



# **Deliverable 1.2**

## **Dissemination Plan**

**Keywords:** Outreach, dissemination, publicity, community

**Share-PSI 2.0**  
**Standards for Open Data and Public**  
**Sector Information**

# Table of Contents

- Executive Summary ..... 4
- 1 Introduction..... 5
- 2 Internal Dissemination ..... 6
- 3 External Dissemination ..... 7
- 4 Conclusion.....13

Contractual Date of Delivery to the EC:		April 2014	
Actual Date of Delivery to the EC:			
Editor:		Phil Archer, W3C/ERCIM	
DOCUMENT HISTORY			
Version	Version date	Responsible	Description
0.01	28 April 2014	W3C	Initial draft with calls for contributions from others.
0.02	30 April 2014	W3C	Further input from partners on dissemination done for Samos and expected future events.
0.03	1 May 2014	W3C	Acting on review input from TOG

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Communities. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

# Executive Summary

This deliverable defines the project's dissemination objectives and the strategy for meeting them. Dissemination objectives are divided into those that apply to the internal network and those that apply to external parties. The Web environment and other materials are described separately (D1.1). Here we focus on the communication channels already used by the partners and those planned for future use. Given that the large number of partners between them have access to many existing and well-populated communication channels, Share-PSI 2.0 does not plan to set up its own new social media channels such as a LinkedIn group or Twitter channel although both of these important platforms are used extensively via existing accounts and groups.

# 1 Introduction

As a Thematic Network, Share-PSI 2.0 is entirely about dissemination. The goal of the network is to share experience and best practice among the members of the network and the external networks in which they are also participants. The Dissemination Plan is therefore about specific steps that need to be taken to achieve that overall goal.

There are a number of target groups that Share-PSI 2.0 must reach. First of all, the network's own members: 44 partners from 25 countries, all of whom play a direct role in implementing the Revised PSI Directive. The specific dissemination objectives for this group are set out in Table 1.

Objectives	Short term	Long term
Objective 1	All the partners to share the same understanding of the project objectives and to agree on the dissemination strategy.	All partners to document developments on dissemination activities and to agree on future strategies.
Objective 2	That partners know at least basic information about reach other.	That partners feel part of a Europe-wide network of people they know and know that they can call on for advice.
Objective 3	To set up the first Web and paper based dissemination materials.	To build upon and consolidate the production of dissemination materials.

*Table 1: Internal dissemination objectives*

Externally, there are a further three target groups:

- other public authorities working to implement the Revised PSI Directive;
- other public authorities who can support and benefit from the sharing of PSI;
- businesses able to use and build services upon PSI.

Specific objectives for these groups are listed in Table 2

Objective	Short term	Long term
Objective 1	Awareness of the workshop series as a place to share and gather knowledge.	Awareness of the expertise gathered and experience shared.
Objective 2	Awareness of how to engage with the network.	
Objective 3	Awareness of the network as a pool of expertise.	

*Table 2 Objectives for external dissemination*

In the following sections, we will set out how those two sets of objectives will be met.

## 2 Internal Dissemination

Internal dissemination is closely linked with project management for which there are two principal means of communication: the project mailing list ([share-psi@ercim.eu](mailto:share-psi@ercim.eu)) and the wiki (<https://www.w3.org/2013/share-psi/wiki/>).

The wiki is publicly readable but only writable by Share-PSI partners, all of whom have been encouraged to set up an account on [w3.org](http://www.w3.org). 46 individuals have done this to date (at least one from each partner) and as a consequence are able to edit the wiki. They also receive mail sent to [group-share-psi@w3.org](mailto:group-share-psi@w3.org) which is used as the submission route for workshop papers. The mailing list has an archive which is accessible by those 46 individuals too and ideally we'd use that as the primary mailing list for the project.

However, a different list was set up during project proposal preparation on the separate [ercim.eu](http://ercim.eu) domain and it is this list that is the established means of communication between partners and that includes all contacts within each partner organisation (a total of 100 individuals). Members of ERCIM staff (specifically ERCIM, not W3C) have access to the archive for that list but not the partners (who would have to be given an account and, given that they have done this for [w3.org](http://www.w3.org), it would cause more problems than it would solve).

So: [share-psi@ercim.eu](mailto:share-psi@ercim.eu) is the primary mailing list for the project partners.

The wiki is used as a space to share documents related to the partners cf. the wider public (which are made available as static Web pages). For example, the agenda, logistics info and minutes of the kick off meeting are all on the wiki<sup>1</sup>, as is the agenda for the project meeting in Samos plus ancillary pages useful in organising that event.

These are the tools used to run the project and, by doing so, cement the network of individuals – effectively meeting the long term target for objectives 1 and 2 for the internal dissemination. The short term objectives have been met in two ways: firstly by holding the kick off meeting in London on 10 February at which all partners were present<sup>2</sup>, and secondly by the development of this deliverable.

The kick off meeting included presentations from the [project officer and both Philippe Rohou (ERCIM's project coordinator) and Phil Archer, the technical coordinator, that set out what was expected of each partner. This had been set out in the project proposal of course but the kick off meeting provided an opportunity to go over exactly what was expected. The meeting provided an important opportunity for social interaction between the partners too.

This process of building cohesion between the project partners will be continued at project meetings immediately before and/or after each workshop. In Samos, the venue of the first workshop, the project meeting is to be held the morning after the workshop. In Lisbon in December, it will be held the day before the workshop with a quick résumé the following morning. These meetings are complemented by the collaborative work undertaken by a different subset of the partners for each workshop. It is noteworthy too that the partners will benefit from the social activities laid on as part of the Samos Summit.

The final objective for internal dissemination activities is covered by the establishment of the project Web site at <http://www.w3.org/2013/share-psi/> and the flyer, described in D1.1. Over the longer term, the Web site will grow as the case studies, external papers, presentations and reports are added. These materials will also provide partners with plenty of material for their own outreach work.

---

<sup>1</sup> <http://www.w3.org/2013/share-psi/wiki/Meetings>

<sup>2</sup> There was one exception: OGC were unable to attend due to a family bereavement

### 3 External Dissemination

As is clear from Table 2, the long term objective for dissemination of Share-PSI 2.0 beyond the partners is awareness of the expertise gathered and experience shared. The primary method for achieving this is the link with the W3C Data on the Web Best Practices Working Group. That group will take input directly from Share-PSI 2.0 and incorporate it, as relevant, into its own work. It has been focussing on gathering its use cases<sup>3</sup> and is starting to derive best practices from them<sup>4</sup>. This process is foreseen as continuing throughout 2014 and 2015 through various iterations. The DWBP WG chairs are expecting to invite the Share-PSI 2.0 workshop hosts to present their reports as they become available.

As well as contributing directly to the development of the best practices, Share-PSI 2.0 partners will also disseminate the project outputs by developing localised guides towards the end of the project. This again ties in with the W3C group as it provides evidence for implementation which is a crucial step in the standardisation process.

One of the co-chairs of that group, Hadley Beeman, introduced herself and the WG during the Share-PSI 2.0 kick off meeting and another, (IBM's Steve Adler) is planning to attend the Lisbon workshop.

More immediately the partners have the task of attracting participation in the workshops and meeting short term objectives 1 and 2. This is being achieved using a number of channels:

- the project Web site (<http://www.w3.org/2013/share-psi>)
- the project flyer
- promotion via partners' own networks.

The first two items here are described separately in D1.1. The partners' networks are extensive and have substantial reach. Different methods have already been used, and will continue to be used, to reach a wider audience varying from sending personalised e-mails to individuals, through to mailing lists, blog posts, LinkedIn group posts, tweets and presentations.

These are the existing networks of which Share-PSI 2.0 partners are members, ones that already fulfil the need to reach different audiences. Table 3 shows the various ways that partners promoted the Call for Participation in the Samos workshop. The Samos workshop hosts (UAEGEAN) will issue a full press release before the event itself that will highlight the Share-PSI 2.0 element and this too will be circulated by the partners.

It is notable from Table 3 that the partners' networks includes many other projects including SEED, Open Data Support and GeoKnow. Share-PSI 2.0 has established good links with LAPSI too. Although they are not participating in Samos, it has already been agreed that the Lisbon workshop will include a half day that will be organised as a joint Share-PSI/LAPSI session.

Given the breadth of the existing coverage available to the project, we do not plan to set up additional channels such as a dedicated LinkedIn group, a dedicated Twitter account etc. that would add very little to the reach of the project. All partners and individuals are, however, strongly encouraged to use their existing Twitter and LinkedIn accounts to promote Share-PSI 2.0.

---

<sup>3</sup> [https://www.w3.org/2013/dwbp/wiki/Use\\_Cases](https://www.w3.org/2013/dwbp/wiki/Use_Cases)

<sup>4</sup> [https://www.w3.org/2013/dwbp/wiki/Best\\_practices\\_table](https://www.w3.org/2013/dwbp/wiki/Best_practices_table)

Partner	Action taken	Link
W3C	Listed on w3.org as a 'W3C Endorsed event.' Will appear on homepage listing nearer the time.	<a href="#">Conferences Endorsed by W3C</a>
W3C	Blog post	<a href="#">Data Activity blog post</a>
W3C	Mailing Lists	<a href="#">Email to DWBP</a> , <a href="#">eGovernance Community Group</a> , <a href="#">LOD list</a>
W3C	Posted Event on JoinUp	<a href="#">Listing on JoinUp</a>
W3C	Tweeted by Phil Archer, retweeted by W3C, Bart Hansens, Charles Ruelle, Open Data Support et al reaching a combined total of around 100K users	<a href="#">Tweet, one week from extended deadline</a>
PwC	Tweeted by Stijn Goedertier	<a href="#">Tweet, on 15 April</a>
PwC	Posted on LinkedIn by Nikoloas Loutas within the "Open Data Support" group	<a href="#">LinkedIn posted on 15 April</a>
MINHAP	Posted Event on two main portals on ISP and eGovernment	<a href="#">Share-PSI 2.0: Uso del open data para la innovación y la eficiencia (1/4/14)</a> <a href="#">Taller usos de Open Data dentro del gobierno para la Innovación y la Eficiencia. Organizado por La Red temática Share-PSI 2.0 (1/4/14)</a> <a href="#">Presentación de ponencias al taller de "Usos de Open Data para la Innovación y la Eficiencia" (15/4/14)</a> <a href="#">Taller Share-PSI 2.0: iniciativas de gobierno abierto (15/4/14)</a>
IMP	Promoted through IMP portal and mailing lists	<a href="#">Samos Workshop: Uses of Open Data Within Government for Innovation and Efficiency</a>
IMP	Promoted through GeoKnow mailing list	GeoKnow consortium
FOI	Promoted through FOI homepage	<a href="#">Samos Workshop: Uses of Open Data Within Government for Innovation and Efficiency</a>
UEP	Promoted through Faculty of Informatics and Statistics of the UEP news channel	<a href="#">Samos Workshop: Uses of Open Data Within Government for Innovation and Efficiency (in both English and Czech)</a>
UEP	Promoted through OpenData.cz website	<a href="#">Samos Workshop: Uses of Open Data Within Government for Innovation and Efficiency (in English)</a> , <a href="#">Samos Workshop: Uses of Open Data Within Government for Innovation and Efficiency (in Czech)</a>

UEP	Promoted through mailing lists	<a href="#">OKFN-CZ (in Czech)</a> , LOD2 project (in English)
CTIC	Announced on ePSI Platform	<a href="#">Call for Participation: 1st Share-PSI 2.0 Samos Workshop</a>
CTIC	Promotion on the W3C Open Data Spain Community Group	<a href="#">Email thread (in Spanish)</a>
SZTAKI	Promotion on the Hungarian Open Data Facebook Group	<a href="#">Facebook page</a>
SZTAKI	Promotion among various Open Data researchers in Budapest	personal e-mails
SZTAKI	Twitter	personal tweet
UVT	Promotion among FP7-ICT CIP PSP SEED project partners	SEED mailing list
PK	Promotion in Swedish opengov Facebook group (1500+ members)	<a href="#">Facebook group</a>
POLITO / NEXA	Promotion in Italian mailing list on open data (900 members)	<a href="#">Spaghetti Open Data</a>
POLITO / NEXA	Promotion towards the coordinators of the Italian governmental open data project on the use of EU structural funds	<a href="#">OpenCoesione</a>
POLITO / NEXA	Personal tweets (Raimondo lemma, around 200 followers)	<a href="#">Tweet</a>
TUDOR	Dissemination to the Open data group of the Luxembourg ICT Cluster	<a href="http://www.ictcluster.lu/">http://www.ictcluster.lu/</a>
TUDOR	Direct communication to the Luxembourgish ministry of economy	<a href="http://www.eco.public.lu/">http://www.eco.public.lu/</a>
TUDOR	Communication to the ADBS mailing list	French speaking information professionals network <a href="#">[3]</a>
NUIG	Tweets	<a href="#">Tweet1</a> <a href="#">Tweet2</a>
NUIG	Promoted on the Insight Centre for Data Analytics mailing-lists and the Puzzled by Policy and Linked2Media project mailing-lists	<a href="#">Insight Centre</a> <a href="#">Puzzled by Policy</a> <a href="#">Linked2Media</a>
FV	Promoted through available online channels	<a href="#">Finnish Open Data Ecosystem</a> <a href="#">Facebook Page</a>
BCC	Promoted through available online channels	<a href="#">Birmingham Smart City Blog</a> , <a href="#">Digital Birmingham Blog</a>
BCC	Promoted at West Midlands Open Data Forum meetings	<a href="http://wmodf.wordpress.com/">http://wmodf.wordpress.com/</a>

MNZ	Slovenia promoted the call for Samos workshop by publication on the national open data portal - Portal NIO	<a href="#">Vabilo na delavnico: Share PSI 2.0 - Uses of Open Data Within Government for Innovation and Efficiency</a>
KIT	Promoted at semantic wiki community	<a href="#">CFP: Government Open Data Workshop at Samos Summit</a>
KIT	Promoted at Publishing Statistical Data community	<a href="#">Workshop about Open (Statistics) Data Within Government for Innovation and Efficiency</a>
KIT	Send CFP to long list of journalists, NGOs, and government officials from Albania	Internally used mailing list.
jinit[	Promoted at high profile event in in Abu Dhabi by Usman Zafal	<a href="#">First Open Government Data Forum 2014</a>
DUK	Promoted at LinkedIn Groups European Data Forum, Future of Government, Open Data Research Network, Semantic Web Research	
DUK	Sent to okfn-at mailing list	<a href="#">OKFN-AT Archive</a>
DUK	Promoted during the Cooperation Open Government Data Austria Steering meeting 2. April 2014 Vienna	
DUK	Advertised on the Web site of Danube University Krems	<a href="#">DUK-Archive</a>
DUK	Digital Society Lab blog post	<a href="#">SharePSI 2.0 – Call for Submissions for Samos Summit</a>
DUK	CeDEM Newsletter	
UAEGEAN	Samos Summit 2014	<a href="http://www.samos-summit.org/">http://www.samos-summit.org/</a>
UAEGEAN	Newsletter to IS Lab mailing list	2500 researchers
UAEGEAN	Announcement of the call to linkedin groups we participate	<a href="#">PSI4PROFIT project</a> , <a href="#">ENGAGE project</a> , <a href="#">EGOV Research Community</a> , <a href="#">OCOPOMO project</a> , <a href="#">EGOV Community</a>  - Minimum reach of about 7000 researcher and practitioners
UAEGEAN	Tweets from our personal accounts about 1 <sup>st</sup> WS - CfP	Minimum reach of about 2000 persons
UAEGEAN	Facebook shares	Minimum reach of about 2000 persons

*Table 3 Dissemination Activities for Samos Workshop*

At the time of writing, just after the submission deadline for papers for Samos, we have received a total of 24 papers<sup>5</sup>. Early reviews of those papers suggest that the quality is high and that the discussion in Samos will be productive. However, 20 of those, a much higher proportion than originally envisaged, have come from partners or others closely associated with them. This is disappointing and deserves some thought as it suggests that we are not being very successful in reaching beyond the network.

Looking at the extensive list of actions in Table 3 we notice recurring types of audience:

- technical experts;
- public administrations;
- open data enthusiasts and practitioners;
- other EU projects.

Perhaps a problem here is that those communities might look to exactly the people publicising the Samos workshop for examples of *Uses of Open Data Within Government for Innovation and Efficiency*. In the UK who would you ask other than the ODI's Amanda Smith; in Spain other than CTIC's Martin Alvarez-Espinar; in Belgium other than iMinds' Pieter Colpaert? etc. The flip side of this is that we have 20 papers from those national experts and so the workshop will be good and the network effect for Share-PSI 2.0 will be achieved. However, looking forward to the future workshops we need to consider some additional target markets for each event.

Workshop theme	Likely external target audiences
Encouraging data usage by commercial developers (Lisbon)	Commercial developers
Identifying data sets for publication (Timisoara)	Service users, developers, journalists, policy makers
A self sustaining business model for open data (Krems)	Public authorities, Information Officers
Improving interoperability (Berlin)	Technical experts

Table 4 Target audiences for future workshops

For the Lisbon workshop on *Encouraging data usage by commercial developers* it's clear that representative commercial developers need to be targeted. Therefore AMA, as host, has a clear task to identify and engage local developers and software companies who can act as proxies for the wider European developer community. Partners with links to other developer communities (notably OKFN, IMCS, Fraunhofer, BCC, the PSI Alliance, ODI and iMinds) will be called upon to help with this effort too.

Similar thought processes will be included in the development of subsequent workshops, i.e. it will be an early task of the organising committee (not hitherto documented) that they will need to identify external target groups to be contacted and suitable methods for doing so. One to one e-mails are likely to be a feature of this highly targeted promotional activity in addition to the kind of activity reported in Table 3.

Once the first workshop has taken place we will have the report on the event as well as the case studies. All these will be made available on the project Web site, adding substantially to its content (at the moment it's full of promise but has little in the way of usable material). This

<sup>5</sup> <https://www.w3.org/2013/share-psi/wiki/Samos/Papers>

will enable the partners to meet objective 3 – proving Share-PSI 2.0 to be a network of expertise – as it will provide material that can be used by partners in their work. In particular, it will provide material for use in talks and, potentially, policy documents.

Date	Place	Event	Dissemination activity	Partner
8 May	Barcelona	Conferencia oficial de la Big Data Week 2014 a Barcelona	Presentation	AMI
20 May	Oslo	Standarder som forutsetning for innovasjon (“Standards as a prerequisite for Innovation”)	Share PSI will be referenced in speech on how open data and design for sharing eases integration and reduces cost	Difi
2-5 June	Vrnjačka Banja, Serbia	1st International Conference on Electrical, Electronic and Computing Engineering	Paper/talk	IMP
4 June	Riga	2nd SEED Workshop: Open Data and Public Service Advertising: A European cloud of opportunities	Promotion in talk plus discussion with participants	UVT
5-6 June	Oslo	Digitaliseringskonferansen (“The National Digitalisation Conference of Norway”)	Share PSI will be referenced in speech about openness as means to efficiency (day 2)	Difi
11-13 June	Tallinn	Eurocities Knowledge Society Forum	Contribution to Open Data Working Group to raise interest in Share-PSI project	BCC
12-13 June	Brasov, Romania	European Conference on e-Government, ECEG 2014	Discussions with participants etc.	UVT
16-20 Jun	Ulberg	INSPIRE Conference	SmartOpenData will strongly promoted as bridging the INSPIRE - LOD gap	W3C
25-26 June	Berlin	W3C Workshop on the Web of Things	Discussion with participants on issues around Web of Services + Web of Data as it applies to Share PSI	W3C
20-21 Aug	San José	SemTech	Keynote	W3C
1-5 Sept	Munich	EGOVIS 2014	Paper	IMP

Date	Place	Event	Dissemination activity	Partner
4-5 Sept	Leipzig	SEMANTiCS	Keynote	W3C
4-5 Sept	Oslo	“Integrasjonsdagene” (“Integration days”)	Share PSI will be referenced in speech about “data on the web” and linked data to solve integration challenges	Difi
22-24 Sept	Amsterdam	RDA Plenary 4	Discussion with RDA members about best practices for sharing scientific data	W3C
21-24 Oct	Lake Garda	ISWC	Discussion with participants on Sem Web as it relates to Share PSI	W3C
27-31 Oct	Santa Clara	W3C Technical Plenary	Data on the Web Best Practices WG f2f meeting	W3C
28-30 Oct	Trondheim	Norwegian Conference on ICT in Public Sector	Several points of interaction with Open Data community in public sector	
28 November	Brussels	LAPSI conference	Discussion with LAPSI members	Several

*Table 5: Indicative list of events which partners will participate in and publicise Share-PSI 2.0 material during 2014*

## 4 Conclusion

The size, distributed nature, and variety of partners in Share-PSI 2.0 are all such that dissemination requires effort by all. Fortunately many partners already have well established networks of their own that can be leveraged to promote the work. The lists of opportunities for promotion listed in Table 3 and Table 5 supports this assertion. Nevertheless, greater effort will be required to go beyond existing networks for subsequent workshops and this is now explicitly part of the organising committee's tasks. It is too early to declare the Samos Workshop a success but the quality of papers it has attracted suggests that the project has got off to a good start.