

D5.7 Summary of activities and impact analysis v2

Coordinator: Walter Palmetshofer (OKF)

Reviewer: Luis-Daniel Ibáñez (SOTON)

Deliverable nature	Other (O)
Dissemination level (Confidentiality)	Public (PU)
Contractual delivery date	31 th July 2017
Actual delivery date	9 th August 2017
Keywords	Summary of activities and impact analysis v2

Table of contents

1. EXECUTIVE SUMMARY	3
2. MEASUREABLE CRITERIA FOR SUCCESS	4
2.1. Dissemination & engagement timetable and metrics	4
3. OVERVIEW OF ACTIVITIES	6
3.1 Website	6
3.2 Guardian Open Data Economy Network Hub	8
3.3 Social media	9
3.3.1 Twitter	9
3.3.2 Facebook Page	9
3.3.3 LinkedIn group / company page	10
3.3.4 Google Plus	10
3.3.5 Youtube Channel	11
3.4 Mailing list	11
3.5 Events	12
3.6 Collaboration and partnerships	12
3.7 Training	14
3.8 Publications	15
4. CONCLUSION	15
5. APPENDIX	16
5.1 Events attended	16
5.2 Guardian Media Hub	21
5.3 Deliverables	23
5.4 Guardian ads	24
5.5 Guardian special ads	24

1. Executive summary

The dissemination activities of the ODINE project were crucial for the ODINE consortium to achieve the prime objective of getting the best applicants and helping the incubated projects succeed and promote them.

This deliverable serves as the summary of activities and impact analysis version two report as at the end of July 2017. On the one hand, the report focuses on the specific activities executed by WP5 partners as well as a summary of dissemination activities carried out by the whole consortium. On the other hand, it contains an analysis of the impact of dissemination activities conducted during the 30 month including the measurable criteria for success.

Within WP5, a two-phased approach to disseminating of the ODINE project has been completed according to the dissemination plan. In the first phase of the project's fifth work package, dissemination activities and tools were set up and the main focus was to promote the project and the call for the programme itself.

The two consortium partners the Guardian and Open Knowledge Foundation Deutschland e.V. (OKFDE) have worked on the implementation of a dissemination strategy for ODINE to promote and support the dissemination of the results of the project and the best practices towards open data adoption with support of the rest of the partners from the ODINE consortium.

Phase two consisted of working on regular dissemination activities and also improvements and updates of the dissemination strategy and to promote also the supported companies.

2. Measureable Criteria for Success

In Deliverable D5.2 “Dissemination, engagement and communication strategy”, we laid out the dissemination strategy of the ODINE consortium. The following table shows an overview of the identified and agreed measurable criteria for success of the ODINE dissemination activities. The overview comprises clear measures about social media and web-site involvement, interviews and stakeholder involvement.

These activities were measured by different consortium members (ODINE dissemination team members) on a regular basis, while the results are collected by the dissemination team to analyse the progress and the success, or failure, of the dissemination activities. Furthermore, to monitor where the team can rework and/or refine activities to ensure success in the future.

The evaluation of the dissemination activities is comprised of three parts: Firstly, success criteria were defined. Secondly, target groups have to be identified and their level of engagement has to be defined and finally key figures to judge upon successful dissemination have been established.

2.1. Dissemination & engagement timetable and metrics

Measure	Channels	Final measure as of 29.07.2017	Metrics today as of 30.04.2016	Goal defined in D5.2 End of ODINE project
SEA1	In-person	# contacts >180	# contacts >120	# contacts 120
	Email	> 1500	> 1000	1500
	Calls	> 750	> 500	750
	Meetings	> 60	> 60	60
SEA2	Website	110 views/day ¹	120 views/day	60 views/day
	Discussions	> 600 participants	450 participants	600 participants
	Social Media	~6 shares/day ²	~6 shares/day	6 shares/day
SEA3	Webinars / videos	10 webinars / 60 videos	4 webinars / 22 videos	
	(10 Webinars)	3000 views	1800 views	2500 views

¹ Average decreased in the 2nd half slightly (from 120) due to the end of the call

² Average approximation based on daily shares on the social networks like Twitter, Facebook and LinkedIn.

		> 200 participants > 80 shares	130 participants 80 shares	200 participants 200 shares
SEA4	Applicants call	> 1000	> 400	> 500
SEA5	Twitter	3400 followers ³ 3200 tweets	2400 follower 1300 tweets	> 2000 followers > 1000 tweets
	LinkedIn	140 member 20 shares	87 member 20 shares	200 members 400 shares
	Google+	26 +1s 100 members	26 +1s 100 members	200 +1s > 100 members
	FB	223 likes	223 likes	> 200 likes
SEA6	opendata500	> 500	> 400	ideally 500 entries, remains to be seen if this is realistic
SEA7	interviews	> 10 interviews and more than 2000 views	> 10, ~800 views	> 10 interviews, 2000 views
SEA8	business survey (4 surveys)	> 500 submissions	not started yet # submissions	> 400 submissions
SEA9	workshops, events, conferences	> 5000 participants	> 2000 participants	>4500 participants

³ As of July 2017

3. Overview of activities

This section lists and describes the dissemination activities that have been executed by the ODINE consortium and especially those partners involved in WP5.

A crucial part to the success of this project has been the collaboration and commitment of all consortium partners to dissemination and open data stakeholder engagement activities. Dissemination within the ODINE project covers a wide spectrum of activities, including but not restricted to: community extension and management, establishing and maintaining the collaboration infrastructure, social media and web 2.0 tools and events, targeting both the participation of ODINE in major conferences that are well known in the field, as well as the organization of our own events.

The following section presents an overview of events attended by the consortium as well as workshops organized, and publications that have been published. The section also summarizes the activities via the viral marketing channels, such as the Blog, Twitter, Google+, Facebook LinkedIn and mailing lists as well as it covers an overview of published press releases.

3.1 Website

The project's website⁴ has been established in spring 2015 first as a short overview website as of 01. February and with the official launch in the beginning of April 2015. It serves as the central access point for anyone seeking to learn about ODINE as a project and as an incubator. It was continuously updated and adapted to reflect current developments within the project, and features information on the consortium partners, deliverables, work packages, and news items. It also contains information on the subject matter of open data and the goals of ODINE in this regard to foster the European Open Data ecosystem.

Apart from offering comprehensive information on ODINE projects and the calls, the website also promotes the other communication and dissemination channels used. On its front page, it links to the Twitter, Facebook, and Google plus accounts that are detailed below, and offers visitors the option to opt-in to the newsletter contact database. Press releases and milestones as well as materials such as the project's logo and flyer are communicated through the website as well.

⁴ <http://opendataincubator.eu>

It is documenting relevant events, news items, regarding the programme and companies. It also serves as the source for technical documentation and learning materials about open data. Resources such as webinars and handbooks and webinars are already online.

The project's blog was created alongside the website in spring 2015. It gives its readers a central access point for detailed descriptions of current announcements and also serves as a platform for guest articles by members of the open data community. The decision to include these external reports on the project's blog has been made to incentivise and invigorate the community of stakeholders around open data.

The website was redesigned and relaunched by the beginning of 2016 in order to gain further audience and have smoother user interactions. Key features includes fresh, light design and a fully responsive page architecture, reflecting increasing traffic from mobile devices; more effective content curation, ensuring a more relevant user experience that delivers content in greater depth; a higher proportion of data-led and analysis insight, to provide relevant open data and ODINE project related information. Furthermore, a re-design of some sections was undertaken, like the newsletter and social media approach to ensure the ODINE project communicates with the project audience in the most effective manner.

Statistics for website	M15	M30
<i>Pageviews</i>	103.000	191.000
<i>Unique pageviews</i>	70.000	137.000
<i>Visits</i>	44.000	84.000
<i>Unique downloads</i>	> 1000	1.600
<i>Average visit duration</i>	4 min 30s	3 min 04s

In the last month there were more than 105 (M15 was 120) unique visitors a day on the website. The traffic growth was continuous since the project start and till the application phase, after that the traffic growth stalled. A strong number is the 3 min 04s average visit duration.⁵ 54% visits have bounced (left the website after one page) and 2.6 actions (page views, downloads, outlinks and internal site searches) were made per visit. The speed of the website was 0.32s (M15 was 0.44s) average generation time. Almost half of the traffic was the start page, 15% was call information related material, the next most viewed content were the blog entries and resources section.

⁵ This is above the average time spent on websites.

As for the numbers that the following part of this report is based on, it is important to note that there are some inherent limitations to the accuracy of the data. Firstly, some sections of the website were redesigned partially. Furthermore, PIWIK (same as google analytics) is primarily based on cookies and devices. Therefore, a user using several devices (e.g. laptop and smartphone) would show up as two users. Similarly, a user that deletes the browser's cookies or uses another browser would also show up as a new user. Furthermore, PIWIK relies on JavaScript to track users, which is disabled by some, and in case somebody is using an adblock service there would be no data at all. This has an effect on the metrics of total visits and uniques indicators. Thus, while the data is the best source of information available, it should be read with some caution. The data taken into account here has its starting point in February 2015 in accordance with the website launch.

3.2 Guardian Open Data Economy Network Hub

<http://www.theguardian.com/media-network/series/open-data-economy>

We used the Guardian partner zone to feature success stories, companies profiles and open data related content site. Their well-established reputation in the media sector strengthens the open data community and creates sustainable impact and is promoting the ODINE project.

In order to create online advertising and brand traction for the startups, the partners collaborated in creating a partner-zone on the guardian's website <http://www.theguardian.com/odine-partner-zone>. This site was used to promote each individual startup. The guardian's role was to commission a piece on each startup from all 8 cohorts, which would then be complemented on the ODINE website. 74 articles were published by the Guardian in on the site and was also able to support multimedia content and infographics to accompany the news articles (Appendix 5.2).

The highlight was the article "[Is the banking industry about to have its 'Uber moment'?](#)" which gained more than 80.000 unique pageviews, 500 shares and 300 comments.

The average article has around more than 500 unique pageviews, more than 50 shares and single digit comments.

Also the Guardian and his media network across Europe (El Pais in Spain, Le Monde in France and Der Freitag in Germany) were promoting the Open Data Economy hub section and the open data articles, as well as the call itself and the ODINE website and various events from the ODINE project (i.e. webinars, calls, ..). For that purpose special ODINE banners in different formats and messages to apply were also designed (Appendix 5.4). In the 30 months of the project following ads were served 380,102 impressions that clickthrough to ODINE (1,100 clicks). The average CTR across all different formats (roadblock, 720x90, 300x250) was a respectable 0.30%.

To reach specific countries and in their native language another special campaign was set up (Appendix 5.5). In the 30 months of the project following ads were served 5.380,808 impressions that clickthrough to ODINE (10,289 clicks or 0.7% CTR)

Additionally, print ads were run across France, Spain and Germany with in El Pais, Freitag and El Pais to target the main economic regions of Europe. A total of 10 ads (9 quarter pages, 1 full page) were printed by the Guardian and his partners. The digital ads were later programmatically adjusted to reach countries in Europe where he had not received that many applications.

3.3 Social media

The following social media channels are used:

- Twitter
- Facebook
- LinkedIn
- Google plus
- Youtube

3.3.1 Twitter

<https://twitter.com/ODincubator>

The Twitter account has been established with the beginning of the project, together with the mini-website launch. It allows for a direct and instantaneous level of contact with the various stakeholders in the field of open data, startups and individuals. Whereas the website offers in-depth information on all aspects of the project, Twitter is a multiplier of messages and announcements that also functions as a means to keep track of current developments in the field and direct engagement.

In the last 30 months of the project we gained more than 3400 new followers, wrote more than 3200 tweets. We have over 38.000 monthly impressions, above 100 likes and also above 100 retweets, more than 90 new followers each month and more than 1200 profile page views (based on the numbers for January 2016 until July 2017).

For further details see the Appendix and <https://analytics.twitter.com/user/ODincubator/home>

We monitored Twitter actively, especially for events and news. And also harvested tweets for events and topics to gain further insights. This included monitoring of the hashtags and outreach to the participants. Twitter was the most successful social media tool for the project.

3.3.2 Facebook Page

<https://www.facebook.com/OpenDataIncubator>

The Facebook Page was created at the beginning of the project. It mirrors the prime content shared on the website and through Twitter. Its primary purpose is to multiply these messages and

increase the reach in order to heighten the penetration of relevant stakeholder groups and having also a presence on this platform. Despite not being a focus in the dissemination strategy, it has been ensured that it receives regular updates and that contact requests are replied to in order to ensure that the audiences receive the desired level of attention.

The Facebook page has 201 likes. Our short analysis has shown that the engagement level compared to Twitter was less efficient.

3.3.3 LinkedIn group / company page

<https://www.linkedin.com/groups/Open-Data-Incubator-Europe-7300351>

As the leading platform for professional networking, LinkedIn increased the level of outreach to relevant stakeholders and projects. For ODINE, a discussion group and a company page has been created. The former is an additional option for exchange, and has thus far not been extensively used. Upon the completion of the platform, this channel is intended to establish connections to relevant stakeholders and to promote the ODINE call.

The ODINE page on the other hand allowed the consortium partners to share their contribution to the project on their personal profiles, thereby manifesting the network around Open Data and promoting the idea behind the project simultaneously. While LinkedIn is more of a social network than an outreach tool, the performance of both the ODINE group and company page was observed and given attention to increase the number of 140 members. It was mostly used to connect and reach individuals (mentors, VCs, stakeholders, ...). Overall, the ODINE project and WP5 reached most of the set goals for dissemination. However, we did not succeed in reaching our set LinkedIn number. The main reason is, that most of the stakeholder interaction resulted in personal "adds" by the consortium, leaving out the ODINE LinkedIn account.

3.3.4 Google Plus

<https://plus.google.com/communities/111840976067150847076>

The Google Plus page was created at the beginning of the project. It mirrored the prime content shared on the website and through Twitter. Its primary purpose is to multiply these messages and increase the reach in order to heighten the penetration of relevant stakeholder groups next to simply having a presence on this platform. Despite not being the focus in the dissemination strategy since the beginning of the project and the stagnant environment of the platform, we have more than 100 members on our ODINE page. Primarily, this platform was used for the video calls and to connect to stakeholders.

3.3.5 Youtube Channel

<https://www.youtube.com/channel/UCh6DKnAlpBy46WkThkqwLkQ>

The ODINE Youtube channel was first used in Spring 2015. It hosts videos related to the project especially explanations of the project and the application process, as well as interviews, and presentation of the ODINE companies and activities. As a hosting platform, the content can be both implemented in the website and shared across the social media channels. It has been branded with the ODINE Logo to align it with the other communication channels.

We produced more than 65 videos (like the The ODINE application process, ODINE in 30 seconds, 3 ODINE presentations and several interviews (with stakeholderds, partners, ...), testimonials as well as a presentation of the ODINE companies and ODINE consortium members) totaling more than 3000 views.

3.4 Mailing list

The newsletter is a channel that is intended to promote important updates and milestones to its subscribers. It has been set up to highlight substantial updates on a frequent basis (minimum 4 times per year), therefore complementing the more continuous flow of information found on the website and the social media channels in a less formal tone than the press releases. Thus far, the newsletter has been prominently promoted on the Twitter page and the website (via signup button). A sufficient number of subscribers has been collected (currently more than 765⁶) and this channel is serving its purpose as a non-frequent announcement tool. By utilising the stories that were curated on the ODINE website, the partners also proactively disseminated success stories and updates through 31 newsletters. The original use of the newsletter was to generate interest from companies to apply for the programme in the early stages of the project. Following the application stage, the newsletters were used to disseminate startups and programme news. By generating interest through the newsletters and other various communication channels, it helped to contribute towards the vast number of applications that were received during the call.

We currently have 4 lists

- General announcement: 765 subscribers
- Mentor and ODINE network lists: 511 subscribers
- Active ODINE startup lists
- ODINE Alumni startups lists: all graduated companies

⁶ As of July 2017

3.5 Events

Although ODINE was a virtual acceleration programme, by attending events it became apparent that this form of interaction needs is strongly needed. We have used networking and startup events to recruit potential candidates for the programme and mentors. We also arranged events for the startup to attend. This provided some invaluable presentation, introduction and opportunities for some startups.

The participation in international conferences is an integral part of the dissemination and outreach plan of ODINE. Apart from partaking in the international community, networking, and creating new ties, conferences are important ways to inform the public about the existence of the project and to gather input, insights, and new knowledge that is beneficial. Presentations and lightning talks have also been included in this category, as their purpose is essentially similar to that of conference visits. The data for each activity is listed separately to portray a more complete picture. The ODINE project organized several events at the international level to aid in the dissemination of the project and promote the ODINE call.

During the project, ODINE members actively participated in 113 (63 in the the first 15 months of the project) open-data-related events. In the first period the focus was promote the project and to get the best applicants, in the second half supporting the ODINE companies. Dissemination activities during those events included distributing general dissemination material such as flyers and stickers, giving presentations, submitting posters, running discussion panels during the events or conducting information sessions during the breaks of these events for the purpose of informing people about the project.

After event participation, the project members took part in debriefing interviews to report on the event. This information was re-used to publish blog and twitter posts.

For a list of the events see Appendix 5.1 events attended.

Events in bold were attended by more than one consortium partner and had additional presentations and outreach activities (WWW2015, EDF2016, 2x 4FYN, pioneers) or were completely organized by the consortium ([ODINE event in Berlin](#), 2x ODI Summit, Datensummit, 8 review meetings).

3.6 Collaboration and partnerships

To promote the ODINE project and strengthen the European open data ecosystem we established partnerships and cooperations with the following organizations:

Partner	Description of partnership and activities
---------	---

<i>Technologie Stiftung Berlin (TSB)</i>	ODINE consortium supported their effort to foster the Berlin Open Data Strategy ⁷ , the Berlin open data ecosystem ⁸ and were involved in the Berlin Open Data 30 ⁹ showcase and we programmed with them the Berlin Open Data Day.
<i>Deutsche Bahn (DB)</i>	ODINE consortium supported the DB with their open data strategy, we were involved in the launch of their open data portal in November 2015 as well as several hackathons in order open up their data and allow SMEs using the open data provided by Deutsche Bahn (That data was also used by ODINE startups). We supported 4 hackathons of the Deutsche Bahn. This was and is currently the German open data success story.
<i>Konrad Adenauer Stiftung (KAS)</i>	ODINE consortium supported the KAS with their open data strategy, we were present at their open data event in December 2015 and providing valuable input for their study of the economic value for open data in Germany ¹⁰ as well as further information material. Working together also led to an open data event at the CEBIT 2017 Germany's biggest IT fair. This partnership was crucial for the open data activities in Germany regarding the new open data law.
<i>1991.vc Ukrainian Open Data Incubator</i>	Since spring 2016 the consortium was fostering and helping the Ukrainian open data ecosystem.
<i>European Open Data Portal</i>	We combined cross-promotional efforts, as well as presentations, surveys and events such as the open data policy event in Berlin 2016.
<i>General Ministry of Industry in Spain</i>	Strengthening the Spanish open data ecosystem. We were also present at the IODC17 the International Open Data Conference in Madrid in October 2016.
<i>Apps4EU</i>	We had cross-promotional efforts as well as presentations and events in Berlin and Manchester 2015.
<i>Finodex</i>	We combined cross-promotional efforts as well as presentations and our events in Berlin 2015 and in Madrid at IODC 2016.
	Cross-promotional efforts as well as presentations and events and

⁷ Supporting the open data eco systems with expertise, like upcoming open data strategy for the city of Berlin in 2017.

⁸ Events in Berlin, like Berlin Open Data Day

⁹ https://www.technologiestiftung-berlin.de/fileadmin/daten/media/publikationen/160128_TSB_OpenDataBerlin.pdf

¹⁰ Open Data. The Benefits <http://www.kas.de/wf/de/33.44906/>

<i>FIWARE</i>	exchanges.
<i>DIGIWHIST and OpenBudgets</i>	We combined cross-promotional efforts as well as stakeholder and tool-sharing.
<i>Startupbootcamp</i>	We coordinated events, cross-promotion and meetings and startup referrals. We also got valuable mentors and evaluators from the startupbootcamp network.
<i>Seedcamp</i>	We attended events in London, used cross-promotion and had meetings with the mentors and partners and got startup referrals.
<i>DataportalAT</i>	We coordinated events, cross-promotion and meetings and startup referrals, outreach and policy coordination for Austria.

Further activities and less intense partnerships were with European Data Market, OpenDataMonitor, OpenAIRE2020, AEC and several Universities (TU Vienna, WU Vienna, FU Berlin, for more information see D3.2 Accelerator program portfolio strategy for universities) and startups accelerators and programs (like European Startup network) and local startup events.

Additionally, we used the local ODI nodes, OKF chapters and OKLabs to reach out continuously to local open data businesses and events.

3.7 Training

The following public trainings were offered by the ODINE consortium:

- [The three things every open data start up needs for their business model.](#)
- [Business model innovation course](#)
- [Webinar The role of the LinDA workbench in Open and Linked Data Renovation](#)
- Applying to ODINE & how to write proposals
- Venture capitalist (VC) Investment and pitching with Cedric Latesse
- Business model training session in Madrid 2017

Additionally, there were several trainings and webinars for the ODINE funded companies (Human Resources, Internationalization, Open Data Day, Open Data in Practice, School of Data) as well as trainings and mentoring on an individual level (i.e. Fundraising and VCs).

For more training details and see Deliverable D5.5 Training curriculum, learning materials and webinar in details.

3.8 Publications

The press releases are a medium primarily aimed at journalistic multipliers. The messages communicated through this channel highlight milestones and significant updates and are sent out on an ad-hoc basis for special events or on announcements of new companies.

The team of SOTON Alan Ponce, Luis-Daniel Ibañez and Elena Simperl published [“Measuring risks and challenges in using open data”](#) and also presented at Open Data Research Symposium at IODC16 in Madrid.

The study “Open Data. The Benefits - Das volkswirtschaftliche Potential für Deutschland” by [KAS](#) was heavily supported by ODINE. (For further information see D6.4 Open data policy framework report).

And IDC evaluated the ODINE project in the [“Impact assessment of the ODINE project”](#) report.

The ODI used ODINE input for their startup and ODI reports.

4. Conclusion

This report has documented the dissemination activities and materials in the 30 months of the ODINE project. The dissemination and communication of the project and its results took off with the first stakeholder workshop in February 2015, which can also be seen from the data (website, Twitter-stream).

Afterwards, the communication channels follow a general upward trend in terms of number of users and level of outreach generated. The communication strategy set out to produce a constant communication stream on social media, and blogs on its website.

The results from this report shows that in terms of dissemination, Twitter was the most efficient social media tool for generating outreach for ODINE. Based on the analysis from this report, the use of twitter can benefit by taking note of the best tweets, times etc. In addition, the website and the Guardian open data network hub have been ODINE’s main channel to present more extensive content, such as detailed information on the project, incubated companies and open data stories in the form of blog posts and articles. The report shows that the website has performed reasonably well and improved even more after the relaunch and adaptations.

The Facebook, LinkedIn and Google plus accounts were set up and used, but were mostly used to disseminate the existing content to a different user group. The Youtube channel was successful provided some great content. The consortium has participated in several high-profile conferences, workshops and events in addition to the organized events such as the Open Data presentations in Berlin in Summer 2015, twice at EDF and and several major startup events in Europe, thus

enabling the formation of a professional network for ODINE. We received a great amount of interested for the workshops we organized and had good participant numbers as well as interesting discussions.

The success can be seen in the number of stakeholder contacts collected. Based on our experience the best outreach was on events with an personal interaction. Given the scope of the ODINE project and companies a mix of various industries fields and startup scene was therefore valuable to support the ODINE companies. This proved to be successful for the reporting on the companies itself.

5. Appendix

5.1 Events attended

Following 113 events were attended by ODINE consortium partners to promote the ODINE programme. Events in bold were attended by more than one consortium partner and had additional presentations (WWW2015, EDF, 4FYN, ...) or were completely organized by the consortium (ODINE event in Berlin, ODI Summit, review meeting 1st cohort in London).

Event	Location	Date from	Date to	People attended	Website
H2020 Event	Lisbon, Portugal	7 Feb 2015	7 Feb 2015	50	
Startup Camp Berlin	Berlin, Germany	13 Mar 2015	14 Mar 2015	150	http://lanyrd.com/2015/scb15/
CeBit 2015	Hannover, Germany	16 Mar 2015	20 Mar 2015	5000	http://www.cebit.de/home
The Impacts of Civic Technology Conference 2015	London, UK	25 Mar 2015	25 Mar 2015	100	http://lanyrd.com/2015/tictec/
PDF	Poland	16 Apr 2015	17 Apr 2016	250	http://epf.org.pl/en/events/pdfplcee2015/
codingdavinci	Berlin, Germany	25 Apr 2015	25 Apr 2015	140	http://codingdavinci.de/
fiware bootcamp	Berlin, Germany	1 May 2015	3 May 2015	50	http://berlinwebweek.de/event/fiware-startup-boot-camp/
re:publica	Berlin, Germany	5 May 2015	7 May 2015	250	http://re-publica.de/
HEUREKA CONFERENCE	Germany	5 May 2015	5 May 2015	100	http://heureka-conference.com/
1st infoday & presentation at	Florence, Italy	18 May 2015	22 May 2015	2000	http://www.www2015.it/

WWW 2015					
International Open Data Conference	Ottawa, Canada	28 May 2015	29 May 2015	400	http://opendatacon.org/
Pioneers	Vienna, Austria	28 May 2015	29 May 2015	2000	http://pioneers.io/about
NOAH Berlin	Berlin, Germany	9 Jun 2015	10 Jun 2015	300	https://www.noah-conference.com/
ODINE event in Berlin with Apps4EU, Finodex	Berlin, Germany	10 Jun 2015	10 Jun 2015	85	http://odine.sinnwerkstatt.com/event/1st-information-day-2/ will be updated to http://opendataincubator.com/event/1st-information-day-2/
OpenTech	London	13 Jun 2015	13 Jun 2015		http://www.opentech.org.uk/2015/
Finodex Networking Event	Italy	22 Jun 2015	23 Jun 2015	30	
Web-COSI Policy seminar on social entrepreneurship	Brussels	7 Jul 2015	7 Jul 2015	30	http://caps-conference.eu/
TOA BERLIN	Germany	15 Jul 2015	17 Jul 2015	400	http://toaberlin.com/
CCC camp	Germany	13 Aug 2015	17 Aug 2015	5000	http://events.ccc.de/2015/02/10/chaos-communication-camp-2015-save-the-date/
people in beta	Germany	29 Aug 2015	29 Aug 2015	200	peopleinbeta.com
STARTUP OLE	Salamanca, Spain	9 Sep 2015	9 Nov 2015	50	http://startupole.eu/
Ars Electronica	Linz, Austria	7 Apr 2015	7 Sep 2015	800	
DIGITAL CITY WIEN	Austria	14 Sep 2015	17 Sep 2015	50	http://digitalcity.wien/category/events/
semantics conf 15	Vienna, Austria	15 Sep 2015	17 Sep 2015	250	
Mindtrek	Tampere, Finland	22 Sep 2015	22 Sep 2015	30	http://www.mindtrek.org/2015/
If Funding Fair	UK	24 Sep 2015	24 Sep 2015	100	
Nantes City Council Networking	France	28 Sep 2015	28 Sep 2015	30	
Openmonitor.eu event	London, UK	5 Oct 2015	5 Oct 2015		
SOUTH SUMMIT	Spain	7 Oct 2015	9 Oct 2015	7000	http://spain-startup.com/?lang=es

Open and Big Data Management & Innovation"	NL	13 Oct 2015	15 Oct 2015		http://www.tbm.tudelft.nl/index.php?id=105588&L=1
European Open Data Week	Rennes, France	14 Oct 2015	14 Oct 2015	100	http://opendataweek.org/presentation/
Jugend hackt	Berlin	16 Oct 2015	18 Oct 2015	20	jugendhackt.de
ICT Innovate, Connect, Transform	Lisbon	20 Oct 2015	22 Oct 2015		http://ec.europa.eu/digital-agenda/en/ict2015-innovate-connect-transform-lisbon-20-22-october-2015
EU startups conference	Berlin	23 Oct 2015	23 Oct 2015	100	http://www.eu-startups.com/eu-startups-conference-2015/
Entrepreneurship Summit 2015	Berlin	25 Oct 2015	25 Oct 2015	180	https://www.entrepreneurship.de/summit/
ODI Summit	London, UK	11 Mar 2015	11 Apr 2015	700	
Cloud Conference	Ljubljana, SL	11 May 2015	11 Jun 2015	50	
Websummit	Dublin	2 Nov 2015	3 Nov 2015	3000	http://websummit.net/
Global Entrepreneurship Week 2015	Worldwide	16 Nov 2015	20 Nov 2015		http://www.gew.co/
EDF 2015	Luxembourg	16 Nov 2015	17 Nov 2015	350	http://2015.data-forum.eu/
Offener IT Gipfel	Berlin	18 Nov 2015	18 Nov 2015	250	
Bundes IT Gipfel	Berlin	18 Nov 2015	19 Nov 2015	1500	
Seedcamp X opendata	London, UK	19 Nov 2015	19 Nov 2015	80	
Startupbootcamp Demo Day	Berlin	19 Nov 2015	19 Nov 2015	250	
<i>Open Data Barcamp</i>	<i>Vienna</i>	<i>1 Dec 2015</i>	<i>1 Dec 2015</i>	120	
OPEN DATA. THE BENEFITS	Berlin	10 Dec 2015	10 Dec 2015	60	http://www.kas.de/wf/de/17.66041/
CCC	Hamburg	26 Dec 2015	30 Dec 2015	12000	
2016					
Bulgaria web summit	Sofia	20 Feb 2016	20 Feb 2016	500	http://bulgariawebsummit.com/#day-2
4YFN	Barcelona, Spain	22 Feb 2016	25 Feb 2016	Est. 10K	http://4yfn.com/

Mobile World Congress Barcelona	Barcelona, Spain	22 Feb 2016	25 Feb 2016	>50K	http://www.mobileworldcongress.com/
open belgium	Antwerpen	29 Feb 2016	29 Feb 2016	500	https://www.eventbrite.nl/e/open-belgium-conference-2016-tickets-19781559176
FIWARE Roadshow - Open Data for European Entrepreneurs - Training Day	Pamplona, Spain	1 Mar 2016	1 Mar 2016	100	https://www.eventbrite.co.uk/e/entradas-fiware-roadshow-open-data-for-european-entrepreneurs-training-day-20694236017
1st Final review	London	1 Mar 2016	1 Mar 2016	15	
Open Data Day	worldwide	5 Mar 2016	5 Mar 2016	virtual >1000, real 80	http://opendataday.org/
CEBIT	Hannover, Germany	14 Mar 2016	14 Mar 2016	>100K	http://www.cebit.de/home
PDF	Gdansk, Poland	17 Mar 2016	18 Mar 2016	400	https://www.eventbrite.com/e/personal-democracy-forum-pl-cee-2016-tickets-19381008117
FutureEverything	Manchester	30 Mar 2016	2 Apr 2016	500	http://futureeverything.org/
Wolves Summit	Warsaw	12 Apr 2016	12 Apr 2016	5000	https://www.wolvessummit.com/en
Startup Camp Berlin	Berlin	8 Apr 2016	9 Apr 2016	600	http://startupcamp.berlin/
Open Energy Data Switzerland	Switzerland	8 Apr 2016	9 Apr 2016	60	https://opendata.ch/2016/02/8-9-april-2016-swiss-open-energy-data-hackdays/
Web IT	Bulgaria	18 Apr 2016	20 Apr 2016	5000	http://www.webit.bg/
Tic Tec Conference	Barcelona	27 Apr 2016	28 Apr 2016	200	https://www.mysociety.org/research/tictec-2016/

re:publica	Berlin	2 May 2016	4 May 2016	6000	
opentechsummit	Berlin	5 May 2016	5 May 2016	150	
CEDEM	Krems, Austria	18 May 2016	20 May 2016	100	
Pioneers Vienna	Vienna	24 May 2016	25 May 2016	5000	
buzzwords Berlin	Berlin	5 Jun 2016	7 Jun 2016	200	
EDF 2016	Eindhoven	29 Jun 2016	30 Jun 2016	400	
3rd Final review	Eindhoven	1 Jul 2016	1 Jul 2016	12	
TOA	Berlin	14 Jul 2016	16 Jul 2016	5000	
Mydata conf	Helsinki	31 Aug 2016	01 Sep 2016	350	
Review #4	Berlin	05 Sep 2016	06 Sep 2016	12	

International Open Data Conference (IODC)	Madrid	6 Oct 2016	7 Oct 2016	4000	
South Summit	Madrid	5 Oct 2016	7 Oct 2016	2000	
ODI Summit	London	1 Nov 2016	1 Nov 2016	400	
Review #5	London	2 Nov 2016	3 Nov 2016	11	
Slush	Helsinki	30 Nov 2016	11 Nov 2016	2500	
jugendhacktAT	Linz	04 Nov 2016	05 Nov 2016	80	
Drucker Forum	Vienna	17 Nov 2016	18 Nov 2016	300	
ODmeetupVie	Vienna	17 Nov 2016	17 Nov 2016	25	
Policy Meeting	Vienna	18 Nov 2016	18 Nov 2016	15	BK
OGP	Paris	7 Dec 2016	9 Dec 2016	3500	https://ogpsummit.org/
DBhackathon	Berlin	16 Dec 2016	27 Dec 2016	200	
CCC	Hamburg	27 Dec 2016	30 Dec 2016	12000	
NetzPAT	Vienna	05 Jan 2017	05 Jan 2017	30	
Review #6	Munich	9 Jan 2017	9 Jan 2017	10	
CEBIT	Hannover	23 Feb 2017	23 Feb 2017	> 10000	
4YFN	Madrid	27 Feb 2017	1 Mar 2017	4000	https://www.4yfn.com
NetzPAT	Wien	2 Mar 2017	2 Mar 2017	20	
Review #7	Vienna	2 Mar 2017	3 Mar 2017	14	
Open Data Day	Vienna	03 Mar 2017	03 Mar 2017	90	/
International Open Data Day	Graz, Berlin, Trento	04 Mar 2017	05 Mr 2017	300	http://opendataday.org/
Elevate	Graz	04 Mar 2017	05 Mr 2017	150	
IHK Chemnitz	Chemnitz	07 Mar 2017	07 Mar 2017	50	
GeoMonday	Berlin	27 Mar 2017	27 Mar 2017	60	
BMVI startup pitch	Berlin	29 Mar 2017	29 Mar 2017	300	https://www.bmvi-startup-pitch.de/
PDF	Gdansk	06 Apr 2017	07 Apr 2017	150	
Datensummit	Berlin	27 Apr	28 Apr 2017	400	https://datensummit.de/
Open Data & Tourism	Potsdam	04 May 2017	04 May 2017	50	
re-publica	Berlin	08 May 2017	08 May 2017	8000	https://re-publica.com/
Review #8	Madrid	08 May 2017	10 May 2017		
BMVI	Berlin	12 May 2017	12 May 2017	30	
DB hackathon	Berlin	12 May 2017	13 May 2017	300	http://data.deutschebahn.com/
Opentech summit	Potsdam	25 May 2017	25 May 2017	100	http://opentechsummit.net/
Scale up	Madrid	25 May 2017	25 May 2017	10	
Pioneers17	Vienna	01 Jun 2017	2 Jun 2017	4000	https://pioneers.io/
NetzPat17	Wien	01 Jun 2017	01 Jun 2017	30	
BDEW	Berlin	21 Jun 2017	22 Jun 2017	800	https://www.bdew-kongress.de
OGD Dachli / Swiss Data Alliance	Luzern	26 Jun 2017	26 Jun 2017	60	https://opendata.ch/ogd-dachli-konferenz-2017/
Opendata CH	Luzern	27 Jun 2017	27 Jun 2017	150	http://Opendata.ch/2017

5.2 Guardian Media Hub

Link list of the 74 Guardian articles - see <https://www.theguardian.com/odine-partner-zone>

<http://www.theguardian.com/odine-partner-zone/2015/sep/08/odine-open-data-incubator-programme-winners-startups-sme>

<http://www.theguardian.com/odine-partner-zone/2015/nov/04/winners-second-call-odine-call-open-data-incubator-programme-europe>

<http://www.theguardian.com/odine-partner-zone/2015/aug/27/open-data-university-of-southampton>

<http://www.theguardian.com/odine-partner-zone/2016/jan/12/rentsquare-rent-price-sweet-spot-landlords-tenants>

<http://www.theguardian.com/odine-partner-zone/2016/jan/14/winners-of-the-third-odine-call-announced>

<http://www.theguardian.com/odine-partner-zone/2015/mar/31/odi-to-channel-57m-of-eu-funding-into-open-data-startup-incubator>

<http://www.theguardian.com/odine-partner-zone/2015/may/11/open-data-smes-startup-funding-odine>

<http://www.theguardian.com/odine-partner-zone/2015/nov/18/european-data-portal-european-data-forum>

<http://www.theguardian.com/odine-partner-zone/2015/oct/19/sickly-attendance-online-system-schools>

<http://www.theguardian.com/media-network/2015/jul/01/odine-open-data-second-call-applications>

<http://www.theguardian.com/odine-partner-zone/2015/dec/15/datapress-councils-publish-open-data-london-datastore>

<http://www.theguardian.com/odine-partner-zone/2016/jan/19/unigraph-connect-open-data-sets>

<http://www.theguardian.com/odine-partner-zone/2015/dec/02/pikhaya-smart-streets-whythawk-data-empty-industrial-office-retail-space>

<http://www.theguardian.com/odine-partner-zone/2015/dec/14/insymbio-biowaste-raw-material>

<http://www.theguardian.com/odine-partner-zone/2015/nov/09/instats-visualise-complicated-datasets>

<http://www.theguardian.com/odine-partner-zone/2015/sep/01/okf-deutschlands-ambitious-open-data-mission>

<http://www.theguardian.com/odine-partner-zone/2015/nov/03/commoprices-portal-commodity-prices-open-data>

<http://www.theguardian.com/technology/2014/nov/04/eu-commits-144m-to-support-open-data-across-europe>

<http://www.theguardian.com/odine-partner-zone/2015/nov/19/thingful-vision-interoperable-internet-of-things>

<http://www.theguardian.com/odine-partner-zone/2015/jun/02/open-data-institute-global-data-infrastructure>

<http://www.theguardian.com/odine-partner-zone/2015/jun/30/open-data-economy-us-firms-eu>

<http://www.theguardian.com/odine-partner-zone/2015/nov/24/bike-citizens-urban-cycling-app-route-planner>

<http://www.theguardian.com/odine-partner-zone/2015/dec/29/farm-dog-best-agricultural-tech-smaller-farms>

<http://www.theguardian.com/media-network/2016/jan/08/open-data-ecosystem-change-2016>

<http://www.theguardian.com/media-network/2015/may/29/open-data-nhs-healthcare-nigel-shadbolt>

<http://www.theguardian.com/media-network/2015/nov/16/information-barons-threaten-autonomy-privacy-online>

<http://www.theguardian.com/technology/series/big-data-development>

<http://www.theguardian.com/media-network/2015/dec/02/china-russia-open-data-open-government>

<http://www.theguardian.com/media-network/2016/jan/19/open-data-investor-confidence-spanish-property>

<http://www.theguardian.com/media-network/2015/sep/28/data-poverty-sustainable-development-goals-un>

<http://www.theguardian.com/media-network/2015/aug/04/smart-cities-diversity-work-open-data>

<http://www.theguardian.com/media-network/2015/oct/14/manchester-barcelona-smart-cities-open-data>

<http://www.theguardian.com/media-network/2015/aug/03/open-data-london-smart-city-privacy>

<http://www.theguardian.com/media-network/2015/nov/20/cop21-climate-talks-open-data-iniatives-politicians>

<http://www.theguardian.com/media-network/2015/aug/26/open-data-guide-tips-business>

<http://www.theguardian.com/media-network/2015/oct/01/grades-students-schools-sixth-form-open-data>

<http://www.theguardian.com/media-network/2015/aug/18/open-data-save-lives-emergency-services-disaster-relief>

<http://www.theguardian.com/odine-partner-zone/2016/apr/01/winners-fourth-odine-call-announced>

<http://www.theguardian.com/odine-partner-zone/2016/apr/25/viomedo-new-treatments-patients-clinical-trials-match>

<http://www.theguardian.com/odine-partner-zone/2016/apr/20/plume-labs-air-pollution-london-paris>

<http://www.theguardian.com/odine-partner-zone/2016/apr/14/imin-aggregates-open-data-health-apps>

<http://www.theguardian.com/odine-partner-zone/2016/apr/26/siris-academic-higher-education-research-open-data-unics>

<http://www.theguardian.com/odine-partner-zone/2016/feb/15/venture-capital-funding-open-data-startup>

<http://www.theguardian.com/odine-partner-zone/2016/mar/22/startup-openlaws-legal-access-odine-open-data>

<http://www.theguardian.com/odine-partner-zone/2016/mar/31/green-city-solutions-look-to-clean-up-our-air-one-citytree-at-a-time>

<http://www.theguardian.com/odine-partner-zone/2016/mar/22/suade-startup-finance-industry-regulations-odine-open-data>

<http://www.theguardian.com/odine-partner-zone/2016/mar/22/suade-startup-finance-industry-regulations-odine-open-data>

<http://www.theguardian.com/odine-partner-zone/2016/mar/18/how-to-expand-your-open-data-business-into-new-markets>

<http://www.theguardian.com/media-network/2016/apr/11/antibiotic-resistance-real-time-open-data>

<http://www.theguardian.com/media-network/2016/apr/06/zika-open-data-sharing-initiative-world-health-organisation>

<http://www.theguardian.com/media-network/2016/feb/16/banking-industry-uber-moment-standard-open-banking-working-group>

<https://www.theguardian.com/odine-partner-zone/2016/may/12/resc-info-insight-fights-fire-with-data>

<https://www.theguardian.com/odine-partner-zone/2016/may/18/avuxi-ranks-the-popularity-of-every-place-in-the-world>

<https://www.theguardian.com/odine-partner-zone/2016/may/19/winners-of-the-fifth-odine-call-announced>

<https://www.theguardian.com/odine-partner-zone/2016/may/20/hybridstat-is-aiming-to-revolutionise-clinical-diagnoses>

<https://www.theguardian.com/odine-partner-zone/2016/may/27/aleph-shines-a-light-on-the-oil-industry>

<https://www.theguardian.com/odine-partner-zone/2016/may/31/opengazettes-government-gazettes-data-open-corporates>

<https://www.theguardian.com/odine-partner-zone/2016/jun/13/odine-programme-director-groundbreaking-first-year>

<https://www.theguardian.com/odine-partner-zone/2016/jun/28/pobble-digital-global-classroom>

<https://www.theguardian.com/odine-partner-zone/2016/jun/28/wholi-people-search-engine>

<https://www.theguardian.com/odine-partner-zone/2016/jun/14/uda-property-buyers-sellers-informed-decisions-real-estate>

<https://www.theguardian.com/odine-partner-zone/2016/jul/20/open-data-from-the-refugee-crisis-to-rugby>

<https://www.theguardian.com/odine-partner-zone/2016/jul/07/winners-of-the-sixth-odine-call-announced>

<https://www.theguardian.com/odine-partner-zone/2016/aug/25/konetik-revolutionising-management-car-fleets-open-data>

<https://www.theguardian.com/odine-partner-zone/2016/aug/18/provenance-shoppers-assurance-products-odine>

<https://www.theguardian.com/odine-partner-zone/2016/aug/05/harnessing-open-data-for-financial-modelling-and-analytics-in-renewables>

<https://www.theguardian.com/odine-partner-zone/2016/aug/04/we-are-colony-film-streaming-platform-odine>

<https://www.theguardian.com/odine-partner-zone/2016/aug/02/implisense-platform-monitor-analyse-business-europe>

<https://www.theguardian.com/odine-partner-zone/2016/sep/19/contactt-ushers-smartphone-navigation-indoors>

<https://www.theguardian.com/odine-partner-zone/2016/sep/08/winners-seventh-odine-call-announced>

<https://www.theguardian.com/odine-partner-zone/2016/nov/23/find-events-near-you-with-ask-helmut>

<https://www.theguardian.com/odine-partner-zone/2016/nov/16/opening-up-nutrition-data-yuscale-app>

<https://www.theguardian.com/odine-partner-zone/2016/nov/04/land-insight-odine-open-data-property-developers>

<https://www.theguardian.com/odine-partner-zone/2016/nov/24/winners-of-eighth-odine-call-announced>

<https://www.theguardian.com/odine-partner-zone/2017/feb/15/data-digitalisation-smart-city-future>

<https://www.theguardian.com/odine-partner-zone/2017/mar/03/open-data-day-five-countries-to-watch-in-2017>

<https://www.theguardian.com/odine-partner-zone/2017/mar/24/mapping-the-brain-with-open-data>

<https://www.theguardian.com/odine-partner-zone/2017/apr/27/meet-the-high-flyers-battling-pollution-using-open-data>

<https://www.theguardian.com/odine-partner-zone/2017/apr/03/who-really-owns-data>

<https://www.theguardian.com/odine-partner-zone/2017/may/24/liimteec-the-startup-putting-first-aid-in-your-pocket>

<https://www.theguardian.com/odine-partner-zone/2017/may/17/the-startup-using-open-data-to-ease-the-process-of-buying-land>

<https://www.theguardian.com/odine-partner-zone/2017/jun/01/sinergise-the-startup-bringing-satellite-data-back-down-to-earth>

<https://www.theguardian.com/odine-partner-zone/2017/jun/13/the-open-data-entrepreneurs-helping-governments-catch-criminals>

<https://www.theguardian.com/odine-partner-zone/2017/jun/16/driven-by-data-is-this-the-future-of-transport>

<https://www.theguardian.com/odine-partner-zone/2017/jun/20/powered-by-ai-the-enterprise-helping-cities-solve-zoning-problems>

<https://www.theguardian.com/odine-partner-zone/2017/jun/20/open-data-promises-to-revolutionise-searching-for-your-home>

<https://www.theguardian.com/odine-partner-zone/2017/jun/29/tilde-is-revolutionising-language-translation-with-open-data>

<https://www.theguardian.com/odine-partner-zone/2017/jul/07/jplytics-opens-up-tech-industry-data-to-small-businesses>

<https://www.theguardian.com/odine-partner-zone/2017/jul/13/helping-farmers-harvest-the-rewards-of-open-data>

<https://www.theguardian.com/odine-partner-zone/2017/jul/14/an-open-relationship-startups-and-corporates-team-up-to-share-data>

<https://www.theguardian.com/odine-partner-zone/2017/jul/19/creating-a-european-ecosystem-for-data-innovation-reflections-on-odine>

<https://www.theguardian.com/odine-partner-zone/2017/jul/28/data-pitch-a-new-europe-wide-fund-backing-open-data-startups>

5.3 Deliverables

The table shows the currently [submitted deliverables](#) of the consortium:

- D2.2 Summary of the call v1
- D3.3 Summary of the program, lessons learned, and best practices
- D4.2 Legal and privacy toolkit v1
- D4.3 Data value chain database v1
- D4.5 Legal and privacy toolkit v2
- D4.6 Data value chain database v1
- D5.1 Online presence and marketing tools
- D5.2 Dissemination, engagement and communication strategy
- D5.5 Training curriculum, learning materials and webinar
- D5.6 Summary of activities and impact analysis v1
- D5.7 Summary of activities and impact analysis v2
- D6.1 Exploitation strategy
- D6.2 Sustainability strategy and work plan
- D6.3 Business models, lessons learned and success stories
- D6.4 Open data policy framework report

5.4 Guardian ads

Selection of ads of the ODINE campaign:



5.5 Guardian special ads

Selection of special target ads of the pan-European campaign:

