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Bridging Communities for Next Generation Policy-Making



D4.1 Public Communication Plan

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1. Introduction

1.1 Purpose and Scope

This document sets out the dissemination strategy and the plan to raise awareness, share knowledge, attract potential users in the context of the CROSSOVER project, through various means, including the CROSSOVER website, the use of Social Media, the distribution of dissemination material, the publications in journals, and the participation in conferences and other relevant events.

The current document describes and associates the CROSSOVER results to be disseminated to the targeted audiences and the related dissemination means that will be used. It provides an overview of all identified events and publications that were found suitable for presenting the project and promoting its goals. The candidate dissemination actions will be continuously monitored and accordingly updated, so this deliverable provides an overview of what is known and planned at the timing of the document preparation.

1.2 Approach to the Work Package 4 and Partners' Roles

The Work Package WP4 activities aim to the wide outreach and dissemination of the project results as well as the progressive augmentation of the number of participants engaged and informed in the ICT for Governance and Policy Modelling advances. Work on this WP starts with this deliverable that defines the project's dissemination strategy and provides a detailed plan for the activities foreseen within the project period. The list of key deliverables/project results for dissemination is presented as follows:

Deliverable	WP	Dissemination level ¹	Delivery date
D2.2.1 International research roadmap on ICT tools for governance and policy modelling	WP2	PU	M8
D2.2.2 International research roadmap on ICT tools for governance and policy modelling	WP2	PU	M18
D3.2 Workshop 1 report	WP3	PU	M9
D3.3 Workshop 2 report	WP3	PU	M15
D4.3 EU conference	WP4	PU	M18
D5.1 Survey of users' needs results	WP5	PU	M6
D5.2 Case Studies on specific applications of ICT solutions for policy modelling	WP5	PU	M12
D6.2 The CROSSOVER website	WP6	PU	M3
D6.3 The CROSSOVER platform	WP6	PU	M6
D6.5 Final project report	WP6	PU	M18

Table 1: List of key deliverables for dissemination

¹ PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

The project is being implemented by six partners, all of which will play a role in the dissemination activities according to each partner role and capacities. More specifically, ATC will be responsible for the overall monitoring of dissemination activities and organize the contest of the prize. T4I2 and IPTS will contribute in the dissemination activities by informing the relevant stakeholders and presenting results to policy events at EU or International level. W3C will set up and lead the Stakeholder Committee. Each partner will be in charge of monitoring their own dissemination activities locally and reporting their progress to ATC in the specific Dissemination report templates (Annex VI: Dissemination report templates). In general, partners' role is depicted in the summary table that follows.

Partner No.	Partner Name	Main Role
1	ATC	Industry & Public Administration Dissemination Point
2	TEC4I2	Industry, Public Administration & Civil Society dissemination point
3	IPTS	EU policy-makers dissemination point, strategic support for the conception & development of EU policies
4	W3C	Industry, Public Administration & Civil Society dissemination point
5	CATTID	Academic dissemination point
6	MI	Academic dissemination point
Subcontractors & Supporting Partners		Main Role
FAO (Supporting Partner)		Government, Public Administration & Civil Society dissemination point
Lisbon Council (Subcontractor)		Government, Public Administration & Civil Society dissemination point

Table 2: Partners' role in WP4

1.3 Structure of the Document

This document is structured as follows for the remaining sections.

In the second section follows the Dissemination Strategy. More specifically, the dissemination objectives of the project are mentioned, the initial dissemination means are described and activities per partner are analysed. The analysis of the means for communicating with the target groups follows, through presenting the traditional and Web 2.0 dissemination approach.

In the third section, particular dissemination events to be organized by CROSSOVER and third-party events are mentioned and liaison with other projects and related scientific communities/societies are listed.

Section 4 provides a qualitative and quantitative evaluation of the dissemination activities with relevant facts and figures, while describing and estimating its impact. This chapter concludes with an analysis of risks and potential issues related to the communications side of the project.

Finally, Section 5 concludes this deliverable.

As far as the Annexes are concerned:

- Annex I presents a snapshot of the CROSSOVER homepage website
- Annex II presents a snapshot of the CROSSOVER wiki
- Annex III presents the CROSSOVER logo
- Annex IV provides the CROSSOVER presentation template
- Annex V provides the dissemination reporting templates.

2. Overview of Dissemination Strategy

2.1 Objectives

The main dissemination activities include among others, raising awareness, facilitating knowledge exchange between stakeholders, increasing the transparency and participation of citizens. These activities will support the following objectives:

- **Towards the research community and scientific societies:** Provide a worldwide complete, dynamic, up-to-date picture of the State of the Art tools and methodologies for next-generation policy-making.
- **Towards potential users of the research results:** Facilitate knowledge and cross-fertilization between practitioners and researchers, between different policy sectors, between different disciplines, across countries and build a strong community around these tools.
- **Towards policy-makers:** Raise awareness of policy makers about the concrete opportunities offered by these tools and methodologies, both in terms of quantity and quality of audience, and evangelize practitioners who do not use them.

In summary, this project will act with a T-shape, on two orthogonal dimensions:

- **A vertical in depth dissemination** to consolidate the community and the knowledge base between stakeholders
- **A horizontal large scale dissemination** to raise awareness and reach out to policy makers and public authorities

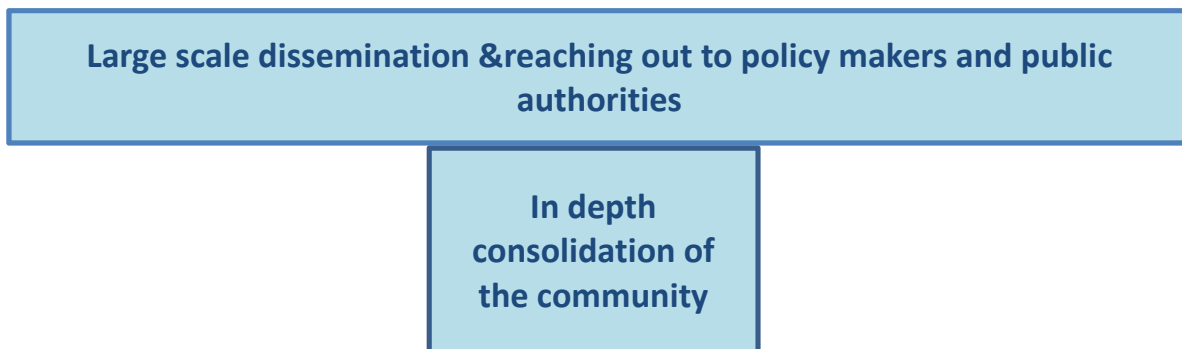


Figure 1: Crossover two-dimensional outreach model

More in general the successfully reaching of all the key stakeholders (such as research communities / scientific societies, policy-makers & governance communities, practitioners, citizens etc.) is a difficulty of which the Crossover partners are well aware. To overcome this difficulty the project will implement two main mechanisms:

1. **To heavily concentrate in creating user-oriented knowledge** that can be found of immediate interest and use for the government people, at all level. As illustrated above, the knowledge base will be created with content from the different activities of the project, but most important it will be made accessible on “needs-base”, addressing issues and solutions that the government people meet during their everyday activities. Same approach will be used on animating the online communities: efforts will be made to stimulate discussion not only on technical, methodological issues, but on policy-oriented needs to identify how ICT solutions can address these needs. The main element is the quality of animation of the discussion and the capability to “land” from theoretical approach to real-world cases.
2. **To engage the stakeholders by “reaching them out to where they are”**. That means not only to attempt to bring the representatives of different stakeholders groups into the communities (that is anyway a key activity in CROSSOVER), but to reach out the forums where they “normally” have their circulation and sharing of ideas and experiences. This will be realized by mapping (in the who’s who directory) the networks and relevant events for the different kind of stakeholders. Specific activities following this identification can include: open specific new/sections on the website of the identified networks, participate in their regular meetings to update about the progress of CROSSOVER findings and to elicit the themes at the center of their reflections to bring them into the discussions of the project communities.

2.2 Types of Dissemination Activities and Target Groups

This document sets the guidelines and the plan which should be followed during the project for successfully completing these actions and describes the dissemination activities conducted (up to M3) and foreseen during the CROSSOVER project. As the deliverable is finalised at the end of the first three months of the project, some of the actions have already been performed, as foreseen contractually. Then, more activities are planned for the next phases of the project.

In general, the dissemination activities for CROSSOVER can be categorised into the following categories:

- Creation and distribution of dissemination material: website, leaflets, newsletter – list of recipients including projects, stakeholders and the scientific community.
- Publications in conferences and journals, workshops and the press.
- Co-organization of scientific and practice-oriented workshops.
- Presentations among the Partner Organizations, to support CROSSOVER diffusion.
- Liaison activities with other related scientific communities/societies as well as relevant research projects, to support exchange of technological knowhow and knowledge among different organisations and experts.

The target audiences for such dissemination activities should include the following:

- The Research Communities & Scientific Societies: with the aim to spread the scientific results of CROSSOVER and help trigger their use.
- The Industrial Community: with the aim to communicate and promote the project results both on a technological and business level.
- The Public Sector: with the aim to raise awareness around CROSSOVER objectives and results.
- The Public Communities: with the aim to raise overall awareness on the project and its objectives and get feedback.

The following table summarizes dissemination activities per target group. The number of asterisks indicates the relevance of the channels per target group:

Channels	Target groups			
	Research & Scientific Communities	Industrial Community	Public Sector	Public Communities
Website	**	**	**	**
Brochure, poster	**	**	*	*
Scientific publication	***	*	*	--
Newsletter	**	**	**	*
Presentation in workshops	*	**	**	*
Web2.0 means	**	**	**	**
Organization of workshops	**	**	**	*
Various articles in the press	**	*	*	***
Liaisons with other projects	**	**	*	--
Participation in exhibitions	*	**	*	**
Presentations within partner organizations	**	*	**	*
Project wiki	**	*	*	*
Events organized by the EU	**	**	**	--
Blogging	**	*	*	**

Table 3: Activities per target group

2.3 Principles for the CROSSOVER Dissemination Strategy

CROSSOVER will adopt a web2.0-oriented strategy to dissemination. This means engaging in transparent, two-ways conversation rather than “push” dissemination. The importance of reaching out outside the traditional groups engaged in EC projects is great: especially in the world of web2.0, innovation very much happens outside the established research community. The project therefore aims to deliberately overcome the risk of self-referentiality in parallel with traditional dissemination techniques such as creation of dissemination material, presentations in conferences and events and academic publications.

From this consideration ultimately stems an **integrated approach**, highlighted in the matrix below, where the project systematically maps and reaches out in the existing communities (such as the LinkedIn Group on Open Government), as well as attract these communities in in-house platforms (such as the project blog). Similarly, the project integrates offline and online interaction, by stimulating cross-fertilisation between online (such as the commentable documents) and offline debate (such as the workshops).

	In-house	Outreach
Online	CROSSOVER website, wiki, blog, commentable docs, curation services	Existing online forums, communities social media
Offline	Crossover events, leaflets	Participation in existing events

The project team will give special attention to dissemination using various forms and mechanisms such as publications, workshops, seminars, information days, conferences and dissemination material. In order to ensure the application of a successful dissemination policy that will diffuse information but also contribute to the reputation building of the team, a detail dissemination plan will be worked out periodically specifying the dissemination activities, namely:

- Identification of international conferences in the domain of interoperability and relevant scientific fields and planning for the organisation of international workshops.
- Organisation of national and regional workshops and information events with the participation of other institutions of the national research pole and interested stakeholders.
- Academic Publications/Presentations in various events (conferences, workshops, information days, etc.) in national, regional and international level.
- Collaboration with related scientific communities/societies as well as projects and working groups from the aspect of information exchange in order to offer harmonized results in related activities and to provide a kind of “Knowledge Map” in related scientific efforts.

- Participation in Web2.0 and Policy Making communities.

The conduct of all the aforementioned dissemination activities will be verified against specific metrics that will be incorporated in the dissemination plan as well as against the metrics set out in the monitoring of project's objectives section.

The project team will exploit Web2.0 tools to enable a more active dissemination towards the Web2.0 community. Specifically:

- The project team has launched an own LinkedIn and twitter channel in order to engage in conversations with the community.
- Secondly, the project will not have a portal-centric approach, but will reach out for discussions in blogs and other websites. To this goal, the tag "crossover_eu" has been chosen, which will enable:
 - Aggregation of content from disparate sources, categorized by the project partners and by the wider community using the chosen tag.
 - Facilitation of conversations across platforms: tag attributed to LinkedIn and Twitter entries are aggregated through RSS readers in a single stream, enabling peripheral participation and engagement outside the community of the "usual suspects".

2.4 Means for Communicating with the Target Groups

2.4.1 Traditional Dissemination Approach

Dissemination is seen to be effective when multiple communication channels are considered. In that respect, CROSSOVER has identified the following means for disseminating and communicating the project achievements to the identified target groups (comprising both online and offline activities):

- Setting up of the project website, available under the www.crossover-project.eu domain. The website will be continuously updated to reflect project evolution.
- Press releases targeting various media to inform about the start and ongoing achievements of the project.
- Ongoing announcement in partners' newsletters to provide short updates on the project development.
- Definition of common dissemination "images" among all partners, such as the project logo and the project presentation, ensuring uniformity of the CROSSOVER appearance to third parties.
- Production of promotional material. This includes brochures, leaflets, posters, etc. to be sent to all partners for further distribution through their communication channels and networks.

- Presentation of the project and its results as they become available at relevant thematic events, workshops and conferences.
- Participation in relevant related events organized by the EC.
- Articles in various media and blogs interested in new technologies and media.
- Establishment of close links with other related scientific communities/societies, as well as projects active in the same areas as CROSSOVER or similar. This is a continuous action undertaken by the project.
- Publications in scientific and industrial journals.
- Exploitation of the capabilities offered by social networks (such as Twitter and LinkedIn) for spreading the CROSSOVER knowledge to wider audiences.
- Use of project results for educational purposes to be exploited by academic partners.

Similarly to the above general dissemination means, the project has planned a number of relevant communication activities, which although incorporate the above dissemination actions, they extend them, through the following means:

- Sustainability Plan, identifying the way of which the CROSSOVER results will be sustained after the end of the project;
- Production of “communication” versions of promotional material (brochures, posters, other), as significant results are made available by the project.
- A controlled program to market targeted press releases on both national and regional scales. These will be tied to key milestones in the project and will target primarily ICT journalists and publications, as well as ICT correspondents of major publications.

2.4.2 Web2.0 Dissemination Approach

The CROSSOVER consortium believes that the use of state-of-the-art widget technology and new social media tools will significantly broaden pan-European and International outreach in a high impact and cost effective manner. To this end, T4I2 will design a web 2.0 strategy for CROSSOVER (D3.1) and make use of different collaboration tools, based on the project’s specific needs in order to engage experts and the wider public. The company’s consultants have an extensive experience in building web2.0 strategies for public bodies and European projects (such as the Innovation Unlimited blog - an online consultation process on the European plan for Innovation, or Declaration of Amsterdam – stakeholder collaboration process at doa.wcit2010.org/). The Web 2.0 Dissemination Approach will contain, among others, the following elements:

- Establishment of project presence on networking channels: LinkedIn and Twitter

- Establishment of online content pages such as YouTube, Diigo, Spokenword
- Forum facilities on the website, such as disqus.com
- Creation of a shared calendar of events, available in the standard iCal format (<https://www.google.com/calendar/ical/d5rq1j6omd2833e9h2u516da94%40group.calendar.google.com/public/basic.ics>)
- Encouragement of project partners to share content and create “buzz” using all channels as focal points
- Aggregation of the various channels at the project website

In addition to the above, contribution of content to three major social networking and content platforms such as Twitter, LinkedIn, Diigo has been established within the first three months of the project period. More specifically,

- **Twitter** (https://twitter.com/#!crossover_eu) is used to provide short news updates or items for the project. Twitter updates tend to be shorter and more focused and these qualities can be appreciated by a significant segment of the potential audience. The Tweets are also integrated in the CROSSOVER website.
- **LinkedIn** group provides a place where practitioners, researchers and users of advanced ICT tools for policy-making can exchange experiences and discuss about cases. In CROSSOVER, the LinkedIn group will be used in order to disseminate further the contents and activities of the project as well as to initiate discussions for receiving further feedback and suggestions on cases and contents. At this stage, the group is restricted and only selected professionals (especially practitioners) in the field of ICT tools for policy making 2.0 are invited. The group has 45 members up to now (M3) and will be extended through invitation.
- **Diigo** (<http://groups.diigo.com/group/crossoverproject>) is a social bookmarking website which allows signed-up users to bookmark and tag web-pages. Additionally, it allows users to highlight any part of a webpage and attach sticky notes to specific highlights or to a whole page. These annotations can be kept private, shared with a group within Diigo or a special link forwarded to someone else. A CROSSOVER group regarding the CROSSOVER project is created in Diigo. New information and cases can be added through Diigo, since it satisfies most of the requirements (tagging, export data, etc.). These news and cases populated in Diigo will be tagged with entries coherent with the finite list of tags from the taxonomy and will be published on the Web via the CROSSOVER platform.
- **Flickr, YouTube, Spokenword** will be used to contain project related media. These three services can host material about various project related activities, such as conference participations, presentations etc. Used in conjunction with the LinkedIn and Twitter channels, they increase the perceived “added value” of the disseminated information.

In all cases, project partners are encouraged to participate in the channels above by contributing content and creating “buzz”, i.e. recommending them to members of their social networks. The CROSSOVER website will integrate through APIs, all the feeds from the social media channels, in order to create a “single-stop-shop” for all project-related content hosted at those separated platforms.

2.5 Overall Planning

The planning for the dissemination of the project will start off at a fairly high level and will be refined and updated during the project lifecycle as new opportunities for dissemination arise. The rest of this chapter outlines the plans for key activities foreseen for the three phases of dissemination.

Phase	Goals	Planned Activities	Expected Results & Outputs	Dates
Phase 1: Design & Elaboration of CROSSOVER visions	<ul style="list-style-type: none"> • Build the CROSSOVER brand name • Produce key dissemination material • Start engaging stakeholders 	<ul style="list-style-type: none"> • Produce key dissemination material • Build the CROSSOVER website • Set up the call for Animators • Start Engaging stakeholders from the initial phases of the project (experts, practitioners, decision-makers etc.) • Recruit champions (relevant stakeholder) to assist with dissemination 	<ul style="list-style-type: none"> • Logo Production • Creation of the Website • Introduction Leaflet • Production of dissemination Contact lists • Establishment of Social networks presence • Project Presentations at international conferences • Scientific publications • Stakeholder Map and Dissemination Plan • Animation and Web 2.0 strategy • Projects liaisons • Collaboration with scientific communities/ societies 	M1-M6
Phase 2: Network Animation &	Leverage participation of	<ul style="list-style-type: none"> • Set-up Animators Community • Organise project 	Info Messages regularly sent	M7- M13

Phase	Goals	Planned Activities	Expected Results & Outputs	Dates
Roadmap Definition	different experts & users; Reaching out to the wider community of non-experts	workshops <ul style="list-style-type: none"> • Ensure active stakeholders feedback • Support liaison activities with other ICT for Governance & Policy modelling projects 	Production of 1 st Newsletter Production of press releases at National & EU level Production of Updated Brochure Production of Updated Poster CROSSOVER Workshop 1 and related report (D3.2)	
Phase 3: Sustainability and Wide Dissemination	Disseminate Final CROSSOVER Results	<ul style="list-style-type: none"> • Website updated • Promo video produced and disseminated • Production of Newsletter Issue 2 • Production of several Press Releases • Production of related articles and presentations • Preparation of Scientific publications for international conferences and journals • Organisation of CROSSOVER Workshop 2 • EU conference & prize 	Workshop 2 and related report (D3.2) Dissemination report (D4.2) EU Conference (D4.3) EU Prize (D4.3) Updated website Updated dissemination Material	M13-M18

Table 4: Plan for key activities

3.

3.1 Overview

This section expounds the actions to be performed for the academic exploitation of the knowledge assets generated by the project's activities and that will be included in the project's deliverables.

The process of academic dissemination will mostly involve the research partners present inside the consortium, i.e.:

- Università degli Studi di Roma "Sapienza" (CATTID)
- European Commission - Joint Research Centre (JRC) - Institute for Prospective Technological Studies (IPTS)
- Millennium Institute (MI)
- GEIE ERCIM (W3C)

The research areas that will be targeted by the dissemination activities may be clustered along four scientific domains: Policy, Society, Technology and Organization. The relationships between the research areas and the four scientific domains are explained in the following figures.

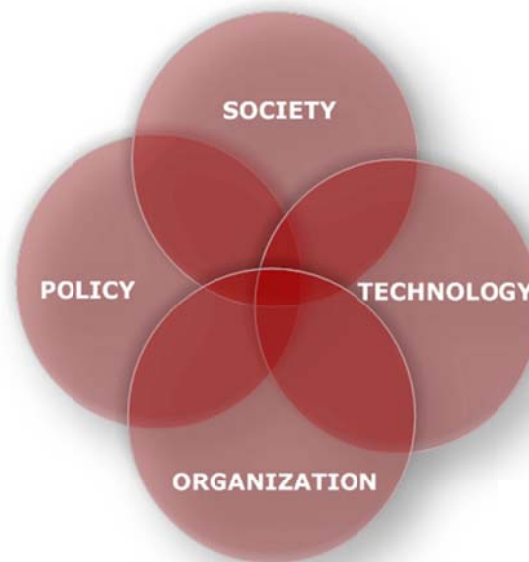


Figure 2: Scientific Domains

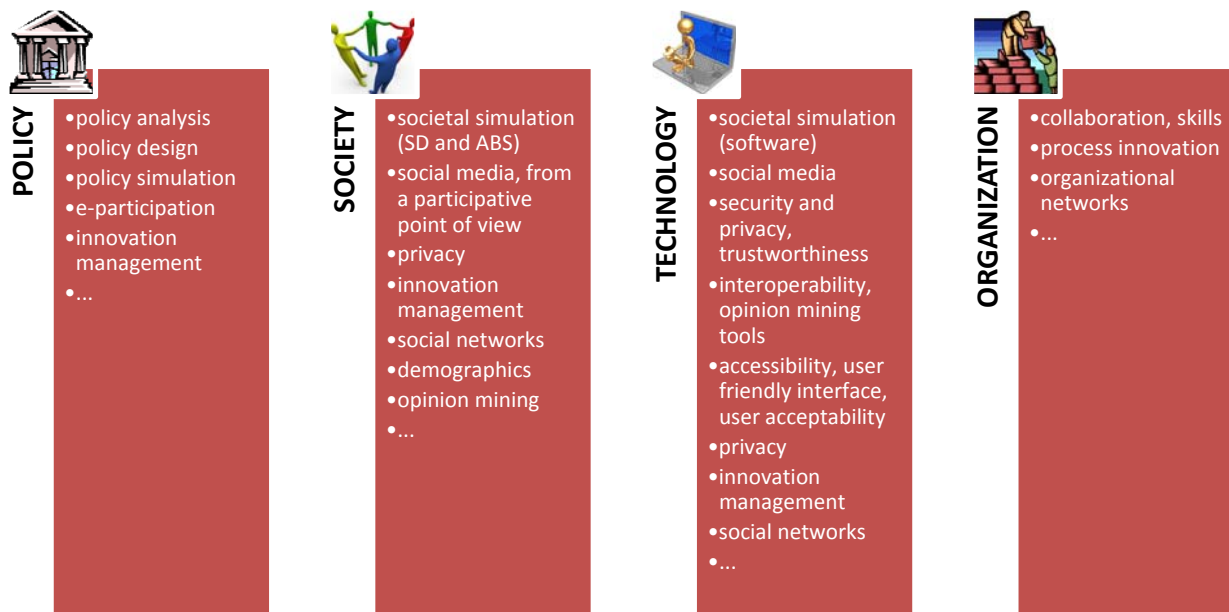


Figure 3: Mainstreams of CROSSOVER project

Due to the multidisciplinary nature of the project, and to the need to perform cross-fertilization as well as bridge knowledge and competences among heterogeneous communities, the project results may be of interest to several scientific communities. The presentation of the project’s results to various audiences (public, private, academic, citizenship) will thus promote a process of cross-fertilization among different communities. As a result, the impact of the scientific production generated inside the project would be enhanced by the contributions coming from the confrontation and dialogue, from the sharing of different points of view and mental models, generated by the discussions facilitated by the CROSSOVER partners and animators, thus ultimately contributing to an improvement and an enlargement of the body of knowledge present in the literature on the related topics.

The partners plan to present intermediate and final results both at well-established conferences and international scientific journals, and by disseminating them through the relevant communities and scientific societies that may, in turn, work as a point of resonance for other possible stakeholders and related events/conferences/journals etc. The time frame will obviously differ in the two cases due to the lead-time necessary for both the review process and the production of the outputs required.

The following sections will present a list of the most relevant scientific communities/societies, a list of the most relevant projects in the field of policy making, as well as the results of a thorough review on the most relevant academic events and journals to which the partners are planning to submit the scientific production related to the project.

3.1.1 Scientific Communities/Societies

The table below summarizes the main scientific communities/societies that are relevant to the project. As it may be noticed simulation and modeling play the main role in different areas.



Related communities/ scientific societies	
System Dynamics Society	http://www.systemdynamics.org/ http://www.systemdynamics.it/ http://www.igi-global.com/ijsda
Systems Thinking Resources	http://www.thinking.net/Systems_Thinking/systems_thinking.html http://www.systems-thinking.org/ http://www.systemswiki.org/index.php?title=Systems_Thinking_World http://ackoffcenter.blogs.com/ http://www.airs.it
Society for Organizational Learning	http://www.solonline.org/ http://www.sol-uk.org/
Simulation Societies	http://www.informs-sim.org/ https://symposia.gerad.ca/2011-ISIM-ResearchWorkshop/en http://www.scs.org/ http://www.eurosim.info/ http://www.eurosis.org http://www.siaa.asn.au http://www.isaga.info/ http://www.scs-europe.net/ http://www.iacsit.org/society/mss.htm http://www.essa.eu.org/
European Management Associations	http://www.euram-online.org/ http://www.eiasm.org/
Complex Systems	http://cssociety.org/ http://www.complexsystems.org/ http://www.complex-systems.com/ http://www.santafe.edu/education/schools/complex-systems-summer-schools/ http://cosy.cs.unicam.it/ http://www.complexsystems.it/English.html http://www.wcsaglobal.org/ http://www.aiems.eu/
Agent-based	http://www.openabm.org/ http://www.agent-based-models.com/blog/ http://aamas2012.webs.upv.es/index.php?option=com_content&view=article&id=18&Itemid=18

Related communities/ scientific societies	
Environmental Sustainability	http://www.clubofrome.org/ http://wp2.worldclimatecredit.com/
Collaborative Modelling	http://www.conservation.org/osiris/Pages/overview.aspx
Education	http://clexchange.org/
Other	http://www.spatial.gov.au/ http://ecedweb.unomaha.edu/ecosim.htm http://www.evotutor.org/ https://www.digipen.edu/academics/degree-programs/real-time-interactive-simulation/ http://phet.colorado.edu/en/simulations/category/new http://casl.ucd.ie/iru/index.php

Table 5: CROSSOVER related scientific communities/societies

3.1.2 Projects of Interest

In order to ensure complementarities and in the interest of maximizing benefits, regular consultations will be held between the projects on governance and policy modeling from ICT call 7. This will also ensure that information will be exchanged between the projects on workshops and consultations and other networking events that will be organized by them. Consultations will also be held with the Commission to ensure a coordinated approach. CROSSOVER aims to establish collaboration with the following related projects:

Related Projects	
	Building a global multidisciplinary digital governance and policy modelling research and practice community http://www.policy-community.eu/
	A Participative Roadmap for ICT Research in Electronic Governance and Policy Modeling http://crossroad.epu.ntua.gr/
	Citizens Collaboration & Co-Creation in Public Service Delivery http://www.cockpit-project.eu/
	Open Collaboration for Policy Modelling http://www.ocopomo.eu/
	Policy Gadgets Mashing Underlying Group Knowledge in Web 2.0 Media http://www.padgets.eu/
	Integrated Method for Policy making using Argument modeling and Computer assisted Text analysis http://www.policy-impact.eu/











Related Projects	
	Positive Simulation in Virtual Spaces http://www.positivespaces.eu/
	Ubiquitous Participation Platform for POLicy Making http://www.ubipol.eu/
	Where eGovernment meets the eSociety http://www.wegov-project.eu/
	Future Policy Modeling http://http://www.fupol.eu/
	Modeling and Simulation of the Impact of Public Policies on SMEs http://www.mosips.eu/
	Complexity Research Initiative for Systemic InstabilitieS
	Engineering the POLicy-making Life CYcle
	Reality Sensing, Mining and Augmentation for Mobile CitizeneGovernment Dialogue
	Social Media Monitoring and Decision Support Tools Enabling Sustainable Integration Policies and Measures
	Interactive Analysis, Simulation and Visualisation Tools for Urban Agile Policy Implementation

Table 6: CROSSOVER related projects

3.1.3 Events & Conferences

The table below summarizes the main international events and conferences dealing with topics that are relevant to the project. As it may be noticed by looking at the last column, some dissemination activities have already taken place.

The STREAM column maps each conference against the dimensions used for clustering the dissemination activities.

WHAT?	WHERE?	WHEN?	STREAM	WHO?
New thinking about global challenges	Berlin, Germany	10-11 October, 2011	POLICY/TECHNOLOGY	GSDP, INET

WHAT?	WHERE?	WHEN?	STREAM	WHO?
HICSS 2012	Grand Wailea, Maui, Hawaii	4-7 January, 2012	POLICY/TECHNOLOGY	Shidler College of Business University of Hawaii at Manoa
CYBERSPACE 2012 Symposium	Colorado Springs, Colorado	7-9 February, 2012	POLICY/TECHNOLOGY	AFCEA
IADIS e-Society 2012	Berlin, Germany	10-13 March, 2012	POLICY/ SOCIETY/ TECHNOLOGY/ORGANIZATION	IADIS
ICDGS 2012	Venice, Italy	11-13 April, 2012	POLICY/SOCIETY	WASET
CeDEM12	Danube University Krems, Austria	3-4 May, 2012	POLICY/SOCIETY	CEPA
Forum Pa	Nuova Fiera di Roma, Rome, Italy	15-18 May, 2012	POLICY/SOCIETY	Forum Pa
MS' 2012	New York, USA	30 May – 1 June, 2012	POLICY/SOCIETY/ TECHNOLOGY/ORGANIZATION	AMSE
StochMod12	Paris, France	30 May – 1 June, 2012	TECHNOLOGY/ORGANIZATION	Industrial engineering laboratory, Ecole Centrale Paris
dg.o 2012	University of Maryland, College Park MD	4-7 June, 2012	POLICY/TECHNOLOGY	DGSNA, Conference Management
EURAM 2012	Rotterdam, Netherlands	6-8 June, 2012	SOCIETY/TECHNOLOGY / ORGANIZATION	EURAM, INSCOPE, RSM
ECEG 2012	Barcelona, Spain	14-15 June, 2012	POLICY/SOCIETY	ESADE
EcoMod2012	Seville, Spain	4-6 July,	POLICY/SOCIETY	University Pablo de Olavide, European Commission JRC-IPTS, El Corte Inglés

WHAT?	WHERE?	WHEN?	STREAM	WHO?
DHKV 2012	Montpellier, France	11-12 July, 2012	SOCIETY/TECHNOLOGY	IVS
System Dynamics Society 2012	St. Gallen, Switzerland	22-26 July, 2012	POLICY/SOCIETY/TECHNOLOGY/ORGANIZATION	SDS, SYDIC
EGOV 2012	Kristiansand, Norway	3-6 September, 2012	POLICY/TECHNOLOGY	IFIP Working Group 8.5
ePart 2012	Kristiansand, Norway	3-6 September, 2012	POLICY/TECHNOLOGY	IFIP Working Group 8.5
EGOVIS & EDEM 2012	Vienna, Austria	3-7 September, 2012	POLICY/SOCIETY	DEXA
ECCS 2012	University Libre of Brussels, Belgium	3-7 September, 2012	POLICY/SOCIETY	ULB
WCSS 2012	Taipei, Taiwan	4-7 September 2012	SOCIETY/TECHNOLOGY	National Chengchi University
ESSA 2012	University of Salzburg, Austria	10-14 September, 2012	POLICY/SOCIETY/	University of Salzburg
ICEGOV 2012	Albany, NY, United States	22-25 October, 2012	POLICY/TECHNOLOGY	SUNY, IIST Center for Electronic Governance
WSC 2012	Berlin, Germany	9-12 December, 2012	POLICY/SOCIETY/TECHNOLOGY/ORGANIZATION	INFORMS WSC

Table 7: Third party events and conferences

3.1.4 Scientific Publications

The list of scientific journals presented below has emerged from the review of the possible publication outlets and that will be used to orient the preparation of the main scientific outputs of the project.

The following table lists both topic – oriented and method – oriented scientific journals, since CROSSOVER partners expect to generate contributions on both aspects.

The journals have been classified along the four dimensions of CROSSOVERS' project and ranked by giving **higher priority to multidisciplinary scientific journals**. These concerns could lead to the ranking shown in the following Table.

CROSS-DISCIPLINES	LIST OF JOURNALS	ISI IF (2010)
POLICY SOCIETY TECHNOLOGY ORGANIZATION	Electronic Journal of eGovernment	-
	Government Information Quarterly	1.874
	Information Economics and Policy	1.094
	International Journal of Electronic Government Research	0.029
	Journal of e-government	1.648
	Journal of Information Science	1.406
	Transforming Government: People, Process and Policy	0.033
POLICY TECHNOLOGY ORGANIZATION	International Journal of Information Management	1.775
	Journal of Theoretical and Applied Electronic Commerce Research (JTAER)	0.038
	Knowledge and Information Systems	2.0
POLICY SOCIETY TECHNOLOGY	Behaviour & Information Technology	0.835
	Technological Forecasting and Social Change	2.212
	The Information Society	1.240
POLICY SOCIETY ORGANIZATION	European Journal of ePractice	-
	Foresight	-
	Futures	0.973
	Journal of Economic Behavior & Organization	1.353
	Journal of Public Administration Research and Theory	3.832
	Management Information Systems Quarterly	4.987
	Research Policy	4.242
Systemic Practice and Action Research	0.518	
TECHNOLOGY ORGANIZATION	Computer Standards & Interfaces	0.894
	Computers & Security	1.307
	European Journal of Information Systems	2.206
	Information and Management	3.901
	International Journal of Information Technology & Decision Making	3.139
	Journal of Information Technology	3.447
	Journal of Management Information Systems	2.662
Technovation	2.783	
POLICY ORGANIZATION	Decision Sciences	2.233
	Decision Support Systems	1.873
	International Journal of Management and Decision Making (IJMDM)	-
	Journal of Enterprise Information Management	-
	Journal of Policy Analysis and Management	1.377
Complex systems (method-oriented)	Advances in Complex Systems (ACS)	0.197
	Computational Economics	-
	Journal of Artificial Societies and Social Simulation	-
	Simulation Modelling Practice and Theory	0.586
	System Dynamics Review	0.667
	European Journal of Operational Research	2.158

Table 8: Ranking of scientific journals in relationship with CROSSOVER dimensions

3.2 Events Organised by CROSSOVER

3.2.1 CROSSOVER EU Workshop (W3C)

The first workshop, EU-based, will focus on uses of open data. It will be targeted at developers and their employers, as well as experts on open data from government, academia and industry. Its main output will be the key issues in the field along with lessons learned (including both research and implementation). More specifically, an indicative version of the Call for Papers is presented as follows:

W3C Workshop in association with the Crossover Project

Tuesday 19 - Wednesday 20 of June 2012, collocated with the Digital Agenda Summit, Brussels. The venue still needs to be agreed.

The open data movement continues to gather momentum. Local, national and supranational governments around the world are publishing more and more of their data, the scientific and enterprise communities likewise. Much of this enormous volume of data is available under very open licenses and the push for more data and more openness is relentless.

The European Commission's Open Data Strategy is typical of many governments' promotional efforts. In a Q&A press release of 12th December 2011, Commission Vice President, Neelie Kroes cites three reasons why open data is seen as being so important:

- promoting the development of new businesses;
- promoting government transparency;
- evidence-based policy making and administrative efficiency.

Objectives

The objective of the W3C Using Open Data Workshop, being run as part of the EU-funded Crossover Project, is to provide a discussion forum for developers of applications that make use of open data and the end users of those applications such as policy makers, journalists and citizens.

Topics of Interest

The main topics of interest for the envisioned workshop contributions include (but are not limited to) the following:

- tools and techniques that use open data to aid policy making;
- data visualization;
- data journalism;
- making data accessible and meaningful to citizens;
- using open scientific data;
- large scale data simulation;
- collaborative analysis of data.

Please note that the topic of improved methods for data publishing is explicitly out of scope.

Targeted Audience

This workshop is designed to appeal to:

- policy makers;
- developers;
- software vendors;
- journalists;
- data analysts;
- active citizens;
- researchers.

Expected Outcomes

The primary outcome expected from the workshop is a greater understanding of what can be done with open data on the Web, how it can be used for the benefit of a variety of audiences and what the roadblocks are to greater exploitation of data. A more tangible outcome might be the formation of a new group, or the expansion of an existing one, within W3C. Possible outcomes include:

- an Incubator Group looking at policy modeling and/or data visualization;
- a new line of activity within the eGov Interest group;
- a new W3C Working Group chartered to develop new standards;
- a new Business or Community Group dedicated to improving the exploitation of open data.

Programme

The actual agenda will be determined by the papers received. All being well, these will fall in to natural groups. If we assume two days the outline agenda would be something like:

Tuesday 19 June	
09:00	Coffee and registration
09:30	Opening remarks and agenda for the workshop (Crossover folk)
10:00 - 11:00	Session 1: Policy modeling
11:00 - 11:15	Coffee
11:15 - 12:30	Session 1: continued
12:30 - 13:00	Demos
13:00 - 14:00	Lunch
14:00 - 15:30	Session 2: Data Visualization
15:30 - 16:00	Coffee
16:00 - 17:00	Session 3: Connecting governments and citizens
17:00 - 17:30	Lightning talks/demos
Dinner (preferably sponsored)	

Wednesday 20 June	
09:30 - 11:00	Session 4: Collaborative data analysis
11:00 - 11:15	Coffee
11:15 - 12:30	Large scale data simulation/ Using open scientific data
12:30 - 13:00	Drawing conclusions, next steps

Table 9: Proposed EU workshop programme

How to Participate

To ensure productive discussions, the workshop is limited to 80 attendees. Participation is open to non-W3C members. Each organization can provide at most two attendees.

Position papers are required in order to participate in this workshop. Each organization or individual wishing to participate must submit a position paper explaining their interest in the workshop no later than Saturday 19th May. The intention is to make sure that participants have an active interest in the area, and that the workshop will benefit from their presence.

We are using the Easy Chair system for paper submissions which requires all papers to be in PDF format. Alternatively you may submit a PDF that simply includes a link to a valid XHTML/HTML document (please use the W3C validator). Papers should be 1 to 5 pages in length. Instruction on their submission will be released soon.

All position papers will be made available from the workshop website. The workshop website will be public, so position papers and slides must be suitable for public dissemination. Speaker slides will also be available at the website after the workshop. All materials related to the workshop (agenda, papers, slides and report) will be made available on the W3C website.

To attend, you must register by filling out the registration form. The URL for the registration form will be sent to you after your position paper is accepted.

Demos are invited. At various times throughout the event, participants are welcome to demonstrate their (relevant) applications. This will be done in an informal way. Participants will have a chance to see all the demos on offer.

Note: To help the organizers plan the workshop: If you wish to participate, please send email as soon as possible to phila@w3.org stating:

- *that somebody from your organization plans to submit a position paper;*
- *whether you want to send one or two participants;*
- *whether or not you wish to make a presentation;*
- *whether or not you wish to offer a demo.*

Please note that this expression of interest does not mean that you registered for the workshop. It is still necessary to send a position paper, which has to be accepted by the Program Committee.

Press representatives should contact w3t-pr@w3.org

Program Chairs

- Phil Archer W3C
- David Osimo Tech412
- Stefano Armenia CATTID

Program Committee

- Gianluca Misuraca, European Commission, JRC-IPTS
- Anna Triantafillou, ATC
- Jose M Alonso (World Wide Web Foundation) (TBC)
- Habib Sedehi (CATTID)
- Other experts will be invited to join the Program Committee

Important Dates

- Expression of interest (ASAP)
- 19th May, 2012: Submission deadline
- 4th June, 2012: Notification of acceptance
- 19th – 20th June, 2012: Using Open data Workshop
- 21st – 22nd June, 2012: Digital Agenda Summit

3.2.2 CROSSOVER US Workshop Millennium Institute (MI)

The second thematic workshop, located in the US, aimed at policy modelling, will assemble major governments, scientific and industry players. It will result in report on global networks on policy modelling to address global challenges, including best practices and lessons learnt. More specifically, an indicative version of the Call for Papers is presented as follows:

Millennium Institute (MI) workshop in association with the Crossover Project,

Transatlantic Research on Policy Modeling

Monday 3rd - Tuesday 4th of December 2012, Washington DC, USA

The venue still needs to be agreed.

With the growing interconnectedness of society and speed of execution, organizations in the public and private sectors are continuously confronted with the need for improvement in strategy development, policy design and decision making in and across complex, dynamic domains. The Transatlantic Research on Policy Modeling Workshop aims to collect and share knowledge on sectorial and integrated modeling frameworks for policy formulation and evaluation.

It is the aspiration of the EU Commission, and our challenge, that the policy impact analysis shall become a major political tool in European policy making. It shall not only produce a better knowledge

base for decision-making, but add value by supporting the major aim of creating better regulation and improved internal communication in the Union, also a call for transparency and effective knowledge transfer. In this respect, a workshop bridging the gap between researchers on both sides of the Atlantic Ocean is crucial to effectively learn from experience and develop more advanced models. The objective of the Transatlantic Research on Policy Modeling Workshop, being run as part of the EU-funded Crossover Project, is to provide a discussion forum for modelers, policy analysts and decision makers on the current state of modeling efforts to inform decision-making on critical policy decisions.

Topics of Interest

The main topics of interest for the envisioned workshop contributions include (but are not limited to) the following:

- Qualitative and quantitative tools and techniques in support of decision making
 - Public policy analysis methods and models
 - Investment assessment methods and models
- Quantitative tools and different geographical scopes
 - Macro modeling frameworks
 - Spatially disaggregated models for policy planning
- Setting the vision and group model building
 - Scenarios and group model building
- Models for policy formulation, evaluation and monitoring
 - Capital investment
 - Incentives (e.g., subsidies)
 - Mandates
 - Behavioral changes
- Model validation and reporting
 - Dissemination of results

Targeted Audience

This workshop is designed to appeal to:

- policy makers;
- decision makers;
- modellers;
- policy analysts;
- journalists;
- data analysts;
- active citizens.

Expected Outcomes

The primary outcome expected from the workshop is a greater understanding of how simulation models can contribute to decision-making, both in the design and implementation phase. Advantages and

challenges resulting from the use of simulation models for policy analysis will be highlighted and guideline for the correct use of models will be drawn. Specific examples will be analyzed for policies of particular interest, such as for instance energy and climate policy, as well as economic development interventions. Proceedings of the event will be made available to all interested audiences and a report summarizing lessons learnt and recommendations will be distributed shortly after the workshop.

Programme

The program will develop over 2 full days. The papers received will determine the actual structure of the agenda, but specific thematic areas have been identified as indicated below.

Monday 3 rd of December, 2012	
09:00	Welcome to the workshop
09:15	Plenary (guest speaker): Simulation models and decision-making
09:45	Session 1: Panel – Bridging science and policy, challenges and opportunities
11:00	Session 2: Panel – Overview of methodologies, pros and cons
12:15	Lunch
13:30	Session 3: Panel - Modeling policy: investments, incentives and mandates
15:00	Coffee
15:15	Session 4: Panel – Macroeconomic policy analysis
16:30	Open Discussion - Results from First Day
17:30	Conclusion of First Day
Tuesday 4 th of December, 2012	
09:15	Welcome to Day 2 of the workshop
09:30	Session 5: Panel – Energy policy analysis
10:30	Coffee
10:45	Session 6: Panel – Environmental policy analysis
11:45	Open Discussion on sectoral policy analysis
12:15	Lunch
13:30	Session 7: Panel - Integrated models for cross-cutting policy analysis
15:00	Coffee
15:15	Session 8: Panel – Scenarios and group model building

16:15	Open Discussion on soft and hard modeling approaches
16:45	Final Discussion on Results and outline of the final report
17:30	Conclusion of Workshop

Table 10: Proposed US workshop programme

How to Participate

To ensure productive discussions, the workshop is limited to 40 attendees plus organizers, CROSSOVER team members and invited speakers. Selected invitations will be sent to strategic local organizations that could effectively contribute to the workshop.

Original papers are required from all speakers in order to present at this workshop. Application for attendance will be evaluated on an individual basis to ensure the highest possible quality of the event. Instructions on paper formatting and submission will be released soon, and it is anticipated that PDF will be the only format accepted, for papers of maximum 6,000 words. The papers submitted should not have been submitted for review or consideration to any journal and/or conference.

All position papers will be made available from the workshop website. The workshop website will be public, so position papers and slides must be suitable for public dissemination. Speaker slides will also be available at the website after the workshop. Printed proceedings will not be provided, but an electronic version will be made available online and sent via email.

To attend, you must register by filling out the registration form. The URL for the registration form will be sent to you after your position paper is accepted.

Note: To help the organizers plan the workshop: If you wish to participate, please send email as soon as possible to info@millennium-institute.org stating:

- *that somebody from your organization plans to submit a paper;*
- *whether or not you wish to make a presentation.*

Please note that this expression of interest does not mean that you are registered for the workshop. It is still necessary to send a position paper, which has to be accepted by the Program Committee.

Press representatives should contact info@millennium-institute.org

Program Chairs

- Matteo Pedercini, Millennium Institute
- Andrea M. Bassi, KnowlEdge Srl
- Stefano Armenia, CATTID

Program Committee

- Gianluca Misuraca, European Commission, JRC-IPTS
- Anna Triantafillou, ATC
- Riccardo Onori, CATTID
- Other experts will be invited to join the Program Committee

Important dates

- Expression of interest (ASAP)
- 19th October, 2012: Submission of abstracts
- 1st November, 2012: Notification of acceptance
- 23rd November, 2012: Submission of full papers
- 3rd – 4th December, 2012: Transatlantic Research on Policy Modeling workshop

3.2.3 EU Conference

The Lisbon Council will organize the opening conference on “State-of-the-art policy making in the EU”. The conference will involve key EU decision makers, and solutions providers of state-of the art policy making. It will aim to take stock of the current status and future perspective. More specifically, it will generate awareness towards the wider public of the available tools and showcase the related benefits. It will include a prize for best implementation of ICT for governance and policy modeling, through an open competition. Possibly, it will focus on Policy-making for growth. The prize of the conference will be of European scope. It will be awarded by an independent, high profile jury from different stakeholders group.

4. Dissemination Activities Monitoring & Engagement Impact

4.1 Quantitative and Qualitative Evaluation of CROSSOVER Dissemination

In accordance with the evaluation criteria and indicators for measurement of the level of success of dissemination activities, the qualitative and quantitative aspects of evaluation will be examined in detail in the following paragraphs.

In order to capture the effectiveness of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity, so that an aggregating record is kept and described in the respective deliverable. Information to be contained in this report is as following:

Type	Conference, Publication, Specific Presentation
Place	Which event / where the dissemination activity took place
Date	Date of the dissemination activity
Participants	Audience types and numbers
Organizers	The responsible partner
Topics	A short description of the presented topics
Benefits - Actions	Description of any specific actions agreed as a follow-up
Resources	Indication of (links to) presentations, photographs from the event, other related material

The report may also act as a planning document, partially filled-in before the event. The full report template is available in Annex VI.

For measuring effectiveness of the on-line communication the following metrics must be compiled on a six-month basis, by the responsible partner:

Website	Full Google Analytics report (hits, unique visitors, bouncing rates, territories, devices, etc.)
Social Media	Number of followers, number of discussions opened, number of posts, number of likes / dislikes

An indicative list of the combined criteria used for the evaluation of the dissemination activities include:

- **CROSSOVER Platform:** The number of visitors per day/ traffic to the platform;
- **Search Engine Optimization (SEO):** position of 'CROSSOVER' on various search engines;
- **Focus Links:** The number of sites linked to CROSSOVER, the number of link exchanges;
- **Newsletters:** Number of subscription;
- **Press Releases:** Coverage and frequency versus platform traffic;
- **Project Leaflet/Brochure:** distribution rate versus platform traffic;
- **Twitter:** number of comments/followers (participants);
- **Other projects:** Level of collaboration with other projects;
- **Involvement /Participation:** Number of contributions received;
- **Events (workshops & conferences):** Number of participants, feedback received based on feedback forms.

The following table presents the list of quantitative indicators based on which we will evaluate the dissemination impact of the project.

Evaluation Quantitative Indicators

Network activity indicators	
N. of news published	50-60
N. of cases published	14
N. of interventions on online community	1 per month
N. of practices identified in the Baseline	10 per theme (at least 4 in the first 4 months)
N. of organizations included in the who's who directory	5-10 per theme (at least 3 in the first 3 months)
N. of animators identified by the call	At least 2 to 4
Take up by audience	At least 25 audience comments and active contribution to the roadmap, etc.
N. of Twitter followers	200+
N. of uservice comments and votes	500+
N. of members of actual users and experts involved	100+
N. of participants in workshops	50-75 per event
N. of participants in the conference	150
N. of participants in stakeholders' needs survey	75+

N. of detailed Case Studies	4
N. of contributions in the platform	at least one per month
Raise awareness and dissemination indicators	
N. of presentations to external events	10
N. of participants in the conference	150
N. of papers submitted for publication	2
N. of newsletter published	2
N. of downloads of workshop reports	100+
N. of downloads of conference reports	200+
N. of potential users and experts involved	1000+
N. of friends in Facebook	500+
N. of followers in Twitter	200+

Table 11: Evaluation of the CROSSOVER dissemination quantitative aspects

The qualitative aspects of dissemination are closely related to the main project objectives that are to be attained (with regard to the research community, the present and future users of research results and research policy-makers) and how these dissemination activities will be successful in supporting them. This deliverable (D4.1) contains an account of:

- What will be produced and presented from the point of dissemination
- How, when and where will it be presented and distributed
- To whom will the results be disseminated
- Who will participate

4.2 Expected Dissemination Impact

The outcomes of CROSSOVER dissemination activities should be effective enough to ensure the impact in the domain of ICT for Governance and Policy Modelling which is envisaged by the project. Moreover, CROSSOVER is expected to be extremely beneficial for various target groups that are defined not only by their direct interest in the project results as potential users (for example administrations, enterprises and public organizations) but also by their institutional, scientific and educational status (i.e., universities and research centers).

The impact of dissemination will be analysed based on several aspects that need to be taken into account such as:

INPUTS	The resources to be used for reaching the objectives
ACTIVITIES	The dissemination activities to be performed
OUTPUTS	The direct results of activities - a set of quantitative and qualitative indicators to measure outputs
OUTCOMES	Longer term effects on the people, communities, or domains (although these are difficult to estimate at the end of a relatively short project)
IMPACT	The impact may be estimated after a deeper investigation and longer term assessment, and based on evaluation of all previous components

More specifically, the dissemination impact could be discussed under the following perspectives:

1. Constituency Building

CROSSOVER is designed not only as to produce an international research roadmap on future needs in the domain of ICT for Governance and Policy Modelling, but also as an exercise for bringing together and reinforcing the links between the different global communities of researchers and experts as well as non-experts with the overall objective to consolidate and expand the existing community.

During the next months (M4-M18), CROSSOVER aims to reach a significant number of various stakeholders and research & practice communities interested and/or engaged in its research fields, as described in [section 2](#) of this deliverable. More specifically, CROSSOVER will:

- Set-up the Stakeholder Committee in order to reach out and engage the project main target groups (academia, industry and policy-makers).
- Set-up various dialog channels that will be used effectively for enhancing collaboration among the relevant stakeholders.
- Set-up strong links with existing communities outside the CROSSOVER project and outside the realm of eGovernment.
- Adopt a “hub-&-spoke” model, where animators will play a crucial role in connecting existing communities.

2. Scientific Impact

The CROSSOVER emphasis will be laid on capacity building by bridging research disciplines and practitioners’ views, as reflected in the amount and quality of inputs from members of the Stakeholder Committee and related scientific communities/societies, as described in [section 3](#). CROSSOVER will:

- Deliver a number of scientific papers should be delivered from external experts responding to the Call for Contribution;
- Deliver a number of presentations by representatives of stakeholders should be made at the two project workshops (see Section 3.2);
- Create and share knowledge in the domain (for the list of scientific conferences, journals, etc., see Section 3.1.3 and 3.1.4);
- Enhance involvement through dedicated animation to bridge gaps across scientific disciplines & modeling approaches;
- Raise awareness about the importance of the ICT for Governance and Policy Modelling research domain and will enhance its visibility. This enhanced visibility will help attract the critical mass of researchers organisations needed to deliver results and impact in the domain.

3. Policy Impacts

The dissemination impact of CROSSOVER will not be limited to the academic aspects of the ICT for Governance and Policy Modelling research domain and will be further extended to policy and practice aspects. More specifically, CROSSOVER will aim to involve key stakeholders, on both demand and supply side through:

- The CROSSOVER events that will bring together the supply and demand side in policy making (administration and research/industry), thus connecting administrative users with the makers of relevant ICT tools for policy modelling and participation. This will positively impact the project effort to support improved empowerment and engagement of individuals, groups and communities in policy making processes;
- The CROSSOVER deliverables will be widely disseminated as they aim to show the role of ICT research to overcome barriers and to improve governance;
- The provision of useful content and information such as practical applications and lessons learnt;
- The demand-side approach, focusing on how innovative solutions could help dealing with specific problems in policy-making;
- Existing Communities and hubs such as EIPA, EUPAN, OECD, ELANET, ADD ME, ePRACTICE, EUROCITIES, European Network of Living Labs;

4. CROSSOVER Recognition & Networking Effects

Apart from the contractual effort foreseen in the CROSSOVER Description of Work, the dissemination activities will particularly benefit from multiple networking effects that will be generated by the CROSSOVER partners building on their own networks and capacities.

- All dissemination materials, that will be produced during the project lifetime (e.g. Leaflet, Poster, Press releases, Newsletters, Summary Info Brochure), will be distributed to a wide

range of selected target audiences and channels. The aim is a significant number of international experts to be regularly informed about the results through different channels, including Web 2.0 networks (Twitter, LinkedIn).

- All events that will be organised by CROSSOVER should receive significant attention from the side of the domain stakeholders (see Section 4.2 for an indicative number of participants).

5. Sustainability Aspects

The groundwork that will be laid by the dissemination efforts will help improve the sustainability of the project results after the end of the project.

- The CROSSOVER website should hold value beyond the end of the project, by presenting the project results. It should become a highly referenced resource, regarding the material it will offer, a knowledge base containing relevant business and scientific material as well as several useful links.
- The basic elements of the sustainability aspect (e.g. Knowledge Map as the repository on policy modeling and simulation tools) are expected to be used by the Stakeholder Community in the future. This database will be an incrementally growing showcase where the CROSSOVER partners will try to give an overall and systemic view (related to contexts and applicative areas of the project) to the wider meta-community that the project itself aims to build.
- The online tools developed and the social media established during the project can help sustain collaboration in this field between researchers and practitioners in Europe and beyond.

4.3 Risks & Issues

There are a number of risks and potential issues related to the communications side of the project. These risks will be monitored and mitigated by the Coordinator; however the WP4 Leader will also control these risks on a regular basis and will report any changes to the Project Manager. An example of some communication risks is as follows. The detailed Risk Management Plan is part of the D6.1 (Quality Assurance & Risk Management Plan).

Risk Log	Priority	Mitigating Actions
Dissemination activities fail to target the correct audiences.	High	Set clear objectives based on knowledge of the target audience, set specific goals.
Poor dissemination towards the general public. The project may fail to get the wide participation of the citizens and the relevant stakeholders.	High	Clear map of stakeholders. Ensure clear message across all dissemination material.

Risk Log	Priority	Mitigating Actions
Risk that everything runs smoothly but dissemination is poor & nobody knows about the project.	High	Dissemination related ideas, make use of a wide range of tools in order to effectively disseminate the project results such as project website, blog, electronic newsletters, press releases, papers etc as well as make use of the deployed Social Media and Web 2.0 platforms.
Limited establishment of liaison activities with other projects	Medium	A well-developed CROSSOVER Platform together with a well-established dissemination, communication and public relations activities will create an interest in itself of other projects with relevant targets and objectives in CROSSOVER project.

Table 12: Communication risks examples

5. Conclusions

This Deliverable, D4.1 Public Communication Plan is part of the WP4 Upscaling and Dissemination and provided information regarding the project's dissemination strategy. An overview of the targeted audiences and the related dissemination means that will be used in order to disseminate the project's results was presented.

Moreover, relevant events and journals that were found suitable for presenting the project and promoting its goals, and scientific communities/societies, as well as other projects related to CROSSOVER were listed.

The candidate dissemination actions will be continuously monitored and accordingly updated, so this deliverable provided an overview of what is known and planned at the timing of the document preparation.

6. References

CROSSOVER Website: <http://www.crossover-project.eu>

CROSSOVER WIKI: <http://wiki.crossover-project.eu>

CROSSOVER Linkedin Group: http://www.linkedin.com/groups?gid=4165795&trk=myg_ugrp_ovr

CROSSOVER Twitter Account: https://twitter.com/#!/crossover_eu

CROSSOVER DIIGO Account: <http://groups.diigo.com/group/crossoverproject>

ANNEXES

ANNEX I – CROSSOVER Website

A fully functional and user friendly website has been designed and serve as a major dissemination tool, located in <http://www.crossover-project.eu/> . The CROSSOVER web portal is a major dissemination site. The site comprises areas with different access rights, a public one and a private (password and security tools protected) for the consortium to exchange documents (such as project minutes, meeting presentations, deliverables and internal reports).

Partners area

crossover | Home | Project | Blog | Events | Links | Login

Bridging Communities for Next Generation Policy-Making
FP7 Coordination & Support Action project

Policy making 2.0 oslendar

Today | Monday January 16

- Tuesday February 7
CYBERSPACE 2012
- Wednesday February 8
CYBERSPACE 2012
- Thursday February 9
CYBERSPACE 2012
- Saturday March 10

Home | Current Articles | Archives | Search

CALL FOR ANIMATORS ON POLICY-MAKING 2.0
"Global communities and roadmap for next-generation policy-making"
The CROSSOVER project consortium seeks to appoint up to 5 researcher and practitioners as members of the CROSSOVER Animators Committee. In order to stimulate global collaboration and peer-to-peer exchange between practitioners, researchers and public officials in the field. Each animator will provide 1 online contribution per month along the whole of 2012, including research questions, case studies, problems and solutions. Beside the prestige and the opportunity to shape the European research agenda, each member of the Animators Committee will receive a lump sum of 2500 EUR for participation in the networking activities of the project...
[\[Read More...\]](#)

New Thinking about Global Challenges
The conference "New Thinking about Global Challenges", organized by the research network Global Systems Dynamics & Policy and the Institute for New Economic Thinking (INET). The conference aimed at fostering the dialogue between the community of scholars and the wide variety of stakeholders involved in the field of global systems, as well as to present research projects and ICT tools aimed at facing global challenges. During the conference scholars presented some tool dealing with advances in economic theory, such as [Eurasia@Unibo Model](#), which is an agent-based macroeconomic model suitable for economic policy analysis...
[\[Read More...\]](#)

GLEaM - Global Epidemic and Mobility Model
The [GLEaM - Global Epidemic and Mobility Model](#) is a discrete stochastic epidemic computational model developed with the joint effort of [Northeastern University](#) (Boston, USA) and the Institute for [Scientific Interchange Foundation](#) (Turin, Italy). The simulation engine of the [GLEaM](#) model provides advice in understanding historical epidemics, identifying key mechanisms and spreading patterns, assessing the role of human mobility and the efficacy of containment strategies, as well as forecasting future scenarios...
[\[Read More...\]](#)

Educational Games on Monetary Policy and Inflation
In a period of financial and economic turmoil there are growing concerns and awareness about the role, the tasks and the accountability of international financial institutions. In this view it is very important for technocratic actors such as the [European Central Bank](#) to be able to justify their own mission which is pivotal for the well being of the public at global level...
[\[Read More...\]](#)

Recommended podcasts on Policy-Making 2.0

- Mon, 16 Jan 2012 17:26:58 +0200 - [Evgeny Morozov: How the Net aids dictatorships | Video on TED.com](#)
- Mon, 16 Jan 2012 17:26:58 +0200 - [Jeffrey Johnson | Haiti: CrisisMapping the Earthquake](#)
- Mon, 16 Jan 2012 17:26:58 +0200 - [Toby Considine, Jon Udell | Open Source Smart Energy](#)

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Figure 4: Snapshot of the CROSSOVER website homepage

ANNEX II – CROSSOVER Wiki

Figure 5: Snapshot of the CROSSOVER wiki

ANNEX III – CROSSOVER Logo



Figure 6: CROSSOVER logo



Figure 7: CROSSOVER template for presentation

Annex VI: Dissemination Reporting Templates

CROSSOVER Dissemination and Promotion Activity Reporting Template	
Reporting Date:	
Partner reporting the Activity:	
Type of activity ^{2 3}	
Date of Activity:	
Place of Activity:	
Summary of the activity	
Type of Audience:	MPs, MEPs, Elected Representatives (Local Administration/Others), Research & practitioners; NGOs; citizens; other (if any please specify)
Size of Audience:	
Countries addressed:	
Comments/feedback Received:	
Material as Attachments (ppt, text, brochures etc):	

Table 13: Dissemination and promotion activity reporting template

² Conferences, Workshops, Meetings, Presentations, Publications, Brochures/Leaflets, Videos, Media, Banner/Link, Newsletters, Press Releases, Other (Please specify)

³ For publications, use 'Publications Activity Reporting Template'

CROSSOVER Publications Activity Reporting Template	
Reporting Date:	
Partner:	
Article Title, Author(s):	
Type of Publication:	<ul style="list-style-type: none"> • Press Release • Scientific Publication • Other (Please Specify)
Date of Publication:	
Publisher/Publication Name and Country:	
Article Abstract:	
Article Language:	
Targeted Readers:	
URL of the Article / Publication or Text Attachment (PDF)	

Table 14: Publications activity reporting template