

COCKPIT**FP7-248222**

*Citizens Collaboration and Co-Creation in Public
Service Delivery*

Deliverable D6.6.2**Dissemination Report 2nd version**

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Executive Summary

This deliverable presents the COCKPIT Dissemination Report 2nd version. The document reports on the dissemination activities that took part in WP6 Dissemination and Exploitation of the COCKPIT project.

The scope of this report is to provide a thorough overview of all dissemination tools and activities which has been prepared and carried out by the COCKPIT partners with the aim to raise awareness and disseminate the project results during the last reporting period from M25 until M36.

Within this period major project developments were carried out such as the conclusion of the 1st piloting cycle and kick-off and completion of the 2nd piloting cycle. Therefore, in coordination with the overall project's progress and for supporting this important stage, the project partners prepared and carried out intense dissemination activities accordingly. Dissemination activities were aligned with exploitation activities which during this reporting period (which is the last one for the project) were intensified also. For this reason, new specific commercial dissemination material has been prepared in order to support the partners both in their dissemination and exploitation efforts.

The consortium partners have carried out a total of 39 different dissemination activities during this reporting period which will be further described in this document. These activities include the participation and presentation of the project at conferences and events, training activities with the piloting partners, scientific publications and papers as well as other dissemination activities such as press releases, press conferences, newsletters and dissemination material.

1 Introduction

The present document provides an overview of the dissemination tools utilised and the activities performed by the COCKPIT partners in order to disseminate the project results during the third project year. This deliverable is part of COCKPIT WP6 Dissemination and Exploitation.

The document is structured in three main sections. The first chapter presents in detail all dissemination tools and activities the partners have relied on during this last reporting period. According to the categorisation established in the Dissemination Plan (D6.5), this chapter is divided into dissemination tools and dissemination activities. Dissemination tools are understood to be the means used to transport the most important messages (i.e., the website, brochure ...) while activities are considered to be the concrete actions by which these tools could possibly be implemented (i.e, conferences, workshops, etc.). At this point it is worth noting that this rather rigid distinction cannot always be carried out strictly, it is considered to be rather an orientation in order to group the activities in meaningful categories.

Subsequent to the section on dissemination tools and activities finalises the report presents an overview summary of the activities carried out with the objective to present the results at one glance. Besides, the document finalises with a set of success criteria which were established in Deliverable D6.5 "Dissemination Plan". This table presents various quality and quantitative assurance parameters aiming at evaluating the impact of the dissemination activities.

2 Dissemination tools and activities

This chapter presents the dissemination tools that have been utilised and the dissemination activities which were carried out by the consortium between M25 and M36 of the project's lifetime.

2.1 Dissemination tools

This section presents the dissemination tools utilised during the project's third year. Dissemination tools are understood to be any sort of means through which the project main messages can be transmitted and communicated outside of the consortium. In this last year of the project's lifetime, project partners have emphasized their efforts in the context of exploitation, for example by approaching potential customers directly and presenting them the COCKPIT solution and assessing their feedback. In line with these efforts new dissemination material was prepared for supporting these specific, target groups tailored exploitation activities.

New COCKPIT factsheet for „COCKPIT commercial package“

The COCKPIT partners have done a great effort to gain feedback from public administrations by carrying out a total of 14 interviews with representatives of local councils, national and regional ministries, public institutions, parliaments, a public sector special purpose company subject to private, and a sector manager of the World Bank in five different countries (Belgium, United Kingdom, Greece, India, Italy and Spain). All of them were related in one way or another with the definition, design, implementation or delivery of public services (For more information on these visits and interviews please see "Internal report on interviews with Public Administrations").

In order to support this important exploitation initiative, new commercial material was prepared with the objective to point out in a clear message the value proposition and benefits of the COCKPIT platform.

A new COCKPIT factsheet was prepared which formed part of the COCKPIT commercial package presented to the representatives of the above mentioned public entities. This new commercial factsheet points out in a simple and well-structured way the key offerings of COCKPIT and its new way of designing and delivering public services (this factsheet can be downloaded from the "Free Download" section of the COCKPIT website).

Starting with an introductory page presenting the need COCKPIT is aiming to satisfy - closing the gap between decision makers and citizens.



Closing the gap between decision makers and citizens!

The need for a new model focused on citizen engagement and empowerment is considered to be of high importance. Without any doubt, the difficulties for incorporating citizens' participation in the decision making process are significant, given the fact that currently there is a huge gap between decision makers and the citizens that has to be covered in order to achieve effective active citizens' participation.

COCKPIT is addressing this gap and focuses on the importance of citizens' engagement and empowerment in public service design.

NEW WAY OF DESIGNING AND DELIVERING PUBLIC SERVICES

COCKPIT proposes a social platform to engage citizens in public service design

The great challenge of integrating peoples' deliberative engagement in the design and delivery of public services is becoming instrumental and has, up to now, not been adequately addressed. Taking into account the developments in Information Technology and the rapid growth of the Web 2.0 wave, it's obvious that the lack of citizens' participation is not a result of insufficient technologies, but mostly a matter of the current governance model and the established public policies.

The COCKPIT solution proposes an innovative ICT toolkit and modeling methodology for improving governance of public sector service delivery. This includes the provision of a social platform for citizens' engagement and empowerment using opinion mining techniques with the core in the simulation of public services.

COCKPIT provides a disciplined way of shaping public services offering

Government's internal and external traditional business processes need to be adapted to electronic businesses processes. For the external perspective, this means to provide public services in a well-structured and well understandable way meeting the needs of the specific users such as citizens, businesses, other organizations. Modern service modeling techniques show big potentials to improve governance of public sector service delivery as they offer more and better (faster, more accurate) information for policy makers and provide a better interface with the citizens, since they allow for adequate illustrative representation and deliberation of complex service systems.

The COCKPIT solution takes into account the benefits of modern service modeling techniques and proposes a disciplined public service design.

Figure 1: COCKPIT COMMERCIAL PACKAGE FACTSHEET; Page 1

The next page of the new factsheet explains how COCKPIT will address this gap and therefore presents the COCKPIT Value Proposition, which includes on the one hand a social platform and on the other hand a Business Process Modelling tool enabling decision makers to design public services based on citizens’ engagement and empowerment.

How does Cockpit aim to close the gap between decision makers and citizens

“Let your citizens’ voice be heard and let them participate in the design of public services”

COCKPIT provides you with a **social platform** to engage citizens in citizens in public service design and empowers them with a simulation of the public service.

COCKPIT VALUE PROPOSITION

COCKPIT: DESIGNING PUBLIC SERVICES BASED ON CITIZENS’ ENGAGEMENT AND EMPOWERMENT

SOCIAL PLATFORM	BUSINESS PROCESS MODELLING TOOL
<p>COCKPIT offers a social platform approach for the engagement of citizens in public service design and empowers them with a simulation of the public service.</p> <p>Opinion mining techniques are used to provide Public Administrations with a means to estimate the extent of a service acceptance and to determine strategies to improve service quality. As part of the COCKPIT Social Platform the COCKPIT Opinion Mining Tool identifies citizens’ sentiments about public services, as spontaneously expressed in Web 2.0 applications. Citizens sentiments are then analyzed and fed into the decision making process.</p> <p>The Cockpit Social Platform enables citizens to engage in a two-way dialogue with the public service decision makers. This platform provides the appropriate tools to the citizens (polls, forums) to evaluate the service and provide opinions.</p> <p>Through the simulation, Citizens’ are also able to get insight of the impact on the selected service and provide feedback on the results of the simulations performed.</p>	<p>COCKPIT provides added value to the existing Business Process Modeling Tools as it takes into account specific requirements and can be used for the design of new public services or the redesign of existing ones.</p> <p>The Business Process Modeling Tool supports the policy makers in defining and redefining public services. The inputs to COCKPIT will include government policies, legal constraints, user needs, operational constraints, cost parameters. Its output will be a service design or redesign, including service components, customer experience, employee processes, specifications for IT and physical infrastructure, cost estimates.</p> <p>COCKPIT proposes a simulation modeling approach where the designs of a public service proposed are simulated and the simulation outputs are made available to the decision makers to provide feedback and then iteratively arrive at close to optimal configuration of the public service.</p>

Figure 2: COCKPIT COMMERCIAL PACKAGE FACTSHEET; Page 2

The third page of this commercial factsheet looks at the key benefits that the COCKPIT solution offers for different target groups: Public Administrations and end-users (citizens).



COCKPIT KEY BENEFITS

PUBLIC ADMINISTRATION BENEFITS

- Better conformance to the acceptable standards of **good governance**.
- Citizen-centered and citizen-motivated services which create **public value**.
- **Seamless** and **transparent** service provision.
- Wider economic value and improvement of **cost-benefit efficiency** of the designed services.
- Large potential to **reduce** administrative, management and operational **costs**.
- **Minimal IT infrastructure costs** PAs can seamlessly integrate their IT-infrastructure with COCKPIT at a minimal **cost**.

END-USER BENEFITS

- **Citizen-centered services**: Public services designed around citizens' needs and developed in collaboration with them.
- **Easier services** – in terms of use (=cost savings) to use as opposed to previous bureaucratic processes.
- **Faster services** – in terms of the time required to receive services defined or re-defined by means of COCKPIT as opposed to outmoded services rooted in the past.
- **Better services** – in terms of the quality of services as services are designed around users' needs, greater transparency of the service delivery cycle etc.

<http://www.cockpit-project.eu>

OPEN AND TRANSPARENT GOVERNANCE

ENGAGING CITIZENS IN PUBLIC SERVICE DELIVERY DECISION MAKING

Cockpit enables governments to better understand and address the citizens' needs during public service conceptualization. In this way, next-generation public services will:

- balance the interests of the public realm and the market;
- consider individuals to be citizens, not just consumers, and thus balance the interests of communities and individuals;
- consider wider social concerns, not just narrow financial concerns;

COST AND TIME SAVING WHEN USING COCKPIT IN PRACTICE

Even without precise cost figures Cockpit allows a direct comparison of the cost of the different alternatives, leading to a cost-efficient choice.

Figure 3: COCKPIT COMMERCIAL PACKAGE FACTSHEET; Page 3

The last page concludes with a section on “Lessons learned from the COCKPIT piloting sites” in order to inform potential customers about the main benefits COCKPIT user partners have so far identified.

LESSONS LEARNED FROM THE COCKPIT PILOTING SITES



Cockpit toolkit is being tested in Greece, Italy and Holland

Three reference Public Bodies have adopted the Cockpit toolkit and are currently testing its functionalities.
The three different piloting sites are:

- Greek Ministry of Interior
- City of Venice
- City of Tilburg

These public administrations have selected one of their public services to test the Cockpit

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“The most important benefit of Cockpit is that it has provided a methodology for designing services in a disciplined way”

What do you consider to be the main benefits for citizens?

- COCKPIT gives an overview to the citizen of the main alternative features considered in the design of the service, instead of simply presenting the final service.
- The citizen is given a medium to send the Public Administration their preferences about a service.
- Citizens can now see the preferences and comments of others as well as the overall preferences as they develop vote by vote.
- Citizens and professionals are given the means to look into documents relevant to or supporting the service.
- By providing a central place for posting opinions that are relevant to the service, citizens are more confident that these will not go unnoticed. Up to now this facility was not provided at all.
- It is also now possible for citizens to glance over problems, complaints and ideas that others may have had and discussions have started on matters related to public service delivery.

What do you consider to be the main benefits for your Public Administration?

- The service-feature modelling has allowed for a complete mapping of the possible service designs into one single BPMN diagram. Up until now, one would have to describe the various options using unstructured text or unrelated diagrams.
- The Toolkit binds together the modelling functionality with the generation of supporting documents describing the processes of the service. This was done separately and independently and many times the texts and the actual process were out sync.
- The Public Administration has a way to collect preferences through the polling mechanism and most importantly in a structured way so that preferred service designs are automatically sorted according to the features set.
- The Toolkit provides a way to consult public opinions, without leaving the design environment.
- Making the service design process public, through preferences, comments, posts and simulation, it is felt by the people involved that this will help in developing the citizens' trust in the way the Public Administration could take a service design decision

Figure 4: COCKPIT COMMERCIAL PACKAGE FACTSHEET; Page 4

Project Title: COCKPIT

Contract No. FP7-248222

Project Coordinator: INTRASOFT International S.A.

www.cockpit-project.eu

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New COCKPIT Power Point presentation for the „COCKPIT Commercial Package“

As an additional material to support the COCKPIT partners in their commercial visits at Public Administrations, a new Power Point presentation for the COCKPIT commercial package was prepared.

This short presentation has the objective to present to the point the COCKPIT value proposition and the key benefits of the COCKPIT toolkit. Please find below two slides from this new presentation. The presentation can be publicly downloaded from the project's website, section „Free downloads“.



Figure 5: NEW PRESENTATION COCKPIT COMMERCIAL PAGAGE

COCKPIT Press releases

In order to undertake a successful and efficient external written communication and especially with the objective to enhance user engagement in the piloting activities and raise awareness about the piloting, the COCKPIT partners have launched press releases along with the start of the piloting activities.

During this reporting period the user partner City of Venice launched a press release presenting their new public service (IRIS 2 - (Internet Reporting Infor-

mation System) which was the service selected to be tested in the context of COCKPIT in this piloting site.

The launch of the COCKPIT press release in Venice was carried out in line with an official press conference held by City of Venice to announce the new release of the IRIS service and the role of the City of Venice in the COCKPIT project. The press conference was attended by two Deputy Mayors (for public works and innovation) and by the City of Venice General Director. IRIS is an on-line service based on a portal that allows citizens to connect to the local authorities in order to guarantee the urban maintenance of streets, green areas, public lighting. IRIS 2 responds much more to web 2.0 requirements and addresses to a higher degree the citizens' needs to engage in a direct dialogue with the public administration.

IRIS is the service selected by the City of Venice for the piloting activities of the COCKPIT project. On the COCKPIT platform, citizens are asked to give their opinion about the new IRIS service, to indicate how much they like the service or what they would change about it. All opinions expressed in the polls of the COCKPIT platform will be taken into consideration when designing the City of Venice system improvement plan at the end of the COCKPIT project.


It is worth mentioning that after the successful press conference a clear peak of users in the Deliberation Platform could be observed, most likely meaning that this specific dissemination activity had been effective.

In the case of the Greek user partner YPES a news release was posted on the organisation's website. Supporting the overall goal of enhancing user engagement for the piloting, the main intention of this news release was to announce the second piloting cycle, the service to be modelled and to invite people to post to the forum who would then have the chance to be included in the final COCKPIT draw which offered attractive prizes for the winners.

COCKPIT Newsletter

The COCKPIT newsletters offer an appropriate means to carry out direct proactive communications to the targeted stakeholders, the European Commission, researchers in eGovernment and Policy Modelling matters, potential interested Public Administrations, Governmental authorities and the wide range of citizenship. The project's newsletters are being issued periodically, up to now every six months (for the first two newsletters please refer to D6.5 Dissemination Plan or www.COCKPIT-project.eu).

During the reporting period the fifth issue of the COCKPIT Newsletter was sent to the COCKPIT Special Interest Group in August 2012 (see the 1st page in the Figure below):

Cockpit Newsletter #5 (August 2012)

NEW COCKPIT PILOTING CYCLE HAS STARTED! JOIN US AND MAKE YOUR VOICE HEARD

Make your voice heard and give us your opinion on public services and take part in the Cockpit piloting having the chance to win an iPad or an iPod.

Check out our three piloting sites in Greece, Italy and the Netherlands on the Cockpit piloting platforms and give us your comments and suggestions about actual public services currently running in our pilots (Greek Ministry of Interior, City of Venice, City of Tilburg).

This is a way for you, as a citizen, to influence your policy makers!

Stay tuned and active for the second piloting phase of the Cockpit project!!

With at least 10 reasonable comments on our piloting platforms, you can have the chance to win an iPad 2 (3G – Wi-Fi – 32GB – Black) in our next draws in the Venice pilot ([Termini e condizioni di partecipazione](#) for Venice pilot) and an iPod in both, the Greek ([Terms and Conditions for Greek pilot](#)) and the Dutch pilot.

Help us to optimize our project's outcomes and support us in the development of this innovative tool to make eParticipation reality.


Participate in the Cockpit Piloting and have the chance to win a PC-Tablet 

COCKPIT TOOLKIT IS BEING TESTED IN GREECE, ITALY AND HOLLAND

Three reference Public Bodies have adopted the Cockpit toolkit and are currently testing its functionalities. The three different piloting sites are:

- Greek Ministry of Interior
- City of Venice
- City of Tilburg

These Public Administrations have selected one or more of their public services to test the Cockpit toolkit.

 **Join Our Piloting Here!!**

Click on the flags and give your opinion about public services in the piloting sites:



-  Greek Pilot run by the Greek Ministry of Interior
-  Italian pilot run by the City of Venice
-  Dutch pilot run by the City of Tilburg

Figure 6: COCKPIT Newsletter; issue 5, page 1

The last Newsletter issue provided the following sections:

- New COCKPIT piloting cycle has started! Join us and make your voice heard!

This section points out the main objective of this newsletter issue: the strong focus on enhancing user engagement for the piloting activities by pronouncing clearly that successful participation in the piloting permits participation in different draws to win attractive prizes.

- The COCKPIT toolkit is being tested in Greece, Italy and Holland.

This section places as well special emphasise on the user engagement issue by providing straight forward direct links to the piloting sites enabling readers of the newsletter to participate in the piloting activities.

- News from the piloting sites

This section gives a short overview of each piloting site and the public services to be tested. Lessons learned from the COCKPIT piloting sites

- This section gives an overview of COCKPIT`s key benefits for citizens and Public Administrations.

- COCKPIT Value Proposition

A short overview of the COCKPIT Value proposition with the vision to close the gap between decision makers and citizens by designing public services based on citizens` engagement and empowerment.

- Update of t COCKPIT toolkit, second prototype.

This section informs the readers about the latest release of the COCKPIT toolkit and presents new features of this last version.

- Project at a glance.

General project information section.

The newsletters are downloadable for everybody from the COCKPIT website. Apart from this, the newsletters are sent to the members of the COCKPIT Special Interest Group.

COCKPIT Special Interest Group (SIG)

A Special Interest Group has been defined during the first year of the project in order to create a specific audience with interested stakeholders for our dissemination procedures (for more information please see D6.5 Dissemination Plan).

This list has constantly been updated during the course of project`s lifetime. Current total number of members by the time of preparing this document was 72. This group has been periodically informed about the project`s developments by sending them the COCKPIT newsletters every six months.

Website

The COCKPIT website is one of the project main dissemination tools which will be updated on a regular basis. The current version of the COCKPIT website follows the project graphic identity and presents a project overview, including objectives, project partners and the activities proposed within the project.

The website was launched in March 2010 and is subjected to constant improvement and enhancement such as news, links, events, etc. The website follows the EU recommendation regarding usability and accessibility and it has the EU flag and the 7th Framework Program logos that drive the user to the official websites. The address of the official project webpage is:

<http://www.cockpit-project.eu>

During the course of the project, the structure and especially the content of the COCKPIT web site has been subject to modification, basically new updates with news, diagrams, graphic material, technical information, downloads, relevant links, etc.

Concrete actions carried out on the project website during the reporting time:

- **Emphasising efforts for user engagement** on the website:
 - Announcing very visible and clear at the top of the homepage that people should join our piloting activities and make their voice and opinion heard about public services



Figure 7: Banner user engagement on homepage

- Providing direct links to the 3 pilot sites which are visually supported by 3 different flags of the piloting countries.

Make your voice heard and participate in one of our three Cockpit pilots by giving us your opinion on public services and have the chance to win an iPad or an iPod.

Enter our Cockpit platform and take part in our pilots:

 [Italian](#)
 [Greek](#)
 [Dutch](#)

Figure 8: Homepage - direct links to pilots

- Announcing on a prominent place the existence of a **COCKPIT draw for participants** in the piloting activities with the chance to win attractive prizes. For this reason different banners have been prepared and were placed on the website announcing the Draw and the prizes which participants of the pilots could win. Additionally a link was provided with the Terms and Conditions of these draws.



Figure 9: COCKPIT draw announcement on homepage

- Updating the publications section, including information about new publications since the last reporting period
- Updating section: Public Deliverables approved
- Placing the COCKPIT Newsletters (4th and 5th release) on the website for downloading.
- Updating COCKPIT consortium meetings

Website performance data - visits

In order to evaluate the dissemination activities performed during the last reporting period, chapter 5 of the present document will look at a set of success criteria established in order to estimate the impact of the dissemination actions. Within the scope of the COCKPIT website, two criteria were taken into account while

formulating these parameters: the number of visits and the average duration of these visits. This data is presented in the following figures. During the reporting period there were 102.99 visits registered at the COCKPIT website, 57.06 visits were reported as unique visitors.

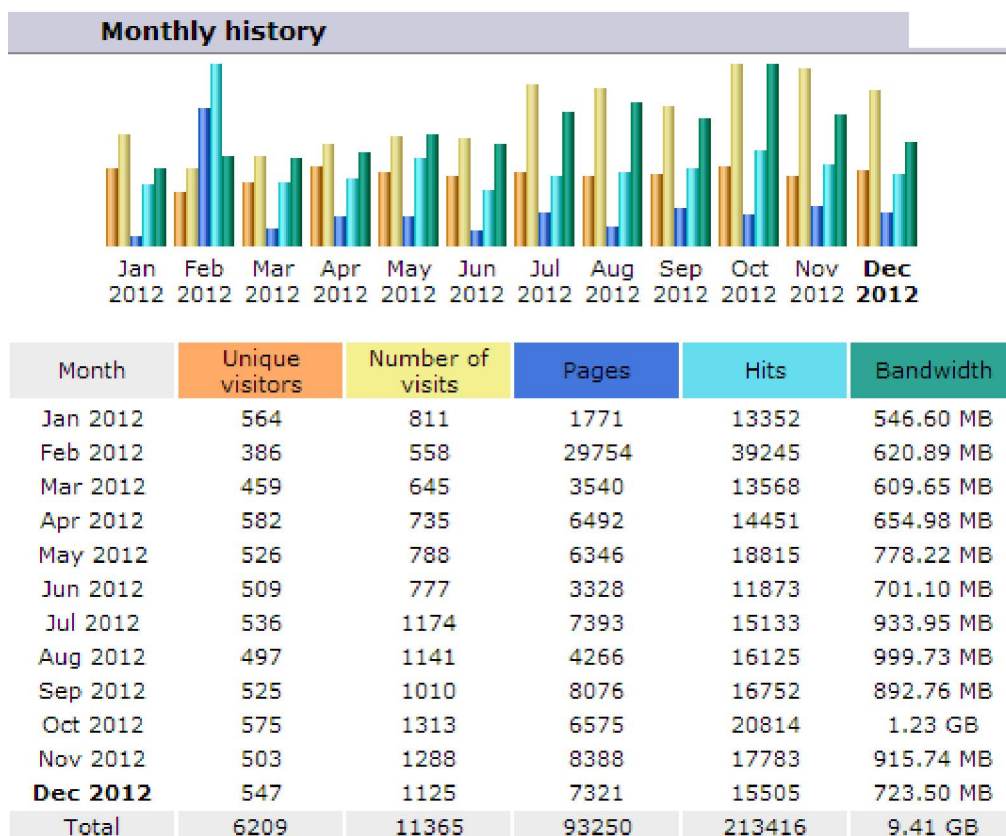


Figure 10: Website Visits

Website performance data – duration of visits

During this reporting period, most visits lasted about 0-30 seconds. In general terms, the average visit duration was 98 seconds.

Visits duration			
Number of visits: 11365 - Average: 174 s		Number of visits	Percent
0s-30s		9865	86.8 %
30s-2mn		400	3.5 %
2mn-5mn		240	2.1 %
5mn-15mn		273	2.4 %
15mn-30mn		161	1.4 %
30mn-1h		175	1.5 %
1h+		249	2.1 %

Figure 11: Website Visits Duration

The current look & feel of the COCKPIT homepage can be seen below:

Cockpit CITIZENS COLLABORATION & CO-CREATION in PUBLIC SERVICE DELIVERY

Main Menu

- Home
- Publications
- Project Lessons
- Meetings
- Join Special Interest Group
- Milestones

Rech Info

- [Methodological Approach](#)
- [Conceptual Architecture](#)

Upcoming Events

- [Upcoming Events & Call for Papers](#)

The 2nd Cockpit draw is coming up soon!

Stay tuned and active in the forum for the second draw in December 2012 and have the chance to win an iPad or iPod Nano!

2nd COCKPIT piloting cycle – polls are now closed BUT KEEP POSTING COMMENTS IN THE FORUM and AND HAVE THE CHANCE TO WIN AN iPad or iPod Nano!

The polls of the 2nd Cockpit piloting cycle are now closed, thanks to all participants! According to the preferences expressed in the polls, the final service configuration is being selected and the respective process simulation is presented for further discussion. Keep posting comments in the forum, the date of the iPad draw will be announced very soon and you will have the chance to win an iPad or an iPod Nano.

For more information about the upcoming draw check out the [Terms and Conditions](#) section of the pilot you would like to participate in.

Make your voice heard and participate in one of our three Cockpit pilots by giving us your opinion on public services and have the chance to win an iPad or an iPod.

Enter our Cockpit platform and take part in our pilots:

[Italian](#) [Greek](#) [Dutch](#)

Participate in the Cockpit piloting and have the chance to win an iPad or iPod

The cockpit solution: a new way of designing and delivering public services based on citizens' engagement and empowerment

Cockpit Methodology

Cockpit Toolkit Demonstrator

[See Demonstration Prototype Toolkit Presentation](#)

Intra-Soft International S.A. European Union

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Figure 12: COCKPIT website homepage

Web 2.0 – Social Media

COCKPIT has presence in three of meaningful social networks. Those are LinkedIn, Facebook and Twitter, and the information posted is updated by members of the consortium, as well as other members that actively participate in discussions, events announcements, development progressing, new features (videos, presentations) and other dissemination activities.

LinkedIn

The COCKPIT project created a group in the social network LinkedIn in the beginning of the project. The link to this group is:

<http://www.linkedin.com/groups?home=&gid=2732480>

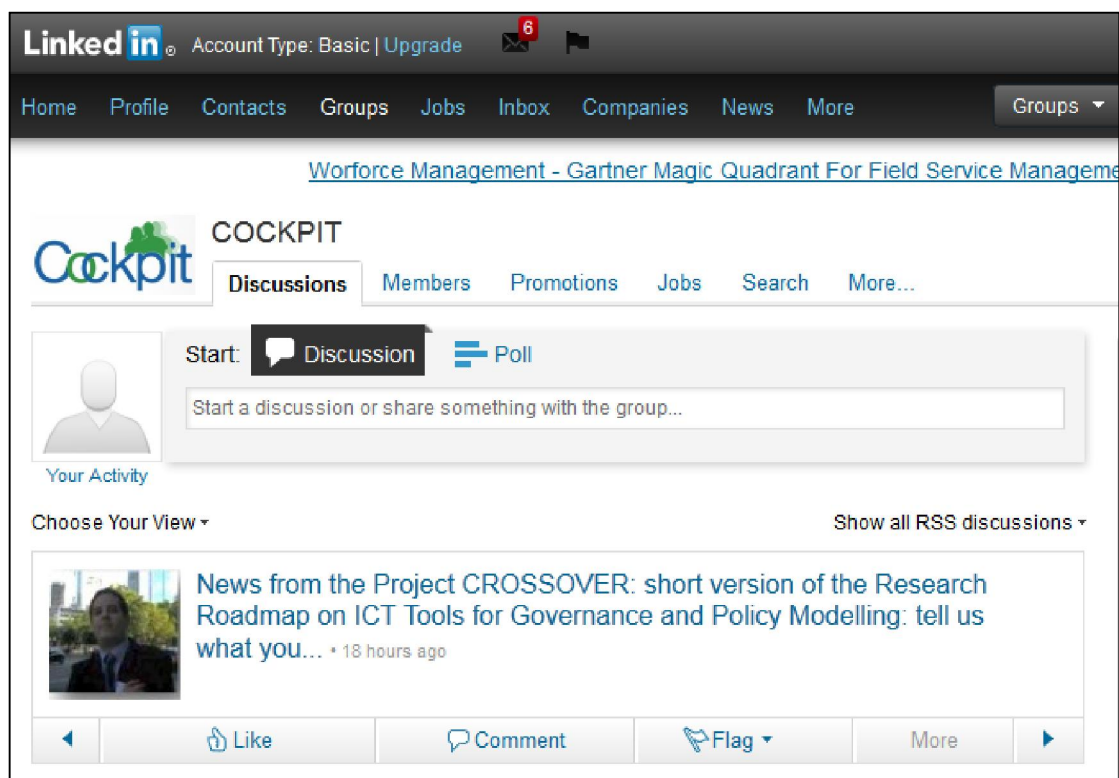


Figure 13: COCKPIT LinkedIn Group - Discussions

Currently, the COCKPIT LinkedIn group has 85 members. Since February 2010 (26 members) until November 2012 the number of members has constantly increased more than doubled.



Figure 14: Members subscription (Linked In)

The following graphic shows the user profiles of the COCKPIT LinkedIn group and its corresponding percentages. According to this figure most users belong to the areas of Program and Project Management as well as Research.

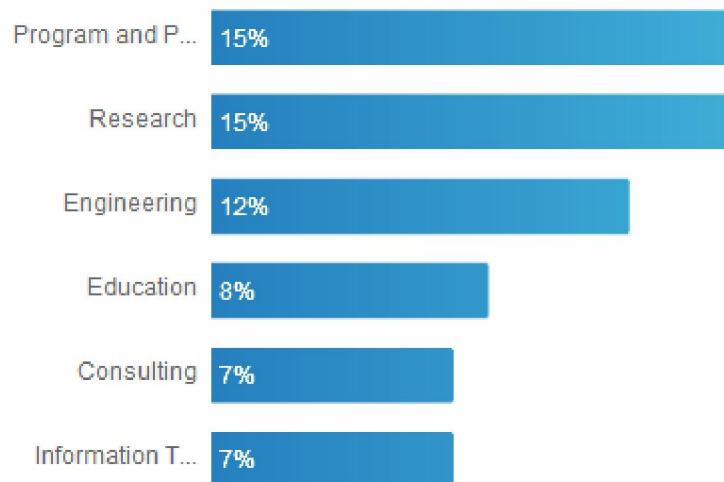


Figure 15: User Profiles (Linked In)

The users of the COCKPIT LinkedIn group form mainly part of the Information Technology and Services sector.

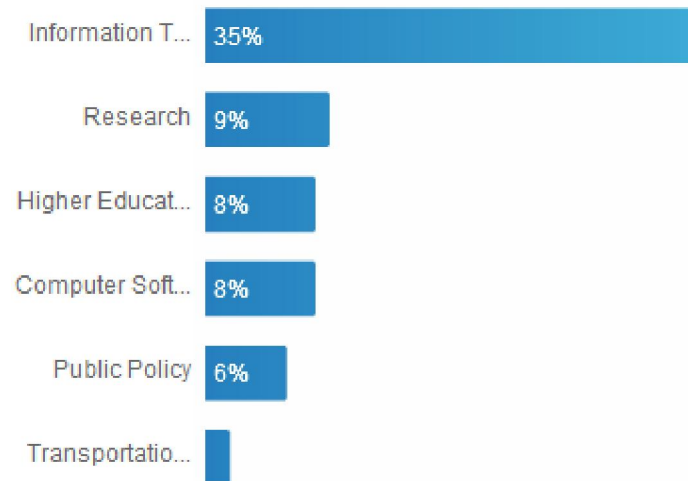


Figure 16: Users industry sectors (Linked In)

Facebook

In July 2010 the COCKPIT project has created a COCKPIT Project page in Facebook. The link to this page is:

<http://www.facebook.com/pages/COCKPIT-project/104757609577759?ref=search>

The Consortium members announced via facebook news concerning the project, project related events or the start of a new piloting cycle and invited people to participate in the piloting activities.

The figure below shows the number of times the COCKPIT Facebook page was viewed during approximately the last three months. According to the figure, most views were registered on September 9th 2012, 3 visits. The information on total tab views and external references indicate the number of times each of the COCKPIT Facebook tabs were viewed and the number of times people arriving on the COCKPIT Facebook site from a URL that is not part of facebook.com (both within the timeframe of the last three months)¹

¹ Facebook does not permit this statistic for more than 89 days. Therefore this information refers to data from the last three months.

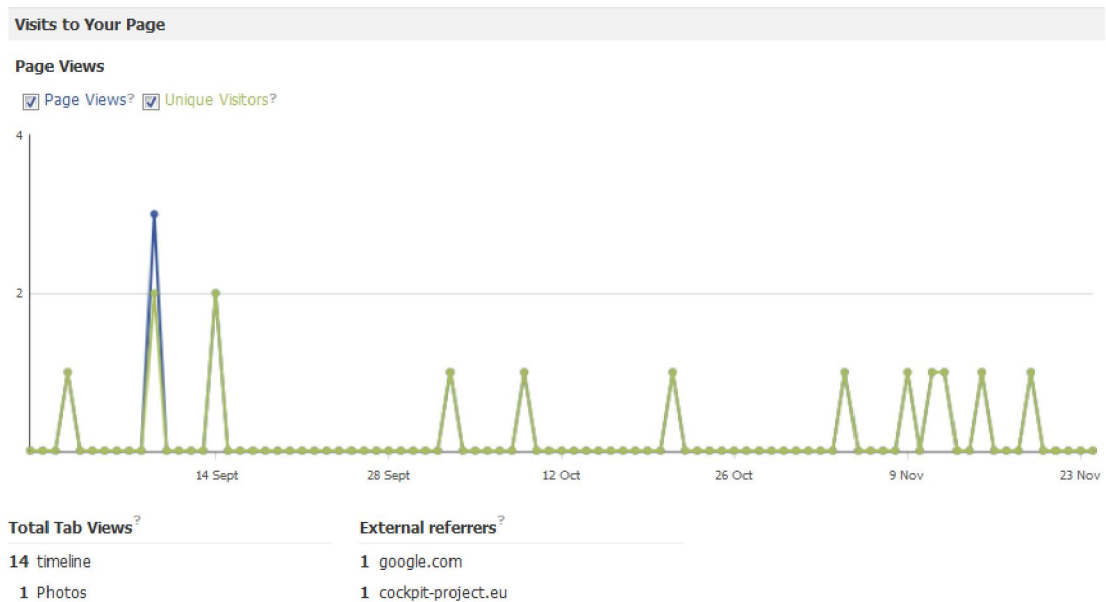


Figure 17: Visits to COCKPIT Facebook site

Twitter

COCKPIT has created and maintains an active account in Twitter (@COCKPITeu).

The link to this page is: <https://twitter.com/#!/COCKPITeu>

Through the Twitter account, COCKPIT spreads its own news and important notifications, as well as other news related to the project, to a broad audience which is composed by members of various interest groups. Twitter was used also for announcing the pilot operations of COCKPIT and for letting people know about the different phases of the piloting phase. At the date of creation of this report, the twitter account of COCKPIT had tweeted 160 times and 120 followers, who at their majority have a significant number of followers of their own (e.g. 1000+ followers), resulting in a much broader indirect audience in case of a re-tweet by another user. These numbers are quite higher of those of the first two years of the project's implementation, with an increase of around 60% in tweeted messages and followers.



Figure 18: COCKPIT Twitter account

2.2 Dissemination activities

All partners took part in and carried out dissemination activities and in this context contributed to drawing the maximum attention beyond the project consortium. The partners represented the project when addressing external stakeholders, researchers, governmental authorities and citizens.

Whereas the previous section presented a set of dissemination tools, the following sections outline the dissemination activities carried out during this reporting period.

Scientific publications

Scientific publications are an effective way to disseminate information about the project to specific scientific and research communities. During this reporting period the following project relevant scientific publications were published by the project partners.

Title	Main Author	Title of the book/periodical or the series	Publisher	Year of publication
Citizens Collaboration and Co-Creation and Public Service Delivery: The COCKPIT Project	Panagiotis Kokkinakos, Sotirios Koussouris, Dimitrios Panopoulos, Dimitrios Askounis, Antonis Ramos, Christos Georgousopoulos, Erik Wittern	International Journal of Electronic Government Research	IGI Global	2012
Towards Re-engineering and Automation of Public Services	Koussouris Sotirios, Kokkinakos Panagiotis, Panopoulos Dimitrios, Askounis Dimitrios	Electronic Governance, An International Journal	INDERSCEINCE Publishers	2012
Applying open innovation strategies to eGovernment for better public services	Christos Georgousopoulos, Xenia Zidouvelou, Ramos Antonis,	E-Government Success Factors and Measures:	IGI Global	2013

	Panagiotis Kokkinakos, Anshu Jain, G.R. Gan-gadharan, Yehia Taher	Concepts, Theories, Experiences, and Practical Recommendations		
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Table 1: Scientific publications

Papers

During the second project year, the following papers were submitted by the COCKPIT partners to project relevant events. The list below presents these papers with title, author(s), event and an abstract of the papers:

1. Cloud Service Selection based on Variability Modeling

Published in proceedings of the 10th International Conference on Service Oriented Computing (ICSOC '12), November 2012.

Authors: Erik Wittern, Jörn Kuhlenkamp, Michael Menzel

Abstract: The selection among Cloud services is a recent problem in research and practice. The diversity of decision-relevant criteria, configurability of Cloud services and the need to involve human decision-makers require holistic support through models, methodologies and tools. Existing Cloud service selection approaches do not address all stated difficulties at the same time. We present an approach to capture capabilities of Cloud services and requirements using variability modeling. We use Cloud feature models (CFMs) as a representation mechanism and describe how they are utilized for requirements elicitation and filtering within a presented Cloud service selection process (CSSP) that includes human decision-makers. Filtering produces a reduced number of valid Cloud service configurations that can be further assessed with current multi-criteria decision making-based selection approaches. We present software tools that we use to demonstrate the applicability of our approach in a use case about selecting among Cloud storage services.

2. Participatory Service Design through Composed and Coordinated Service Feature Models

Published in proceedings of the 10th International Conference on Service Oriented Computing (ICSOC '12), November 2012.

Authors: Erik Wittern, Nelly Schuster, Jörn Kuhlenkamp, Stefan Tai

Abstract: Active participation of diverse stakeholders such as consumers or experts in service engineering is critical. It ensures that relevant aspects of service quality, service acceptance and service compliance are addressed. However, coordination of diverse stakeholder inputs is difficult and their collaborative creation of common design artifacts demands novel engineering solutions. We present a

service-oriented approach for engineering design artifacts: service feature models are introduced as compositions of model parts that can be contributed by different stakeholders and software resources acting as services. Our method and tool applies service-orientation to collaborative design, thereby taking participatory service engineering to the level of coordinated service composition.

3. Towards Smart Use of Social Technologies in E-Government

Research Paper, submitted November 2012 for the European Conference on Information Systems (Utrecht (NL) 2013)

Authors: M.T. Smits, C. Ou

Abstract: We focus on how local governments use social media for enhancing service effectiveness. To answer this question we propose a research framework based on Business Network Theories and the Architecture for Public Administration. We develop three propositions stating that smart use of social media can enhance e-government effectiveness via three intermediating variables: Smart Social Technologies (SST) can enhance integration of actors, aggregation of processes, and aggregation of information. The fourth proposition states that these three effects of SST will improve service effectiveness only if the network has developed Networked Business Operating Logic. Our preliminary data shows strong support for the proposed framework. Our case also shows that the performance of the network will be relatively low, if the network does not create business logic to automatically provide linkages among the different SST applications, actors, processes, and data. Although the current design and actual implementation of SST in our e-government case is still in a preliminary and await-for-integration phase, the analytical and business process design tenets provide guidance for other countries.

Publication in the popular press

Title	Author	Title of media where article was published	Publishing date	Short description	URL
Ciudades Inteligentes - Participación ciudadana. Planta un árbol y sé feliz	Jordi Benitez	Capital	03/03/2012	Interview of Atos research and innovation director about citizen engagement in policy design; as an example: COCKPIT.	www.capital.es

Website presence in other sites apart from Project website

Website URL	Organisation/Body of the website	Short description of the type of contribution	Relevance to the project
www.comune.venezia.it	Municipality of Venice	Article on City of Venice website announcing the draw	Achieving more users in the Deliberation Platform
www.comune.venezia.it	Municipality of Venice	News within the City of Venice Intranet about COCKPIT	Achieving more users in the Deliberation Platform
www.yap.gov.gr	YPES/Informatics Development Agency	Article about the project and the participation in the pilots.	Project and pilot awareness, attract users to the Deliberation Platform.
www.yap.gov.gr	YPES/Informatics Development Agency	Announcement of the 2nd piloting cycle and inclusion in the newsletter	Pilot awareness, attract users to the Deliberation Platform.
http://www.eng.it/	Engineering Ingegneria Informatica S.p.A.	Quoted as an example of research in the Company Profile	Spread the knowledge of the project within the other company departments

COCKPIT Prize Draws for user engagement

A total of 2 PC tables (iPad) and 2 MP3 players (iPod Nano) were gifted to the nominated winners of the COCKPIT draw, as part of incentives offered to the citizens that will be participating in the piloting phase of the COCKPIT project. This draw of prizes was a tool implemented by the COCKPIT partners to foster user engagement and encourage with these incentives people to participate in the piloting.

The website and social networks were updated with the actual information about the COCKPIT draws in order to enhance and stimulate user engagement. The latest announcement placed on the website can be seen below:

The image shows a website announcement banner with a blue gradient background. On the right side, there is an image of an iPad and an iPod Nano. The text on the banner reads: "The 2nd Cockpit draw is coming up soon!" followed by "Stay tuned and active in the forum for the second draw in December 2012 and have the chance to win an iPad or iPod Nano!". Below this, in a lighter blue section, it says "2nd COCKPIT piloting cycle – polls are now closed BUT KEEP POSTING COMMENTS IN THE FORUM and AND HAVE THE CHANCE TO WIN AN iPad or iPod Nano!". A paragraph follows: "The polls of the 2nd Cockpit piloting cycle are now closed, thanks to all participants! According to the preferences expressed in the polls, the final service configuration is being selected and the respective process simulation is presented for further discussion. Keep posting comments in the forum, the date of the iPad draw will be announced very soon and you will have the chance to win an iPad or an iPod Nano." The final line says: "For more information about the upcoming draw check out the [Terms and Conditions](#) section of the pilot you would like to participate in."

Figure 19: Website announcement of 2nd COCKPIT draw

Additionally, during the whole reporting period a specific banner announcing this draw was placed on the project homepage and the project's social networks. The banner was linked to the Terms & Conditions of the draw which can be found under <http://paris.atc.gr/COCKPIT/en/Incentive.aspx>

During the course of the reporting period this banner was updated. The current version can be seen in the figure below.

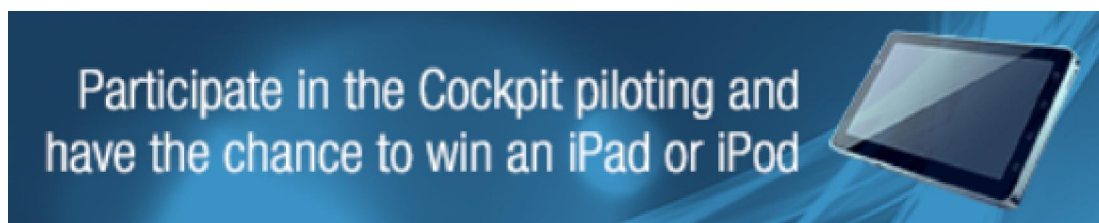


Figure 20: Banner COCKPIT draw on project's website

Other dissemination activities

Activity	Comments	Partner
City of Venice - press conference for the new release of IRIS service and role of Venice in COCKPIT	After the press conference there was a clear peak to be observed in users of the DP, the dissemination activity was effective	City of Venice
Internal dissemination: COCKPIT was presented to the technological architect responsible for setting up a company Showroom within the company.	The project will be kept visible at the showroom, once finished.	Engineering

Events/Conferences/Workshops/Training sessions

The following table presents the participation of COCKPIT partners at project relevant events/conferences/workshops and training sessions.

Date	Location	Name of event	Thematic area of event	Partner	Short description of partner's activity
January/February 2012	City of Venice	Online training on the 1st pilot cycle - toolkit functionalities	Training sessions	ENG, City of Venice	Online training on the 1st pilot cycle - toolkit functionalities (from ENG to representative of City of Venice)
20/03/2012	Berlin	Eurocities Knowledge Society Forum	The KSF meets quarterly around Europe, to develop joint working and share knowledge	Venice	Presentation of COCKPIT
April 2012	University Tilburg	Service Innovation in E-Government	Students of executive MSc program Information Management. TIAS NIMBAS Business School, Tilburg University	University Tilburg	Teaching case
April 2012	City of Venice	Online training on the 1 st pilot cycle - toolkit problem solving	Training sessions	ENG, City of Venice	Online training on the 1 st pilot cycle - toolkit problem solving (from ENG to representative of City of Venice)
May 2012	University Tilburg	Service Innovation in E-Government	Students of executive MSc program Information Management. TIAS NIMBAS Business School, Tilburg University	University Tilburg	Teaching case
15-18/05/2012	Rome	Forum PA 2012; Exhibition	Open Government	City of Venice	Raising awareness
25/05/2012	City University Hong Kong	Smart Social Technologies in E-Government	eGov	University Tilburg	Research Seminar Presentation

June/July 2012	Different locations	All meetings carried out by industrial partners related to the presentation of the COCKPIT package to Public Administrations	Public Administrations	Atos, INTRASOFT, ENG, ATC, IBM	Presentation dedicated to potential users, clients Details in Internal Report on Interviews with Public Administration
12-15/07/2012	Syros, Greece	Infostrag, "ICT: A valuable and relatively untapped reservoir for the development of the Greek Economy", 8th Seminar for the Information Society; http://www.infostrag.gr/	Public administration and local government, ICT ecosystems, business initiatives	YPES	Presentation of COCKPIT embedded in overall presentation on Innovation, simplification and participation in the creation of digital experiences in the Public Sector
September/October 2012	City of Venice	Online training on the 2 nd pilot cycle - toolkit problem solving	Training sessions	ENG, City of Venice	Online training on the 2 nd pilot cycle - toolkit problem solving (from ENG to representative of City of Venice)
5/10/2012	Athens	INTRASOFT corp.	Employees of the company	INTRASOFT	Dissemination of 2nd Piloting phase (and COCKPIT draw)
18-19/10/2012	Athens	Event in the context of 20th anniversary of the EU Single Market	Public administration, citizens	YPES	COCKPIT dissemination to visitors of YPES booth; distribution of brochures
31/10/2012	Brussels	Eurocities Knowledge Society Forum	The KSF meets quarterly around Europe, to develop joint working and share knowledge	Venice	Presentation of the COCKPIT project to the new Eurocities KSF policy advisor
16/11/2012	Palermo (IT)	Workshop on Horizon 2020	The workshop was held within the Master in Euro Project Funding	ENG	presentation of COCKPIT project and how it relates to FP7 and Horizon 2020 objectives
20/12/2012	Milano (IT)	Master degree	Business Management	ENG	The project experience, the results and the possible evolutions are included in a degree thesis, that will be presented at MIP (the school of management at Politecnico di Milano)

3rd project year	Tilburg	Presentation dedicated to potential users, clients	To Chairman and employees of KING (dutch national IT standardization committee for local government)	City of Tilburg	Presentation dedicated to potential users, clients Presentation of the COCKPIT initiative and methodology
3 rd project year	Athens	Presentation at NTUA	Students of undergraduate course of NTUA	NTUA	Presentation of the Project and the Greek Pilot conducted in undergraduate course of NTUA (audience approx. 70)

Table 2: Events/ Conferences/ Workshops/Training sessions

3 Overview of dissemination tools and activities

The following table summarizes the aforementioned dissemination tools utilised and the activities performed during the reporting period (some of the actions were initiated during the previous reporting period and updated in the current one). The tools and activities and their results are grouped in categories with similar characteristics, so that their overall potential is stressed.

Item	Type of Activity	Nº of activities
	<i>Publications (current reporting period)</i>	
1	Scientific publications (books, magazines, journals)	3
2	Paper presentations	3
	TOTAL	6
	<i>Participation in Events/Conferences//Workshops/Exhibitions (current reporting period)</i>	
3	Participations in events	13
4	Participations in exhibitions	1
	TOTAL	14
	<i>Training activities (current reporting period)</i>	
5	Training sessions in the piloting sites	4
	TOTAL	4
	<i>Constant dissemination activities (initiated 2010, constantly updated during current period)</i>	
6	Social network presence	3
7	COCKPIT website	1
8	Mailing lists for promoting the project	1
	TOTAL	5
	<i>Tools (current reporting period)</i>	
9	Newsletters	1
10	Press Release (1) and press conference (1)	2
	TOTAL	3
	<i>Other types of dissemination activities, promotional</i>	

	<i>material</i> (current reporting period)	
11	Website presence other than COCKPIT website with announcements	3
12	Draws of Tablet PC and mp3 Players for user engagement	2
13	New COCKPIT factsheet for COCKPIT commercial package	1
14	New COCKPIT presentation for COCKPIT commercial package	1
	TOTAL	7
TOTAL		39

Table 3: Dissemination overview

4 Success Criteria

For most of the channels described above, during the first project year various quality and quantitative assurance parameters were defined in order to evaluate the impact of these dissemination activities (see D6.5 Dissemination Plan). The following table depicts these parameters and the results obtained:

Media/ Action/Method	Feedback parameter	Objectives ²	M25 - 36
Website / Portal	Number of unique visitors and no. of visits during last 12 months Average time site statistics	According to our experience in previous research projects, an average of 500 visits per year would be a positive result, with at least 40% of users spending more than 5 minutes on the site.	5706 <i>unique</i> visits 10299 visits Average of visits duration 98 sec <i>Detailed graph see Figure 9 and 10</i>
Social Media	Flow of communication, number of posts.	Nonstop information contribution during the project life time.	<i>Detailed information in section Web 2.0 - Social Media</i>
Brochures	Leaflet/brochures distributed	During the project life we plan to participate in a number (~3) of major events (e.g. ICT, eGov Conferences, etc.), where we aim to distribute an average of 30 brochures per event.	COCKPIT brochures were distributed at various events (<i>see section Events/Conferences/Works hops</i>) <i>New COCKPIT commercial factsheet has been prepared along with new COCKPIT commercial presentation.</i>
Paper / Journals	Number of publications	During the whole project, we expect to release at least 5 -10 publications of different kinds.	3 papers and 3 scientific publications in this reporting period.
Conference presentations	Number of attendees(registered / estimated)	It is estimated to present the project in various major events (~3), such as ICT, eGov, etc. The average number of attendees per event can be estimated in 30.	COCKPIT partners participated and/or presented COCKPIT in 14 project related events. <i>(see section Events/Conferences/Works hops)</i>
Conference posters	Number of posters	During the project's lifetime we plan to publish 1 to 2 posters	No new poster during this reporting period. 1 poster was designed at the beginning of the project.

² Objectives defined in D6.5 Dissemination Plan.

Media/Action/Method	Feedback parameter	Objectives²	M25 - 36
Workshops	Number of attendees(registered / estimated)	The purpose is to participate in at least one workshop per year	ENG attended Workshop on Horizon 2020

Table 4: Success criteria dissemination activities

5 Conclusions

According to COCKPIT's Description of Work, the principal objective of this deliverable was to present all dissemination tools and activities used to disseminate the project results for the interval between M24-M36. Therefore, the main part of this document presents in detail the dissemination actions carried out by the partners during the third project year. In the first place, the report presented the dissemination tools prepared or updated according the project progress. Second, the document provides detailed information about all dissemination activities (publications, events, other dissemination activities...) carried out by the COCKPIT partners during the reporting period. A total number of 39 single dissemination actions were reported in this document, this number includes all type of different actions (tools and activities) such as project related papers, presentations about the project, as well as new versions of brochures or additional promotional material items, just to mention some.

It can be said that the actions carried out by the partners were diversified reaching from preparing press releases, publishing project related information on other websites, placing special effort on user engagement through the COCKPIT website and the social networks as well as participating and raising awareness in project related events.

Furthermore, the deliverable presented a table with success criteria as a set of quality and quantity check parameters established in the Dissemination Plan D6.5 during the first project year. According to these parameters, it can be concluded that the project has met all targeted parameters during this reporting period.