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for Mobile Citizen–Government Dialogue

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Abstract

This is the final dissemination report of the STREP Live+Gov. It reports on the dissemination activities underdone throughout the project lifetime. This includes online activities, non-scientific and scientific event participation, and scientific publications. For all activities, particularly for third-year activities, success criteria and indicators were set and evaluated. In summary, 20 out of 23 dissemination indicators have been reached their previously set objective at the end of the project lifetime. To illustrate the success in our dissemination activities we also describe some specific dissemination activities in more detail.

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Executive Summary

We report on the dissemination activities that have been conducted within the project Live+Gov. These activities comprise online activities such as web site maintenance, social media engagement, and our newsletter. Further, press media such as flyers and posters have been created and used as dissemination instruments. The consortium was also very engaged in real-life contacts with both citizens and decision-makers and report on the participation in non-scientific events, scientific events and publications, and further direct dissemination activities.

While online engagement raised average feedback, we were quite successful in a series of non-standard dissemination activities involving direct contacts with citizens and decision-makers. Besides listings of all executed dissemination activities, we also address these specifically successful dissemination activities. Among others, these activities comprise public awareness events for the introduction of the *Jij Maakt Utrecht* web platform, the co-organization of introducing a health park in Gordexola, and the participation in the Apps4Greece competition.

Dissemination objectives and indicators for several activities have been set in advance in order to measure the success of the activities after the project. These indicators were categorized in different dissemination channels such as social media dissemination, scientific dissemination, and dissemination through field trials. Overall, a total of 23 dissemination indicators with particular objectives have been set and 20 of them have been positively evaluated at the end of the project. The only three failed expectations were the number of subscriptions to our newsletter (45 instead of desired 115), the number of Twitter followers (108 instead of desired 190), and the number of researchers involved in the field trials (0 instead of 10). However, the positive evaluation of the remaining 20 dissemination indicators shows that the dissemination activities in Live+Gov have been generally successful.

The dissemination activities of Live+Gov were focused on direct communication activities with stakeholders from municipalities and the government in order to nurture the project's exploitation after the project lifetime. While this deliverable D6.4 reports on the actual dissemination activities, a detailed explanation of the integration of dissemination activities and exploitation efforts can be found in deliverable D6.5 "Final Exploitation Plan" [2].

Abbreviations and Acronyms

ESA	European Space Agency
SaaS	Software as a Service
WP	Work Package
GPS	Global Positioning System
MORA	Mobile Reality Analysis Toolkit
BIZ	Fundacion BiscayTIK
UKob	University of Koblenz-Landau
MTS	Mattersoft Oy
CERTH	Centre for Research and Technology Hellas
YCT	Yucat B.V.
EUD	EUROSOC#DIGITAL gGmbH

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1 Introduction

Live+Gov aims to develop a mobile government solution which facilitates an innovative citizens-policy makers dialog by providing novel policy models that make it possible to report, track and follow up on issues reported from public spaces in daily life. The project develops a mobile device tool that will sense and mine citizens' reality by capturing sensor data from mobile devices together with users' notes and discussion contributions. In order to fully understand citizens' reality and contextualize feedback by government Live+Gov takes advantage of sensors available in state of the art smartphones as GPS and accelerometer.

The dissemination activities in Live+Gov are mainly aimed at raising awareness and interest of political bodies, in particular municipalities of partner countries, in order to acquire contacts for future exploitation activities after the project. Besides traditional means for dissemination such as online activities, including a project homepage, social media presence, scientific dissemination through publications and conference participation, the main dissemination pathways in Live+Gov comprised of direct contacts to municipality officials. In particular, in the partner country of The Netherlands, organization and execution of public events took place in order to bring the Live+Gov technology directly to citizens and administrators.

The dissemination activities have led to the identification of potential clients, which is the group of possible customers that have been reached by means of dissemination and who have shown a certain level of interest in the project and its results. This group of so-called potential clients has been used as a starting point in the market analysis of the exploitation plan, as it is further detailed in D6.5 "Final Exploitation Plan" [2].

The dissemination activities carried out by each partner are described in the present deliverable, divided by the type of activity. However, independently of how the dissemination was carried out, the final goal of reaching the target audience is shared in all cases. Going one step forward, in some of the cases there has been extended collaboration that has allowed to get valuable input that has been transferred to the final exploitation plan in D6.5 [2]. At the same time, among the target audiences, those contacts that have been identified as having a special interest of some type have been called as potential clients. This does not mean that there is any type of commercial contract or binding agreement, but the interest that this group has shown has helped in the definition of the market needs.

This document continues work begun in D6.2 "Dissemination Plan" [3] and is organized as follows. In Section 2 we outline our dissemination strategy by defining dissemination channels and indicators of success. In Section 3, we describe the project website and report on its impact. In Section 4, we describe social media activities and the Live+Gov newsletter. In Section 5, we present project materials that have been created and used for dissemination purposes. In Section 6, we report on non-scientific events that either have been organized by the consortium members or where the consortium members participated. In Section 7, we discuss scientific dissemination in terms of publication, as well as in participating in conferences. Then, in Section 8, we describe some exemplary

dissemination activities that were quite successful and we conclude in Section 9 with a summary.

This document is accompanied by two appendices. Appendix A contains some visual impressions from the Urban Maintenance field trial. Appendix B is an Excel-Sheet that contains a detailed dissemination analysis, together with success indicators, and success criteria.

2 Dissemination Strategy and Analysis

Dissemination activities in Live+Gov have been grouped along the following eight categories with accompanying dissemination objectives:

1. Newsletters
Objective: Disseminate to target groups the progress of the project and activities going on.
2. Field trials
Objective: Show Live+Gov products to commercial and governmental partners
3. Conference and other event participation
Objective: Disseminate to target groups in Events and detect commercial interest in Live+Gov products
4. Workshop organization
Objective: Disseminate to target groups in the scientific environment and detect scientific and commercial interest in Live+Gov products
5. Scientific publications
Objective: increase scientific excellence and detect scientific interest in Live+Gov products
6. Press and media
Objective: General dissemination to reach as many people as possible to communicate governmental effort in eParticipation and FP7 output
7. Social media
Objective: Reach target groups to encourage and stimulate communication in the fields of the project
8. Web presence
Objective: Dissemination channel to inform about the progress of the project, activities going on and communicate governmental effort in eParticipation.

In order to fulfil the objectives set for each dissemination activity category, we devised a list of 23 dissemination indicators that aim at quantifying the dissemination progress. These indicators, together with their desired values at the end of the project have been defined as follows.

1. Newsletters
 - a. Number of newsletter publications: we introduced the Live+Gov newsletter in July 2013 with an intended publication period of 3 months, resulting in a total of 7 newsletter publications (until the end of the project)
 - b. Number of subscriptions: the newsletter has been advertised through the Live+Gov web page and through other various channels. We anticipated a subscription number of 115.
2. Field trials
 - a. Number of field trials: the intended number of field trials has already been defined in the DoW to be 2.
 - b. Citizens taking part: the number of citizens involved in the field trials is an important indicator on how many people experience the Live+Gov prototypes

and is therefore may be susceptible for future products coming from the project for exploitation purposes. Our aim was to involve at least 20000 citizens in total in all field trials and use cases.

- c. Decisions-makers taking part: Even more than citizens, decision-makers are potential clients of exploitation efforts from the project and we aimed at involving at least 50 of them in the field trials
 - d. Researchers taking part: in order to also disseminate the scientific results to the research community, through the field trials, we anticipated an involvement of 10 researchers in the field trials
 - e. Developers taking part: several of our exploitation pathways involve exploitation through usage of the Live+Gov toolkit and/or advancement of the toolkit. Thus we intended to involve developers in the field trials in order to raise their awareness. The desired number of involved developers has been set to 10.
3. Conference and other event participation:
 - a. Number of events with Live+Gov presence: in order to reach different communities in a broad fashion, the attendance of consortium partners to scientific and non-scientific events has been desired. The desired number of participated events is 100.
 - b. Attendance (target audience): the number of participants of a conference or other event is used as an indicator on how many people could be reached through event participation. We anticipated an overall reach of 75000 people.
 - c. Potential client identification: events are not only to be used to give talks are passively take part but also to actively contact and pursue potential future customers. It has been intended to reach at least 40 individuals on this type of dissemination activity.
 4. Workshops
 - a. Number of organized workshops: in order to actively disseminate Live+Gov results even more than through event participation, we also envisaged to organise dedicated workshops on Live+Gov-related topics. It has already been defined in the DoW that we intend to organize at least 2 workshops (scientific or non-scientific).
 - b. Attendance: in order to measure the success of organized workshops we aim at a total of 40 participants in all organized workshops.
 - c. Potential client identification: as with the similar indicator in the “conference and event participation” category, we aim at using the organized workshops to directly identify and contact potential future customers for Live+Gov exploitation. We anticipated a total number of 5 individuals to be reached through this activity.
 5. Scientific dissemination
 - a. Number of publications: we aimed at having 8 publications with a Live+Gov context within the project life.
 - b. Possible contracts with the industry or spin-offs: we anticipated possible future customers in the industry or spin-offs through scientific or non-scientific collaboration (2 individuals)
 6. Press and Media

- a. Number of publications: besides scientific publications we aimed at raising awareness of Live+Gov through newspaper, magazines, and other print and non-print media, in terms of articles, interviews, etc. Our aim was to have at least 25 items in this category.
 - b. Audience reached: the number of clients of a media provider, e.g. newspaper readers, TV viewers, etc., was used as an indicator to assess the reach of a media provider. In total, we aimed at reaching at least 650000 individuals through this channel.
- 7. Social media
 - a. Twitter followers: Live+Gov is present in the social media platform twitter, where the account was used to disseminate various information. The number of Twitter followers is used as an indicator on the influence of Live+Gov in this social network. We aimed at reaching at least 190 individuals with this platform.
 - b. Twitter dialogues: besides Twitter followers, another indicator on the success of the web presence is the number of tweets related to the Live+Gov account. We aimed a 190 mentionings.
- 8. Web presence
 - a. Visits: The Live+Gov homepage is the main online presence of Live+Gov and the number of visits is a strong indicator for its popularity and reach. We aimed at having 5000 distinct visits at the end of the project lifetime.
 - b. Published news: in order to show activity of the web presence and, thus, attract more attention, we periodically updated the homepage with news. We desired to publish at least 40 news items.
 - c. Downloads (ontology): besides the software packages another freely available product of Live+Gov during its project lifetime was the ontology on eGovernment and eParticipation. We anticipated that it will be downloaded at least 25 times.
 - d. Downloads (other content): the Live+Gov homepage features several other content such as data sheets, public deliverables, software prototypes for field trials, etc. We desired that we have at least 100 downloads of this kind of content at the end of the project.

These indicators have been defined as such in order to identify the most important dissemination channels and to focus the consortium's dissemination activities. The objectives, i.e., the desired outcomes of the individual indicators, have been elaborated by also taking the exploitation after the project into account and, in particular, to start exploitation on solid grounds by early identification of potential clients. The consortium has performed a detailed assessment of the target groups, which has driven the business strategy for developing and exploiting the project outputs. The exploitation information retrieved has been considered essential to correctly understand the market addressed and set the conditions to exploit the project products through a set of concrete Exploitation Pathways adapted to our customers. The work done in identifying potential clients helped us understand their necessities and adapt our products and dissemination strategy to those, making it possible to reach our main objectives: create impact in the target market in order to maximize the profitability of the funding granted. The Live+Gov dissemination activities

were conducted and the indicators were devised taking the following main themes into account:

- **Raising awareness** about the project's vision and goals.
- **Establishing collaborations** with potential clients in order to obtain valuable information for Exploitation.
- **Engaging citizens** in using the Live+Gov technology.
- Ensuring maximum impact of the **project's scientific and technological achievements**.

Apart from helping to disseminate the new knowledge and technologies generated within the project, the audience has been categorized into groups depending on their degree of involvement. Those groups are presented here, the general target audience of the project (from now on "Target Groups"), the ones among them that show a special interest to adapt the products (from now on "Potential Clients") and the ones that will finally establish some kind of commercial agreement to implement them in their environment (From now on "Clients"). Following this schema, the target groups identified can be categorized in the following groups:

- **Decision makers** (Municipalities, Governmental bodies and urban space-related organizations interested in improving the urban space) can benefit from the SaaS (software-as-a-service) approach adopted in Live+Gov [WP4].
- **Citizens** (Citizens, smartphone carriers, web users and augmented reality users) interested in improving their urban space in collaboration with their administration by acting as the sensors of their city.
- **Researchers** interested in the scientific outcomes of Live+Gov; this group includes people from the scientific and technological areas of Live+Gov, like geolocated sensing and reality mining, policy modelling and mobile augmented reality.
- **Developers** (SMEs, technology and content providers and open source community) interested in extending the Live+Gov tools and applications, or in deploying the entire Live+Gov toolkit and benefiting from its service-oriented architecture.

From the different dissemination activities organized among those groups, each partner was able to identify specific organizations and companies forming the group "potential clients". In order to segment them and differentiate the specific approach requested for each group, their specific necessities were retrieved and considered as basic input for the exploitation pathway definition. Some of them showed special interest in taking part in the field trials and this participation helped to retrieve on field information for the exploitation. More details on this and the general alignment of dissemination activities and future exploitation can be found in D6.5 [2].

An overview on the dissemination indicators can be found in Figure 1. Besides the indicators and the objectives for each indicator, the figure also contains the actual evaluation of all indicators at the end of the project lifetime. As can be seen, 20 of our 23 dissemination indicators reached their objective, while only the indicators on "newsletter subscriptions", "Twitter followers", and "Number of researchers involved in the field trials". As for the

indicators “newsletter subscriptions” and “Twitter followers”, the reached numbers there (45 and 108, respectively) are quite disappointing, but it should be noted that, as the focus for our dissemination activities was tailored towards exploitation issues, and thus to establish contacts with potential clients, online activities were not that much important. For that particular objective, we overreached many of our expectations, as e.g. we managed to involve 181 decision-makers (compared to a desired number of 50) and over 30000 citizens (compared to a desired number of 20000) in the field trials. Given these numbers, also the negatively evaluated indicator “Number of researchers involved in the field trials” (outside researchers from the consortium) becomes negligible. Another highlight is also the indicator “Number of people reached through event participation”. There, we could reach an approximate number of 93317 individuals (the desired number was 75000), which is quite impressive and illustrates the successfulness of our overall dissemination strategy.

A detailed analysis of the dissemination activities carried out throughout the project can be found in Appendix B (D6.4_AppendixB.xlsx) of this document. This Excel-sheet contains, for each dissemination activity category, a detailed listing of all dissemination activities and their evaluation wrt. the defined dissemination indicators.

The rest of this document contains a detailed listing of the individual dissemination activities. Besides that, in Section 8.4 we also describe some particular successful and non-conventional dissemination activities in much more detail.

DISSEMINATION ACTIVITY	OVERALL DISSEMINATION OBJECTIVE	INDICATORS	YEAR 1	YEAR 2	M36 (Y1+Y2+Y3)	CONSORTIUM OBJECTIVE	STATUS
NEWSLETTER (milestone)	Disseminate to our TARGET GROUPS the progress of the project and activities going on.	Number of Newsletter publications Number of subscriptions Number of FT	- - -	3 13 1	7 45 2	7 115 2	Objective reached Below expectations Objective reached
FIELD TRIAL (milestone)	Show L+G product touch and feel to commercial and Governmental Partners. Those stakeholders belong to Potential clients Group	CITIZENS taking part DECISION MAKERS taking part RESEARCHERS taking part DEVELOPERS taking part Number of events with L+G presence Attendance (Target Groups) Potential client identification	- - - - 17 26670 -	9633 53 0 50 43 28802 5	30670 181 0 67 129 93314 More than 100	20000 50 10 10 100 75000 30	Objective reached Objective reached Objective reached Below expectations Objective reached Objective reached Objective reached
CONF & EVENTS	Disseminate to our TARGET GROUPS in Events and detect commercial interest in L+G products	Number of organized workshops Attendance (Target Groups) Potential client identification	- - -	- - -	2 69 25	2 40 5	Objective reached Objective reached Objective reached
WORKSHOPS	Disseminate to our TARGET GROUPS (scientific environment) and detect scientific and commercial interest in L+G products	Number of Publications Possible Contracts with the industry or Spin-offs Number of publications Audience reached	- - 4 51000	8 - 13 168700	16 2 47 1031100	8 2 24 650000	Objective reached Objective reached Objective reached Objective reached
SCIENTIFIC DISSEMINATION	Increase scientific excellence and detect scientific interest in L+G products	Twitter (representative followers) Tweeter dialogue (tweets) Visits Published News Downloads (ONTOLOGY) Downloads (other content: ex: datashaper, software for field trials, etc)	- 40 1500 4 -	68 200 2200 14 -	108 373 12693 40 37 more than 200 (not measurable)	190 365 5000 40 25 100	Below expectations Objective reached Objective reached Objective reached Objective reached Objective reached
PRESS & MEDIA	General dissemination to reach as many people as possible to communicate governmental effort in eParticipation and FP7 output						
SOCIAL NETWORKS	Reach our TARGET GROUPS to encourage and stimulate communication in the fields of the project						
WEB	Dissemination channel to inform about the progress of the project, activities going on and communicate governmental effort in eParticipation.						

Figure 1: Dissemination objectives and indicators (a larger version of this table can also be found in Appendix B)

3 Project Website

In this section we describe and report on the impact of the project website <http://www.liveandgov.eu>.

3.1 Website Overview

The project website (see Figure 2 for some screenshots of the use case description parts of the website) was conceived as a space to have the project's corporate information and hold the public deliverables that are produced, containing static information. However, it has also become the aim of crosslinking for the field trials, in order to be able to precisely find the project's general information, as well as that about the project partners and the facts.

At the end of the project, the impact of this web site has proved to be low due to the limited reach of the project. The content is not especially interesting and therefore has not been object of viral activity.

In fact, at the mid-term review, it was discussed that this type of traditional or common dissemination was not having the expected impact, and that it would be of more interest for the project to find new lines of unexpected dissemination. Therefore the strategy followed during the last period has been to maintain the minimums of the already open lines of dissemination, such as the website, but not put great efforts into it as the mainstream dissemination.

Nonetheless, we can highlight how the project website has been updated to have information of interest relating to the second field trial.

3.2 Website Impact

Although, as has been mentioned, the activity in terms of traditional dissemination has been kept at a low pace, the numbers from the visits to the web show an important improvement in the last period compared to the start of the project. In Figure 3 we show some statistics from Google Analytics. Up to January 29, 2015 we had a total number of sessions of 6522, a total number of users of 4845, and a total number of page views of 12693.

Furthermore, the number of news items (see also the Live+Gov newsletter below) published on the web site was 40 and the number of downloads of the Live+Gov ontology was 37.

However, all other indicators for impact regarding our web presence have been successfully evaluated (see Section 2).

- Key Facts
- Use Cases
- Demos and downloads
- Consortium
- News and Events
- Newsletter

Urban Planning Gordexola - Participate in the decisions made in your town!

PARTICIPATE - PARTE HARTU - PARTICIPA

Plan - health park

Next fall, in September and October 2014, you will have the chance to share your point of view about an urban plan in Gordexola using an novel participation initiative. It will consist in a pilot trial where a plan conceived by a group of citizens from Gordexola will be shared to the citizens and gathered opinions and their preferences. However, people can participate using a mobile application for smart phones that will offer views of how the location of the plan will look thanks to Augmented Reality features.

Where will the experience take place?

Gordexola is a municipality with slightly over 1.000 inhabitants that has a long tradition of fostering pioneering technology thanks to the interest shown by its inhabitants. This municipality is now home to a number of associations that also take part in the local activity and their own projects. In this case, the plan will be used in the trial as an initiative started by a group of citizens, presented as an association and shared in a public meeting about health. This proposal is the starting point for the participation of citizens using the Urban Planning Gordexola mobile app in the development of a health park.

How to participate?

This public trial is the result of an international partnership between universities, enterprises and institutions from Germany, Switzerland, Greece, Finland and Spain. There has been preparation for this pilot experience such as a small scale trial where a reduced number of trial users were invited to participate. All along the project there have been constant efforts by the municipal authorities so that there is not any need for participation in order to benefit the people of Gordexola.

Who can participate?

Very soon the application will be available on the app stores for Android and iPhone with all the details of the plan and the 3D models included on the augmented reality app. However, here you can see a preview of how the plan will look. Through this mean participants will be able to use for one of the several options and give an opinion.

Proposals for the new equipment locations

There are different options for the location of the 3D park and the distribution of the exercise elements. A decision must be made between 2 options: a main park with all the elements or 2 small parks located in Gordexola de Salazar and Casado de Pericot (central) having part of the exercise each. Citizens will be consulted in order to find the most suitable option. The following are the initial proposed locations for the new health facilities in Gordexola:

- Key Facts
- Use Cases
- Demos and downloads
- Consortium
- News and Events
- Newsletter

Mobility - Participate and help to improve public transport in Helsinki area!

Plan

Next fall, in September, you will have the chance to help improve public transport in Helsinki region. A trial of LiveGov mobility use case will be organized and active public transport users are anticipated to experience the mobile application targeted to all the region's public transport users. With the application users get the possibility to receive real-time information about events in public transport that are relevant to their journey as well as to express their opinions on the issues in the public transport services.

This trial is organized as a result of collaboration between Helsinki Region Transport and Matternsoft Ltd. within the project. The developed application aims at improving the interaction and collaboration between the public transport users and planners, enabling planners to receive accurate and travel-specific data utilization in the planning and maintenance operations whilst users get constant and valuable information regarding events around them effortlessly directly to their mobile phone while on the move.

Where will the trial take place?

Helsinki region transport (HSL) provides public transport services in seven different municipalities in Helsinki region. There are over 1.1 million citizens in this area conducting over 360 million trips with its services.

The upcoming public trial is a result of 2.5 years of planning and development of the application and services around it. Before this trial a smaller trial with limited and specially targeted user group was organized in Helsinki region from December 2013 to January 2014. Based on the evaluation and development we have created a set of services that the users will have access to an application that really sets a difference in their daily travelling and the planners get completely new and valuable information to support them in decision making.

How to participate?

At this stage of the development it is only available for Android and the application will be available for registered participants on Google Play in the beginning of September. The interested participants are asked to express their interest for the trial use on HSL webpage from where more detailed instructions on the application downloading and usage are provided.

Who can participate?

We are warmly welcoming all public transport users in Helsinki region who own an Android phone to participate. There is no limitation to how often you need to be travelling and we do not want to exclude anyone. However, as we do like to know basic facts of the participants and also contact them after the trial to gather impressions on the use, the application will not be freely downloadable and requires registration before the download.

What is there to achieve?

The trial helps citizens to express their opinions on the travel services as well as to receive important and real-time information that helps them before and along their journeys. With knowledge of the real-time status planning the journey and reacting to exceptions is easier and travelling smoother. By expressing their opinions and travel tendencies, the citizens also get the possibility to make an impact on the planning of new public transport schedules and also on improving the existing ones. With constant interaction it is also possible to react on the exceptions and problems faster and more efficiently and make the development activities a continuous process.

- Key Facts
- Use Cases
- Demos and downloads
- Consortium
- News and Events
- Newsletter

Urban Maintenance - We make Utrecht together!

Plan

The City of Utrecht is full of initiatives, places and projects of involved citizens that want to make their neighbourhood and city a better, more beautiful and more livable place.

With **JijMaaktUtrecht** (MJU), the municipality of Utrecht, together with citizens, professionals, societal organizations, entrepreneurs and other stakeholders, wants to make all this energy more visible. Because **We make Utrecht together!** This is in line with the new City Council Program for the next four years, titled "Together we make Utrecht".

JijMaaktUtrecht has been co-created by the Municipality of Utrecht, citizens, professionals, experts, Yutat B.V. and the LiveGov project, and it is part of the Urban Maintenance public field trial.

Public trial

JijMaaktUtrecht was launched as a public beta on May 30, 2013. During this first field trial, a great amount of feedback was collected through questionnaires, co-creation sessions, specific events, etc. With all of this input, there was a lot of work to be done to have a large number of improvements made. The completely renovated version of **JijMaaktUtrecht** was presented on 1 June 2014 by Alderman Margriet Jongerius, Responsible for Participation in the recently designated City Council Board. On the same day the City of Utrecht celebrated its 850th birthday as well.

Using **JijMaaktUtrecht** - **make we samen!** Anyone can publish an initiative, a (co-)maintenance spot or (participatory) project on the map in just a few simple steps. Next to that, the Municipality also publishes data on where livability budgets are spent. This data is historical, but it gives a good impression on where the budget goes to. Apart from this, the transparency goal is also met by publishing a few open data sets, as an experiment.

One of the most demanded improvements for this trial is the possibility to share information without having to make a great effort. You can now easily share a certain initiative with others, either by using one of the social media buttons or by sharing the deep link via e-mail. Clicking on the link below, you can find an extensive list of the improvements that have been made.

JijMaaktUtrecht is cooperating with societal organizations like **De Slinger Utrecht** (network organisation for involved entrepreneurs) and **VoorijBuurts** (crowdfunding plaza for initiatives).

Who can participate?

Anyone and everyone can have a look at **JijMaaktUtrecht** to see what is going on in Utrecht and give their feedback or ideas for further improvement. In this case, however, publishing an initiative, co-maintaining a spot or participating in a project is only possible if it is located in the municipality of Utrecht.

Feel invited to have a look on the improved version of **JijMaaktUtrecht**. Have you got feedback for us? Yes, thank you! Let us know by clicking on "meer..." and "Gef je mening" in the top right corner of **JijMaaktUtrecht**.

Links

- JijMaaktUtrecht
- Municipality of Utrecht
- City Council Program 2014-2018: Together we make Utrecht
- List of improvements of JijMaaktUtrecht

Figure 2: Website space dedicated to the use cases.

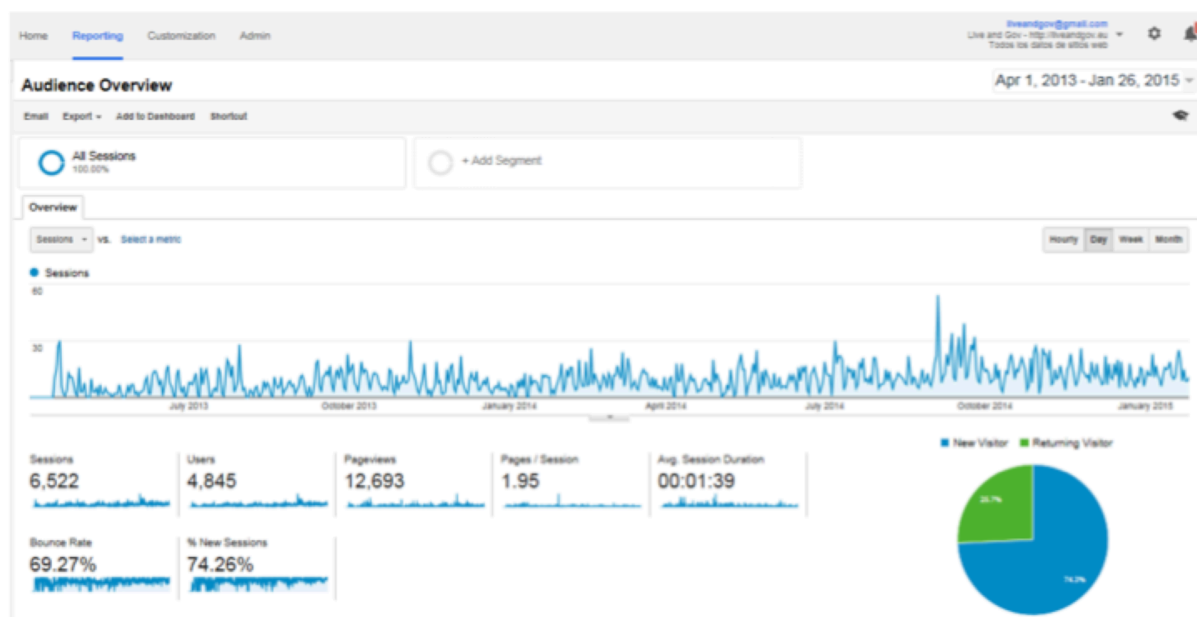


Figure 3: Numbers of visitors to the www.liveandgov.eu website

4 Social Media and Live+Gov Newsletter

In this section we report on social media activities and the Live+Gov newsletter.

4.1 Social Media Activities

As regards social media, the same strategy was followed. As the numbers were not very favourable, only the main channels were used in the last period, and limited effort was given to them in order to support the followers who had already gained interest.

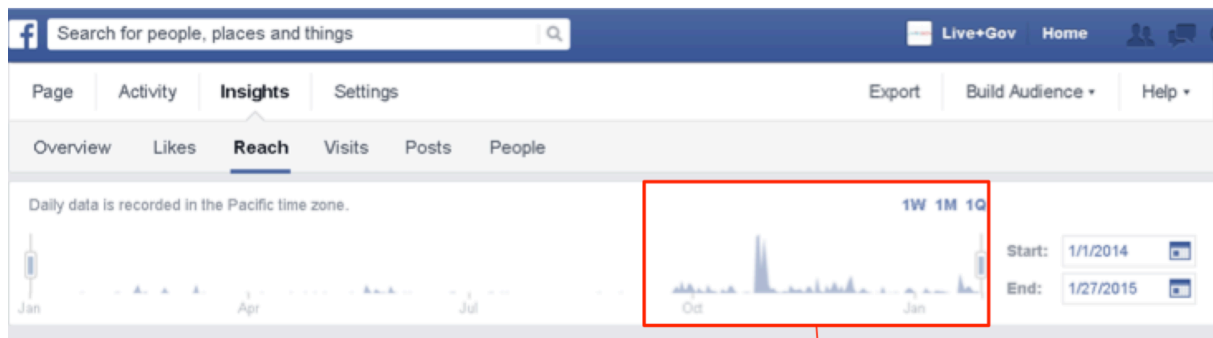
There was an increase in the numbers during this last term. The main hypothesis for this increase is the own activity generated within the project and the field trials, that has triggered this slight improvement.

Therefore the response in social media has been better in the last period.

The total number of followers reached in twitter has reached 108 while the number of tweets was 373, and the number of fans on Facebook are 59. Once again, this reach can be taken as quite positive given the low efforts placed on the typical dissemination channels. Evidence of the impact is illustrated in Figures 4-12.



Figure 4: Live+Gov Facebook: number of Fans at the end of the project



Field trial period

Figure 5: Live+Gov Facebook: number of people reached from 1/1/2014 to 1/27/2015



Figure 6: Live+Gov Facebook: number of people reached by post from 1/1/2014 to 1/27/2015



Figure 7: Live+Gov Facebook: number of Likes, comments and shares from 1/1/2014 to 1/27/2015

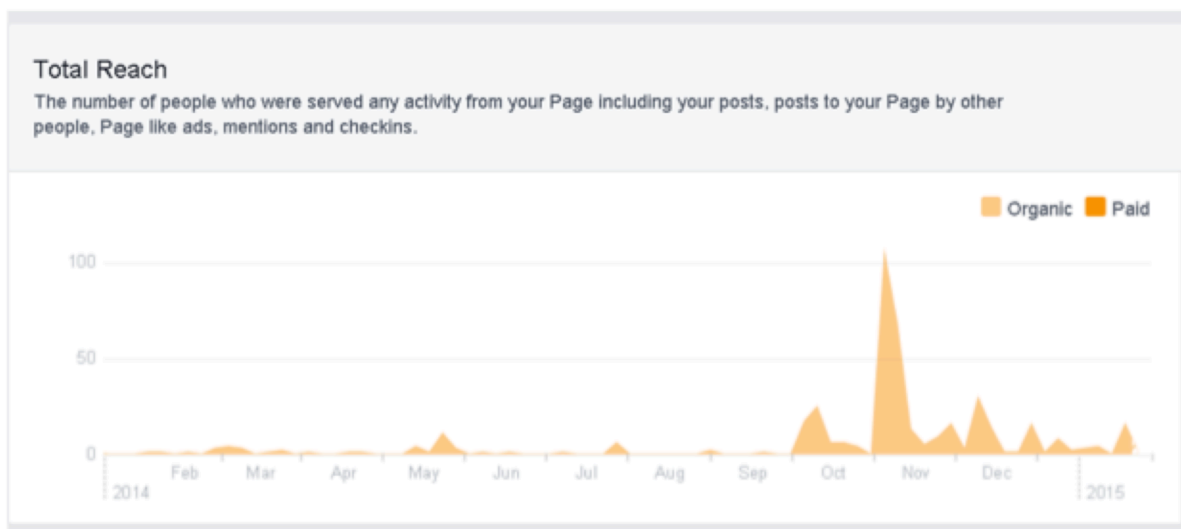


Figure 8: Live+Gov Facebook: total reach from 1/1/2014 to 1/27/2015



Figure 9: Live+Gov Facebook: profiles of Fans

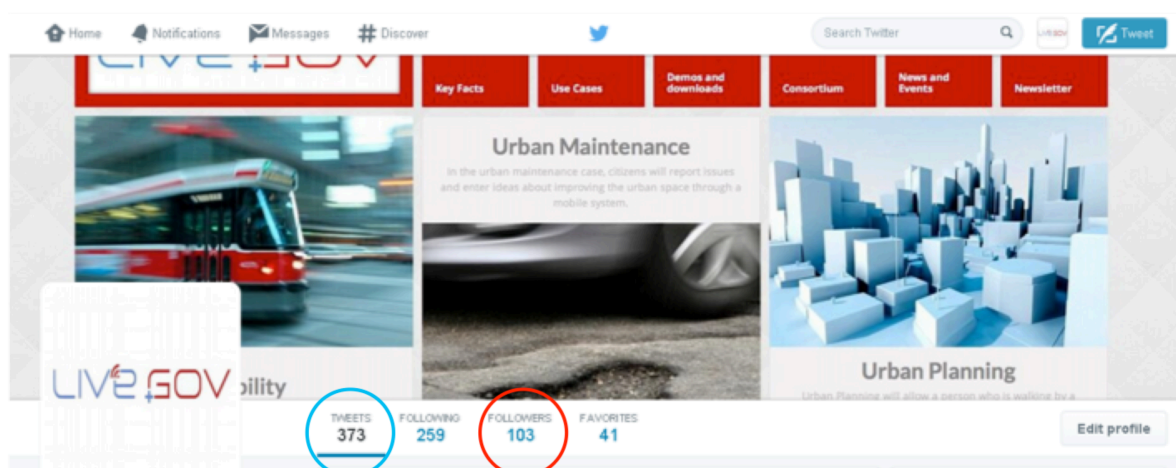


Figure 10: Live+Gov Twitter: number of tweets and followers at the end of the project

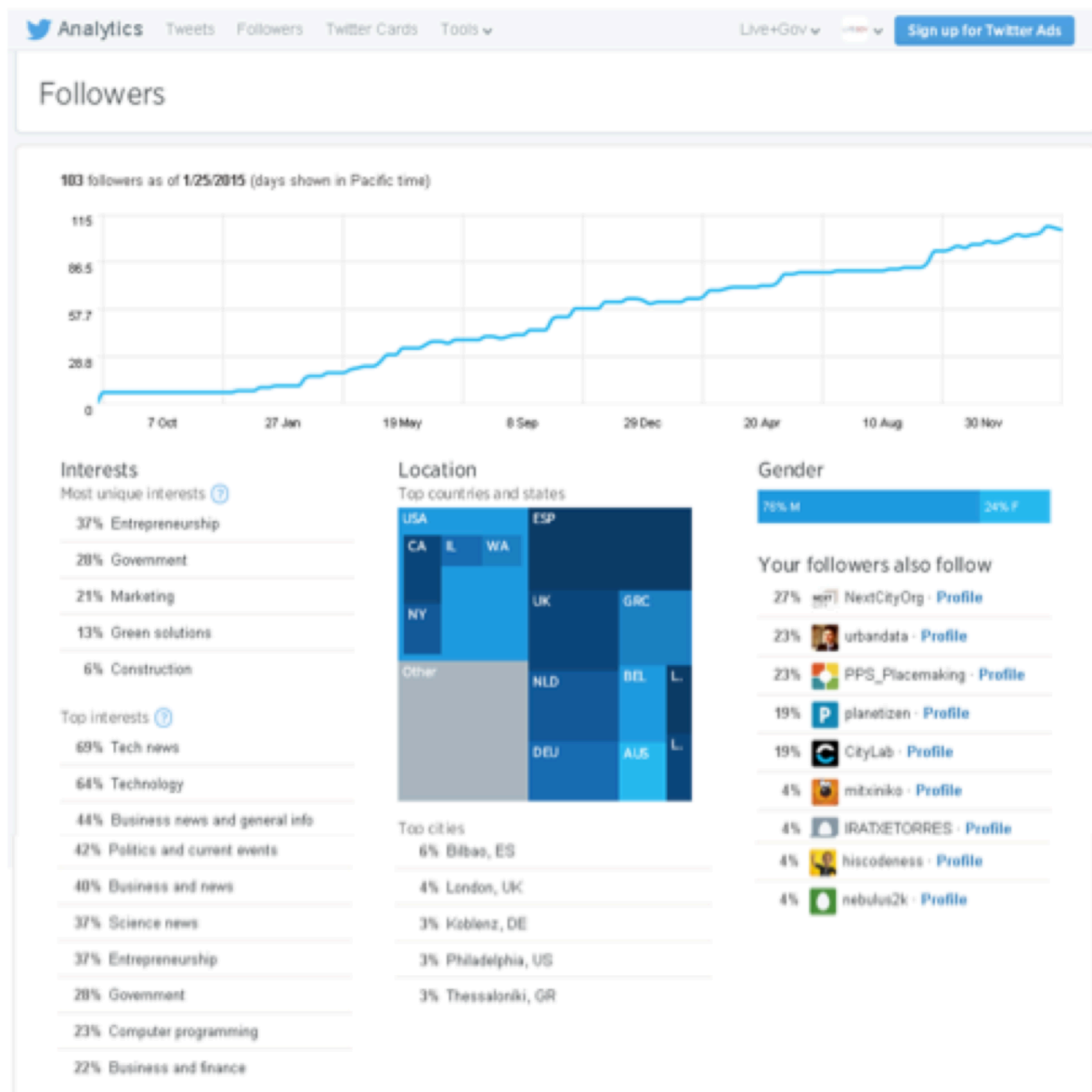


Figure 11: Live+Gov Twitter: profiles of followers

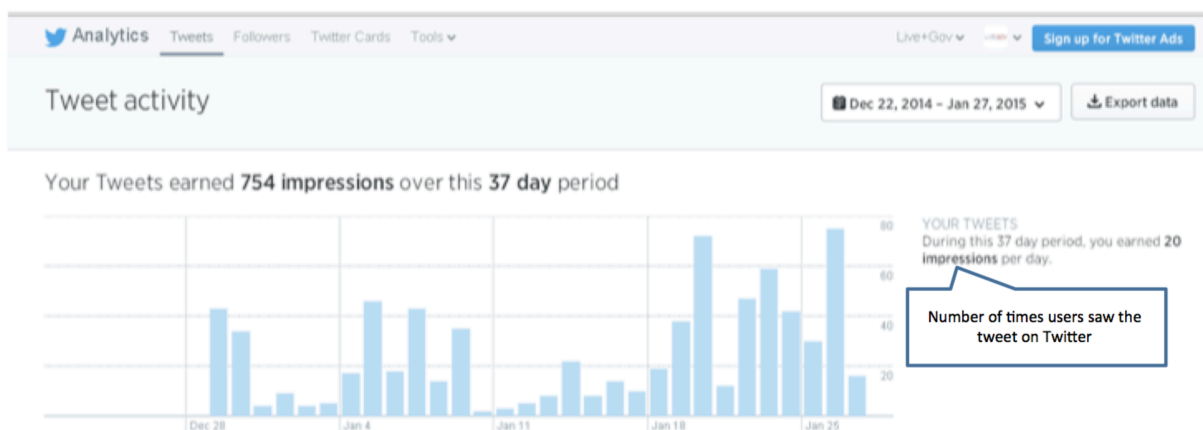


Figure 12: Live+Gov Twitter: number of times users saw the tweet on Twitter from 12/22/2014 to 1/27/2015

4.2 Live+Gov Newsletter

The project newsletter was published every three months, in order to share the news-outcomes of the project, and interesting external highlights with the subscribers who were interested in the project.

This activity also had a timid increase with the activity towards the field trials, but is quite limited also.

The number of subscribers that have signed up for the newsletter during this period is 45. This number failed our expectations (which was 115), but as this activity was planned, we kept generating the newsletters until the end of the project life. We considered it as necessary in order to share project results.

The newsletters have been sent out and published in the dedicated section of the web page, resulting in a total of 7 issues, starting July 2013 and then every third month.

5 Project Materials

In the following, we give a brief overview on project materials that have been created for dissemination purposes.

5.1 Logos

The logos are fundamental for the dissemination material. They are included again in this deliverable, as it was done in D6.1 “Initial Project Publicity Material” [3] in order to have a reference point and remark the importance of these citations to the project, the European financing programs and the individual partners.

The Live+Gov project and FP7 logos must be included in all publications, including the statement acknowledging this financing through the program.



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

Figure 13: Live+Gov project, 7th Framework Programme and European Union funding logos.

Additional information about the general rules about the inclusion of these logos can be found in D6.1 [3].

The partner logos can also be found in the following list, where a special remark can be made towards EuroSoc Digital, as this partner has changed.



Figure 14: Live+Gov partner logos.

5.2 Flyers, Fact Sheets, and Brochures

The project flyers, factsheets and brochures have been created to include all of the key facts of the project and a short summary of the objectives, see also D6.1 “Initial Project Publicity Material” [3]. In some of the cases, a further description of different aspects of the project, including goals of the project, is given. They were used by all partners as a general introduction of the project in several dissemination activities that have been carried out, to complement the material prepared by each partner for the specific purposes.



LIVE+GOV
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 15: Live+Gov Fact Sheet

5.3 Posters

The use of posters has also been fundamental within the project for dissemination purposes in different events, especially when there was a physical space for the project. From the beginning, partners have prepared specific posters, but there was a general project poster created to present a summary of objectives.



Figure 16: Live+Gov project and field trial posters.

5.4 The Live+Gov Handbook

The Live+Gov Handbook is a public document that describes the best practices for adaption in future/other eGovernment initiatives. It has been reported as part of D5.5 “End results of trials and Live+Gov Methodology” [1].

It is addressed to practitioners who want to set up Open Government campaigns to increase the participation of citizens in political matters. For this purpose, the handbook addresses the most important points and lessons learned from planning, setting up, executing and evaluating the eGovernment campaigns. It is not yet disseminated but will be made publicly available after D5.5 [1] is officially released.

6 Non-Scientific Events

In the following, we list non-scientific events where partners of the Live+Gov consortium participated and presented Live+Gov for dissemination purposes.

Participation in the German competition Apps4Deutschland	
Main Partner	UKob
Date	2012-03-06
Place	Berlin, DE
Target Audience	Citizens, decision-makers
Purpose/type	Presentation
Measures	The award-ceremony was co-located with the CeBit 2012, Germanys largest IT event
Description	The app eLISA (http://elisa.west.uni-koblenz.de) won the first prize in the competition, which had the goal of finding applications that make use of public open data.

Participation in <i>Annual Conference of Member states of the Danube Countries, Berlin, May 2013</i>	
Main Partner	EUD
Date	2014-05
Place	Berlin, DE
Target Audience	Local and regional public administrations
Purpose/type	Direct communication
Measures	45 Attendees
Description	Focus of the conference is the regular meeting of the 10 th working group of the Danube Strategy Governance framework. Members of this group are in charge of the capacity building measure related to Open

	Government under the Strategy. Those have been informed about the Live+Gov project achievements and results.
Presentation of Live+Gov Technologies in the 78th Thessaloniki International Fair	
Main Partner	CERTH
Date	2013-09-07 - 2013-09-15
Place	Thessaloniki, GR
Target Audience	Citizens visiting the international fair
Purpose/type	Booth in the exhibition/conference
Measures	The average number of visitors attending this Fair is ~200,000
Description	Thessaloniki International Fair is held annually in the city of Thessaloniki-Greece with its basic axes being the entrepreneurship and innovation. It has a strong commercial and international character, placing emphasis on the promotion and growth of the country's export capabilities. Live+Gov's achievement were presented in the technology-related part of the Fair.

Presentation of Live+Gov Technologies in the 9th Exposition for Local administrations, Public-social sector and private companies	
Main Partner	CERTH
Date	2013-11-21 - 2013-11-24
Place	Thessaloniki, GR
Target Audience	Representatives from municipalities, researchers from the general area of eGovernment, private companies looking for opportunities in this sector
Purpose/type	Invited talk
Measures	The number of people attending the session was ~50
Description	Event dedicated to promoting new ideas, solutions and funding opportunities to representatives from local governments.

Extended Launch JMU Webapplication for eGovernment Dialogue and Visualisation - at event for co-maintenance / self-regulation initiatives	
Main Partner	YCT
Date	2013-06-01
Place	Utrecht, NL
Target Audience	Decision Makers; municipality Utrecht
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Engage citizens, raise awareness
Measures	<i>Attended by 150 attendees</i>

Description	Event to increase brand awareness and reinforce participation initiatives in the city of Utrecht
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Conference about benchmarking in urban maintenance: Image quality in public space - organised by Dutch Knowledge Platform for Infrastructure and Public Space	
Main Partner	YCT
Date	2013-06-26
Place	Ede, NL
Target Audience	Decision makers, public officials and professionals (consultancy firms/vendors/social organisations)
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Establish collaborations
Measures	<i>Attended by more than 175 attendees</i>
Description	Exploration of the collaboration and exploitation potential in the current national market regarding weGovernment

Event 'Like your neighbourhood', Rotterdam	
Main Partner	YCT
Date	2013-09-14
Place	Rotterdam, NL
Target Audience	Citizens and Decision makers
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Engage citizens, raise awareness
Measures	<i>200 citizens, public officials, professionals, and other stakeholders</i>
Description	Promoting weGovernment via issue reporting during the event Exploration of the current market regarding participation

Event webcare and online media monitoring at municipalities, organised at municipality of Lelystad	
Main Partner	YCT
Date	2013-09-18
Place	Lelystad, NL
Target Audience	Decision makers of different municipalities
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Raise awareness, establish collaborations
Measures	<i>Attended by more than 80 professionals from 15 municipalities</i>
Description	Event about weGovernment tools at municipalities, to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current national market regarding eParticipation and weGovernment

Congress Day of the Public Space, 2 days	
Main Partner	YCT
Date	2013-10-09/10
Place	Houten, NL

Target Audience	Public officials, decision makers, developers and international stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	<i>Attended by more than 5.000 participants</i>
Description	Promotion to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current international market regarding eParticipation and weGovernment

Meetup about successful practicing 'Information Management 3.0' with municipalities and consultancy firms/vendors and other stakeholders	
Main Partner	YCT
Date	2013-10-11
Place	Amsterdam, NL
Target Audience	Decision makers from municipalities. Consultancy firms/vendors and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; demonstration Raise awareness, establish collaborations
Measures	<i>Attended by more than 100 participants</i>
Description	Event about Information Management 3.0, to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current national market regarding eParticipation and weGovernment

Catching citizen urban space experience at City Safari Jekerkwartier Maastricht	
Main Partner	YCT
Date	2013-12-14
Place	Maastricht, NL
Target Audience	Citizens of Municipality Maastricht and decision makers of Municipality Maastricht
Purpose/type	Presentations, Exhibitions and Demonstrations; demonstration Raise awareness, engage citizens and establish collaborations
Measures	<i>Group of 15 mobile participants sharing their experience of the neighbourhood</i>
Description	Event to explore market fit order to increase the legitimacy and authenticity of a Live+Gov product in the current market

Presentation weGov perspective citizen as a sensor at Congress 'Excellent Digital Law Enforcement'	
Main Partner	YCT
Date	2013-12-17
Place	Utrecht, NL
Target Audience	Decision makers; Public officials.
Purpose/type	Presentations, Exhibitions and Demonstrations; presentation

	Raise awareness, establish collaborations
Measures	<i>More than 40 professionals and public officials</i>
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

Citizen initiative market in Utrecht	
Main Partner	YCT
Date	2014-01-17
Place	Utrecht, NL
Target Audience	Decision makers, public officials and Citizens Municipality Utrecht
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, engage citizens and establish collaborations
Measures	<i>More than 150 citizens and public officials</i>
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

Event 'Governance by neighbourhood', Rotterdam	
Main Partner	YCT
Date	2014-01-18
Place	Rotterdam, NL
Target Audience	Decision makers, public officials and urban space related organizations of Municipality Rotterdam and active citizens
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, engage citizens and establish collaborations
Measures	<i>Attended by more than 300 citizens, professionals, public officials, neighbourhood cops, neighbourhood advisors and the mayor of Rotterdam</i>
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

Participation in Dutch Mobile Networking Event	
Main Partner	YCT
Date	2014-02-24
Place	Barcelona, ES
Target Audience	Decision makers, public officials, developers and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; presentation Raise awareness, establish collaborations
Measures	<i>Attended by more than 200 international professionals</i>
Description	Event to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current international market regarding eParticipation and weGovernment

Booth at congress Government and ICT (Overheid&ICT 2014)	
Main Partner	YCT
Date	2014-04-09/10
Place	Utrecht, NL
Target Audience	Decision makers, public officials and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	<i>Attended by more than 5.000 visitors</i>
Description	Promotion to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current international market regarding eParticipation and weGovernment

National Clean-up day: social media community driven citizen action – cake 'award' promotion	
Main Partner	YCT
Date	2014-03-29
Place	Netherlands
Target Audience	Active citizens, public officials
Purpose/type	Social Media Engage citizens, raise awareness
Measures	<i>Nation-wide social media attention. More than 300 (re) tweets. Estimated reach: about 4.000 people</i>
Description	Spontaneous promotion activity via Twitter by awarding cakes to active citizens helping with the National Cleanup day. Purpose: to increase brand awareness of the Live+Gov products and involve citizens with eParticipation and weGovernment

Meetup to share citizen initiatives	
Main Partner	YCT
Date	2014-04-17
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Engage citizens, raise awareness
Measures	<i>Attended by more than 60 participants</i>
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

Launch of improved version of <i>Jij Maakt Utrecht</i>	
Main Partner	YCT

Date	2014-06-01
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Presentations, Exhibitions and Demonstrations; presentation Engage citizens, raise awareness
Measures	<i>Attended by more than 100 citizens, attention via Twitter, press releases.</i>
Description	At the 892 nd birthday of the city of Utrecht, <i>Jij Maakt Utrecht</i> was launched by the recently installed alderman of Participation of the municipality of Utrecht. This event also functioned as the kickoff of the second field trial for Urban Maintenance – <i>Jij Maakt Utrecht</i> .

Open Data Relay - Sustainable Energy	
Main Partner	YCT
Date	2014-06-11
Place	Amersfoort, NL
Target Audience	Decision makers, public officials and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Raise awareness, establish collaborations
Measures	<i>Attended by more than 400 attendees</i>
Description	Event about open data, with sessions about e.g. the practical use of open data, apps and open data, governmental open data and open geo-data

Association of Dutch Municipalities - Yearly Conference	
Main Partner	YCT
Date	2014-06-17/18
Place	Hendrik-Ido-Ambacht, NL
Target Audience	Decision makers
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	<i>Attended by more than 3.000 Mayors, Eldermen and Council Members of 95% of all Dutch municipalities</i>
Description	Promotion to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current international market regarding eParticipation and weGovernment

Day of the Architecture - Old railroad industrial hall	
Main Partner	YCT
Date	2014-06-21
Place	Utrecht, NL
Target Audience	Active citizens, community organizations and other stakeholders.
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Raise awareness, establish collaborations

Measures	<i>Attended by more than 100 visitors</i>
Description	Gathering of active citizens and other concerned stakeholders regarding participation initiatives Exploration of reciprocity between the citizens and governmental bodies

Conference about benchmarking in urban maintenance: Living city - quality of public space - organised by Dutch Knowledge Platform for Infrastructure and Public Space	
Main Partner	YCT
Date	2014-06-25
Place	Ede, NL
Target Audience	Decision makers, public officials and professionals (consultancy firms/vendors/social organisations)
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Establish collaborations
Measures	<i>Attended by more than 175 attendees</i>
Description	Exploration of the collaboration and exploitation potential in the current national market regarding weGovernment

Large-scale promotion activity in the municipality of Eindhoven	
Main Partner	YCT
Date	2014-08-27
Place	Houten, NL
Target Audience	Public officials, decision makers and developers
Purpose/type	Presentations, Exhibitions and Demonstrations; promotion activity Raise awareness, engage citizens
Measures	<i>More than 550 flyers and posters at 15 locations (stores, neighbourhood centres and public organisations) in the city; estimated reach of 2.500 people</i>
Description	The guerrilla-marketing activities increased the awareness of the available SaaS Solution among stakeholders

Citizen-to-citizen promotion of Urban Maintenance among entrepreneurs, Utrecht	
Main Partner	YCT
Date	2014-09-08
Place	Utrecht, NL
Target Audience	Active citizens, vendors
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, engage citizens, establish collaborations
Measures	<i>More than 40 entrepreneurs attended</i>
Description	Event to extend the brand awareness of Liv+Gov SaaS Solutions and inform concerned international stakeholders, thereby explore collaboration and exploitation potential

Pre-party Festival We Make Utrecht at a citizen initiative (Metal Cathedral)	
Main Partner	YCT
Date	2014-09-10
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Presentations, Exhibitions and Demonstrations; participating Raise awareness, establish collaborations
Measures	<i>More than 50 active citizens, public officials, entrepreneurs, societal organisations, council members</i>
Description	The event was initiated by an active citizen. The promotion increases brand awareness and showed the actual authenticity of participation via the SaaS Solutions

Large-scale promotion activity in the city of Maastricht	
Main Partner	YCT
Date	2014-09-18
Place	Maastricht, NL
Target Audience	Citizens, shops, neighbourhood centres, public organisations
Purpose/type	Presentations, Exhibitions and Demonstrations; promotion activity Raise awareness, engage citizens
Measures	<i>More than 1000 flyers and posters at 28 locations (stores, neighbourhood centres and public organisations) in the city. Estimated reach of 5.000 people</i>
Description	The guerrilla-marketing activities increased the awareness of the available SaaS Solution among stakeholders

Promotion activity in the municipality of Drimmelen	
Main Partner	YCT
Date	2014-09-27
Place	Drimmelen, NL
Target Audience	Active citizens and public officials
Purpose/type	Presentations, Exhibitions and Demonstrations; promotion activity Raise awareness, engage citizens
Measures	<i>More than 150 visitors</i>
Description	Promotion activity to extend the brand awareness of Liv+Gov SaaS Solutions and inform concerned international stakeholders

Congress Day of the Public Space, 2 days	
Main Partner	YCT
Date	2014-10-08/09
Place	Houten, NL
Target Audience	Public officials, decision makers and developers

Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	<i>More than 5000 visitors</i>
Description	Promotion to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current international market regarding eParticipation and weGovernment

Launch of Digital Dialogue-Almanac at event 'Social media and the government: the next step'	
Main Partner	YCT
Date	2014-10-23
Place	Schiedam, NL
Target Audience	Decision makers, public officials, developers and other stakeholders
Purpose/type	Presentations, Exhibitions and Demonstrations; presentation Raise awareness, establish collaborations
Measures	<i>More than 100 visitors at event</i>
Description	Event together with the launch of national Digital Dialogue-almanac, where Live+Gov (Yucat) contributed a chapter (see chapter 7.4.5). Purpose of the event: to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

National Congress of Public Space, 2 days	
Main Partner	YCT
Date	2014-11-05/10
Place	Almere and Nijmegen
Target Audience	Decision makers, public officials and developers
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	<i>More than 160 participants in both days</i>
Description	Promotion to increase brand awareness of the Live+Gov products and exploration of the collaboration and exploitation potential in the current national market regarding eParticipation and weGovernment

Festival for participation and initiative in city of Utrecht	
Main Partner	YCT
Date	2014-12-01
Place	Utrecht, NL
Target Audience	Active citizens, public officials and decision makers
Purpose/type	Presentations, Exhibitions and Demonstrations; booth Raise awareness, establish collaborations
Measures	More than 450 visitors
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national

	market regarding participation and weGovernment
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Public Space Event in Municipality Eindhoven	
Main Partner	YCT
Date	2014-12-15
Place	Eindhoven, NL
Target Audience	Public officials
Purpose/type	Presentations, Exhibitions and Demonstrations; booth
Measures	<i>More than 100 visitors at the event</i>
Description	Event to increase brand awareness of the Live+Gov products and explore the collaboration and exploitation potential in the current national market regarding participation and weGovernment

7 Scientific Dissemination

In the following, we list scientific papers that have been published through Live+Gov and other scientific activities.

7.1 Scientific Publications

The following scientific papers have been published under the acknowledgement of Live+Gov:

- Elisavet Chatzilari, Georgios Liaros, Spiros Nikolopoulos and Yiannis Kompatsiaris. "A comparative study on mobile visual recognition", 9th International Conference on Machine Learning and Data Mining (MLDM 2013), New York, USA, July 19-25, 2013
- Tsampoulatidis, D. Ververidis, P. Tsarchopoulos, S. Nikolopoulos, I. Kompatsiaris and N. Komninos, "ImproveMyCity - An open source platform for direct citizen-government communication", The 21st ACM International Conference on Multimedia – Open Source Software Competition, Barcelona, Catalunya, Spain, October 21-25, 2013.
- Nikolopoulos, Spiros. Reality Mining in Urban Space. In 4th International Conference on Information, Intelligence, Systems and Applications (IISA 2013), Workshop on Urban Computing & Modern Cities. 2013
- Chatzilari, Elisavet. Using Tagged Images of Low Visual Ambiguity to Boost the Learning Efficiency of Object Detectors. In 21st ACM International Conference on Multimedia, Doctoral Symposium. 2013
- Elisavet Chatzilari, Spiros Nikolopoulos, Yiannis Kompatsiaris, Josef Kittler, "How many more images do we need? Performance Prediction of bootstrapping for Image Classification", Proc. IEEE Int. Conf. on Image Processing (ICIP 2014), Paris, France, 27-30 October 2014
- Elisavet Chatzilari, Spiros Nikolopoulos, Yiannis Kompatsiaris, Josef Kittler, "Towards modelling visual ambiguity for visual object detection", 14th International Conference on Knowledge Technologies and Data-driven Business (i-KNOW 2014), Graz, Austria
- Elisavet Chatzilari, Spiros Nikolopoulos, Yiannis Kompatsiaris, Josef Kittler. "Active Learning in Social Context for Image Classification", 9th International Conference on Computer Vision Theory and Applications (VISAPP) 2014, Lisbon, Portugal, 5-8 January 2014
- Elisavet Chatzilari, Spiros Nikolopoulos, Yiannis Kompatsiaris, Josef Kittler "SALIC: Social Active Learning for Image Classification", CVPR 2015 (**Submitted for publication**)
- Laszlo Kovats. Use case scenarios of the CTMP approach (Citizen Participation with Mobile Technology) based on the Live+Gov experience. In EGOV 2013.
- Christoph Schaefer, Daniel Hienert, Thomas Gottron (2014): Normalized Relevance Distance – A Stable Metric for Computing Semantic Relatedness over Reference Corpora. ECAI'14: Proceedings of the 21st European Conference on Artificial Intelligence
- Christoph Carl Kling, Jérôme Kunegis, Sergej Sizov, Steffen Staab (2014): Detecting non-gaussian geographical topics in tagged photo collections. Seventh ACM International Conference on Web Search and Data Mining, WSDM 2014, New York, NY, USA, February 24-28, 2014

- Niittylä, Laura. LIVE+GOV: Mobile Citizen-eGovernment Dialogue for Mobility. In 10th ITS European congress. 2014
- Laszlo Kovats. Implementing open government - The CPMT-Approach based on the Live+Gov eParticipation ontology. In EGOV 2015 (submitted for publication)

7.2 Participation in Scientific Events

The following conferences and other scientific events have been attended by or have been organized by members of the consortium:

Paper presentation at 2nd Joint International Conference on Electronic Government and the Information Systems Perspective and International Conference on Electronic Democracy (EGOVIS, EDEM 2013), Technology-Enabled Innovation for Democracy, Government and Governance	
Main Partner	EUD
Date	2013-08-26 – 2013-08-30
Place	Prague, CZ
Target Audience	Researchers, Developers
Purpose/type	Paper presentation
Measures	120 Attendees
Description	The international conference cycle EGOVIS focuses on information systems aspects of e-government. Information systems are a core enabler for electronic government/governance in all its dimensions: e-administration, e-democracy, e-participation and e-voting. Each year EGOVIS brings together experts from academia, public administrations, and industry to discuss e-government information systems from different perspectives and disciplines, i.e. technology, policy and/or governance and public administration. We search for original papers by researchers and practitioners describing novel ideas and innovative solutions in the field.

Poster presentation and information booth for Live+Gov at the Informatik2013 in Koblenz (43 rd Annual Meeting of the German Computer Science Association, jointly held with the EGOV2013, ePart2013, KI2013, MATES2013, and VirtualGoods+ODRL2013)	
Main Partner	UKob, EUD, YCT
Date	2013-09-16 – 2013-09-20
Place	Koblenz, DE
Target Audience	Representatives from politics and municipalities, researchers from the general area of Computer Science, eGovernment, Artificial Intelligence, private companies looking for opportunities in this sector
Purpose/type	Poster, information booth, flyers
Measures	The number of people attending the conference was ~1200
Description	The Informatik2013 was the largest national scientific event on

	computer science in Germany in 2013. The project participated in this event with an information booth in the main assembly hall and several consortium members were part of the organizing committees.
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Presentation of Live+Gov the event “Researcher’s Night	
Main Partner	CERTH
Date	2013-09-27
Place	Thessaloniki, GR
Target Audience	Citizens and Researchers
Purpose/type	Demonstration of the technologies in a booth.
Measures	The average number of visitors attending this type of events is approximately a few hundreds
Description	The “Researcher’s Night” is a pan-european initiative that aims to bring researchers closer to the society. Live+Gov technologies were presented as part of this event.

Oral and a poster presentation of scientific work at The 21st ACM International Conference on Multimedia	
Main Partner	CERTH
Date	2013-10-21 - 2013-10-25
Place	Barcelona, SP
Target Audience	Scientists interested in the various applications of multimedia analysis
Purpose/type	Oral presentation of 15’ , Poster available in the posters’ session.
Measures	Estimated number of attendees: ~500, Conference acceptance rate: ~20%
Description	Two members of CERTH’s team attended the ACM multimedia conference for presenting the most recent scientific advancements that were taking place in the context of the Live+Gov project.

Participation in the ICT 2013 Event (ICT 2013 – Create, Connect and Grow)	
Main Partner	CERTH, EUSOC
Date	2013-11-04 - 2013-11-06
Place	Vilnius, LI
Target Audience	Researchers and representatives from all different kind of end-users
Purpose/type	Demonstration of Live+Gov related technologies in a networking booth
Measures	The number of people attending this event was estimates around 5000.
Description	During this event we had the opportunity to discuss with related peers, network and raise awareness about the Live+Gov objectives.

Paper presentation at 10th ITS European congress	
Main Partner	MTS

Date	2014-06-16 - 2014-06-19
Place	Helsinki, FI
Target Audience	Decision makers /Governmental bodies
Purpose/type	Direct communication with stakeholders, conference presentation.
Measures	In total over 2500 participants from public transport sector participated.
Description	A conference paper was presented in a technical session at the ITS European congress. Additionally communication regarding the project achievements and goals was presented to selected people during the event in order to raise awareness and gather insights on the exploitation possibilities.

Direct communication at InformNorden 2013	
Main Partner	MTS
Date	2013-09-11 - 2013-09-13
Place	Helsinki, FI
Target Audience	Decision makers/ Governmental bodies
Purpose/type	Direct communication
Measures	In total around 500 participants from Nordic countries public transport sector participated.
Description	Direct communication with selected authority representatives in the public transport sector about the project status and plans for the trials in order to gain insights on the exploitation possibilities.

Direct communication at National public transport conference (Paikallisliikennepäivät)	
Main Partner	MTS
Date	2013-09-18+19
Place	Tampere, FI
Target Audience	Decision makers
Purpose/type	Direct communication, Booth in exhibition/conference, Direct communication
Measures	In total around 250 participants from Finnish public transport sector participated.
Description	Project presentation to selected public transport decision makers in the event to raise awareness and interest towards the developed technologies and to gain insight on the possible exploitation activities.

Mentoring activities for doctoral researchers in the field of “Change in Ontologies and Databases”	
Main Partner	UKob
Date	2014-01-29 – 2014-01-31
Place	Bozen, IT
Target Audience	Researchers from the area of “Change in Ontologies and Databases”
Purpose/type	Private communication, oral presentation

Measures	The number of people attending the research school was ~40
Description	The doctoral school on “Change in Ontologies and Databases” was an international event with participants from different fields within computer science. Through mentoring activities the participants were introduced to the fields of eGovernment and eParticipation as possible application scenarios for their scientific works.

Direct communication at IT-TRANS (IT-Solutions for Public transport, International conference and Exhibition)

Main Partner	MTS
Date	2014-02-18+20
Place	Karlsruhe, DE
Target Audience	<i>Decision makers /urban space related organizations</i>
Purpose/type	Direct communication, Booth in exhibition/conference, Direct communication
Measures	In total 3700 participants in the conference
Description	Details about the project were provided to selected public transport decision makers in the event to raise awareness and interest towards the developed technologies and to gain insight on the exploitation possibilities.

Chairing Special Track on “Uncertain Reasoning” at FLAIRS 2014, presenting application domain for reasoning approaches in the field of eParticipation/eGovernment

Main Partner	UKob
Date	2014-05-21 – 2014-05-23
Place	Pensacola Beach, US
Target Audience	Researchers from the area of “Uncertain Reasoning”
Purpose/type	Private communication, oral presentation
Measures	The number of people attending the conference was ~150
Description	-

Paper presentation at 14th International Conference on Principles of Knowledge Representation and Reasoning

Main Partner	UKob
Date	2014-07-20 – 2014-07-24
Place	Vienna, AT
Target Audience	Researchers from the area of “Knowledge Representation”

Purpose/type	Private communication, oral presentation, flyers
Measures	The number of people attending the conference was ~100
Description	-

Paper presentation at 21 st European Conference on Artificial Intelligence	
Main Partner	UKob
Date	2014-08-18 – 2014-08-22
Place	Prague, CZ
Target Audience	Researchers from the area of “Artificial Intelligence”
Purpose/type	Private communication, oral presentation, flyers
Measures	The number of people attending the conference was >800
Description	-

8 Other Dissemination Activities

In this section we list other dissemination activities that do not fall into the above categories.

8.1 Open-Source Software Dissemination

The following software components have been released under an open-source software license:

<i>MORA - Mobile Reality Analysis Toolkit</i>	
Main Partner	UKob
URL	https://github.com/HeinrichHartmann/MORA
Target Audience	Developers and researchers from the area of sensor mining
Measures	The software has just been released and there is not yet any measure on impact.
Description	The MORA sensor collection service consists of a mobile device and a server component that allows the collection, storage and transfer of sensor data. It comes bundled with a web-based inspection tool that can be used to view and export all stored data in the service.

<i>FastAR</i>	
Main Partner	CERTH
URL	http://arexporter.mklab.itl.gr/
Target Audience	Developers and people interested in exploiting the capabilities of mobile Augmented Reality
Measures	<p>A site has been developed for promotional purposes (http://arexporter.mklab.itl.gr/)</p> <p>The source code has been uploaded on JED (Joomla Extension Directory) which currently features a huge community of developers.</p> <p>Metaio, Layar and Wikitude were contacted for adding an article in their section about related open-source tools.</p>
Description	FastAR aims to automate the process of upgrading your CMS to an AR-Server that it is connected with the major AR browsers. So, the content that is hosted by a CMS becomes also available through an AR browser. We are currently in the process of building a community around this tool and collecting the opinion of its users through a questionnaire (http://arexporter.mklab.itl.gr/index.php/survey).

8.2 Direct Communication Efforts

We continue with a list of dissemination efforts through direct contact with potential clients and other interested parties.

Focus group meetings <i>Focus Group Business Rule Management (Hochschule für Technik und Wirtschaft)</i>	
Main Partner	EUD
Date	2013-04, 2013-05, 2013-09
Place	Berlin
Target Audience	<i>Public Private Sector working in the field of ICT</i>
Purpose/type	Direct communication
Measures	<i>450 Attendees (annually)</i>
Description	Members of the group have been informed about the Live+Gov projects purpose, its potential outreach and specifically its application in the use case of city administration. Focus of the discussion was how to combine ontology methods used under Live+Gov with the central business rules approach mainly developed by the HTW in Berlin.

Meeting with Basque Health Department	
Main Partner	BIZ
Date	2014-06-12
Place	Gordexola in person meeting
Target Audience	Health expert member of the communication department
Purpose/type	Collaborate in the eParticipation initiative and in the promotion and dissemination of the initiative.
Measures	Future collaboration
Description	The meeting took place as part of a Working Group meeting in order to establish collaboration within the project and beyond and to create synergies, quite important as this type of open government is a completely new scenario for all.

Meeting with key people from Gordexola	
Main Partner	BIZ
Date	2014-10-17
Place	Gordexola in person meeting
Target Audience	Active leaders of previous participation initiatives and politicians.
Purpose/type	Collaborate in the eParticipation initiative and in the promotion and dissemination of the initiative.
Measures	Future collaboration

Description	The meeting took place after the scheduled launching of the field trial. It was possible to share insights about the project in two lines of action, one with the person who is active in Gordexola for more citizens to know about the initiative of the field trial, and the other one, for a broader dissemination of the project through the political sphere, as people who were not directly taking part in the planning of the field trial participated.
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Health Talk in Gordexola	
Main Partner	BIZ
Date	2014-10-28
Place	Gordexola in person meeting
Target Audience	Active citizens of Gordexola.
Purpose/type	Dissemination of eParticipation.
Measures	
Description	The meeting took place as part of a cycle of public meeting about health, and in this case to promote eParticipation as a new option for public life.

“Open Government "Udala Zabaltzen" encounters – Opening the doors of local administration in Biscay”	
Main Partner	BIZ
Date	Second half of 2014
Place	Biscay
Target Audience	Open Government technicians and politicians.
Purpose/type	Dissemination of the project and collection of feedback to plan the exploitation after the end of the project.
Measures	Future collaboration
Description	Share Live+Gov experience within the activity of Udala Zabaltzen, which is the application of Open Government in the local administrations in Biscay.

Discussions with the largest (in population) municipality of Northern Greece – Municipality of Thessaloniki	
Main Partner	CERTH
Date	2013-09
Place	Phone communication
Target Audience	Decision makers and specifically the departments that are primarily interested in launching the service for urban maintenance.
Purpose/type	Informal discussion through phone
Measures	There has been progress in the discussions concerning the adoption

	from the Municipality of Thessaloniki, part of the Live+Gov technologies.
Description	We had several discussions with representative from the municipality of Thessaloniki. They have showed great interest in Live+Gov technologies and we are currently in the process of implementing a relevant solution in the context of a nationally-funded program.

Communication with cretaquarium, the aquarium in the island of Crete	
Main Partner	CERTH
Date	2013-10-03
Place	Phone communication
Target Audience	A private organization interested in using the Augmented Reality technology developed within Live+Gov for modernizing the provided services
Purpose/type	Informal discussion through phone
Measures	After the initial communication it was agreed that they will come back to us with more concrete ideas.
Description	The contact was made following their initiative. Although they showed interest in our technologies and we have agreed to proceed with the specifications of project, there hasn't been any further communication.

Discussions with a municipality from Northern Greece – Municipality of Kalamaria, Thessaloniki	
Main Partner	CERTH
Date	2013-12-02
Place	Kalamaria, GR
Target Audience	Decision makers and specifically the departments that are primarily interested in launching the service for urban maintenance.
Purpose/type	Physical meeting where we demonstrated our technologies
Measures	Communication through a third person with a member of the municipality board.
Description	After an extended and fruitful discussion we have agreed to provide the representatives from the Municipality of Kalamaria, a summary description of our technologies so as to discuss with the Mayor

Discussions with a municipality from Middle Greece – Municipality of Agios Dimitrios, Athens	
Main Partner	CERTH
Date	2013-11
Place	Phone communication
Target Audience	Decision makers and specifically the departments that are primarily interested in launching the service for urban maintenance.
Purpose/type	Phone communication accompanied by a document describing the main features of our technologies.

Measures	The description of our technologies was forwarded to the people making the relevant decisions and we are now waiting for their response.
Description	The discussion was conducted on an informal basis. Many follow-up discussions took place after the first meeting and we are currently in the process of further specifying the terms of our collaboration.

Discussions with a municipality from Northern Greece – Municipality of Thermaikos, Thessaloniki	
Main Partner	CERTH
Date	2014-11-02
Place	Thessaloniki, GR
Target Audience	Decision makers and specifically the departments that are primarily interested in launching the service for urban maintenance.
Purpose/type	Physical meeting with the Mayor, as well as with the informatics departments of the Municipality.
Measures	Live demo presentation using the Live+Gov prototypes
Description	The Mayor showed great interest which was the reason that he forward us to the municipality's informatics department. Currently we are waiting for their assessment on whether they would be interested in adopting our technology.

News item discussing Live+Gov achievements, published as part of a newsletter released by the Liaison Office of CERTH-ITI	
Main Partner	CERTH
Date	2013-11
Place	Mail communication
Target Audience	Individuals, SMEs and organizations around Greece, interested in the latest research developments that take place at CERTH
Purpose/type	Newsletter prepared by the dissemination desk of CERTH.
Measures	The newsletter is circulated to 5,600 contacts around Greece (i.e. individuals, SMEs and organizations).
Description	In order to increase the awareness of Live+Gov technologies we have relied on the official dissemination channels of CERTH. Through this newsletter we have managed to greatly increase the visibility of our efforts.

Direct communication and demonstrations for authorities in Tampere, Oulu, Turku and Helsinki	
Main Partner	MTS
Date	2013-02 – 2014-01
Place	Tampere, Oulu, Turku, FI
Target Audience	Decision makers

Purpose/type	Direct communication
Measures	In total around 10 meetings have been held and 30-40 persons have been contacted
Description	Direct communication with the public transport department representatives of the biggest cities in Finland. The purpose of these contacts was to raise interest and awareness of the project and to gather feedback on the planned activities on mobility use case.

Direct communication and demonstrations for ITS Finland and ITS Factory members	
Main Partner	MTS
Date	2013-09 – 2014-01
Place	Tampere/Helsinki, Finland
Target Audience	Decision makers, developers, content providers
Purpose/type	Direct communication
Measures	In total more than 50 people have been reached
Description	Direct communication with developers and decision makers at regular ITS Finland and ITS Factory forum events during fall 2013. The aim of the communication was to raise interest amongst potential end users and to gather new insights on the exploitation possibilities.

Direct communication and demonstrations for ITS Finland and ITS Factory members	
Main Partner	MTS
Date	2013-09 – 2014-01
Place	Tampere/Helsinki, Finland
Target Audience	Decision makers, developers, content providers
Purpose/type	Direct communication
Measures	In total more than 50 people have been reached
Description	Direct communication with developers and decision makers at regular ITS Finland and ITS Factory forum events during fall 2013. The aim of the communication was to raise interest amongst potential end users and to gather new insights on the exploitation possibilities.

LEAN session 1 municipality Utrecht - working processes	
Main Partner	YCT
Date	2013-07-01
Place	Utrecht, NL
Target Audience	Decision Makers; municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Group of 15 public officials of municipality Utrecht</i>
Description	LEAN-session 1 out of 4 with stakeholders to discuss the role of <i>Jij Maakt Utrecht</i> in working processes in the municipality

LEAN session 2 municipality Utrecht - ICT & Infrastructure	
Main Partner	YCT
Date	2013-07-09
Place	Utrecht, NL
Target Audience	Decision Makers; municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Group of 15 public officials of municipality Utrecht</i>
Description	LEAN-session 2 out of 4 with stakeholders to discuss the role of <i>Jij Maakt Utrecht</i> in current and future ICT & Infrastructure in the municipality

Meeting municipality Utrecht	
Main Partner	YCT
Date	2013-10-17
Place	Utrecht, NL
Target Audience	Decision makers of Municipality Utrecht
Purpose/type	Direct communication with key stakeholders, for evaluation of field trial
Measures	<i>Evaluation of Live+Gov field trial with 2 key stakeholders</i>
Description	Exploration of eParticipation initiatives and possible collaboration and exploitation opportunities

Contact with program manager implementation open data in Utrecht	
Main Partner	YCT
Date	2013-11-11
Place	Utrecht, NL
Target Audience	Decision makers of Municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Exploration of potential collaboration perspectives</i>
Description	Event to share knowledge and insights regarding eParticipation and weGovernment In order to increase the legitimacy and authenticity of the Live+Gov solutions in the current market

Meeting with Aitor Egurrola, mayor of Mundaka (Spain)	
Main Partner	YCT
Date	2013-11-22
Place	Mundaka, ES
Target Audience	Decision makers in EU
Purpose/type	Direct communication with stakeholders, exploitation meeting to explore exploitation possibilities of urban maintenance use cases in Spain
Measures	<i>Exploration of exploitation perspectives within EU</i>
Description	Exploration of international collaboration and exploitation possibilities

	Furthermore exchange of knowledge and market insights
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Meeting municipality Utrecht	
Main Partner	YCT
Date	2013-12-13
Place	Utrecht, NL
Target Audience	Decision makers of Municipality Utrecht
Purpose/type	Direct communication with stakeholders, for evaluation of field trial.
Measures	<i>Evaluation of Live+Gov field trial with 2 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned regarding product/market fit To improve the utilization of the product as tool for eParticipation

Meeting with neighbourhood councils in Utrecht	
Main Partner	YCT
Date	2014-01-10
Place	Utrecht, NL
Target Audience	Decision makers, public officials and neighbourhood council members
Purpose/type	Direct communication with stakeholders
Measures	<i>A group of 10 participants attended the event</i>
Description	Event to explore market fit in order to increase the legitimacy and authenticity of a Live+Gov product in the current market

Co-creation session municipality Utrecht	
Main Partner	YCT
Date	2014-01-20
Place	Utrecht, NL
Target Audience	Decision makers, public officials of Municipality Utrecht and active citizens
Purpose/type	Direct communication with stakeholders
Measures	<i>Group of 15 initiators and public officials</i>
Description	Event to explore market fit order to increase the legitimacy and authenticity of a Live+Gov product in the current market. Furthermore, collection of important insights in the evaluation of the first field trial of Live+Gov.

LEAN session 3 municipality Utrecht - Management & Control	
Main Partner	YCT
Date	2014-01-23
Place	Utrecht, NL

Target Audience	Decision Makers; municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Group of 15 public officials of municipality Utrecht</i>
Description	LEAN-session 3 out of 4 with stakeholders to discuss the role of <i>Jij Maakt Utrecht</i> in management & control processes in the municipality

LEAN session 4 municipality Utrecht - People & Culture	
Main Partner	YCT
Date	2014-01-27
Place	Utrecht, NL
Target Audience	Decision Makers; municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Group of 15 public officials of municipality Utrecht</i>
Description	LEAN-session 4 out of 4 with stakeholders to discuss the role of <i>Jij Maakt Utrecht</i> in processes, people & culture in the municipality

Council information meeting	
Main Partner	YCT
Date	2014-01-28
Place	Utrecht, NL
Target Audience	Public officials and active citizens
Purpose/type	Direct communication with stakeholders
Measures	<i>Attended by more than 20 participants</i>
Description	Exploration of the political arena, current market and share knowledge regarding weGovernment and eParticipation

Evaluation session with municipality Utrecht for second field trial	
Main Partner	YCT
Date	2014-03-14
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Evaluation and set-up of Live+Gov field trial with 2 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation

Evaluation session about Participation projects	
Main Partner	YCT
Date	2014-04-18
Place	Utrecht, NL

Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Evaluation session for Live+Gov field trial with 2 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation

Evaluation session about Liveability Initiatives	
Main Partner	YCT
Date	2014-04-22
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Evaluation session for Live+Gov field trial with 3 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation

Prototype evaluation session with municipality Utrecht	
Main Partner	YCT
Date	2014-04-25
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Evaluation session for Live+Gov field trial with 2 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation.

Evaluation session about initiatives	
Main Partner	YCT
Date	2014-04-28
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Evaluation session for Live+Gov field trial with 2 key stakeholders</i>
Description	The evaluation meeting was established to gather important insights and lessons learned To improve the utilization of the product as tool for eParticipation

Session discussing value of online neighbourhood platforms	
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Main Partner	YCT
Date	2014-05-01
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Direct communication with stakeholders, establish collaborations and engagement of citizens
Measures	<i>Attended by more than 25 participants</i>
Description	Event to explore market fit order to increase the legitimacy and authenticity of a Live+Gov product in the current market

Customization meeting	
Main Partner	YCT
Date	2014-05-05
Place	Utrecht, NL
Target Audience	Decision makers
Purpose/type	Direct communication with stakeholders
Measures	<i>Achieved consensus with key stakeholders regarding the customization for the 2nd field trial of Urban Maintenance</i>
Description	Meeting to explore possibilities for customisation of the Webapplication for eGovernment Dialogue and Visualisation for the 2 nd field trial of Live+Gov

Meeting with public officials of municipality Utrecht	
Main Partner	YCT
Date	2014-05-12
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders about participation
Measures	<i>Attended by 2 public officials of municipality Utrecht</i>
Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation

Customization meeting	
Main Partner	YCT
Date	2014-05-19
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Achieved consensus with key stakeholder regarding the customization for the 2nd field trial of Urban Maintenance</i>

Description	The evaluation meeting was established to gather important insights and lessons learned to improve the utilization of the product as tool for eParticipation.
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Open Data Meeting	
Main Partner	YCT
Date	2014-05-23
Place	Utrecht, NL
Target Audience	Decision makers, public officials
Purpose/type	Direct communication with stakeholders and establish collaborations
Measures	<i>Attended by 11 participants</i>
Description	Gathering of insights during the event regarding eParticipation and weGovernment In order to increase the legitimacy and authenticity of the Live+Gov solutions in the current market

Meeting with community organization	
Main Partner	YCT
Date	2014-05-26
Place	Utrecht, NL
Target Audience	Community organization
Purpose/type	Direct communication with stakeholders and establish collaborations
Measures	<i>Exploration of potential collaboration perspectives</i>
Description	Exploration of eParticipation initiatives and possible collaboration and exploitation opportunities

Exploitation meeting software company Polit	
Main Partner	YCT
Date	2014-06-05
Place	Berlin, DE
Target Audience	Professionals
Purpose/type	Direct communication with stakeholders
Measures	<i>Exploration of potential European collaboration perspectives</i>
Description	Exploration of potential European collaboration and exploitation activities

Citizen participation evening about participation project 'Cremerstraat, Utrecht'	
Main Partner	YCT
Date	2014-07-02
Place	Utrecht, NL
Target Audience	Active citizens, public officials, community organizations and other stakeholders.

Purpose/type	Direct communication with stakeholders
Measures	<i>Attended by more than 50 participants</i>
Description	The activity aimed to increase the understanding and utilization possibilities of the SaaS product, besides mere increase of brand awareness. In line with the lessons learned during the field trials of JMU

Interview (plans and action programmes for district ambitions)	
Main Partner	YCT
Date	2014-07-24
Place	Utrecht, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with public officials</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Telephone interview with participation project leader	
Main Partner	YCT
Date	2014-07-25
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project assistant	
Main Partner	YCT
Date	2014-07-28
Place	Utrecht, NL
Target Audience	project assistant
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project assistant</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Telephone interview with district advisor	
Main Partner	YCT
Date	2014-07-28
Place	Utrecht, NL

Target Audience	district advisor
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with district advisor</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-28
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-28
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-29
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-29
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders

Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with district manager	
Main Partner	YCT
Date	2014-07-30
Place	Utrecht, NL
Target Audience	district manager
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with district manager</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-31
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-07-31
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-04
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important

	insights for evaluation, to increase understanding of direct stakeholders
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Interview with participation project leader	
Main Partner	YCT
Date	2014-08-05
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with counsellor of Nature & environment communication Department	
Main Partner	YCT
Date	2014-08-05
Place	Utrecht, NL
Target Audience	Counsellor
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with public official</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-07
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-18
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-19
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-21
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation public official for 25 projects	
Main Partner	YCT
Date	2014-08-21
Place	Utrecht, NL
Target Audience	public official
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with public official</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-25
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
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Main Partner	YCT
Date	2014-08-25
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-26
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Evaluation summer campaign results with official of municipality Utrecht	
Main Partner	YCT
Date	2014-08-27
Place	Utrecht, NL
Target Audience	official municipality Utrecht
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with key stakeholder</i>
Description	The evaluation meeting was established to gather important insights and lessons learned To improve the utilization of the product as tool for eParticipation

Interview with participation project leader	
Main Partner	YCT
Date	2014-08-28
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with participation project leader	
Main Partner	YCT

Date	2014-08-28
Place	Utrecht, NL
Target Audience	project leader
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with project leader</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview (plans and action programmes for district ambitions)	
Main Partner	YCT
Date	2014-09-04
Place	Utrecht, NL
Target Audience	key stakeholder
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with public official</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Interview with manager of project management department	
Main Partner	YCT
Date	2014-09-09
Place	Utrecht, NL
Target Audience	key stakeholder
Purpose/type	Direct communication with stakeholders
Measures	<i>Meeting with key stakeholder</i>
Description	1-to-1 interview to introduce Live+Gov products and gather important insights for evaluation, to increase understanding of direct stakeholders

Exploitation meeting with public officials in Oldenzaal	
Main Partner	YCT
Date	2014-12-15
Place	Oldenzaal, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Exploration of potential collaboration perspectives</i>
Description	Exploration of collaboration and exploitation opportunities during the direct meeting, while informing stakeholders about relevant SaaS solutions

Exploitation meeting with public officials in Zoetermeer	
Main Partner	YCT
Date	2014-12-15

Place	Zoetermeer, NL
Target Audience	Public officials
Purpose/type	Direct communication with stakeholders
Measures	<i>Exploration of potential collaboration perspectives</i>
Description	Exploration of collaboration and exploitation opportunities during the direct meeting, while informing stakeholders about relevant SaaS solutions

8.3 Media and Press

In the following, we list some dissemination activities in media and press:

Article in regional newspaper regarding Urban Planning - Deia	
Main Partner	BIZ
Date	2014-10-21
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article in Gordexola's local web page Urban Planning	
Main Partner	BIZ
Date	2014-10-15
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Mention in the radio of the Urban Planning eParticipation initiative – Cadena SER <i>Hoy por Hoy</i>	
Main Partner	BIZ
Date	2014-10-22
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article about Live+Gov in the news section of the web page of the Regional Government of Biscay	
Main Partner	BIZ
Date	2014-10-23
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article about Live+Gov in the Basque Nationalist Party's web page	
Main Partner	BIZ
Date	2014-10-23
Place	Bilbao
Target Audience	General public, specifically oriented to active citizens and politicians
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article about Live+Gov in the web portal of a relevant media agency Europa Press	
Main Partner	BIZ
Date	2014-10-23
Place	Bilbao
Target Audience	General public, specifically oriented to feed other media channels
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article in regional newspaper regarding Urban Planning - Deia	
Main Partner	BIZ
Date	2014-10-26
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article in web portals specialized in apps: AppShopper and AndroidPit	
Main Partner	BIZ
Date	2014-10-26

Place	Bilbao
Target Audience	General public, specifically oriented to people interested in news about apps
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Radio Interview about the Urban Planning eParticipation initiative – Onda Vasca	
Main Partner	BIZ
Date	2014-10-28
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article in regional newspaper regarding Urban Planning - Deia	
Main Partner	BIZ
Date	2014-12-30
Place	Bilbao
Target Audience	General public: citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Biscay
Description	Promotion of eParticipation

Article in regional paper regarding BuitenBeter in Municipality of Rotterdam	
Main Partner	YCT
Date	2013-09-14
Place	Rotterdam, NL
Target Audience	Active citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Municipality Rotterdam
Description	Promotion of BuitenBeter as tool for weGovernment in an regional article

Municipality Utrecht and Jij Maakt Utrecht mentioned as good example in Action plan Open Government of national Dutch Government	
Main Partner	YCT
Date	2013-09-30
Place	Den Haag, NL

Target Audience	Active citizens, public officials and other stakeholders
Purpose/type	Press/Media
Measures	Regional media attention in Municipality Rotterdam
Description	Impact on a national level, raise awareness about <i>Jij Maakt Utrecht</i> and Live+Gov

Festival <i>Jij Maakt Utrecht</i>	
Main Partner	YCT
Date	2013-11-19
Place	Utrecht, NL
Target Audience	Active citizens, public officials and decision makers
Purpose/type	Press/Media
Measures	News article on the home page of Utrecht.nl. After the event a compilation was placed on YouTube. This video had 111 views.
Description	Increase awareness of importance of participation and weGovernment

Festival <i>Jij Maakt Utrecht</i>	
Main Partner	YCT
Date	2013-11-19
Place	Utrecht, NL
Target Audience	Decision makers, Citizens, Developers (SMEs)
Purpose/type	Press/Media
Measures	News article on the website of MKB Nederland, the largest organisation for entrepreneurs in the Netherlands (about 150.000 companies)
Description	Increase awareness of importance of participation and weGovernment

Municipality Utrecht as good example in Eurocities Report on Social E-inclusion	
Main Partner	YCT
Date	2013-11-21
Place	EU
Target Audience	Active citizens, public officials and decision makers
Purpose/type	Press/Media
Measures	Impact on a European level, raise awareness about JijMaaktUtrecht and Live+Gov
Description	European dissemination of the Liv+Gov SaaS product JMU. Mentioned as a good example in Eurocities report on Social E-Inclusion.

Blog: 'Municipality should not intervene in social 'do-it-yourself'	
Main Partner	YCT
Date	2013-12-09
Place	Netherlands
Target Audience	Active citizens and public officials

Purpose/type	Press/Media
Measures	DUIC.nl is a regional news site that has >10.000 visitors per day
Description	Dissemination of Live+Gov products and exploration of product and market fit

Neighbourhood Jekerkwartier in Maastricht as testing ground for BuitenBeter-app	
Main Partner	YCT
Date	2013-12-17
Place	Maastricht, NL
Target Audience	Active citizens, public officials and decision makers
Purpose/type	Press/Media
Measures	<p>This article was published online and on Twitter by @MaastrichtDB, with >2.300 followers. This was re-tweeted by someone with >6.600 followers.</p> <p>A council member of the Maastricht Council was also present this day - he was very enthusiastic about the event.</p>
Description	Increase of attention and awareness of Live+Gov products in current market

Report on festival around 'Jij Maakt Utrecht	
Main Partner	YCT
Date	2013-12-19
Place	Utrecht, NL
Target Audience	Active citizens, public officials and decision makers
Purpose/type	Press/Media
Measures	selab.nl is an independent network organisation for social enterprises.
Description	Increase awareness of importance of weGovernment via storytelling

Campaign to clean urban space of the city	
Main Partner	YCT
Date	2014-01-24
Place	Maastricht, NL
Target Audience	Active citizens, community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	Regional campaign by the municipality of Maastricht about Urban Maintenance
Description	Increase of attention and awareness of Live+Gov products in current market

Article of Municipality Dordrecht about JMU	
Main Partner	YCT

Date	2014-05-29
Place	Utrecht, NL
Target Audience	Decision makers and citizens
Purpose/type	Press/Media
Measures	Interested municipality in Live+Gov product
Description	Promotion of JMU as tool for weGovernment in an regional article

Launch JMU mentioned	
Main Partner	YCT
Date	2014-06-01
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	Team 2015 is an organisation to connect initiatives in Utrecht to each other that contribute to realising the Millenium goals. About 100 initiatives are connected to this organisation
Description	Promotion of JMU as tool for weGovernment in an article by the Municipality Utrecht

Share of initiative on Facebook	
Main Partner	YCT
Date	2014-06-01
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Social Media
Measures	287 likes, post liked by 5 people who have more than 1250 friends
Description	Promotion of Live+Gov product via storytelling of active stakeholders

Press article municipality Utrecht	
Main Partner	YCT
Date	2014-06-02
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	News article on the home page of Utrecht.nl, shown for about 1 week
Description	Promotion of JMU as tool for weGovernment in an article by the Municipality Utrecht

Launch JMU mentioned at regional news site	
Main Partner	YCT
Date	2014-06-02
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press Media
Measures	DUIC.nl is a regional news site that has about 10.000 visitors per day
Description	Promotion of JMU as tool for weGovernment in an article in the Municipality Utrecht

Article about JMU on regional news site	
Main Partner	YCT
Date	2014-06-06
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	deStadUtrecht is a regional news site
Description	Promotion of JMU as tool for weGovernment in an article in the Municipality Utrecht

Article about JMU on neighbourhood website	
Main Partner	YCT
Date	2014-06-12
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	Neighbourhood section of municipality website published about JMU
Description	Promotion of JMU as tool for weGovernment in an article in the Municipality Utrecht

BLOG: we make Utrecht together	
Main Partner	YCT
Date	2014-06-13
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	JijMaaktUtrecht mentioned first in list of 'makel- en schakelpunten' of

	the municipality of Utrecht for initiatives.
Description	Promotion of JMU as tool for weGovernment in an article in the Municipality Utrecht

BLOG: Citizen participation, source of creativity and innovation	
Main Partner	YCT
Date	2014-06-13
Place	Utrecht, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	<i>Jij Maakt Utrecht</i> mentioned as good example of a web tool.
Description	Promotion of JMU as tool for weGovernment in an article in the Municipality Utrecht

BLOG Chairman Utrecht Development Board about issue reporting	
Main Partner	YCT
Date	2014-08-26
Place	Netherlands
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	DUIC.nl is a regional news site that has >10.000 visitors per day
Description	Extending brand awareness of the Liv+Gov SaaS solutions in the Dutch market besides emphasising the authentic of the Live+Gov products

Press article 'Eindhoven makes much use of BuitenBeter app' in regional newspaper and digital	
Main Partner	YCT
Date	2014-08-20
Place	Eindhoven, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	From the 3000 issue reports in the municipality of Eindhoven, more than half is done via BuitenBeter. The article is published digital and in print. The web site has 323.667 unique visitors per month, >10.000 per day, the paper is printed in >11.500 copies
Description	The interview is emphasizing storytelling and the authentic of the Live+Gov product, increasing the understanding of direct stakeholders

Press article 'Onethird of inhabitants in Rotterdam is willing to help in public space'	
Main Partner	YCT
Date	2014-09-03
Place	Rotterdam, NL
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	The number of issue reports via BuitenBeter app is growing and the municipality is pleased with that. The paper is printed in >21.000 copies.
Description	Promotion of JMU as tool for weGovernment in an article by the Dutch National Government

Live+Gov Publication in Digital Dialogue almanac for all Dutch municipalities	
Main Partner	YCT
Date	2014-10-23
Place	Netherlands
Target Audience	Decision makers, public officials and active citizens. Community organizations and other stakeholders.
Purpose/type	Press/Media
Measures	Book publication sent to all Dutch municipalities
Description	Extending brand awareness of the Liv+Gov SaaS solutions in the European market besides emphasising the authentic of the Live+Gov products

8.4 Specifically successful dissemination activities

In the following, we list some activities that were particularly successful in dissemination project outcomes of Live+Gov.

8.4.1 Interest for and attention to participation projects on *Jij Maakt Utrecht*

One of the main approaches of Yucat is the bottom-up approach, for example by using social media. Particular approach is that users (citizens and public officials) really use the application and use word-of-mouth to get others engaged, from Utrecht towards other Dutch and European cities. The target groups are citizens and public officials. The municipality of Utrecht has about 5000 public officials. Internal communication within the municipality proves also to be a big challenge. To get both actors more involved, a mini-campaign was specially targeted towards key players in participation, namely project leaders.



Participation projects are projects started by the municipality, where the input of citizens is actively asked (interactive policy making). The municipality of Utrecht is doing a lot of these projects across the organisation. In fact, the municipality has a separate 'Project Management Department'. Here, a relatively large concentration of participation projects can be

found among the project managers at this department. This is a good starting point for the bottom-up approach for *Jij Maakt Utrecht*.

Titled 'Interest for and attention to participation projects on *Jij Maakt Utrecht*', the concrete goal of the mini-campaign is to get 25 project leaders familiar with the application, leading to 10 new projects published on *Jij Maakt Utrecht*. This means a conversion ratio (number of new projects divided by the number of project leaders) of 40 percent.

The approach for getting project leaders more familiar with *Jij Maakt Utrecht* is also bottom-up: 1-to-1 conversations with participation project leaders. In these personal conversations, in which 1-to-1 attention is given, at the same time results for evaluation of the field trials are gathered.

A total of 25 1-to-1 conversations have been held with 20 project leaders and 5 persons in another role. From the 20 project leaders, 9 had already heard of *Jij Maakt Utrecht* before the mini-campaign. The other 11 did not hear of the application before or could not remember this. From the 9 project leaders that had already heard of *Jij Maakt Utrecht* before, 5 had already visited the application prior to the conversation. None of the project leaders had already published their project, or was familiar with how it works.

In all conversations, a short introduction of the application was given, to make clear what the application does and how project leaders can add a project by themselves. From this, much positive feedback has been gathered. Some of the reactions:

- "Publishing your project on *Jij Maakt Utrecht* is really, really easy."
- "It is really easy to publish something, even I can do it!"
- "Why did I not know this application existed?"

Furthermore, during the conversations, project leaders adopted a very cooperative attitude and thought along with the advantages that *Jij Maakt Utrecht* could offer them.

Project leaders were not only positive, but also critical. They are a bit reluctant in actually publishing their project on *Jij Maakt Utrecht*, mainly because they are not sure that they are the right person to do this. A project leader is only a temporary contact for the project. Before and after the project leader is assigned to the project, another department is responsible for the project. People at this department give more continuity to the project, mainly after the project is executed and the result of the project goes into the management phase.

Next to that, in some cases the projects are not fit for publishing on *Jij Maakt Utrecht*, either because the project is internal, or the participation trajectory is not yet determined. Project leaders state that a project is fit for publishing as soon as it is clear on which parts the input of citizens is asked.

The summer mini-campaign has resulted in 7 new projects and an update for 3 project that were already published on *Jij Maakt Utrecht*. These projects did not have an 'owner' before the campaign. This is a very good result. In 2014, before the mini-campaign, 2 new participation projects were added to *Jij Maakt Utrecht*. The conversion ratio is 35 percent: 7 new projects resulted from conversations with 20 project leaders in total.

Another result of the mini-campaign is that project leaders actively want to help in disseminating, e.g. by the following actions:

- At least five project leaders will tell others about *Jij Maakt Utrecht*, not only other public officials but also citizens;
- Suggestions for presentations at the office were made;
- Suggestions for placing a message on the department's intranet page were made;
- Suggestions for placing communication material at the department's office were made;

In conclusion, personal, 1-to-1 attention is a very effective way to deliver the message in the organisation. This is proved by the conversion ratio and the willingness of project leaders to help disseminating *Jij Maakt Utrecht*. Of course 1-to-1 conversations are relatively time-consuming. For creating bottom-up leverage, this campaign can thus be seen as a spin-off for more attention to *Jij Maakt Utrecht* among others.

8.4.2 Citizen-to-citizen promotion of Urban Maintenance Issue reporting

One of the old industrial areas in Utrecht now is in great (re)development. In this area, situated between railroads and a highway in the West of Utrecht, railway-associated industry was active up to the 1970's. Now, some of these large factories are empty and ready for redevelopment. Creative entrepreneurs have discovered this area to be an attractive workplace for them. However, some entrepreneurs have been situated in the area for decades already. This area is very dynamic now.

Next to that, a municipal waste area is situated in the area as well. The (re)developments taking place and the presence of this municipal waste area, sometimes can give the area a quite messy character. "Even if the waste area is closed or waste disposal is prohibited,

people sometimes dump their waste somewhere in the area”, said one of the entrepreneurs mentioned.

One of the entrepreneurs knew of the Live+Gov Issue Reporting application and mentioned it at a meeting of the entrepreneurs’ association. They then decided to invite Live+Gov to their next event, so the mobile issue reporting-application could get more known among the other entrepreneurs.

On September 8, 2014, Live+Gov attended an event at the area. About 50 people also attended the event. At the event, one of the entrepreneurs shared his personal experience with the issue reporting mobile application in that area with the others. This attracted the interest of everybody and they got very enthusiastic about the application. In fact, 5 entrepreneurs immediately installed the application on their smartphones. An impression of the reactions:

- “This is exactly what we need!”
- “I did not know of this application, I wish I’d known this before.”
- “Making a report is really easy.”
- “I’m going to try this at home”
- “I will definitely tell others about this application!”

All in all, this was a very effective way of promoting Live+Gov and BuitenBeter, because the focus is on the experience of someone they know. A great event to be part of!

8.4.3 Stakeholder engagement: Pre-party ‘Wij Maken Utrecht’-festival

In a prelude towards the ‘Wij Maken Utrecht’-festival (We Make Utrecht) on December 1, 2014, a pre-party was organised by the municipality of Utrecht. Here, about 60 attendees from different backgrounds (active citizens, public officials, entrepreneurs, council members, societal organisations, etc.) came together to brainstorm about the programme of the festival.

The festival is about dealing with (citizen) participation and (citizen) initiatives. One part of the programme is already fixed and that is the awarding of the ‘Jij Maakt Utrecht’-trophy to a promising citizen initiative. The festival is targeted to:

- public officials, council members, mayors and eldersmen (e.g. of participation, civil affairs, neighbourhoods) in Europe and the Netherlands;
- public officials, council members, mayor and several eldersmen (e.g. of participation, civil affairs, neighbourhoods) in Utrecht;
- (active) citizens;
- entrepreneurs;
- societal organisations, and
- other interested parties

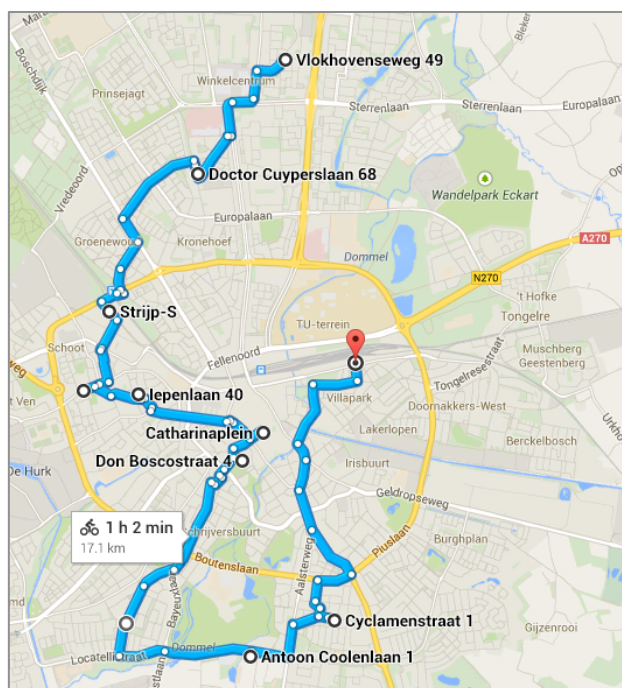
The festival team is organising the festival in co-creation and this pre-party is a kick-off meeting for that. The location of the pre-party is quite special: an old metal factory and cathedral: the Metal Cathedral (<https://www.jijmaaktutrecht.nl/#1737/metaal-kathedraal>). The Metal Cathedral is ran by citizens and creative entrepreneurs and is completely (financially) independent.

The festival team did not only want to gather ideas during this evening, but also encourage the present parties to get involved with organising a part of the festival. So the festival can really be co-created. During the evening, the attendees generated many ideas for the festival programme and lively discussions emerged about having and/or supporting an initiative and how to deal with participation. The ideas have been gathered by the festival team and will get a follow-up in the coming months, and hopefully lead to a festival in co-creation with the entire city of Utrecht!

8.4.4 Guerrilla-promotion issue reporting Eindhoven and Maastricht

In the city of Eindhoven and Maastricht, guerrilla-marketing has been done by Yucat. In one day, the entire cities have been crossed by bicycle (see the map on the right for the route) and 50 locations were visited. At these locations, posters and flyers were placed at a visible place, so that citizens are informed about the Live+Gov issue reporting mobile application and activated to use it when reporting an issue to their municipality. The target locations are stores, neighbourhood centres and public organisations (library, Tourist Information Office, sports centre/hospital).

One of the direct causes to start this activity, is a news article in Eindhoven that half of all issue reports is being made by the Live+Gov mobile issue reporting client



(<http://www.ed.nl/regio/eindhoven/eindhoven-klaagt-massaal-bij-gemeente-via-app-buiten-beter-1.4495407>). The main goal of the guerrilla-marketing activity is to further enforce this effect.

When entering a location, Yucat asked the shop owners/receptionists if they were already familiar with the application. It turned out many people already knew the application. Next to that, information about the application was given, so that shop owners/receptionists can answer questions that people possibly have if they take a flyer. This promotion activity makes the BuitenBeter-application more known among citizens in Eindhoven.

In general, we received very positive replies about the BuitenBeter application. An example: “The application is a very good idea and very easy to use!” A total of about 1600 flyers and

posters are distributed among the locations and at every location someone was informed in detail about the application. In conclusion, the guerrilla-marketing activity was a success!

8.4.5 Live+Gov Publication in Digital Dialogue almanac for all Dutch municipalities

On 23rd of October 2014 the Digital Dialogue Almanac was officially launched with a big event at the municipality of Schiedam in the Netherlands. Over 100 people attended the event 'Social media and the government: the next step'. Jens Steensma (Yucat) contributed a paper to this almanac about experiences with the Live+Gov field trial of '*Jij Maakt Utrecht*' in the municipality of Utrecht. Furthermore, he gave a presentation about this topic at the event itself. This is a good example of content-marketing of Live+Gov products.



Figure 17: Impression of Digital Dialogue almanac and launch event

The Digital Dialogue-almanac is sent to every municipality in the Netherlands (403 in total). Furthermore, the publication can be downloaded for free¹. The download page has been visited by 2,531 unique visitors in just 12 days after the publication!

A total of 66 authors and many Dutch municipalities contributed to this almanac. Furthermore, the Dutch National Government was closely involved in the publication: the foreword was written by Bas Eenhoorn, the National Commissioner of the Digital Open Government in the Netherlands. He was also the first person to receive a paper version of the almanac at the launch.

¹ <http://www.socialmediameetlat.nl/?p=574>

The almanac in general and the paper submission of Jens Steensma about the experiences of the Live+Gov field trial of *'Jij Maakt Utrecht'* have been received with great interest and enthusiasm. The presentation of Jens Steensma and the interactive workshop at the event opened up lively discussions and high engagement of the participants.

8.4.6 Health Talks

The project to build a Health Park in Gordexola, that started as a citizen initiative was presented at a meeting about health that is part of a cycle that was going on during the whole year. The initiative came from this meeting and has been adopted as the plan that will be presented to citizens in the second trial. Then the project and trial itself went to go back into the cycle of meetings, as the story about this was told in the meeting that was held at the end of October. These meetings are coordinated by the Basque Health Department and this cooperation is a good example of how the synergies can benefit public life in a broader way and how the scope of the project can have a bigger reach.

- **Dissemination activity title:** Health talks in Gordexola – Live+Gov -Urban Planning Gordexola – Sports Park, will be the theme of one of the talks.
- **Related dissemination activity:** Periodical meetings with Gordexola Council for 2nd field Trial definition – Working Group meetings. We have had the person in charge of the Health talks participate in the Working Group meetings as an expert advisor.
- **People taking part:** Council members, citizen associations, Basque Health Department responsible (Osakidetza), etc.
- **Description:** During the issue definition for the 2nd field trial (Urban planning use case) at a Working Group meeting, a citizen initiative was put on the table. A proposition regarding the installation of a sports park in the municipality was received and was considered as suitable due to several reasons such as a) the citizen demand, backed by a large group of citizens and associations; b) appropriateness, as there was no equipment of this type encouraging a healthy lifestyle; c) good price for the value and budget availability; and d) political consensus.

The discussion regarding all the aspects of the issue led into an initiative regarding how to improve health levels and quality of life among Gordexola population and improve it's healthy habits.

- **Objective reached out of the project scope:** Better health information and increase of welfare levels among the citizens that in the long run could decrease of the health costs for the public system.

In a second phase, and once the plan for the health park was included in the second field trial of the Urban Planning use case, the synergies created within the project made the people who participate in the Working Group meetings to come across to a program for funding healthy lifestyle activities led by the Basque Health Department. The project that was already preparing to have citizen participation included for people to help decide on the aspects about the installation, now had the chance to receive a financial aid that would help the Local Council build the park.

All of the efforts came together, and in the end of 2014, the outdoor sports park was finally built with this unique collaboration between the financial aid of the Basque Health Department, the Live+Gov project, and the Local Council of Gordexola.



Figure 18: Health park built in the location decided upon by citizens in the second field trial of the Urban Planning use case.

8.4.7 Participation in Apps4Greece Competition

Live+Gov (through the team of CERTH) participated in the Apps4Greece competition organized by the City of Thessaloniki (<http://thessaloniki.appsforgreece.eu/>) for collecting ideas, datasets and applications that would make the city smarter. Live+Gov participation was based on the technologies and mobile app developed in the context of the Mobility use case (<http://thessaloniki.appsforgreece.eu/app/mobilitysense>), offering the citizens of Thessaloniki the potential to obtain traffic jam information, to share their everyday routes for helping the city to improve its network, to share information with their fellow citizens, as well as to receive alerts about the good service of the network from the authorities. Live+Gov contribution was very well-received by the organizers of the competition leading to the symbolic price of a tablet that was awarded to the team of CERTH.

8.4.8 Participation to the ESA SpaceAppCamp

Two members of the Live+Gov project, namely Dimitrios Ververidis and George Liaros, were qualified to visit the European Space Agency (www.esa.int) facilities in the Netherlands in order to be informed about the latest earth monitoring achievements. The agenda of the training, named as SpaceAppCamp, started in 4 of May, 2014 with the presentation of EGNOS and Copernicus programs. The following days were dedicated into presenting information for accessing the data, a tour in the exhibition of space missions, and a small programming competition in the end (12 of May).

During the SpaceAppCamp the developers had to find and partially implement an idea for a mobile application that has potential financial interest for ESA. The idea of the team, joined with Michalis Vitos and Julia Altenbuchner from the University College of London, was to develop an app that enables illiterate people of the rain-forests to report abuse of their

territory such as illegal logging. The app is capable of recording paths in the forest and submitting the paths to a back-end web portal as it is seen in the Figure 18. The app is named as Sapelli, a special tree, has potential buyers the NGOs and the logging companies. The maps used were the google maps enhanced by the latest radar image of Sentinel 1 of ESA Copernicus project. This camp was an excellent opportunity for Live+Gov members to exploit the expertise that has been developed in the project (in terms of turning simple citizens into the living sensors of their city/territory) for developing a mobile app that makes smart use of the high-quality content offered by ESA.

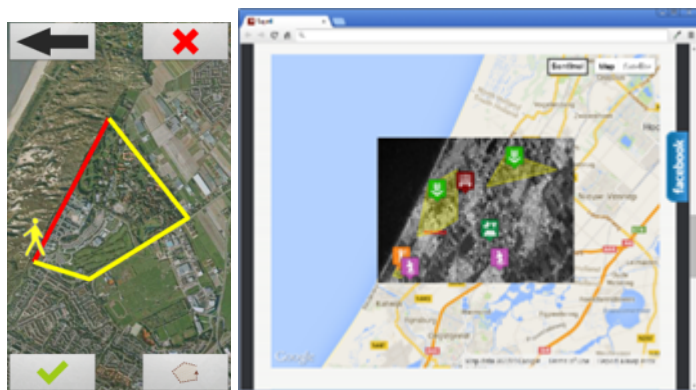


Figure 19: A lightweight application for reporting issues for the illiterate people of Africa using also satellite images from the ESA Copernicus project. It is a first step towards the design of an interface for the elderly people and people that cannot read easily.

9 Summary

This reported on the dissemination activities underdone throughout the Live+Gov project lifetime. This includes online activities, non-scientific and scientific event participation, and scientific publications. Furthermore, to illustrate the success in our dissemination activities we also described some specific dissemination activities in more detail. Appendix A of this deliverable contains some visual impressions from the Urban Maintenance field trial.

In order to measure the impact of our dissemination activities we devised a list of dissemination indicators and desired outcomes. Through this, the main focus in our activities was tailored towards future exploitation, cf. D6.5 [2]. Overall, we are very satisfied of the results of our dissemination activities. Out of 23 dissemination indicators, 20 could be positively evaluated at the end of the project. Furthermore, we overreached many of the remaining objectives and obtained a lot of positive feedback from all people involved in the field trials and also besides those (see Section 8.4). The number of people reached through our dissemination activities and, in particular, the number of people who may become future customers is impressive and promises high potential for project exploitation.

10 References

- [1] Thimm, M., et al., “End results of trials and Live+Gov Methodology”, Live+Gov Deliverable D5.5, January 2015.
- [2] Casasempere, J., et al., “Final Exploitation Plan”, Live+Gov Deliverable D6.5, January 2015.
- [3] Casasempere, J., et al., “Initial Project Publicity Material”, Live+Gov Deliverable D6.1, July 2013.
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