



DELIVERABLE

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D5.2 Project website and blog

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| Dissemination Level | | |
| P | Public | |
| C | Confidential, only for members of the consortium and the Commission Services | √ |

Revision History

| Revision | Date | Author | Organisation | Description |
|----------|--------------------|----------------------------------|------------------------|------------------|
| v1.0 | 29 July 2013 | Haidee Bell, Marc Boonstra | Nesta, Waag Society | Website and blog |

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Task & Deliverable: Project website and blog

This report describes the following Deliverable and the Tasks connected:

Task 5.2 Stakeholder engagement

This task includes the identification of relevant stakeholders (from cities, business, civic economy, policy) to engage with the delivery and evidence of impact the project. These include, but are not limited to, idea owners/developers, city authorities and innovation investors. Targets will be set for the number of people to be engaged at each stage of the project.

We will use social media (Twitter, Flickr, LinkedIn), video sharing sites (YouTube, Vimeo) and reference and document sharing platforms (SlideShare and Dropbox). The project will have its own web presence and a project blog will be employed to share evidence and case studies as the project is running. Targeted digital print will also be created, as well as other marketing material to raise the project's brand and gain visibility for Apps for Europe.

D5.2 Project website and blog

A project website will be made to facilitate on-line dissemination and communication.

2. Objectives of the Deliverable

The website and project blog are the central repository for sharing updates and material from the project and we aim to raise interest and engagement in the project through website and social media communications. The vision for the website is to be the main hub for communications around the project, signposting to events and activities relevant to the theme run by the project, its partners and its wider networks.

The objectives of the website and project blog are:

- To generate interest and direct engagement with Apps4EU
- To drive sign ups to Business Lounge events
- To encourage investors to participate in the programme
- To build the Apps4EU network through social media
- To showcase case studies of businesses involved in the programme and demonstrate impact of our approach
- To engage with, and provide support/material relevant to, a range of stakeholders (app developers, entrepreneurs, contest organisers investors, data owners)
- To share resources emerging from the programme

Audiences

We highlight below the core audiences categories for the project.

| Audience | Benefit offered |
|---|---|
| Developers wanting to start up a business (students, existing start ups) | Access to the business lounge European networks |
| Successful data entrepreneurs who want to expand | The environment and network to scale apps across Europe |
| Investor community (business angels, public funds, crowdfunding platforms, app buyers) | We can direct you to the brightest/best ideas for apps |
| 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) | A tried and tested method to scale Potential for local economic growth |

3. Implementation

Project website

The Apps for Europe consortium agreed the broad framework for the website at the kick-off meeting in February 2013.

The group agreed that we would launch with a site which contained basic information about what the Apps for Europe project offers, and over time would populate this with case studies of businesses emerging from the programme, news about events at which we would be present, blogs and updated resources.

We bought the url www.appsforeurope.eu and established a basic website in May 2013, offering a description of the project.

We launched the full website in June 2013 in the weeks prior to the first Business Lounges in Ghent and Amsterdam.

The website offers:

- A description of the project and latest news
- Details of the Business Lounge method with information and images from previous Business Lounges
- A drop down menu for investors, the offer to investors and investors in the network
- A project event calendar
- An Apps4EU blog (see below)
- Case studies showcasing successful open data businesses, portrayed as a timeline so that people can see the journey that businesses have been on
- A resources section of links and tools
- Testimonials and interviews from those who support Apps for Europe (including an interview with Neelie Kroes about the project in June 2013).
- An 'about us' page
- Links to the Twitter account
- We have launched the site and encouraged people to register for events and to sign up to join the investors network through the site itself.

Twitter

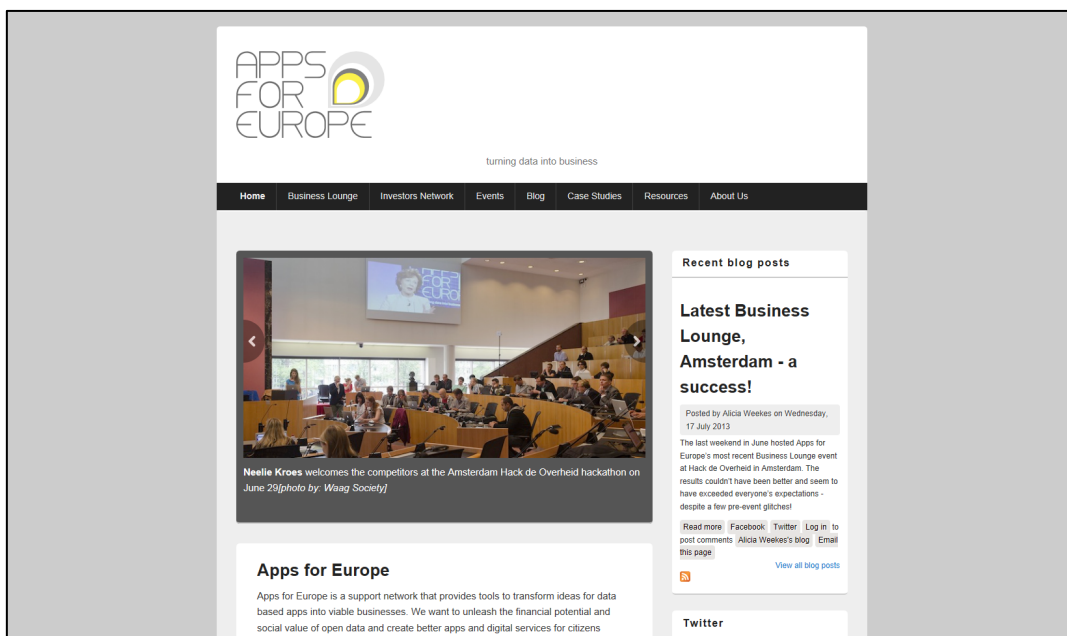
The active Twitter account is used to share news from the project and from project partners; we have issued over 100 Tweets and currently there are c.150 Twitter followers.

Blog

Featured on the project website, we have set up a project blog to share regular updates about the project and about complementary work partners are involved in.

We have devised a blog schedule to ensure that partners are all able and committed to writing regular updates about project developments, and are also connecting to linked themes in their wider work and networks.

To date we have written an introduction to the need for Apps4EU, a summary of the Neelie Kroes interview about the project and open data business and a summary of the Business Lounge in Amsterdam.



Design

We develop Apps for Europe project to become a strong brand for all different stakeholders to recognize, to connect to and adopt. All Apps for Europe outings – website, presentation templates (Powerpoint, Keynote), printed matter have the same logo and style elements.