Collaborative Project

LOD2 – Creating Knowledge out of Interlinked Data

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Deliverable 10.3.1

Report on dissemination, community building and cross-fertilization

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Author List

Organisation	Name	Contact Information
SWCG	Martin Kaltenböck	m.kaltenboeck@semantic-web.at
OKFN	Jonathan Gray	jonathan.gray@okfn.org
ULEI	Nadine Jänicke	jaenicke@uni-leipzig.de
SWCG	Thomas Thurner	t.thurner@semantic-web.at
NUIG	Michael Hausenblas	michael.hausenblas@deri.org
ULEI	Sören Auer	auer@informatik.uni-leipzig.de

Executive Summary

Dissemination activities of the LOD2 project are very important to reach the objective of establishing a worldwide focal point on Linked Open Data by the LOD2 consortium.

The dissemination team of the WP10 of the LOD2 consortium specified a 5 phased approach for the dissemination of the LOD2 project results in the LOD2 dissemination plan.

The 1st and the 5th phase are on the one hand A) a phase to set up the whole dissemination strategy and the toolset of activities for a successful dissemination as well as the tools for measurement of success and on the other hand B) a phase of as well active dissemination as well as of transfer of the dissemination activities to sustainability. For the phases 2, 3, 4 annual dissemination planning is proposed always in the last quarter of the previous phase. The 5 phases are as follows:

1. Month 1 to month 4 (September 2010 to December 2010): Set up of dissemination activities and tool set as well as intensive planning phase of whole dissemination plan of LOD2; 1st concrete dissemination activities.
2. Month 5 to month 16 (January 2011 to December 2011; calendar year 2011): dissemination plan along the project schedule for 2011
3. Month 17 to month 28 (January 2012 to December 2012; calendar year 2012): dissemination plan along the project schedule for 2012
4. Month 29 to month 40 (January 2013 to December 2013, calendar year 2013): dissemination plan along the project schedule for 2013 (including a strong interdependency to exploitation and standardisation).
5. Month 41 to month 48 (January 2014 to August 2014; last 8 months of the project): dissemination plan along the project schedule for 2013 (including planning & concrete activities to ensure sustainability)

This document on hand covers the first 12 month of the project and thereby gives an overview of the activities in phase 1 as well as a part of phase 2. Furthermore a short outreach of near future activities is given – that is also important because of the enlargement of LOD2 from September 2011 – as new partners join the consortium and there are activities needed to smoothly involve these partners into the LOD2 dissemination activities.

The report gives an overview of dissemination planning activities, dissemination activities itself (event participation, PR activities, marketing and viral marketing activities, et al) about training (planning) activities as well as on community building activities. The main focus here lies in giving an overview of the collected measureable criteria for success in the first project year.

Table of Contents

1. Introduction - Objectives and Deliverables of the LOD2 Dissemination Plan and Activities

1.1 LOD2 dissemination plan - introduction: objectives and deliverables

This report gives an overview of the dissemination activities that have been performed in the LOD2 project and outlines future activities as well as the way in which they will serve to make the project results available to the identified target groups (i.e. governmental bodies, industry, LOD community, research and academia, media and interested public).

The general aim of the activities outlined in this report is to establish a worldwide focal point for academic and industry parties interested in contributing to or taking advantage of the novel Linked Data methodologies and components that will emerge in the project. In particular, these activities are targeted at:

- informing the community of the state-of-the-art developments taking place in the field,
- disseminating the project results in order to foster community building and to create an impact on industry and research in Europe and worldwide,
- providing training to interested audiences in the technologies developed throughout the project
- Both industrial and academic partners will play active roles in the dissemination activities and be responsible to promote the project results within their respective communities.

The industrial partners take a lead part in dissemination activities directed at non-scientific users. While they specifically reach relevant industry audiences through their case studies, they also provide outreach towards businesses in diverse sectors through press releases, participation in industry-oriented events, and the production of general business presentations. The participation of globally acting partners (WKD, OpenLink, Exalead, and OKFN) gives an additional, global dimension to this dissemination program.

The dissemination activities of academic partners center on the traditional scientific channels of journal publications, conference papers, workshop organization, and educational courses at university sites. These activities aim at sharing the results of the project with the scientific community, particularly the European, but also the international scientific community, in order to encourage their incorporation into the work of other scientists and technologists. Additionally, consultancy to business and contractual research and development form a significant part of dissemination.

Likewise, training activities are organized for both industrial and academic audiences in order to establish the continuity of the research initiated in the project beyond its boundaries.

The main public interface of the LOD2 project is the project website (http://lod2.eu) as well as the LOD2 weblog (http://blog.lod2.eu). It contains information on the project objectives, the LOD2 consortium, on research and development, and on major scientific results; as well including various PR materials – and current news, events and results of LOD2.

In order to promote maximum dissemination, the LOD2 Stack and components will be (mainly) published as open source. In this way, all major technological results from LOD2 are easily exploitable in both commercial and scientific respect beyond the end of the project.

Generally, press releases issued on all important milestones and events will target the local and national press of the respective partners. The press releases will describe the goals of the project in simple, jargon free language and whenever possible highlight the benefits to the region/country and the importance of the local partner being part of an EU consortium.

Deliverables

Del. No	Del. Title	Lead Beneficiary	PM	Nature	Diss. Level	Del. Date
D10.1.1	LOD2 training course for external audiences	OKFN	3.00	R	PU	18
D10.1.2	LOD2 PhD workshop and summer school	ULEI	3.00	O	PU	14
D10.1.3	LOD2 PhD workshop and summer school	NUIG	3.00	O	PU	26
D10.1.4	LOD2 PhD workshop and summer school	FUB	3.00	O	PU	38
D10.2.1	Continuously updated project website	ULEI	5.00	O	PU	3
D10.2.2	Updated dissemination plan	SWCG	1.00	R	PU	6
D10.2.3	Updated dissemination plan	SWCG	1.00	R	PU	18
D10.2.4	Updated dissemination plan	SWCG	1.00	R	PU	30
D10.3.1	Report on dissemination, community building and cross-fertilization	SWCG	4.00	O	PU	12
D10.3.2	Report on dissemination, community building and cross-fertilization	SWCG	5.00	O	PU	24
D10.3.3	Report on dissemination, community building and cross-fertilization	SWCG	5.00	R	PU	36
D10.4.1	Video overview of project results	NUIG	2.00	R	PU	24
D10.4.2	Video overview of project results	NUIG	2.00	R	PU	48
D10.5.1	Press release collection	ULEI	3.00	R	PU	10
D10.5.2	Press release collection	ULEI	3.00	R	PU	12

Allocation of Resources

Participant No.	Participant short name	Person-months per participant
1	ULEI	5.00

Participant No.	Participant short name	Person-months per participant
2	CWI	3.00
3	NUIG	4.00
4	FUB	4.00
5	OGL	4.00
6	SWCG	7.00
7	TENFORCE	3.00
8	EXALEAD	3.00
9	WKD	4.00
10.	OKFN	7.00
	Total	44.00

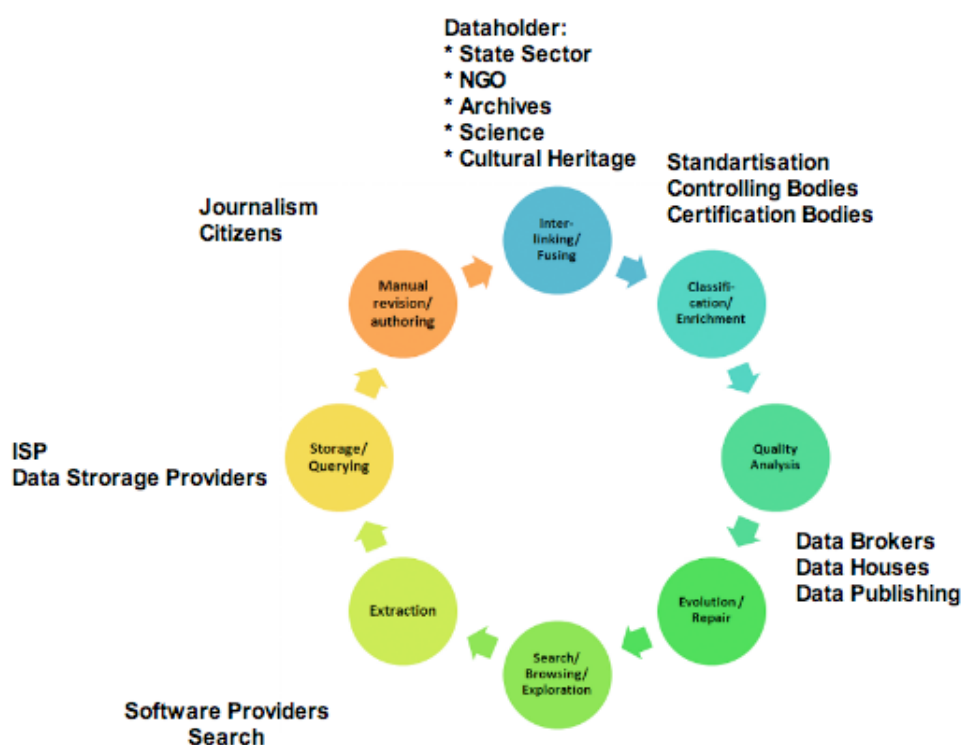# 2. Target Groups

Figure 1 LOD2 dissemination target groups

To structure the LOD2 dissemination activities, we formulate a matrix, where all dissemination activities can be categorized. This allows in evaluating the measures, to analyse in which fields we are present with dissemination activities, which target groups are addressed and which measures are used to which extend in the specific measure.

	Government	Industry	Academia	Public	Media	Community
LOD2 as a general technical development			C	D	E	F
LOD2 as a tool for a specific domain	A	B		D	E	

2.1   A) Government

Thematic approach: Linked Open Governmnet Data, Establishment of Open Government Policies, Development of a pan-European Open Data Portal,

Targeted:

- Junior to mid levels civil servants
- IT departments
- press people of politicians
- Statistics departments
- Local authorities
- Central government departments
- Government publishing bodies (e.g. HMSO / OPSI in UK)
- Internal PSI policy experts
- Government legal experts (PSI reuse)
- Policy networks (e.g. ePSIplatform)
- Government website managers/developers
- Government IT/technical contacts
- Data catalogue administrators

Preferred Channels: direct communication, via mass media, conferences, talks and presentations, eGovernment mailing lists (OKFN, W3C etc)

2.2   B) Industry

Thematic Approach: data integration in the enterprise, business intelligence, market (marketing) intelligence, HR, knowledge management & intranet, enterprise 2.0, data analytics & data visualisation

Targeted:

- relevant **departments in the enterprises**: IT departments, HR, knowledge management
- **IT vendors**: tool provider as e.g. CMS providers, enterprise 2.0,

- **IT agencies** / companies and free lancer focussing on: **applications and mash ups** (web 2.0 community etc)
- **Interest groups** / associations for industry.
- **Enterprise 2.0 market**: it vendors as well as consulting companies and people in the enterprise interested & working in e 2.0 PLUS: conferences etc.
- **Settled data brokers** and data analysts
- **Open Source** Software Community
- **Venture Capitalists**
- **Start ups in the area of apps building** on top of linked data (e.g. mobile)

Preferred Channels: direct communication, via domain specific media, Conferences, talks and presentations, respective mailing lists, viral marketing channels, trainings

2.3   C) Academia

Thematic Approach: Standards, technological frameworks, the LOD Stack, pilot projects, scientific partnerships

Targeted:

- Semantic Web & Linked Data core community
- Affiliated communities in the data & knowledge management domain
- Social scientific research
- Private IT R&D
- potential consumers of open data
- those building tools around open data
- academics that use tools for research
- outreach organisations of universities / scientific institutions

Preferred Channels: papers, posters and presentations, challenges, conferences, via domain specific media

2.4   D) Public

Thematic Approach: Openness, networked knowledge, socio-economic effects, future internet

Targeted:

- civil hacker initiatives
- people interested in new gadgets
- open data / citizens
- popular science

Preferred Channels: via mass media, blogs, feeds, facebook, viral marketing channels

2.5   E) Media

This section includes both: the journalists, which act as intermediaries to our specific target groups, and as the media (& publisher) sector itself, which has its own interests as an industry sector. It's a specifica that media industry is often approached trough their editorial boards and vice versa.

Thematic Approach: depends on target groups above

Targeted:

- national media interested in PSI and eGov
- potential users in the technology - data driven journalism
- computer & IT media
- general interests and special interest media

Preferred Channels: press informations, personal talks, press conferences, invitations, conferences (talks and presentations)

2.6   F) Community

This section put together various target groups on the specific approach of community involvement and community building.

Preferred Channels: blogs, feeds, facebook, viral marketing channels

3. Report on Dissemination Activities in the 1st Project Year

3.1 Dissemination Activities in the 1st project year

This section lists and describes the identified dissemination activities that have been implemented along the LOD2 dissemination plan in the 1st project year (September 2010 to August 2011).

As one of the first activities the LOD2 dissemination team has been established by specifying one responsible dissemination contact person per partner as follows:

- Exalead
  Amar-Djalil MEZAOUR
- OpenLink
  Hugh Williams
- Wolters Kluwer
  Thomas Bußmann
- SWCG
  Martin Kaltenböck
- TenForce
  Bastiaan Deblieck
- CWI
  Peter Boncz
- FUB
  Christian Bizer
- ULEI
  Nadine Jänicke
- NUIG / DERI
  Giovanni Tummarello
- OKFN
  Jonathan Gray

- Web activities and viral marketing activities in the 1st project year

  - *LOD2 website & weblog*
    Set up and continuous up to date website and weblog under:
    http://www.lod2.eu and http://blog.lod2.eu
    Website: project information
    Weblog: regular interviews (beginning with month 7 - March 2011 until project end), event participation announcements, articles about event participations, posts about relevant developments (and related developments by e.g. consortium), blog posts about releases of LOD software and similar, outputs of other related projects and developments, reports about project meetings.
  - For the LOD2 website *testimonials* from all project partners about Lined Open Data and LOD2 has been collected and implemented.

- *LOD2 mailing list*
  set up, composition and management of a lod2 mailing list to support discussion about Linked Open Data on the mailing list worldwide
  lod2@lists.okfn.org
- *Internal LOD2 mailing list*
  set up, composition and continuous management of an internal mailing list to support internal communication and thereby also internal dissemination issues
  lod2@lists.informatik.uni-leipzig.de
- *twitter account*
  Set up, customisation and continuous management of the twitter account to post LOD2 relevant topics and show competence in the field of LOD as well as for networking purposes
  (http://twitter.com/lod2project)
- *slideshare account*
  Set up, customisation and continuous management of the LOD2 slideshare account to publish ALL relevant LOD2 presentations at one single point of access (http://www.slideshare.net/lod2project)
- *Partner Blogs & websites*
  Partner weblogs and websites were collected by the dissemination team and LOD2 topics are offered (partners are asked to) to be published / promoted on partners communication channels.
- *flickR account of LOD2*
  to publish photos of project meetings, event participation (possibly with LOD2 sticker in one hand) etc. to promote LOD2 via this viral marketing channel.
- *Monthly or bi-monthly Interviews* with LOD2 team members AND external experts (to be published on the LOD2 weblog and promoted via all LOD2 communication channels)
  see: LOD2 Interview schedule
- *Participate actively* (discussions, publish blogposts and events etc) in the *social networks* (Linked Data /Sem Web etc groups) of *Xing and Linked In*
  XING: _https://www.xing.com/net/pricc4445x/nextgenerationweb
  LinkedIn: _http://www.linkedin.com/groups?mostPopular=&gid=60636&trk=myg_ugrp_ovr
  (beside other relevant groups, e.g. the W3C eGovernment group and the Semantic Web group..)
  Remark: starts with project year 2
- Implementation of *Screen Casts and Demonstrators* in the LOD2 website as soon as development is ready to release (incl. publishing of: release notes)
  Remark: starts with project year 2 after 1st prototype of LOD2 Stack is available
- Put a LOD2 area into *mail signatures*
  e.g.: LOD2 - Creating Knowledge out of Interlinked Data - http://lod2.eu/
- *LOD2 spreadshirt merchandiser shop*
  has been set up and customised to offer merchandisers as T-shirts or cups for the interested audience
  http://266123.spreadshirt.de/lod2-C181376
- *LOD2 tool webinars*
  where the partners explain what the several tools in LOD2 (and mainly the LOD2 stack) can provide (introduction and feature overview), what the tool is good for and a short technical overview (architecture, technology etc) AND record & publish this webinars to be available for the public. Progress: the planning phase has been managed, preparation phase is in progess, the LOD2 webinar series will start in October 2011.

- Event participation and organisation

Plans according to the LOD2 dissemination plan

- Organise an LOD2 event around every (bi-annual) LOD2 project meeting to promote LOd2 and demonstrate outcomes and do networking in different regions with the community on site
- Participate in relevant academic conferences and events etc (and do presentation, paper submission et al)
- Participate in relevant events for publishers & media
- Participate in relevant semantic web / linked open data conferences & events
- Participate in relevant industry events according to the identified target groups
- Participate in relevant Open Data & Open Government events
- Organisation of LOD2 tool webinars / events for the 4 main annual releases of the LOD2 stack

Result of event participation of LOD2 in the 1st project year:

As follows the list of event participation, presentations held at events, workshops held and participated in:

- 01.9. – 03.09. 2010 - Linked Data Camp at I-Semantic 2010, Graz, Austria
- 09. – 10.09. 2010 - 2nd Workshop of Ontologies in Biomedicine and Life Sciences (OBML), Mannheim, Germany
- 13. – 17.9. 2010 - VLDB Conference, Singapore
- 28.9. 2010 – ICT 2010, Brussels, Belgium
- 28.9. 2010 - Annual meeting of the German Society for Computer Science (GI) 2010, Leipzig, Germany
- 07.10. – 08.10. 2010 - Symposium on Successful Proposal Submission, Palma de Mallorca, Spain
- 11.10. – 15.10. 2010 - EKAW 2010, Knowledge Engineering and Knowledge Management by the Masses, Lisbon, Portugal
- 15.10. 2010 - ISO TC 37/SC 4 WG on Terminology and other language and content resources, DIN Deutsches Institut für Normung e. V., Berlin, Germany
- 25. – 30.10. 2010 - 4th International Conference on Advances in Semantic Processing, Florence, Italy
- 03.11. 2010 - Workshop about pan-European data portal, Luxembourg
- 07.11. – 11.11. 2010 - ISWC 2010, Shangai, China
- 08.11. 2010 – COLD2010 - 1st International Workshop on Consuming Linked Data, Shangai, China
- 18.11. – 19.11. 2010 - Eurovoc Conference, Luxembourg
- 18.11. – 19.11. 2010 – Open Government Data Camp 2010, London, UK
- 29.11. – 30.11. 2010 - SWIB10 - Semantic Web in Bibliotheken, Cologne, Germany
- 02.12. – 03.12. 2010 - European Semantic Technology Conference 2010 (ESTC), Vienna, Austria
- 03.12. 2010 – eGovernment Camp Vienna, Austria
- 13.12. 2010 – Open Data MeetUp at Microsoft Austria, Vienna, Austria
- 16.12. 2010 – Future Internet Assembly, Ghent, Belgium
- 22.12. 2010 – FEDICT, Brussels, Belgium
- 21.01. 2011 – Munich Open Government Day (MOGDy) – Munich, Germany
- 26.1. 2011 – LOD2 MeetUp at FEDICT, Brussels, Belgium
- 31.01. 2011 - European Digital Agenda Workshop, Berlin, Germany
- 17.2. 2011 - Workshop with EU-PSP Open Cities project (http://opencities.net/) at Fraunhofer FOKUS, Berlin, Germany
- 18.02. 2011 - European Public Sector Information (PSI) Platform, Berlin, Germany
- 09.03. – 11.03. 2010 - ISI Conference, International Symposium for Information Science, Hildesheim, Germany
- 22.03. 2011 - Workshop with German Theseus-Contentus Programme, Leipzig, Germany

- 23.3. 2011 – Linked Open Government Data MeetUp in the course of the LOD2 plenary meeting, Paris, France
- 28.03. – 01.04. 2011 - Workshop at WWW 2011 Conference, Hyderabad, India
- 29.03. 2011 - Talk at Deutsche Telekom AG, Darmstadt, Germany
- 12.04. 2011 -]init[Linked Open Data, Brussels, Belgium
- 18.04. – 20.04. 2011 - International Conference on Intelligent Semantic Web-Services and Applications (ISWSA 2011), Amman, Jordan
- **19.4. 2011 – Talk at CWI: The Social Intelligence Benchmark", Amsterdam, The Netherlands**
- 04.05. – 05.05. 2011 - 3. Leipziger Semantic Web Day, Leipzig, Germany
- 06.05. – 09.05. 2011 - WEBIST 2011 -- International Conference on Web Information Systems and Technologies, Noordwijkerhout, Netherlands
- 11.05. 2011 - Share-PSI.eu, Brussels, Belgium
- 11.5. – 13.05. 2011, CONSEGI 2011, IV Congresso Internacional Software Livre e Governo Eletronico, Brasilia, Brazil
- 18.05. 2011 - SEMIC.EU Yearly Conference 2011, Brussels, Belgium
- 19.05. – 20.05. 2011 - ICT Proposer's Day, Budapest, Hungary
- 25.5. – 27.5. 2011 - International Conference on Web Intelligence, Mining and Semantics (WIMS11), Sogndal, Norway
- 29.5. – 02.06. 2011 -8th Extended Semantic Web Conference, Heraklion, Greece
- 03.06. – 05.06. 2011 - Federated Social Web 2011, Berlin, Germany
- 06.06. – 09.06. 2011 - SemTech 2011, San Francisco, USA
- 07.06. 2011 - LOD2 Presentation at TU Dresden, Dresden, Germany
- 12.06. 2011 - International Workshop on Semantic Web Information Management - SWIM 2011, Athens, Greece
- 13.06. – 16.06. 2011 - SIGMOD 2011, Athens, Greece
- 15.6. 2011 - Semantic Web MeetUp Vienna: Open Data visualisations, apps and portals, Vienna, Austria
- 15.6. 2011 - LOD2 CKAN Workshop Vienna, Vienna, Austria
- 16.06. – 17.06. 2011 - Digital Agenda - Represent LOD2, Brussels, Belgium
- 16.06. 2011 - OGD2011 - first conference on Open Government Data in Austria, Vienna, Austria
- 17.06. 2011 - Digital Agenda Assembly, Brussels, Belgium
- 20.06. – 24.06. 2011 - 11th International Conference on Web Engineering, Paphos, Cyprus
- 26.06. – 30.06. 2010 - Wolters Kluwer Technology Summit, Atlanta, USA
- 28.06. 2011 - CKAN Development Workshop, Berlin, Germany
- 28.06. 2011 - Linked Open Data Workshop - digital agenda scoreboard - DG INFSO of European Commission, Brussels, Germany
- 27.06. – 29.06. 2011 – ISESS2011 Conference, Brno, Czech Republic
- 30.06. – 01.07. 2011 – OKCon 2011, Berlin, Germany
- 05.07. – 06.07. 2011 - "myCMS and the Web of Data" - IKS Community Workshop, Paris, France
- 06.07. – 07.07. 2011 – STI Summit, Riga, Latvia
- 14.07. – 15.07. 2011 – Semantics & Media Conference, Mainz, Germany
- 22.08. – 24.08. 2011 - Forum Alpbach - Alpbach Reform Symposium 2011, Alpbach, Austria
- 23.08. – 27.08. 2011 - Summer School: Reasoning Web 2011, Galway, Ireland

- Publications

  - Publications in the *academic area*
  - Publications in the *enterprise* (including media & publishers) area - e.g. Brochure: LD Governance, Brochure: How to deal with Linked Data

- Publications in the *Open Gov Data area*

Result on LOD2 publications in the 1st project year

The collected relevant publications can be found on the LOD2 website here:

http://lod2.eu/Article/Publications.html

Overview over different types and numbers of publications:

- Book Chapters: 2
- Journal Articles: 1
- Proceedings: 15
- Workshop Papers: 5
- Posters / Demos: 4
- Position Papers: 1
- in print: 1

In total: 29 publications

- **Promotion and Merchandising material**

The following promotion- and merchandising activities tool place:

- Creation of LOD2 Flyer & Stickers
- LOD2 spreadshirt shop: http://266123.spreadshirt.de/lod2-C181376

- **PR - Public Relations**

- In the 1st year 1 press release at the start of the project has been managed, translated into all partner languages and distributed across Europe
- Furtermore LOD2 has been included in several press releases and additional PR work to promote the project and its objectives as broad as possible.

As a result the following press clipping were generated

- Press releases can be found here on the LOD2 website:
  http://lod2.eu/Article/Press_Releases.html
- Press Clippings can be found here on the LOD2 website:
  http://lod2.eu/WikiArticle/PressClippings.html

2010 (M1-M4)

A number of first articles covered the LOD2 project launch and appeared in different European countries both online and in print. Most of these articles were not only intended for an expert audience, but also written for the interested public and published through daily local media channels as well as in various special print and online magazines. The following press clippings have been collected and are also available at the LOD2 website:

No.	Title	Publisher	Date
1.	TenForce bouwt 'Google voor Web 3.0' http://datanews.rnews.be/nl/ict/nieuws/nieuwsoverzicht/2010/09/08/te nforce-bouwt-google-voor-web-3-0/article-1194813680459.htm	Datanews (Belgium)	2010-09-08
2.	Europas Weg zum Future Internet http://www.heise.de/newsticker/meldung/Europas-Weg-zum-Future- Internet-1083230.html	Heise online (Germany)	2010-09-21
3.	TenForce maakt Web 3.0 bevraagbaar (Article is attached to the document in full text.)	Datanews (Belgium)	2010-09-24
4.	Wolters Kluwer Deutschland unterstützt EU-Projekt zu Linked Open Data http://www.boersenblatt.net/396964/	Börsenblatt (Germany)	2010-09-27
5.	Projektstart: Mit EU-Fördermitteln zum intelligenten Internet http://www.xtranews.de/2010/09/30/projektstart-mit-eu-foerdermitteln- zum-intelligenten-internet/	xtranews (Germany)	2010-09-27
6.	Transeuropäisches Projekt „LOD2" von EU gefördert http://www.computerwelt.at/detailArticle.asp?a=130404&n=5	Computerwelt Online (Austria)	2010-09-28
7.	Wolters Kluwer Deutschland unterstützt maßgeblich EU-Projekt zum Thema Linked Open Data (Article is attached to the document in full text.)	Hannover Zeitung (Germany)	2010-09-28
8.	Transeuropäisches Projekt "LOD2" von EU gefördert http://www.derboersianer.com/business/it_technologie/single/details/tra nseuropisches-projekt-lod22-von-eu-gefrdert238737.html	Der Börsianer.com (Austria)	2010-09-28
9.	Projektstart: Mit EU-Fördermitteln zum intelligenten Internet http://www.juraforum.de/wissenschaft/projektstart-mit-eu- foerdermitteln-zum-intelligenten-internet-333742	Juraforum (Germany)	2010-09-30
10.	Projektstart: Mit EU-Fördermitteln zum intelligenten Internet http://www.innovations- report.de/html/berichte/informationstechnologie/projektstart_eu_foerder mitteln_intelligenten_162641.html	Innovationsreport (Germany)	2010-09-30
11.	Projektstart: Mit EU-Fördermitteln zum intelligenten Internet http://www.zv.uni- leipzig.de/service/presse/pressemeldungen.html?ifab_modus=detail&ifab _id=3885	Universität Leipzig (Germany)	2010-09-30
12.	Projektstart: Mit EU-Fördermitteln zum intelligenten Internet http://www.academics.de/wissenschaft/projektstart_mit_eu_foerdermitte ln_zum_intelligenten_internet_41011.html	Academics.de (Germany)	2010-09-30
13.	Mit EU-Fördermitteln zum intelligenten Internet http://www.leipzig.de/de/business/newsarchiv/2010/18059.shtml	City of Leipzig (Germany)	2010-10-01
14.	Schneller durchs Netz: EU fördert Leipziger Projekt zum semantischen Internet mit 6,5 Millionen Euro http://www.l-iz.de/Bildung/Medien/2010/10/EU-f%C3%B6rdert-Leipziger- Projekt-zum-semantischen-Internet.html	Leipziger Internet Zeitung (Germany)	2010-10-02
15.	Wolters Kluwer unterstützt LOD2-Projekt (Article is attached to the document in full text.)	Letter of Deutsche Fachpresse (Germany)	2010-11-12

In November and December 2010 (M3 and M4) a couple of further articles appeared on specific LOD2 topics and events. An interview with Jonathan Gray (OKFN) appeared, for instance, online in relation to the Eurostats Hackday (no. 1). Two other articles raised awareness for the LOD2 project in the print media. One covering its goal to create a new web (no. 2) reached the general public through Leipzig's daily newspaper. The other dealing with the publishing and media use case of the LOD2 project (no. 4) was written for a professional audience as it appeared in the trade publication of publishers in Germany.

No.	Title	Publisher	Date
1.	Wikipedia, maschinenauswertbar http://www.heise.de/ct/artikel/Websites-aktuell-1138116.html	Heise online (Germany)	2010-11-01
2.	Uni-Informatiker optimieren Internetsuche	Leipziger Volkszeitung	2010-11-05

	(Article is attached to the document in full text.)	(Germany)	
3.	Eurostats Hackday: "Es braucht Daten, um Politik verstehen zu können" http://blog.zeit.de/open-data/2010/12/17/eurostats-hackday-jonathan-gray/	Zeit online (Germany)	2010-12-10
4.	Fachverlage können sich die technischen Möglichkeiten des Semantischen Web zu Nutze machen (Article is attached to the document in full text.)	Letter of Deutsche Fachpresse (Germany)	2010-12-14

2011 (M5-M10)

In this period the press covered LOD2 topics in four more articles. These articles appeared in relation to specific LOD2-related events such as the Leipzig Semantic Web Day (no. 1) or in relation to research activities such as the OGD Stakeholder Survey (no. 2 and 3). The articles were published primarily through online platforms intended for the interested public. The collection also includes a first talk with Sören Auer (no.4) out of an interview series planned with different LOD2 experts.

No.	Title	Publisher	Date
1.	Schöne neue Datenwelt – was bietet das Semantic Web http://www.unternehmen-region.de/de/5785.php	Unternehmen Region (Germany)	2011-05-11
2.	Auf dem Weg zum europäischen Datenkatalog http://futurezone.at/netzpolitik/3117-auf-dem-weg-zum-europaeischen-datenkatalog.php	Futurezone.at (Austria)	2011-05-11
3.	Linked Open Data (LOD) http://data.wien.gv.at/formate/lod.html	City of Vienna (Austria)	2011-05-17
4.	The hype, the hope and the LOD2: Sören Auer engaged in the next generation LOD http://www.community-of-knowledge.de/beitrag/the-hype-the-hope-and-the-lod2-soeren-auer-engaged-in-the-next-generation-lod/	Community of Knowledge.de (Germany)	2011-06-11

During June 2011 (M10) another row of articles appeared mainly on the Open Data Challenge carried out by OKFN. This competition received much press coverage in several European countries and was mainly covered through media channels intended for the general public.

No.	Title	Publisher	Date
1.	Online portal brings open government to European level http://blogs.dw-world.de/spectrum/?p=2043	Deutsche Welle (Germany)	2011-06-16
2.	Winners of open government competitions announced at Digital Data Assembly http://blogs.dw-world.de/spectrum/?p=2071	Deutsche Welle (Germany)	2011-06-16
3.	Awarded prizes to the winners of the competitions on creative reuse of open data http://euroalert.net/en/news.aspx?idn=12816	Euroalert.net (Spain)	2011-06-16
4.	Kroes/EU prämiert kreative Weiterverwendung offener Daten http://www.portel.de/nc/nachricht/artikel/51119-kroeseu-praemiert-kreative-weiterverwendung-offener-daten/12/	Portel.de (Germany)	2011-06-16
5.	EU-Kommissarin will Notrufknopf fürs Internet http://www.heise.de/newsticker/meldung/EU-Kommissarin-will-Notrufknopf-fuers-Internet-1262068.html	Heise online (Germany)	2011-06-16
6.	Kartpunkter - öppen data från Örebro kommun som alla kan använda http://www.mynewsdesk.com/se/pressroom/orebro_kommun/pressrelease/view/kartpunkter-oeppen-data-fraan-oerebro-kommun-som-alla-kan-anvaenda-651285	myNewsdesk (Sweden)	2011-06-16
7.	EU-Kommissarin Kroes zeichnet HPI-Studenten für Smartphone-App aus	uni-protokolle.de	2011-06-16

	http://www.uni-protokolle.de/nachrichten/id/219017/	(Germany)	
8.	Europeiske apps-vinnere kåret http://voxpublica.no/2011/06/europeiske-apps-vinnere-karet/	Vox Publica (Norway)	2011-06-16
9.	La CE premia una aplicación catalane que hace la hisotoria más accesible http://www.abc.es/agencias/noticia.asp?noticia=852171	ABC Agencias (Spain)	2011-06-16
10.	SR: Máme výherkyň Open Data Challenge http://www.svet-komunikacie.sk/index.php?ID=9861	Svet Komikácie (Slovakia)	2011-06-17
11.	Réutilisation créative des données ouvertes http://www.artesi.artesi-idf.com/public/article/reutilisation-creative-des- donnees-ouvertes.html?id=23600&crt=352	Artesi (France)	2011-06-17
12.	Die Gewinner des ersten paneuropäischen Open-Data-Wettbewerbs http://blog.zeit.de/open-data/2011/06/20/psi-digital-agenda-eu/	Zeit online (Germany)	2011-06-20
13.	Hopeamitali Suomeen Euroopan avoimen tiedon kilpailussa http://www.digibusiness.fi/portal/news/?id=28350&area=9	Digibusiness.fi (Finland)	2011-06-20
14.	Sito dell'ONG slovacca Fair-Play vince competizione europea per la trasparenza dei dati http://www.buongiornoslovacchia.sk/index.php/archives/17812	Buongiorno Slovacchia (Slovakia)	2011-06-20
15.	Studenten erfinden App zur Bürgerbeteiligung http://www.mz- web.de/servlet/ContentServer?pagename=ksta/page&atype=ksArtikel&aid=1 300342993814&openMenu=1013083806226&calledPageId=1013083806226&list id=1018881578460	Mitteldeutsche Zeitung (Germany)	2011-06-21
16.	What would you do with Europe's data? http://www.guardian.co.uk/news/datablog/2011/jun/23/data-store-europe- news	The Guardian online (U.K.)	2011-06-23
17.	OpenDataChallenge.org winners announced and PublicData.eu beta launched at Digital Agenda Assembly http://lod2.eu/BlogPost/427-opendatachallenge-org-winners-announced- and-publicdata-eu-beta-launched-at-digital-agenda-assembly.html	LOD2 Blog (Germany)	2011-06-23

- Additional activities

  - Publink - Publishing Linked Open Data Consultancy - see: http://lod2.eu/Article/Publink.html
    The current status of PUBLINK services described here .

4. Report on LOD2 Community Building in the 1ˢᵗ Project Year

The Open Knowledge Foundation (as responsible for community building in LOD2) has supported the dissemination team to build a thriving community of stakeholders around the LOD2 project, specifically in relation to PublicData.eu which is part of WP9.

This includes strengthening the existing loose-knit network of PSI stakeholders across Europe - including public bodies, companies, researchers and civic developers. It also started to expand this network by proactively engaging with new stakeholders such as data journalists, data literate citizens, designers, data visualisation specialists and mobile application developers. A pan-European media outreach strategy is in progress to help to reach and engage with new audiences.

What has been done so far

- Organising and participating in events related to open government data

- Engaging with key stakeholders directly via conference calls and in person meetings

- Involving several key media organisations in the outreach for several initiatives

- Organising a pan-European competition for the reuse of open government data, using PublicData.eu

- Proactively soliciting for input and advice for new features for the PublicData.eu project

- Working closely with data publishers, data catalogue maintainers, data consumers, data reusers and those developing technology which uses open data to understand demand, and to understand what features would be most useful

- Started conversations around key topics, and encourage others to respond with blog posts, Tweets, and via mailing lists and social media channels

Additional to this the LOD2 dissemination team already started community building around the topic of Linked Open Data itself – mainly in the 3 target areas of the 3 LOD use cases: Open Data, Linked Enterprise Data and the Publishing & Media sector. The tools for this community building were mentioned and listed in the sections above in this document on hand. The status can be seen in section 7) Measureable criteria for success – figures of the 1st project year.

5. Report on LOD2 Interview Series in the 1st Project Year

The following Interviews were published in the 1st year of LOD2:

Publication Date	Interviewee	Title	Status
2011-04	Sören Auer, ULEI	The hype, the hope and the LOD2	http://lod2.eu/BlogPost/326-the-hype-the-hope-and-the-lod2.html
2011-06	Christian Dirschl, WKD	A stable content environment for the dynamic media market	http://lod2.eu/BlogPost/413-a-stable-content-enviroment-for-the-dynamic-media-market.html
2011-08	Amar-Djalil Meazour, Exalead	Search using the power of the cloud	http://lod2.eu/BlogPost/581-search-using-the-power-of-the-cloud.html

6. Report on LOD2 Publink Service - status after 1st project year & next steps

Introduction

The LOD2 PUBLINK consultancy service is one of the major LOD2 dissemination and training activities that support to reach an interested audience in Linked Open Data technology to provide trainings in this field as well as concrete consultancy to solve concrete problems on the side of the PUBLINK applicants.

The PUBLINK service follows a multi-level approach. The 1st level has been started in October 2011 by offering consultancy for Lined Data Publishing. The next levels could offer services in the area of Linked Open data Publishing, Linked Open data Consuming and/or LOD browsing / searching etc.

The application for this 1st level of PUBLINK was opened from end of September 2010 until the 20th of December 2010. Detail information on the call for applications can be found on the LOD2 website: http://lod2.eu/Article/Publink.html.

The LOD2 PUBLINK service was actively promoted via all available LOD2 communication channels as well as in presentations and bilateral meeting by all LOD2 consortium members.

Applications

At the WP1 meeting in Belgium in January 2011 the consortium discussed the 7 received applications and decided to offer the PUBLINK consultancy to the 6 applicants who are the following:

- Umweltbundesamt GmbH, Vienna, Austria
  http://www.umweltbundesamt.at/

- Greater London Authority, London, UK
  http://www.london.gov.uk/who-runs-london/greater-london-authority

- Historische Kommission, Bayrische Akademie der Wissenschaften
  http://www.deutsche-biographie.de/index.html

- The Parliament of Finland, Helsinki, Finland
  http://web.eduskunta.fi/Resource.phx/parliament/index.htx

- Instituto Canario de Estadística (ISTAC),
  http://www.gobiernodecanarias.org/

- City of Vienna, Vienna, Austria
  http://www.wien.gv.at/

Furthermore the following organisation has delivered an application:

- Deutsche Telekom AG, Products & Innovation, Darmstadt, Germany
  http://www.telekom.de

Status and results

A webpage for the Publink winners 2010 have been set up to give an overview of the status and results of the running Publink projects on the LOD2 website: http://lod2.eu/Article/Winners_2010.html

Remark: the project with the Parliament of Finland was cancelled because of missing input on the side of the applicant – instead the Digital Scoreboard project has been set up and already finalised.

As follows an overview of the running Publink projects of LOD2

1. Umweltbundesamt GmbH(Environment Agency Austria), Austria
   Team contact: Bastiaan Deblieck, Tenforce, Belgium

   Abstract:
   The Federal Environmental Agency of Austria (UBA) is the leading expert organisation for all environmental issues and media. It works for the conservation of nature and the environment and thus contributes to the sustainable development of society. Its core tasks include the monitoring, management and evaluation of environmental data.

   The UBA intends to learn how Linked Open Data can help them to aggregate, share and publish data. As the UBA primarily deals with measurements, statistics, research results and geolocation, they face the following specific challenges:

   o how to align meta-data
   o how to connect data in general
   o how to geolocate the data

   LOD2 PubLink is currently defining the scope of a small consulting project.

2. Greater London Authority, U.K.
   Team contact: Hugh Williams, OGL, U.K.

   Abstract:
   The Greater London Authority (GLA) is home to the Mayor of London and the London Assembly. As part of its commitment to openness and transparency, the GLA has published a number of datasets in their currently available formats on its data store site (http://data.london.gov.uk/). They would now like to consolidate this effort around a concrete data model enabling a general deployment as Linked Open Data. Initially, the Greater London Assembly members' data is being considered for the Proof of concept dataset, with some of the challenges to be addressed being:

   o Is this a suitable dataset for initial publication?
   o How do we model the data?
   o What do we do with the temporal aspect of the data?
   o What is the best format to present this data to a community of developers?
   o What is the technology for publishing linked open data?

   LOD2 PubLink is currently defining the scope of a small consulting project.

3. Deutsche Bibliographie, Historische Kommission, Germany
   Team contact: Thomas Riechert, ULEI, Germany

   Abstract:
   The German Biography is an online project of the Historical Commission at the Bavarian Academy of Science. The original print version of two biographical lexica contains information about 47.000 biographies, including 45.000 additional persons and over 12.000 places. Funded by the German Research Foundation (Deutsche Forschungsgemeinschaft), some 55 volumes in print have already been digitalized and tagged according to TEI-P5, while all persons have been aligned to the open data authority file PND. This information is publicly available at http://www.deutsche-biographie.de/.

The aim of the current project with PubLink is to provide metadata about the individual biographies to enable the visualization of interpersonal relations, for instance. The publication of the metadata in RDF will make the retrieval of such information and inference of new statements not only possible, but also very flexible. Likewise, the integration of the biographical metadata into the Linked Data Cloud will also enhance the use of the biography for researchers. In this way, it is also an example of how European cultural heritage is merged into the digital world. The project is supported by PubLink in the transformation and publication of the data as RDF and helps to foster the establishment of a knowledge engineering methodology.

You can see the result of the support activities by LOD2/PUBLINK here: http://ndb.publink.lod2.eu.

The City of Vienna, Austria
Team contact: Martin Kaltenböck, SWCG, Austria

Abstract:
The City of Vienna is the capital of Austria with about 1.8 Mio inhabitants.The IT department as well as the head of administration of the City of Vienna is highly interested in learning more about the benefits of Linked Open Data technologies.

In the course of the kick off meeting in March 2011 the following procedure for the PUBLINK consultancy has been discussed and agreed on:

3 half day workshops to ensure knowldge and technology transfer from LOD2 to the City of Vienna:

WS1 - from open data to linked (open) data (LOD principles et al.)

WS2 - Open Government Data topics: Open Data in Vienna / Austria, license issues, business models and possible exploitation of open data

WS3 - Linked Open Data: principles, tools, a concrete demo on data of the City of Vienna (and potential & opportunities using linked data versus other technologies)

As a last step in this Publink project 2-3 data sets from the open data portal of Vienna (http://data.wien.gv.at) will be transformed to RDF as well as furthermore to Linked Open Data to demonstrate the LOD principles & techniques and enable to benefit from LOD.

4. Instituto Canario des Estadística - ISTA, Canary Islands
   Team contact: Michael Hausenblas, NUIG/DERI, Ireland

Abstract:
The Instituto Canario de Estadística (ISTAC) http://www.gobiernodecanarias.org/istac is the central organ of the regional statistical system and official research center of the Canary Islands. ISTAC is extending their Dissemination Environment JAXI-2 with Linked Data capabilities. JAXI-2, based on a combination of Tomcat, Alfresco and an Oracle DB, allows the publication of meta-report statistical resources based on PC-Axis. The main open questions are around conversions of statistical data from PC-Axis and in future from SDMX as well as integration aspects into the JAXI-2 workflow.

LOD2 PubLink is currently defining the scope of small consulting projects.

5. [Digital Agenda Scoreboard](#), Belgium
   Team contact: [Bastiaan Deblieck](#), Tenforce, Belgium

   Abstract:

   The EC Directorate General Information Society and Media (DG Infso) is one of the larger DGs in the European Commission and aims at supporting the development and use of information and communication technologies (ICTs) for cultural, societal and economic benefits. The PubLink project with the DG Infso has mainly focused on the publication of the Digital Agenda Scoreboard as Open Data with a flexible but pragmatic visualization through the support from the LOD2 consortium. This statistical information had previously been published as a report in PDF format. Yet, this format used to have extremely limited capabilities for reuse and browsing.

   In May 2010, the European Commission adopted the Digital Agenda for Europe (DAE) - a strategy to take advantage of the potential offered by the rapid progress of digital technologies. The DAE is part of the overall Europe2020 strategy for smart, sustainable and inclusive growth. The Digital Agenda contains commitments to undertake 101 specific policy actions (78 actions to be taken by the Commission, including 31 legal proposals, and 23 actions proposed to the Member States) that are intended to stimulate a virtuous circle of investment in and usage of digital technologies. It identifies thirteen key performance targets to show whether Europe is making progress in this area. The present Scoreboard only addresses policy actions planned for the last twelve months in the Digital Agenda.

   You can see the result of the support activities by LOD2/PUBLINK here: http://ec.europa.eu/information_society/digital-agenda/scoreboard/graphs/index_en.htm

7. Measureable criteria for success – figures of the 1st project year

7.1 Introduction: Measureable Criteria for Success of LOD2 Dissemination

As follows you can find the identified and agreed measureable criteria for success of the LOD2 dissemination activities.

These activities have been specified by the LOD2 dissemination team and have been measured by different consortium members (LOD2 dissemination team members) on a monthly basis whereby the results are collected on an quarterly basis by the dissemination team to analyse the progress and the success or failure of the dissemination activities to furthermore monitor where the team can rework and/ or refine activities et al to have more success in the future.

- List members as well as postings on the lod2 - all 3 months collect - e.g. via mails that announce new members
- Press clippings - EMDESK
- Viral marketing monitoring: twitter followers & tweets of @lod2project
- Data available in CKAN (in Europe)- total number of packages in EU CKAN instances
- Number of CKAN instances in EU
- Data catalogues contacts – description and figures about with how many countries the LOD2 project is communicating in respect of their data catalogues / changes of data sets
- Number of talks & presentations at events
- Academia: Number and sort of publications (poster, short paper, full paper) as well as normal publications (books, magazines etc)
- Workshops held and summer schools
- Engagement in standardisation bodies (W3C, OASIS, …)
- Level of contacts in Governments in different members states - key contact person in every member state
- Website statistics lod2.eu
- Weblog statistics blog.lod2.eu

The following criteria was added in the course of the 1st project year

- Website statistics publicdata.eu
- Website statistics datacatalogs.org

7.2 Results of the 1st project year: Measureable Criteria for Success of LOD2 Dissemination

As follows you can find the evaluation figures of months 01 – 12 (1 year).

Criteria	Q1 (09.10 – 11.10)	Q2 (12.10 – 02.11)	Q3	Q4	TOTAL 1st project year
List members on the lod2 mailing list	10	60	42	59	59
List of postings on the lod2 mailing list	1	5	5	10	21
Number of press clippings - archived in EMDESK	n.a.	20	n.a.	n.a.	36
twitter followers of @lod2project	104	150	215	252	252
tweets from @lod2project	58	29	89	37	213
Data in CKAN - total number of packages in EU CKAN instances	n.a.	8803 (EU)	8481	n.a.	8481 in EU27 countries

Criteria	Q1 (09.10 – 11.10)	Q2 (12.10 – 02.11)	Q3	Q4	TOTAL 1st project year
Number of CKAN instances in EU	n.a.	19	19	19	19
Data catalogues contacts - percentage of with how many countries we are communicating in respect of their data catalogues / changes of data sets	Explicitly on data catalogues - rather than PSI or open data in general – LOD2 is in touch with people in 21/27 member states, namely (** indicates sustained contact, rest may be 'one-off' or sporadic): * Belgium * Bulgaria * Czech Republic * Denmark ** * Germany ** * Estonia * Ireland ** * Greece ** * Spain ** * France ** * Italy ** * Hungary ** * Netherlands ** * Austria ** * Poland ** * Portugal * Romania * Slovenia * Finland ** * Sweden ** * UK **				
Number of talks & presentations at events	25 talks & presentations	14 talks & presentations	22 talks & presentations	15 talks & presentations	73 talks and presentations
Academia: Number and sort of publications (poster, short paper, full paper) as well as normal publications (books, magazines etc)	29 publications in total • Book Chapters: 2 • Journal Articles: 1 • Proceedings: 15 • Workshop Papers: 5 • Posters / Demos: 4 • Position Papers: 1 • in print: 1				
WS held and summer schools	3	2	6	6	17 workshops and summer schools
Website statistics lod2.eu website Unique Clients	5.062	4.553	4.485	5.115	19.215 Unique Clients
Website statistics lod2.eu website Page Impressions	13.310	13.229	11.687	12.908	53.134 PIs

Criteria	Q1 (09.10 – 11.10)	Q2 (12.10 – 02.11)	Q3	Q4	TOTAL 1st project year
Website statistics blog.lod2.eu weblog - Page Impressions	n.a.	n.a.	519 (May 2011)	1.895	1.954 since May 2011
Number of received PUBLINK applications	0	6	1	0	7

7.3   Engagement in standardisation bodies - Month 1 to 6

W3C RDB2RDF Working Group

- http://www.w3.org/2001/sw/rdb2rdf/

Co-chaired by Dr. Michael Hausenblas (DERI), the RDB2RDF WG has published two First Public Working Drafts ("R2RML: RDB to RDF Mapping Language", "A Direct Mapping of Relational Data to RDF") in the reporting period, developed a Test Suite as well as started a report on implementations of the mapping language. Concerning LOD2, the RDB2RDF work is very important, for example R2RML updates for D2R, part of the LOD2 tools stack.

W3C SPARQL WG

- http://www.w3.org/2009/sparql/wiki/Main_Page

Co-chaired by Dr. Axel Polleres (DERI), the SPARQL WG has published five Working Drafts in the reporting period, ranging from "SPARQL 1.1 Update" to "SPARQL 1.1 Service Description". The SPARQL 1.1 set of specifications is going into the Last Call phase in the near future; the availability of a stable and widely-supported SPARQL 1.1 standard is an important milestone and contribution to the LOD2 tools stack.

W3C eGovernment activity

- http://www.w3.org/2011/govdata/charter

In the reporting period, the new eGovernment activity at W3C has been chartered. The scope and goals of the new Working Group and Interest Group, both scheduled to launch in April 2011, has strongly been influenced by DERI (Richard Cyganiak and Dr. Michael Hausenblas). This new eGov activity is pivotal for WP9. LOD2 consortium members, esp. from DERI will be heavily involved in providing demonstrations and to drive the vocabulary-related parts, including the "Vocabulary of Interlinked Datasets - VoID (http://www.w3.org/TR/void/) for representing LOD metadata.

W3C WebID Incubator Group

- http://www.w3.org/2005/Incubator/webid

Led by DERI and supported by OpenLink Software, the WebID Incubator Group (XG) has been established in the reporting period. The goal of the WebID XG is to provide a set of requirements and use cases for the

WebID protocol, document existing WebID implementations and identify interoperability issues, and eventually to prepare the WebID protocol for full standardization. OpenLink Software is an early adaptor of WebID and provides support for it in their product suite.

W3C Government Linked Data Group

- http://www.w3.org/2011/gld

In the reporting period – in June 2011 – the new W3C working group: Government Linked Data came into being. Led by Bernadette Hyland (3 round stones, US) and George Thomas (US Dept. of Health and Human Services) the group works on recommendations for the following topics:

Best Practices for Publishing Linked Data, Standard Vocabularies, a community directory and a government linked data cookbook beside others.

Several LOD2 team members are participants of this group – from NUIG, OKFN and SWCG.

8. Report on training activities in the 1ˢᵗ project year

8.1   Industry Training

The following training activities for Industry happened in the 1ˢᵗ year of the LOD2 project:

- Tutorial Day at Leipziger Semantic Web Tag, May 2011, in Leipzig, Germany
- CWI hosted a series of hands-on Monet workshops in March 2011 I Amsterdam, the Netherlands
- SWCG accomplished a 2 days LOD workshop for WKD in the course of WP7 (media and publisher use case) in Cologne, Germany
- CKAN and Vocabulary workshop Vienna, June 2011 took place in Vienna, Austria

8.2   Summer Schools

The following training activities in the course of Summer Schools took place in the 1ˢᵗ year of the LOD2 project:

8.2.1   Reasoning Web Summer School

This years Reasoning Web Summer School was organized by LOD2 partner DERI / NUIG and will took place in the last week of August (August 23-27) in Galway, Ireland. LOD2 was involved in 2011 years edition of the renowned summer school with a lecture by Sören Auer giving an introduction and overview on Linked Data approaches. The programme of the school included a poster session where students could present and discuss their ongoing research with lecturers and colleagues.

All information about the Reasoning Web summer school 2011 can be found at: http://reasoningweb.org/2011

Participants: 80 Students and 30 Lecturers

8.2.2 ESWC Summer School

Christian Bizer gave a keynote at this years ESWC summer school. All information about this Summer School can be found here: http://summerschool.eswc2011.org/

8.2.3 Indian Summer School on Linked Data

The ISSLOD2011 was prepared and promoted in the reporting period of this report – the Summer School will take place in September 2011 in Leipzig, Germany.

Information about the ISSLOD 2011 can be found here: http://lod2.eu/Article/ISSLOD2011.html

8.2.4 PUBLINK trainings

In the course of the PUBLINK consulting service some of the 6 successful applicants of the 1st call 2010 have already received also training on Linked Open Data Technology and Tools beside concrete consulting services customised to their respective needs.

8.2.5 Tools and Technology Webinars

The LOD2 webinar series demonstrating the LOD2 technology stack and single LOD tools of the LOD2 partners has been organised and designed in the course of the reporting period – the webinar series will start in October 2011 with the 1st prototype of the LOD2 stack.

9. Lessons Learned - in the 1st project year

As follows a summary of the lessons learned in the course of the 1st project year of LOD2 by the dissemination team in the area of dissemination, community building and cross-fertilization.

The set up and management of website, blog and several viral marketing tools has been working very well, as well as the conceptual design and usage of leaflet and stickers etc. – also the co-operation in the core team (ULEI, OKFN and SWCG) and in the whole dissemination team (all partners) in respect of dissemination planning and activities worked fine.

The collection of publications, event participation et al was hard to establish at the beginning because of the use of different tools for this and the motivation for all team members to use these different tools – but this has been established well after a mid-term period of work on this.

The establishment of a LOD focal point using the dissemination tools is hard work and a lot of effort has to be put in this to reach success – to reach all the specified target audiences with the topic of LOD – some audiences could be already reached very well (e.g. in the areas of open data, media & publishers etc) but others, especially the relevant industry target group in Europe needs to be pushed harder in the next months and years of LOD2 to reach the desired success.

The system of measureable criteria for success of LOD2 dissemination has worked well so far but needs a little bit of adaptation for the future to receive more concrete figures that show the success or the demand for actions better. This will be a challenge for the next period of LOD2.

Taking a look at these figures (Section 7.2 Results of the 1st project year: Measureable Criteria for Success of LOD2 Dissemination) there seems to be a strong demand for action in the area of the LOD2 mailing list (more members / more postings) – furthermore the dissemination team do think that publishing more blogposts and involving more external LOD experts to join LOD2 community work could optimise ongoing dissemination efforts.

10. Outreach over coming activities

As follows a short overview of the next dissemination activities in LOD2:

- Continuous up to date website: http://lod2.eu
- Motivate LOD2 partners to publish more blog posts and publish blogposts by the dissemination team on: http://blog.lod2.eu
- Continuous management of viral marketing channels
- Strong involvement in dissemination activities of the new LOD2 partners from September 2011 to reach the eastern regions of Europe
- Strengthen the activities around community building also in the areas of publishing & media and industry (beside open data)
- Hold half day workshop on Linked Government Data at the OGD Camp 2011 in Warsaw to show the benefit of LOD to public administration and the European open data community
- Start LOD2 webinar series in October 2011
- Manage intense dissemination activities for the launch of the 1st LOD2 stack prototype in the last quarter of 2011.