



Reality Sensing, Mining and Augmentation
for Mobile Citizen–Government Dialogue

FP7-288815

D6.1

Initial Project Publicity Material

Dissemination level:	PU
Contractual date of delivery:	Month 3, April 2012
Actual date of delivery:	Month 18, July 2013
Workpackage:	WP6 Dissemination and Exploitation
Task:	T6.1 Dissemination
Type:	Report
Approval Status:	PMB Final Draft
Version:	0.2
Number of pages:	20
Filename:	D6.1-InitialProjectPublicityMaterial-Final_v0.2.docx

Abstract

This deliverable includes the design of the project website, the project brochure, and templates to be used for dissemination purposes. This deliverable also includes the logos of the project and the partners, to be included for future dissemination purposes.

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This work was supported by the EU 7th Framework Programme under grant number IST-FP7-288815 in project Live+Gov (www.liveandgov.eu)

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3. Yucat BV
4. Mattersoft OY
5. Fundacion BiscayTIK
6. EuroSoc GmbH

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History

Version	Date	Reason	Revised by
Beta_1.0	June 14 2013	Document created to group Initial Project Publicity Material	All consortium partners
Final_v0.1	June 23 2013	Ready for review version	Pekka Kaarela, Harald Keuchel
Final_v0.2	July 5 2013	Review changes made	

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Executive Summary

This deliverable is a collection of the initial material produced for the dissemination of the project. It includes digital and printable material, and includes the graphical detail of both the project and the partners, to be used in further production of publicity material for the project.

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1 Introduction

As a start for the dissemination activities, having digital and printable publicity material is the first step in order to share information with those who are interested, or who are reached in order to create their interest.

The project will target activities for communication of the objectives and dissemination of the different phases of the project, as will be further detailed in the dissemination plan, deliverable 6.2. The initial publicity material included in this deliverable will have a follow up and will be updated as time goes by and the project progresses.

2 Project Web Site

2.1 www.liveandgov.eu

The project web site has been developed with the purpose of giving information to visitors about the aims and goals of the project, the composition of the consortium and details of the partners, as well as to be a place where the public deliverables can be accessed.

As this project is focused on eParticipation, the web page has been designed from the beginning with the final users in mind, and for this reason the use cases of the project have a predominant presence, as they will give the visibility of the results to citizens.

The contents for the use cases will be updated with the progress of work, and a version in the language of the area where the tests take place will be created so this web can be an information point for trial users. The web page is also readable on mobile phones.

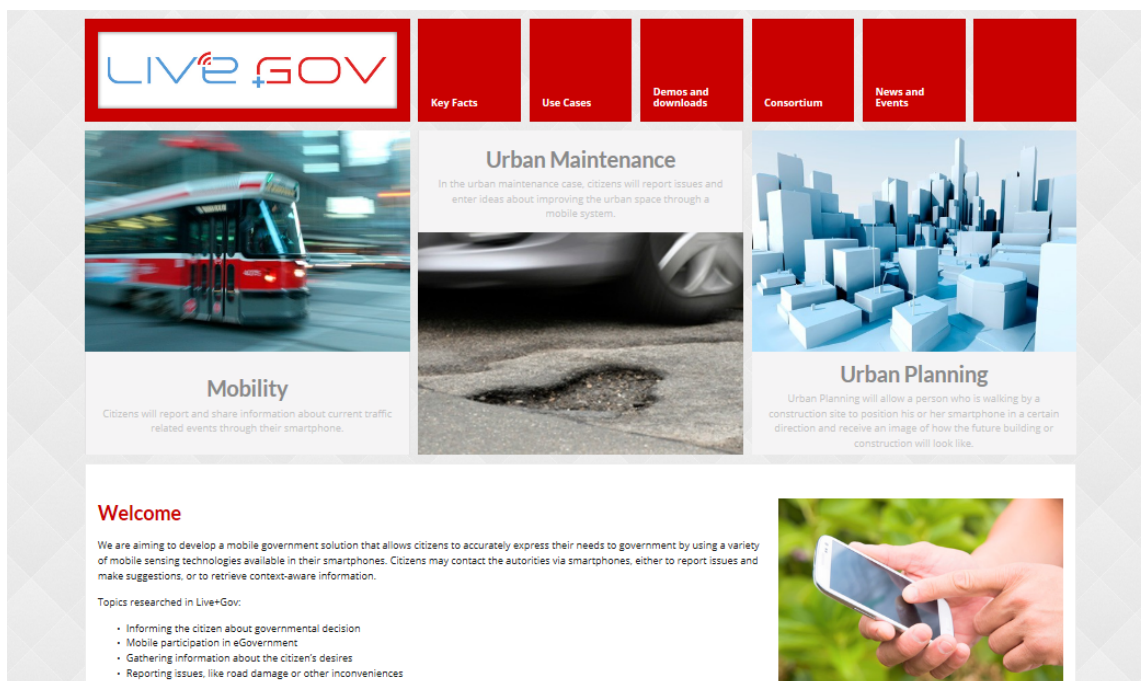


Figure 1: Live+Gov web page – Home Page

2.1.1 Key Facts

This section includes all of the official details about the project and the mention to the funding received from the European Commission.

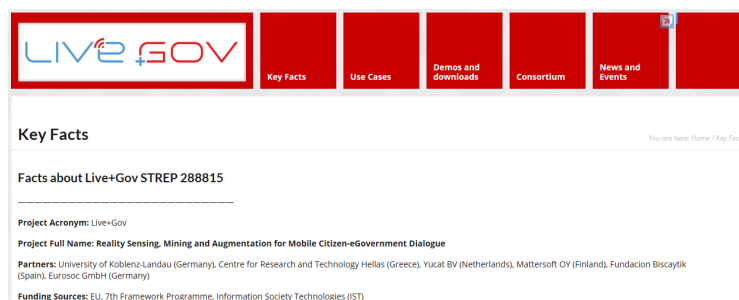


Figure 2: Live+Gov web page – Key Facts

2.1.2 Use Cases

The use case section is an important part of the web page as it will be used as a point of information where users of the trial can access more information, not only about the project in general, but also about the use case specifically of their interest. Here there will be space for information in the language of the use case trial locations, so as to reach a greater number of test users or interested locals.

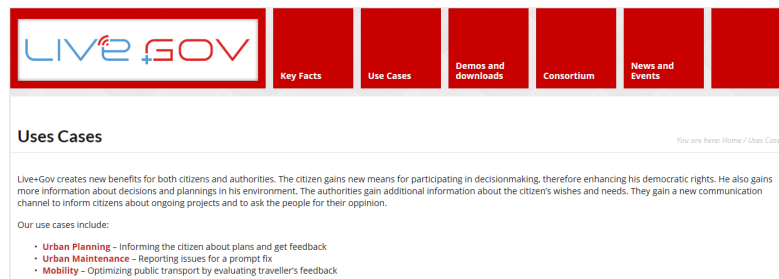


Figure 3: Live+Gov web page – Use Cases

2.1.3 Demos and downloads

The demos and downloads section is where public deliverables and results can be downloaded. Trial applications will also be available here.

This section also contains the main publicity material of the Live+Gov project.

2.1.4 Consortium

The consortiums section explains the composition of the consortium and some key facts of the participants from each partner, as well as a small description about the activity of each one.

2.1.5 News and Events

The news and events section has the relevant news about the public activity of the project and the information of interest related to the participation in different conferences.

This section is fed by the contribution of all partners.

2.2 Live+Gov Newsletter

A newsletter will be generated and available on the web page when relevant results come from the project. The way these newsletters will be generated will be further detailed in the dissemination plan, but they will follow a common design.

A user will be able to sign up sending an email in order to receive the newsletters from then on.



Figure 4: Live+Gov Newsletter template

3 Printable material

3.1 Project Brochure

The project brochure is a very useful dissemination tool for in person conferences or meetings, as it is a brief and visually attractive summary of the project, including the goals, the partners, and the acknowledgment of the FP7 Funding.



Figure 5: Live+Gov brochure cover



Figure 6: Live+Gov brochure inside

3.2 Project Poster

The project poster is also a fundamental tool for giving visibility in certain type of events where the project is granted physical space, or for giving visibility in the location decided upon by partners to be of interest for disseminating the work being done.

The poster features the 'LIVE+GOV' logo at the top. The main title is 'Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue'. Below this, it identifies the project as 'Small of medium-scale focused research project (STReP) FP7-ICT-2011-7'. A paragraph describes the project as a European research effort involving two universities and four companies to create a mobile solution for citizen needs. The poster is divided into three columns: 'Urban Planning', 'Urban Maintenance', and 'Mobility'. Each column contains a 'WHY?' section explaining the problem and an 'OBJECTIVE' section describing the project's goals. At the bottom, it provides the website 'www.liveandgov.eu' and lists the project's funding, partners, coordinator, name, acronym, grant agreement, strategic objective, length, and start date.

LIVE+GOV

Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue

Small of medium-scale focused research project (STReP) FP7-ICT-2011-7

Live+Gov is a european research project where two universities and four companies work together to create a mobile solution to allow citizens to accurately express their needs to government by using smartphones, offering new possibilities to take advantage of a collective citizen intelligence by authorities.

Urban Planning	Urban Maintenance	Mobility
<p>WHY? The task of urban planning is very complicated. At the same time, citizens frequently have the feeling that governments do not tell them all the facts involved in urban planning projects leading to discontent with the administration.</p> <p>OBJECTIVE Citizens who use smart-phones will be able to preview 2d/3d models that show the impact and results of new infrastructures – as they are located and oriented in the real world. This will allow a dialogue between governments and citizens: people will be given a chance to appropriately judge plans for urban development and to collectively participate in the decisions about the future of their surroundings.</p>	<p>WHY? In the current situation, it takes a lot of effort and administrative knowledge for citizens to report an issue in the public space, although they are most knowledgeable about disturbing issues as they experience the (lack of) maintenance every day.</p> <p>OBJECTIVE It is the aim of Live+Gov to crowd-source aspects of the monitoring of public spaces to citizens such that they are able to contribute to the improvement of their environment. The crowd-sourcing of monitoring will not only lead to faster response times of the administration for safety critical maintenance tasks, but it will also include a notion of urgency on those issues that are nuisance to a larger citizenry.</p>	<p>WHY? Until now, the complex behavior of passengers could hardly be taken into consideration for optimizing the system, because passenger polls would reach only a tiny fraction of the population and could not capture the diversity of citizens' needs.</p> <p>OBJECTIVE By capturing the input of citizens using smart-phones, Live+Gov will achieve a new level of information about individual travel observation and needs. As citizens provide and receive real-time information about traffic-related events observed by other users, citizens can optimize their means of transport. On the other hand, comprehensive data may be used by policy makers to optimize the means of transport.</p>

For further information please visit: www.liveandgov.eu


Funded by: **Partners:** UNIVERSITÄT KOBLENZ · LANDAU YUCAT INFORMATION TECHNOLOGIES INSTITUTE


MATTERSOFIT BiscayTIK Biskaya Foru EuroSoc

Project coordinator: Matthias Thimm, University of Koblenz, Germany – thimm@uni-koblenz.de
Project name: Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue.
Acronym: Live+Gov
Grant agreement: 288815

Strategic objective: Information Society Technologies (IST)
Length: 36 months
Start: 01.02.2012

Figure 7: Live+Gov Poster (2012)






Live+Gov: Reality Sensing, Mining and Augmentation for Mobile Citizen-Government Dialogue

Small or medium-scale focused research project (STReP) FP7-ICT-2011-7


Scenario

Get and contribute information about your environment:

- Report issues like road damage and follow the repair process
- Get augmented reality presentations about urban planning and vote on alternatives
- Improve public transport planning
- Use the capabilities of Reality Sensing, Augmented Reality and mobile Government or eParticipation



Report issues and follow the repair process with your mobile



Improve public transport planning:
Minimize waiting times


Objectives

- Bringing policy makers closer to citizens
- Informing the citizen about governmental decision
- Mobile participation in eGovernment
- Gathering information about the citizen's desires
- Reporting issues, like road damage or other inconveniences
- Enabling transparent and citizen-centered authorities
- Augmented reality
- Reality mining


Live+Gov

We are developing a mobile government to capture Citizen's needs and inform about governmental planning by using a variety of mobile sensing and augmented reality technologies available in the smartphone.

Citizens may contact the authorities via smartphones to report issues, make suggestions, or to retrieve context-aware information.



The pillars of Live+Gov




Enhancing Information via Augmented Reality

Key Facts



- Duration 30 Month
- Begin 01.02.2012
- 6 European Partners
- Funded by EU, 7th Framework Programme, Information Society Technologies (IST)



Funded by:




SEVENTH FRAMEWORK PROGRAMME

Our Partners:



Steffen
Staab

Sergej
Sizov

Matthias
Thimm

Sebastian
Magnus

<http://liveandgov.eu>

Prof. Dr. Steffen Staab
 WeST – Institute for Web Science and Technologies
<http://west.uni-koblenz.de>




Figure 8: Live+Gov Poster by University of Koblenz (2012)

3.3 Project Fact Sheet

The project Fact Sheet includes all of the key facts of the project and a short summary of the objectives in one page to be included when it is desired to include these details in this format.



FACT SHEET

Live+Gov STREP 288815
Project Acronym: Live+Gov
Project Full Name: Reality Sensing, Mining and Augmentation for Mobile Citizen-eGovernment Dialogue
Partners: University of Koblenz-Landau (Germany), Centre for Research and Technology Hellas (Greece), Yucat BV (Netherlands), Mattersoft OY (Finland), Fundacion Biscaytik (Spain), Eurosoc GmbH (Germany)
Funding Sources: EU, 7th Framework Programme, Information Society Technologies (IST)
Begin: 01.02.2012
Duration: 36 months
Funding: 2.453.012,00 euros (Total budget 3.273.820,00 euros)
Contact: Project Coordinator Matthias Thimm, University of Koblenz, Germany. thimm@uni-koblenz.de
Project web page: www.liveandgov.eu

Bringing policy makers closer to real life of citizens is the objective of Live+Gov. We will develop a mobile government solution that allows citizens to accurately express their needs to government by using a variety of mobile sensing technologies available in their smartphones (GPS; image/audio recording; compass, orientation sensors, etc.) next to established means of mobile eParticipation such as textual input and output. Sensing and mining data from the real world, such as geo-located images of street damages or GPS track recordings during traffic disruption, government achieves accurate analyses of citizens' needs and opinions and can take advantage of a collective citizen intelligence.

Live+Gov develops novel policy models and links data contributions by citizens to existing administration processes. The Live+Gov key feature is that it fully exploits the capabilities of widely proliferated smartphones for mobile eParticipation, rendering an augmented reality of governmental actions and plans, such that citizens obtain fast and comprehensive feedback on issues they encounter. Anonymization, data randomization and access control will safeguard against misuse and ensure privacy for all involved.


Success of Live+Gov will be measured through three live field trials (mobility, urban maintenance, urban planning) conducted by partners already operating end-user platforms in these domains and reusing existing governmental data: Yucat Netherlands (operating an existing portal for dialogues between citizens and regional policy makers, with over 100.000 real users), BiscayTIK (IT supplier for local governments in the Region of Biscay) and Finnish company Mattersoft (developer of platforms for managing traffic and public transportation systems).

Funded by:



Partners:








Figure 9: Live+Gov Fact Sheet

4 Social Media Profiles

Social media profiles have been created with the aim of creating a community of interest and as another channel for sharing results and interesting information related directly or indirectly with the Live+Gov project in order to reach the goal of disseminating the project.

4.1 Live+Gov in Twitter

Twitter is a very dynamic and participating environment, both for professional and entertainment issues. Live+ Gov's activity in Twitter will increase as results come from the project. The initial strategy adopted meanwhile is to share content about subjects related to the project like augmented reality, data mining, sensing, eparticipating among others.

Twitter is the easiest social media network of the ones contemplated to achieve communication results and establish a conversation.



Figure 10: Live+Gov Twitter account (<https://twitter.com/liveandgov>)

4.2 Live+Gov in Google+

Google+ is the social media network developed by Google. This account helps positioning the Live+Gov content among the Google Search Results, and has been set up for when the project developments are ready, in order to be able to promote them.

Google+, together with LinkedIn, are currently the most difficult environments to establish communication with other people.

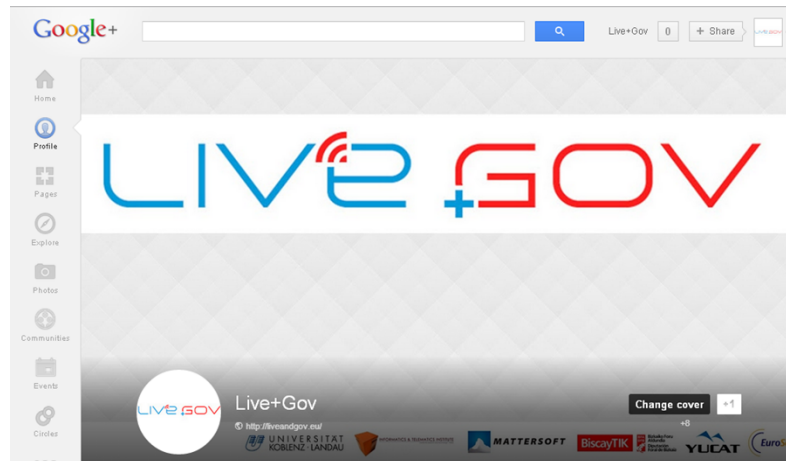


Figure 11: Live+Gov Google+ account

(<https://plus.google.com/u/0/b/102671396619707753364/102671396619707753364/posts>)

4.3 Live+Gov in Facebook

Live+Gov's account in Facebook is actually called a Fan Page, as it belongs to a company (in this case, a project) instead of a person, and "friends" are called "fans".

The same happens in this case as in Twitter, the Fan Page initially shares content related to the topics of project. As the project evolves there will be space for own contents. In this case, videos and photographs are better welcome than articles.

Figure 12: Live+Gov Facebook account (<http://www.facebook.com/LiveandGov>)

4.4 Live+Gov in LinkedIn

LinkedIn is a professional net. The Live+Gov account is a firm profile where to share novelties about the project and where other professionals can see a description of it. The value of this profile will increase with the evolution of the project.

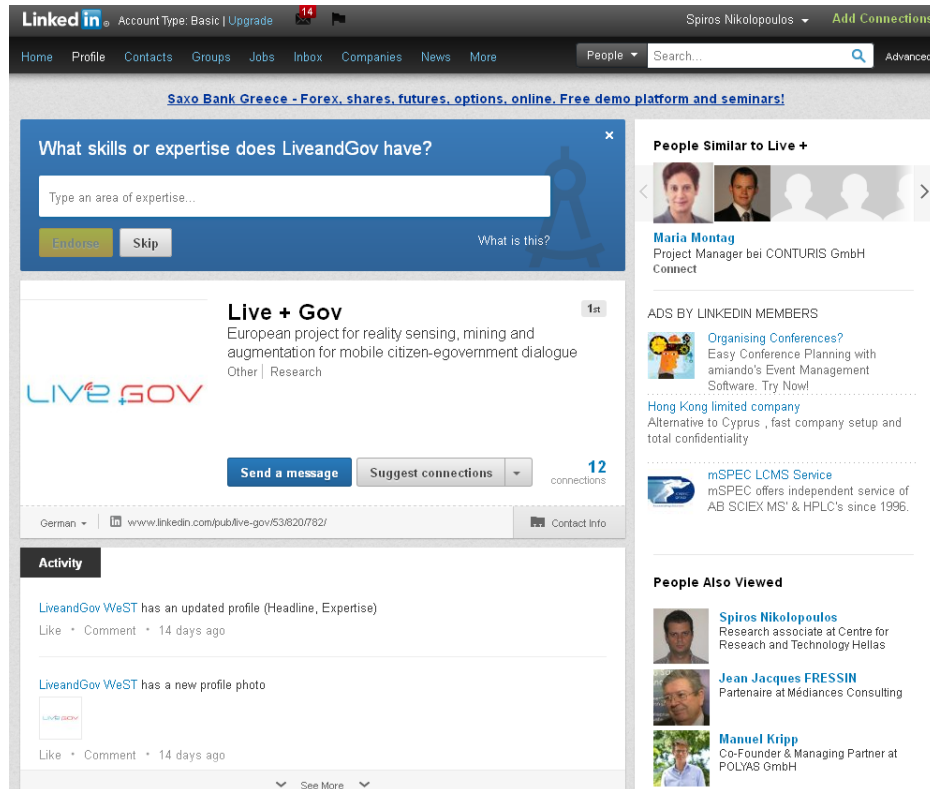


Figure 13: Live+Gov LinkedIn account (<http://www.linkedin.com/pub/live-gov/53/820/782>)

4.5 Listed Live+Gov web presence

The following list includes all of the relevant links to Live+Gov content on the web.

Official Project Website

<http://liveandgov.eu/>

Twitter

<https://twitter.com/liveandgov>

Google+

<https://plus.google.com/u/0/b/102671396619707753364/102671396619707753364/posts>

LinkedIn

<http://www.linkedin.com/pub/live-gov/53/820/782>

Facebook

<http://www.facebook.com/LiveandGov>

Live+Gov at the Institute for Web Science and Technologies (WEST) (UKOB)

<http://www.uni-koblenz-landau.de/koblenz/fb4/AGStaab/Projects/livegov>

Live+Gov at ITI Main in English and Greek (CERTH)

<http://www.iti.gr/iti/projects/Live+Gov.html>

Live+Gov at ITI Multimedia Group (CERTH)

<http://mklab.iti.gr/content/livegov-reality-sensing-mining-and-augmentation-mobile-citizen%E2%80%93egovernment-dialogue>

Live+Gov at Mattersot in Finish and English (MTS)

<http://www.mattersoft.fi/kehityshankkeet.html> (Finnish)

<http://www.mattersoft.fi/en/research.html> (English)

Live+Gov on the EuroSoc pages (EuSoc)

www.eurosoc.de

Live+Gov at BiscayTIK Foundation (BiscayTIK)

<http://www.biscaytik.eu/es-ES/Centro-Conocimiento/LiveandGov/Paginas/default.aspx>

5 Logos

A fundamental issue when delivering publicity and dissemination material are the logos. For this reason we have created a specific section as we find it especially useful for the consortium as a reference point in order to use the correct graphical material when designing own material for dissemination purposes.

5.1 Live+Gov project and FP7 Logos



Figure 14: Live+Gov logo

All publications (deliverables, papers, press releases, etc.) must pay credit to EU funding and include the following statement:

This work was supported by the EU 7th Framework Programme under grant number IST-FP7-288815 in project Live+Gov (www.liveandgov.eu)



Figure 15: FP7 logo



**This project is funded by
the European Union**

Figure 16: Logo of the European Union

Additional information about the rules that must be followed when including the FP7 and European emblem can be found at the following links:

http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf

http://ec.europa.eu/research/participants/portal/ShowDoc/Extensions+Repository/General+Documentation/Guidance+documents+for+FP7/Communication/Coomunicating-Research-120925-WEB_en.pdf;efp7_SESSION_ID=5LjXRLFd8MfysJJyVCcTTdKfLx9GyvJL2Yz6sLzDGpLrn889VNvJ!1819829539

5.2 Consortium partner Logos



Figure 17: Logo of the University of Koblenz



Figure 18: Logo of Yucat



Figure 19: Logo of CERTH - ITI



Figure 20: Logo of Mattersoft



Figure 21: Logo of the BiscayTIK Foundation



Figure 22: Logo of EuroSoc