



## Revision History

Revision	Date	Author	Organisation	Description
V.01	01/04/2011	Andrea Rossi Virginia Costa	Atos	First version of the dissemination plan, without partners contributions'.
V.02	18/04/2011	Ana Martinez	Tempos 21	Contributions to the 1st version of the Dissemination plan by Tempus 21.
V.03	19/04/2011	Laura Castellucci	ESADE	Contributions to the 1st version of the Dissemination plan by ESADE.
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V.08	11/05/2011	Nadia Echchihab	Cap Digital	Contributions to the 1st version of the Dissemination plan by Cap Digital.
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V.12	24/05/2011	Ivan Meseguer	Institut Telecom	Contributions to the 1st version of the Dissemination plan by Institut Telecom.
V.13	26/05/2011	Carles Ferreiro	Dotopen	Contributions to the 1st version of the Dissemination plan by Institut Dotopen.
V.14	01/06/2011	Andrea Rossi Virginia Costa	Atos	First full version of the dissemination plan.

**Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## EXECUTIVE SUMMARY

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The Open Cities dissemination plan presented in this report serves as a guideline for the dissemination activities performed in the context of the project. The dissemination plan contains a strategy to fulfill the dissemination-related objectives set in the Description of Work, namely to make the project and its work widely known.

The main areas addressed by this deliverable are the definition of the Open Cities communication policy and the presentation of a suitable dissemination strategy, including a definition of the term dissemination and its interpretation for Open Cities. Therefore, the objectives of Open Cities dissemination and an overall approach are set. Based on the plan in the Description of Work (DoW), target groups for dissemination in Open Cities are identified and the subjects and matters of dissemination are described. The management as well as the dissemination tools and activities are defined and the partner roles are shown. As the resources dedicated to dissemination are limited, cost-effective ways were chosen to achieve a maximum of publicity for the project and its results.

## 1. INTRODUCTION

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### 1.1. PURPOSE OF THIS DOCUMENT

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The objective of this deliverable is to present an overall communications and dissemination strategy designed to provide a comprehensive framework for the diffusion of the project concept, ideas and results. It provides a clear understanding of the target groups and actions needed to approach them. The design of a well-elaborated dissemination plan will support the successful communication among identified stakeholders, passing to each of them a clear message with the obvious (to be expected) benefits from the project, using a variety of dissemination methods tailored to the specific needs of the target audiences. Doing so, a win-win relationship will be established among the various stakeholders, providing significant added value to the project.

Furthermore, this document explains the Open Cities dissemination activities and tools and how they need to be employed during the project life so that the project and its results will be disseminated as widely and effectively as possible.

Main areas of focus are:

- Defining key messages
- Establishing target audiences
- Selecting appropriate modes of carrying the message

The dissemination strategy will be constantly updated during the project lifetime. These needs emerged through the close interaction with the target groups as well as among the consortium partners themselves. This deliverable aims to assist the Open Cities consortium to generate an effective flow of information and publicity about the objectives and results of work.

### 1.2. DOCUMENT STRUCTURE

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The present deliverable is split into three main chapters:

The first chapter gives an overview of the **Open Cities concept** including background information about the project and its main objectives.

**Communication Policy** presents the overall dissemination approach and clarifies which of the Open Cities outcomes can and should be made public and to whom those activities will be addressed. This encompasses the identification of stakeholders and target groups who will benefit from the results of Open Cities. Emphasis is also placed on the identification of the dissemination matters/areas and gives an overview of the partner's intention to direct their dissemination efforts towards the identified matters. The matters will give an answer to the question which concrete input the stakeholders need. This chapter further defines the Open Cities dissemination management structure outlining the involved committees to be in charge of a suitable spread of results and assuring IPR consideration.

**Dissemination Strategy** presents the project identity guidelines and explains which concrete dissemination tools and activities will be employed and performed so that the project and its results will be disseminated as widely and effectively as possible. This chapter concludes with an evaluation of the before mentioned dissemination activities by providing a set of quality check parameters.

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### 1.3. CONTRIBUTIONS OF PARTNERS

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The consortium has to contribute dissemination activities during the whole project according to this dissemination plan. The partner's inputs to this deliverable are the dissemination activities they are planning to do. ATOS, as responsible for this Deliverable, will review and edit this document.

### 1.4. BASELINE/ RELATION TO PREVIOUS AND FUTURE VERSION

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This deliverable is the baseline document for the dissemination activities and will be subject to change and update during the course of the project.

Below, we can see the list of the deliverables in which is split the work package 7 and its the date of delivery.

Deliverables
<b>D7.7.1</b> Web 2.0 Portal & Private collaboration tool. (Month 3)
<b>D7.7.2</b> Dissemination plan & Materials. (Month 4)
<b>D7.7.31</b> Dissemination Report on Policy Makers – a. (Month 10)
<b>D7.7.32</b> Dissemination Report on Policy Makers – b. (Month 20)
<b>D7.7.33</b> Dissemination Report on Policy Makers – c. (Month 30)
<b>D7.7.41</b> Scientific & Business dissemination report - a. (Month 10)
<b>D7.7.42</b> Scientific & Business dissemination report - b. (Month 20)
<b>D7.7.43</b> Scientific & Business dissemination report - c. (Month 30)
<b>D7.7.51</b> Dissemination Report in the Developer Community - a. (Month 10)
<b>D7.7.52</b> Dissemination Report in the Developer Community - b. (Month 20)
<b>D7.7.53</b> Dissemination Report in the Developer Community - c. (Month 30)

TABLE 1: DELIVERABLES OF WORK PACKAGE 7



## 2. OPEN CITIES CONCEPT

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The success of cities is linked to their efficiency, in reducing transaction costs and providing services. However, in order to maintain this success, cities have reinvented themselves many times through history.

Today, Information Technologies are doomed to be the key driver of a new wave of innovation in cities that will lead, one more time, to their reinvention.

However, public procurement and management in cities are not geared to fostering innovation. Therefore, this process of reinvention or transformation of cities into Smart Cities necessarily means to rethink how innovation is managed in cities.

Even if Open Innovation is the “de facto” standard in innovation management in the private sector, we know little of how to apply it to the public sector and this is even truer when involving technological platforms, especially in aspects such as governance or incentives.

Open Cities aims to conduct two different types of research simultaneously: socio-economic research on the use of Open Innovation in the Public Sector and Future Internet research through real-life pilots.

Open Cities is therefore a complex project where there is a clear need for reducing complexity and put in place a structure that leaves room to the different levels without adding excessive work.

Open Cities opted for simplification in both its structure and its management, for a clear structure where cities and organizations lead the area of research where they can leverage their experience and their infrastructure.

Open Cities work plan is implemented in eight (8) work packages ranging from work package 1 to 8, where four of them work packages 2, 3, 4, 5 and 6 are devoted to the Pilots, work package 1 is dedicated to socio-economics, work package 7 is devoted to dissemination and finally work package 8 addresses management.

In this structure work packages 2, 3, 4, 5 and 6 are devoted to Open & User Innovation Future Internet Pilots, to Crowdsourcing, Open Data, Open Fiber Networks and Open Sensor Networks respectively and lead by the City of Barcelona (Spain), Amsterdam (Netherlands), Fraunhofer Fokus (Berlin), CapDigital (Paris) and UPF (Barcelona) respectively. These five work packages are the centre of the project and most of the resources are devoted to them.

Work package 1 is aimed at three main objectives: a) provide a state of the art on Open & User Innovation for Future Internet services in Smart Cities, b) create the Living Labs that will drive the project and c) conduct socio-economic research on Open Innovation that could provide insights and generate experiments for the pilots.

Work package 7 is devoted to dissemination at three fronts: policy advisors, academic and general public using web 2.0 technologies.

Finally, work package 8 is devoted to management, both in terms of administration and in terms of defining a scoreboard with indicators that could allow presenting the level of success or failure of the project and managing its update and project tracking.

## 2.1.OPEN CITIES OBJECTIVES

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This project aims to explore this gap with five main objectives:

- Distil insights and best practices on how to apply Open Innovation in the Public Sector.
- Gain understanding on the management of Technological Platforms in an Open Innovation context.
- Validate the use of pan-European Platforms for Crowdsourcing, Open Data, FTTH networks and Open Sensor Networks.
- Trigger the development of Advanced Future Internet Services. By leveraging existing tools, trials and platforms in Crowdsourcing, Open Data, Fiber to the Home and Open Sensor Networks in five major European cities: Helsinki, Berlin, Amsterdam, Paris and Barcelona.
- Living Labs in Smart Cities: Urban Labs. Understanding how Living Labs could be effectively applied for promoting the adoption and co-creating of innovation in Smart Cities.

### 3. COMMUNICATION POLICY

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#### 3.1. GENERAL CONTEXT

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Dissemination is concerned of making the project visible, creating awareness and understanding for the project and promoting participation in the project. Therefore, the Open Cities dissemination strategy needs to address the following issues:

- The aim of dissemination → overall approach and objectives
- What will be disseminated → outcomes and Open Cities key messages
- Who is the audience → target groups
- What medium will be used → dissemination tools and activities
- When will be disseminated → timing<sup>1</sup>

Thereby, these issues cannot be regarded in an isolated way. For instance, different target groups need to be approached by different media or some information will only be published in the last stage of the project, etc. That is, dissemination activities have to be modified according to the above mentioned issues.

Effective dissemination thus has to take into account the following principles:

- Information has to be available, accessible, adaptable and diversified. Depending on the different purposes, target groups and cultural backgrounds, dissemination activities and tools need to be altered.
- Information has to be relevant and compatible for the different user groups so as to reach its maximum understanding and impact.
- Interaction with end-users has to be stressed. Analyzing the end-users needs and responses creates links between the project goals and actual achievements. This interaction requires a constant adoption of dissemination activities.

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<sup>1</sup> Please note that this last aspect will be included in later versions of this deliverable once the planned dissemination activities have been concretized and can, in terms of timing, be more easily foreseen in form of a concrete plan.

### 3.2.OBJECTIVES AND OVERALL APPROACH

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The communication and dissemination strategy of Open Cities includes project relevant objectives of dissemination, defines an overall approach for the strategy and describes the generic contents for dissemination.

The main objective of the communication and dissemination strategy is to ensure a high impact of all project results. Through realizing this strategy a widespread dissemination should be possible leading to a utilization of the project's outcomes.

A further objective, while communicating the Open Cities results to the target audiences, is the protection of intellectual property of the knowledge. This involves acting and mediating accordingly in case a conflict related to IPR and ownership of results should emerge within the consortium. Confidentiality Issues will be treated according to the rules established in the Consortium Agreement which was signed by each of the partners.

To publicize the results of Open Cities is seen as a core activity within the project. The projects outputs will be presented and delivered to relevant internal and external target groups from industry, research, and academia. The overall approach described in this chapter defines relevant steps for successful dissemination of the results during the term of Open Cities.

The dissemination goals can be translated into three actions which, can be identified as the three levels of dissemination for a project:

- Awareness
- Understanding
- Action

**Awareness** is necessary in terms of the project itself, its objectives and its outcomes. This will be achieved using specific dissemination media as communication channel as well as conferences and trade fairs as a presentation platform. For example project summaries in popular newsletters or in widely read journals can raise awareness of the projects existence.

Groups that are fully aware of the Open Cities project may be interested to **understand** the work done by the consortium and therefore to benefit from the project and its outcomes. The disseminated outcomes of the project have to be well adapted for the particular target group and their standard of knowledge. An essential information source for people interested in understanding the project, its work and results will be the website of the project (<http://www.opencities.net/>) which will allow bringing together potential beneficiaries and users of the results of the project, and building upon the contacts and relationships of each participant.

**Action**, the third level of dissemination, means a change of practice that is caused by the adoption and use of Open Cities results. Therefore, the target group identified for this type of dissemination includes people from industrial practice or Institutions that are in the position and have the influence to achieve such a change of practice.

An appropriate dissemination strategy will raise awareness and deeper understanding of the work of our project and will lead to action based on our work, as shown in Figure 2.

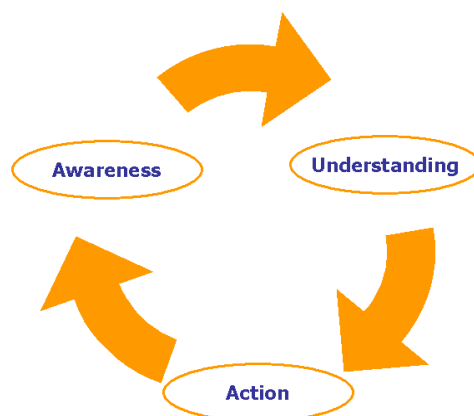


FIGURE 1: DISSEMINATION LEVELS

### 3.3. DISSEMINATION SUBJECT MATTERS AND OUTCOMES

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The consortium consists of a large number of partners, all involved in dissemination activities. They will use their commercial links with many different users throughout the world. Further they will organize public presentations and demonstrations of the project research results and innovation.

During the project there will be a bi-directional transfer of information and knowledge to other external groups. This amount of single actions will occur in a manner that quality and legal-ethical conformity is ensured. Therefore the project and its work have to be presented in a consistent way.

With regard to the Open Cities objectives and to the project structure four matters of dissemination can be determined:

**1. General project overview**

- Mainly performed by e.g. presentation at conferences, leaflets, etc.

**2. Concepts and approaches**

- Mainly by publications in journal and conferences, specifically for each field of development and application of the publishing partner.

**3. Products and technology**

- Mainly carried out by the defined demonstrators, virtual and not, to be shown at exhibitions or dedicated events, as those to be organized by partners.

Open Cities will provide general information about the project, its objectives and expected results to external stakeholders and by this means raise their awareness of the project.

The Open Cities consortium comprises small & large companies mainly deriving from the internet service sector, universities & research organizations and public bodies and municipal institutions.

The idea is to take advantage of the strong point of each partner in order to reach all target groups defined (see next section) and also cover all dissemination tools and activities.

### 3.4. KEY MESSAGES

Considered to be a first priority when defining the communication policy, it is essential to establish key messages that need to be communicated in the various publications according to purpose of dissemination and target audience. The key messages have to be defined in terms that they will be understandable to each target group. These key messages should be included in all the project communications. Depending of each target group a more technical, commercial or political language can/ will be chosen.

Open Cities key messages are defined as follows, focusing on the main objective of the project which is to develop the Open Cities System:

- Flexible.
- Sustainable knowledge-based open innovation system.
- Strategies for take-up leading to innovative business cases and stimulating governmental policies.

#### Target groups identification

The targeted public can be any crowd: from local citizens, to social communities, to globally sourced experts. As mentioned above, the project has identified three macro-target groups in which dissemination is based on:

- Dissemination towards Policy Makers, dissemination aimed to this group is considered on task 7.3 which will be led by ESADE.
- Dissemination in the Scientific & Business Communities, at this point dissemination is focused on the participation in conferences and workshops and through publication in scientific journals, the leader of this task, the 7.4 one, is UPF.
- Dissemination in the Developer Community, this group is very important because it involves creating awareness among developers of mobile applications and is a key to project success and for the survival of the platforms, belongs to the task 7.5, whose leader is dotOpen.

For the purpose of this first draft of the Dissemination Plan, we are identifying specific target groups, within the macro-categories identified in the DoW and the benefits we can offer to them via Open Cities' results. Finally we identify a specific dissemination strategy for each target group identified. We summarize this analysis in the following table.

Macro Target groups	Target Group	What benefits can we offer to each target	Specific Dissemination Strategy
Policy Makers (ESADE)	Other EU's City Hall that are not partners in Open Cities (ej. Paris and Rome City Hall that will become Associates)	To share and improve best practices, methodologies and innovative pilot applications across Europe.	To contact responsible of City Halls interested and interesting in the project. The City Hall of Paris and Rome will become Associated Partners

			of the project.
Policy Makers (ESADE)	National Agency for promoting Science, Technology and Innovation (eg. NESTA in UK, ACC10 in Spain)	Enhance enterprises and institutions innovation capabilities and give them the opportunity to contribute to and reuse European research results across Europe	To include some of the most important Agency in EU as an Associated partners
Scientific & Business Communities (UPF)			
Education(UPF)	Students	Students will receive instruction on OpenData concepts	Introducing OpenData as part of subjects and offering Projects
Research(UPF)	PhD Program Students	Hot research topic (PhD Programme). Papers can be generated based on the work developed.	Papers to be published. Conferences about research on OpenData
Business(UPF)	ICT and consultancy companies	Companies will be encouraged to participate in OpenData initiatives, so that new apps and business models can be adopted	Joint conferences and events presenting in the field of OpenData
Developer Community (Dot Open)			
Developer Community (dotopen)	Professional Developers (startups and service companies),	Visibility of their apps and ability to connect to peers and potential customers and partners across European markets.	Calls to developers, so they can submit their apps using the open data made available by the partners. Events in several cities across Europe to give visibility to the apps. Partner and social media amplification of the competitions, events and winners.
Developer Community	bedroom developers	Visibility of their	Calls to developers,

(dotopen)	(professionals with personal projects)	apps and ability to connect to peers and potential customers across European markets	so they can submit their apps using the open data made available by the partners. Events in several cities across Europe to give visibility to the apps. Partner and social media amplification of the competitions, events and winners.
Developer Community (dotopen)	Aspiring Developers, (students, designers and others who want to enter the industry)	visibility of their ideas and concepts and the ability to connect with peers and professionals who can offer guidance and expertise	Open participation to AppCircus events with chance to get to know and network with experience developers

TABLE 2: TARGET GROUPS



## 4. DISSEMINATION STRATEGY

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This document defines the dissemination strategy of the Open Cities project. At first a definition of the term “dissemination” will be given: the earliest recorded occurrence in the language could be found in Latin: *disseminatus*, past participle of *disseminare*, from *dis-* + *seminare* to sow, from *semin-*, *semen* seed. Considering this, a synonym for the term “dissemination” is: to sow widely.

The European Commission defines dissemination as

“a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available”.

The interpretation of “dissemination” for the Open Cities project is, that a large audience beyond the consortium should be aware of the project, reuse and refine the results and give input during the project term. To sow widely in the context of Open Cities means a systematic distribution of results and additional project information, in order to realize their full impact in the commercial world. This assures sustainability of the project and its outcomes.

The European Commission defines the dissemination plan:

“A plan for dissemination indicates those activities that are going to be carried out during a project’s lifetime.”...” must contain activities to be carried out continuously until the project’s end (and possibly afterwards).”

In the context of the Open Cities project the dissemination strategy has been designed as two-fold: a generic dissemination strategy that comprises all the common dissemination tools and materials available for each and every partner and that represent the project itself and specific dissemination strategies directed to the target previously identified.

### 4.1. GRAPHIC IDENTITY GUIDELINE

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A solid and coherent graphic identity is the base for communicating towards the outside world. Consistent graphic identities allows to the target audience easily identify and recognize the Open Cities project. Therefore is considered to be crucial that all materials distributed by the project partners carry the corporate identity.

Open Cities team took into account the following principles in order to build a successful “brand”:

- **Attractive, meaningful title for the project:** Name of the project is essential. It will be the label, the brand that will be used in all communications. This name should catch people’s attention and communicate the central idea of the project.

“Open Cities” fulfils these requisites: easy to remember, meaningful communicating to the key concepts of openness in an urban context.

- **Logo:** The first step to create a graphic identity is to design an effective logotype taking into account the concepts that Open Cities wants to communicate such as innovation,

technology, precision. The Logo is the starting point for the rest of the elements of the graphic image (website, leaflet, power point presentation, etc.).

#### 4.1.1. OPEN CITIES LOGO

The logo is the main graphic identity element. It will be used in all graphic material and documents related to the project. The logo has been designed as a part of WP7, considering three main aspects:

- **Symbol:** The logo should be clear, capture the attention and should communicate the main concepts of Open Cities.
- **Colour:** Colours have been used to get a professional image. Main colours used are: yellow, and red. Yellow communicates: flexibility and innovation. Red communicates: Energy, strength, courage and openness.
- **Font:** The font is a similar font of the one used in the Chesbrough first book on open innovation, to whose paradigm this project is based upon.

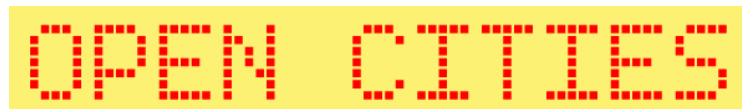


FIGURE 2: COLOUR GRAPHIC LOGO

#### 4.1.2. PROJECT BANNER

The Project Banner is an important element in order to facilitate the identification and the process of fixing the graphic identity in the memory of the audience. The Project Banner enhances the graphic identity of the project and endorses a better communication of the project's main ideas.

This banner will be used as complementary image of the project e.g. in leaflets, posters and the Open Cities website.

The Open Cities Banner shows a person jumping, which means to leap into smart cities.



FIGURE 3: OPEN CITIES BANNER

## 4.2. DISSEMINATION TOOLS

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### 4.2.1. PROJECT PRESENTATION

An Open Cities Project Presentation will be part of the different dissemination tools designed to support the Open Cities dissemination efforts. This task includes a presentation template and a project presentation. The template is to be used in all events and meetings where Open Cities results and activities are presented. It has been designed following the graphic identity guidelines to facilitate the recognition of the project.

The Open Cities project power point presentation provides a general project overview, background information, objectives, rationale, partners and first results. This presentation will be updated during the course of the project.

### 4.2.2. LEAFLET

The leaflet is a non-electronic dissemination material to be distributed during conferences, workshops and during general project events. The main objective of the leaflet is to provide our audiences with an attractive and written project overview with a summary of the main project objectives and characteristics.

### 4.2.3. POSTER

The main purpose of the poster is to catch the audience attention. To reach this objective an eye catching poster has been designed. With regard to the layout and design, the poster shows the project's logo and a map emphasizing the cities which compound the project.

The Open Cities poster includes the following main items:

- The Open Cities idea - brief description of the subject project and its original idea.
- A map with the cities that make up the project.
- List of partnerships.

This poster will be used in workshops, conferences and other events as a presentation of the project where the consortium partners participate or hold the event. It is complementary to the leaflets, since the latter provide more detailed information about Open Cities.



FIGURE 4: POSTER

#### 4.2.4. WEBSITE

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

The website, available since month 1 of the project, is used to establish an on-line communications centre presenting the project and its results to a worldwide audience. The first delivery of the project website is due at month 3, and then subsequent updates are foreseen during the project.

The address of the official project webpage is:

<http://www.opencities.net/>

During the course of the project, the structure and especially the content of the Open Cities web site will be subject to modification, update with news, downloads, etc. Currently, the Look&Feel of the Open Cities homepage appears as shown in Figure 5:

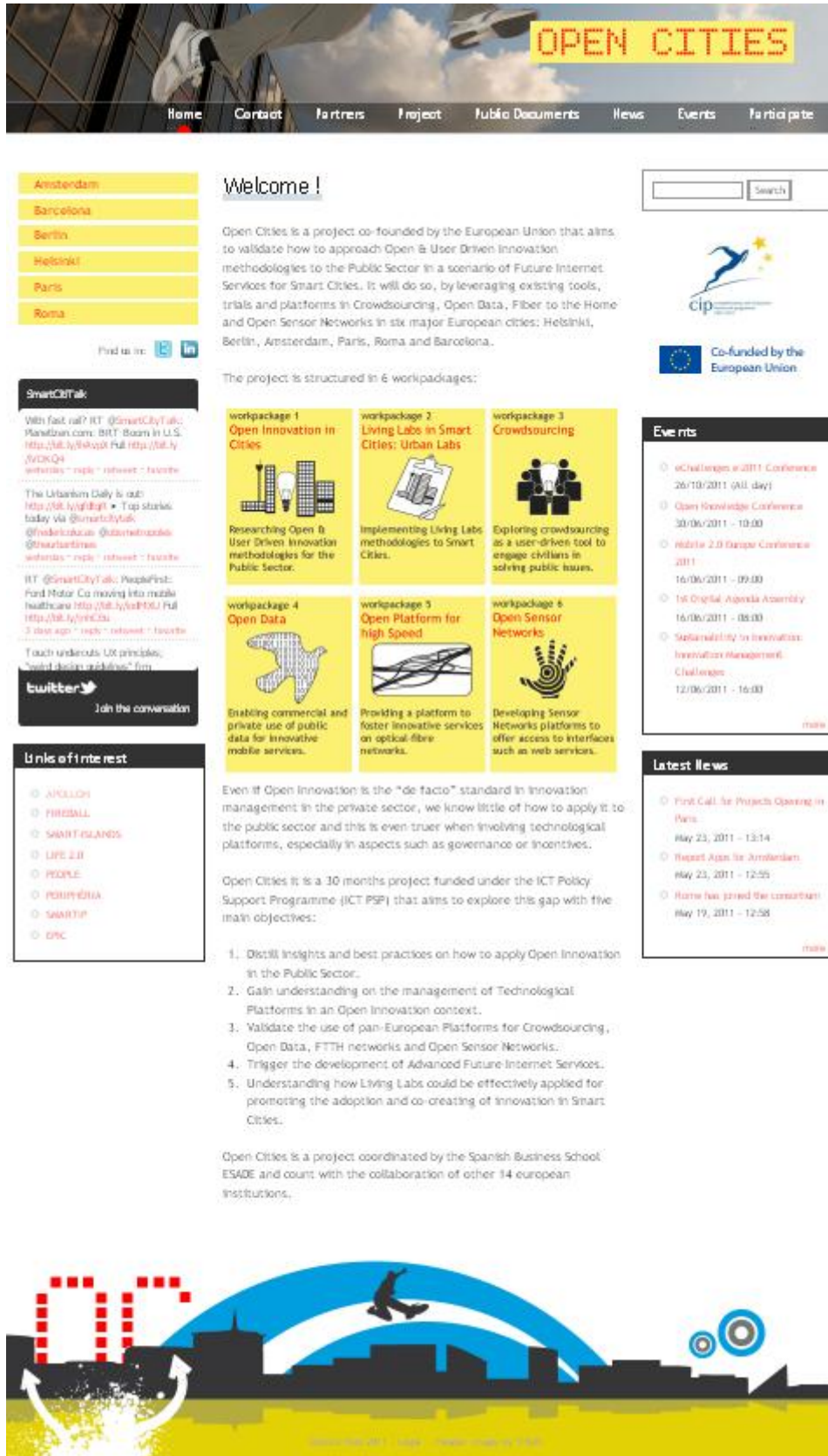


FIGURE 5: OPEN CITIES WEBSITE

The Top menu of the Open Cities website carries the project's logo and banner emphasizing a useful and consistent graphic identity assisting the consortium to communicate the project messages more effectively.

The website presents the main menu items including the basic functionalities of the site. The content of the different menu items is displayed in the centre of the site, the body part of every article/section published and presented on the page. The different menu items are:

- **Home:** this section contains the main objectives and the cities that compound the project, also we can see on the left side some news related to the project which appears on Twitter and LinkedIn, on the right side we can see the information about the latest events and the upcoming ones.
- **Contact:** this section lets to send messages in order to propose any suggestion.
- **Partners:** this section shows the partners of the project.
- **Project:** it gives us an overview of the project, showing the most relevant data from it.
- **Public Documents:** here we can consult the public documents uploaded.
- **News:** it contains the main news of interest related to the project.
- **Events:** it contains events that have involved members of open cities.
- **Participate:** it shows links and information of interest to the visitors of the website.

#### 4.2.5. SOCIAL NETWORKS

Social networks are nowadays an important part of the communication and dissemination of a project. For this reason, Open Cities project has currently set up an account on Twitter and a working group in LinkedIn. The contents of these on-line tools will complement the project website and provide a source of additional knowledge and insight for the project' results dissemination.

### 4.3. DISSEMINATION ACTIVITIES

All partners take part in and carry out dissemination activities and by this means contribute to draw maximum attention beyond the project's consortium. They represent the project when addressing external stakeholders from industry and academia. The respective selection of media or communication channels depends on the target group and desired dissemination activity (like create awareness or understanding). Therefore, bearing in mind the target audience, in view of each activity, the responsible partner will select the appropriate media type.

Dissemination material is bound to IPR and has to be coordinated and confirmed in cooperation between the Project Coordinator, the Dissemination Manager and the WP leader of WP7.

The following sections outline the dissemination activities to be carried out in the Open Cities project.

#### 4.3.1. PUBLICATIONS

The Open Cities partners will disseminate the project's results via a set of different publications. Apart from scientific publications, project documents will be prepared for communication particularly during events, and press releases will be send out to relevant media in different countries.

##### Business & Scientific publications

Open Cities partners will publish the results in the scientific literature, dedicated journals and magazines in the field of composites materials (Table 4). Moreover, results will be also published own Open Cities newsletters. Project documents and posters will be prepared for communication particularly in events (conferences, workshops, seminars, etc.).

Targeted Journals	Description	Partner
Article: <b>Open Innovation: también en los servicios</b>	Article published in the Telefonica's review about Open Innovation in Services (E. Almirall, H. Chesbrough)	ESADE
Article: <b>Innovar al Sector Público: el cas d'Open Data</b>	Article for the Diputació de Barcelona. Innovation in the Public Sector: the case of Open Data. Introduction to the "Apps for Democracy" case and the application of Open Data competitions in Europe. (E. Almirall)	ESADE
Interview with the Smart Communities Institute	Government as a Platform for Open Innovation Key to Creating Sustainable Cities (E. Almirall)	ESADE
Contribution to a management book about Crowdsourcing (publishing	The VU (Free University of Amsterdam) has taken the initiative to publish a Dutch book about crowdsourcing techniques being applied in the businesses or in the public sector. Amsterdam Open Cities team has	City of Amsterdam (Economic



date : June 2011)	contributed to the book with one chapter, about the Crowdsourcing experiences we have acquired during the Amsterdam Opent pilot in 2010. And also about the future perspectives of crowdsourcing.	Affairs)
2 EUROCITIES presentations (Ghent, 7 <sup>th</sup> -8 <sup>th</sup> April 2011)  1) Open Data Workgroup presentation  2) The Crowdsourcing pilot of Amsterdam is presented to the participants of e-Inclusion workgroup	1) Amsterdam has participated in the first EUROCITIES Knowledge Group on Open Data. It has been very useful to present the different approaches (per cities) towards the organization of Apps for "Cities" en policy lines to trigger Open Data developments. Amsterdam has presented Apps for Amsterdam and other ongoing Open Data en crowdsourcing challenges.  2) The chance to involve citizens in policy making was the main subject of the working group meeting. Next to some scientific approaches was nice to show the pragmatic approach of Amsterdam how to innovate through social media with the citizens.	Amsterdam (Economic Affairs)
Open Cities presentation to SME's in Amsterdam (Union of ICT enabled SME's), 14th April 2011	SME's try to get more efficient through ICT and Future Internet applications. SME's in Amsterdam were very eager to know more about Open Cities and the collaboration between the involved cities and the technological advances of the platforms we try to build in this project (on crowdsourcing and open data).	Amsterdam (Economic Affairs)
Paper to the 17th International Conference on Concurrent Enterprising  Aachen, Germany	Paper related to Innovating Products and Services for Collaborative Networks.	ESADE
eChallenges 2011	Engaging Citizens ^ The Case of Crowdsourcing in Public Organizations (Esteve Almirall, Katalin Gallyas)	ESADE, Amsterdam
	Smart Cities: The Role of Public Innovation Intermediaries in Innovation Process of Local Governments (Tuba Bakici)	ESADE
	Mechanisms of Innovation in Smart Cities (Melissa Lee)	ESADE
Wegweiser Bürgergesellschaft (GuidePost Civil Society)	Wolfgang Both: Daten für die Bürgerschaft, Wegweiser Bürgergesellschaft 01/2011	Berlin Senate
Information Management und Consulting,	Nils Barnickel, Matthias Flügge, Ina Schieferdecker, Wolfgang Both: Städtische Data Cloud – Offene Daten für neue, innovative Unternehmen in Städten, Information Management und Consulting, 25(2010)4, S. 21 - 28	FhG-FOKUS, Berlin Senate

E-News and Website of the Senate's Initiative for ICT, Media, Creative Industries "Projekt Zukunft"	Newsletters targeting the business community in Berlin but also in Germany and Europe	Berlin Senate
Journal of Community Informatics	The Journal of Community Informatics ( <a href="http://ci-journal.net">http://ci-journal.net</a> ) is a focal point for the communication of research that is of interest to a global network of academics, Community Informatics practitioners and national and multi-lateral policy makers.	Waag Society
Government Information Quarterly	Government Information Quarterly is a cross-disciplinary and refereed journal that covers information and telecommunications policy, information management, information technology planning and management, and e-government practices, policies and issues relevant to all levels of government within the United States and abroad.	Fraunhofer
Journal of Community Informatics	Special issue on Open Data	Fraunhofer
IEEE, ICNN	Open Sensor Network Platform performance in an OpenData environment	UPF
IEEE, ICNN	Standard Interfaces and Data formats for Open Sensor Network	UPF

TABLE 3: TARGETED JOURNALS

### Open Cities newsletter

The Open Cities newsletter offers an appropriate means to carry out direct proactive communications to the targeted stakeholders, the European Commission.

The Open Cities newsletter will be issued every six months and will provide:

- Presentation of the project.
- Announcements of the project's progress.
- Dates, details, comments regarding project related conferences, meetings, events or publications.
- Project-related news.
- Etc.

### Publication of reports

Open Cities is an open project and we expect the research results to have a large impact on the open innovation sector. Therefore, our intention is to openly publish the Deliverables, which are scheduled to be Public (Table 5). Those publications are an important mean of dissemination. They will be realized paper-based and as far as possible as PDF-files in the download area of the website.

Academia and research partners, and where appropriate the industrial partners will publicize outcomes of the project. The following table will be updated when the first deliverable will be published.

Del No.	Deliverable name	WP	Nature	Dissemination Level	Delivery Date
D1.1.1	State of the Art- Open Innovation in Smart Cities.	1	Report	PU	May
D2.2.11	Goals Planning and Mgmt of Pilots – a.	2	Report	PU	June 2011
D2.2.21	New trends for Smart Cities - a	2	Report	PU	April 2011
D3.3.11	Requirements for Crowdsourcing platform.	3	Report	PU	
D3.3.21	Crowdsourcing Goals and Plans -a	3	Report	PU	June
D4.4.11	Definition of Data Sets & Scenarios – a.	4	Report	PU	July 2011
D4.4.2	Requirements and Specs for tools for Open Data.	4	Report	PU	June 2011
D5.5.11	Report on Planning and Management of Experimentations and Observatory – a.	5	Report	PU	
D5.5.41	Pan-European observatory of digital usages on FTTH networks – Framing and Planning of the works – a.	5	Report	PU	
D6.6.1	Report on Living Lab activities for Data Set selection & definition on Sensor Networks.	6	Report	PU	April
D7.7.1	On-line Web 2.0 & Private collaboration tool.	7	Report	PU	Jan (to be updated)
D7.7.2	Dissemination Plan.	7	Report	PU	April (to be completed)
D8.8.1	Project Scoreboard and Indicator development.	8	Report	PU	April
D8.8.21	Project Management Report – a.	8	Report	PU	April 2011

TABLE 4: LIST OF PUBLIC DELIVERABLES

### 4.3.2. EVENTS

One of the most important dissemination parts is the dissemination that will be achieved through scientific and technical presentations in international conferences, congresses, exhibitions fairs and workshops. Conferences are important to be held since it is an efficient way to announce and present the Open Cities project and its concrete results of research to a wide audience.

Attending selected events and workshops will allow the consortium to create awareness and attract potential stakeholders. The consortium members will present the project concept in a number of different events as indicated below:

- **Open Cities own events:**

- Workshops will be organized in each country of Open Cities consortium. Details for the organization of these workshops are still to be defined and will be presented in the next version of this deliverable. Approximate dates are already included in the below upcoming events calendar.
- Participation in conferences: Open Cities will be represented in a number of international conferences of relevance to the research area. Presenting the Open Cities project within conferences will lead to a wide awareness level. Targeted conferences can be found in the tentative events calendar below.

Table 5 presents a past events calendar and some information about them such as the partners who have assisted to those events or a brief description of them.

LATEST EVENTS CALENDAR				
Date/ Place	Event description	Partner participating	Type of audience/ focus of event	Contact Information
22/11/2010 Barcelona, Spain	Organization of the public presentation of the "Barcelona Open Data project	Barcelona	All Interested Citizens, Local Experts, Public authorities, Stakeholders, Industry Representatives	<a href="http://w3.bcn.es/V01/Serveis/Noticies/V01NoticiesLlistatNoticiesCtl/0,2138,1013028362_1118157550_1_1397684574,00.html?accio=detall&amp;home=">http://w3.bcn.es/V01/Serveis/Noticies/V01NoticiesLlistatNoticiesCtl/0,2138,1013028362_1118157550_1_1397684574,00.html?accio=detall&amp;home=</a>
14/12/2010 Ghent, Belgium	Open Innovation for the Future Internet	All Open Cities Partners	LIVING LABS AND SMART CITIES is open to anyone with an interest in the subject of ICT innovation and focuses on researchers, entrepreneurs from large and small	<a href="http://www.opencities.net/node/14">http://www.opencities.net/node/14</a>

			companies, venture capitalists, civil servants, politicians and creative individuals with different disciplinary backgrounds.	
16/12/2010 Ghent, Belgium	Future Internet Assembly Ghent	All Open Cities Partners	Researchers and practitioners in the field.	<a href="http://www.opencities.net/node/15">http://www.opencities.net/node/15</a>
10/02/2011 Barcelona, Spain	OPEN CITIES Joint Meeting	WP4-WP6 partners	Open Cities Consortium partners	<a href="http://www.opencities.net/node/46">http://www.opencities.net/node/46</a>
11/02/2011 Barcelona, Spain	Innovation in Public Services	All Open Cities Partners	All citizens	<a href="http://www.opencities.net/node/47">http://www.opencities.net/node/47</a>
16/02/2011 Amsterdam	Apps for Amsterdam	Waag Society, Municipality of Amsterdam (Economic affairs) and Hack de Overheid.	Students and developers of applications.	<a href="http://www.opencities.net/node/49">http://www.opencities.net/node/49</a>
16-17/02/2011	Exhibition at Mobile World Congress	Mobile World Congress	All citizens	<a href="http://www.mobileworldcongress.com/">http://www.mobileworldcongress.com/</a>
18/02/2011 Berlin, Germany	Open data: apps for everyone?	Fraunhofer, Berlin Senate	Government, public administration and Stakeholders that reuse data.	<a href="http://www.opencities.net/node/50">http://www.opencities.net/node/50</a>
22/02/2011 Rivas-Vaciamadrid, Spain	Energy efficiency issues	Atos Origin	Local Public Bodies & Authorities, Industry Players.	<a href="http://www.opencities.net/node/51">http://www.opencities.net/node/51</a>
24/02/2011 Berlin, Germany	Always-on-Festival, Apps4Berlin Award	Berlin Senate, Fraunhofer FOKUS	Companies, Researchers, Politicians, Networkers	<a href="http://always-on-festival.de/">http://always-on-festival.de/</a>

24/02/2011 Laguna de Duero (Valladolid), Spain	Workshop on Open Government in Local Authorities	Atos Origin	Local Public Bodies & Authorities, Industry Players.	<a href="http://www.opencities.net/node/53">http://www.opencities.net/node/53</a>
26-27/02/2011 Berlin, Germany	Cognitive Cities Conference	ESADE	Urban planners, designers, technology geeks, environmental experts, public officials, urban gardening enthusiasts and cultural influencers	<a href="http://conference.cognitivecities.com/">http://conference.cognitivecities.com/</a>
02/03/2011 Brussels, Belgium	ENoLL EUROCITIES Joint Matchmaking event on Open Innovation for Internet-enabled Services in 'Smart Cities'	Esade, Atos Origin, Forum Virium	Industry Players, Living Labs, EU Commission, Public Bodies & Municipalities	<a href="http://www.opencities.net/node/52">http://www.opencities.net/node/52</a>
08/03/2011 Berlin, Germany	Future Talk "Open Data: Open Society, Open Questions"	Berlin Senate	All Interested Citizens, Local Experts, Networkers, Stakeholders, Industry Representatives	<a href="http://www.berlin.de/projektzukunft/standort-berlin/zukunftsgespraech/">http://www.berlin.de/projektzukunft/standort-berlin/zukunftsgespraech/</a>
Paris 23/03/2011	Opendata conference organized by Regards Citoyens and hosted by the Paris City Hall. Cap Digital briefly presented OpenCities and exchanged contacts with the guests.	Cap Digital, Institut Telecom	Type of audience: major French and European Opendata actors such as Etalab, Google etc.  Focus of the event: best practices, ideas in the field of Opendata.	<a href="http://linkeddata.org/">http://linkeddata.org/</a> <a href="http://ckan.net/">http://ckan.net/</a> <a href="http://www.regardscitoyens.org/">http://www.regardscitoyens.org/</a>
07/04/2011 Utrecht, Netherlands	Presentation during interactive webinar 'Crowdsourcing'	NCSI <a href="http://www.ncsi.nl/">http://www.ncsi.nl/</a>	All interested Citizens, companies (mostly SME's) and municipality officials.	<a href="http://www.ncsi.nl/nl/kennis/seminars/aanmelden-seminar-webinar-7-april">http://www.ncsi.nl/nl/kennis/seminars/aanmelden-seminar-webinar-7-april</a>
07-08/04/2011	EUROCITIES Working Group Meeting	Berlin Senate, Amsterdam,	EuroCities Members (larger city administration), EU-	<a href="http://www.eurocities.eu/main.php">http://www.eurocities.eu/main.php</a>

Ghent		Barcelona, Forum Virium	Commission	
11-12/04/2011 Budapest, Hungary	High Level Event on PreCommercial Procurement: Towards a smarter research and innovation procurement strategy for Europe	Barcelona	Public authorities interested in promoting innovation through the public administration	<a href="http://www.eszakalfold.hu/uploads/Kulkapcsolatok/PCP2011/Final_Agenda_PCP_event_Budapest.pdf">http://www.eszakalfold.hu/uploads/Kulkapcsolatok/PCP2011/Final_Agenda_PCP_event_Budapest.pdf</a>
15/04/11 Berlin, Germany	co:funding – Financing Creativity in Common	Part of re:publica conference/newthinking communication	Journalists and Developers, Managers, Teachers, Students, Scientists, Creative Artists	<a href="http://www.cofunding.de">www.cofunding.de</a>
03-04/05/2011 Berlin, Germany	Effizienter Staat (Efficient State)	Fraunhofer FOKUS, Berlin Senate	Government, public administration, Industry Players, Researchers	<a href="http://www.effizienter-staat.de/">http://www.effizienter-staat.de/</a>
10-11/05/2011 Leipzig, Germany	Neue Verwaltung (New Administration)	Fraunhofer FOKUS, Berlin Senate	Government, public administration, Industry Players, Researchers	<a href="http://www.neue-verwaltung.de/">http://www.neue-verwaltung.de/</a>
12/05/2011 Barcelona, Spain	Organizations leaders in knowledge and learning	ESADE	Best practices in knowledge management for the public sector. ESADE will present Open Cities	<a href="http://www20.gen.cat.cat/docs/Justicia/Documents/ARXIU/edo_12052011.pdf">http://www20.gen.cat.cat/docs/Justicia/Documents/ARXIU/edo_12052011.pdf</a>
12/05/2011 Berlin, Germany	Berlin European Week "Industry, Innovation, Internationalisation"	Enterprise Europe Network Berlin	Interested Citizens, Experts, Networkers, Stakeholders, Industry Representatives	<a href="http://www.eu-service-bb.de/unsere_veranstaltungen.php">http://www.eu-service-bb.de/unsere_veranstaltungen.php</a>
12/05/2011 Stockholm, Sweden	Living Labs Global Showcase awards	Barcelona	Public authorities and Industry Representatives	<a href="http://www.livinglabs-global.com/Award-About.aspx">http://www.livinglabs-global.com/Award-About.aspx</a>
12/05/2011 London	AppCircus in London	dotopen	Showcase of the most innovative and creative local apps for an audience of	<a href="http://appcircus.com/event/appcircus-london">http://appcircus.com/event/appcircus-london</a>

			developers and professionals in mobile, media and beyond	
16/05/2011 Gerbeaud Event House (Budapest), Hungary	European Network of Living Labs (ENoLL) - Launch Event for the 5th wave of Living Labs	Atos Origin	End-users, SMEs, corporations, public sector and academia.	<a href="http://www.opencities.net/node/57">http://www.opencities.net/node/57</a>
16/05/2011 Rotterdam	AppCircus in Rotterdam	dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond	<a href="http://appcircus.com/event/appcircus-in-rotterdam">http://appcircus.com/event/appcircus-in-rotterdam</a>
17/05/2011 Amsterdam, Netherlands	Presentation on development 'Apps for Amsterdam'	HvA	2 groups of 20 Interactive Media students	
18/05/2011 Berlin, Germany	Berlin Open Data Day - BODDY	Berlin Senat, FhG FOKUS	Interested Citizens, Experts, Networkers, Stakeholders, Industry Representatives	<a href="http://boddy11.wordpress.com/">http://boddy11.wordpress.com/</a> <a href="http://opendataberlin.wordpress.com/2011/02/16/einladung-zum-berlin-open-data-day-2011-am-18-5/">http://opendataberlin.wordpress.com/2011/02/16/einladung-zum-berlin-open-data-day-2011-am-18-5/</a>
18/05/2011 Berlin, Germany	Berlin Open Data Day	Fraunhofer FOKUS, Berlin Senate	Government, public administration	<a href="http://opendataberlin.wordpress.com/2011/02/16/einladung-zum-berlin-open-data-day-2011-am-18-5/">http://opendataberlin.wordpress.com/2011/02/16/einladung-zum-berlin-open-data-day-2011-am-18-5/</a>
16-19/05/2011 Budapest, Hungary	Future Internet Assembly	UPF, ESADE, Fraunhofer	Industry, academia, as well as stakeholders from the European Commission and from the Member States.	<a href="http://www.fi-budapest.eu/">http://www.fi-budapest.eu/</a>
19-20/05/2011 Budapest, Romania	ICTs proposer's day	ESADE	Networking and partnership building for ICT Calls 8 and 9 of the Seventh	<a href="http://ec.europa.eu/information_society/events/ictproposersday2011/in">http://ec.europa.eu/information_society/events/ictproposersday2011/in</a>



			Framework Programme of the European Commission (FP7)	<a href="#">dex_en.htm</a>
23-25/05/2011 Prato (Tuscany), Italy	2011 Major Cities of Europe Annual Conference			<a href="http://www.opencities.net/node/58">http://www.opencities.net/node/58</a>
25/05/2011	Award ceremony for Apps Amsterdam	Waag Society	Developers community, policy makers in and around Amsterdam	<a href="http://www.appsforamsterdam.nl">www.appsforamsterdam.nl</a>

TABLE 5: LATEST EVENTS

Table 6 presents a tentative calendar presenting the events the Open Cities partners aim to assist. This calendar will be updated during the course of the project and be included in future versions of the Awareness and Dissemination Plan.

UPCOMING EVENTS CALENDAR				
Date/ Place	Event description	Partner participating	Type of audience/ focus of event	Contact Information
30/05/2011 Barcelona, Spain	Barcelona Digital Congress	ESADE	Open Innovation & Smart Cities	<a href="http://www.bdigitalglobalcongress.com/lang-en/">http://www.bdigitalglobalcongress.com/lang-en/</a>
30/05/2011 Barcelona, Spain	Barcelona Digital Congress	AIM	Amsterdam Smart City	<a href="http://www.bdigitalglobalcongress.com/zona/programa/">http://www.bdigitalglobalcongress.com/zona/programa/</a>
08/06/2011 Online from Amsterdam	Webinar Crowdsourcing for all participating 'Open' cities	Dutch, AIM and Amsterdam Economic Affairs	'Building blocks & Key success factors of Crowdsourcing'	

08/06/2011 Buenos Aires	AppCircus in Buenos Aires			
23/06/2011 Paris	AppCircus in Paris			
26/06/2011 Copenhagen	AppCircus@Mobile SWCopenhagen	dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond	<a href="http://appcircus.com/events">http://appcircus.com/events</a>
29/06/2011 San Francisco	AppCircus@eCom m			
12-15/06/2011 Hamburg, Germany	Sustainability in Innovation: Innovation Management Challenges	Atos Origin		<a href="http://www.opencities.net/node/59">http://www.opencities.net/node/59</a>
14/06/2011 Amsterdam, Netherlands	Presentation at O+S Amsterdam <a href="http://www.os.amsterdam.nl/">http://www.os.amsterdam.nl/</a>	AIM & Dutch	Crowdsourcing & Open Data, possibilities for O+S	
16/06/2011 Vienna, Austria	Open Government Data Konferenz 2011	Fraunhofer FOKUS	Government, public administration, Industry Players, Researchers	<a href="http://www.ogd2011.at/">http://www.ogd2011.at/</a>
16/06/2011 Barcelona	Mobile 2.0 Europe	dotopen	Mobile 2.0 Europe – openIDEAS Conference is a Two- Day Event on June 16- 17th, 2011 exploring the Future of Mobile Development and Innovation of an ever- changing Mobile Ecosystem. The conference brings together thought- leaders and aspiring mobile talent to discuss innovation, business and technology in the mobile industry.	<a href="http://appcircus.com/event/appcircus-mobile-2-0-europe">http://appcircus.com/event/appcircus-mobile-2-0-europe</a>
16-17/06/2011	Digital Agenda Assembly	ESADE	The European Union's road map for bringing	<a href="http://ec.europa.eu/information_soc">http://ec.europa.eu/information_soc</a>

Brussels, Belgium			the benefits of a digital society and economy to Europe's citizens	<a href="http://iety/digital-agenda/daa/index_en.htm">iety/digital-agenda/daa/index_en.htm</a>
16-17/06/2011	Mobile 2.0 Europe Conference 2011	UPF		<a href="http://www.mobil-e20.eu">http://www.mobil-e20.eu</a>
20-21/06/2011 Dresden	EUROCITIES SUMMER MEETING	Berlin Senate, Amsterdam, Barcelona, Forum Virium, FhG-FOKUS	EuroCities Members (larger city administration), EU-Commission	<a href="http://www.eurocities.eu/main.php">http://www.eurocities.eu/main.php</a>
20-22/06/2011 Aachen, Germany	ICE conference	ESADE		<a href="http://ice-conference.org/">http://ice-conference.org/</a>
22-24/06/2011	Open Cities Meeting	All Open Cities Partners		<a href="http://www.opencities.net">http://www.opencities.net</a>
23-24/06/2011 Paris, France	Futur-en-Seine Festival	All OpenCities partners	Futur-en-Seine is a biennial event organized by Cap Digital. An international conference on the future of Smart Cities will be organized in the framework of another European project called InMediate in which Cap Digital is also a partner.	<a href="http://www.futur-en-seine.fr/le-festival/festival-2011/">http://www.futur-en-seine.fr/le-festival/festival-2011/</a>
22-24/06/2011	Open Cities Project meeting	All open cities partners		
<b>July:</b> 01/07/2011 Porto Alegre Jakarta Nairobi	AppCircus in Porto Alegre AppCircus in Jakarta AppCircus in	dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond	<a href="http://appcircus.com/events">http://appcircus.com/events</a>

Quito	Nairobi AppCircus in Quito			
<b>August:</b> Bogotá Helsinki Stockholm Chennai Kampala	AppCircus Bogotá in AppCircus Helsinki in AppCircus Stockhols in AppCircus Chennai in AppCircus Kampala in	dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond	
<b>September:</b> 07/09/2011 Mexico DF 08/09/2011 Mexico DF Brussels Tallin Bucharest Amsterdam Querétaro Seattle Toronto Melbourne Lagos	AppCircus@SGMexi coDF AppCircus Mexico DF in AppCircus Brussels in AppCircus in Tallin AppCircus Bucharest in AppCircus Amsterdam in AppCircus Querétaro in AppCircus Seattle in AppCircus Toronto in AppCircus Melbourne in AppCircus in Lagos		dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond
<b>October :</b> Hamburg	AppCircus Hamburg in AppCircus in		dotopen	Showcase of the most innovative and creative local apps for an

Moscow	Moscow			audience of developers and professionals in mobile, media and beyond
Viena	AppCircus in Viena			
Oslo	AppCircus in Oslo			
08/10/2011 Guadalajara	AppCircus in Guadalajara			
Los Angeles	AppCircus in Los Angeles			
Boston	AppCircus in Boston			
Sidney	AppCircus in Sidney			
Bangalore	AppCircus in Bangalore			
Accra	AppCircus in Accra			
Kigali	AppCircus in Kigali			
October Madrid	openIDEAS Madrid - Mobile 2.0	dotopen	Mobile 2.0 open-IDEAS conferences	
October México DF	openIDEAS Mexico - Mobile 2.0	dotopen	Mobile 2.0 open-IDEAS conferences	
<b>November :</b>	AppCircus in London			Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond
London	AppCircus in Athens			
Athens	AppCircus in Rome			
Rome	AppCircus in Bucharest			
Bucharest	AppCircus in Istanbul		dotopen	
Istanbul	AppCircus in Santiago de Chile			
Santiago de Chile	AppCircus in Montreal			
Montreal	AppCircus in New York			
New York	AppCircus in Shanghai			
Shanghai	AppCircus in Dubai			
Dubai	AppCircus in Johannesburg			
Yohannesburg	AppCircus in			

	Shanghai			
	AppCircus in Dubai			
	November Yohannesburg			
November Sao Paulo	openIDEAS Sao Paulo - Mobile 2.0	dotopen	Mobile 2.0 open-IDEAS conferences	
<b>December :</b> Belfast Edinburgh Milan Rio de Janeiro Colorado Vancouver Mumbai Singapore	AppCircus in Belfast AppCircus in Edinburgh AppCircus in Milan AppCircus un Rio de Janeiro AppCircus in Colorado AppCircus in Vancouver AppCircus in Mumbai AppCircus in Singapore		dotopen	Showcase of the most innovative and creative local apps for an audience of developers and professionals in mobile, media and beyond

TABLE 6: UPCOMING EVENTS CALENDAR

**4.3.3. OTHER ACTIVITIES**

▪ **Clustering activities**

During the course of the project, the Open Cities partners will carry out clustering activities through the ENOLL cluster events and Future of Internet events.

#### 4.4. PLANNED DISSEMINATION ACTIVITIES PER PARTNER

The following table gives an overview of the dissemination activities planned by the different partners. During the course of the project these dissemination activities will be updated in the next versions of this deliverable.

Partner	Country	Planned dissemination activity
ESADE	ES	Presentation of the Open Cities project in workshops related to Smart Cities, Living Labs, Open Innovation applied to public administrations, Digital Society's events, ICTs events.
Amsterdam	AM	Ongoing dissemination activities to SME's (about platforms), to universities and to policy makers. We collaborate with HvA (College for Interactive Media) where students got the assignment to plan a Municipal App Store in the continuously improving open data environment of Amsterdam.  Moreover we try to get new local pilots in our Crowdsourcing platform and start to publish new local challenges and engage new target groups of politicians, policy makers and SME's. A continuous PR will be ongoing (as a kind of "awareness creation") about crowdsourcing in Amsterdam to get more municipality challenges to the portal.
Berlin Senate	GE	Berlin Senate GE Presence and presentations in Open Cities, Crowdsourcing and Open Data (related) Events; Continuing information on the project on national and international newsletters; Continuing information update on Project Future Website (on: international activities); Publishing of Crowd Sourcing / Open Data Results
Cap Digital	FR	Participation to meetings and public events related to FTTH networks at national (THD in Paris), and international levels (FTTH event in Milan);  Cap Digital also ensured the OpenCities project was dully presented to our other partners in the framework of our international activities (Brasil, Israël) as well as our other European projects (ImMediaTe, Wear-a-BAN). Cap Digital evoked OpenCities in the following events: Nem Summit in Barcelona September 2010, European Business Network Annual Reception in Brussels January 2011, D-Media Network in London March 2011;  Cap Digital will also disseminate information on OpenCities

		<p>through the European Institute of Innovation and Technology (EIT) and its ICT KIC Lab (Knowledge and Innovation Community) in which Cap Digital is actively participating <a href="http://eit.europa.eu/kics1/eit-ict-labs.html">http://eit.europa.eu/kics1/eit-ict-labs.html</a>.</p> <p>On March 2011, Cap Digital has presented the OpenCities project to representatives of the Paris City Hall in January 2011. Since then, Cap Digital has strived for a further collaboration with the city of Paris and has managed to involve Paris as an associated partner of the project;</p> <p>Cap Digital attended an Opendata conference organized by <i>Regards citoyens</i> and hosted by the Paris City Hall during which we met prominent actors of the Opendata sector including Google, Etalab (in charge of the French open data portal);</p> <p>In the framework of WP 5 activities, Cap Digital has opened a website to enable European SMEs to test their innovative services with betatesters via our platform. The promotion of the website will be ensured thanks to collaboration of the OpenCities partners and a communication leaflet in English drafted by Cap Digital will be disseminated.</p> <p>Furthermore, Cap Digital will use the regular dissemination channels to communicate on the project: information media will be circulated via local and national newspapers, through social media, blogs as well as international exhibitions including during Futur-en-Seine, an international festival for digital life and creativity held in the Paris Region in June 2011 and organized by Cap Digital. Cap Digital will use this festival as an opportunity to hold a three-day consortium meeting with all the OpenCities partners.</p> <p>Finally, Cap Digital will also disseminate information and organize working sessions on subjects related to OpenCities through Think Digital, its national Think Tank <a href="http://thinkdigital.capdigital.com/a-propos">http://thinkdigital.capdigital.com/a-propos</a>; but also via the European Digital Think Tank for a wider impact <a href="http://www.eudigitalthinktank.eu/home/">http://www.eudigitalthinktank.eu/home/</a></p>
Barcelona Activa	ES	Presence and presentations in Open Cities, Urban Labs and Open Data (related) Events; Continuing information on the project on local, national and international newsletters.
Fraunhofer	GE	Presentation of Open Cities with emphasis on Open Data at eGovernment conferences. Dissemination towards public sector institutions through the Fraunhofer eGovernment lab and the Fraunhofer eGovernment newsletter with 30.000 government recipients. Publishing of journal papers.



Atos Origin	ES	Presence in Smart Cities Events; Future of Internet Events; Enoll Clustering Activities, ISPIM Conference; eChallenges Conference. Internal dissemination through the Atos Origin Group. Continuous update of the Website; Drafting, Publishing and Updating of the Dissemination Materials.
Institut Telecom	FR	<p>Participation to meetings and public events related to FTTH networks at national (THD in Paris), and international levels (FTTH Council Europe conference in Milan, FTTH Council Europe Conference in Munich) the Institut Télécom being member of the FTTH Council Europe.</p> <p>Participation and support of the “Assises du THD” French National Assembly (09/05/2011)</p> <p>Dissemination through the Institutional website of the Institut Télécom.</p> <p>Dissemination through the dedicated Innovation website of the Institut Télécom.</p> <p>Dissemination through the CREDO network, (participation to the workshops, meetings and event) <a href="http://www.cercle-credo.com/">http://www.cercle-credo.com/</a>, the CREDO being the oldest French ThinkTank dedicated to optical fiber (FTTx) deployment.</p> <p>As member of Cap Digital, the Institut Telecom will participate to all the Open Cities WP5 related events organized by and with Cap Digital.</p> <p>Dissemination through the network of the Institut Telecom schools, particularly to the attention of their incubators (startups, sme’s...)</p> <p>Dissemination through the <a href="http://paris.opencities.net">http://paris.opencities.net</a> website</p>
Universitat Pompeu Fabra	ES	Participation in Smart Cities Events; Organization of OpenCities Joint Meeting in February; Internet of the Future Events; internal dissemination by advertising OpenCities events in UPF screens; Internal dissemination of the OpenCities project.
Dotopen	ES	Presentation of Open Cities project within the Mobile 2.0 Europe – openIDEAS event, including a keynote, panel and presentations, as well as dedicated workshops on open data
Tempos 21	ES	Dissemination through Tempos 21 website.
Bearstech	FR	Dissemination through Bearstech website. Dissemination together with CapDigital, promoting the Paris platform. Participation to many different events, in France and USA. Presence at La Cantine, and Le Camping on specific events,

		presentation during Open World Forum
Waag Society	NL	<p><b>Websites:</b>  <a href="http://www.waag.org">www.waag.org</a>  <a href="http://blog.waag.org">blog.waag.org</a>  <a href="http://events.waag.org">events.waag.org</a>  <a href="http://www.appsforamsterdam.nl">www.appsforamsterdam.nl</a></p> <p><b>Community:</b>  Participation in Dutch creative industry, development and higher education community through twitter and linkedin</p> <p><b>Publications:</b>  Waag Society magazine, articles, reader base about 2000  Open Data Stakeholders analysis publication according to 'users as designers' method, made available to partners in Open Cities and downloadable with CC-BY-NC-SA licence.</p>

TABLE 7: PLANNED DISSEMINATION ACTIVITIES

## 5. EVALUATION OF THE OPEN CITIES DISSEMINATION TOOLS AND ACTIVITIES

In order to assess whether the Open Cities communication and dissemination strategy is efficient, we have defined a number of basic quality check parameters which should allow evaluating the impact of the different dissemination tools and activities deployed and carried out. During the course of the project these parameters can be adapted or modified according to the project's evolution. The following table indicates the parameters identified:

Media/Action/Method	Status	Objectives
Website / Portal	On-line; work in progress	
Flyers / leaflet / brochures	In progress	
Newsletter		
Paper / Journals	-	
Conference presentations	3	
Conference posters	1	
Workshops	-	
Demonstrations	-	
Clustering activities	1	
Open Challenges	In Progress	

TABLE 8: DISSEMINATION EVALUATION CRITERIA