

Final “Dissemination Report” - Contribution RSA

Deliverable 7.3

RSA FG





Modeling and Simulation of the Impact of public Policies on SMEs

ICT-2011.5.6 - ICT Solutions for governance and policy modeling

D7.1– Visual Analysis and Human Interaction Component

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PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	

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		Draft
		Working
	X	Final
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		Approved

The MOSIPS consortium has addressed all comments received, making changes as necessary. Changes to the document are detailed in the change log table below.

Date	Edited by	Status	Changes made
10/03/15	RSA	Draft v0.1	Created document with dissemination activities resume
18/03/15	EIIR	Draft v0.2	Introduction of sections related with scalability and standards
31/03/15	ANOVA	Final	Final review

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Acknowledgements

The work presented in this document has been conducted in the context of the EU Framework Programme project with Grant Agreement 288833 MOSIPS (Modeling and Simulation of the Impact of public Policies on SMEs). MOSIPS is a 42 months project started on September 1st, 2011.

The project consortium is composed by: Anova IT Consulting (ANOVA), Universidad de Alcalá (UAH), Research Studio Austria Forschungsgesellschaft (RSA), University of Reading (UoR), TopNetwork (TOPN), University of Konstanz (Konstanz), European Institute of Interdisciplinary Research (EIIR), Ayuntamiento de Madrid (MUNIMADRID) and Comune di Verona (VERONA)

More Information

Public MOSIPS reports and other information pertaining to the project are available through MOSIPS public website under www.mosips.eu

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1. Dissemination strategy

The purpose of the MOSIPS Dissemination Activities task is to raise awareness of the MOSIPS project and its results. The project has identified key target groups for dissemination and stakeholder engagement. These include:

- Policy-makers responsible for SME development across the EU
- European SMEs associations
- Related EC research programs
- The technical and scientific community
- The general public
- Partners, executives and members of the consortium are main target groups for internal communication

To reach the awareness level intended, any dissemination activities have been supported by contemporary communication materials and tools, such as the MOSIPS website, social media, newsletters, leaflets and technical publications. In addition, project members participate at conferences and workshops. Such events have been arranged within the project, as an important dissemination mechanism for the results of the project.

2. Dissemination Tools

2.1. Corporate identity of MOSIPS project

A corporate image was designed at the beginning of the project and it was officially presented in the MOSIPS website in the Month 1. In this way, the project can be easily identified and the dissemination activities can be much more efficient. As it can be seen in Figure 1, the corporate logo shows the short name (acronym) of the project as well as some elements that formed in a circular graphic, which are one of the medium of forecasting visualization.



Figure 1. Logo of the MOSIPS project

The different dissemination materials (deliverables, flyers, leaflets, power point presentations (Figure 2) have this logo and their designs are in line with the colours chosen for the corporative image. In addition, the logo of the Seventh Framework Programme has been included in the design or at the bottom of all project communication materials, and the sentence “funded by the Seventh Framework Programme of the European Commission” will also be included.



Figure 2. Power Point presentation template

2.2. MOSIPS website

In the initial stage of MOSIPS project a web site has been established to provide a unified view of the project. The aim of the MOSIPS website (www.mosips.eu) is to offer information of the project activities and partners and download documents within the MOSIPS framework as well as information on other events related to the project.

The information is available in English since it is the official language in MOSIPS project and, moreover, the website is advertised in the dissemination material through the insertion of the link above.

Among the different contents included in the website it is noteworthy to remark that from the homepage it is possible to access to the following menus (Figure 3*Error! No se encuentra el origen de la referencia.*):



Figure 3. Homepage of MOSIPS website

- **The project.** Within this menu it is possible to get into a brief summary of the project, expected results, information concerning work-packages and an overview of the project schedule. In addition, the participant list of MOSIPS Consortium is exposed together with a link to the institutional web sites.
- **Deliverables.** Under this menu, the public deliverables to be generated in the MOSIPS project are exposed. Besides, once the deliverable is submitted to the European Commission, it is available in the website in order to be downloaded.
- **Dissemination.** This menu brings together the different publications that have been developed during the MOSIPS project's lifetime. These include working papers, published papers and presentations. They appear in a chronologically ordered list with the events which publications belong to. Newsletters and promotional materials are also available in this section.
- **Events.** When accessing this menu a list of events and meetings appears in chronological order. In each, relevant information, brief summary and documents appear to complement the information process of people interested in this field.
- **News.** This section addresses news related to both to the MOSIPS environment and the eGovernance field as a whole.

- **Contact.** The contact data of the Project Coordinator are shown in this menu.

2.4. Promotional materials

Promotional materials are being developed throughout the whole project lifespan. In order to have various information depths the Consortium has produced promotion materials describing the project in general. The consortium is generating promotion materials for each project partner describing their role and expertise in the project.

2.4.1 General presentation

A general presentation describing the MOSIPS project is available at the project webpage (http://www.mosips.eu/uploads/promotional_material/MOSIPS%20Presentation.pdf). The presentation highlights the goals and the strategy of the project as well as the project partners.

2.4.2 Brochure

A brochure describing the project in general is planned to be created until 01-11-2013, and it will be disseminated via the website and as printed version when visiting conferences or external partners. The brochure is being designed to give the reader a first impression of the contents and goals of the project as such. In order to publish more detailed information on the project, each partner is free to create a folder describing their main contribution to the MOSIPS project. Of course each project partner folder has to meet the corporate design of the MOSIPS project. The MOSIPS brochure is now ready in a draft version (28/8/2013) and will be reviewed by the MOSIPS partners. The draft version of the MOSIPS brochure is depicted in 5 and 6.

» EXPECTED RESULTS

MOSIPS delivers a multi-agent based simulator engine for policy impact assessment and validation. The simulation framework will

- » be dedicated to public policies evaluation and adaptive to fit the needs of given policy domains
- » allow a direct involvement of stakeholders in the simulation process
- » comprise web components for reuse & exploitation & communication
- » rely on public Open Data Models in order to ensure the reusability of simulations
- » provide an easy to use interaction module and an intuitive spatio-temporal interface for visual analytics

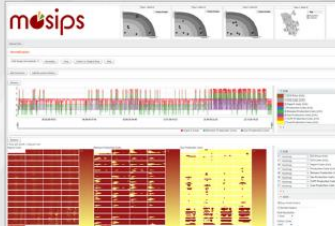


Fig.1: The presentation of results follows a visual analytics approach coupled with an interactive mapping interface.

CONTACT


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MORE INFORMATION

For more information visit our website:
www.mosips.eu




MODELING AND SIMULATION OF THE IMPACT OF PUBLIC POLICIES ON SMEs

GENERAL INFORMATION



WWW.MOSIPS.EU

PARTNERS



The project is carried out by nine entities, research and universities. The duration is 36 months.

Figure 5: MOSIPS brochure (draft version), page 1.

» ABOUT MOSIPS

The MOSIPS project aims to design and develop a decision support framework for evaluating and simulating the quality of public policies implemented at administrative level.




Fig.1: MOSIPS models and simulates the interactions of the macroeconomic environment with agent based methodology.

These objectives will be achieved by developing a user-friendly policy simulation system allowing forecasting and visualizing the socio-economic potential impact of public policies.

Thus, policy makers can evaluate with different socio-economic designs, get feedback of citizens and potentially impacted stakeholders, before settling a public policy.

MOSIPS focuses on SME-oriented policies, due to their main role in the European economy, which will help to manage the scope of Research and Development (R&D) activities.

» METHODOLOGY

The MOSIPS project utilizes agent-based modeling approaches in order to simulate interactions between public policies, society, and economy with respect to market conditions and the environment.

MOSIPS attempts to model the interactions of macroeconomic environment with agent-based methodology. The interactions between human beings, the economy and space are simulated in detail.

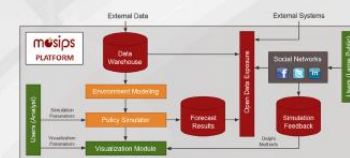


Fig.1: Architecture of the MOSIPS simulation platform.

The proposed agent-based approach involves the modeling of each "player" in the socio-economic environment as a single agent. In addition, the project's simulation engine is enhanced by the geospatial dimension - allowing agents to move around in space and act according to their environment. As a consequence, agents will change places, e.g. through pollution, their economic "power" or their ability to create jobs through innovation. Summarizing, agents are - similar to reality - able to change their strategies, cooperate and compete.

» AGENT-BASED MODELING

Agent-based models are used to study economic systems in recent research works. These models are intended to model complex socio-economic systems in a bottom-up approach.




Fig.1: Depiction of interactions of agents in the MOSIPS socio-economic environment.

The interactions of agents in the socio-economic environment of MOSIPS are as follows. Consumers use commodities provided by suppliers, who are in constant competition and try to come up with innovative products. Politics create the "biotope" for firms and stimulate the development of new enterprise through certain policies.

Agents are capable of altering the environment either by their behavior and/or by their presence at a specific location. Through the flexibility of agent-based simulations complex models can be developed. They are even accurate on long term forecasts. Hence, the long-term model is notified of and updated, period by period after the underlying short-term model is finished.

Figure 6: MOSIPS brochure (draft version), page 2.

2.4.3 Poster

In the course of the dissemination activities two partners have created MOSIPS posters. The posters of UAH and RSA are/will be presented at conferences in 2012 highlighting the MOSIPS project and detailed work carried out by the partners during the work packages 2 and 3. In order to generate a general poster describing the project, which will be available for all project partners - the responsible partners will team up and develop a poster for dissemination.

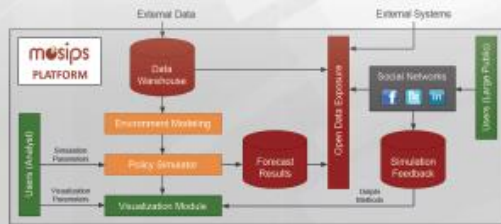
The general MOSIPS poster in its final version is depicted in 7.

mosips

MODELING AND SIMULATION OF THE IMPACT OF PUBLIC POLICIES ON SMES

ABOUT

The MOSIPS project aims to design and develop a decision support framework for evaluating and simulating the quality of public policies implemented at administrative level. This fosters decision makers to evaluate the impact of public strategies by designing socio-economic scenarios including citizen feedback.



EXPECTED RESULTS

- MOSIPS delivers a multi-agent based simulator for policy impact assessment and validation. The simulation framework will
- » be dedicated to public policies evaluation and adaptive to fit the needs of given policy domains
 - » comprise web components for reuse & exploitation
 - » allow a direct involvement of stakeholders in the simulation process
 - » rely on public Open Data Models in order to ensure the reusability of simulations
 - » provide an easy to use interaction module and an intuitive spatio-temporal interface for visual analytics

METHODOLOGY

The MOSIPS project utilizes agent-based modeling approaches in order to simulate the influence and interactions between public policies, society and economy with respect to market conditions and environment of each player acting in space and time.

The proposed agent-based approach involves the modeling of each "player" in the socio-economic environment as a single agent. In addition, the project's simulation engine is enhanced by the spatial domain – allowing agents to move around in space and act according to their environment. As a consequence, agents will change places, e.g. through pollution, their economic "power" or their ability to create jobs through innovation. Agents are – similar to reality – able to change their strategies, cooperate and compete.



The interactions of agents in the socio-economic environment of MOSIPS. Consumers use commodities provided by suppliers, who are in constant competition and try to come up with innovative products. Politics create the "biotope" for firms and stimulate the development of new enterprise through certain policies.

AGENT-BASED MODELING

Agent-based models are used to study economic systems in recent research works. These models are intended to model complex systems in a bottom-up approach. Therefore each actor is represented by a virtual agent. The agents are equipped with strategies how to act and react with other agents and environment. This is used to imitate real behavior in a simulation engine for socio-economic environment.

In addition, agents are capable of altering the environment either by their behavior or by their presence at a specific location. Through the flexibility of agent-based simulations complex models can be developed, that are even accurate on long term forecasts. Hence, the long-term model is notified of an update, period by period after the underlying short-term model is finished.

WWW.MOSIPS.EU

The project is carried out by nine entities, research and communities. The duration is scheduled for a period of 36 months, funded by the European Commission in the 7th Framework Programme under Objective 5.6 ICT. (C) MOSIPS 2013

Figure 7: General MOSIPS Poster (final version).

2.4.4 Social Media

MOSIPS, as declared in the Dissemination Plan of the project Technical Annex, promoted its activities on the Facebook and Twitter. Here are the relevant links:

- **Twitter:** <https://twitter.com/#!/MOSIPS>
- **Facebook:** <http://www.facebook.com/MOSIPS>

Objective	Pushing out news about MOSIPS project to stakeholder and stimulate discussion through the platform (once the simulator beta will be available).
Content and messages	Project news, general information about European SBA, public policies focused on SMEs, technology news related with MOSIPS research objectives (big data, agent based simulation, visual analytics)
Target audience	Users, media and influencers
Information required	Project updates, current worldwide news
Information provider	Project partners, policy and technology related media
Activities	Regular news update
Schedule	Almost daily

3. Accomplished dissemination activities

3.1. Press releases

The following table contains a list of all the press releases that have appeared throughout the MOSIPS project. Further information about these press releases is available in D7.2.1, D7.2.2 and D7.2.3.

PRESS RELEASES			
DATE OF APPEARANCE	NEWSPAPER, MAGAZINE OR GAZETTE'S NAME	PARTICIPANT PARTNER	LANGUAGE
3/11/2012	"Puerta de Madrid" (Madrid, Spain)	University of Alcalá	Spanish
7/11/2012	"Fundación Mi+d" web portal (Madrid, Spain)	University of Alcalá ANOVA IT Consulting	Spanish
8/11/2012	"Madrid Network" (Madrid, Spain)	University of Alcalá ANOVA IT Consulting	Spanish
12/11/2012	"Madrid Diario" (web portal)	University of Alcalá ANOVA IT Consulting	Spanish
26/11/2012	University of Alcalá Digital (Spanish Journal)	University of Alcalá ANOVA IT Consulting	Spanish
27/11/2012	"Portal Local website" (web portal)	University of Alcalá ANOVA IT Consulting	Spanish
27/11/2012	ABC newspaper (Spain)	University of Alcalá ANOVA IT Consulting	Spanish
28/11/2012	"La Catedral Online" (Spanish web portal)	University of Alcalá ANOVA IT Consulting City of Verona	Spanish
28/11/2012	"El Digital Complutense", the digital newspaper (Alcalá de Henares, Spain)	University of Alcalá ANOVA IT Consulting City of Verona	Spanish
13/12/2012	Comune di Verona web portal (Comune di Verona, Italy)	City of Verona	Italian
13/12/2012	Comune di Verona web portal (Comune di Verona, Italy)	City of Verona	Italian
18/02/2015	UAH Digital News	University of Alcalá Anova IT Consulting	Spanish
18/02/2015	Anova IT Consulting web portal	Anova IT Consulting	Spanish

24/02/2015	University of Alcalá General Foundation web portal	University of Alcalá Anova IT Consulting	Spanish
23/02/2015	Noticias de Madrid	Anova IT Consulting	Spanish
05/03/2015	Aula Magna web portal	Anova IT Consulting	Spanish

3.2. Publications of technical and specialized articles

The table below contains a list of all the technical articles that have appeared throughout the MOSIPS project. Further information about these technical contributions is available in in D7.2.1, D7.2.2 and D7.2.3.

PUBLICATIONS OF TECHNICAL AND SPECIALIZED ARTICLES		
DATE OF APPEARANCE	JOURNAL	PARTICIPANT PARTNER
Accepted, forthcoming	Revista Instituto Nacional de Administración Pública Argentina	UAH IAES
In press (2015)	Simulating Land Use Change	RSA
2013	Strengthening intangible infrastructures	RSA

3.3. Contributions to conferences, workshops and symposiums

In the following table we outline a list of all the contributions to technical events that have been presented throughout the MOSIPS project. Further information about these contributions to technical events is available in the Annex 3.

CONTRIBUTIONS TO DISSEMINATIVE EVENTS				
EVENT	LOCATION	DATE(s)	TITLE	PARTNER INVOLVED
ECLIPSE-IT 2013 The 8 th Workshop of the Italian Eclipse Community	University of Milan (Italy)	from 19/09/2013 to 20/09/2013	Open Source ed Eclipse in Progetti di R&S ("Open Source and Eclipse in R&D Projects")	Opera21
VIII Conferencia Bienal de la Sociedad Española de Evaluación de Políticas Públicas: Evaluación, Transparencia y Democracia	Sevilla (Spain)	from 25/02/2013 to 26/02/2013	La evaluación del impacto de políticas públicas a través de modelos basados en agentes	UAH IAES
16th Uddevalla Symposium 2013	Kansas City, MO (USA)	from 13/06/2013 to 15/06/2013	AMOEBa: An Agent-based Model of Entrepreneurship and Business Activities	UAH IAES
18th Annual Workshop on the Economic Science with Heterogeneous Interacting Agents	Reykjavik University (Iceland)	from 20/06/2013 to 22/06/2013	Agent-based models for population dynamics	UAH IAES
XII Semana de la Ciencia Madrid 2012	Aula de informática 2, Plaza de la Victoria (Alcalá de Henares, Spain)	from 12/11/2012 to 15/11/2012	Programas simuladores de realidad: El proyecto MOSIPS	UAH IAES Anova

16th AGILE Conference on Geographic Information Science	Leuven (Belgium)	from 14/05/2013 to 16/05/2013	Spatial Accuracy Evaluation of Population Density Grid Disaggregations with Corine Landcover	RSA
The European Business Network (EBN) Congress Annually gathers international decision-makers, Associations of SMEs, investors, and business angels <i>Number of participants: 500</i>	London Derry (United Kingdom)	from 29/05/2013 to 31/05/2013	MOSIPS's Poster dissemination & engagement activities directed to communities of SMEs and business community	EIIR
Baltic Dynamics 2013 (number of participants 350 including high-level policy makers, research and business communities)	Riga (Latvian)	from 12/09/2013 to 13/09/2013	MOSIPS project disseminated during the keynote speech given by <i>Takis Damaskopoulos</i> in the opening panel of the conference	EIIR
Proyectos Smart Cities + Horizon2020	Madrid	19th June 2013	La experiencia del Ayuntamiento de Madrid	Ayuntamiento de Madrid
Jornada Proyectos Europeos de Gestión Directa (Comunidad de Madrid)	Madrid	13th December 2013	Del programa Marco de I+D+i al de Creatividad. Ayuntamiento de Madrid.	Ayuntamiento de Madrid

3.4. Other dissemination activities

The following table contains a list of other dissemination activities that have been undertaken during the MOSIPS project’s lifetime. Further information about these activities is available in the Annex 4.

OTHER DISSEMINATION ACTIVITIES		
DATE OF APPEARANCE	TYPE OF ACTIVITY	PARTICIPANT PARTNER
18/01/2013	FP7 CIP PEOPLE Project Final Conference	Anova
02/07/2013	XVIII Summer School Course hosted by the "Illustrious National College of PhDs and Graduates in Political Science and Sociology"	Anova
From 20/05/2013 to 21/05/2013	Open Innovation 2.0 conference	EIIR
19/06/2013	Smart City + Projects in Horizon 2020	Anova
2012	International Activity Report 2012	Ayuntamiento de Madrid
25-29/08/2015 (Submission of proposal – proposal made on February 2015 , pending)	55 th ERSA Congress www.ersacongress.org – proposal submitted to run the session and include MOSIPS presentation to support sustainability and further development of the system beyond the project execution	EIIR

4. Conclusions on MOSIPS interoperability and transferability for future uses at different geographic levels and public policies of different natures

The scalability of the MOSIPS solution can be described in few different levels:

1. Technical scalability

The technologies developed under the MOSIPS project has been conceived to take into account the future possible scalability of the solution. In terms of SFE implementation, the second version developed in C++ allows a parallel execution of the simulation of different scenarios, enabling the rapid provision of the expected forecast of multiple policy designs in a rapid way. Moreover, the C++ implementation enabled performing the agent activities inside the system database using SQL (optimized SQL queries rather than an intermediate framework such as Hibernate) and this guarantee a correct managing of the agents possible increase if the system is applied on a broader geographical scale.

2. Geographical scalability

MOSIPS SFE has been developed taking into account the future geographical scalability of the solution. In fact, the plug of a new input database (structured according to the data structure defined for the project) allows it to perform the simulation and forecast of public policy design effects on different locations. This feature of the system has been already implemented in order to develop the two project live demo scenario of Madrid and Verona.

Even if this geographical scalability is relatively easy to achieve from a technical point of view, it is necessary to provide to the MOSIPS system data structured according to the input requirements (please see section 5 of this document to analyse how the project consortium is planning to proceed in this sense via standardization activities)

3. Policy scalability

In terms of policy scalability, it has to be taken into account the fact that MOSIPS theoretical model is a quite complete socio-economic ABM system capable of describing the dynamics of behaviour and decisions of the agents and defining their interactions, enabling the forecast of the evolution of an economic system. In this sense, if new use cases (i.e. new policies) are codified, the model is ready to be used for a wide spectrum of policy actions.

4. Functional scalability

In terms of functional scalability, it is worth considering that the MOSIPS development followed a modular approach and that the external interfaces of the single component are based on standards (i.e. REST interfaces). The architecture implemented will easily provide the opportunity of integrating the MOSIPS system

with external environments; this opportunity will be exploited during the project exploitation phase (for more information see D7.4 “Plan for the exploitation of results”).

5. Potential contribution to European standards

The lack of regulations and standardisation in policy making processes requires a rapid action to discuss and set up certain rules that could pave the way to a common use of solutions such as MOSIPS for making the policy making process more secure and efficient. During the third MOSIPS Experts Group meeting, this has been one of the major topic discussed and that counted with the valuable contribution of a representative of ETSI (European Telecommunication Standards Institute) Ms. Gaby Lenhart.

According to these outcomes, the MOSIPS consortium took into account, also for the future commercialization phase of the solution developed, the usually called "hidden benefits" of the standardization:

- Standardization contributes to consumer confidence
- Products are commercialized faster
- Products reach global markets
- Standardization does not distribute forces at the expense of SMEs or research centres
- Standardization exploits research results
- Standardization ensures interoperability
- Standardization lowers the burden of evolution and maintenance, supported by industry
- Standardization improves technologies and products through multiple feedback

Taking into account all these elements, the project consortium decided to be the promoter of an Industry Specification Group (ISG) within ETSI which aimed at defining across EU Public Administrations the standards of input data for simulation technologies.

The ISG officially introduces the concept proposed in a phase of pre-standardization. The consortium main aim is to be able rapidly to transform this ISG in an ETSI technical body (process that takes place when the pre-standardization process is ended and the standard is already under discussion). This would enable being stronger in the process of establishing a regulatory frameworks that will guarantee that these standards will be applied across the EU. Having the common structure of input information will allow the targeted stakeholders to use the MOSIPS system across several public administration decision-making contexts.

Being promoter of the ISG will enable the project consortium to lead the standard development in an environment that counts with the EC support and in which several national Public Administrations are already involved in, to guarantee, on one side, a privileged position in the definition of the standard and, from the other side, being sure that the institutions involved in the standard creation will be actually the ones that will make use of the developed standard.

In order of being able to propose the creation of an ISG, it is necessary make a formal proposal to the ETSI General Director that finally decides to establish the ISG according to the documentation presented. Being ETSI an institute based on

rapid decision and implementation body, this formal request is constituted by a simple document composed by 2 or 3 paragraphs in which the proposer explain WHAT they propose, WHY they are proposing it and HOW they want to implement it. The proposal to initiate this process prepared by the consortium is presented in the image below.



!

ETSI!

European!Telecommunication!Standardization!Institute!

650,!Route!des!Lucioles!

06921!Sophia?Antipolis!Cedex!

FRANCE!

!

Dear!Sirs,!

!

According! to! our! previous! conversations! on! the! matter,! please! find! below! the!

MOSIPS! consortium! pre?standardization! proposal! to! establish! a! working! group! on!

the! introduction! of! policy! simulation! systems! into! the! policy?making! processes! in!

EU.!

!

WHAT! we! as! the! MOSIPS! project! want! to! achieve! is! to! use! the! MOSIPS! system! in! as! a!

wide! as! possible! Public! Administration! decision?making! community! at! the! moment!

of! initiating! a! policy! measure.!

!

WHY:!! The! common! use! of! the! MOSIPS! solution! will! provide! policy! makers! with! an!

effective! tool! that! can! improve! the! effectiveness! of! policy! implementation! across! the!

EU,! and! make! them! comparable! and! better! aligned! with! the! actual! challenges! they!

confront.! It! will! also! enable! them! to! choose! the! optimal,! cost! and! value! oriented!

policy! scenario! and! avoid! extra! costs! and! off?site! effects.!

!

HOW:!! What! we! need! to! do! is! to! establish! across! EU! Public! Administrations! the!

standards! of! input! data! for! simulation! technologies! and! regulatory! frameworks! that!

will! guarantee! that! these! standards! will! be! applied! across! the! EU.! Having! the!

common! structure! of! input! information! will! allow! the! targeted! stakeholders! to! use!

the! MOSIPS! system! across! several! public! administration! decision?making! contexts.!

!


The! project! consortium! is! at! your! complete! disposal! for! any! further! information! and!

will! wait! for! your! formal! instructions! on! how! proceeding! further.!

!

Best! regards,!

!



Paolo! D'Arminio!

MOSIPS! Project! Coordinator!