



WP 5 Dissemination Plan

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WP 5 Dissemination Plan

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C Confidential, only for members of the consortium and the Commission Services

Revision History

v.1	17/06/2014	Haidee Bell	Nesta	First draft- Period 2
V 1.1	23/06/2014	Alberto Abella	Rooter	Modifications
V1.2	26/06/14	Marc Boonstra	Waag	Comments
V 1.3	30/06/2014	Jackie McKenzie	Nesta	Final Modifications

1. Introduction

Under the DOW 5.1- Dissemination Plan and Materials (Nesta, Waag, Forum Virium and FE) we agreed to the delivery of a comprehensive dissemination plan describing the dissemination strategy, activities and tools. This document outlines that strategy:

A core part of the Apps for Europe project is to communicate our method and its value to extended networks across Europe and to use the project to build a wider network to support the scaling of apps and tools turning Europe's public sector information/open data into businesses.

The dissemination Work Package therefore fulfils a core role of the programme and links directly to the other Work Packages.

This dissemination plan, which has been agreed by all consortium partners, provides a structure to communications, dissemination and impact gathering activity.

It was revisited and redrafted at the start of Period 2 of the project after the first International Business Lounge (May 2014).

2. Aims and objectives

2.1 Aims

The aims of the dissemination, in line with the impact aims for the project, are to:

- Motivate governments, the cultural and the science community to open up data with clear aims of potential financial and social value
- Help developers to expand the reach of their applications beyond their own city and country
- Help developers and entrepreneurs to learn from and connect with each other to enable good ideas to scale
- Help developers to turn their apps based on open data into viable businesses
- Informing data holders of the value of publishing their data in a standardized manner so datasets can be easily reused, combined and compared with similar datasets from all European member states
- Create better, more consistent digital services for citizens across Europe
- Build connections between programmes of open data activity across the EU and to stimulate innovation and growth
- Share knowledge and best practice inside and outside the consortium, building common resources to support sustainability of the method.

2.2 Objectives

The objectives of the dissemination are to:

- Identify relevant stakeholders, engage them with the project's goals and share evidence of impact and opportunity of scale
- Create relevant promotional materials and templates that can be customised for local events and distribute them among the stakeholder communities
- Contribute to events and conferences to generate interest and share impact of the project
- Deploy collaborative technologies (e.g. Twitter, LinkedIn) to facilitate project communications and to build a network of interested practitioners
- Create a web portal for the project to serve as the hub for a conversation about the value of open data and templates that can be customised for local events
- To demonstrate this value with case studies that highlight the usefulness of apps based on open data - drawing on apps from across Europe using public sector information/open data
- Use collaborative technologies (Twitter, LinkedIn) to ensure that those accessing the Business Lounges can share experience, network and discuss opportunities to scale their applications
- Collate data and insight about local data competitions, Business Lounge activity and other knowledge generated through the project
- Through workshops, contests and demo sessions, lobby potential stakeholders of other cities and nations about the value of open data contests to boost reuse of open data, with a business focussed methodology.

3. Key messages

The key message, as outlined in our consortium proposal is 'turning data into business'.

Apps for Europe is a catalyst in moving prototype apps on to become viable businesses.

We define apps as digital applications built on open data which may be services, products, systems or knowledge.

We define viable business as newly registered start-ups, businesses achieving investment of money and/or expertise, ideas moving into incubation spaces, as well as existing local enterprises scaling into one or more other European territories.

This message can be broken down into:

- We help you to turn prototypes into viable businesses
- We can point you to money, expertise and space to help you to develop your business
- We bring a powerful European network to help ideas to scale
- We are collecting evidence of the potential for economic impact from apps competitions.

4. Core audiences

We highlight below the core stakeholder categories for the project.

Audience	Benefit offered
Developers wanting to start up a business (students, existing start ups)	Access to the Business Lounge Access to the profile and network from the International Business Lounge at FutureEverything European networks
Successful data entrepreneurs who want to expand	The environment and network to scale apps across Europe Access to the profile and network from the International Business Lounge at FutureEverything
Investor community (business angels, public funds, crowdfunding platforms, app buyers)	We can direct you to the brightest/best ideas for apps built on the emerging field of open data We can direct you to talented teams of developers and entrepreneurs you might wish to invest in
Incubators and technology parks	We can help you to find potential incubatee businesses
Support partners (contest owners, data holders, local and regional economic development and open data programmes)	We help to surface the most promising open data ideas and developers/entrepreneurs in local areas and on a European scale A tried and tested method to scale Potential for local economic growth

We ensure that member states not represented in the consortium are considered across all activities within the dissemination plan.

Partners' extended networks have a wide reach, and CCSS in particular will play a role in ensuring activities are run across Central and Eastern Europe.

Our support partners - whose networks are extensive - will also be involved in communication and dissemination and we will be present at several international conferences (see 5.6 Events).

5. Planned activities

Below we list the activities we will undertake to disseminate the project. Section 8 provides a detailed communications plan.

5.1 Brand identity for the project

We developed an *Apps for Europe* brand identity for use on all communications material in the first months of the project. This is used across all our dissemination activity and on others' communications material where activity connects to our tools and methodology.

This includes the project graphic image (logo) as well as key descriptions (or straplines) of what we do.



5.2 Project website and weblog

The project website address is www.appsforeurope.eu

We have purchased several domain names (appsforeurope.eu / apps4europe.eu / appsforeurope.com / apps4europe.com), all of which will direct to the main site.

The project website addresses all our stakeholders (investors, developers, competition organisers) and has been set up to:

- To inform people about the project and its goals
- To update people about forthcoming events and activities
- To showcase successful apps (winners) from competitions as well as inspiring case studies of open data businesses in Europe to demonstrate the potential of open data for businesses
- To blog about project activities, events, news and invite guest blogs from our networks and parallel initiatives
- To share material (toolkits, methodologies) developed through WP4 (Support Actions)

The WP5 group initially took a lead on developing the project website and are responsible for day-to-day updates to the site. All consortium members take responsibility for feeding in content and updates, for instance a blog rota ensures that each work package plays an equal role in

updating news on the project.

Each partner features material about the project on their own website, updated according to news relevant to their audience. For instance:

<http://www.nesta.org.uk/project/apps-europe>

<http://waag.org/en/project/apps-europe>

<http://futureeverything.org/projects/apps-for-europe/>

<https://okfn.org/projects/apps-europe/>

<http://rooter.es/2013/12/10/apps-for-europe-concurso/>

5.3 Social media and network development

We actively use social media to direct people to project news, updates about events, blogs, success stories. All consortium members use their own social media outlets and the project's Twitter account (@apps4eu) is active in spreading news about the project. The project's LinkedIn group has been set up and is gradually building a following.

We use video sharing platforms and document sharing platforms (Vimeo, Slideshare, Dropbox) to share tools and updates within and outside the consortium.

All partners take responsibility for contacting their own social networks about developments in the project, in order to achieve widest reach. The WP5 group creates Tweets and news stories for others to circulate to ensure we are able to spread the word about the project as actively as possible.

5.4 Marketing material

We have created targeted marketing materials for use at events and for consortium partners to spread the word about the Apps for Europe programme.

This includes:

- [A postcard](#) with basic detail about the programme, directing people to the website and to local partners - these are targeted to focus on the three core audiences of developers, event organisers and investors
- A short video/animation to show at events explaining the project (produced after FutureEverything 2014). This is expected to be ready by July 2014.
- A video produced of an interview with Neelie Kroes highlighting the need for the project in Spring 2013.
- Event banners
- Folders for local events, into which inserts on individual businesses can be added
- [Official presentation template for events](#)

5.5 Collation of case studies

We are collecting evidence of successful European open data businesses to share as case studies. These case studies feature on our website, and wider communications either as;

- Storylines (presenting the full journey to business success of the representative businesses) and success stories (shorter summaries for investors). We produce these case studies where businesses are already relatively well established, have a business plan and may be already mature with customers and/or investment. These are intended to demonstrate the value of open data businesses to investors and potential start-ups. Some of these businesses may also feature in the International Business Lounge. <http://appsforeurope.eu/case-studies> and <http://appsforeurope.eu/business-lounge-success-stories>

- Business Lounge case studies - these are likely to be younger businesses, often emerging from our local Business Lounge activity, which demonstrate the new and growing ideas coming from local events and initiatives to support open data businesses. We profile these through the Apps for Europe. <http://appsforeurope.eu/article/finalists>

We write up short case studies for sharing on the website and within wider communications (especially Twitter) and also conduct video interviews with those businesses that make the final of the International Business Lounge to feature in the promotional video.

5.6 Events

A core part of the project dissemination is through events.

There are a host of events at which this project has presence to engage with a network who are interested in our approach and its impact. These include local and international events. Events also comprise the local Business Lounges and International Business Lounges and relevant European events linked to calls and Commission programmes.

We have identified 4 event types and our anticipated role at the event:

Event type	Apps for Europe role
International Business Lounge - Future Everything Manchester (March 2014 and March 2015)	To host the International Business Lounge To profile the 10 finalist businesses To run related business workshops To present winners to judges and to investors To host the competition, including an audience vote and jury vote

International conference events, e.g. - PICNIC Amsterdam - OKFest 2013 - OKFest 2014 - Re:publica Berlin	To offer a short presentation about the project and our method To showcase winners (with a view to public profile and to encourage take up) To offer a networking session
Local Business Lounges - 5 in 2013-14 - 10 in 2014-15	To present the Business Lounge to relevant contest participants To direct support and network with locally based investors and supporters To drum up interest in the Apps for Europe annual International Business Lounge and competition
Local events and workshops relevant to the subject area	To offer a short presentation about the project and our method To showcase winners (with a view to public profile and to encourage take up) To offer a networking session
Events related to European Commission calls and conferences: - European Data Forum - Inspire Florence - Digital Assembly	To showcase our model To present apps/businesses to potential consortia as relevant (e.g. ATOS)

6. Roles and communications

Direct responsibility for the Dissemination Work Package is split across 5 partners in the consortium (Waag Society, Forum Virium, CCSS, Future Everything and Nesta) with Nesta as lead partner. Across these 5 partners, there is also representation in all of the other Work Packages, ensuring communications are maintained across all project activities.

All partners take some responsibility for dissemination in connection with their own networks, events and activities in the project. This is a crucial part of this work package in order that we are able to reach as widely as possible to participating partners' networks and to build the overall profile of the project.

We use a Google Drive and Dropbox account for sharing key documents and updates across the Consortium.

Nesta is the main communications point for internal and external questions about dissemination for the consortium and relevant work package leads take responsibility as appropriate for external enquiries, for instance the info@appsforeurope.eu emails are sent to Waag Society who lead on the Open Data Competitions work package, and investor enquiries are directed at Rooter who lead on the Business Lounge work package.

7. Measuring our impact

We create regular dissemination reports that list the activities and events carried out during the project and the impact that the dissemination has achieved. The report from year 1 is included in section 9 below.

We have set targets for people to engage with over the course of the project as detailed in our performance monitoring indicators. These are monitored as we progress and have been reviewed as we enter year 2.

We have create and deployed standardised survey templates to capture detail about the experience and plans of those engaged as idea owners in the programme and will monitor winners of competitions to capture evidence of impact of our approach and tools. These are sent to developers, event organisers, investors and consortium partners. This is detailed in full in the draft Impact Report.

We will deliver a final Impact Report at the end of the project to share the combined evidence of impact and results of the project as a whole, measuring against our defined performance indicators.

8. Timetable and key milestones

Task	Month/s	Responsibility
Dissemination plan draft	3	Nesta with contribution from all partners
Brand identity agreed	3	Nesta with contribution from all partners
Project website - basic site launched	3	Nesta with contribution from WP5 partners

Project website - blog set up and schedule agreed	3 onwards	All partners
Project website - materials and case studies available, directing to other relevant resources	11 onwards	Nesta connecting directly to materials from WP4
Social media - Twitter account active	2	Nesta
Updates, Tweets to partners' social networks	2 onwards	All partners
Postcard, event material (banners), folders designed and printed	5 for postcards and banners 12 for folders	Nesta with contribution from WP5 partners
Short video produced from the FutureEverything International Business Lounge	16	Nesta and FutureEverything
Case study collation	3 onwards	WP5 and WP2 partners
Events: schedule agreed	2 onwards	All partners
International Business Lounge	14 26	WP2 partners especially FutureEverything with contribution from WP5

9. Dissemination report Period 1

Below we detail the dissemination activity in Month 1-15 (to the end of the first International Business Lounge), our known impacts and commentary regarding how we enhance, change or improve for Period 2. This is intended as an interim snapshot to enable us to focus resources on impact in Period 2 of the project.

Dissemination activity	Activity to date	Measurable impacts	Commentary
Stakeholder engagement	Reached out to key audiences: 1. developers 2. event organisers 3. investors	Measures include: - our Twitter following (541 to date) - applicants to BLs (86 total) We did not have an	Needs to be clearer monitoring and communications with stakeholders. Need to have more direct opportunity to

		explicit press and media strand for the project, though have picked up coverage including in Wired magazine and through FutureEverything coverage	<p>sign up to learn about the project (i.e. for those interested in more active involvement than Twitter)</p> <p>We need to ensure all partners promote the activities within their websites.</p> <p>We might do more with the press and media in period 2 to raise the profile of the project and the contest participants</p>
Marketing materials	<p>Created postcard targeted at:</p> <ol style="list-style-type: none"> 1. developers 2. event organisers 3. investors <p>Banner produced for events</p> <p>Folder produced</p> <p>Video produced of interview with Neelie Kroes</p> <p>Video in production to profile project from IBL</p> <p>Presentation template</p>	<p>Around 300 postcards issued in year 1</p> <p>Used at all events</p> <p>Around 100 folders were issued in year 1</p> <p>984 views to date</p> <p>Not yet complete</p> <p>Used at events/workshops including those below</p>	<p>We have deliberately kept physical marketing material to a minimum, favouring use of time and resource on web and social media tools.</p> <p>The materials we have produced will continue to be used in period 2, with specific campaigns to target the 3 key stakeholder groups with the postcards in particular.</p> <p>The IBL video will be a key resource for engagement with period 2.</p>
Events & conferences	<p>The project has been presented at:</p> <p>FutureEverything 2014</p> <p>Open Knowledge Festival 2014</p>	<p>Over 750 - total audience</p> <p>Audience figures to be collected after the event- July 2014</p>	<p>Events in period one have been rather ad-hoc, so we have set in place a shared google doc of networking opportunities for all partners to update on</p>

	Eurapp event	100 total audience	when they can promote the project
Collaborative technology (internal comms)	Google Drive (working documents) Dropbox (final versions)	These tools have been valuable for enabling clear lines of communication between partners. All partners are actively using the internal comms tools.	Continue using Google Drives and Dropbox in period 2. Use of Slideshare to create presentations for sharing internally and externally might also be valuable.
Collaborative technology (external comms)	Twitter account Storify used to promote individual events	Increasingly active, 556 followers to date 610 tweets to date Storify popular when used after the IBL and DataDays	Twitter has been a very good tool to build our network, especially before we had concrete case studies to promote. We need to keep the Twitter account active and use tools such as Storify and images to share more detail on news items in Twitter
Website	www.appsforeurope.eu	The website has needed to grow from a basic landing page about the project to offer much more to each of our stakeholder groups. Web navigation has shifted during year 1 to point our 3 core audience groups directly to relevant information and to promote news from the project.	The website has become a much more important resource than initially envisaged as the home for all project news, documents and case studies, It would benefit from some user research and a review of navigation and content as we move into period 2.

10. Communications plan Period 2

Below is a plan for period 2 dissemination activity, which builds on our insight from year 1, with timings and partner responsibilities detailed. This will be reviewed and revised where required at the end of 2014.

Dissemination activity	Actions	Month/s	Responsibility
Stakeholder engagement	Invitation on the Apps for Europe website to 'join our network' to be sent short monthly news updates - including an invitation to developers to enter the competition in Autumn 2014.	From July 2014	Nesta and Waag to lead, all partners to promote
Stakeholder engagement	Direct email and follow up telephone campaign to target new event organisers, based on the video and material from International Business Lounge.	July - September 2014	WP2 to lead
Stakeholder engagement	Direct email and follow up telephone campaign to target investors, based on the video and material from International Business Lounge.	July - September 2014	WP3 to lead
Stakeholder engagement	Engagement with key press and media as possible sponsors of the award for the International Business Lounge 2015.	January - March 2015	WP5 to lead with support from FutureEverything
Marketing materials	Finalise the Apps for Europe video from the International Business Lounge event and share on the website, through social media and presentation events.	Summer 2014	Nesta and FutureEverything, with video promoted by all partners
Marketing materials	Distribution of postcards targeted at the 3 key audiences of investors, developers and event organisers.	Ongoing, at events and meetings as relevant	All partners (Nesta to ensure postcards shared)
Marketing materials	Use of Apps for Europe folders with inserts for different Business Lounge events and investor meetings.	Ongoing at Business Lounges and investor meetings	WP2 and WP3
Events & conferences	Actively use and update the google doc of networking opportunities for partners to promote the project. WP5	From June 2014	WP5 to lead, with all partners representing the

	partners to check and update in biweekly telcos.		project at events
Collaborative technology (internal comms)	Continue to use the Google Drive and Dropbox as in year 1, ensuring that all partners are engaged.	Ongoing	All partners
Collaborative technology (internal comms)	Establish a Slideshare account for the project to include relevant presentations which can be used both by internal partners and external parties.	July 2014	WP5
Collaborative technology (external comms)	Continue an active presence on Twitter, with at least 2-3 weekly tweets.	Ongoing	WP5
Collaborative technology (external comms)	Use Storify for local Business Lounges to share insights from individual events.	From June 2014	WP2 and WP5
Collaborative technology (external comms)	Review the use of the LinkedIn group with WP leads - possibly with a view to targeting the LinkedIn group at policymakers to lobby for the value of open data.	Summer 2014	WP leads
Website	Conduct biweekly website checks to update and refresh content, informed by the WP leads and WP5 telcos.	Ongoing	WP5
Website	Undertake some basic user research with the 3 core audiences to review the content and navigation of the site	Summer 2014	WP5 with input from WP2 and WP3
Measuring impact of dissemination	Undertake another interim review (as in section 9) mid way through year 2, ensuring that methods to measure against all activities are in place immediately.	November 2014	WP5

