS meeting @ University" cycle was held with at the Social and Economic sciences Department of the University of Rome "la Sapienza".

https://youtu.be/7E6rYkjUrM?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k



14-15/03/2015_Rome Capital of the common wealth: #GDD2015

https://youtu.be/4HYhXONa6hg?list=PLDKESw1PdGMTr2PczGfH_Vfil70iyp68k

9. Graphic & Printed Material Produced, P2

CROSS Data Presentation	CSE
CROSS One Pager	CSE/SPA
CROSS brochure updating (ENG)	CSE/MDDA
CROSS Position Papers	CSE/Scientific Coordinator
PPT template for main event	CSE
Banner for main event	CSE/CESM

10. Deliverable Delivered

- D5.7: Knowledge Transfer Documentation
- D5.8: European liaisons report

ANNEX2: CROSS documentary Script

TEXT	TECHNIQUE
<p style="text-align: center;">VOICE OVER</p> <p>Can we make growth beyond money circulation? Can we create an ecosystem able to face the challenges generated by the economic crisis?</p>	<p style="text-align: center;">INFOGRAPHIC</p>
<p style="text-align: center;">GABRIELE PALMIERI (CROSS Dissemination Manager)</p> <p>Topics of Interview</p> <p><input type="checkbox"/> Cross allows better management of resources, capable of stimulating the participation of citizens in the administration of the city, particularly in the area of social services, and support of new technologies.</p>	<p style="text-align: center;">INTERVIEW</p> <p style="text-align: center;">Insert selection of images from the archive video materials</p>
<p style="text-align: center;">VOICE OVER</p> <p>The CROSS Project started in December 2012 (Citizen Reinforcing Open Smart Synergies), a project co-financed by the European Union under the European Framework Programme for Competitiveness and Innovation.</p>	<p style="text-align: center;">INFOGRAPHIC</p>
<p style="text-align: center;">SAURO ZAMPONI (CROSS WP2 leader)</p> <p>Topics of Interview</p>	<p style="text-align: center;">INTERVIEW</p>

<input type="checkbox"/> General description of the MSP: the heart of the project	
<p style="text-align: center;">VOICE OVER</p> <p>The idea stemmed from a 2008 resolution of the European Parliament, which identified volunteering as "the most sustainable type of renewable resource" and that is what we want to demonstrate: non-monetary transactions are an asset for our city!</p> <p>The experimental phase of CROSS began in 4 European metropolitan cities: Rome, Turin, Manchester and Seville, in three EU countries: Italy, Spain and the United Kingdom. CROSS was conceived by a group of engineers, researchers in the social and economic fields, who were able to engage 10 partners: Poste Italiane, project coordinator and one of the main social-economic actors at European level; the Community of Sant'Egidio, one of the major volunteer organization in Italy;</p> <p>The Public Administrations of Rome, Turin Manchester and Seville, two technology companies, Everis and Tecnalìa, and two SME, Sparta and FINC</p>	<p>INFOGRAPHIC</p>
<p style="text-align: center;">FABRIZIO DAVIDE (CROSS Scientific Coordinator)</p> <p>Topics of Interview</p> <input type="checkbox"/> Brief general remarks on the potential and impact of the project	<p>INTERVIEW</p>
<p style="text-align: center;">DAVIDE RONCA (Poste Italiane, IT Senior Analyst)</p> <p>Topics of Interview</p>	<p>INTERVIEW</p>

<input type="checkbox"/> List of the main actors involved in Cross and analysis of how they interact with CROSS MSP	
A magnifying glass go through some keywords of the project, focusing on and highlighting the word: ECOSYSTEM	INFOGRAPHIC
<p style="text-align: center;">FABRIZIO DAVIDE (CROSS Scientific Coordinator)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cross as an instrument of policy making. <input type="checkbox"/> The non-monetary component. <input type="checkbox"/> the status of implementation of the CROSS vision <input type="checkbox"/> The centrality of the citizen and his active role. <input type="checkbox"/> CROSS and the digital divide 	<p>INTERVIEW</p> <p>Insert selection of images from the archive video materials</p>
<p style="text-align: center;">USE CASE*: ROME – TURIN - MANCHESTER - SEVILLE (CROSS-CUTTING)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> Description of the digital process in the four Nodes. <input type="checkbox"/> Opportunities and benefits of that process, compared to the past for the citizen, for the volunteer organization and institutions. <p>* In this circumstance will be evaluated the possibility of collecting short video testimonials from actors (active citizens, voluntary associations, representatives of the city government) that interact in the ecosystem Cross represented in the use cases.</p>	<p>SHOT IN REAL TIME</p>

<p style="text-align: center;">JOAQUÍN BUENDÍA (Cross project Seville)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> Brief description of the activities of "Amigos de los Servicios Sociale" (AVASS). <input type="checkbox"/> Short description of the "Banco del tiempo" of the City of Seville. <input type="checkbox"/> Description of how the Cross project has connected the two initiatives and encouraged the spread and use of the coupon of "Banco del tiempo" and introduced non-monetary transactions for the benefit of volunteers. 	<p style="text-align: center;">INTERVIEW</p> <p>Insert selection of images from the video archive materials (services, training, and workshops)</p>
<p style="text-align: center;">ADRIAN SLATCHER (CROSS Policy Manager Manchester)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> How Cross project has influenced policy making at a city level <input type="checkbox"/> How cross has dealt with privacy issues 	<p style="text-align: center;">INTERVIEW</p> <p>Insert selection of images from the archive video materials (services, training, and workshops)</p>
<p>A magnifying glass go through some keywords of the project, focusing on and highlighting the word: COLLABORATIVE GOVERNANCE</p>	<p style="text-align: center;">INFOGRAPHIC</p>
<p style="text-align: center;">VOICE OVER</p> <p>To make a city smart means first of all improving collaboration between people. A Smart City is based on the integration of three elements: the city, the knowledge and the digital space, emphasizing the need for a balance between these three fundamental factors.</p>	<p style="text-align: center;">Insertion of:</p> <p style="text-align: center;">Infographic</p>

<p>"The technological matrix, which is derived from the model of the Digital City, is essential in a smart city, but not enough."</p> <p>This approach is particularly important if we consider that, according to United Nations projections, by 2050 the population will double and that means we will have a significant increase in demand for urban space, infrastructure and services.</p> <p>Rome, Turin, Manchester and Seville, the four cities that have already embarked on a path to become "Smart Cities", but also have different social problems and stages of development. Turin participates in the areas of care of the disabled and economically disadvantaged people; Manchester and Seville aim to transform their experiences in mechanisms of co-production of social services, while Roma offers the more complex view of coexistence between contractors that provide social services and extensive volunteer networks. In any case, the approach of Cross aims to demonstrate that communities tend to organize themselves as they come to know the value of non-monetary activities and feel rewarded for their impact.</p>	<p>Archive video material</p> <p>Images from "The CROSS@Rome"</p> <p>Archive video materials from the four Nodes</p>
<p style="text-align: center;">GUGLIELMO CHIODI</p> <p style="text-align: center;">(Full Professor of Political Economy at University "La Sapienza", Rome)</p> <p><input type="checkbox"/> The prospects of support of citizens to the well-being of a society</p> <p><input type="checkbox"/> The need to identify a grammar and a measurement recognizable to the non-monetary economy</p>	<p style="text-align: center;">INTERVIEW</p> <p style="text-align: center;">Insertion of images of Cross conference at University La Sapienza, Rome</p>
<p style="text-align: center;">VOICE OVER</p>	<p style="text-align: center;">Insertions of:</p>

<p>The growing incidence of web technologies in mobility have the potential to capture the data generated by each service instance, the encounter between a citizen and an professional, and then correlate them with events happening in the ecosystem.</p> <p>Due to the financial crisis we are facing an extension of the conceptual world of payments and banking transactions, which has branches in the myriad practical definitions of non-monetary economy.</p>	<p>Infographic Archive video material</p>
<p style="text-align: center;">GABRIELE PALMIERI (CROSS Dissemination Manager)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> The versatility of the nodes. <input type="checkbox"/> Analysis of proximity that is facilitated between institutions and volunteer organizations a <input type="checkbox"/> Analysis of the interconnection between the nodes. 	<p style="text-align: center;">INTERVIEW</p> <p>Insertions of archive images from the four nodes with special focus on collaboration between the municipality and the associations. Archive images of Gabriele Palmieri speaking at conferences.</p>
<p style="text-align: center;">CLAUDIO FOGGETTI (CROSS WP3 leader)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cross in the city of Turin: opportunities and open issues. <input type="checkbox"/> The collaboration between the city government and active citizens before and after Cross 	<p style="text-align: center;">INTERVIEW</p> <p>Insertions of archive images of Claudio Foggetti Images of Turin Node still to film.</p>
<p>A magnifying glass go through some keywords of the project, focusing on and highlighting</p>	<p style="text-align: center;">INFOGRAPHIC</p>

<p>the word: MSP (MULTI SERVICE PLATFORM)</p>	
<p style="text-align: center;">PAOLO SPAGNOLETTI</p> <p>(Assistant professor at the Department of Business and Management, LUISS University) Conference CROSS meeting at University LUISS Guido Carli Abstract from public intervention</p> <p>Topics</p> <ul style="list-style-type: none"> <input type="checkbox"/> The potential of Cross as a sustainable system 	<p style="text-align: center;">PRESA DIRETTA</p>
<p style="text-align: center;">ROSARIO TURCO</p> <p style="text-align: center;">(Poste Italiane, Architectural Project Manager)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> The architecture of the technology platform and its integration. <input type="checkbox"/> An open source platform 	<p style="text-align: center;">INTERVIEW</p> <p style="text-align: center;">Insertions of images of Poste Italiane headquarter in Naples, office of the interviewee</p>
<p style="text-align: center;">COSIMO BIRTOLO</p> <p style="text-align: center;">(Poste Italiane, Project Leader)</p> <p>Topics of Interview</p> <ul style="list-style-type: none"> <input type="checkbox"/> Objectives and strengths of the Cross platform. <input type="checkbox"/> The value chain. <input type="checkbox"/> Work phases: data acquisition; processing of non-monetary transactions and monitoring. <input type="checkbox"/> Provisioning and Delivery Platform. 	<p style="text-align: center;">INTERVIEW</p> <p style="text-align: center;">Insertions of images of Poste Italiane headquarter in Naples, office of the interviewee and moments of testing</p>

<p>A magnifying glass go through some keywords of the project, focusing on and highlighting the word : EMERGENCE OF HIDDEN RESOURCES</p>	<p>INFOGRAPHIC</p>
<p style="text-align: center;">FABRIZIO DAVIDE (CROSS Scientific Coordinator)</p> <p>Conference "Long Live the Elderly: a future for all" Excerpt from public intervention</p> <p>Topics</p> <ul style="list-style-type: none"> <input type="checkbox"/> The limits in the calculation of GDP as an economy measure. <input type="checkbox"/> The need and the challenge, even economic, to make the invisible visible by giving a value to the non-monetary transactions. 	<p>PRESA DIRETTA</p>
<p style="text-align: center;">GABRIELE PALMIERI (CROSS Dissemination Manager)</p> <p>Topics of Interview</p> <p>Awareness and project's objectives disseminated through a number of initiatives (conferences at the university; the questionnaire on voluntary work, seminars, meetings and public meetings).</p>	<p>INTERVIEW Archive images</p>
<p style="text-align: center;">VOICE OVER</p> <p>How can We promote a smart, sustainable and inclusive growth?</p> <p>First We need a good accounting of the available resources and their usage.</p> <p>Volunteering is a yeast resource, an extra component that can activate a virtuous process of modernization , providing an extraordinary contribution to social cohesion.</p>	<p>INFOGRAPHIC</p>

<p>It is up to politics to take advantage of the networks of relationships and make evident their value, merge them with other societal components in a framework of rigorous fact-based policies.</p> <p>Even, in a time of crisis, CROSS made possible to develop complementary approaches to city economy that do not leave anybody behind, and that contribute to the economic, social and cultural improvement of society:</p> <p>Growing without Money.</p> <p>So what are the steps to take?</p> <p>What are the difficulties and challenges you might encounter?</p>	
<p>A magnifying glass go through some keywords of the project, focusing on and highlighting the word : ROAD MAP</p>	<p>INFOGRAPHIC</p>
<p style="text-align: center;">JOAQUÍN BUENDÍA (Cross project Seville)</p> <p>Topics of Interview</p> <p><input type="checkbox"/> Illustration of the CROSS road map of Cross</p>	<p style="text-align: center;">INTERVIEW INFOGRAPHIC</p>

ANNEX3: CROSS Booklet





AT A GLANCE

Title: Citizen Reinforcing Open Smart Synergies
Project number: ICT-PSP 325141
Project acronym: CROSS
Consortium: 10 partners from 3 countries
Project coordinator: Poste Italiane SpA (PIT)
Scientific Officer: Georges Lobo
Duration: 3.5 years
Starting date: December 1st 2012
Call identifier: CIP-ICT-PSP-20126
Funding scheme: CIP-Pilot actions-Type B
Maximum EU contribution: € 2.735.956,00

OBJECTIVES

1. GENERATE an innovative ecosystem better able to deal with the challenges and difficulties arising from the economic crisis with additional motivation: promoting growth beyond money circulation.
2. INTRODUCE social innovation in a local ecosystem that involves a number of stakeholders active in non-monetary economy, such as: public service providers, voluntary associations, citizens, service and application developers.
3. PROVIDE a cross-border digital platform to help measure the economic value of the synergy in communities, managing delivery of public service and their governance, including linking volunteers and citizens.
4. FACILITATE the bottom up approach to the processes of demand and offer of social services, while improving information in terms of number of participants, non-monetary transactions, relevant indicators and satisfaction.

EXPECTED RESULTS

- 230.000 beta users
- more than 30 volunteer associations involved
- yearly +10% of social service volumes offered
- no extra expenditures for local government administrations
- 2-4% rate growth

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OVERVIEW OF NON-MONETARY ECONOMIES ACROSS THE EUROPEAN UNION

A non-monetary exchange is one where no money is used, defined as using national or local currency exchange takes place but instead value is co created by providing a service or good in exchange for voluntary service.

Exchanges or transactions are people helping each other in exchange for 'favours' or alternative payments in kind. A Monetary exchange is then defined as one using national currency, banks or other forms of exchange where the value is exchanged in coins or notes or credit.



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EXAMPLES OF NON MONETARY ECONOMY MODELS



There are many types of non-monetary economies ranging from the very simple, such as barter to the complex e.g. time banking or alternative currencies that may be considered a quasi monetary system. Below are some examples of some such non-monetary concepts.



TIMEBANKING is a means of exchange used to organize people and organisations around a purpose, where the giving of time is the principal currency. For every hour participants 'deposit' in a timebank, perhaps by giving practical help and support to others, they are able to 'withdraw' equivalent support in time when they themselves are in need. 'withdraw' equivalent support in time when they themselves are in need.



PEOPLE TO PEOPLE one person helps out another person. Sometimes, He/She has in return for a credit to get someone else's help at a later time.



PEOPLE TO GROUP one person helps out a target group. Usually involves organisations using individual volunteers time towards the organisation's needs and again people building up credits against time spent on these projects.



GROUP TO GROUP voluntary groups, students eg can exchange skills, resources or time to fulfil unmet needs and gaps in the local area.

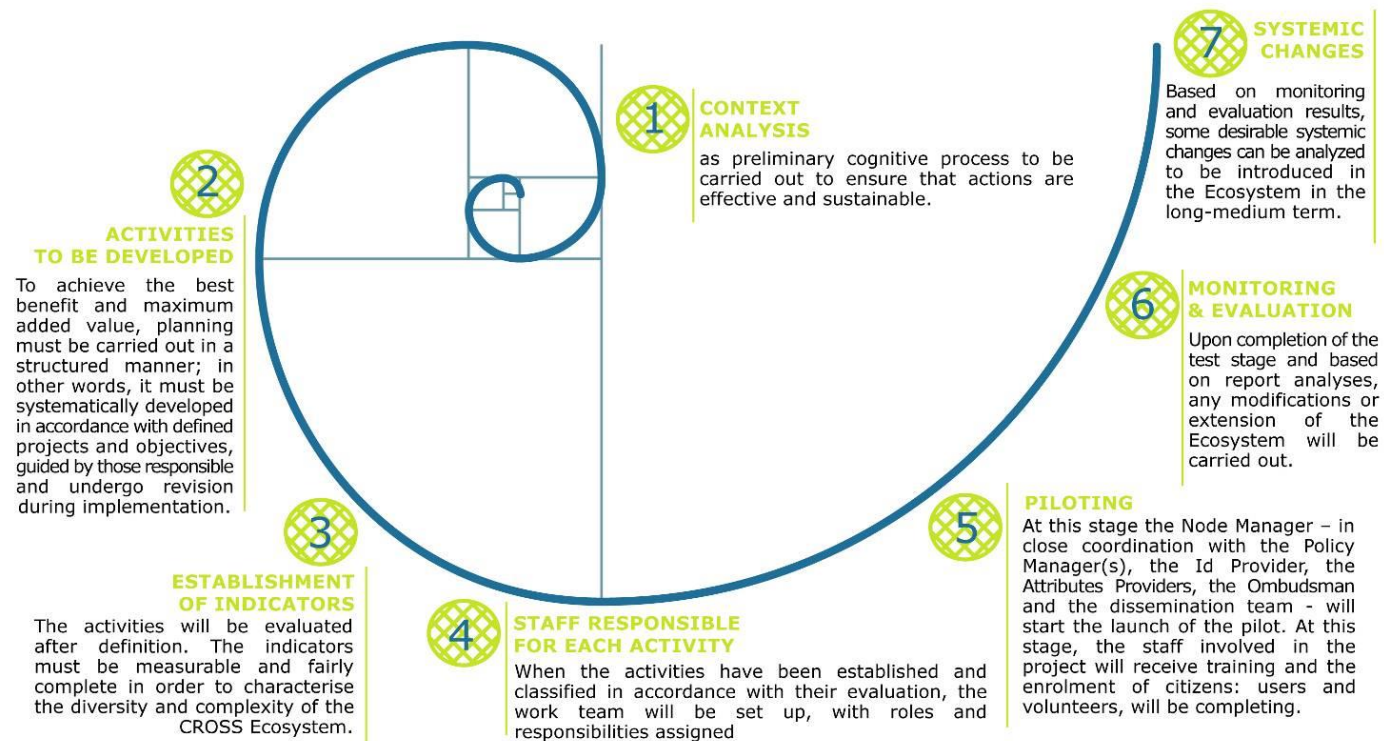
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CROSS MODEL
ROADMAP

CROSS uses the 'Social Innovation Spiral', first developed by The Young Foundation (2010), and then developed further by the Centre for Social Action Innovation Fund - Nesta, as a useful framework for thinking about the different kinds of policy, tools and support for the target stakeholders.

The CROSS MODEL ROADMAP has seven stages. These seven stages are not always sequential, and they can be thought of as overlapping phases, with distinct cultures and skills.



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ACTORS AND ROLES IN A CROSS NODE

Cross model involves a large number of stakeholders, very different from one another. Project's governance is carried out through two main bodies:

- **Executive Board**
- **Steering Committee**

The two bodies are composed by the following members with specific responsibilities:

- **Node Manager**

The person in charge to drive and harmonize the pilot. Leader of the node's steering committee and member of the CROSS executive board, spokesman for the node.

- **Policy Manager**

The municipalities or other accredited entities, in charge to establish a portfolio of tokens or vouchers for each citizen and to decide the social services they may receive. The Policy Managers also decides which Service Providers and Local Activators to involve. Co-Leader of the node's steering committee and member of the CROSS executive board.

- **Identity Providers**

The person or institution or groups of people in charge for privacy, security and ethical issues. Their role is to adapt and define principles to address the multiple choices CROSS gives in terms of identity provision, complying with risk models defined in the policy definition framework. Member of the node's steering committee.

- **Attributes Providers**

The person or institution or groups of people in charge to identify key attributes for each CROSS actors to allow the proper categorization. They are responsible for adherence of defined profiles to reality for all actors involved in processes. During the pilot evaluation of results, they will be involved in adapting indicators to the local node situation. Member of the node's steering committee.

- **Ombudsman**

The person in charge to help relationship between different actors for managing disputes and giving trustable opinions (equitable representation), dealing also with accountability of value and service provision and the relationship with institutions and the related values exchange. Member of the node's steering committee.

- **Dissemination Team**

Team in charge for dissemination, member of the node's steering committee.

- **Service Providers**

People already involved in the services from municipalities and associations in the node, as member of CROSS they extend the existing digital infrastructure to CROSS with non-monetary economy in the scope. Representatives of them are member of the node's steering committee.

- **Application developers**

People or enterprises that by contract (signed with node's steering committee or with a single member involved) develops delivery platforms to link and manage actors operating around service provision for various people.

- **Local Activators**

Communities or associations operating in four main CROSS social areas. Public or private sponsors that could incentivize with awards the excellent work of certain volunteers. Representatives of them could be member of the node's steering committee.

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LIST OF
BASIC POLICIES



• **Data privacy & protection**

Personal data from each node will reside on the node itself and will be subject to the Personal Data Protection Laws of the country the node belongs to.
Personal data from each node will not be shared with any other node.

A set of these security measures will be the following:

- Only authorized personnel will have access to personal data.
- Data will be encrypted to be stored and also to be distributed.
- Data access attempts will be recorded: who accesses the personal data and what are the data accessed for.
- Personal data that are no longer necessary or pertinent will be erased or destroyed.
- Means will be provided to users so that they can exercise their rights of access, rectification, objection or deletion of their personal data.

the CROSS database will be backed up daily on an external drive and a copy of this database will be kept outside the CROSS central facilities.

Special care will be taken to avoid CROSS ecosystem users to be spammed, unless there is an explicit consent from the users themselves to receive advertising contents.

• **Service management:**

There are three levels of data for the service management:

- system configuration: Service registration, User registration, Volunteer registration, Registration of Associations.
- day to day activities related to the service provisioning: data needed to manage the provision of services:
- Aggregated data for the service performance monitoring: number of services demanded/main services demanded, number of services provided/main services provided, number of services rejected & and the reasons to reject them, number of users demanding services, number of volunteers providing services, "cost" of provided services.

• **Identity management:**

Identity management has to deal with the different choices in terms of identifying, authenticating, authorizing and certifying actors actors in the CROSS ecosystem (people, associations, public institutions, third party application providers).

- All actors have to be authenticated in CROSS either by a combination of username&password.
- Authorization determines what each actor is allowed to do on the CROSS ecosystem (demand services, provide services, monitor data, check information, etc).
- Identification deals with establishing the most appropriate connections between those users demanding services in CROSS and the associations/volunteers providing them.
- Certification has to do with guaranteeing that associations/volunteers are fully prepared and competent to provide the demanded services. Volunteers must be certified by CROSS to provide services in the ecosystem.

• **Service quality management:**

The assessment of provided services is an important issue in all CROSS pilots. This assessment allows to improve service provision by implementing appropriate corrective actions. The feedback data for the service assessment will come from the following sources:

- Feedback from the recipients of services (users)
- Feedback and self-assessment of services by the service providers (volunteers)
- Suggestions made by citizens at large

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DATA DELIVERY PROCEDURE

Data collection

Data collection and data management are key issues for the CROSS ecosystem to operate properly. Data in the CROSS ecosystem can be grouped as follows:

- data relating to Services: data describing the services provided at a specific node:
 - Name of the service provided
 - Description of the service provided
 - Cost of the service in the units of measurement agreed at the node (e.g. hours)
 - Skills and equipment needed to provide the service
 - A list of predefined causes for dissatisfaction in the provision of the service
 - Troubleshooting
- Data relating to Volunteers:
 - Personal data provided by volunteers themselves: name, age, contact data, personal skills, equipment available, etc
 - Services they are qualified (and willing) to provide
 - Services provided and ratings for those services
 - Account statement in the CROSS ecosystem, in the units of measurement agreed at the node
 - Association with any of the activators
- data relating to Consumer:
 - Personal data provided by consumers when registering in the CROSS ecosystem: name, age, contact data, special features that must be considered when providing any service (e.g. disabilities)
 - Services they request and services they have requested
 - Ratings provided by the consumer after the completion of the service
 - Account statement in the CROSS ecosystem, in the units of measurement agreed at the node
- data relating to Activators:
 - List of Volunteers providing services
 - List of Consumers who have been serviced
 - List of Services provided
 - Ratings per Volunteer/Service
- data relating to Policy Managers:
 - List of Activators/Volunteers in their area of influence
 - List of Services provided
- data relating to the Platform Operation:
 - Events: events are part of the normal system operation. They correspond both to actions configured in the platform on a timely basis and to user triggered actions.
 - Warnings: warnings trigger when some preconditions configured in CROSS are met
 - Alarms: also alarms trigger when some preconditions are met. The difference between warnings and alarms lies in the critical nature of the conditions being met.
- data relating to citizens:

The citizens can provide some useful information they in the form of new ideas about services that should be implemented in CROSS. CROSS is an open platform and, as such, it is open to receive suggestions, comments and new ideas coming from the community it will be servicing.

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