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The UniteEurope Consortium:

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1   Introduction

In this deliverable we are describing the UniteEurope symposium. First we focus on the impact of research, explaining why and how we have made the choices for the symposium such as we have. In section three we elaborate on the initial stages of the symposiums organization, in the fourth section we describe the symposium and finally we deal with reactions of attendees.

2   Impact of Research

In the UniteEurope consortium we attempt to maximize the impact of our findings, this is done by academic presentations, papers and articles, by presentations for policy makers as well as for other practitioners. However, these groups are all in networks well-established for the consortium partners. The UniteEurope symposium aimed to reach a group we have not been able to reach as of yet in order to maximize the impact of our research in the UniteEurope project.

In terms of this impact it is clear that there is no clear way to address the concept of impact in itself, whether this means implementation, use, consideration or related concepts is unclear in literature (Tijssen, 1988). This allows us to state that the concept of impact is ambiguous and subjective (Bekkers et al., 2004).

2.1   Models of impact

Different models of impact in academic research can be found in literature which can be used to understand the concept.

The first model, the push-model considers impact a linear process. This model is mostly used for the impact of policy within organisations and assumes that impact means that a policy is directly implemented and used. The key is the content of the policy which is directly implemented.

A second model, the demand pull model, also assumes a linear process, but there is more focus on the wishes of the user or executer of policy. Impact in this model is assumed to only be guaranteed if the needs and demands of the executer or user of the policy are taken into careful consideration.

The third model can be termed the diffusion model, and in this model the process is less linear than in the first two models. In this model impact exist when the policy, or in our case the research, is spread over a wide range. The wider the range of diffusion the more impact the policy or research have. Key indicators in diffusion are the timing of the spreading of information, the content itself, but also the way in which knowledge is diffused.

The fourth model is named the interaction model, here the key denominator is the length and the intensity of interactions between the creators of policy and research and the end users. The longer and more intense these interactions are the more impact the research have

Fifthly we find the enlightenment model, which deals with primarily agenda setting. In this model the focus lies not directly on impact but more on obtaining agenda status for a certain topic. The model assumes a process after agenda status in which communication on the topic will ensure impact.

Finally we find the political argumentative model, in this model knowledge is seen as a powerful resource which can be used by groups of actors to see their interests, problem definitions and solutions put forward in terms of impact. This model assumes a highly politicized arena with competing groups of actors (Bekkers et al., 2004).

When looking at the UniteEurope symposium we find that we have mostly focused along the lines of the diffusion model and the enlightenment model, as will become clear in the remainder of this deliverable.

The reason for this is twofold, and based on negative and positive considerations. The negative considerations can be divided into three points, firstly the push and the demand pull model are unfit to use for dissemination of research since they are based on assuring impact within organisations with hierarchic relationships. Additionally they deal with policy more than they deal with research. Therefore we have not considered the premises of these models in our strategy for the symposium. Secondly the interaction model has not been taken into account, the reason for this is that the symposium was a one-day event in which long interactions could not be expected, therefore we regard the interaction model as very useful within our own policy, research and practitioners network, but not as a strategy in a one day symposium. Finally we have not considered the political argumentative model. This can be explained by the image we, as a consortium, wish to set. While integration is a highly politicized topic the topic can easily be used to push ones views on integration forward, and frame discussions in a political way. We, as UniteEurope consortium, aim to be an academically, independent research group, which rely fully on objective research and development and therefore do not wish to stand for any political view on integration of third country nationals. This has also influenced the choice of the speakers in the symposium, where we have deliberately chosen not to have a speaker from an organization with a clear political background.

The positive considerations for the organization of the symposium along the lines of the diffusion model and the enlightenment model are twofold. Firstly we wanted to obtain agenda status for our project, as will become clear we have acted very proactive in inviting people to the event which in itself, regardless of whether they attended, could draw attention to the symposium. Additionally we have aimed for different groups of people, from the scientific community, the policy community, NGO's and practitioners in order guarantee a large range.

2.2 Types of impact

Next to the different models of impact we also want to distinguish between different types of impact. These types can be divided into four general types.

First we find instrumental impact, which is mostly used to measure impact in policy and less in research. Instrumental impact occurs when a new policy or research leads to a direct change in the behavior of an individual. This is often measured within organisations and not so much on societal level. Mostly this type of impact refers to whether individuals who execute different policies react to a policy change and change their behavior or actions.

A second type of impact is conceptual impact, this means that the new policy or research leads to a change in the frame of reference of individuals. Because of new information or new guidelines they start viewing procedures or topics in a different way than they have before.

Thirdly we find agendizing impact, which means that new research or new policy leads to placing the topic itself on the agenda. This must not be confused with obtaining agenda status for the research or policy itself, but only refers to if the topic is boosted on the agenda because of the new research or policy.

Finally we find political strategic impact, in which new research or policy is used in order to consolidate power by groups of actors who wish to put their views and ideas forward. (Bekkers et al., 2004).

In organizing the UniteEurope symposium we primarily focused on conceptual impact. The first type of impact, instrumental impact, does not fit research very well since we cannot and do not wish to directly change behavior on the basis of a one day event. We have tried to focus on agendizing impact, however, the group attendees for the symposium we have aimed for are in itself professionals who deal with the topic of integration on a daily basis, which makes aiming for agenda status redundant. For political strategic impact the same line of reasoning goes as for the political argumentative model.

In terms of conceptual impact we have tried to educate people on the existence of the UniteEurope, while hoping this new information will lead to new knowledge and change their frame of reference.

3   Leading up to the symposium

When describing the symposium it is first important to show how we have organized the symposium and the time leading up to the symposium, which we will do below.

3.1   Concept

In the first phase of planning the symposium we elaborated and carefully evaluated different event concepts according to their pros and cons. Five event concept options were discussed (as illustrated in Figure 1). .
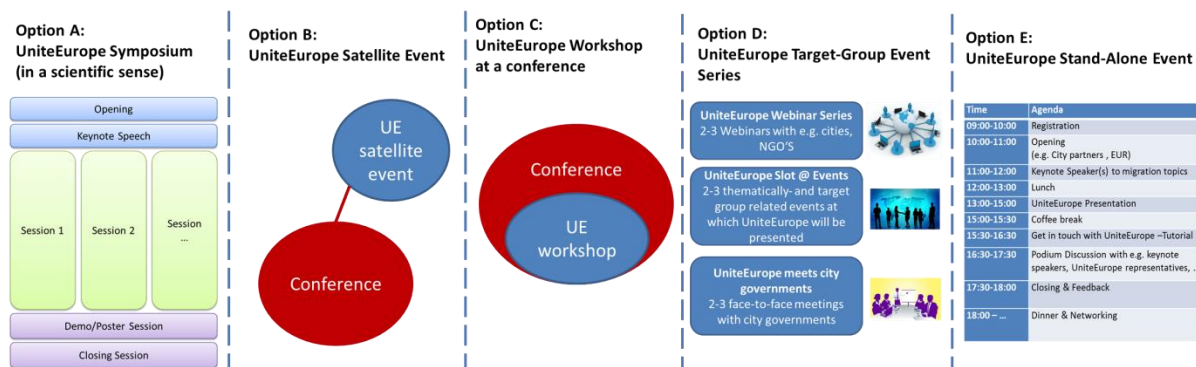

Figure 1: Event concept options

The event concept option A reflect a classic scientific symposium including a call for paper phase, a review phase, a selection of accepted contribution phase, and a presentation phase. The presentation phase is organized in a face-to-face meeting (conference) including an opening, keynote speeches, presentation sessions, demonstration sessions and a closing session. In these sessions, not only the UniteEurope project, its results and its tool would be presented but also other research contributions and projects.

The event concept option B considered the UniteEurope event as a satellite event of a major/large conference. The pro of a satellite event is that it is communicated as such in the major conference, takes place timely close or parallel to the conference and possibly in the near surrounding. The con of a satellite event is that it must be registered at the major conference's organization committee and that the registration is typically combined with high costs.

Option C considered the UniteEurope event as a workshop which takes place as a part of a scientific conference. This option would mean organizing a workshop according to predefined rules of the calling conference. In this option C the workshop is communicated as part of the conference and does hardly reach a target group outside of the target group of the major

conference. A further con of this option is that participants usually have to register and pay to participate.

The event concept option D would mean a series of different events that are specialized for different target groups including webinar series for NGOs and cities, presentations and demonstrations at selected events (which are organized by other parties), and organized face-to-face meetings at city administrations. This event concept would require a diverse and multiple number of events which was not selected due to budget constraints.

The event concept option E is a classical stand-alone event without having to depend on other event organizers. The pro of such an event concept is that there are no additional costs for the registration of the event, which would be the case in a satellite or workshop concept. A further pro is that the communication is exclusively concentrated on this event and its target group. Therefore, the consortium decided to do this event concept option.

3.2   Time

Aware of the fact that many professionals are busy we chose to do the symposium at the same time and in close proximity to another conference with a similar topic: Cities of Migration. Cities of Migration seeks to improve local integration practice in major immigrant receiving cities worldwide through information sharing and learning exchange. They have a large network of policy makers, practitioners, academics and NGO's which would travel to Berlin to attend the conference, which was mainly the same group we were aiming for. This enabled participants of that conference to also attend the UniteEurope symposium without having to make extra travel arrangements or reserve extra time. Nevertheless, the symposium was organized as a stand-alone event, in contrast to a formal side event of another conference, as it was important for us to communicate the UniteEurope symposium as an independent event.

The conference we adapted our symposium, in terms of time to, is the Cities of Migration conference.

3.3   Place

Because the Cities of Migration conference was held in Berlin, we chose to hold the symposium in Berlin as well. Additionally we considered Berlin a very good location since it is rather easy to travel to from abroad.

Within Berlin we chose Base Camp, a venue and café with an ICT-concept. It fits with the image we as a consortium want to put forward: young, innovative and ICT driven. In practical terms this was also an ideal location since the location of Base Camp is in the city center and has the facilities and infrastructure to let attendees try out the UniteEurope Tool.

3.4 Speakers

We chose to have one policy practitioner and one academic speaker in order to make the keynote speeches interesting for all attendees without politicizing the topic.

The academic keynote was by Dr Peter Scholten who is associate professor at the Erasmus University on the topic of integration, the associate director of IMISCOE, a network of excellence in the field of international migration, integration and social cohesion, an associate researcher of COMPAS(Centre on migration, policy and society) at Oxford University and the editor of the journal Comparative migration studies.

The second keynote was by Dr Philipp Mueller who works for the IT industry and consults major Fortune 500 companies, NGOs, and governments worldwide on strategic issues. At the Business School of the University of Salzburg (SMBS), he is academic dean. In his research, he focuses on the interactions between information technologies, strategy, and leadership. He is author of the book "Machiavelli.net – Strategien für unsere offene Welt".

3.5 People

In addition to planning the time and place of the symposium we undertook large efforts to inform people about the event. Figure 2 shows the dissemination activities that were performed.
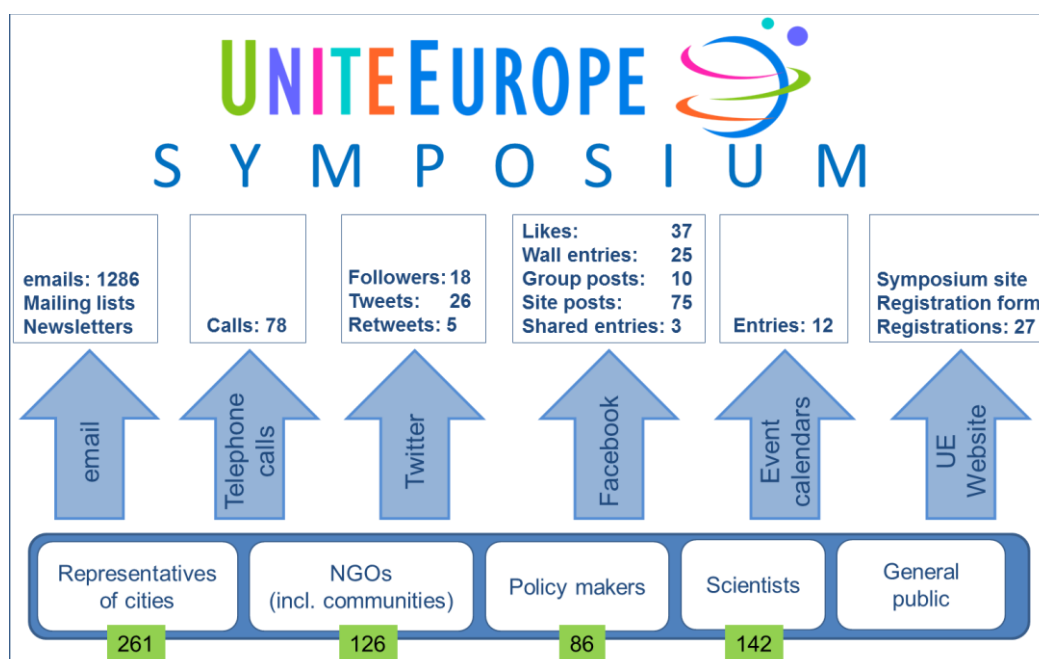
Figure 2: Dissemination activities for the UniteEurope Symposium

The UniteEurope Symposium was promoted via email, telephone calls, social media channels such as twitter and Facebook, event calendars and the UniteEurope website.

3.5.1 E-Mails

Most of the invitations were sent out as emails. In total 86 policy-makers such as integration commissioners, political party members, commissioners of integration and representatives of political institutions from countries such as Austria, Belgium, Germany, and the Netherlands were contacted per email. In order to inform the target group migrant communities, 4 large representative bodies such as the Federal Association of Migrants, Community Foundation Neu Köln, Bürgerinitiative ausländischer MitbürgerInnen, Bundesarbeitsgemeinschaft der Imigrantenverbände in Deutschland were contacted, as well as 122 NGOs and associations from countries such as Austria, Belgium, France, Germany, Ireland, Portugal, the Netherlands, and Sweden. In addition, 142 scientists and representatives of universities working in the field of conflict studies, population research, governance, migration studies and political science from countries such as Austria, Belgium, France, Germany, Ireland, the Netherlands, Sweden and the United Kingdom were contacted via email. Moreover, 28 Cities of Migration Conference speakers were invited as well as the UniteEurope Advisory Board members. Furthermore, 261 representatives of European cities from countries such as Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Italy, Ireland, Portugal, the Netherlands, Spain, Sweden, Switzerland, and the United Kingdom were invited to the symposium. In total 643 invitations were sent out per email twice (including a friendly reminder, total amount of emails: 1286).

Figure 3: UniteEurope symposium invitation

Beside sending email invitations, the project partner ZARA – Zivilcourage und Anti-Rassismus-Arbeit included information about the UniteEurope Symposium in its newsletter with 3200 recipients in total. Furthermore, the invitation was spread in the mailing list of the Student Society for Social Science and Informatics of the Humboldt University Berlin. Figure 3 shows the UniteEurope symposium invitation and Figure 4 illustrates the UniteEurope symposium flyer.

Figure 4: UniteEurope symposium flyer - large

3.5.2 Telephone calls

An essential part of the dissemination strategy was the personal invitation via phone calls. 20 policy-makers were contacted per phone such as integration commissioners of the districts of Berlin, political party members and representatives of political institutions. Our goal was to particularly address target groups located in the Berlin, the location of the UniteEurope symposium.

30 representatives of NGOs were called, including Citizens for Europe, Inclusive works, ReachOut, ZDK Gesellschaft Demokratische Kultur, Wir sind Pankow – tolerant und weltoffen, Akarsu MigrantInnen Beratungsstelle, Accept Pluralism Project, DeutschPlus e.V. – Initiative für eine plural Republik, moskito Netzwerkstelle gegen Rechtsextremismus, European Urban Knowledge Network and others.

Furthermore, 20 scientist and representatives of political foundations were invited personally, e.g. experts and researchers from the university of Berlin-Institut für Bevölkerung und Entwicklung, Hertie School of Governance, Europäisches Zentrum für Minderheitenfragen, Hochschule für Technik und Wirtschaft Berlin (HTW), Institut für Migrationsforschung und interkulturelle Studien, Otto-Suhr Institut – Freie Universität Berlin, Institut für Medien- und Kommunikationspolitik.

In addition, 8 speakers of the Cities of Migration conference were contacted per phone, Martin Wilhelm (representative of the Citizens for Europe), Marion Annau (representative of Connect Legal), the founder of Forever Clean Aynur Boldaz, Jörg Dräger (member of the executive board of the Bertelsmann Stiftung), Mekonnen Meshghena (department head migration & diversity at the Heinrich Böll foundation), Jan Niessen (director of the Migration Policy Group), Khalid Koser (Deputy Director of the Geneva Centre for Security Policy), Naika Foroutan (project leader of HEYMAT).

As a resume of the personal calls, we could find out that there was a great interest in the UniteEurope symposium, tool and the project. Unfortunately, many of the personally contacted persons had time and resource constraints.

3.5.3 Twitter

The UniteEurope twitter channel aims at informing about recent news (in total 26 tweets), the symposium, integration discussions, the project partners and the project itself. The tweets included, for example, links, images, and textual information about the UniteEurope symposium, the project, its tool, reports, facts, and services. The twitter channel was used to follow and share information with policy-makers, communities, NGOs and scientists in the field of integration and e-Government. 18 followers were acquired, such as Citizens for Europe, Migration Policy Group, MigrationNews, Migrants Matter, Integrating Cities, Metropolis 2014 Milan, Cities Today ENAR Foundation, Cities of Migration, Jede Stimme e.V., Berlin Transfer, and others. In addition, the link to the UniteEurope Symposium was retweeted by the symposium's speakers Peter Scholten, Philipp Mueller, and Ronald Derks who had at that time 1569 followers in total. Other retweets were performed by project partners as well as by Cities of Migration (5750 followers), the berlin-based NGO Citizens for Europe (900 followers) and the Rotterdam-based research network IMISCOE (over 500 researchers from 32 institutes Other tweeting persons in the field of migration shared the event on their twitter channels (a total of 1107 followers). 7 tweeters liked tweets referring to the UniteEurope Symposium. Figure 5 illustrates the UniteEurope Twitter site.
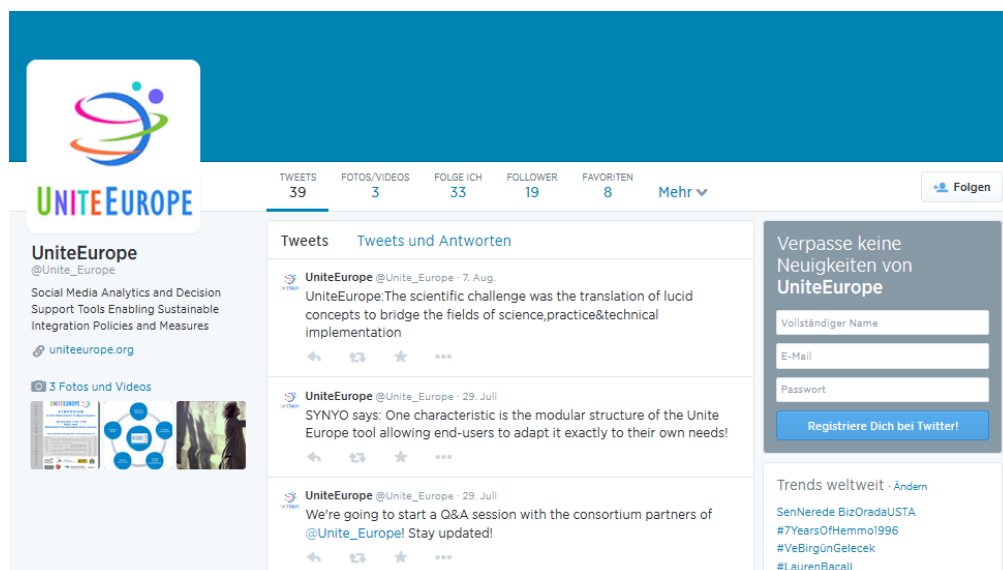
Figure 5: UniteEurope Twitter site

3.5.4 Facebook

The UniteEurope Facebook page includes 25 wall entries that refer to the symposium, the project and integration topics in general. In total the page received 37 likes until the date of the symposium (4th June 2014). 75 posts on Facebook sites were made, for example, at the European Programme for Integration and Migration page, SOS Racismo, Platform for Inter-cultural Europe, CityLinks, Eurocities 2010, Voice of Young Refugees in Europe, Immigrant connect, Centre for Applied Cross-Cultural Research, Citizens for Europe, Migrant Voice, Centre for Migration Studies, Migration Integration Policy Index, Diaspora Dialogues, Urban City Guide Rotterdam, Elos Nederland, Impact Hub Vienna, UN-Habitat Urban Youth Fund, Nachhaltiges Österreich, Changemakerxchange, Recent Communities Initiative, The Migration Observatory, and others. Further, the UniteEurope symposium and the project were promoted to 10 different Facebook groups which had a total number of 8000 members. This required the request for membership in the groups and the sending of messages to the Facebook groups including the information about the symposium and project and the request for sharing via the group site. The Facebook groups which were contacted included Migration Studies, Integrationskurse, Freedom Not Frontex, Deutsch-Türkische Akademiker, Platform Gleichstellungs- und Antidiskriminierungskultur Hamburg, Centre for Migration Policy Research, Integration durch Bildung, European Parliament Stagiaires, FU Berlin Powi Master, and HU Berlin International students 2014. The symposium- and project-related entries were shared by partner sites such as Cities of Migration, Citizens for Europe, Translocal Resilience Project–Environment, Migration, Resilience, At Home in Europe, and Erasmus University of Rotterdam. Figure 6 illustrates the UniteEurope facebook site and Figure 7 and Figure 8 show examples for postings and shared links addressing UniteEurope.

Figure 6: UniteEurope facebook site

Figure 7: Facebook group Integrationskurse – UniteEurope posting

Figure 8: Facebook group Translocal Resilience Project–Environment, Migration, Resilience – Shared link

3.5.5 Event calendars

The UniteEurope Symposium was announced in different event calendars such as Berlin Transfer, University of Potsdam, Kulturprojekte Belin GmbH, Silicon Allee, Startup Termine, Lanyrd.com, European Urban Knowledge Network website, European Comission Calendar, deutsche startups, Berlin Convention Office, Berlin Sciences Das Portal der Wissenschaftsmetropole , Europaterm and BASE_camp. Examples of calendar entries are given in Figure 9, Figure 10 and Figure 11.
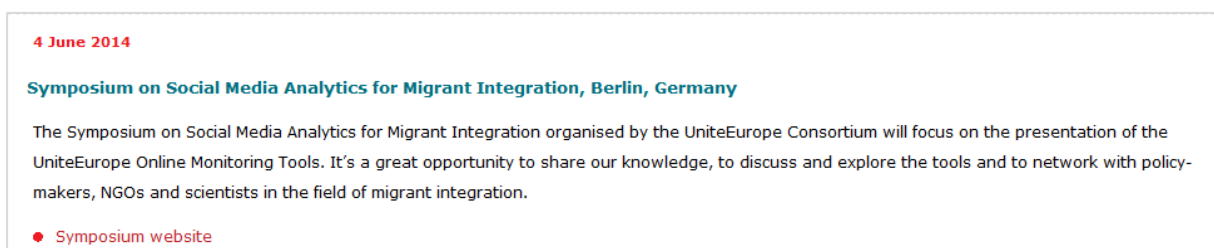
Figure 9: European Commission Calendar
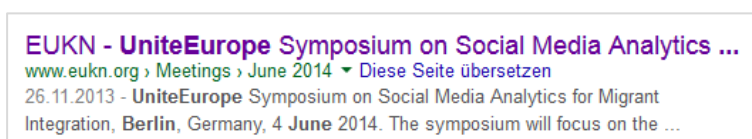
Figure 10: European Urban Knowledge Network – UniteEurope calendar entry
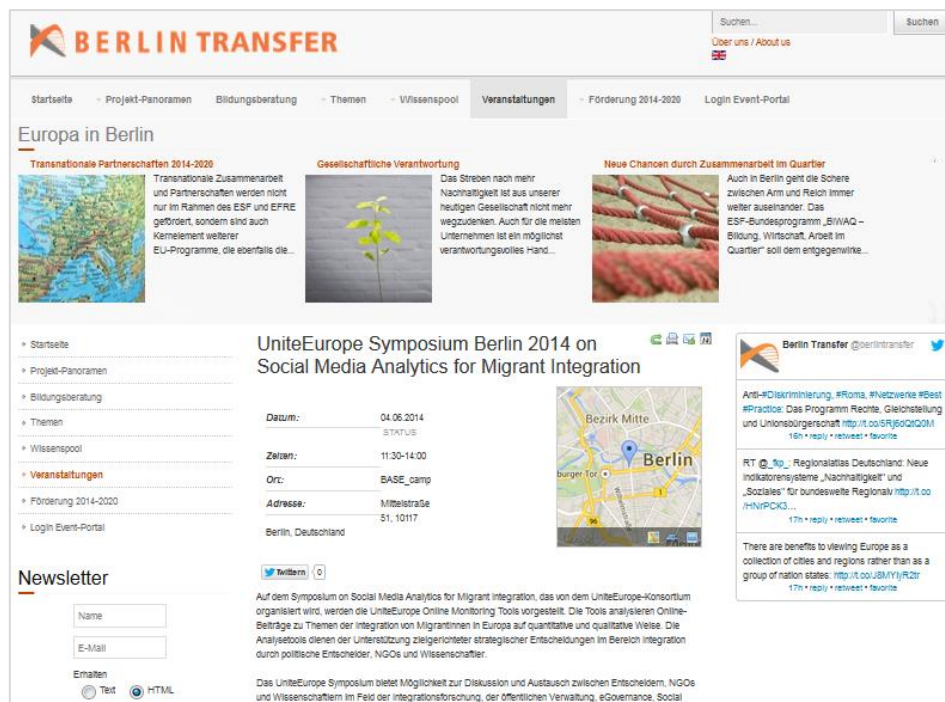
Figure 11: Berlin Transfer – UniteEurope calendar entry

3.5.6 UE Website

All information related to the UE Symposium was posted on the UniteEurope website including the agenda, information about the keynote speaker, the symposium committee, the symposium venue, information about Berlin and general travel information. 27 persons registered for the UniteEurope symposium, the representatives of the Institute for Knowledge Transfer, the IfG.CC Institute for eGovernment, the Technical University Berlin, the district office of Berlin-Neukölln, Network for European Foundations, the NGO Collidoscope Berlin, the Civic Foundation Neukölln, the commissioner for integration and migration of the district Berlin Charlottenburg-Wilmersdorf, the commissioner for integration and migration and the communications officer of the Federal Anti-Discrimination Office among others. The structure and an extract of the UniteEurope symposium website are illustrated in Figure 12. The registration form for the symposium is illustrated in Figure 13, the registration statistics are presented in Figure 14.

Figure 12: UniteEurope symposium website – structure (left), content (right)

Figure 13: UniteEurope symposium registration form
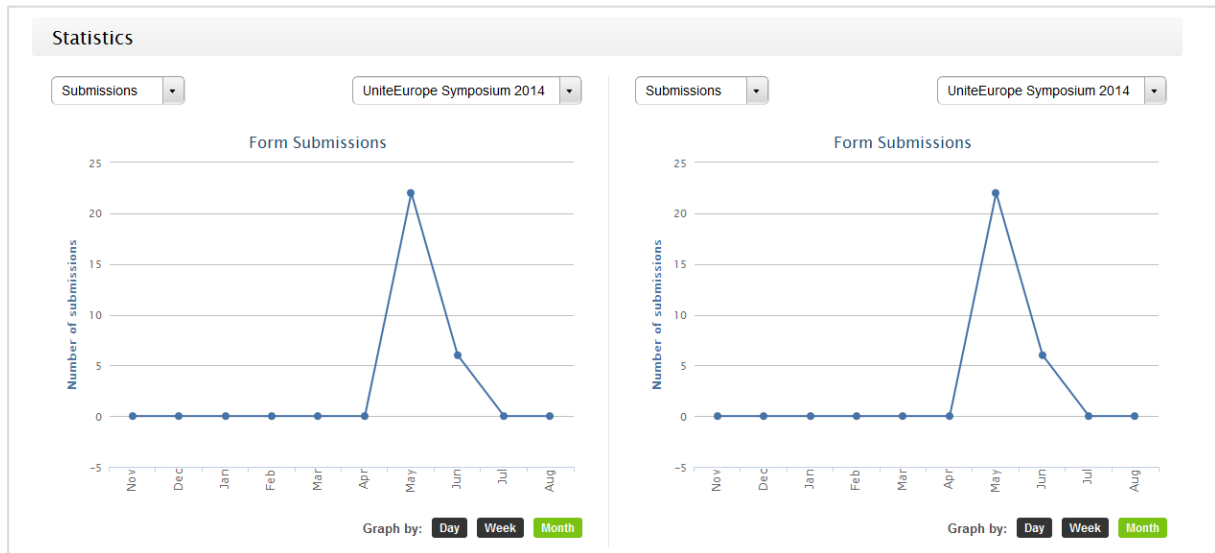
Figure 14: Symposium registration statistics

3.5.7 Press Release

A press release that referred to the UniteEurope symposium and project was translated to English, Dutch, German and Swedish. The press release was spread to 32 Austrian and German journalists who report on topics such as politics and Information Technologies. The press release was further distributed by the city partners via their press channels. The press release is available via the UniteEurope website (http://www.uniteeurope.org/downloads). The English version is illustrated in Figure 15.

4   The Symposium

On the day of the symposium we made sure to adapt the program to the agenda of the Cities of Migration conference so people would be able to attend both events. Therefore, the event started in the morning. Attendees could, then, have lunch at the symposium and still be able to attend the opening of the Cities of Migration conference.

UniteEurope information folders (Figure 16) for the symposium participants were prepared which included the UniteEurope flyer, the symposium agenda, the project information sheet, the UniteEurope tool information sheet (see D7.10 Material for the general public) and name tags (pre-filled for registered persons).

We wanted to make sure that the keynote speeches were not too lengthy, since we wanted practitioners and not only academics to be interested. Therefore we started with a short opening of the symposium by INSET the coordinator (Figure 17) and then moved on to the keynote speeches (Figure 18).

Figure 15: UniteEurope press release for symposium

Figure 16: UniteEurope information folder

4.1 Keynote speeches

The first keynote speech was held by Dr Peter Scholten about social media and the local turn in migrant integration studies. He considered migrant integration as a mostly local process. He argued that especially local governments are increasingly taking up a leadership role in the formulation of migrant integration policies. In his talk, he explored this 'local turn' in migrant integration policies and -studies, and discussed how and why local policies can be and should be more responsive to local problems and concerns than national policies. In addition, an exploration was made of the role that social media can play at the local level in general and in enhancing the responsiveness of local integration governance in particular.

Figure 17: UniteEurope symposium – Opening

Figure 18: Keynote speakers – Dr Peter Scholten (left) and Dr Philipp Mueller (right)

The second keynote speaker was Dr Philipp Mueller who talked about shaping cloud society. He argued that with big data, social media, and cloud technologies the third big transformation in IT is taking place. Policy makers need to understand this logic and shape "cloud society." He illustrated, that in 2014, Information Technology is once again transforming radically and with it is changing our societies: after the main frame age, the client-server age, we are now moving into the cloud age – the age of the always-on, ever-connected, Internet-of-things-driven, "cloud society." He discussed the emergence of next generation technologies, such as social media, mobile, big data analytics, cloud or the internet of things, and suggested to re-think what this means to decision makers both in the IT industry and more generally in society.

4.2   Using the tool

After the keynote speeches the tool was demonstrated to the attendees. First, a short presentation of the key features of the tool was demonstrated to show the attendees how to use the tool and what possible results could be. We decided to demonstrate the tool with specific examples, so called demonstration scenarios of our user partners. This way, the attendents did not have to sit through a tutorial but could actually see what types of information

and analysis the tool can provide. The UniteEurope demonstration scenarios were presented by our user partners of the consortium ZARA, the Austrian anti-racism NGO and City of Rotterdam (Figure 19). Claudia Schäfer, MAS, the managing director of ZARA, presented the UniteEurope demonstration scenarios "Live Search" and "Campaigns" in the context of detection of racism content in the web. ZARA showed how UniteEurope could support them in their tasks such as counselling, documentation, and internet monitoring. According to ZARA, substantial improvements can be achieved particularly for their monitoring task through the use of the UniteEurope Analysis Tool, namely:

- Detect more pages, forums and social network sites which spread racist content
- Qualitative improvement of results by displaying a more comprehensive set of sources and categories
- Early detection of racist content in order to counteract discriminatory online activities
- Increase public awareness of online incidents documented and consequently published in the yearly Racism Report
- Facilitates ZARA's activities in forwarding unlawful content to the authorities by identifying the original source

Figure 19: User partner presentations – C. Schäfer (ZARA, left), R. Derks (City of Rotterdam, right)

Ronald Derks LLM MCA, Policy Advisor European and International Affairs for the Department of Social Development, presented the UniteEurope demonstration scenarios "My Organisation" and "Integration Monitor". He showed how to set alerts for specific keywords that are related to migrant integration, which are relevant for the organisation or the city admin-

istration. Furthermore, he demonstrated the integration monitor of the UniteEurope Analyse Tool which supports, for example, cities to search for online debates on migrant integration issues, and which provides statistical distributions and various visualizations of results. He argued that social media has the potential to offer cities an additional source of information that can help to better understand the needs of the different social groups and to engage them proactively, to early detect focal points and to promote own policies.

4.3 Do it yourself

After the plenary sessions (the keynotes and the demonstration of the tool) lunch was served and the idea was to make sure that attendees in an informal way could use the tool themselves. Computers with an internet connection were provided by Base Camp so in between a sandwich and a cup of coffee attendees were able to log onto the tool and try it for themselves. Partners within the consortium were available for questions.
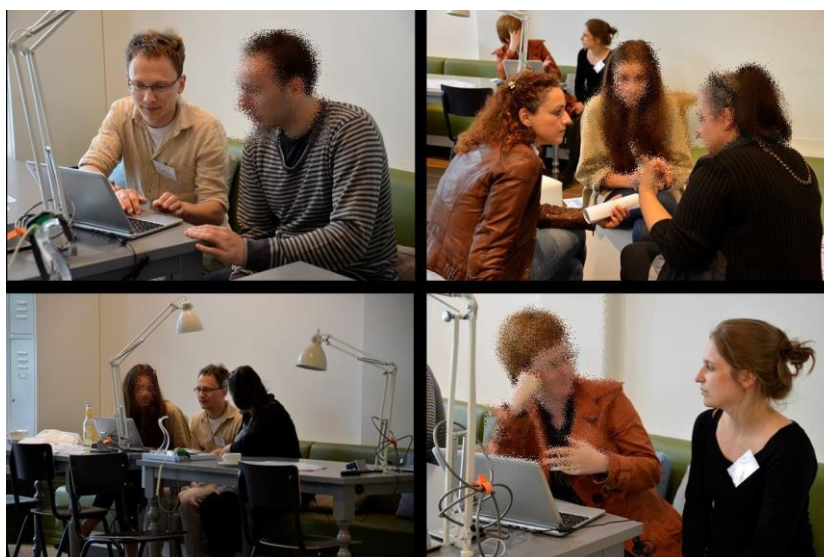

Figure 20: Individual consulting on questions to the tool and networking

5 Feedback

Before, during and after the symposium we received reactions and feedback. In the preparation phase of the symposium we conducted several telephone calls as described in section 3.5.2. In these conversations we shortly presented UniteEurope and invited them to the symposium. The persons reached (such as representatives of cities, NGOs and communities for migrant integration) were partly highly interested and partly sceptical concerning the use and analyse of social media to identify public content on migrant integration. Interested persons mentioned, for example, that they enjoy such an innovative tool which uses social media as a potential source of information where opinions of the general public can be identified and

statistically analysed. On the other hand, other persons argued that they already are using too many tools and therefore another one would increase rather than decrease their work-load. During and after the symposium we received requests concerning the use of the tool from representatives of NGOs and scientists. To summarize, the symposium, served as an important part of the multi-channel dissemination strategy of UniteEurope, to reach repre-sentatives of potential target groups.

6   Summing up

As explained we aimed to move along the lines of the diffusion and enlightenment model, to ensure agenda status for our project, and in terms of impact we have focussed on conceptu-al impact. Even though the symposium can be considered a success in the way we were able to present attendees with our project and the Unite Europe tool, and in the way that we have gained attention by the organising of the symposium itself we cannot at this point measure the impact of the symposium.

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