



Share-PSI 2.0

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M10 Dissemination Report

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

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Executive Summary

This deliverable sets out the efforts taken to achieve cohesion amongst the project partners and awareness of Share-PSI in the wider community. The dissemination efforts have been extensive and successful in all but one indicator. The number of external papers received for the workshops has been disappointing, however, all other dissemination targets have been surpassed.

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.

D1.2 identified a number of target groups that Share-PSI 2.0 needs to reach. First of all, the network's own members: 40 funded partners plus a growing number of unfunded ones, all of whom play a direct role in implementing the Revised PSI Directive. It further identified a number of external groups that needed to be engaged.

How those objectives have been met, and measurements against the indicators included in the description of work, form the basis of this report.

2 Internal Dissemination

The primary tools for internal communication are the mailing list (share-psi@ercim.eu) and the wiki. Since the mailing list was first created in September 2013, more than 500 e-mails have been sent. The traffic increases as workshops approach of course so, at the time of writing and with the Lisbon event approximately 2 weeks away, more than 50 e-mails have been sent to that list since 1st November.

The wiki too is active. For each workshop a set of pages is created, used and edited by the partners. Pages related to Lisbon, for example, include those for the organising committee, promotional activities carried out by different partners, the papers received, the reviews of those, and information about who is arriving and leaving when.

Table 1 shows the objectives for internal dissemination as established in the original plan, D1.2.

Conference calls are held as needed, typically around the organisation of the workshops. The W3C conference bridge is made available for these meetings and is used by some participants but it does mean dialling the USA. The majority of participants therefore prefer to join via Skype which, given that it's always a different set of participants for each call, means adding each person individually. This is less than ideal but is the easiest (and cheapest) method of including everyone. It has to be admitted that early conference calls were not minuted but since September this year both agendas and minutes have been recorded in the wiki¹.

Most conference calls are for the organising committee working on the forthcoming workshop and so attendance by most partners is not sought. However, occasionally full participation is called for. Doodle is used to find the best possible time and date for these calls but of course it's never possible to get all 40+ partners on the phone at the same time. The 18 participants in the most recent 'all hands' call on 6 November were:

AMI, ODI, SKTAKI, AMA, UVT, UAEGEAN, OGC, DUK, UEP, CTIC, TUDOR, CORVE, SCOT, DIFI, IMP, PSIA, POLITICO, ERCIM.

Partners who have been notable by their absence from the mailing list and conference calls were contacted individually after this call. This extra communication effort is predicted to ensure a full turn out of partners for the Lisbon event.

¹ https://www.w3.org/2013/share-psi/wiki/Project_Meetings

A feature of the Share-PSI project meetings, beginning with the kick off in February, has been the Name Game. Dreaded by some, this simple activity is designed as a best effort to help everyone actually get to know each other. As a result of the game played in Samos, most participants can put a name to a face in the Share-PSI community. As an aid, the wiki includes a gallery².

The name game also acts as an ice breaker and in that way helps to achieve the objectives for internal dissemination as set out in Table 1 which is repeated from D1.2.

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

The short term for Objective 1 was met at the kick off meeting with presentations from the project officer, coordinator and technical coordinator. Looking at the longer term, the wiki is used extensively to document dissemination activities and the mailing list has been used to elicit participation from partners in other events. These include The Open Group's London workshop in October 2014, *Enabling Boundaryless Information Flow*; NUIG and the Scottish Government's involvement in ICEGov 2014 and the Flanders Open Data Day organised by CORVe.

Future strategy was discussed in the Samos project meeting. This applied notably to the format of future events. The Samos workshop was a largely traditional presentation-lead event. The bar camp sessions though were the most popular and it was decided to try and build on that in future events, beginning with Lisbon. The Lisbon project meeting agenda³ includes a session looking at the relationship with the W3C working group and how that might affect future strategy.

Objective 2 is covered by the physical and virtual meetings already held as well as the Name Game. However, this has been weakened a little by the fact that some partners have been represented by different individuals at different times. Despite this, the use of the project mailing list to gather interest in other events being run by partners is encouraging in this regard. It is also encouraging that partners are sufficiently confident in using the mailing list to make friendly/off topic comments as well exchanging purely work-related messages.

Objective 3 was met early on with the establishment of the Web site, choice of logo and production of the flyer. These materials and the Samos report were used effectively, for example, by Simon Whitehouse for his presentation at the joint ePSI Platform /LAPSI event in Milan in October (Figure 1).

² <https://www.w3.org/2013/share-psi/wiki/Gallery>

³ <https://www.w3.org/2013/share-psi/wiki/Lisbon>



Figure 1: Simon Whitehouse (Digital Birmingham) presenting Share-PSI 2.0 in Milan on 10th October at an event organised by ePSI Platform and LAPSI.

3 External Dissemination

With more than 40 partners in 25 countries, it would require either great effort or extreme indolence to keep Share-PSI a secret. As shown in Table 3 below, partners have attended many events, some of which enjoy a high profile, and the promotion for both the Samos and Lisbon workshops has been extensive. Nevertheless, it is important to bear in mind the external target groups identified in the dissemination plan, D1.2, namely:

- 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.

Taking the public sector first: since the project began, two organisations have joined the project as unfunded partners. Open Data France is a group of local authorities working on common elements of open data in France. The Albanian Institute of Science set up and runs the Open Data Portal in Albania, the only platform in the country that provides data from various government institutions and other sources in open data format. So Share-PSI can claim success in extending its reach directly through those partners.

The National Archives has primary responsibility for implementing the PSI Directive in Britain and, although not project partners, were represented at the kick off meeting in February and have registered for the Lisbon workshop. Nevertheless it remains a disappointment that 4 EU Member States have not yet been reached directly by the project: Netherlands, Denmark, Bulgaria and Cyprus. In the case of Bulgaria, various individual contacts have been made and it is anticipated that they will participate in the event in Romania. That country's Prime Ministerial Chancellery is among the organisations to be represented in Lisbon, along with Saxony Open Government Data and Croatia's Ministry of Public Administration.

An incomplete list of notable fora where Share-PSI 2.0 has been presented and/or highlighted includes the European Conference on e-Government (ECEG 2014), the European Centre for Parliamentary Research and Documentation, the INSPIRE conference, the DEXA Conference (EGOVIS 2014), SEMANTiCS (Leipzig), the Research Data Alliance, ICEGov 2014 and the LAPSI conference.

Turning to the private sector, the Open Group's London event *Enabling Boundaryless Information Flow* and the ODI Training Day & ODI Summit stand out as occasions when Share-PSI 2.0 has already reached commercial companies. The Lisbon workshop is focused on commercial exploitation of PSI and so it is encouraging to see the kind of commercial companies the event is designed to attract already registered at the time of writing. Examples include Flipside, Zabala Innovation Consulting, Novabase Consulting, SourceFactor and Ubiwhere. Unsurprisingly, many of these are local Portuguese companies but their input will be an important factor in determining the requirements that will be fed to the W3C Working Group so that the impact will go well beyond Portugal.

With such a large and disparate group it is not always possible to capture how, where and when a key conversation takes place that helps to promote Share-PSI, let alone predict it. The Albanian involvement came about because AIS's co-founder, Julia Hoxha, was studying at Karlsruhe Institute of Technology. Jinit[mentioned Share PSI 2.0 to the European Patent Office (EPO) in Vienna during a meeting about a different topic entirely. The EPO is currently running pilots around providing Linked Open Data and may in future make use of the expertise and partners of the Share PSI 2.0 network to contribute to its linked open patent data pilot.

Chance meetings are often productive but dissemination cannot be left to chance alone. D1.2 listed some specific objectives which are repeated 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

Objectives 1 and 2 are covered by the workshops and the dissemination around them. Attendance in Samos was 85 and, at the time of writing, 94 are registered for Lisbon. Objective 3 is being achieved via the many events at which the project is presented. Longer term, as planned from the outset, it is the standards work through W3C, TOG and OGC and the localised guides in 2016 that are the vehicles for lasting impact. It is worth noting that W3C and OGC are soon to work closely together on a set of standards for Spatial Data on the Web. This will see a new W3C Working Group collaborating directly with OGC's existing Geosemantics Domain Working Group and the Share-PSI community will again be influential through that route.

As a final sign of awareness of the project's activities, 8 other EC-funded projects have chosen to use the Lisbon event as a dissemination channel.

Table 3 below shows the extensive list of events attended by Share-PSI 2.0 partners where the project has either been explicitly mentioned in a presentation or relevant conversations have been held with other participants to promote the network and its work. Note that the table does not include promotional activities associated specifically with the Samos workshop which were listed in D2.2. Similarly, promotion for Lisbon will be detailed in the report on that event (D3.2).

Date	Place	Event	Dissemination Activity	Partner
18 Feb	Florence	Open Access, IPR and management of rights in the digital Cultural Heritage realm	Presentation	CTIC
11 Mar	Birmingham	West Midlands Open Data Forum	Introduced network to members	BCC
16 April	Birmingham	Smart City Blog and Digital Birmingham Blog	Samos Call for Papers is open	BCC
29 Apr	Madrid	Foro Colaboración Público-Privada en RISP (Public-Private collaboration on PSI reuse Forum)	Presentation	CTIC
8 May	Barcelona	Conferencia oficial de la Big Data Week 2014 a Barcelona	Presentation	AMI
14 May	Brussels	Roadshow Flemish government	Presentation	CORVE
14	Madrid	El Gobierno abierto en	Presentation	CTIC

May		España: límites y posibilidades (Open Government in Spain: Limits and Opportunities)		
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
09 June	Birmingham	LGA Roadshow Making Transparency Work	Presentation on Digital Birmingham's open data projects to English local authorities	BCC
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
12-13 June	Rome	European Centre for Parliamentary Research and Documentation: From e-Parliament to smart-Parliament	Invited presentation at the Camera dei deputati	W3C
16-20 June	Aalborg	INSPIRE Conference	Discussions with participants including ePSI Platform workshop with CTIC, SmartOpenData Workshop and W3C/OGC workshop 3 in all, plus discussions with participants at the plenary etc.	W3C, OGC, CTIC
18 June	Helsinki	eReg Conference	Presentation	CTIC
25-26 June	Berlin	W3C Workshop on the Web of Things	Paper/presentation	W3C
17	London	ODI blog post (Samos)	/ Blog Post	ODI

July		Summit)		
01-03 Sept	Munich	DEXA Conference (EGOVIS 2014)	Share PSI mentioned in a presentation about Linked Data Application on top of Serbian open data, leaflets distributed	PUPIN Institute
02-04 Sep	Varaždin	ISD Conference	Topic Information Society dedicated to open data	FOI
04-05 Sept	Leipzig	SEMANTiCS	Keynote	W3C
04-05 Sep	Leipzig	SEMANTiCS Conference	Discussion with members of Semantic Web community, leaflets distributed	PUPIN Institute
04-05 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
10 Sep	Birmingham	Smart City Blog	Digital Birmingham - Part of the Share-PSI Network - Learning from Samos	BCC
15 Sep	Birmingham	Data Unlocked Blog	Data Unlocked goes to Greece - Report from Samos conference	BCC
22-24 Sept	Amsterdam	RDA Plenary 4	Discussion with RDA members about best practices for sharing scientific data	W3C
3 Oct	Birmingham	Smart City Blog	Lisbon Call for Papers is open	BCC
8 Oct	Birmingham	Birmingham Science City Digital Group	Promotion of Lisbon call for papers and conference	BCC
10 Oct	Milano	LAPSI/EPsiplatform workshop	Presentation "PSI Re-use: Benefits across the Public Sector"	AMI
10 Oct	Milan	ePSIPlatform and LAPSI conference	Presenting Share-PSI 2.0 Project	BCC
14 Oct	Birmingham	West Midlands Open Data Forum	Sharing experience and case studies from Samos	BCC
17 Oct	Bordeaux	Eurocities Knowledge Society Forum	Advert for Lisbon conference and papers to	BCC

			Smart Cities and Open Data working group	
20-23 Oct	London	Open Group Event	Oct 23 session on Open Public-Sector Data, included NUIG's Deirdre Lee as an invited speaker Open Public Sector Data - How Open Data can help business (slides)	Open Group/NUIG
27-31 Oct	Santa Clara	W3C Technical Plenary	Data on the Web Best Practices WG f2f meeting	W3C, AMI, NUIG
28-30 Oct	Trondheim	Norwegian Conference on ICT in Public Sector (NokioS)	Several points of interaction with Open Data community in public sector	Difi
30 Oct	Guimaraes, Portugal	ICEGov Invited Session	co presented by Deirdre Lee and Peter Winstanley	SCOT, NUIG
3-4 Nov	London	ODI Training Day & ODI Summit	Discussion with attendees	ODI / several
19 Nov	Birmingham	Open Mercia	Data Divers data dating event	BCC
28 Nov	Brussels	LAPSI Conference	Discussion with LAPSI members	Several

Table 3 Dissemination about the project in general, not specifically about a workshop

4 Comparison with Indicators

The Description of Work includes a table of indicators. Those relevant to dissemination are repeated below but amended to show actual figures achieved to date.

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Year 1	Achieved
1	Workshops	Average Attendance	Simple head count	80 per event	85 in Samos, more than 90 in Lisbon
2	Case studies	Number written & presented	Count	18	31
3	Papers submitted for workshops by third parties (i.e. not partners)	Number submitted	Count	40	19
7	Dissemination of results beyond the network	Blog posts, articles and conference participation.	Blog posts	15	12
			Articles	7	21
			Conferences	10	46

Table 4 Indicators from the Description of Work with figures achieved in rightmost column

Indicators 1 and 2 are comfortably above target. Indicator 7 poses some problems since the distinction between a blog post and an article is not entirely clear, neither is that between an e-mail sent to a list and a posting on an event listing. However, simple e-mails to lists and micro-blogs (Tweets) have not been included in this count (although many were sent).

The obvious problem though is the low number of external papers submitted. In Samos this was perhaps unsurprising given that the Share-PSI partners themselves constitute a substantial fraction of the target audience. On that occasion the split was 20 internal to 5 external. It is less easily explained for Lisbon where the number of proposals for sessions has clearly been disappointing (11 internal, 10 external covering 14 sessions).

Although the number of externally lead sessions is three times that in Samos, the project is clearly not attracting external papers as originally hoped. For Lisbon this is perhaps a result of the style of event planned. The workshop explicitly offers only a handful of opportunities to present a paper in the way that workshops typically do. Many people are used to standing up and presenting the work they know well, but fewer are willing and able to lead a discussion that may or may not give them a chance to show off their projects. Review comments for several papers warned against trying to turn the session into a lecture.

It remains to be seen whether the style of the Lisbon workshop is a success or not. If so, then the emphasis might need to move from attracting external papers to attracting external participants, i.e. accepting and expecting a lower number of papers but seeking a higher number of contributors to the discussions. This will need to be discussed by the project partners when reviewing the Lisbon workshop.

5 Conclusion

With the exception of external papers received, dissemination efforts appear well on track. The project is being promoted by many partners at many events across Europe and further afield. It is appearing in a large number of mailing lists, high profile Web sites (in multiple languages) and attracting attention on social media.

Internally, the objective of creating a network of professionals who know each other and who can call on each other's expertise and cooperation is being well met.