



WeLive

A neW concept of public administration based on citizen co-created mobile urban services

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D6.1 – WELIVE COMMUNICATION & DISSEMINATION PLAN V1

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1. EXECUTIVE SUMMARY

The 2010 edition of the EU eGovernment Benchmark Report states that currently public services are built following an administration-centric approach, driving to a low usage, rather than according to the citizens' need (user-centric approach).

Public administrations are facing key socioeconomic challenges such as demographic change, employment, mobility, security, environment and many others. Besides, citizens expectations, in terms of burden reduction, efficiency, and personalization, are growing and will make the take-up of traditional public e-services steadily harder in the following years. Citizens want to transit from being mere consumers of public services to providers of those services, i.e. prosumers of the open government ecosystem.

Public-private partnership and active contribution of citizens are two key instruments to transform the way currently cities and territories are being governed. To turn cities and territories into hubs of welfare, innovation and economic growth (i.e. to give place to Smarter Cities or Territories) not only they have to make a more efficient management of resources but they also have to be aware and reactive to the socio-economic needs and wants of their stakeholders, i.e. their citizens, local businesses and companies.

ICT-enabled Open and Collaborative Government is the recipe to deliver "more from less". Indeed, governments cannot be any longer the single providers of public services. Empowerment of stakeholders is necessary by incentivizing them to take a more active role. Public-private partnerships have to be catalysed to give place to a more sustainable model of government which also behaves as a economy promotion dynamizer.

The WeLive project was born as a means to address the above challenges. WeLive aims at transforming the current e-government approach followed by most public administrations into we-government where all the stakeholders of public administration, namely citizens, local businesses and companies, are treated as peers (collaborators) and prosumers (providers) instead of the usual customer role associated to them. WeLive will enable also the so called "t-Government" (Transformational Government) by providing stakeholders with the technology tools that enable them to create public value. In addition, WeLive is also thought to embrace I-Government (Lean Government), which aims to do more with less by involving other players, leaving the Government as an orchestrator around enabled platforms. Finally, WeLive fully adopts m-Government, i.e. an extension or evolution of e-government through utilization of mobile technologies for public service delivery. Consequently, WeLive proposes a new concept of e-Government which provides the means, i.e. an environment or platform, analogously to the Web, and leaves others, all the stakeholders in a city or territory, to lead the innovation process and so turn public resource assets into artifacts to nurture economic growth and job creation. WeLive applies the quadruple-helix approach based on the joint collaboration of 3 PAs, 4 research agents and 5 companies, constituting the consortium, plus citizens to deliver next generation personalised user centric public services. These services will be further validated in two-phase pilot to be conducted in 3 cities (Bilbao, Novi Sad and Trento) and 1 region (Helsinki- Uusimaa) across Europe. Further, the business feasibility and commercial potential of the WeLive Framework, including its individual assets, will be validated by developing and deploying sustainable business models.

Work package 6 (WP6) "Dissemination and Communication Activities" is very important for assuring the impact of the WeLive concept to all relevant target groups. In this document is given an overview of all planned activities within T6.1, i.e. definition of communication and dissemination activities; dissemination objectives, target groups and strategy, dissemination elements, dissemination channels and activities, internal dissemination activities.

2. INTRODUCTION

The overall goal of this WP is to maximise the impact of the project using adequate dissemination activities to all relevant communities [11]. More specifically, these are the main objectives:

- O6.1 - To plan all the related communication and dissemination activities on a structured basis as well as setting up the main tools that will enable consortium to address relevant audience with appropriate materials and events in order to promote project results and contribute to the exploitation activities.
- O6.2 - To create all the needed materials and communication means for dissemination of the project outputs to all relevant stakeholders.
- O6.3 – To proactively raise awareness of the project activities and results in all relevant stakeholder groups.
- O6.4 - To carry out the necessary networking activities with other projects and initiatives related to the objective INSO 1 – ICT-enabled Open Government.

The project's WP6 is organized in 3 tasks:

- T6.1 – *Communication & Dissemination Plan and Activities* (Task Leader: DNET)
- T6.2 – *Communication Assets and Dissemination Materials* (Task Leader: DNET)
- T6.3 – *Collaboration and Clustering Activities* (Task Leader: TECNALIA)

The focus of this document is Task 6.1 which delivers D6.1 – *WeLive Communication & Dissemination Plan v1*. This task will make use of the European Commission communication best practices and will work on definition of dissemination plans and selection of appropriate tools to be used by the consortium for internal and external communication and dissemination of the project outputs. The main elements of this dissemination plan will be: tasks, responsible partner, public addressed and timing. The dissemination plan will be updated annually, releasing the last version of the document three months before the project ends.

Deliverable D6.1– *WeLive Communication & Dissemination Plan v1* represents the first deliverable of this task, and describes the on-going activities by the WeLive project for the dissemination and awareness creation during the life-time of the project. This report contains the initial plan and reports the communication and dissemination strategy and activities of the WeLive Project results among different communities.

This document is structured as follows. In section 3 dissemination objectives are presented. Target groups are defined and method for the evaluation of the dissemination plan is given. Section 4 defines time dissemination strategy. Then dissemination elements (project branding, dissemination materials, contribution and participation in events) and dissemination channels (web site, social networks accounts and other channels) are demonstrated. Section 6 contains and lists the dissemination activities, i.e. dissemination material, face to face presentations, press conferences, general purpose events, general purpose publications, list of conferences, publications and workshops carried out by project partners from the beginning of the WeLive project. Finally internal dissemination activities are explained.

3. DISSEMINATION OBJECTIVES

Dissemination is recognised as one of the central activities within the WeLive project, and therefore all partners will actively contribute to the formal dissemination tasks. The objectives of the dissemination activity are:

- To stimulate the continuous dissemination of the WeLive Project progresses in technology and innovation, and exchange and collection of experiences;
- To stimulate collaboration with other initiatives, in particular those related to the Smart Cities and eGovernment areas; and collaboration within the relevant EU research and innovation clusters and platforms.
- To establish a shared and efficient process to help identify, develop, review and make available content which communicates the objectives and results of the activities in the project;
- To provide a process which checks for new external dissemination target audiences, and coordinates targeted engagements as appropriate;
- To facilitate dissemination activities by sharing templates, methods and tools in order to enable efficient communication. A number of templates (for Microsoft PowerPoint* and Microsoft Word*) have already been created and are available in the project's document management system [1];
- To communicate project results to relevant stakeholders via various channels, in particular via a project web site [2];
- To generate project collateral material for general use, for example brochures and posters that project partners can distribute at external events such as workshops and conferences [3];
- To create and increase external awareness.

These dissemination objectives will ensure a broad awareness of the project activities and results, facilitating the collaboration, exploitation and standardisation initiatives of WeLive.

3.1. TARGET GROUPS AND OBJECTIVES

The WeLive project touches a certain number of communities and dissemination should be carried out in all of them. The consortium is aware that each community requires different types of dissemination activities and materials to be optimally addressed. The dissemination will create interest and interactions between the Consortium and interested parties. The activities ensure that the different target groups are addressed in an appropriate manner. The target audience for the results and therefore the main targets for the dissemination activities are (See Figure 1):

- **Public organisations** (city administrations or city councils) and Public Initiatives which could be interested in implementing the project results in their cities;
- **Local, regional, national and European policy makers** in the field of Information society, social and public sector innovation and regional development. City Councils of cities willing to start (or continue) their transformation towards smarter cities are especially interesting target groups within the policy makers;
- **ICT companies and ICT service providers** (both large and small companies or even start-ups) interested in new business opportunities based on new smart and mobile services for the citizens, for the public administration; services built upon an enriched open data model.
- **Other private organisations** interested in exploiting some of the single components proposed and making profit.
- **Citizens in general**, for their awareness in the access to the new ICT services, and also for their

awareness in the possibility of creating personalized services.

Below are given the objectives for each of identified target groups:

- **Public organisations:** showing the potential of the WeLive approach as an ecosystem of ICT tools which promotes co-innovation and co-creation of personalised public services through the empowerment of all stakeholders, i.e. citizens, developers' community, local businesses and public administration.
- **Local, regional, national and European policy makers:** explain and show WeLive capabilities to help and allow policy makers easier and faster transformation towards smarter cities.
- **ICT companies and ICT service providers:** showing the business opportunities of the ICT service market for citizens, for public administrations and third parties; encouraging companies to develop applications based on the platform and using the ICT tools implemented for that purpose.
- **Other private organisations:** involve private organizations as stakeholders in the project by developing applications that show the potential of WeLive approach for specific interest groups.
- **Citizens in general:** improving citizens' awareness of ICT services including their personalization and fostering citizens' involvement in the decision making process of public administrations through the WeLive Open Innovation area.

To achieve the objective of reaching all the target audience, different dissemination strategies using traditional and innovative instruments will be applied within the project which will lead to carry out several dissemination activities that will be detailed in the rest of the dissemination plan.

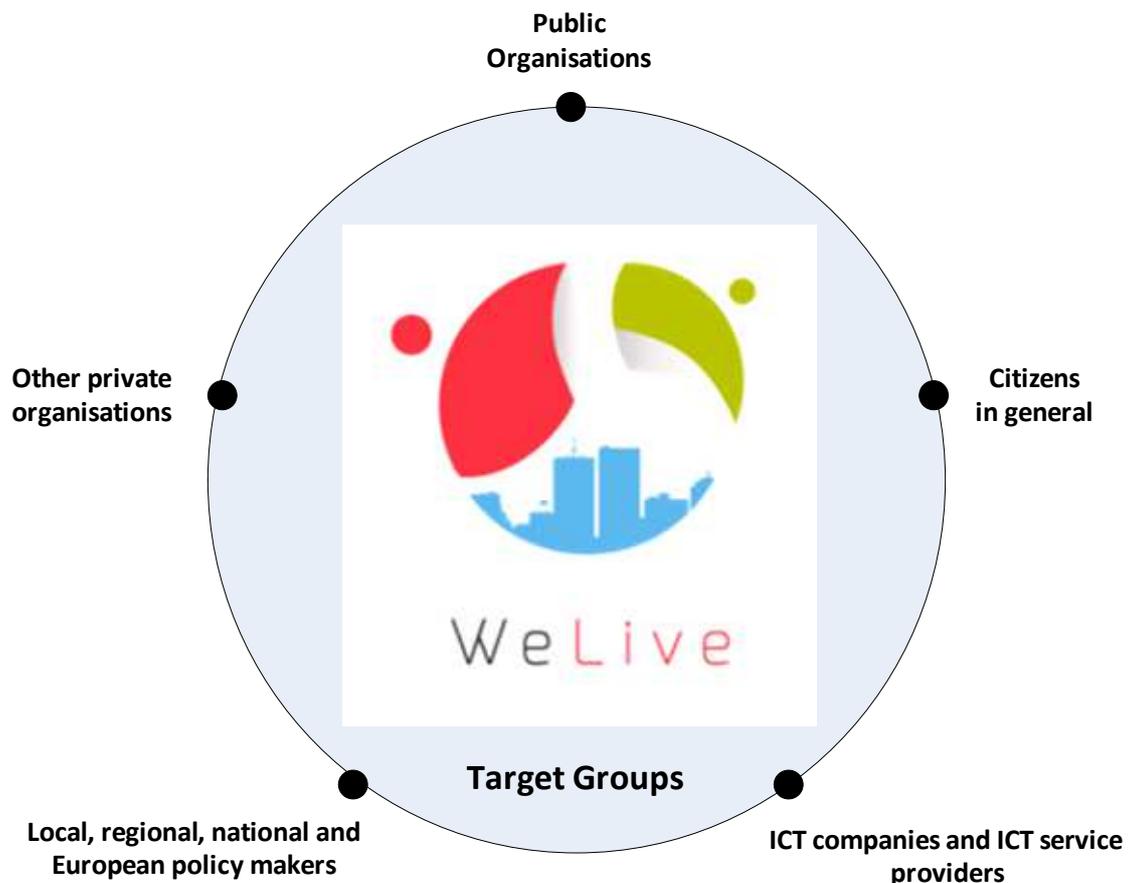


Figure 1 – WeLive Target Groups

3.2. METHOD FOR THE EVALUATION OF THE DISSEMINATION PLAN

In order to perform successful and reliable dissemination of WeLive project appropriate method should be defined for evaluation of each recognized target group. In the following lines, several assessment methods are given which will be used with goal to evaluate and get feedback about the impact of the deployed dissemination activities in WeLive project.

3.2.1. Evaluation Method

An adequate evaluation method for dissemination activities is supposing to collect data through the all project lifetime. Collected data will be analysed in detail from the following aspects:

- Evaluating the grade of success of already carried out and ongoing dissemination activities. It will assure to follow and review the dissemination plan accordingly.
- Assessing the impact and interest of the WeLive project on the different previously defined and observed target groups and according to this information focusing WeLive project on the appropriate and most interesting target groups.
- Generating the suitable promotional material and the project view for conference papers, articles and any kind of announcements.
- Reviewing and updating the dissemination plan regularly.

The first stage of the proposed evaluation method consists of gathering data. A set of indicators which will be applied and measured are defined in Section 3.2.2. Afterwards, a deeply analysis of the collected data will be accomplished and verified with the dissemination goals defined in Section 3.2.3.

Derivations from the goals will be identified and if necessary appropriate actions will be taken to assure dissemination quality. Dissemination progress will be continuously evaluated during the project, and a final evaluation will be conducted and be used in order to infer corresponding conclusions and future actions.

3.2.2. Indicators

In this section are defined several success factors, i.e. indicators, and based on their values we will with high precision track the progress of dissemination activities in terms of quantitative and qualitative factors. The defined indicators are given below.

3.2.2.1. Quantitative indicators

In this subsection are defined and explained quantitative indicators for following WeLive project:

- **A1.1: Publication of research results** including number of journal, conferences, symposia, and workshops presentations and articles.
- **WeLive web portal statistics**
 - A2.1: Number of visitors to the WeLive project Web Site.
 - A2.2: Average website visits.
 - A2.3: Average duration of website visits.
 - A2.4: Increase in web page consultancy when a new article or paper is published.
 - A2.5: Increase in web page consultancy after a conference, an exhibition or public event.
 - A2.6: Average number of material downloads from the website.
 - A2.7: Number of external link references to the website.
- **Social network accounts statistics**

- A3.1: Number of likes of WeLive Facebook page.
- A3.2: Number of posts on WeLive Facebook page.
- A3.3: Number of followers on Twitter.
- A3.4: Number of Tweets mentioning WeLive.
- A3.5: Number of connections on LinkedIn.
- A3.6: Number of posts on LinkedIn page.
- A3.7: Number of views of the WeLive project film in Youtube.
- A3.8: Number of newsletters published.
- **WeLive promotion events**
 - A4.1: Number of public seminars.
 - A4.2: Number of press echoes (national or local newspaper interviews, articles, etc...).
 - A4.3: Number of web echoes (articles on blogs, online news, websites, groups...).
 - A4.4: Number of institutional press conferences.
 - A4.5: Number of scientific publications and technical articles.

3.2.2.2. *Qualitative indicators*

Feedback and responses from questionnaires and other sources is collected to check the quality of dissemination material:

- **Quality assessment of target media** through online academic services:
 - B1.1: Web of Knowledge / Web of Science
- **Feedback from organized events:** Every event organised by the Consortium (local workshops, European works and conferences) will be assessed based on feedback received from the participants. Every participant to an event will be invited to complete an evaluation form at the end of every event.
 - B2.1: Level of interest and involvement of the participants in conferences, exhibitions and public events (e.g. based on number of questions, contacts etc...)
- **Feedback evaluation from WeLive application deployment**
 - B3.1: Level of interest in the target user groups about WeLive applications in each cities (e.g. feedback from forms, questionnaires, comments on local communication channels)
 - B3.2: Level of interest and impact in the public administration sector (e.g. feedback from relevant offices, mails and communications with local public administration)
 - B3.3: Level of interest and impact in the local businesses (e.g. involvement in the project and feedback from local businesses that will benefit from WeLive platform and applications)
 - B3.4: Level of interest and impact in the developer's community. (e.g. use of WeLive open data sets, feedback from developer on apps and data sets quality)
- **Collaborations and new initiatives**
 - B4.1: Level of success in the cooperation activities performed in the collaboration task (e.g. number of project collaborations and % to which WeLive relies on other INSO-1 projects)
 - B4.2: New activities launched (i.e., number of new proposals, number of new partnerships, etc.)

3.2.3. *Goals*

In order to assure success and quality of the dissemination process, indicators will be analyzed every 3 month. Based on the analyzed results we will track success of the fulfillment of targeted areas, and if needed accordingly identify areas of improvement.

Comparison with other projects has led to following concrete goals for each indicator type (defined above). If at least 80% of the indicators are being fulfilled according to the goals below, dissemination activities can be regarded as successful. Detailed list of indicators, measurement period and level of performance is given in Table 1.

Indicator ID	Success Indicator	Measurement period	Level of performance			Current status
			High	Normal	Low	
A1.1	Relevant events where WeLive was presented	Per year	>2	2	<2	1
A2.1, A2.4 and A2.5	Number of visitors to the WeLive project Web Site	Yearly	>6000	6000	<6000	3184
A2.2, A2.4 and A2.5	Average website visits	Monthly	>500	500	<500	479
A2.3	Average duration of website visits	Monthly	>2min	2min	<2min	3.53
A2.6	Average number of material downloads from the website	Monthly	>25	25	<25	31
A2.7	Number of external link references to the website	Yearly	>15	15	<15	-
A3.1	Number of likes of WeLive Facebook page	Per year	>100	100	<100	44
A3.2	Number of posts on WeLive Facebook page	Per year	>75	75	<75	14
A3.3	Number of followers on Twitter	Per year	>50	50	<50	24
A3.4	Number of Tweets mentioning WeLive	Per year	>50	50	<50	33
A3.5	Number of connections on LinkedIn	Per year	>50	50	<50	103
A3.6	Number of posts on LinkedIn page	Per year	>12	12	<12	5
A3.7	Number of views of the WeLive project film in Youtube.	Per year	>200	200	<200	-
A3.8	Number of newsletter	Per year	>2	2	<2	1
A4.1	Number of public seminars (workshops, focus groups...)	Per year	>5	5	<5	20
A4.2	Number of press echoes (national or local newspaper interviews, articles, etc...)	Per year	>10	10	<10	-
A4.3	Number of web echoes (articles on blogs, online news, websites, groups)	Per year	>5	5	<5	2
A4.4	Number of institutional press conferences	Per year (2 per country)	>8	8	<8	3
A4.5	Number of scientific	Per year	>2	2	<2	2

	publications and technical articles.					
B1.1	Web of Knowledge/science	Per year	>6	6	<6	-
B2.1	Level of interest and involvement of the participants in conferences, exhibitions and public events	Per year	Rating >7/10	Rating 7/10	Rating <7/10	-
B3.1	Level of interest in the target user groups about WeLive applications in each cities	Per year	Rating >7/10	Rating 7/10	Rating <7/10	-
B3.2	Level of interest and impact in the public administration sector	Per year	Rating >7/10	Rating 7/10	Rating <7/10	-
B3.3	Level of interest and impact in the local businesses	Per year	Rating >7/10	Rating 7/10	Rating <7/10	-
B3.4	Level of interest and impact in the developers community	Per year	Rating >7/10	Rating 7/10	Rating <7/10	-
B4.1	Level of success in the cooperation activities performed in the collaboration task	Per year (starting from the second year)	>2	2	<2	-
B4.2	New activities launched (i.e., number of new proposals, number of new partnerships, etc.)	Per 3 years	>2	2	<2	-

Table 1 – Success indicators and expected values for the WeLive project

4. DISSEMINATION STRATEGY

To enhance the impact and improve the exploitation potential of the action, a global dissemination strategy will be tailored from the early stages. The goal of the dissemination strategy is to foster the dissemination of the WeLive results in terms of technologies and innovation to the targeted communities, in order to attract different types of potential stakeholders such as citizens, businesses, academic institutions, software industry, users (professional and general public) and/or start-ups.

WeLive partners understand the dissemination strategy as a previous activity towards the commercialisation and exploitation of results and as such, it must be very interactive, continuous and evolving. Dissemination will be stimulated both at consortium level and partners' level, and will revolve around the following methodology:

- Define what will be disseminated; the dissemination “products” and when (during and after the project).
- Identify the target groups for dissemination.
- Establish the appropriate source for the dissemination activities (in terms of roles and responsibilities).
- Raise public awareness about the project achievements through the most suitable means for communicating with the respective target groups.

The vast majority of the project output is designated as ‘open’ this giving a good opportunity for dissemination. Of course some prioritisation will be necessary to select the most appropriate and useful dissemination target communities and sectors, in Europe and globally. This integrated approach will comprise templates, guidelines and approval processes on the one hand, and with a communication platform, publications, event participations and release plans on the other.

In addition to dissemination materials and public reports, project outputs that are key dissemination candidates include:

- WeLive framework specification;
- WeLive framework reference implementation;
- WeLive services implementation;
- Outcome of WeLive Pilots.

Besides, WeLive consortium will communicate specific findings during the course of the project, for example via publications in local and national journals or paper submissions to conferences and workshops.

Adopting this integrated dissemination approach will include specifying clear dissemination goals, targets and success criteria. Broad categories are comprised of:

- Provision of a brochure-type web site for external reference, where up-to-date information about the status of the project and plans at a high level are made publically available;
- Identification and engagement of target audiences;
- Identification, development and publication of communication content;
- Sharing of methods, and communication of exploitation progress within the project.

4.1. TIME STRATEGY

The dissemination will create interest and interactions between the Consortium and interested parties. The activities ensure that the different target groups (described above in section 3.1) are addressed in an

appropriate manner. Dissemination activities will be performed during the whole life-cycle of the project, together with a review of their effectiveness, so that to allow modifications and adoptions according to the current project life-cycle stage. Foreseen activities in the short, medium and long terms are:

● **Short term:**

- Publication and promotion on the project website and social media;
- Commitment by all partners to publishing an entry in each of the selected social media at least once a month, always mentioning @welveproject;
- Commitment by all partners to including a short paragraph reporting on the project log and website in their own website;

● **Medium term:**

- Promotion of the project, the platform and other related events planned in each Pilot city;
- Dissemination of project leaflets and other promotional material;
- Organization of workshops to explain the potential of creating urban apps from government data local communities and technical partners;
- Publication of a scientific paper in a conference, detailing the final WeLive architecture;
- Press releases to increase general awareness of the project, and press launches for each pilot;
- Video elaborations to promote the smart city concept and project scope.

● **Long term:**

- Local events specifically held to promote products and results of WeLive;
- Press releases to disseminate results;
- Final local workshop inviting VIPs related to the national and local activities to present final results and get feedback for local exploitation opportunities;
- Organization of an official WeLive workshop, where to invite EC partners and European public and private organisms involved in smart cities policies and regulations;
- Hackathons and contests promoting the use of WeLive apps between local communities.

5. DISSEMINATION SUPPORT

To support the dissemination of content from the WeLive project, numerous initiatives have already been investigated or are currently being planned, principally concerning the branding of the project, the presence and visibility of the project in the Internet, the project distribution channels, the generation of media and the activities supporting relevant events. These initiatives can be grouped in two broad categories, namely:

- **Dissemination Elements**, such as project branding (logo, colours, symbols); Project brochures, posters and presentations; newsletters, articles, technical papers and press releases; project public deliverables, contributions to national and international working groups, etc.
- **Dissemination Channels**, e.g. a project website and a project and document management server; moreover, accounts in different social networks, a LinkedIn group, periodic newsletters.

In the further text is given a more detailed presentation of these initiatives.

5.1. DISSEMINATION ELEMENTS

The following elements and tools will be used:

5.1.1. *Project Branding*

Consistent branding helps reinforce the communication strategy of a project and strengthen the impact of dissemination activities. IES Cities has taken several measures to help create a strong, consistent, recognisable project identity. These measures include developing an appropriate project logo, preparing document templates, a project Fact Sheet and a project presentation.

● **Project Logo -**

The WeLive Logo was created to provide the project with a clear visual identity. WeLive logo is shown on the Figure 2. WeLive Logo represents: the city (blue color), and the people, citizens (red and green colour) who are working together on improvement of the services and quality of life in the city.



Figure 2 – WeLive Logo

● **Document Templates -**

Both Microsoft Word* document and Microsoft PowerPoint* presentation templates have been created and made available to the consortium to facilitate the adoption of a uniform “look and feel” for presentations. These templates employ consistent colour schemes and fonts, so that to establish a common appearance characterizing all the communication means used in the project.

5.1.2. Dissemination Material

- **WeLive flyers (leaflet).** An A6 flyer (leaflet) will be used as an economic way to promote WeLive tool in conferences.
- **Project Poster.** The Project Poster has been created in an A1 format to present the project and its first achievements. It contains:
 - a box describing the “project at a glance”, containing the main features of the project like number of months, funding, etc...;
 - the logo;
 - the list of partners;
 - explanation of the challenges, project objective and approach;
 - The list of identified apps that will be deployed in the mentioned cities

First version of the poster uses the WeLive template to reinforce branding and project identity. The poster can be found on the WeLive website [2].

- **Project Newsletter.** It will be published regularly every 6 months (2 per year). Newsletter will contain information about current status and activities on the project and detailed description what is done in each city/country in the publishing period. People who visit site can subscribe on project newsletter on the following link: <http://www.welive.eu/contact-us> [4].
- **Project deliverables.** All project deliverables will be published on the web site and available for downloading [5].

5.1.3. Contribution and Participation in Events

These dissemination mechanisms targeting more specific audiences:

- **Participation at Conferences and Workshops.** These events will be important in disseminating WeLive results and getting inputs to the project’s strategic actions from interested stakeholders.
- **Publications, presentations, posters.** The WeLive partners will identify suitable events to disseminate the projects results. This will be via presentations and posters, and will include industrial and scientific events, conferences, workshops, invited presentations, presentations to companies, etc.

Since there is a huge number of conferences and events in propulsive and growing area of smart cities, it is of importance to develop a strategy to decide at what conferences and other events will be of the best for the project to be represented and what types of action would be most profitable at different project phases. Below are given some key criteria to be considered:

- **Area of knowledge:** are those areas of research and knowledge involved in the development of the project.
- **Project’s budget:** The main economic support for the dissemination activities of the project comes from the European Commission, which sets limits to the amount of events that can be attended, the number of attendants or the production of support material. The Coordinators should carefully consider this constraint, ensuring that the actions can be distributed along all the project phases, and evaluate the possibility to use additional funding sources.
- **Location:** The location of an event may affect the costs of participation (in terms of both time and money), a factor that determines the geographical reach. Therefore, the main interest of the project will be events in Europe (especially in the countries of the consortium members) or of global scope.
- **Target attendance:** depending on the objectives of the attendance or the contents to be presented, actions based on the expected participants or attendants will be selected.

- **Chronology:** The dissemination effort will change along the different phases of the project. In the early phases the main goal will be to raise awareness in the potential users and in the scientific community, aiming also to attract the interest of people and organizations that could contribute to identify the requirements and participate in tests. In the final phases, when the final product is better defined and closer to become available on the market, the main goal will be to reach potential customers. As for the scientific community, the dissemination effort will be maintained constantly along the project's life in order to facilitate the exchange of knowledge and experiences.

The decision about what actions would be more beneficial for the project could be assisted by a quantitative evaluation based on the previous criteria, but ultimately it will depend on a subjective analysis of the consortium members with sufficient expertise in the different knowledge areas and specific needs to disseminate key contents.

In the Table 2 is given brief list of events that have been deemed as interesting by project partners:

<u>Event Name</u>	<u>Date</u>	<u>Website</u>
Smart City World Expo	17-19 November 2015	http://www.smartcityexpo.com/
SSR International Conference on Social Sciences and Information	29-30 November 2015	http://www.wikicfp.com/cfp/servlet/event.showcfp?eventid=48055
ICIST 2016	28 February – 2 March 2016	http://www.yuinfo.org/icist2016/
IoT Forum	31 May -2 June 2016	http://iot-week.eu/
Senzations '16	August 2016	http://senzations.net/
Telfor 2016	November 2016	http://www.telfor.rs/?lang=en

Table 2 – Events that will be considered as target for Dissemination

The participation to an event will consist of a three-step process, namely:

- **Before the event:** Applying to publish paper, posters, or participating in round tables; making registration and taking care of logistics;
- **During the event:** Making demos, distributing marketing material, recording video, taking photos, collecting documents and information about participants and relevant projects, etc.;
- **After the event:** Analysing gathered information (identifying relevant personal or institutional contacts worth to be followed, or key technological issues that could have impact on the project) and sending out press notes.

5.2. DISSEMINATION CHANNELS

In order to approach a broad technical and non-technical audience, the WeLive consortium used a project web-page, and social networks. The following key actions are needed to spread the key message and let people and institutions know where to find more information on the project:

- **Setting up a public website** and letting search engines to include it in their results associated with some key terms will allow potentially interested people to discover the website more easily;

- **Setting up accounts in the main social networks** (e.g. Facebook, Twitter, LinkedIn) and adding contents and contacts to them will help create a network of people and institutions engaged in a long-term communication process, through which the contents created by each partner are shared and their distribution to third parties is facilitated.

In the later phases, keeping the website updated will increase the probability that search engines will bring more people to the website, and motivate them to share information. In fact, making clear to the Web audience where to find updated contents such as news or entries in blogs, and forums increases the motivation of users to return frequently. Moreover, allowing the subscription to periodical newsletters improves the chances that people remember of the project and stay up-to-date about the project status with minimum effort.

More details about Website and Social Networks account can be found in D6.3 - *Website, Communication Assets and Dissemination material V1* [10]. Here, for the sake of completeness of deliverable only brief descriptions are provided.

5.2.1. Website

A project website is designed, set up and will be continuously updated throughout the project duration. The project web site is located in www.welive.eu [2]. It contains a public part and a protected, private part. The public section contains general information aiming at dissemination of the project: a description of the project, objectives, structure, consortium, agenda, public deliverables, etc. The web site is regularly updated with the public results and deliverables of the project as well as with news, agenda, events and articles about project results. As an initial contact point for both general public and WeLive users and stakeholders, the project website presents an overview of the work being carried out by WeLive.

In order to get a better understanding of the usage of the WeLive project website, it was registered with the free Google Analytics facility. Google Analytics is expected to help the consortium determine the effectiveness of its web tools and targeted dissemination activities. In next interactions of this and other documents related to the dissemination activities first statistics will be presented and analysed.

5.2.2. WeLive Project Management Web Application (Redmine)

Redmine [1] is a project management system including Gantt charts, a calendar, a roadmap, and other helpful features that can be used to keep track of what is going on with software development projects. Redmine also provides news and document management tools, a per-project wiki, and per-project forums. In this project, Redmine will be mainly used as a file server.

5.2.3. Social Networks Accounts

WeLive will actively use social networks to promote the results. The main idea is to create profiles and disseminate information and engage in crowdsourcing through social networks such as Facebook, Twitter, and LinkedIn. Three social network profiles (Twitter [6], Facebook [7] and LinkedIn [8]) are set-up at the very beginning of the project including public information about the WeLive project. These profiles are available from at the end of May 2015 and will be regularly updated.

5.2.4. Other Channels

- **Meetups.** Regular informal meetups of people from different walks of society (i.e. stakeholders) interested in developing or using IoT technology.

- **YouTube videos.** Promote project ideas and results through YouTube videos.
- **Press Releases and other media coverage.** Press releases will be used to disseminate WeLive project results to wider audience. Also, local or global TV networks, where possible, will be informed about the project activities.
- **Mailing lists.** The consortium has set up numerous mailing lists to support the targeted dissemination of material created in the project. The most of these lists are used for internal consortium purposes only, but also external distribution lists is set up and is used when required to support dissemination activities to a wider audience.

6. DISSEMINATION ACTIVITIES

This Section contains the dissemination activities carried out during the project and will be constantly updated during its lifetime. It will contain dissemination materials created by the partners, information on the organization and the participation to events, papers and contribution to conference and journals, etc.

The tables given in the following subsections, summarizing each a type of activity, will be mostly empty in the first version of the Dissemination plan, and will be completed during the project duration.

6.1. DISSEMINATION MATERIALS

In order to raise the awareness of the WeLive project within the European community, a WeLive website was setup, describing the project backgrounds, the latest developments, brochures and corporate identity.

<u>Item</u>	<u>Description and type</u>	<u>Responsible partner(s)</u>	<u>Date</u>	<u>Status</u>
WeLive Logo	Logo of the project	DNET	1/4/2015	DONE
Fact sheet	2-page pamphlet to give a general idea of the project	DNET/TECNALIA		Planned
Web site	Public website	DNET	1/4/2015	DONE
Project presentation	Project presentation, created following the unique template of WeLive	TECNALIA	1/2/2015	DONE
Twitter account	WeLive account in the social media	DNET/UDEUSTO	1/5/2015	DONE
Facebook account	WeLive account in the social media	DNET/TECNALIA	1/5/2015	DONE
LinkedIn account	WeLive account in the social media	DNET	1/5/2015	DONE
General poster	Poster of the project	DNET/TECNALIA	31/7/2015	DONE
Project leaflet	2-page pamphlet to give a general idea of the project	DNET/TECNALIA	31/7/2015	DONE
Trento council website	Publishing of the results of the "Trento Smart City" poll	TRENTO and FBK	24/07/2015	DONE
Project description in the Wikipedia	A Wikipedia entry about WeLive Project.	DNET		Planned
WeLive Video	Project Presentation video	DNET/TECNALIA/NS		Planned

Table 3 – List of dissemination material

6.2. GENERAL PURPOSE EVENTS

Besides pure promotional activities related to WeLive, it is planned to be present at general events to create interest for future user groups.

<u>Event</u>	<u>Contribution (description and type)</u>	<u>Participant(s)</u>	<u>Date</u>	<u>Status</u>
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Novi Sad, a smart city – activities and opportunities, at the City Assembly of Novi Sad	Presentation of the WeLive project	DNET, NS, INF	2/02/2015	DONE
AMETIC – Citizen Experience. Madrid (Spain)	Presentation of the WeLive project	TECNALIA	03/2015	DONE
Smart to Future Cities 2015: Urban IoT enabling Smart Citizens in the resilient, Smart City. London (U.K)	Presentation of the WeLive project	BILBAO	28-29/04/2015	DONE
Helsinki Region smart city	Set of workshops for gathering ideas from different stakeholders	LAUREA	05/2015	DONE
City & Citizens/companies: “Building the City”	Set of workshops for gathering ideas from different stakeholders	TECNALIA, UDEUSTO, BILBAO and EUROHELP	06/2015	DONE
Novi Sad – Smart City workshop	Set of workshops for gathering ideas from different stakeholders	NS, INF and DNET	07/2015	DONE
Trento's National Festival of Professions	Participation in this event as representatives of WeLive Project	FBK and TRENTO	17/10/2015	DONE
IEEE International Smart Cities Conference (Guadalajara - Mexico)	Presentation of the Project concept and main objectives	TRENTO and FBK	26-28/10/2015	DONE
ICT Event 2015, Lisbon (Portugal)	Attendance to different workshops related to public services	TECNALIA, UDEUSTO, FBK and ENG	10/2015	DONE
Laurea WeLive seminar	Presentation of the WeLive project	LAUREA and TECNALIA	16/12/2015	Planned

Table 4 – General purpose events attended

6.3. SCIENTIFIC & TECHNOLOGICAL EVENTS & PRESENTATIONS

Consortium partners will use local scientific events to publish the technology behind WeLive, so that to address companies and describe deployment opportunities of WeLive.

<u>Event</u>	<u>Contribution (description and type)</u>	<u>Participant(s)</u>	<u>Date</u>	<u>Status</u>
Research workshop at Halmstad	Presentation given “Towards Smarter Inclusive Cities” at	UDEUSTO	16/09/2015	DONE

University	Halmstad University, Sweden, http://morelab.deusto.es/news/view/towards-smarter-inclusive-cities-talk-at-halmstad-university/			
ICities 2015 Workshop	Presentation of the project. “Co-creation of User centric Public Services for Open Governance” at ICities 2015 (http://www.dicgim.unipa.it/networks/icities2015/)	ENG	30/10/2015	DONE
Work session on Advanced Interaction and Smart Cities	Presentation given “Enabling Smarter Cities through Internet of Things, Web of Data & Citizen Participation” at University of Castilla La-Mancha, Ciudad Real, Spain, http://morelab.deusto.es/news/view/smarter-cities-talk-in-uclm-ciudad-real/	UDEUSTO	04/11/2015	DONE
ICERI - International Conference on Education, Research and Innovation 2015	Presentation of the paper at ICERI 2015. Seville, Spain, https://iated.org/iceri/	LAUREA	16/11/2015	Planned
SSR International Conference on Social Sciences and Information	Presentation of the paper. Tokyo, Japan, http://www.ssr-ssi.net/	LAUREA	29-30/11/2015	Planned

Table 5 – Scientific and technological events attended

6.4. FACE TO FACE PRESENTATIONS

Face-to-face meetings or briefings are a very effective way to reach decision makers on the one hand and obtain feedback from them on the other. For the future contacts from conferences, exhibitions and other events are planned to be exploited in order to deepen the relationships with external partners.

Target	Contribution (description and type)	Participant(s)	Date	Status
Zaragoza City Council (Spain)	Presentation of the Project concept and main objectives	TECNALIA	05/2015	DONE
Majadahonda City Council (Spain)	Presentation of the Project concept and main objectives	TECNALIA	06/2015	DONE
PWC Spain	Presentation of the Project concept and main objectives	TECNALIA	06/2015	DONE
Espoo city	Presentation of the project	LAUREA	27/02/2015	DONE

			and 03/06/2015	
Sevilla City Council (Spain)	Presentation of the Project concept and main objectives	TECNALIA	07/2015	DONE
Malaga City Council (Spain)	Presentation of the Project concept and main objectives	TECNALIA	07/2015	DONE
Workshop in local community Gavriilo Princip in Novi Sad	The promotional campaign "Novi Sad - Smart City"	DNET, NS, INF	07/2015	DONE
Workshop in local community Narodni Heroji in Novi Sad	The promotional campaign "Novi Sad - Smart City"	DNET, NS, INF	07/2015	DONE
Workshop in local community Slana bara in Novi Sad	The promotional campaign "Novi Sad - Smart City"	DNET, NS, INF	07/2015	DONE
Workshop in local community Boško Buha in Novi Sad	The promotional campaign "Novi Sad - Smart City"	DNET, NS, INF	07/2015	DONE
Workshop in Novi Sad City Hall	Workshop on development of the Novi Sad Sustainable Development Strategy	NS	24/08/2015	DONE
Workshop in Novi Sad City Hall	Workshop on development of the Novi Sad Sustainable Development Strategy	NS	25/08/2015	DONE
Workshop in Novi Sad City Hall	Workshop on development of the Novi Sad Sustainable Development Strategy	NS	26/08/2015	DONE
Espoo city	Presentation of the project and Workshop	LAUREA and CNS	22/10/2015	DONE
IEEE International Smart Cities Conference (Guadalajara - Mexico)	Presentation of "Trento Smart City" in the "IEEE Core Smart Cities Prospective" Plenary Pannel, with a specific part regarding WeLive	TRENTO	27/10/2015	DONE

Table 6 – Face to face presentations

6.5. PRESS CONFERENCES

Press conferences are usually organized by the municipalities of the WeLive consortium, to disseminate results of the project to the local mass media.

Location	Contribution (description and type)	Participant(s)	Date	Status
Novi Sad	Presentation of the WeLive project with local TV journalist.	DNET	13/05/2015	DONE

Novi Sad	Cooperation on creation ideas and innovations. Press Release http://www.ekapija.com/website/sr/page.php?doc=1153778&plang=0	DNET	28/05/2015	DONE
Bilbao	Renewal of a Cooperation Agreement. Press Release http://www.spri.eus/es/actualidad-spri/noticias/tics-welive-e-ies-cities-dos-proyectos-para-la-ciudad-inteligente-coordinados-desde-euskadi	TECNALIA and UDEUSTO	03/07/2015	DONE

Table 7 – Press conferences organized by partner municipalities

6.6. GENERAL PURPOSE PUBLICATIONS

Consortium partners contribute to dissemination by publishing general purpose papers to reach the wider public.

<u>Venue</u>	<u>Contribution (description and type)</u>	<u>Participant(s)</u>	<u>Date</u>	<u>Status</u>
Novi Sad (Serbia)	Cooperation on creation ideas and innovations	DNET	28/05/2015	DONE
Madrid (Spain)	White paper on Smart Destinations: WeLive as success story	TECNALIA	10/2015	DONE

Table 8 – General purpose publications produced

6.7. SCIENTIFIC ARTICLES AND TECHNICAL PUBLICATIONS

Consortium partners participate to conferences, exhibitions and project reviews worldwide to present the WeLive project.

<u>Event</u>	<u>Contribution (description and type)</u>	<u>Participant(s)</u>	<u>Date</u>	<u>Status</u>
ICERI - International Conference on Education, Research and Innovation 2015	Presentation of the paper	LAUREA	16/11/2015	Planned
SSR International Conference on Social Sciences and Information	Presentation of the paper	LAUREA	29-30/11/2015	Planned

Table 9 – Scientific articles and technical publications produced

7. INTERNAL DISSEMINATION ACTIVITIES

7.1. FACE TO FACE MEETINGS AND REGULAR PHONE CONFERENCES

Face to face meetings and conferences are an integral part of the communication strategy and the Consortium will meet, at a minimum, every three months. Efforts will be made to reduce travel costs (choosing cost-effective locations, fixing dates well in advance, etc.) without compromising the integrity of the communication strategy.

Additional phone conferences and net meetings will be called if and when useful, as a suitable way to reduce travel costs and to exchange information about the progress within single tasks. There will be a project Kick-off Meeting and three kinds of regularly scheduled meetings:

MEETING	WHEN	WHO	WHAT
Project Kick-off	Project start-up (face-to-face)	All project members	To discuss the work plan, the structure of the project organisation, the flows of information and to promote creativity and co-operation
WP Meetings	Quarterly (F2F), in conjunction with PTC meetings Monthly (PhC)	WPLs and TLs	To focus the work within a WP; a status report is generated for PTC and distributed to all participants
PTC	Quarterly	WPL and additional tech. staff	To co-ordinate and monitor the work of different WPs, discussing the project work progress and co-ordination, outstanding actions, and ad hoc issues.
PMB	Six-monthly in conjunction with PTC meetings	PC, PTC, WPLs	To control the whole project commitment to the final objectives, costs and deadlines. To control the progress regarding the final goal of the project.

Table 10 – Meetings schedule

As soon as a meeting is known to be arranged, the chairperson of the meeting (Member Manager of the partner hosting the meeting) shall communicate the other interested parties the place and date(s). Invitation with the agenda shall be sent at least 2 weeks prior to the meeting by the corresponding chairperson, i.e., by the PAM for the PMB, the PTM for the PTC, WPL for WPs or Task Leaders for specific tasks. The agenda shall be deemed to be accepted unless one or more of the Parties notifies the chairperson and the other Parties in writing of additional points to the agenda, at the latest 2 working days before the meeting date. Minutes of Meetings shall be transmitted to the Parties by the chairperson within 4 weeks after the meeting date. The minutes shall be considered as accepted by the other Parties if, within 2 weeks from receipt, no Party has objected in writing to the chairperson. Minutes of Meeting should be published on the project file server within 4 weeks days after the approval. Finally, partner presentations shall be transmitted to the chairperson by the Parties within a week after the meeting. Presentations should be published on the project file server by the chairperson.

7.2. PROJECT FILE REPOSITORY

The project file server will be managed by the REDMINE tool. D7.3 – *Consortium Operating Procedures v1* contains a quick introduction guide [9]. Access to the tool is also possible via the web site or: <http://redmine.welive.eu/>

Each organisation has an account. The username was provided by TECNALIA to the partners which were supposed to receive a mail from redmine@welive.eu including your account information. As soon as received this mail, it was recommended to sign into redmine and proceed to create a new password.

7.3. MAILING LISTS

To avoid unnecessary mailing messages, senders carefully select the recipients to the narrowest audience possible. There are few project mailing lists created, related to the specific scope of work (more about this lists could be found in D7.3):

- PROJECT ADMINISTRATIVE MANAGER (PAM)
- PROJECT MANAGEMENT BOARD (PMB)
- PROJECT TECHNICAL MANAGER (PTM)
- PROJECT TECHNICAL COMMITTEE (PTC)
- PILOTS MANAGEMENT COMMITTEE (PMC)
- ETHICS BOARD (EB)

Finally, complementary to the previous mailing lists and taking into account that most of the partners have efforts in all WPs, a list where all members of the technical teams responsible for the daily performance of specific Work Packages was created. The main objective of this list was to stimulate the interaction between the partners allowing all members to know about the main advances in the project work assuring the timely execution of tasks.

8. CONCLUSIONS

This document presents WeLive project communication and dissemination activities, dissemination objectives, target groups and strategy are defined. Dissemination elements, dissemination channels and activities are demonstrated. Internal dissemination activities are explained.

These materials will be continuously reviewed and updated throughout the project lifetime to support the emerging and evolving needs of the project. The goal will be to target the dissemination of WeLive project results for maximum impact in as efficient a way as possible.

9. COMMENTS FROM EXTERNAL REVIEWERS

9.1. UNIVERSITY OF LAUREA (LAUREA)

November 11th, 2015

<u>Issue</u>	<u>Yes</u>	<u>No</u>	<u>Score</u> (1=low to 5=high)	<u>Comments</u>
Is the architecture of the document correct?	x		5	
Does the architecture of the document meet the objectives of the work done?	x		5	
Does the index of the document collect precisely the tasks and issues that need to be reported?	x		5	
Is the content of the document clear and well described?	x		5	
Does the content of each section describe the advance done during the task development?	x		5	
Does the content have sufficient technical description to make clear the research and development performed?	x		5	
Are all the figures and tables numerated and described?	x		5	
Are the indexes correct?				
Is the written English correct?	x		4	Some preposition errors
Main technical terms are correctly referenced?	x		5	
Glossary present in the document?	x		5	

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9.2. INFORMATIKA (INF)

November 11th, 2015

<u>Issue</u>	<u>Yes</u>	<u>No</u>	<u>Score</u> (1=low to 5=high)	<u>Comments</u>
Is the architecture of the document correct?	Yes		5	
Does the architecture of the document meet the objectives of the work done?	Yes		5	
Does the index of the document collect precisely the tasks and issues that need to be reported?	Yes		5	
Is the content of the document clear and well described?	Yes		5	
Does the content of each section describe the advance done during the task development?	Yes		5	
Does the content have sufficient technical description to make clear the research and development performed?	Yes		5	
Are all the figures and tables numerated and described?	Yes		5	Table 9 have two times.
Are the indexes correct?	Yes		5	
Is the written English correct?	Yes		5	
Main technical terms are correctly referenced?	Yes		5	
Glossary present in the document?	Yes		5	

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10. ABBREVIATIONS

EB	Ethics Board
F2F	Face to Face
ICT	Information and Communication Technology
PA	Public Administration
PAM	Project Administrative Manager
PMB	Project Management Board
PTM	Project Technical Manager
PTC	Project Technical Committee
PMC	Pilots Management Committee
TL	Technical Leader
WPL	Work Package Leader

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