

D2.1 CALL SET-UP

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1 **Executive summary**

This report lists the materials related to the ODINE open call, which will start from 1st of May 2015 and finishes on 31st of August. The readers of this document can get the general information on what the open call is about, how to apply and where to find more information about the call. The following materials have been prepared in order to make clear the application process, selection criteria and evaluation workflow:

1. Documents about the open call, such as Call definition, Guidelines for applicants, etc
2. Online submission platform
3. Videos to introduce ODINE project and the application process
4. Preparation for information days
5. Advertising plan

2 Introduction

This report lists the materials that we have prepared to publish and promote the ODINE open call. The readers of this document can get the general information on what the open call is about, how to apply and where to find more information about the call. All the call documents and related materials will be published on project website¹.

The ODINE open call starts from 1st of May 2015 and finishes on 31st of August. To give guidance for applicants and make clear the selection criteria and process, we have prepared a list of documents and made them publicly available in Google Doc. Those documents include:

1. Call definition
2. Guidelines for applicants
3. Proposal form
4. Evaluation form
5. Confidentiality and conflict of interest declaration form

We have created a submission platform² to automate the proposal submission and evaluation process. The proposal form, evaluation form and confidentiality and conflict of interest declaration form have been integrated into the platform as digital format, so that the whole process of submission and evaluation can be automated.

Together with the documents, we have produced a couple of short video clips to introduce the ODINE project and its target, as well as how the SMEs can get involved. To attract high quality applicants and maximise the outreaching of the call, we will organise three information days, including networking sessions, during the call. Except for the physical face-to-face information days, the ODINE open call will also be advertised through different channels. The details about the documents, videos, the information days and advertising plans will be given in the next sections.

3 Documents related to call set-up and submission platform

3.1 Call definition

The call definition³ is a short document to explain the key facts about the ODINE call. All the potential applicants should get a quick overview about the ODINE call from this document, including the start and end date, the eligibility of applications and the selection criteria.

3.2 Guidelines for applicants

The Guidelines for applicants⁴ is an extension of the call definition. This document firstly introduces the setup of ODINE project and its target. On reading this document, any SME or start-up will have a clear idea on the structure of the mini-project and what are expected to happen if they successfully join ODINE. We also list and explain in details the application, selection and negotiation process, as well as the criteria for selection. In the Annex of this document, we also specify the relationship between ODINE and Finodex⁵, which is a FIWARE PPP Accelerator project (EU FP7) working on in similar area as ODINE. Generally speaking, ODINE and Finodex will exchange the details of the funded projects and make sure that no project is double funded.

¹ <http://opendataincubator.eu/>

² <http://apply.opendataincubator.eu>

³ <https://opendataincubator.eu/odine-call-announcement/>

⁴ <https://drive.google.com/open?id=0BysbWJ-1-CBrZzdVWkZ3N3g4ZVU>

⁵ <http://finodex-project.eu/>

3.3 Proposal form

The proposal form⁶ is an online form that applicants need to fill in when submit their applications. The form consists of the following sections:

1. General information: the project title and acronym name.
2. Legal information about the applicant SME: In order to make sure the applicant is eligible, we need the detailed information of the SME and a self-checklist to make sure that the applicant is compliant to the definition of SME in EU.
3. The main body of the application: This part asks the applicant to explain the project idea, impact, team and budget. In each section, we have specified word limit and listed the content that the evaluators are expected to see.
4. Declaration of honour: a signature is required for the applicant to declare everything they provide to ODINE project is true and they are eligible to join ODINE project.

3.4 Evaluation form

The evaluation form⁷ is designed for evaluators to give score to each evaluation criteria defined in the call definition. Each criterion will receive a mark from 0 (low) to 5 (high) and we have defined the threshold for each criterion and the overall score. The evaluation form has also been integrated with our submission platform online so that the selection process based on the scores can be automated.

3.5 Confidentiality and conflict of interest declaration form

This is a form⁸ for evaluators to sign and declare they will keep the evaluation work confidential and there is no conflict of interest between the evaluators and applicants they evaluate.

4 Videos

We have prepared three video clips to offer a quick and straightforward introduction of the key facts about the ODINE project from different aspects. The first video is a general overview of the ODINE project, which demonstrates why different groups of people should join the project and what they can get from us. The video also includes clips of interviews for people from ODINE consortium to further explain the benefit of ODINE project to the whole open data economy in EU. The video will be translated to French, German and Spanish in order for SMEs in different EU regions to understand the project. The second video is an introduction on how SMEs can get involved in the project. This video will repeat the message in the Guidelines for applicants document and visually go through the submission and evaluation process. The third video is an informative tutorial on open data. As open data is a relatively new concept, it is necessary to produce a video to give an easy-to-understand definition on what is open data and what is not. This video will also explain the terms and concepts about open data, such as open data catalogues, technology platforms, etc.

5 Information days

To further spread the information about ODINE open call, we will organize three information days co-located with large conferences and events such as World Wide Web Conference (WWW), European Data Forum (EDF) and Open Data Summit. We are planning to have three information days in May 2015, November 2015 and May 2016. At the moment, we are about to accomplish the

⁶ <https://drive.google.com/open?id=1zfGdx0aqSONH25xNYo-Q0ubT0TvSbNiwstq8AO75Qys>

⁷ https://docs.google.com/spreadsheets/d/12nXZtNOjoWi7_By_-pGN9YSAI4l_WWhQGxj9J_3O9A/edit?usp=sharing

⁸ <https://docs.google.com/document/d/1atYc5iCi95FxlWHQ8KCfzVii5DjntvdX8TXLSyDto5E/edit?usp=sharing>

organisation for the first information day in the Entrepreneurs Track in WWW2015, Florence, Italy. The registration of the information day has started online⁹ and we are expecting more than 100 people to attend the event. The program of this information day will consist of two parts:

1. Talk on May 19th, 2015, 5 pm by Dr. Elena Simperl, associate professor at the University of Southampton and lead of ODINE, and Richard Stirling, international director of the Open Data Institute in charge of ODINE's incubation program, will give an overview of the ODINE approach to foster open data innovation. More information is available at <http://www.et2015.org/>
2. Exhibition stand on May 19th and 20th, 2015 from 9 pm to 6 pm: members of the ODINE team will be happy to answer your questions about the project, its incubation program, and the open call.

We have also been in touch with EDF2015 committee and organize similar activities in November 2015.

6 Advertising plan

The ODINE advertising plan has been available online¹⁰. Advertising plan is an important part of the ODINE call set-up. In the project, The Guardian is in charge of the advertising activities, while other partners will provide extra supports, such as documentations and graphic designs for the advertise in printing and online. In D5.3, which will be delivered by 30th April 2015, OKF will lead the consortium to put together a stakeholder database as the potential audiences for the advertisement, which will contain more than 300K potential competitors.

The Guardian will promote the call continuously on a micro-site under theguardian.com¹¹. The Guardian will organise broad campaigns in print, online and via social channels to advertise the microsite. A dedicated editorial team will generate content around 2 to 3 articles a month about open data and the progress of ODINE project. Besides Guardian's own print and online channels, we will use Le Monde, El Pais and Freitag in France, Spain and Germany respectively. The microsite is intended as a co-branding together with ODINE website, where we can publish open data content and ongoing updates on the open data businesses directly involved in the project. The content published on the microsite will not be limited to blogs, event reports or press releases. Multimedia content such as interview videos, pictures and audio resources will also be made available at the same time. We are expecting 2.5 million co-branded traffic delivered through the theguardian.com towards the microsite, which makes it an excellent project promotion site for all the SMEs and start-ups in the ODINE incubation program. It will also contribute to the overall dissemination efforts of the project, and strengthen the broader open data movement.

Except for the channels provided by The Guardian, other consortium members will also join the advertising campaign through their own connections, such as Wayra's Global Incubator programme, ODI and OKF's open data connections. We are also multiplying communication efforts by using social media, including Twitter and a LinkedIn group on open data innovation.

The major content for advertising will be created by the end of April 2015 and the advertisement will be continuously promoted until the end of the open call, which is 31st of August 2016.

7 Conclusions

This document describes the work we have done to start and promote the ODINE open call. We have prepared guideline documents for different stages of the open call, a list of videos and a plan for advertising the open call. A submission platform has been developed to automate the

⁹ <http://www.eventbrite.co.uk/e/open-data-incubator-for-europe-1st-information-day-registration-16149438405>

¹⁰

<https://drive.google.com/file/d/0B82ywl3daTRTMIRISnNH0XgtZTc5bWJVmV4U0dSSTFWbWxv/view?usp=sharing>

¹¹ <http://www.theguardian.com/media-network/series/open-data-economy>

application and evaluation process. The Guardian microsite has been set-up as a joint branding between The Guardian and ODINE project. Three information days have been booked to the further deliver the open call message to mass audiences. The marketing toolkit (see D5.1) has been ready for use in any of the information day.