D5.2 Dissemination, engagement and communication strategy

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1 Executive summary

This document presents the overall dissemination, engagement and communication strategy of the ODINE project that will be followed by the ODINE consortium. The main parts of this project's dissemination, engagement and communication strategy activities will revolve around:

- The Guardian media plan as well as the stakeholder identification and multi-channel approach
- Opendata500.eu
- Close collaboration and cross-fertilization with other related (EU) projects and initiatives in order to support the open data movement
- Pursuit of bi-directional communication with stakeholders, projects and initiatives in Open Data, in the spirit of knowledge sharing to boost the open data ecosystem in Europe.

The dissemination strategy described in this document is a flexible, living and lean plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of ODINE's initiatives. It also allows the ODINE team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.

2 Introduction

This document outlines the dissemination, engagement and communication activities carried out by the ODINE project partners.

It sets out what has already been achieved in the first 3 months of the project, and provides an outline of what is planned. It includes the Guardian media plan and a practical outline for all the ODINE consortium members on how to disseminate, engage and communicate across various channels.

Main activities will centre around stakeholder engagement, dissemination and communication to ensure that the ODINE activities and materials under the ODINE banner are extensively disseminated and promoted within the European open data and related business community, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

Further engagement activities related to the ODINE accelerator programme are covered in the deliverables D3.1 and D3.2. The Dissemination, Engagement and Communication Strategy will be revised in the project lifespan.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. flyer, press releases, etc.) and project presentations (e.g. to local open data stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, etc.) as well as the media plan from the Guardian (promotion and micro-site).

The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of ODINE's objectives and activities.

3 How to use this guide

The dissemination engagement and communication strategy aim is to provide practical advice for all consortium partners of the ODINE project on how to communicate, disseminate and engage with stakeholders and how to get stakeholders engaged in the community we aim to build with the ODINE to spread our information and get the best applicants for the calls and to further push open data in Europe forward.

These guidelines are part of **WP5 - Dissemination, engagement and communication** lead by Guardian.

The guidelines covers all aspects of stakeholder engagement, including:

- Stakeholder Identification
- Getting stakeholders attention of the ODINE calls and our materials, expertise and offerings using multiple channels:
    - In-person contact
    - Website
    - On events and conferences
    - Via mail & phone
    - Via the blog & discussion lists

  - ODINE Webinar
  - Social media, especially Twitter, LinkedIn and Google+, FB
  - Partner networks

The guidelines also covers specific measures to engage with stakeholders, including:

- OpenData500.eu, Directory and Map
- Surveys
- Expert Interviews
- Listing of successful companies stories
- ODINE Policy Tool Kit
- Building the ODINE community

This guideline is a living document as it will be updated during the project time if needed or if new tools will be used. To publish your findings, seek out for comments and express your professional opinions on different channels is the best way to get engagement and raise the profile for you and ODINE.

To benchmark the success of the stakeholder engagement activities we have set a metrics the following areas of Stakeholder Engagement Activities (SEA) that will be monitored and evaluated:

- SEA1 Numbers of stakeholders engaged by direct contact (in-person, mail, phone)
- SEA2 Activities and interactions on blog and discussion lists
- SEA3 Participants at ODINE Webinars
- SEA4 Numbers applicants of the ODINE call
- SEA5 Activities and interactions on Social media
- SEA6 Participants/entries in opendata500.eu, Directory and Map
- SEA7 Number of interviews
- SEA8 Open data business surveys
- SEA9 Participants in workshops and events

For further details see “SEA dissemination & engagement timetable and metrics” in the Appendix.

4 Already produced dissemination and promotion material

Following material is already produced:

- Logo in different resolutions to print or use in electronic media
- Home page
- Flyer/Brochure for download
- Adaptable project presentation
- Stickers
- Roll-up to be used in trainings or other events
- Posters and project factsheet

The files are available online[1] on the website as well as on the Google-drive.

5 Guardian media plan

In the following sections, the current media plan by the Guardian will be described. The detailed plan has been made available online[2]. Cornerstone of that plan is the Guardian "Open data economy hub" microsite[3] and the marketing by the Guardian in print and online.

5.1 Campaign objectives

- To accelerate a whole new industry implementing value-added services on top of open data, where research, engineering, and the exploitation of the data assets become a cornerstone for the economic future of Europe.
- Facilitate the idea generation, solicitation, selection and mentoring for SMEs and their development of new data driven services
- Kick start completely new start-up business started by entrepreneurs and researchers.
- Create a general awareness of the importance of data-driven businesses in society. Showcase the benefits of Open Data to the wider public
- Engage the European data research community and facilitate the transfer of research results into business environments.
- Build a sustainable network of investors interested in data-driven businesses

5.2 Scope of campaign

Media and Tech network: Open data economy hub (Guardian micro site)

- Sponsorship of editorial content published to the Open data economy hub (March 15 to July 17)
- 48 x editorially independent articles published to the hub

ODINE partner zone

- Sponsorship of the ODINE partner zone (March 15 to July 17)
- 48 x Guardian/ODINE co-created articles profiling the businesses
- 4 x ODINE supplied articles uploaded to the partner zone each month

Guardian advertising

- Online ads (ROS) – 2.5m impressions per year
- Online ads (targeted) – 2.5m impressions per year
- Full page print adverts x 2 Guardian business section per year
- Quarter page print adverts x 4 Guardian business section per year

External advertising

[1] http://opendataincubator.eu/?p=2014

[2] https://drive.google.com/file/d/0B82ywI3daTRTMlRlSnNHOXgtZTc5bWJVVmV4U0dSSTFWbWxv/view?usp=sharing

[3] http://www.theguardian.com/media-network/series/open-data-economy

- Online ads (El pais, Monde, Freitag) – 3m impressions per year
- Full page print adverts – 1 x (El pais, Monde, Freitag) per year

5.3 Content plan

Open data economy hub

- Guardian independent editorial content
- 48 x articles published

ODINE partner zone

- Guardian/ODINE co-created content
- Consortium member profiles
- ODINE supplied content

5.4 Guardian ODINE marketing plan

A clear marketing plan to support the success of the ODINE campaign, mapped to KPIs.

- Plan the development to support the wider programme
- Align promotion with key dates and milestones
- The outcome from our preproduction phase will include a detailed
- marketing plan and timelines for delivery

5.5 Coordination

There will be a quarterly planning including the development of the quarterly content plan:

- Open data economy hub themes and topics
- Co-created content plan

As well as monthly review meetings using collaboration tools and spaces.

- Review of the previous month's hub and partner zone performance/KPI tracking
- Top performing content
- Hub and partner zone traffic and ad performance reports

5.6 Guardian media tracking and reporting

Hub and partner zone traffic report (monthly)

- Unique visitors
- Page views
- Average time spent per visit
- Referral sources
- Countries
- Social interactions / comments

We will use a series of indicators that help us build a picture of reach and engagement.

Benchmarks help us be responsive to trends and adjust our activity in a way that optimises user behaviour against set goals.

Online ad performance report (monthly)

- Ad impressions
- Number of clicks
- CTR
- Possible third-party tracking

A schedule and pre-production output (banners) are already produced, the campaign is starting on May 1st to announce the first ODINE Information-days at the WWW2015 in Florence. Further more a detailed campaign, timing plan and detailed marketing plan are being created by the Guardian

6 Stakeholder Identification

The European open data stakeholder identification exercise is a collaborative process by the ODINE consortium including research, debate, and discussion that draws from multiple perspectives and experience from the partners to determine a key list of stakeholders across the entire open data stakeholder spectrum. This identification can be broken down into four phases:

- Identifying: listing relevant groups, organizations, and people
- Analyzing: understanding stakeholder perspectives and relevance
- Mapping: visualizing relationships to objectives and other stakeholders
- Prioritizing: ranking stakeholder relevance and identifying issues

As part of stakeholders identification we are undertaken a mapping exercise and are creating the opendata500.eu a directory listing of open data companies in Europe and a corresponding European Open Data Map, which includes:

- Open Data Stakeholder Database
- Open Data 500 Europe http://opendata500.eu - public
- European Open Data Directory - internal[4]
- European Open Data Map[5] - public

Once stakeholders are identified they have to be added to the European Open Data Directory. Both the Survey and the Map are integrated into the project website and serve as an easy to use reference of and for the European Open Data Community. A online form enables third-party contributions to the directory, making the mapping a distributed and ongoing exercise.

The European Open Data Directory is partly internally. This is currently developed and the first version is described in detail in the Deliverable D5.3 Stakeholder database and network v1.

How to

To add stakeholders to the directory please use the form of the public survey[6] or go the

[4]https://docs.google.com/spreadsheets/d/1LxBtZNiie0OfeuNH13EY1FL9CjaevC-0MWZxTlCK0jI/edit#gid=472961952
[5] http://opendata500.eu/map

directory spreadsheet directly URL[7].

7 Getting stakeholders engaged using multiple channels

This section presents guidance applicable to the ODINE consortium on the key elements of effective stakeholder engagement in the discussion of the open data realm in Europe. It aims to outline:

- Principles for effective participation;
- Operational guidelines; and
- Practical “how-to” guidance on planning and implementing

We aim to have series of public presentations (i.e. first ODINE Information Day will be in May 2015 during the WWW3 in Florence, see detailed event list in the Appendix) and workshops (first on the 10th of June in Berlin with Apps4EU and Finodex), meet-ups and quarterly Webinars.

Next to those events we have also project deliverables were we will try to engage the community. In the following we will illustrate the “Policy Tool Kit ” to give a concrete example and a better introduction to the workflow of the multi-channel dissemination.

The deliverables Policy Tool Kit and will be also presented and discussed with Webinars, first for the draft papers and later for the final version.

7.1 Case example - policy toolkit

For the our case the Policy Tool Kit will create a webinars series starting with June 2015 till the end of the project. The exact date will be announced.

The stakeholder engagement team will provide and coordinate the outlines and support the webinar event and process. One of the key elements is to create an easy and effective flow between working group leaders, dissemination and stakeholder engagement.

The engagement checklist for working-group leaders and dissemination/engagement team will focus on 3 phases for each presentation

- Pre-presentation & preparation
- Webinar/presentation itself
- After-presentation

After the first public presentation of the Policy Tool Kit the aim is to foster the engagement with the specific stakeholder to get an even bigger feedback and audience for the second version of this deliverable (if the guidelines where useful, practically).

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[6] https://docs.google.com/forms/d/1QqfTD5QY-hPxcwCyIXsKs5XTiyhiy0F5llc0lIGNoro/viewform

[7] https://docs.google.com/spreadsheets/d/1IDpjYWOnw9BHQ98t9yOVToEEmaGAd71OouBuN_fQc3Q/edit#gid=1174148275

TABLE 1. CHECKLIST FOR LEADER OF THE PRE-WEBINAR

Task	ideally by
1. Short description (1-2 paragraphs executive summary) of Policy Tool Kit by OKF	4 weeks
2. Summary and key points of the drafts (max. 2-3 pages) of Policy Tool Kit 1 week before the announcement-date	4 weeks
3. Highlight 2-5 main findings and/or questions to be discussed	4 weeks
4. Presentation (max. 5 slides, PDF) - has to be delivered one day before the webinar	2 days
5. Technical setup testing for Google hangout (only if new to this format)	2 weeks

TABLE2. CHECKLIST FOR DISSEMINATION/STAKEHOLDER TEAM PRE-WEBINAR

1. Contact leader setup schedule	6 weeks
2. Introduction to the webinar process	4 weeks
3. Collect short description, summary & main finding of papers	4 weeks
4. Blog post for the webinar	4 weeks
5. Email & invitations for the webinar	4 weeks
6. Setup & organize moderation of the webinar	2 weeks
7. Promote webinar event	4 weeks
8. Test-run to check video/sound/...	2 days

Contact webinar leader in advance to setup and confirm the schedule.

Introduction leader to the webinar process includes the overview of the workflow and the required deliverables to that see Table Checklist for webinar leader above. Explain technical requirements for the public presentation using Google-hangout.

Collect the required information: (short description, summary & main finding of white paper from leader in advance). This process is important since we use those items to promote that webinar and write the blog posts. Use Google docs or Etherpad[8] for immediate feedback during the webinar.

Blog posts for the webinar: the blog announcement, which will be the centerpiece of the announcement will includes the following information:

[8] http://etherpad.org/

- A short description (1-2 paragraphs executive summary) of Policy Tool Kit
- Summary of the draft or paper (max. 2-3 pages)
- 2-5 main findings and/or questions to be discussed
- Link to the draft of paper itself
- Details to join the webinar
- Sign up call to newsletter for further information
- Ideally a short video (less than 60 seconds) with the webinar leader will be also available in advance where session and topic will be announced, (could be taken by the test-run).

Email & invitations for the webinar: Prepare based on the blog post information the announcement and invitation texts for email and other channels:

- Email announcement: the short description and 2-5 main findings, referring to blog-post and resources
- Twitter: announcement session, short description within 2 tweets, for each main finding one tweet, call to participate, direct addressing of stakeholders
- Mailing list sending out a reminder the day before the event.

Promoting the webinar event: Make sure to invite specific stakeholders who are relevant and interested for the “Policy Tool Kit ” area, use the stakeholder database and ask partners for recommendations. The event will be announced across all available channels:

- Mailing list (all internal ones, plus the external ones)
- Newsletter
- Google plus (g+ post based blog entry)
- LinkedIn (LinkedIn update based blog entry)
- Twitter (sending out tweets, save the date tweet including topic, sending out the main findings)
- Facebook announcement
- Website

The promotion should start ideally 4 weeks before the event.

Test-run: Due the fact that the team is distributed across different location and the used equipment will change its important to do a test run minimum 2 days before to assure good video and especially audio-quality by the presenter. Requirements:

- Reasonable webcam
- Good microphone with volume control
- Quiet room or background is mandatory

Also make sure, these requirements are known in advance, before the testing itself.

TABLE 3. CHECKLIST FOR (TECHNICAL WORKING GROUP / SECTORIAL FORUM) LEADER WEBINAR. RECOMMENDED RESERVED TIME SLOT FOR THE WORKING GROUP LEADER IS 2H (30MIN PRE, 30MIN POST).

1. Join the webinar, last sound check	latest 15 min pre

2. Presentation, highlighting findings, Q&A, discussion	during
3. Summarizing of the events, especially if valid/new feedback	15m post
4. Feedback to engagement-team	30m post

TABLE 4. CHECKLIST FOR DISSEMINATION/STAKEHOLDER TEAM WEBINAR

1. Sending out the message of the webinar again	morning
2. Last check & starting	15min pre
3. Live-tweeting of the event	during
4. Check if the recording of the webinar session is on	5min pre
5. Add all participants of the webinar in the open data directory	5min post
6. Thanking for participation on different channels	30min post
7. Announcing the following summary of the webinar	15min post
8. Announcing the next event	15min post
9. Announcing how to get engaged for (next) events/topics	15min post
10. Feedback to working group leader	30min post

TABLE 5. CHECKLIST FOR LEADER POST WEBINAR

1. Engage with participants from the webinar	ongoing
2. If that was the first run, promote the 2nd run	ongoing
3.Summarizing of the event, especially if valid or new feedback from participants	within 1 week

TABLE 6. CHECKLIST FOR DISSEMINATION/STAKEHOLDER TEAM POST WEBINAR

1. Publish a summary of the webinar including the presentation slides, the summary of the “Data Acquisition” white paper, white paper itself, questions asked, and the recorded video	within a week
2. Promote that summary across the different channels	within a week

3. Get engaged on Twitter, Linkedin in the next days with the participants	within a week
4. Add, link, follow the active participants	within a week
5. Keep participants updated	ongoing
6. If this was the first round, keep people updated about the 2nd run	within 4 month
7. Learning from this round, feedback to improve	within 1 week

7.2 Open data policy framework report

The D6.4 Open data policy framework report will be similar to the Policy Toolkit approach. Further updates of this approach will follow. Depending on the fit of this approach for some deliverables, the webinars could by further deliverables.

8 Multi-channel approach

All possible channels for effective crossover engagement will be used. Here is a short overview how that can be done.

8.1 In-person contact

All project partners must be actively involved in approaching and engaging with stakeholders in their respective area of expertise. Thus it is recommended that all project partners actively reach out to stakeholders in their networks. This can be done in-person, via phone and via mail.

Ideally those contacts will be entered in our **European open data directory - sheet internal directory** link[9].

8.2 Events and conferences

To approach stakeholders directly on conferences and events it is recommended to share dissemination material and actively invite them to the working groups and/or sectorial forums which are relevant to their work. It is recommended to emphasize on the buildup of an European open data community and stressing out their important role of the common goal as well as the equity-free funding opportunity.

A great way to get in contact with important stakeholders is the use introductions either by consortium members or other known people.

9 https://docs.google.com/spreadsheets/d/1IDpjYWOnw9BHQ98t9yOVToEEmaGAd71OouBuN_fQc3Q/edit#gid=1174148275

All members of the consortium should pre-announce their participation on the blog, twitter and participation-lists of the event (like lanyard, meetup).

Before an event consortium members and the stakeholder engagement team will provide information of people of interest attending the event. Ideally meetings and connections to those persons will be setup. For that purpose participation lists and event hashtags will be looked for.

Before an event checklist:

- Announce participant on the channels (or talk/presentation/meetings)
- Ping/contact persons
- Schedule meetings

During an event checklist:

- Meeting with relevant persons
- Tweeting/blogging from the conference
- Other activities like presentations, etc

Immediately after the event following actions should be taken:

- Tweet within same or next day ("great conference #hashtagconf ...")
- Brief blog post with short summary, maybe linking to external blog post, reviews, videos within a few days
- Update of contacts in our directory within a week
- If needed follow up with those persons (add on Twitter, Linkedin, etc.)
- Invite them to join, participate, like, tweets, ...

If you should need any help please don't hesitate to contact the dissemination or stakeholder engagement team at OKF.

8.3 Via mail and phone

Approaching stakeholders by mail is complementary to in person contacts. In-person contacts are more effective and build stronger bounds but contacting stakeholders via mail can help scale and reaching out to more stakeholders, where there is no option for in-person meetings. The following is a template, to be used for contacting stakeholders without prior contact via Mail.

Dear xxx,

my name is <name>, <position>, <organisation>. I am contacting you today because your outstanding expertise and commitment in the area of open data … . As part of the Open Data Incubator Europe we are building a European open data community.

We are currently discussing <… > relevant to the area of your work in < … >. These < ...> are … that will help align supply and demand as a way of increasing competitiveness of

European open data startups and SMEs.

I'm would be more than delighted to get your feedback on topic <...>. We think it would be of mutual benefit to get all stakeholders voice heard.

Please find the latest <...> attached or online: <URL>.

We would be very pleased if you find time to

We are looking forward discussion the issues and hearing back from you.

Sincerely yours,

Your Name

ps: Apart of this discussion we would of course be very delighted to see you become an active member of the European open data community. Easiest way to join is via http://opendataincubator.eu

Calling up new stakeholders should be done in conjunction with contacting them by mail.

8.4 Blog and discussion lists

This is short summary of when and how to blog at our website[10].

How to

1. Provide information to dissemination team.
2. Subscribe to mailing lists & discuss for details see below.

Everyone of the consortium is more than encouraged to blog relevant information on the blog more often. To repeat, ideally everybody **should** blog about visited events, given presentations! And

[10] http://www.opendataincubator.eu/

also take part on the discussion on the mailing lists to spread your content. A suggested list of occasions includes:

- Updates on the drafts, papers, findings ...
- New presentations
- Participation on events
- General relevant news on open data
- And many more

There a two ways to create a blog update, either blog yourself, which is recommended and easy. The blogging software we are using is WordPress[11], really simply in case you are not familiar with it. In case you need support please contact OKFN. If you would like to publish a blogpost yourself, please note the following information:

Contact person for Drupal: In case you have any questions about the use of our CMS "WordPress" or need a blogger account, please send an email to Walter Palmetshofer.

Guidelines for blogging:

1. Accessing the system. To log in into the CMS use the following URL: http://opendataincubator.eu. In case you shouldn't have an account please contact OKFN to get one: http://big-project.eu/user
2. Creating a new blog post. To add a blog post click on "Blog" from the main menu and navigate to "add blog post" link.
3. Please add a picture and a headline to every blog (if possible).
4. Please take the categories (default) and tags into consideration, and link your post correspondingly. Already existing common tags: "interview, open data, event, news, workshop". Try to identify and select groups and forums, which might be interested in your blog entry.
5. For consistency reasons it is encouraged to have the **same styling** for all blog entries:
    - Font: Verdana
    - Format and Size: default
    - Alignment: Justified

Noteworthy, the built-in html editor helps in creating links (Link button which is the second row). If addition, if specific HTML code is required, go to Source and add/edit HTML code manually, however in most cases it is sufficient to use the functionality provided by the built-in HTML editor.

Also, If you blog about an event or a conference, please make sure that you insert links to all relevant information (homepage, call for papers, program, participants, etc.). Please consider posting a tweet on the same topic and insert the link to your blogpost. Please avoid using too much technical vocabulary. Try to be informative, focus on content, and avoid writing blogs that are longer than one page. If you do blog or twitter please report your action to the dissemination controlling list in our file[12] for our forthcoming monthly dissemination tracking.

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[11] https://wordpress.org/
[12] https://docs.google.com/spreadsheets/d/1C6llCJBER7W2Y10h9hHDy5MaH2x7XHT4_ZIRAvZ_z68/edit#gid=0

Discussion lists:

How to
Join general or recommended lists13 and also invite stakeholders to join and discuss.

8.5 ODINE open data webinars

Within the project we will have several open data webinars.

How to

1. Please share, spread the announcement information about the webinar and actively invite people.
2. If possible please join the session here[14].

For the working groups leader holding the presentation see the checklist in Table 6.

8.6 Social media channels

Its recommended that as many as possible of the consortium members join and use actively those services. It's called social media for a reason. It's one of the best ways to get your voices heard, not just on this project.

How to

1. **Join** (create your personal account for) the services
2. **Follow** our ODINE projects social media account in Table 7
3. **Spreads** = **retweet, like, share, +1** the messages/information coming from our main accounts

TABLE 7. LIST OF ALREADY SETUP SERVICES

Service	**Name**	**URL**
Twitter	@ODincubator	https://twitter.com/ODincubator
Linkedin	Open Data Incubator for Europe	https://www.linkedin.com/groups/Open-Data-Incubator-Europe-7300351
Google+	Open Data Incubator for Europe	https://plus.google.com/communities/111840976067150847076
Facebook	Open Data Incubator for Europe	https://www.facebook.com/OpenDataIncubator

13 https://docs.google.com/spreadsheets/d/1iGRZXw0LRAQcqaCEooieXDxdjhFAqGi-BJdcBTbqyKg/edit#gid=964323804

14 http://will-be-google-hanghout.com/

The Twitter channel should have the highest update frequency, if useful, multiple per day are recommended. Please be aware to have first only content related to the project and second specifically news about ODINE. Retweeting excellent external content is encouraged but this should not be the default behaviour. For special events and occasion a high activity is encouraged.

Additionally personal engagement with Google+ is highly recommended. Please use the twitter account actively if you are at a public event. For example interesting quotes from a presentation, linking material or to get in contact with other audience members at the location or on the event stream. From those updates a lower frequency will be distributed on the other channels. For the best time to use those services most efficiently check this link[15].

8.6.1 Twitter

Everybody is more than encouraged to tweet relevant information on the blog more often. It also recommended in general to join and use twitter for personal purpose, not just with the official @ODincubator. For starters see http://www.wikihow.com/Use-Twitter.

For those you have already an account its would be really great to follow @ODincubator. For all other we recommend to get one and try twitter out. Tweeting with the official account.

When to tweet:

- updates on draft, papers, new findings
- announcement of the call
- new presentations
- participation on events
- want to meeting person at an event
- general relevant news on open data
- and many more

How to tweet:

- personal style - you can sign off your tweets with - XY
- for XY your initials to make sure who sent it like
- “@dtapscott great presentation and thanks for the feedback - WP”
- use RT or /via or HT for references
- @person to thank, get in touch - be interactive
- use #hashtags for conferences, discussions, …
- use less than 125 characters
- provide useful links
- check out the list of the @ODincubator account and the tweeps who are followed by the @ODincubator account

It’s recommended to use the ODINE buffer account to schedule tweets using Bufferapp[16] or to use twitters schedule function, credentials are the same as for the ODINE account.

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[15] http://www.mediabistro.com/alltwitter/social-best-times-post_b49546

[16] https://bufferapp.com/

8.6.2 LinkedIn

For those who have a LinkedIn account, it would be great to join our group[17]. Updates on LinkedIn group can occur on following occasions

- updates on the draft, papers, findings
- new presentations
- participation on events
- general relevant news on open data
- and many more (especially on the personal stream)

Join other interesting open data groups (recommended list[18]) and feel free to share your personal updates, information, presentations, appearances, findings, etc., on our LinkedIn group.

8.6.3 Google+

For those you have an account its would be great to join our group[19]. As well as join other interesting open data groups (recommended list[20])

Updates on LinkedIn group can occur on following occasions

- updates on the drafts, papers, findings
- new presentations
- participation on events
- general relevant news on open data
- and many more (especially on the personal stream)

Feel free to share your personal updates, information, presentations, appearances, findings … on our Google plus site and +1 what you like on that stream.

8.6.4 Facebook

For those you have an Facebook account and can bear the burden to share like the work to their friends and families please like our page[21]**.** And please hit the share button on that pages, as described above for other services.

9 Opendata500.eu - European Open Data Directory

The European Open Data Directory is the main base for our internal contacts and to understand the European Open Data landscape better and to present it better. The Directory will also serve as an internal database to gather information and foster engagement.

[17] https://www.linkedin.com/groups/Open-Data-Incubator-Europe-7300351

[18] https://docs.google.com/spreadsheets/d/1iGRZXw0LRAQcqaCEooieXDxdjhFAqGi-BJdcBTbqyKg/edit#gid=964323804

[19] https://plus.google.com/communities/111840976067150847076

[20] https://docs.google.com/spreadsheets/d/1iGRZXw0LRAQcqaCEooieXDxdjhFAqGi-BJdcBTbqyKg/edit#gid=964323804

[21] https://www.facebook.com/OpenDataIncubator

How to

Please add your contacts here[22] into the directory and use those listings to get in contact.

10 European OpenData500.eu Map

Based on the European Open Data Directory the European OpenData500.eu Map will show the European Open Data ecosystem.

How to

1. Increase the map by adding information here[23] into the directory.
2. Also share the Map in the future - update will follow at http://opendata500.eu

11 Survey

For application round we will conduct a survey to get stakeholders input and to better understand the supply and demand side. This will be a really good way to get in contact with them and engage them directly.

How to

1. Define 5 questions for the survey.
2. Make a list how should be part of the survey (startups, SMEs, data providers).
3. Spread the links to survey and try to get as many participants as possible.

12 Expert Interviews

We will conduct another Expert interview series. For details on the interviews see the debriefing.

How to

1. Suggest interview partners.
2. Suggest and submit interview questions.
3. Try to get the interviewed persons involved in our community, for example as mentor.
4. Spread the interviews.

13 Endorsement Icon

[22] https://docs.google.com/spreadsheets/d/1LxBtZNiie0OfeuNH13EY1FL9CjaevC-0MWZxTlCK0jI/edit#gid=472961952
[23] https://docs.google.com/spreadsheets/d/1LxBtZNiie0OfeuNH13EY1FL9CjaevC-0MWZxTlCK0jI/edit#gid=472961952

One of the main goals will be to spread the word about open data and business. One easy way would be to show where open data is already used, similar to the OpenDataInside badge[24]. This could a light-weight and easy way to promote open data and business. Also easily shared via the channels Twitter, LinkedIn, Facebook or on websites.

How to
Spread, share, like, tweet the endorsement icon help to make it “viral”.

14 European Open Data Manifesto

Similar to endorsement badge we are currently discussing the possibility of an European Open Data Business Manifesto

How to
Discuss, create, if succeeds please share, spread, and sign the European Open Data Manifesto webpage and encourage people to do the same.

15 European Open Data Events

These stakeholders engagement events are:

- Conferences (EDF2015, W3C , see this list[25] for details)
- Workshops
- Other Events

How to

1. Join or help the conference teams/task-force for EDF2015, W3C organize workshops, held presentations.
2. Check regularly our internal calendar[26] and external calendar[27] on our website, import it to your calendar and share the link and dates. And feel free to add & suggest events!

[24] http://www.opendatainside.com/en/

[25] https://docs.google.com/spreadsheets/d/1C6llCJBER7W2Y10h9hHDy5MaH2x7XHT4_ZIRAvZ_z68/edit#gid=0

[26] https://docs.google.com/spreadsheets/d/1C6llCJBER7W2Y10h9hHDy5MaH2x7XHT4_ZIRAvZ_z68/edit#gid=0

[27] http://opendataincubator.eu/event

16 Summary

This dissemination, engagement and communication strategy is a flexible, living and lean plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of ODINE's initiatives. It also allows the ODINE team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.

17 Appendix

For a listing of all social media accounts and login information please check the internal accounts overview.

17.1 Past events attended

Attended Events	Location	Starting Date
World Mobile Congress 2015	Bacelona, Spain	3/2/2015
Startup Camp Berlin	Berlin	3/13/2015
CeBit 2015	Hannover, Germany	3/16/2015
The Impacts of Civic Technology Conference 2015	London, UK	3/25/2015
PDF	Poland	4/16/2015
codingdavinci	Berlin	4/25/2015

17.2 Planned events in 2015:

UPCOMING and planned events in 2015		
fiware bootcamp	Berlin	5/1/2015
re:publica	Berlin, Germany	5/5/2015
HEUREKA CONFERENCE	Germany	5/5/2015
WWW2015	Florence, Italy	5/18/2015
CEDEM	Krems, Austria	5/20/2015
International Open Data Conference	Ottawa, Canada	5/28/2015
Pioneers	Vienna, Austria	5/28/2015
NOAH Berlin	Berlin, Germany	6/9/2015
Event in Berlin with Apps4EU, Finodex	Berlin, Germany	6/10/2015
The European tech startup awards & invitation-only conference	UK	6/16/2015
Eventegg	UK	6/17/2015

TOA BERLIN	Germany	7/15/2015
CCC camp	Germany	8/13/2015
Pirate Summit	Cologne, Germany	9/2/2015
DM Expo	Germany	9/16/2015
Idea Lab	Germany	10/6/2015
SOUTH SUMMIT	Spain	10/7/2015
Open and Big Data Management & Innovation	Netherlands	13/10/2015
OpenCon	Brussels	11/14/2015
Global Entrepreneurship Week 2015	Wordwide	11/16/2015
EDF 2015	Luxembourg	11/16/2015
How to Web	Romania	11/20/2015
Great British entrepreneur Adwords	UK	11/3/2015
Websummit Conference 2015	Ireland	November
ODI Summit	London, UK	November

See the detailed listing here[28].

17.3 SEA dissemination & engagement timetable and metrics

Measure	Channels	Metrics today as of 04.2015	Metrics goal End of ODINE project
SEA1	In-person Email Calls Meetings	# contacts *not yet tracked*	120 1500 750 60
SEA2	Website Discussions	20 views/day 20 participants	60 views/day 600 participants

28 https://docs.google.com/spreadsheets/d/1C6llCJBER7W2Y10h9hHDy5MaH2x7XHT4_ZIRAvZ_z68/edit#gid=0

	Social Media	n.a. shares/day	6 shares/day
SEA3	Webinars / videos (10 Webinars)	*not yet started* # views/month # participants # shares	 2500 views 200 participants 200 shares
SEA4	Applicants call	*not yet started*	> 500
SEA5	Twitter LinkedIn Google+ FB	600 follower 36 tweets 87 member 20 shares 26 +1s 33 members 103 likes	> 2000 follower > 1000 tweets 200 members 400 shares 200 +1s > 100 members > 200 likes
SEA6	opendata500	*not yet started*	ideally 500 entries, remains to be seen if this is realistic
SEA7	interviews	*not yet started*	10 interviews, 2000 views
SEA8	business survey (4 surveys)	*not started yet* # submissions	> 400 submissions
SEA9	workshops events conferences	> 100 participants	>4500 participants

Further see the Guardian media plan metrics in Chapter 5 as well as the Grant Agreement.