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Second report on dissemination & exploitation support activities

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Abstract

This document provides the WeGovNow dissemination activities undertaken from February 2017 to March 2018 and the exploitation general approach. They were guided by the objective to help the project achieve the largest possible impact in Europe and at local level.

Keywords

Website, online presence, social media, , events, workshops, , conferences, presentations, publications, video material, leaflet, newsletter.

Statement of originality

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Executive Summary

Dissemination activities in the second project year

In the second reporting period, dissemination and communication activities were pursued on the basis of the established strategy developed as part of *D5.1 Project Web presence and External Dissemination Plan*. The core focus has been on disseminating the overall approach and general objectives of the project, as well as on communicating interim outputs such as the release of the final WeGovNow prototype. Morover, activities planned and executed in the second project year have been built on "lessons learned" from the first reporting period. As such, efforts have been made to reconceptualise dissemination material in order to convey content in a more appealing, accessible and at the same time dynamic way, thus responding to the necessity of adapting to the fast-paced digestion of electronically communicated information.

For addressing the different audiences identified in D. 5.1 a basic distinction has been made between the overall project level communication addressing an international/European audience and pilot site level communication targeting local, regional and national stakeholders. During the project's second year a great effort has been made toward pilot site level communication in order to increase visibility of the project among its local target groups and to stimulate the interest of beneficiaries. At the same time, international dissemination activities have been active to ensure a wide dissemination of WeGovnow and the innovative solutions and services developed within the project.

Pilot site level communication has been marked by a general information of the WeGovNow approach and platform benefits to all the stakeholders involved in the project at local level. The communication means utilised in the second project year include:

- Organisation of workshops, seminars and demonstrations
- Hosting of WeGovNow labs to train municipal units and local stakeholder involved
- Developing of localised dissemination material such as videos, flyers and banners
- Circulation of regular project newsletter
- Participation in local events
- Successful participation in national innovation award scheme
- Create synergies with local initiatives
- Publication of press releases and newspaper articles
- Promoting the project on social media profiles associated to the municipalities

European level communication focused on a wider audience, thereby employing a number of communication and dissemination means, including:

- Engaging in social media
- Developing of Twitter guidelines

- Circulation of a regular project newsletter
- Having an interesting and up-to-date project website
- Promoted via partner websites
- Issuingonline news
- Attending and presenting at conferences and workshops, networking activities
- Scripting of videos
- Developing of dissemination material (banner, leaflets, brochure)

Outlook to the third project year

With the release of its final prototype at the end of second project year, the WeGovNow civic engagement platform has become ready to be piloted under day-to-day conditions. As such, dissemination and communication activities will be further stepped up during the last year of the project. The dissemination focus will shift from communicating the general aim and approach of the project towards disseminating tangible outputs and experiences gained from the local trials in Turin, Southwark and San Dona di Piave. This includes communicating experiences gained on how the WeGovNow approach works in day-to-day settings at a larger scale, as well as promoting the benefits for and impacts on the different local stakeholders involved, with a view to stimulate further uptake of WeGovNow solutions and exploitation outputs.

In this sense, the following set of communication activities to be conducted in the third project year is currently planned:

- The **website** is to be augmented with news items, videos, project reports and thematic information items updating visitors on the project's achievements. Pilot profiles will be refined over the course of the trial.
- As the project's main **social media** dissemination channel, the WeGovNow Twitter profile will accompany the running of the local pilots in Turin, San Donà and Southwark, and communicate project outputs in a visually appealing way (e.g. via infographics). Similarly, the local trial sites will promote WeGovNow via social media profiles, including Facebook and (localised) Twitter profiles.
- A new dynamic electronic **newsletter** format will be circulated on a regular basis, updating the project's stakeholder networks on recent project related news, developments and achievement.
- An elaborate **project brochure** including consolidated results from the project activities will be developed to support the promotion of the project at a later stage during the third year.
- V**ideo material** will be developed and disseminated via electronic communication channels, including a promotional WeGovNow project video, as well as interviews

with local beneficiaries of the WeGovNow use cases and the developers of the platform as representatives from the technical strand of the project.

- The current collaboration with PR units at the pilot municipalities will be accelerated in order to increase the visibility of the project on a local level by issuing **press releases and news articles** in local and regional press. In addition, the academic and technical partners of the project will harness project outcomes and lesson learned to publish **academic papers**.
- Both **local and international events** will remain a main communication platform for promoting the developed solutions to beneficiaries and relevant stakeholders.
- In **collaboration** with the WP5 team, the pilot sites will produce localised communication material in order to promote the event both through online and offline means, such as local workshops, labs, seminars and other engagement activities.

1 Introduction

This document provides an overview on the WeGovNow dissemination activities undertaken from February 2017 to March 2018 as well as the general exploitation approach.

Dissemination activities during the second project year involved all partners and have been carried out both at European and local level. In particular pilot sites have been actively involved in dissemination activities, especially in the implementation of events that ranged from formal meetings to create synergies, presentations and demonstrations, to workshops, seminars and hands-on engagement activities.

The third chapter delineates the dissemination activities including the dissemination material used, the online presence and social media, the events held both at European and local level, and the publications issued.

The fourth chapter shows the activities that have been implanted to support the exploitation of WeGovNow outcomes beyond the project duration and sketches the general approach foreseen.

Also, additional information is annexed to this document, mainly including support material and road maps for dissemination activities for the project partners.

2 Dissemination activities in the second project year

As set out in the project's generic communication plan (D5.1), specific processes to feed the communication at local and international level have been set up. As an operational planning tool a *Local Communication Plan (See Annex 1)* has been specified in terms of a living document. This enables the project team to flexibly adapt ongoing dissemination activities towards unanticipated dissemination opportunities potentially coming up during the overall project's runtime. The same holds true for the *European Communication Plan* which has been specified as an operational planning tool specifically guiding dissemination activities beyond the WeGovNow pilot sites.

Individual measures and means by which the dissemination planning has been implemented during the second project year are briefly presented in the following subsections.

2.1 Dissemination material

Dissemination and communication means produced and used in the second project year are briefly presented in the following subchapters. They include both electronic and print material and have the aim to inform people about the project and to attract them to the project website. The latter offers the possibility of more frequent updates when compared with the printed dissemination means. A large part of the material is produced by the central project team in English. Additional materials have been produced in Italian versions with a view to reaching local stakeholders at the Italian pilot sites in their national language, e.g. when it comes to promoting engagement and co-development activities at pilot site level.

2.1.1 Roll-up

For the promotion of the project during national and international workshops, conferences and related sessions organised and/or attended by project partners a roll-up banner has been developed. It follows the overall WeGovNow colour scheme and gives a short overview of the project and its objectives, the composition of the consortium, as well as references to the EU funding and overall project duration. The banner is customised in the national languages of the pilot sites. The Italian version of the banner as circulated in September 2017 is shown below.

Exhibit 1: WeGovNow Roll-up

2.1.2 Video material

Video material is used to communicate and promote the project in an appealing format, thus complementing the use of textual content. As such they are both a means to populate the project website and a medium to be utilised by all partners to flank dissemination and communication efforts. The production is usually done by the WP5 team but videos can also be produced or provided by project partners.

When it comes to local events, an infinite loop presentation video was produced (see Annex 4). By the time this deliverable is being finalised, a series of video interviews covering the expectations of different stakeholders in the respective local contexts is entering post-production. The public piloting of the WeGovNow under day to day conditions during the last project year provides excellent opportunities for stepping up project promotion and for collecting further stakeholder statements in the format of a video. It is currently envisaged to produce further video material as follows:

- Rather short stakeholder interviews, including statements from the developer team and interviews with local key actors at various stages during the public piloting of the platform,
- Overall success story towards the end of the project duration, backed up with evidence derived from the pilot evaluation activities.

The content side of video production is done internal to the consortium, including script writing, arranging interviews or on-location shots, carrying out interviews, content editing in post-production, and quality check prior to publication. Video material will be embedded on the project website, tweeted via the project's Twitter account. Where required, videos provided in national language are subtitled for a European audience and vice versa.

2.1.3 Leaflet

In the second project year an effort has been made to reconceptualising the project leaflet in order to ensure optimal exploitation of dissemination channels available, these being offline *and* online, and to synchronise these with the start of the public piloting of the WeGovNow platform. As such, two new formats of the project leaflet have been developed: an electronic ('web') and a print version. While the web format allows to be easily shared and circulated electronically, the print leaflet will be the main dissemination material distributed at physical events.

The leaflets have the objective to introduce the project and its key messages in a visually appealing way, while further aiming at raising interest and stimulation motivation among its recipients to further explore and follow the progress of the project. Hence, both leaflets include the project's Twitter profile and a QR-code which directs to the WeGovNow website. Both formats have been produced in English and Italian.

Electronic version

A compact one-pager following a 'fact-sheet' like design is made available as a PDF for online dissemination. As such, it will be downloadable from the WeGovNow website, 'distributed' via Twitter and other online channels, and circulated among the consortium allowing for the integration in their online presence (see also section 3.2.2. for promotion of WeGovNow via project partners' websites). The following Exhibit displays the current English version of the one-pager leaflet:

Exhibit2: 2nd Project leaflet – English electronic version

Print version

As opposed to this, the leaflet to be utilised as a print version has been designed as a foldable six-page mini-brochure, thus allowing to impart more information on the

project than the one-pager. More specifically, the print format includes the following content:

- Background of the project
- About the project
- Overview of platform functionalities
- Overview of pilot sites

It is intended for distribution at engagement or other promotional events both as part of the overall project communication and at the level of the pilot sites (for a list of events to be attended during the third project year see Section 3.4.3.).

The current Italian print version of the leaflet is shown below:

Exhibit 3: 2nd project leaflet – Italian print version

2.1.4 Brochure

A project brochure is drafted by the time this report is being finalised. As distinguished from the leaflets which are utilised to give a general introduction to the project, the more elaborate brochure will be used to support the promotion of the project at a later stage during the third year with a view towards facilitating further exploitation of the WeGovNow platform beyond the project duration, i.e. once first consolidated results from the project activities have become available together with selected "success stories" from the local pilots. The WeGovNow project brochure will be made available in print as well as an electronic version to be downloaded from the website. It will be centrally developed in English to allow for European-level dissemination; however an additional Italian edition is considered in order to ensure nationally and regionally relevant key actors are reached in the countries of our two Italian pilot sites.

The time scale for the development of the WeGovNow project brochure is as follows:

Table1: Time scale for brochure development

Development of initial draft	June2018
Feedback on initial draft	June 2018
Development of second draft	July 2018
Feedback on second draft	July 2018
Revision	July 2018
Print & Publication	August 2018

2.1.5 Newsletter

In the second project year two project newsletters have been produced both in English and Italian. The second project newsletter (see Annex 5) was circulated in an electronic format in March 2017. This edition illustrated the achievements reached during the first project year, both in terms of technological developments of the platform, and the finalisation of initial versions of local use cases.

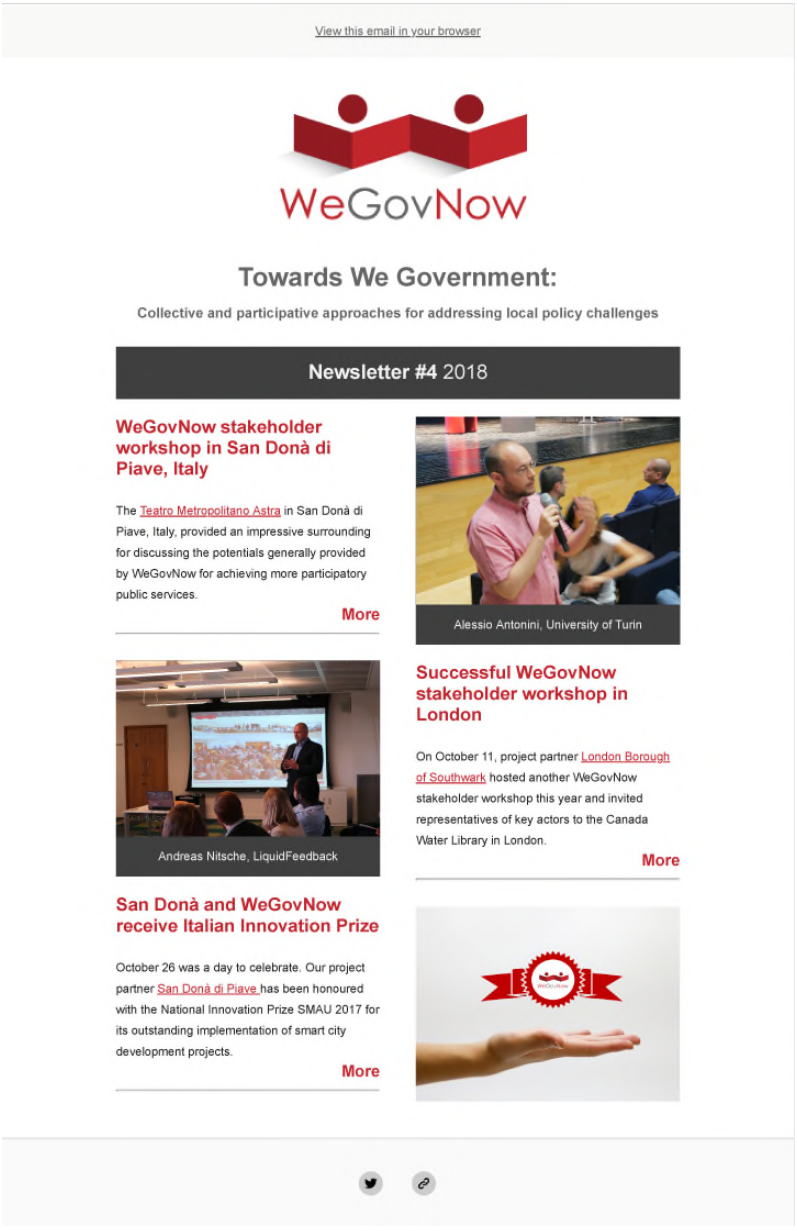
In February 2018 the third newsletter (see Annex 6) was issued, presenting the progress and milestones reached since the last edition. As such, the focus of the third issue has been on communicating the finalisation of the pilot version of the WeGovNow platform, as well as the reporting back on project related news and achievements and the broader European eGovernment context.

All newsletters have been produced in Italian and English and are also published on the project website under the "What's new" section.

For the third project year a new format of the newsletter is currently under development with a view to attracting higher attention and facilitating even wider circulation. The general structure of this revised format is going to be more compact than the previous newsletter, providing only a short teaser and a key visual for each

item which direct to the respective content (e.g. news/videos/success stories/ etc.) on the project website or related online presences. This new format is not only expected to increase traffic to the WeGovNow project website but allows the newsletter to be more dynamic. Just like the old version, the new newsletter will be circulated electronically. The latest draft of this new format is displayed in exhibit 4 below.

Exhibit 4: Revised WeGovNow newsletter format



2.2 Online presence

Disseminating knowledge and results online and interacting via social media channels are nowadays two of the most important and effective dissemination strategies. Against this backdrop WeGovNow achievements are published on its own project website. In addition, WeGovNow is promoted on project partners' websites thus

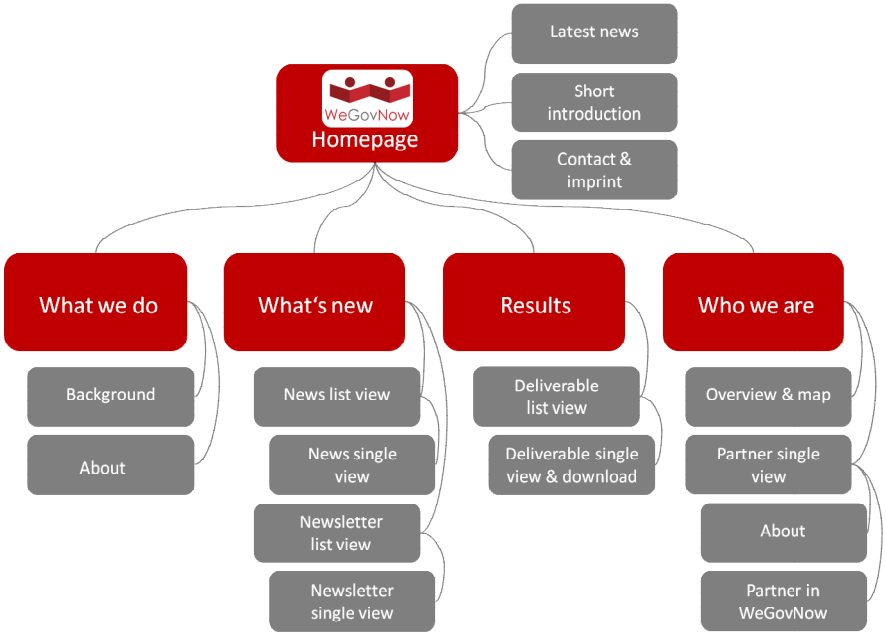
increasing the project's visibility in relevant settings. To exploit the potentials generated by social media, WeGovNow is also present on Twitter.

2.2.1 Website

As a dissemination tool, the project website provides an entry point for a variety of stakeholders such as civil servants, policy makers, researchers and the scientific community, as well as civil society organisations and the wider public. Having in mind the different audience it attracts, the website's focus is on presenting the project and its work in a way that is appealing to all visitors. In that sense, public deliverables can be downloaded, but most attention is paid to conveying core contents in an attractive and accessible manner.

The current structure of the website is shown below. It became public in June 2016 under the URL www.wegovnow.eu and has been enriched several times since then.

Exhibit 5: Structure of wegovnow.eu showing current elements

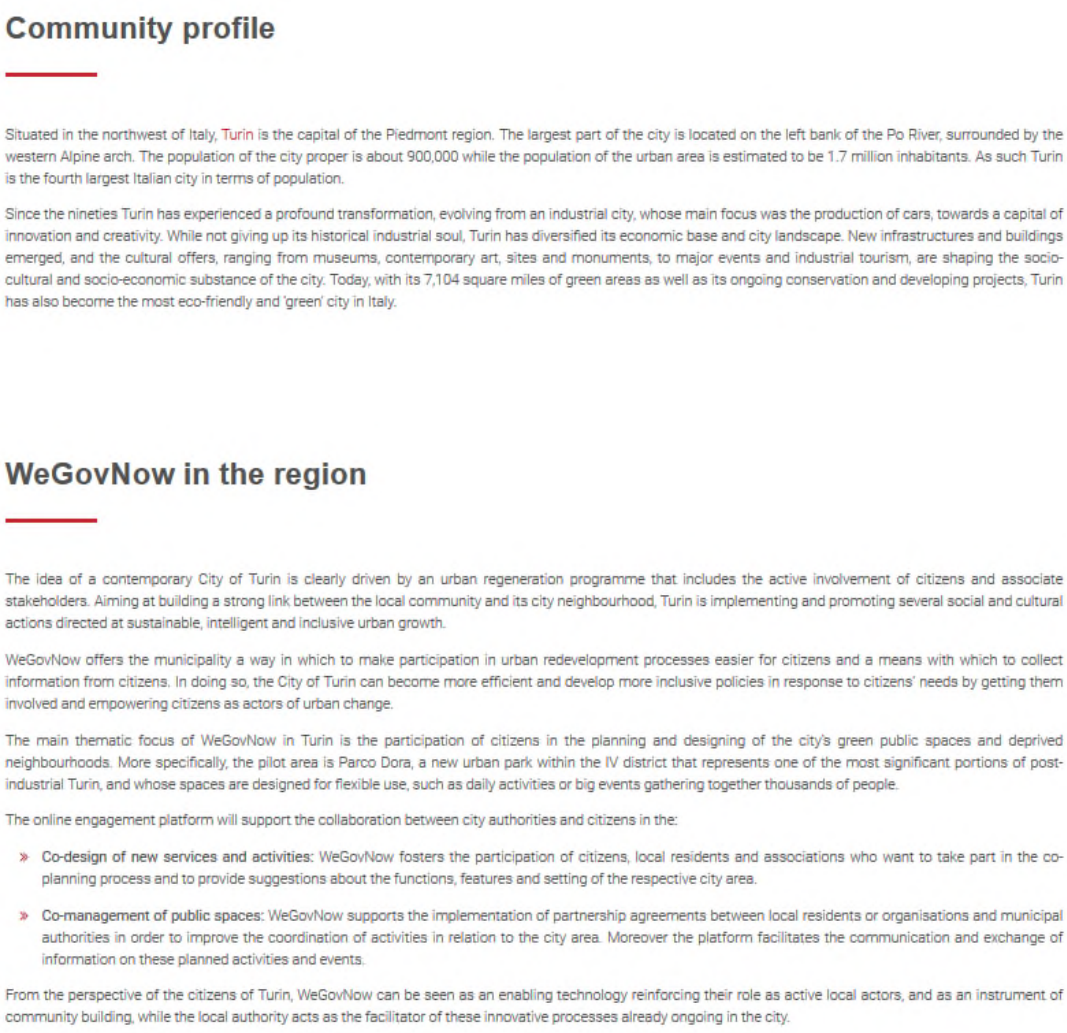


With the staring of the public pilots in the third project year, the focus in the second reporting period has been on encouraging visitors to keep coming back to website by regularly communicating updates on the project and related content. As such, the "What's new" section of the website encapsulates the download versions of the WeGovNow newsletter and a dedicated news section that provides easy access to project news as well as thematic information items.

Moreover, in light of the launch of the public trials, the community profiles of the three pilot municipalities have been amended. Each prefacing with a short, generic introduction of the trial sites, the profiles now provide the reader with more concrete information on the local context in which the WeGovNow will be embedded as well as

the thematic foci for which the civic engagement platform will be utilised respectively. The following exhibit depicts the revised profile of Turin as an example:

Exhibit 6: Profile of Citta di Torino on wegovnow.eu



Community profile

Situated in the northwest of Italy, Turin is the capital of the Piedmont region. The largest part of the city is located on the left bank of the Po River, surrounded by the western Alpine arch. The population of the city proper is about 900,000 while the population of the urban area is estimated to be 1.7 million inhabitants. As such Turin is the fourth largest Italian city in terms of population.

Since the nineties Turin has experienced a profound transformation, evolving from an industrial city, whose main focus was the production of cars, towards a capital of innovation and creativity. While not giving up its historical industrial soul, Turin has diversified its economic base and city landscape. New infrastructures and buildings emerged, and the cultural offers, ranging from museums, contemporary art, sites and monuments, to major events and industrial tourism, are shaping the socio-cultural and socio-economic substance of the city. Today, with its 7,104 square miles of green areas as well as its ongoing conservation and developing projects, Turin has also become the most eco-friendly and 'green' city in Italy.

WeGovNow in the region

The idea of a contemporary City of Turin is clearly driven by an urban regeneration programme that includes the active involvement of citizens and associate stakeholders. Aiming at building a strong link between the local community and its city neighbourhood, Turin is implementing and promoting several social and cultural actions directed at sustainable, intelligent and inclusive urban growth.

WeGovNow offers the municipality a way in which to make participation in urban redevelopment processes easier for citizens and a means with which to collect information from citizens. In doing so, the City of Turin can become more efficient and develop more inclusive policies in response to citizens' needs by getting them involved and empowering citizens as actors of urban change.

The main thematic focus of WeGovNow in Turin is the participation of citizens in the planning and designing of the city's green public spaces and deprived neighbourhoods. More specifically, the pilot area is Parco Dora, a new urban park within the IV district that represents one of the most significant portions of post-industrial Turin, and whose spaces are designed for flexible use, such as daily activities or big events gathering together thousands of people.

The online engagement platform will support the collaboration between city authorities and citizens in the:

- **Co-design of new services and activities:** WeGovNow fosters the participation of citizens, local residents and associations who want to take part in the co-planning process and to provide suggestions about the functions, features and setting of the respective city area.
- **Co-management of public spaces:** WeGovNow supports the implementation of partnership agreements between local residents or organisations and municipal authorities in order to improve the coordination of activities in relation to the city area. Moreover the platform facilitates the communication and exchange of information on these planned activities and events.

From the perspective of the citizens of Turin, WeGovNow can be seen as an enabling technology reinforcing their role as active local actors, and as an instrument of community building, while the local authority acts as the facilitator of these innovative processes already ongoing in the city.

With the project progressing, the website will be expanded as more content becomes available from pilot activities under day-to-day conditions. More specifically, the following updates in relation to the website are planned in the near term:

- The "What we do" section is currently being revised, giving a more elaborate introduction to the piloting phase and the local implementation instances of the WeGovNow pilot platform itself, and how these are being used under day-to-day conditions within the particular local contexts of the different pilot sites.
- The "What's new" section is to be further augmented with news items from the different pilot sites on a regular basis; the newsletter will be made available in Italian language.
- The "Who we are" section will be further updated and complemented with new visual material such as panorama pictures from the three municipalities; the pilot

site profiles will be further augmented with material emerging from the local public pilots.

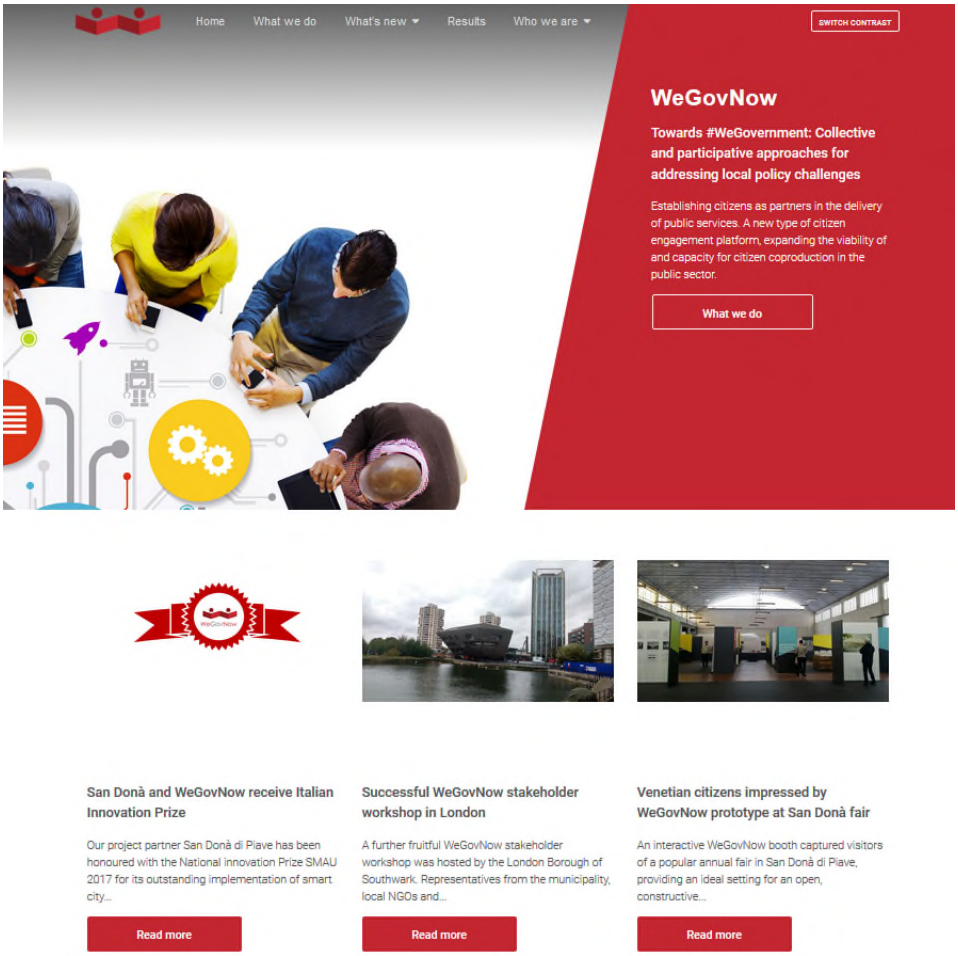
- The website will be supplemented with video material as described earlier (2.1.2), aiming at providing an appealing and accessible audio-visual input for website visitors; video material will also be distributed on social media including Twitter and YouTube.

Project news

News items on the website are regularly updated and contain relevant information related to the project's work and achievement, but also to that of project partners as well as general newsworthy occurrences in the (W)eGovernment and wider Citizen Science domain.

The three most recent news items are always automatically presented on the homepage of the website (see exhibit 7), which causes its appearance to change regularly thus motivating visitors to further explore and come back the website. All news are further presented in a list view under the "What's new" section, each complemented with a short teaser and key visual.

Exhibit 7: Homepage of project website wegovnow.eu



Website analytics

Statistical data on traffic volumes and visitor information is gathered via the analytics tool Piwik. Details are displayed in the box below:

Exhibit 8: Traffic metrics 2nd project year wegovnow.eu

General results:

2,403 visits

2 min 32s average visit duration

47% visits have bounced (left the website after one page)

3.4 actions (page views, downloads, outlinks and internal site searches) per visit

0.55s average generation time

6,792 pageviews, **5,089** unique pageviews

0 total searches on your website, **0** unique keywords

238 downloads, **225** unique downloads

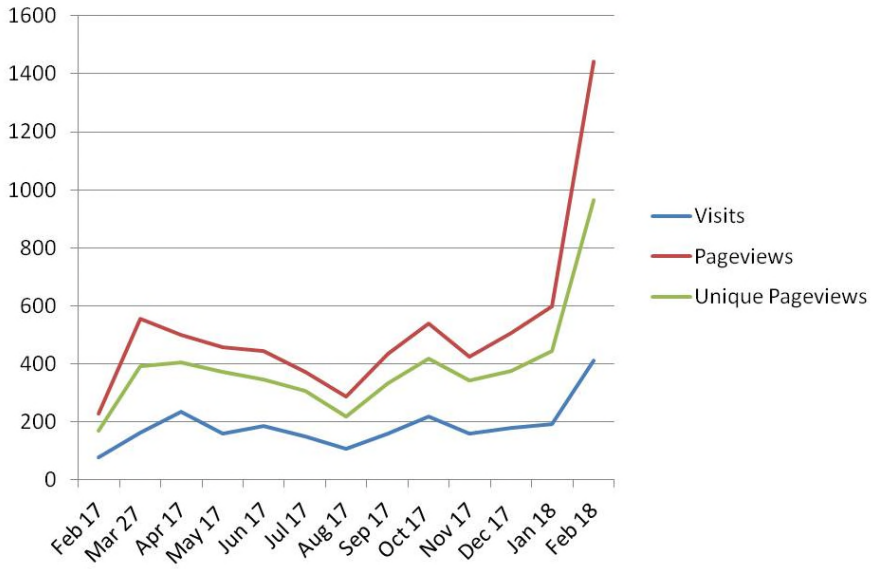
1,047 outlinks, **969** unique outlinks

52 max actions in one visit

Monthly visitors overview:

Month	Visits	Pageviews	Unique Pageviews
February 2017 (1/2 month)	78	227	170
March 2017	163	555	391
April 2017	236	500	406
May 2017	160	456	372
June 2017	187	445	345
July 2017	149	374	306
August 2017	106	289	218
September 2017	161	434	334
October 2017	219	540	419
November 2017	161	425	342
December 2017	180	507	377
January 2018	192	599	446
February 2018	411	1441	963

Monthly visitors trend chart:



Visitor map:

Visitors by country (Top 10):

Location	Visits	%
Italy	1,129	47.0
United States	642	26.7
United Kingdom	177	7.4
Germany	138	5.7
Spain	625	2.7
Greece	32	1.3
Netherlands	25	1.0
France	24	1.0
Sweden	24	1.0
Norway	18	0.7

In the period from February 14 2017 until February 28 2018 the official WeGovNow website has attracted over 2,400 visits, generating almost 6,800 page views and 240 downloads. Although the number of visitors has remained below our target figure set

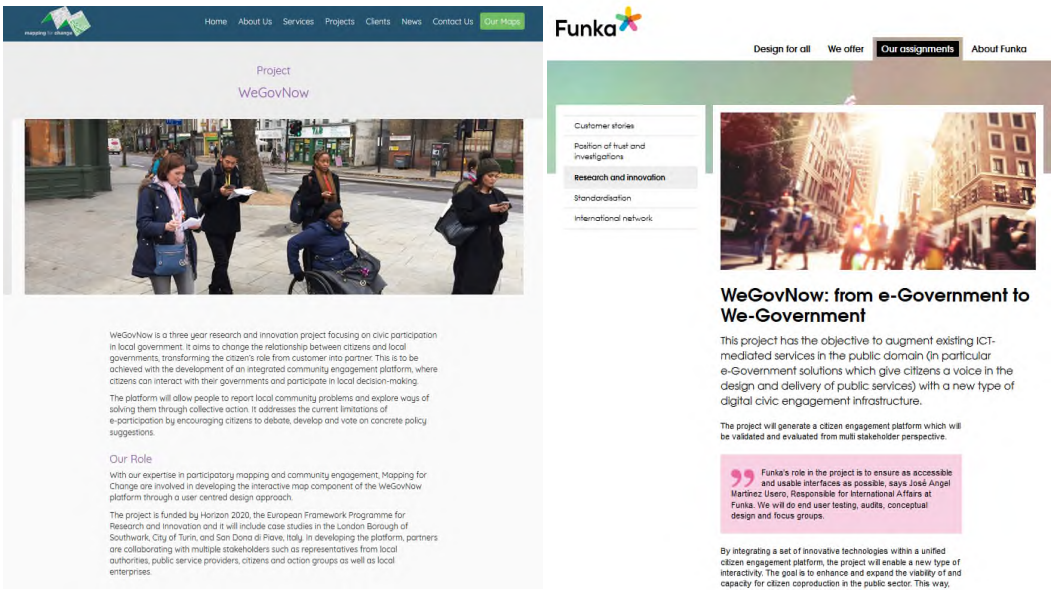
out in the initial communication plan for the second project year (3000 visits), the trend chart seems to suggest that the interest in the web site seems to strongly correspond with the finalisation of the pilot version of the WeGovNow platform, and related dissemination activities. We are therefore confident to be able to achieve the target figure initially set out for the next project year (8000 visits) with the measures briefly described above, thereby putting a stronger focus on presenting more hands-on experiences gained during the public pilots in day-to-day settings.

For now, the majority of visitors have come from within Europe; however, the project website has also attracted a significant number of interested visitors from the United States, indicating that WeGovNow is also well recognised outside of Europe. The European countries with the highest number of visitors are the countries in which the project is piloted, namely Italy and the United Kingdom. This indicates that local dissemination activities at the pilot sites are also reflected on the website in terms of visitor metrics. The measures described above are however expected to help in achieving higher recognition levels in other countries as well.

2.2.2 Project promotion via partner websites

In addition to the dedicated project website WeGovNow is also promoted on the websites of its partner organisations. Each of the websites provides a summary of the project and the partner's involvement therein, informing their clients and the generic website visitor about WeGovNow. Exhibit 9 includes two exemplifying screenshots of the project's presentation on the websites of Mapping4Change CIC and Funka Nu AB.

Exhibit 9: Project presentation on partner websites



2.3 Social media

2.3.1 Twitter

With respect to social media, Twitter has been proven a helpful tool to leverage dissemination efforts in order to reach a wider audience and to facilitate the dialogue with relevant stakeholders. In that sense, the project's Twitter profile @WeGovNowEU focuses on promoting the project in general to a broad European public, advertising the theoretical concepts behind it and keeping up news about its project partner, related projects, key concepts and EU profiles. In addition, Twitter is used to interact and participate in a direct dialogue with other users thus increasing the visibility of the project in this medium. An example tweet participating in the #InvestEUresearch twibbon campaign initiated by @EU_H2020 in October 2017 is included below:

Exhibit 10: Example tweet from @WeGovNowEU

Over the two past reporting periods @WeGovNowEU has regularly published tweets and gathered 200 dedicated followers, thus remaining below the originally set target of 300 followers after the second project year. However, we expect that the number of followers will further increase, similar to the increasing number of web site visitors, as more and more "hands-on" content will emerge from the day-to-day pilots for being exploited through Twitter respectively. The total Twitter main statistics as by February 28 2018 are shown below:

Tweets	Following	Followers	Likes	Lists	Moments
583	156	200	247	2	0

These figures however do not include retweets from other Twitter users which in turn increase the visibility of the project account, and also do not provide any information on mentions of project activities via e.g. partners' profiles.

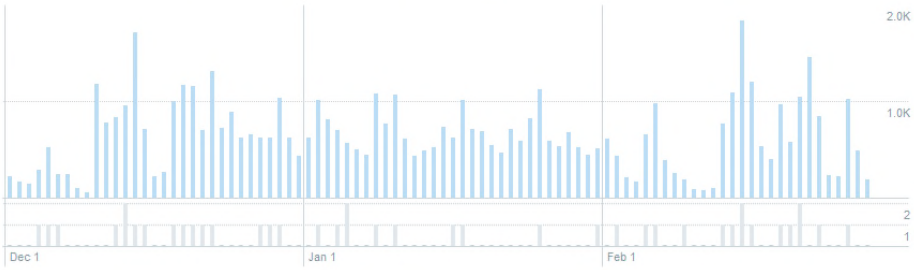
A better impression on the scope of the project's Twitter activities is provided by Twitter Analytics, a free analytical service run by Twitter which offers statistical data on a profile's outreach and audience for the past three months. The box below reflects on engagement activities related to @WeGovNowEU in the period from December 1 2017 until February 28 2018. Engagement peaks have been recorded parallel to major project activities, such as stakeholder workshops and the WeGovNow labs. Further,

data on the diversification of the project profile's audience indicates that stakeholder groupings targeted by WeGovNow are indeed reached.

Exhibit 11: Twitter statistics for @WeGovNowEU

Tweet impressions over time:

Your Tweets earned **59.0K impressions** over this **90 day** period



Average daily engagement rates:

Retweets
123

On average, you earned **1 Retweets** per day

Link clicks
178

On average, you earned **2 link clicks** per day

Audience diversification:

Interests

Interest name	% of audience
Tech news	77%
Business and news	73%
Business news and general info	73%
Technology	71%
Politics and current events	70%
Science news	70%
Entrepreneurship	50%
Government	49%
Business and finance	49%

2.3.2 Pilot site social media activities

On a local level, the three pilot sites Torino, San Donà di Piave and Southwark utilise both Facebook and Twitter as social media channels to promote the project to local key actors and the broader public. As an example, exhibit 12 displays a Facebook post from

Torino Social Innovation, reporting on the Turin WeGovNow lab held at the beginning of February 2018.

Exhibit 12: Post via @torinossocialinnovation

The exploitation of already established social media profiles run by or related to the municipalities have been proven to be more effective than launching new profiles, due to the fact that the former already gained visibility among a set audience. However, the WeGovNow pilot municipalities are also encouraged to run localised Twitter profiles dedicated solely to the promotion of WeGovNow in the local context. To this end, a dedicated guidance document, *Guidelines implementing and running local WeGovNow Pilot Twitter Profiles* (see Annex 2), has been developed and shared among the pilot sites. As an internal document, it is intended to assist the pilot site teams with the management of possible localised WeGovNow Twitter profiles, or with the exploitation of already established Twitter profiles for the purposes of WeGovNow respectively.

2.4 Events

Personal contacts with relevant stakeholders are a great way to promote and demonstrate project goals and achievements, and to network with interested members of the community. This is particularly important for the project, as the results will be of interest to a wide spectrum of people, including public administrations, policy makers, civil society organisations, research community, as well as citizens.

In order to address broad audiences, present and discuss results, and drive further exploitation, project partners are requested to organise and/or promote WeGovNow to stakeholders at national and supranational events. While local and regional events are the responsibility of the pilot municipalities, all project partners in the consortium are encouraged to actively participate in and contribute to conferences, workshops and seminars.

As a supportive tool, a planning and reporting template has been circulated among the consortium. Partners are approached on a regular basis to update the document with their previous and planned dissemination activities every three months.

2.4.1 Local events

The WeGovNow pilot municipalities have organised - in close collaboration with FGB and WP2 leader MFC – a number of local events. Events ranged from formal meetings to create synergies, presentations and demonstrations, to workshops, seminars and hands-on engagement activities. The following list compiles a summary of events organised or attended by the three pilot sites during the second project year:

- Meeting with *Novacoop* to evaluate possible collaborations– 21/02/2017, Turin
- Meeting with *Dirigente Settore Gestione Grandi Opere del Verde* to define one of the project scenario no. 1 – 13/03/2017, Turin
- Meeting with *Settore Cultura* to define the project scenario no. 3 – 04/04/2017, Turin
- Meeting with *Settore Cultura* to define the project scenario no. 3 – 11/05/2017, Turin
- Meeting with *Settore Rigenerazione Urbana e Associazione Innesto* to define the project scenario no. 2 – 17/05/2017, Turin
- Meeting with *Novacoop, Associazione Proteina e Istituto Sereno Regis* to evaluate possible collaborations – 22/05/2017, Turin
- Meeting with *Settore Cultura, EnviPark, Museo A come Ambiente, Novacoop* to define the project scenario no. 3 and evaluate possible collaborations– 31/05/2017, Turin
- Meeting with *Novacoop e Istituto Sereno Regis* to evaluate possible collaborations – 22/05/2017, Turin
- Meeting with *Assessore Ambiente (A. Unia), Dirigente Progetto Speciale Innovazione, Fondi Europei – Smart City, Dirigente Ambiente e Verde* to define the area of the scenario no. 1 – 24/07/2017, Turin
- Meeting with Settore Gestione Grandi Opere del Verde, UISP, Street Boulder Italia, Associazione Skater, to define project scenario no. 1 and evaluate possible collaborations – 25/07/2017, Turin
- Meeting with *Biblioteca Italo Calvino* to evaluate possible collaborations and involve the schools in the Scenario no. 1 – 26/09/2017, Turin
- Meeting with *Associazione Innesto* for updates on the Scenario no. 2 – 02/10/2017, Turin
- Meeting with *Settore Gestione Grandi Opere del Verde e Studio associato Fraternali-Quattroccolo* to define the area, the budget and the engagement plan in the Scenario no. 1 – 05/10/2017, Turin

- Kickoff Meeting of the project MONICA (Horizon2020), at the KFuturFestival @Basic Village Via Foggia, 42, 10152 Torino
- Workshop MONICA project, at the Museo A come Ambiente– 04/07/2017, Turin
- WeGovNow Lab, Open Incet, 01/02/2018: citizens and the committed members of the municipalities could discuss on how to improve public services and redefine the models of public service delivery while trained on the platform usage, Turin
- *Open Government Week*, 08/02/2018: WeGovNow platform demonstration, Turin
- Stakeholder Workshop, Teatro Metropolitano Astra, 28/06/2017: to introduce and demonstrate the current prototype of the WeGovNow platform to local key actors, San Dona
- Fiera del Rosario[1], San Donà di Piave, 30/09/2017 - 02/10/2017: presentation of the WeGovNow objectives and prototype functionalities with the project representatives, San Dona.
- WeGovNow under the ageing Scenario, San Donà di Piave, 13/12/2017: presentation of the WeGovNow platform to the community belonging to the ageing scenario, San Dona.
- Internal WeGovNow Lab, San Donà di Piave, 30/01/2018: introduction of the WeGovNow Lab to the City employees participating to the future and public Lab, San Dona.
- Internal WeGovNow Lab, San Donà di Piave, 06/02/2018: introduction of the WeGovNow Lab to the City employees participating to the future public Lab¸ San Dona.
- Energy Care[2], INTERREG project meeting, 16/01/2018, San Donà di Piave: promotion of the WeGovNow project and evaluation of the possibility of using the WeGovNow platform for supporting the mobility developed by the Energy Care project, San Dona.
- ULG- Urbact Local Group, San Donà di Piave, 19/12/2017: promotion of the WeGovNow platform and its functionalities, San Dona.
- ULG- Urbact Local Group, San Donà di Piave, 21/12/2017: evaluating possible collaborations, by presenting how the WeGovNow platform could contribute to the urban regeneration of the city¸ San Dona.
- Seminar on the governance of the local networks organized by the University of Padua in San Donà di Piave on february 25th , following the Social Opportunities Plan experience, San Dona.
- Seminar on Urban regeneration held by the University of Venice – Master in urban regeneration and social innovation - held in San Donà di Piave on the March 3rd, San Dona.

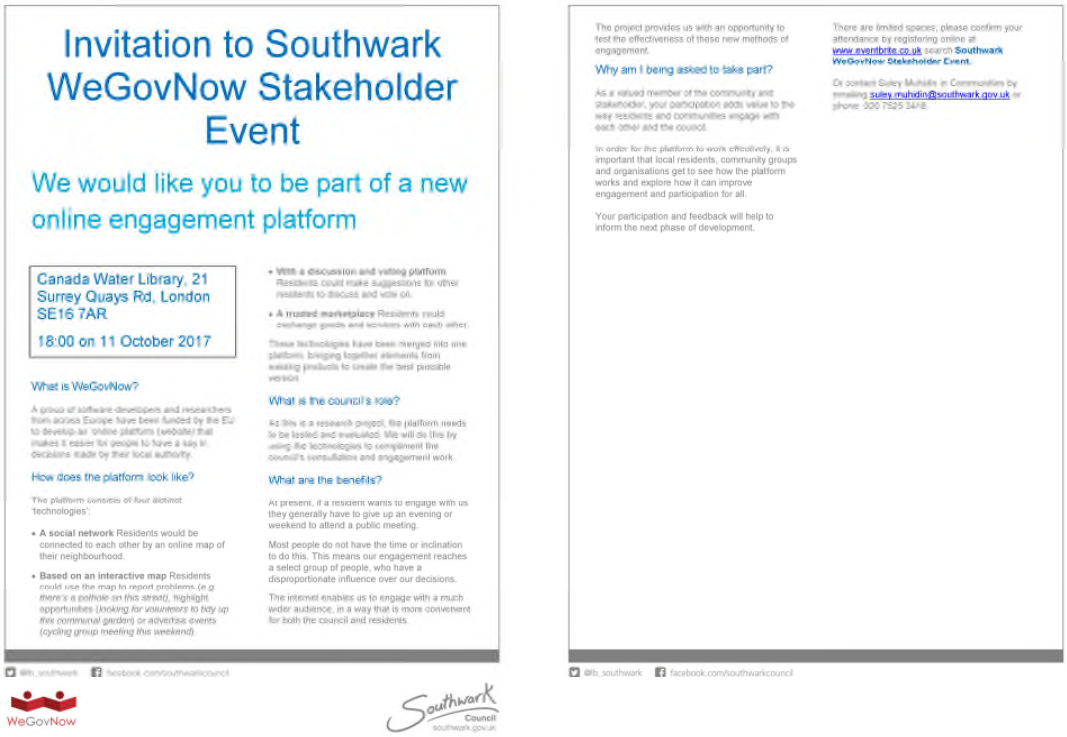
[1] http://www.fieradelrosario.com/

[2] http://kallipolis.net/progetti/energy-care/

- Regional seminar on the Digital Agenda held in Bassano del Grappa (Vicenza)on March 6^{th,} San Dona.
- Stakeholder Workshop, Canada Water Library, London, 11/11/2017: to introduce and demonstrate the current prototype of the WeGovNow platform to local key actors, Southwark.
- WeGovNow Lab, Southwark Borough of London, 25/01/2017: citizens and the committed members of the municipalities came together to discuss how to improve public services and redefine models of public service delivery, and to receive a training on the platform usage by the developer team.
- WeGovNow Lab, 1/02/2018, Open Incet- Open Innovation Centre, Turin: the main stakeholders involved in the testing of the WeGovNow platform in Turin have been informed and trained by the developers of the platform.
- Open Government Week, 8/02/2018, Open Incet – Open Innovation Centre of Turin, Turin: the WeGovNow project has been presented at the event as one of the intitiatives the City of Turin pursues to enable open government, promote transparency and empower citizens.
- WeGovNow Lab, San Donà di Piave, 14-16/02/2018, City of San Dona di Piave, Oratorio Don Bosco, Istituto Tecnico Commerciale "Leon Battista Alberti": a three-day event organized by the WeGovNow project consortium to demonstrate the platform to relevant local stakeholders, and to train municipal staff and some of the future users on the functionalities of the WeGovNow platform.
- Presentation of the European projects Energy Care and WeGovNow, ITTS V. Volterra, San Donà di Piave, 15/03/2018
- Presentation by the City of San Donà di Piave of the WeGovNow platform at the WORLD SOCIAL WORD DAY 2018 Reti Sociali per la promozione della comunità e lo sviluppo sostenibile, Università degli Studi di Verona, Verona, 20/03/2018.
- Presentation of the European projects City Center Doctor and WeGovNow, Teatro Metropolitano Astra, San Donà di Piave, 21-22/03/2018

Local events have been promoted exploiting both online and offline dissemination channels and networks. As an example, exhibit 13 displays an invitation flyer to the Southwark stakeholder workshop in October 2017 as issued by the municipality.

Exhibit 13: Invitation leaflet to stakeholder workshop in Southwark



Invitation to Southwark WeGovNow Stakeholder Event

We would like you to be part of a new online engagement platform

Canada Water Library, 21 Surrey Quays Rd, London SE16 7AR

18:00 on 11 October 2017

What is WeGovNow?

How does the platform look like?

What is the council's role?

What are the benefits?

Why am I being asked to take part?

WeGovNow

Southwark Council

2.4.2 Events attended by partners

Over the course of the second project year, WeGovNow partners have participated in twelve nationally and internationally recognised academic conferences and workshops, where the project has been showcased through presentations and demonstrations, and promoted in networking sessions. Several of these events were of high-profile, enabling WeGovNow representatives to reach a large number of stakeholders at the same time, ranging from policy makers and representatives from civil society organisations, to software developers, ICT industry representatives, and researchers on geographic information systems, open data, Citizen Science and the wider eParticipation and eGovernment domain.

WeGovNow has been presented in the following national and international workshops/conferences held in Germany, Italy, UK, Slovakia and the Czech Republic:

Table 2: Overview of events attended in 2017

Nr	Name, place & date of event	Partner	Activities
1	FirstLife and the Territory, Turin 06.02.2017	UniTo	WeGovNow representatives Allessio Antonini, Guido Boella, Lucia Lupi and Claudio Schifanella promoted WeGovNow during the event on urban commons, transformations and social networks
2	Intelligent interfaces for ubiquitous and smart learning (SmartLearn), Limassol,	UniTo	WeGovNow representative Noemi Mauro has attended the workshop and promoted the

	13.03.2017		WeGovNow project
3	Funka Accesibility Day, Stockholm, 04.04. 2017	Funka	WeGovNow representatives Andreas Cederbom and Tommy Feldt promoted the project during networking with stakeholders from municipalities, governmental bodies, disability organisations & accessibility industry
4	Hypertext 2017, Prague, 05.07.2017	UniTo	WeGovNow representative Noemi Mauro held a demonstration of WeGovNow component OnToMap
5	Digital Democracy, London, 12.07.2017	LF	WeGovNow representative Andreas Nitsche has been invited as a speaker and promoted the WeGovNow project
6	UMAP 2017, Bratislava, 10.07.2017	UniTo	WeGovNow representatives Noemi Mauro & Liliana Ardissono held a demonstration of WeGovNow component OnToMap
7	Web Intelligence 2017, Leipzig, 26.08.2017	UniTo	WeGovNow representative Noemi Mauro participated in the talk on geographic information retrieval and promoted WeGovNow
8	NRW-Fit in Europa, Bonn, 20.09.2017	empirica	WeGovNow representative Lutz Kubitschke attended the event presenting the experiences from the project
9	Digital Transformation of Public Administrations Event – Sustainability and Exploitation of Horizon 2020 eGovernment Projects Results, Brussels, 23.-24.10.2017	empirica, FGB	WeGovNow representatives Lutz Kubitschke and Patrizia Saroglia participated in this event as an opportunity to become aware of the possibilities to foster the exploitation of research and innovation results of the project
10	Internet Deliberation and Voting, Berlin, 06.11.2017	LF	WeGovNow representative Andreas Nitsche has been invited as a speaker and promoted the WeGovNow project
11	Populism in eDemocracy, Munster, 06.11.2017	LF	WeGovNow representative Axel Kistner has been invited as a speaker and promoted the WeGovNow project
12	Workshop in “Knowledge, technology, and Sustainable Smart Cities Standards”, Thessaloniki, 15.12.2017	INFALIA	WeGovNow representative Ioannis Tsampoulatidis has been invited as a speaker and promoted the WeGovNow project

2.4.3 Events planned to attend in 2018

Further events will be attended in the third project year, to continue raising awareness about the project and to increase its visibility among target stakeholder groups. Furthermore, conferences and workshops will be sought by all partners in order to promote good practices and lesson learned since project results will be harnessed in the last year of the project duration.

The table below includes an initial compilation of conferences considered important events where WeGovNow needs to be present in 2018/2019:

Table 3: List of events to be targeted in 3rd project year

Nr	Name of Event	Description	Type	Place	Date
1	Conference on Location-Based Services[3]	Conference organised by the International Cartographic Association's Commission on Location Based Services, now in its 13th edition.	Conference	Zurich, Switzerland (CH)	15-17.01.18
2	RSCy 2018[4]	Sixth International Conference on Remote Sensing and Geoinformation of Environment	Conference	Paphos(Cyprus)	26-29.03.18
3	ACM IUI 2018[5]	Intelligent User Interfaces	Conference	Tokio (Japan)	7-11.03.18
4	Funka Accessibility Days[6]	Europe's largest conference on information accessibility	Conference	Stockholm (Sweden)	17-18.04.18
5	8th International Workshop on Location and the Web[7]	Workshop at the intersection of location-based services and Web architecture – paper about WGN architecture accepted	Workshop	Lyon (France)	24.04.18
6	AVI 2018[8]	Advanced User Interfaces	Conference	Castiglione della Pescaia (Italy)	29.05.18
7	AGILE Conference[9]	Annual conference organised by the Association of Geographic Information Laboratories for Europe (AGILE) which promotes academic teaching and research on GIS at the European level. The conference is used to initiate and stimulate AGILE	Conference	Lund, Sweden (SE)	12-15.06.18

[3] http://lbs18.ethz.ch/

[4] http://www.cyprusremotesensing.com/rscy2018/

[5] http://iui.acm.org/2018/

[6] www.funka.com/en/we-offer/funka-accessibility-days/

[7] http://dhere.de/locweb2018/

[8] https://sites.google.com/dis.uniroma1.it/avi2018/

[9] https://agile-online.org/index.php/conference/conference-2018

		Initiatives on specific subjects of special interest within the GI community. Accepted full papers are refereed and published in the Springer Lecture Notes in Geoinformation and Cartography			
8	ICC&GIS 2018[10]	7th International Conference on Cartography & GIS	Conference	Sozopol (Bulgaria)	18-13.06.18
9	International Conference on Cartography & GIS[11]	Conference aiming to present advances and share experiences about the latest achievements in the field of cartography and GIS.	Conference	Sozopol, Bulgaria (BG)	18-23.06.18
10	AGIT / GI Forum[12]	International conference on "geospatial innovation for society", held at the University of Salzburg. It provides a platform for dialogue among technologists and critical thinkers, GIScientists and educationalists in an ongoing effort to support the creation of an informed GISociety.	Conference	Salzburg, Austria (AT)	03-06.07.18
11	ICCHP 2018[13]	16th International Conference on Computers Helping People with Special Needs.	Conference	Linz (Austria)	11-13.07.18
12	GIScience[14]	The biannually International Conference on Geographic Information Science brings together ~200 international participants from academia, industry, and government organizations to discuss and advance the state-of-the-art in GIS	Conference	Melbourne, Australia (AU)	28.-31.08.18

[10] https://iccgis2018.cartography-gis.com/

[11] https://iccgis2018.cartography-gis.com/

[12] https://www.gi-forum.org/registration

[13] www.icchp.org

[14] http://www.giscience.org/

13	EGOV-CeDEM-ePart[15]	EGOV: The IFIP Electronic Government conference is an annual event, top-2 ranked core conference in the domain of eGovernment or ICT in the public sector and the public sphere. ePart: The Electronic Participation Conference is an annual conference, top-ranked in the domain of electronic participation and ranked 5th overall among conferences dedicated to ICT in the context of public administration and the public sphere. CeDEM: The International Conference for eDemocracy and Open Government aims to brings together "e-democracy, e-participation and open government specialists working in academia, politics, government and business to critically analyse the innovations, issues, ideas and challenges in the networked societies of the digital age"	Conference	Krems, Austria (AT)	03-05.09.18

The planning of local events and the engagement of local stakeholders is the responsibility of the pilot municipalities and part of WP2.

2.5 Publications

In the second project year, WeGovNow partners continued to raise awareness of the project through several possible means of publications, including:

- Newsletters
- Online news
- Newspapers / magazines
- Books and journals

Throughout the second project year, in total 13 publications could be achieved. Most of the publications are directed to the general public such as news items and website

[15] http://depts.washington.edu/egcdep18/#/

entries on the project's and partners' homepages, as well as interviews and newspaper articles in online and print media.

2.5.1 Publications targeting non-academic audiences

All partners seek opportunities to publish non-scientific articles on WeGovNow to stimulate the project's visibility among potential beneficiaries and other relevant stakeholder groupings, and to raise awareness among the broader public on the benefits to be generated by WeGovNow for the society at large. While news items and newsletters issued via the project website have been utilised to communicate general project content to a wider European audience, press releases and newspaper articles in local and regional press have accompanied and promoted engagement activities at the pilot sites, thereby exploiting established channels/contacts of the PR units at three municipalities.

In the second project year, 19 non-academic publications have been issued as summarised in the table below.

Table 4: List of publications targeting non-academic audiences

Nr	Partner	Date	Type	Name of Medium	Name of publication
1	FGB	10.03.2017	Newsletter	WeGovNow Newsletter	WeGovNow newsletter #2
2	empirica	28.03.2017	News item	wegovnow.eu	WeGovNow takes part in path breaking Open Public Review pilot in Horizon 2020
3	empirica	29.03.2017	News item	wegovnow.eu	WeGovNow looks back at one year of achievements
4	empirica	09.08.2017	News item	wegovnow.eu	WeGovNow stakeholder workshop in San Donà di Piave, Italy
5	empirica	30.11.2017	News item	wegovnow.eu	Venetian citizens impressed by WeGovNow prototype at San Donà fair
6	empirica	12.12.2017	News item	wegovnow.eu	Successful WeGovNow stakeholder workshop in London
7	empirica	19.12.2017	News item	wegovnow.eu	San Donà and WeGovNow receive Italian Innovation Prize
8	San Donà	30.12.17	Newspaper; interview	Il Gazzettino Venezia Mestre – daily newspaper	Iniziative, servizi, problem: tutto sul "social" del Comune
9	San Donà	08.02.2018	Newspaper /	Il Gazzettino Venezia	Il cittadino diventa

			press release	Mestre – daily newspaper	vigile con la piattaforma digitale
10	San Donà	16.02.2018	Newspaper	Il Gazzettino Venezia Mestre – daily newspaper	Ecco la piattaforma per interagire con i cittadini
11	San Donà	19.02.2018	Newspaper	La nuova Venezia – daily newspaper	Piattaforma digitale per interagire con il Comune
12	empirica	26.02.2018	News item	wegovnow.eu	Out now: The third WeGovNow newsletter
13	FGB	26.02.2018	Newsletter	WeGovNow Newsletter	WeGovNow newsletter #3
14	Torino	08.02.2018	News item	spaziotorino.it	Partecipazione e interazioni con il cittadino: presentato il nuovo robot Sanbot
15	Torino	02.03.2018	News item	torinosocialinnovation.it	WEGOVNOW: ONLINE LA PIATTAFORMA PER VOTARE I PROGETTI SOCIO CULTURALI DI AXTO
16	Torino	02.03.2018	Press release	comune.torino.it	Bando Contributi - azione 4.01 - Votazione on-line
17	FGB	05.03.2018	News item	openincet.it	The wegovnow platform is online: votes opened for the axto socio-cultural projects
18	San Donà	03.05.18	News item	espresso.repubblica.it	Rigenerazione urbana nelle città e nei piccoli centri urbani
19	Interaktive Demokratie (LF)	19.03.2018	News item	Interactive-demokratie.org	Turin launches WeGovNow public participation with FirstLife and Liquidfeedback
	Total 19				

A selected article reporting on the successful WeGovNow lab held at the public school Istituto Tecnico Commercial L. B. Alberti in San Donà di Piave is shown below:

Exhibit 14: Article in the daily newspaper "Il Gazzetino Venezia Mestre"

IL GAZZETTINO VENEZIAMESTRE
Dir. Resp.: Roberto Papetti
16-FEB-2018
da pag. 20
foglio 1
www.datastampa.it
Tiratura: 0 - Diffusione: 19362 - Lettori: 147000: da enti certificatori o autocertificati
Superficie: 11 %

«Ecco la piattaforma per interagire con i cittadini»

Presentato "we gov now" nell'aula magna dell'istituto Alberti

SAN DONÀ

«Le nuove tecnologie possono migliorare i rapporti tra i cittadini e la pubblica amministrazione». Si tratta di quanto spiegato dal sindaco Andrea Cereser alla presentazione della piattaforma "we gov now", ieri mattina nell'aula magna dell'Alberti, alla presenza di insegnanti e studenti dello stesso Istituto, di Volterra, San Luigi e Galilei e dei partner dello stesso progetto europeo che vede San Donà assieme a Torino e Londra. «Si tratta di strumenti che consentono di avvicinare i cittadini alla cosa pubblica – ha continuato il sindaco – infatti il Comune ha già incontrato altri enti e associazioni per una maggiore diffusione, utilizzo e valorizzazione». "We gov now" è un social network che si occupa di far nascere ed emergere relazioni tra persone e imprese che vivono nello stesso territorio. La piattaforma sarà disponibile dalla metà di marzo in modo gratuito e avrà cinque funzionalità. La prima è "first life": una cartina interattiva che diventa una bacheca dove ognuno può indicare cosa accade in città. Si possono comunicare eventi, avvisi, informazioni, iniziative culturali o commerciali. Si tratta di un social network nato per raccontare la sfera pubblica del cittadino proiettato in una dimensione urbana. Ma le stesse persone possono condividere anche problemi e disagi. Altro componente della piattaforma, infatti, è un sistema di segnalazioni in tempo reale.

Sarà possibile indicare problemi che il Comune può prendere in carico: dall'incidente al semaforo rotto, ai rifiuti abbandonati. Terzo aspetto è "liquid feedback" uno strumento di democrazia partecipativa che permette ai cittadini di discutere tra loro, creare dei forum, fare proposte e votarle. Altra funzione è relativa alle "mappe di comunità": sarà possibile mappare la città ad esempio indicando le aree ciclabili o quelle sportive, ma anche i negozi sfitti o dove sono presenti più servizi pubblici.

D.Deb.

SAN DONA' La presentazione di "we gov now"

2.5.2 Academic Publications

Cutting across different research domains, WeGovNow and its outcomes potentially have relevance to a range of research communities addressing diverse topics such as eGovernment and eParticpation, geographic information systems, linked open data, social/public innovation research and others. To the main part, communication and dissemination activities addressing academic audiences and the research community include participation in nationally and internationally recognised conferences (for information on the latter see Table 2).

All project partners are encouraged are encouraged utilising research results and project outcomes for authoring in peer reviewed journals in relevant disciplines. Each phase of the project produces new knowledge and empirical results that may be used for submitting academic papers. However, this will be particularly fruitful at later stages, as interesting data and results have become available while running the pilots during the third project year. By the time this deliverable is being finalised, the following papers have recently been submitted:

- Tsampoulatidis, I. Kompatsiaris, N. Komninos, 'From e-Government to We-Government an analysis towards participatory public services in the context of H2020 WeGovNow project'; accepted for the *International Conference on Information Society and Smart Cities*[16], Cambridge, UK, June 2018.
- Boella, G., Francis, Grassi, L. E., Kistner, A., Nitsche, A., Luigi Sanasi, L., Savoca, A., Schifanella, C. and Tsampoulatidis I. 'WeGovNow: a map based platform to engage

[16] http://isc-confrence.org/

the local civic society', submitted to the *8th International Workshop on Location and the Web*[17], Lyon, France, April 2018

- Alexey Noskov and Alexander Zipf, Backend and Frontend Strategies for Deployment of WebGIS Services, 'Sixth International Conference on Remote Sensing and Geoinformation of Environment' 26-29 March, 2018 - Cyprus
- Alexey Noskov and Alexander Zipf; Proof of Work Concept for Web Services Monitoring and Balancing. KDD 2018 - London, United Kingdom. 19 - 23 August 2018

3 Exploitation support

A dedicated workstrand is directed towards supporting the exploitation of project outcomes beyond the immediate project duration, in particular continued operation of the WeGovNow platform at the three pilot sites and beyond.

3.1 General Approach

Initial analysis have started in order to improve the sustainability of EU-funded research, exploit research outcomes beyond the project, and facilitate utilisation of research results by others (e.g. generic lessons learned by the project) and continue the pilot service after the ending of the project.

In this regard two approaches for realising the project exploitation are foreseen:

- **Approach I**

  Develop WeGovNow mainstreaming plan per pilot site to be supported by local/internal workshops by considering both:

  - Demand side requirement – Municipalities,
  - Supply side requirements - Technology partners.

- **Approach II**

  Develop generic recommendations for further deployment of WeGovNow supported by an exploitation advisory board & international workshop by considering both:

  - International audience,
  - Lessons learned from pilots, backed up with evidence from the evaluation workstrand.

In order to apply these approaches, the following actions will be taken:

1) exploring a suitable business model fitting the platform sustainability after the end of the project by

- involving those partners of the project having the expertise able to collect the needs and suggestions for the platform sustainability,

[17] http://dhere.de/locweb2018/

- benchmarking similar H2020 projects and existing civic engagement products available on the market,
- setting up an international advisory board,
- looking at local and regional government potentially interested in the platform - starting from the municipalities at each pilot site;

2) running initiatives to support the project sustainability by

- working on an agreement among the consortium partners to formalize the platform selling conditions and revenues,
- developing promotional materials for businesses,
- creating a target list of commercial partners and/or final client to whom the promotional materials can be sent,
- organising two international events, one of which will take place in Turin, during the Open Innovation Summit (June 2018).

3.2 Synergies with other projects

Activities to support the exploitation of WeGovNow outcomes beyond the project duration have started.

WeGovNow actively participated and contributed to the *Digital Transformation of Public Administrations Event - Sustainability and Exploitation of Horizon 2020 eGovernment Projects Results*[18], on 23-24th October in Bruxelles. The event was organised by the European Commission and targeted Open Government actions in H2020 in order to foster the exploitation of research and innovation results and the post project continuity.

The workshop was also an opportunity to be acquainted with the **Common Dissemination Booster** (CDB), a new service from the European Commission encouraging projects to come together to identify a common portfolio of result and showing them how best to disseminate to end-users, with an eye on exploitation opportunities.

WeGovNow envisage to participate in the CDB and intends to submit a joint application with sister projects. So far, a positive response has been received by the SIMPATICO[19] and ENLARGE[20] projects.

[18] https://ec.europa.eu/info/digital-transformation-public-administrations-event-3_en

[19] https://www.simpatico-project.eu/

[20] http://www.enlarge-project.eu/

Annexes

Annex 1: Local Communication Plan: Roadmap for local project teams

Local Communication Plan: Roadmap for local project teams

Contact List

Role	Organisation	Name	Contact Information
WP5 Central Communication Team	FGB	Patrizia Saroglia Antonio Dell'Atti Caterina Borrelli	saroglia@openincet.it dellatti@fondazionebrodolini.it borrelli@openincet.it
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WP5 Team Leader	FGB	Patrizia Saroglia	saroglia@openincet.it

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1. Introduction

What is this document about?

As an initial orientation, a generic dissemination plan for the WeGovNow project has been submitted to the Commission some time ago (D5.1). It sets out high-level objectives of the project's dissemination work package (WP5) and identifies potential target groups for tangible dissemination activities as well as generic key messages to be communicated to them. Also, a set of communication means are identified.

The current document represents an internal working document intended to complement the generic dissemination plan (D5.1). It aims at helping in further determining, operationally planning and implementing tangible dissemination and communication activities at each site until the end of the project. To this end, this working document addresses three main questions:

1. How can collaboration between the local pilots sites teams and the WP5 team best be organized (Chapter 2)?
2. What concrete communication/dissemination activities shall be organized by when and how (Chapter 3)?
3. What sort of guidance and support can be provided by WP5 team to the local pilot site teams (Chapter 2, Annexes 1 and 2)?

Also, supportive information is annexed to the main report which is hoped to be useful in this context, including:

Annex 1: *General guidance on preparing online dissemination contents*

Annex 2: *General guidance on preparing dissemination activities around events*

Annex 3: *Extract from D5.1 in relation to the general communication strategy and objectives*

Annex 4: *Extract from D5.1 regarding general key messages for different target audience*

Annex 5: *Extract from D5.1 regarding relevant umbrella organizations & networks potentially to be involved in local dissemination activities*

Annex 6: *Extract from D5.1 regarding general dissemination rules and publication policy*

Annex 7: *Local Communication activities report*

Table 1 – Organised events

Table 2 – Attended events

Table 3 – Other disseminations activities

What is to happen next?

The document provides initial answers to these questions. However, these are not intended as final word on this matter. Rather we would like to work with each pilot site to nail down a tailored dissemination/communication plan for the WeGovNow projects that fits the local circumstances as well as possible. Therefore

1. General comments feedback
2. Regular updates

2. Collaboration of pilot site teams with central WP5 team

Upcoming opportunities for dissemination and communication activities can best be assessed by the local pilot site teams against the background of the contextual knowledge. Rather than defining communication measures in a top-down meaner, local communication activities are therefore planned to be lead be the local pilot site teams with the support of the central WP5 team. The following text summarizing this aspect is an extract from D5.1 respectively.

Pilot site-level communication and dissemination activities are primarily pursued by the **local project teams** lead by the pilot site manager. Each local project team is responsible for contextualising the generic key massages to be communicated and the corresponding communication means to be utilised.

The local pilot site teams also rely upon expertise available in their **municipal administrations** when it comes to public relations tasks and media contacts.

These teams are further supported by the **central communication team**.

This is graphically summarised by Figure 1.

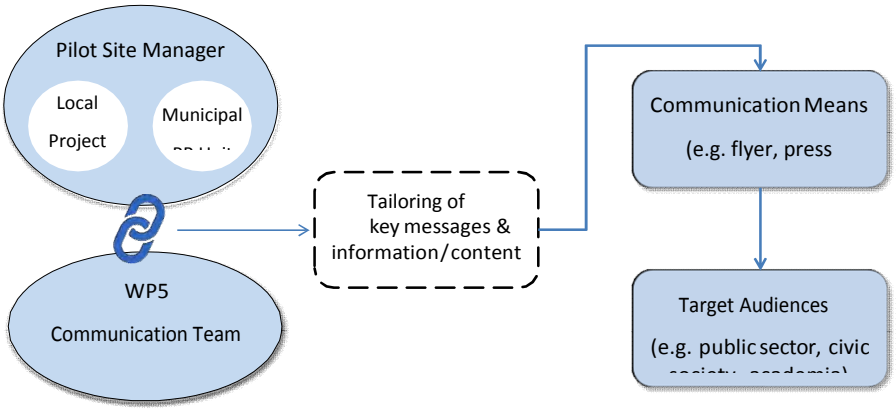
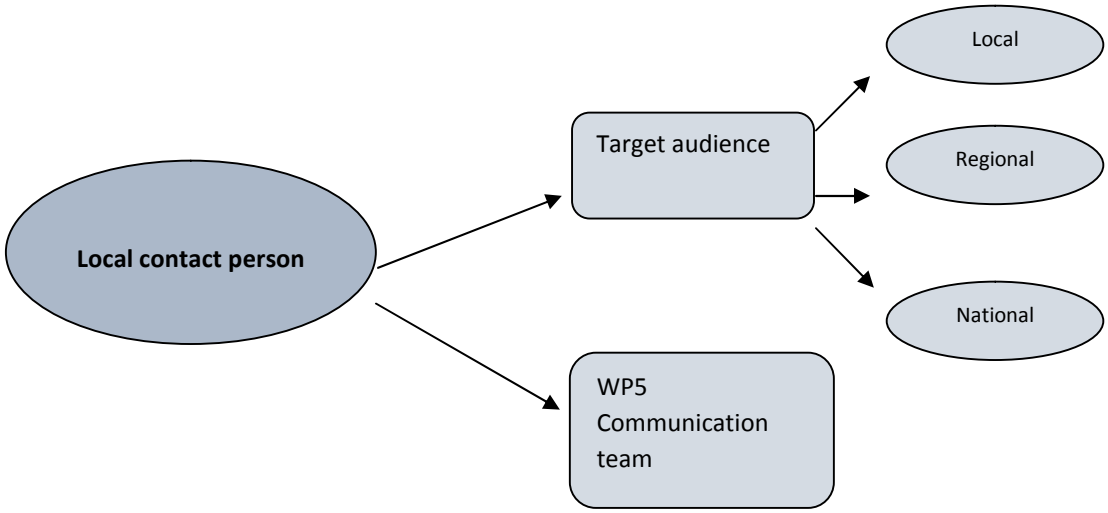


Figure 1 – Overview on communication flow

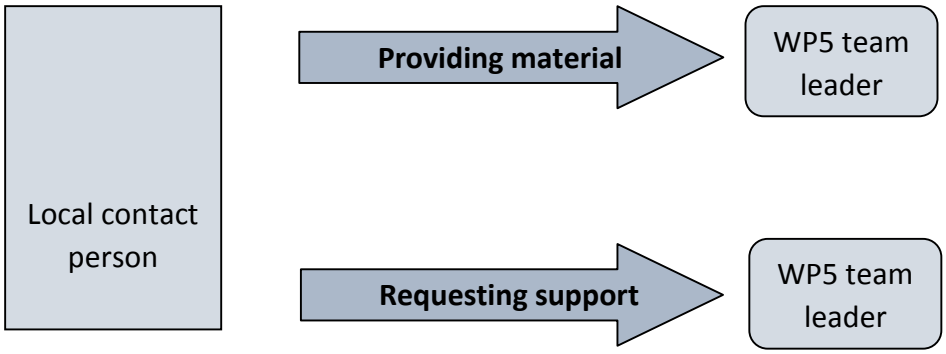
A **local contact person** is identified in the Pilot Site Team who is in turn responsible for two communication flow, toward the identified **target audience** and the **WP5 Communication team** as graphically summarized by Figure 2:

Figure 2 – Local contact person communication flow



The **local contact person** is also in charge of the communication with the **WP5 Communication team.**
The communication material produced by pilot sites will have to be regularly provided to the WP5 team as it is to be used for feeding the overall project communication.
The **local contact person** is both providing communication materials and requesting support to the **WP5 team leader**, as graphically summarized in figure 3:

Figure 3 –communication flow toward WP5 team leader



PROVIDING

The local contact person provides the items listed below both through email to the WP5 Team Leader (Patrizia Saroglia, saroglia@openincet.it) and by uploading them on Dropbox (see section *Repository* below) to be used as a general space of exchange of information.
The local contact person provides:

a) English (both English and Italian for Italian partners) version of the **communication material produced** (it would be desirable once a month);
b) **Updates** on the ongoing status of communication activities (i.e. ongoing communication activities, communication material produced, events etc) as regularly as possible (at least once every two months) in the following way:
    - Writing **few lines** to the WP5 Team Leader summarising the status of the communication activities and indicating what communication material has been produced;
    - When having communication activities to report by filling the **reporting tools** you can find on Dropbox (see the section *Repository* below) and in the annex (see table 1 and 2 in the annex):

        - ***Local Communication activities report*** *with the following spreadsheets:*

            - Organised events
            - Attended events
            - Other dissemination activities

        Send the filled tables by email to the WP5 team leader and upload them on Dropbox.

REQUESTING SUPPORT

Local contact person can request support to the central team, especially on:

a) Dissemination materials development, e.g. localised flyer & posters;
b) Dissemination content development, e.g. press releases;
c) Revising translation of project documents / online contents;
d) Updating / populating the project web site / Twitter profile, e.g. announcements & supportive content.

Repository

The WeGowNow Dropbox will be used as a general space of exchange of information where to deposit all the communication material and the reporting tools produced.

On Dropbox you can find:

- **templates** to be used for the communication activities
- this ***Local Communication Plan Roadmap*** (LCP Roadmap)
- the ***Guidelines Implementing and running local WeGovNow pilot Twitter profiles*** (Twitter profiles Guidelines)
- the **folder** where to **upload the communication material produced** (at least the communication material produced (all communication means used - for the Italian pilot sites both in Italian and English version); the *Local Communication activity timeline and report filled; Pilot sites events reporting table filled*)

These documents are available on the WeGovNow Dropbox by following this file path:

→ **WP5 Exploitation & dissemination**

→ **Local Communication Plan**

→ ***Roadmap and guide***

- LCP Roadmap
- Twitter profiles Guidelines

→ ***Reporting tools***

- Local Communication activities report

→ ***Templates***

- Project letterhead
- Press release sample

- Project logo
- Project PPT sample

→ ***Material to be uploaded***

- LCP_Turin
- LCP_San Donà
- LCP_Southwark

The WP5 team leader will notify the local contact person on possible modifications.

Annex 1: General guidance on preparing online dissemination contents

In this annex you will find examples of contents you can use in your communication activities and some instructions for using communication materials

Contents

Hereby we provide you with some possible contents to be used for the local web site, social media, local flyers, and all the communication means used according to the main communication focus.

Contents are focused on the scenarios and should be tailored in line with the key messages of the different target audiences.

Content would of course need to fit into the communication strategy of the local web site featuring WeGovNow. The local pilot site teams would need to liaise and collaborate with those responsible for the web site which is to feature WeGovNow.

Online and offline contents may focus on the pilot scenarios. The following information items may be helpful in that respect:

- **The setting**: providing a description and pictures of the trial site. If there are videos, embed and share them. Here an example: http://www.openinnovationsummit.org/turin/
- **Gallery of the team**: who makes the project? A short profile for each member (picture, brief professional bio and possibly a sentence related to the project i.e. "I like to innovate because it's like shaping the future")
- **Scenario and participants:** providing a proper description of your scenario as well as profiles of people engaged. (what it's about, who are the stakeholders involved, which is the purpose, how the platform will be used, who is involved, how it works, etc..)
- **Activities:** create a scenario based narrative. During project activities take pictures, shoot short videos, you can also make very quick interviews and then upload everything.
  keep track and memory of your events but also provide information on scenarios advancement. Moreover, reporting on your website and then sharing the link with participants fosters engagement and drives on your website more attention.

Key words

A range of key words should be used, also to ease:

- the dissemination process
- web indexing

Keywords allow people interested in the same issues to track you.
You may use the key words to tag your posts on the trial website, and in your social media accounts: twitter, facebook.

Below you can find a preliminary list of key words we suggest to use, but any other possible key words need to be used for the aforementioned reasons:

We-government
Civic participation
Digital technologies
Community engagement
Citizens
Decision making processes
Co-design
Co-management
Co-production

Contents Structure

Posts for the website:

A good post catches and keeps the attention of the visitor, makes him/her want to know more, it's easy and catchy to share on the social media. Following some basic advice for a good post.

- posts should be short: not all the online readers like long texts – quite the opposite- so don't make it long, stay between 1000 and 2500 characters spaces included
- go straight to the point: when you search for information you want to know straight away if you are in the right place, so: say it first, explain it later.
- catch the attention: use pictures. Photos can be original (taken during project activities) or from an online repository, there are many copyright free images portals: unsplash.com, pexels.com or on flickr (you have the option to search copyleft images)
- be sure everybody can understand: use a simple and non-technical language
- use links allowing visitors who want to know more to find more specific materials

Communication Materials: instructions for use

- Images: on the internet it is better to use horizontal images, be sure they are in a web (light) format. Photos can be original (taken during project activities) or from an online repository, there are many copyright free images portals: unsplash.com, pexels.com or on flickr (you have the option to search copyleft images)
- Use the official project logo
- Share your website posts on your organization/institution social media channels. When using twitter be always sure to engage the we-gov account
- Use always the official project naming WeGovNow (be aware of capital letters)
- Use the official naming of partners:
    - Empirica GmbH
    - Città di Torino
    - Comune di San Donà di Piave
    - London Borough of Southwark
    - Fondazione Giacomo Brodolini
    - Funka Nu AB
    - Infalia PC
    - LiquidFeedback
    - Mapping for Change, Universität Heidelberg
    - University College London
    - Università degli Studi di Torino

Annex 2: General guidance on preparing dissemination activities around events

When organizing/participating to events, we kindly ask you to actively contribute to local/regional-level dissemination. In order to help you in doing so, we recommend the following:

Activity: Attendance/organisation of an event (workshop, conference etc)
Before the event: 1) Announce the event and your activities (relevant for WeGovNow) via Twitter, mentioning the project Twitter account @WeGovNowEU and/or 2) Write a few lines news item announcing the event and your activities and send it to the WP5 team leader for publication on the project website
During the event: 1) Take pictures 2) Promote the event and your activities (relevant for WeGovNow) via Twitter, mentioning the project Twitter account @WeGovNowEU 3) Note number of attendees, topics discussed, target group 4) Distribute flyers/brochures
After the event: 1) Report the event and your activities back to the WP5 team leader using the **Local Communication activities report** (see tables 1 and 2 in Annex 7)find Dropbox (see the section *Repository*). 2) Publish the news item on your local website

Annex 3: Extract from D5.1 in relation to the general communication strategy and objectives

As a general strategy, dissemination activities are to:

- be oriented towards the needs of the audience, using appropriate language and information levels;
- include various dissemination methods: written text including illustrations, graphs and figures; electronic and web-based tools; and oral presentations at community meetings and (scientific) national and international conferences;
- fully leverage existing resources, relationships, and networks;
- interact with and effectively link to other relevant projects and initiatives.

Dissemination in WeGovNow has the following objectives:

- to ***widely disseminate the concept of WeGovNow and the innovative solutions and services*** which are developed within the project;
- to ***increase public awareness*** on the very sensitive and important issues both in the e-***government and community development areas*** that WeGovNow addresses;
- to ***communicate the benefits of this project*** to the professional media, to the target service beneficiaries, to professionals and lay persons operating in this area, to policy decision makers and to other interested stakeholders;
- to ***communicate with related, EC-funded projects[1] and initiatives*** especially in the field of e-participation and social innovation at local level;
- to actively ***participate in forums related with the transfer of knowledge*** from academia and research centres to industry and help in the solid regulation of IPRs;
- to ***support policy making*** by actively contributing and tailoring WeGovNow results to the needs of ongoing policy initiatives particularly at EU level;
- to ***facilitate service up-scaling and replication through the publication of recommendations*** for WeGovNow mainstreaming and the conduction of mainstreaming support workshops;
- to ***ensure that the project establishes and benefits from an effective network of stakeholders;***
- to ensure that ***communication*** between stakeholders is ***effective and easy***;
- to ***gain the trust and involve the media*** wherever possible to further help with the dissemination;
- to ***establish a visual identity***.

Annex 4: Extract from D5.1 regarding general key messages for different target audience

Key messages for public sector stakeholders

The public sector is expected to represent one of the main potential beneficiaries of WeGoNow, including public authorities and policy makers more generally.

Specific communication messages will be developed around key aspects particularly relevant for public sector stakeholders such as:

- what the project's point of departure is in general, and what specific public sector and policy challenges are addressed by WeGovNow;
- how the WeGovNow approach works in a real world setting, by example of tangible trial site user cases highlighting the role of public sector stakeholders in particular;
- what the benefits are which flow from WeGovNow to the society in general and to public sector stakeholders in particular;
- what key success factors can be identified from the WeGovNow trials when it comes to transferring WeGovNow solutions into other local settings, i.e. beyond the immediate project duration.

Key messages for civil society stakeholders

Beyond policy makers and public administrations, the civil society in terms of the "aggregate of non-governmental organizations and institutions that manifest interests and will of citizens"[4] represents another stakeholder group expected to benefit from WeGovNow.

As in the case of public sector stakeholders, specific communication messages are to be developed around key aspects which are of particular relevance for civil society stakeholders such as:

- what the project's general point of departure was and what particular civic society related challenges are addressed by WeGovNow;
- how the WeGovNow approach works in a real world setting (by example of tangible user cases highlighting the role of civic society organisations in particular);
- what the befits are that flow from WeGovNow to the society in general and to civil society stakeholders in particular;
- what key success factors can be identified from the WeGovNow trials when it comes to transferring WeGovNow solutions into other local settings, beyond the immediate project duration;

Key messages for private sector stakeholders

The private sector represents another stakeholder grouping to be considered for communication purposes. Local businesses are e.g. expected to benefit from utilising the WeGovNow platform in a given local implementation setting. Moreover, software developers may want to add further applications to the platform after successful piloting during the project. Specific communication messages to be developed around key aspects of particular relevance for private sector stakeholders include e.g.:

- what the project's point of departure is, i.e. what WeGovNow is striving for and which particular challenges the project addresses;
- how the WeGovNow approach works in a real world setting (by example of tangible trial site user cases highlighting the role of private sector stakeholders in particular);
- what the befits are that flow from WeGovNow to the society in general and to private stakeholders in particular;
- what key success factors can be identified for integrating additional applications into the WeGovNow platform, beyond the solutions piloted within the project duration;

Key messages for the general public

Apart from the specific audiences hitherto described, different aspects of WeGovNow are potentially of interest to the wider public. Communication messages will be developed in relation to aspects of WeGovNow that have relevance for the general public such as:

- why it is important to develop and practice new ways of interaction between citizens and public authorities;
- in what way the WeGovNow approach and its outcomes are indeed relevant to everyday life (by example of tangible user cases showing the role of and benefits for the citizen in particular);
- in what sense WeGovNow - as a collaborative European effort - is capable of achieving more than a mere national initiative would be, i.e. what the added value of the European partnership is.

Annex 5: Extract from D5.1 regarding relevant umbrella organizations & networks potentially to be involved in local dissemination activities

Public sector stakeholders

Table 1 - Initial compilation of relevant umbrella organisations & networks at pilot site level

Pilot site		Short Name	Description
Turin / San Donà	national	ANCI	The National Association of Italian Municipalities participates, through its own representatives, in every institutional office where decisions concerning the interests of local authorities are taken.
		UNCEM	The National Union of Mountain Towns and Communities is a national organization - present in all the Italian regions - gathering and representing mountain municipalities and communities, as well as associating counties, associations, chambers of commerce and other entities operating in the Italian mountain areas.
	regional	Association Walled Towns of Veneto	The Association Walled Towns of Veneto promotes initiatives educated on their knowledge, protection, safeguard, conservation and enhancement.
		Social Entrepeneurship Comittee	The SEC aims at developing a synergic collaboration system with Public Authorities and Private organisations locally promoting and supporting civil economy
		ADV	Agenda Digitale del Veneto is a regional network, coordinated by the Veneto Regional Administration aiming at improving the adoption of a Regional Digital Agenda.
Turin	local	Torino Social Innovation	Torino Social Innovation is a public program, a set of strategies and instruments to support new young enterprises that are able to address social needs in different fields (as education, employment, mobility, health, inclusion), and to create a blended value for the society, both social and economic. The aim is sustaining young social entrepreneurs, their creativity, their digital competences, their perception for social improvements
		Urbact - BoostInno	The BoostInno partnership aims at strengthening an urban social innovation ecosystem with the concrete ambition to help local public authorities to become European hubs and providers of public and private social innovation models. The partnership includes 10 cities: Gdansk (PL)-Lead partner, Paris (FR), Milan (IT), Turin (IT), Braga (PT), Barcelona (ES), Wroclaw (PL), Skane County (S), Baia mare (RO), Strasbourg (FR)
San Donà	local	GAL VENEZIA ORIENTALE (VeGAL)	Agenzia di Sviluppo del Veneto Orientale, established under the Leader Programme, is a non-profit development agency, with incorporated legal status, founded in 1995 by reputable public and private companies in the North West of Veneto. The company's mission is to work for the development of Western Venice/Venezia Orientale through inter-sectorial actions aimed at qualifying local systems, at integrating ambitious business sectors in the territory, and at strengthening local cultural identity.

		Città Metropolitana di Venezia	Since February 2016, San Donà di Piave is included in the Città Metropolitana di Venezia, the Venice Metropolitan City, which is a large area of territorial authority with statutory, regulatory, administrative, organizational and financial responsibilities
Southwark	national	LGA	The Local Government association is the national voice of local government, working with councils to support, promote and improve local government.
		NALC	The National Association of Local Councils in the UK represents the interests of 10,000 local councils and 80,000 local councillors in partnership with county associations.
	regional	London Councils	London Councils represents London's 32 borough councils and the City of London. It is a cross-party organisation that works on behalf of all of its member authorities regardless of political persuasion. London Councils acts as a catalyst for effective sharing among boroughs – be that ideas, good practice, people, resources, or policies and new approaches.
		GLA	The Greater London Authority (GLA) is a top-tier administrative body for Greater London, England. It consists of a directly elected executive Mayor of London, currently Sadiq Khan, and an elected 25-member London Assembly with scrutiny powers. It is a strategic regional authority, with powers over transport, policing, economic development, and fire and emergency planning. The GLA is unique in the British local government system, in terms of structure, elections and selection of powers.
		LGiU	LGiU is a think tank and local authority membership organisation as well as a registered charity. They are about people and the places where they live: they are about the everyday essentials that make life work – health, schools, homes, jobs, support, open spaces and the rest with a core belief that all these essentials are best when they are designed and delivered locally. They have a wide network of councils, community groups, voluntary sector organisations, businesses and others with a interest in and commitment to local public services. The work they do is driven and informed by this network. Their mission is
			to strengthen local democracy to put citizens in control of their own lives, communities and local services.
	local	Community Southwark	Community Southwark is the umbrella body for the voluntary and community sector, volunteers and social action in Southwark. Community Southwark provide a range of services all designed to equip Southwark voluntary & community groups with tools & information to make a difference in their communities. Services include consultancy, free one to one advice, forums and networks, training, emergency support schemes, community building and evaluation and impact support.
		SGTO	Southwark Group of Tenants Organisation (SGTO) is an independent voluntary organisation representing and promoting the rights of tenants and residents groups within the London Borough of Southwark. They are a non-political organisation which aims to promote the interest of local Tenants.

Civil society stakeholders

Table 2 - Initial compilation of relevant umbrella organisations & networks at pilot site level

Pilot site		Short Name	Description
Turin / San Donà	national	Labsus, the Laboratory for Subsidiarity	The initiative sees itself as a laboratory for the enforcement of a "responsible active citizenship", elaborating ideas, gathering cases and materials and promote new initiatives
		Avviso Pubblico	San Donà di Piave is member of Avviso Pubblico - Local authorities and regions together for civil training against mafia. An association born in 1996 with the aim to connect and organize local administrators who work hard to promote the culture of democratic legality into policy, into public administration and their territories.
	regional	Public policy Research Center (LaPo)	Research and training about governance and inclusive decision-making processes
Turin	local	Community Hub Network (Case del Quartiere di Torino)	The network promotes the cooperation between the Community Hubs and the local communities, in order to constantly innovate the way the territory faces challenges by answering to local needs
		MAcA – Envinment Museum	It develops environment training programs for educators and teachers as well as for educational pathways
San Donà	local	Ore Liete	This is an association of active elderly people
		AUSER San Donà di Piave	This is an association for volunteering and social promotion, committed to promoting active aging. Members are primarily older citizens who are open towards relations between generations, nationalities, and cultures.
		CFP San Luigi	This is an association focussing on education and training of young people
Southwark	national	Citizenship Foundation	The in the UK the Citizenship Foundation inspires young people to take part in society as equal members.
		Step Up To Serve	Step Up To Serve promotes social action among 10-20 year-olds. This includes activities such as campaigning, fundraising and volunteering, all of which create a double-benefit – to communities and young people themselves. Working with more than 500 business, education and voluntary sector partners have committed to embedding social action into the lives of young people.
	regional	London Funders	London Funders is the membership network for funders and investors in London's civil society. They provide a place to think, share, learn and act together to meet the needs of Londoners. They aim to equip funders with the knowledge and network they need to fund a sustainable voluntary and community sector in London. At the heart of their plans is a commitment to activity which will bring solid and tangible outcomes for its members.
		LVSC	LVSC is the collaborative leader of London's voluntary, community and social enterprise (VCSE) sector. Their mission is to champion and partner London's communities through building the capability, sustainability and impact of the VCSE sector. They build the capacity of local groups through our events and training programmes across a wide range of topics including how to build relationships with the private sector. They work to ensure that the voice of the sector in London is heard by policy makers and funders alike.
		GLV	Greater London Volunteering (GLV) is the regional partnership body for volunteering in London. Members include Volunteer Centres, large Volunteer-involving Organisations and Volunteer Development

			Agencies. They offer strategic and capacity-building support, coordinate activities and broker services to over 90,000 volunteers and over 14,000 organisations (in Volunteer Centres alone). They seek to inform and influence local, regional and national government, decision-makers and funders on the value of high-quality, coordinated volunteering activity.
		London First	An influential business membership organisation with the mission to make London the best city in the world to do business. London First is a not-for-profit organisation, entirely funded by its members. Its agenda is developed independent of party political motives or affiliations. They represent the capital's leading employers in key sectors such as financial and business services, property, transport, ICT, creative industries, hospitality and retail. Memberships also include higher education institutions and further education colleges.
	local	SSE	School for Social Entrepreneurs is a charity that supports people using entrepreneurial approaches to tackle complex social problems. Its vision is of a fair and equal society where the potential of all people is fully realised. SSE invests in individuals from all backgrounds who have practical ideas for change. It runs practical learning programmes and courses to support people from all backgrounds to realise their potential and bring about lasting social and environmental change.

Private sector stakeholders

Table 3 - Initial compilation of relevant umbrella organisations & networks at pilot site level

Pilot site		Short Name	Description
Turin / San Donà	national	ASSINFORM	The Italian Association of Information Technology enterprises
	regional	Compagnia di San Paolo Fundation	The Compagnia di San Paolo pursues socially useful objectives in order to promote cultural, civil and economic development with the income from its assets.
		CRT Fundation	Fondazione CRT is a private, non-profit organisation with full statutory and management autonomy. Its projects and resources target various sectors: from the preservation and promotion of the artistic heritage and cultural activities to scientific research; from education and training to health care and assistance for vulnerable social groups; from civil protection and environmental safeguards to innovation in local institutions and support of economic development
		Environment Park	Environment Park is an innovation accelerator for businesses looking to use eco-efficient solutions to expand their markets; a gatherer of ideas that will get businesses one step ahead and more competitive in the global economy.
		2I3T - Incubator	2i3T manages the Business Incubator and Technology Transfer process at the Università degli Studi di Torino. It focuses primarily on commercially valorising the results of academic research by creating, promoting and supporting new, knowledge-intensive businesses
		I3P - Incubator	I3P boosts innovative start-up growth, providing co-working spaces, counseling, mentorship and the possibility to collaborate with the Politecnico di Torino

Turin	local	Talent Garden Torino	TG is a community that accelerates & celebrates digital innovation. It welcomes talented individuals, entrepreneurs, investors, companies and creators
		Social Fare	Centre for Social Innovation , is a social enterprise based in Torino. The mission is to catalyse, generate and innovate solutions for the Common Good, including research, product/service design and entrepreneurial models to promote and support change and generate economic value from social value
		Impact Hub	An innovation lab, a business Incubator, a social enterprise community center. Impact Hub offers you a unique ecosystem of resources, inspiration, and collaboration opportunities to grow the positive impact of your work. Joining our diverse community of members and collaborators will inspire, connect, and enable you to develop your best work every step of the way
San Donà	local	URISE	University of Venice - With the participation of teachers from the academic world (Italian and international) and the most dynamic and reflective segments of the social enterprise and local institutions, Master U-RISE is expert in urban regeneration interventions in a critical perspective of social innovation who are capable of coordinating and activating public-private networks capable of managing the multiple dimensions of change from physical to economic, social and cultural change.
		"Giorgio Lago"	The "Giorgio Lago" Interdepartmental Research and Services Center, established by the University of Padua in 2006, is based on a network made up of four departments of the University: Economics, Sociology, History, Historical and Political Studies. The center is headed by a journalist who was for 12 years Director of "Il Gazzettino" and later a "Republican" editorialist and "L'Espresso" Group's nested heads, which disappeared in 2005.
Southwark	national	UTIKA	This Assocation has the mission to connect smaller digital, tech and IT businesses and providing a voice for the 98% of UK businesses in this sector which are classified as SMEs (small and medium sized enterprise)
		Social Enterprise UK	The organisation rund effective campaigns for its members and lobby on the sector's behalf. Carry out robust and respected research to help paint a picture of the UK's social enterprise movement working with corporate partners to broker business for its members and other social enterprises. It raised awareness of the role that social enterprises play delivering public services and build networks between social enterprises. Its members aren't just social enterprises. They also include private businesses, charities and public sector organisations who support the organisation's vision of a world where social enterprise is the usual way of doing business.
	regional / local	TFL	Transport For London (TFL) are the integrated transport authority responsible for delivering Mayor of London Sadiq Khan's strategy and commitments on transport. They run the day-to-day operation of the Capital's public transport network and manage London's main roads.
		BIC	The Big Innovation Centre exists to help businesses, public agencies and universities put their open innovation principles into practice. Acting as an open innovation hub, Big Innovation Centre convenes a network of representative global companies in every sector, plus national public agencies and some of the best universities.
		Tech City	The organisation's mission is to accelerate the growth of London and the UK's digital economy. It focuses on areas like digital skills, smart capital investment, infrastructure, international development and leadership.

Annex 6: Extract from D5.1 regarding general dissemination rules and publication policy

General principles

To avoid confusion and misconceptions and to enhance the quality of the presented material, all dissemination activities should follow a number of important principles:

- Respect Intellectual Property Rights (IPR) of all partners;
- Respect the work of all partners;
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication;
- Follow transparent procedures;
- Respect confidential results and results where commercial issues arise;
- Avoid overlapping or duplication of dissemination events;
- Clearly distinguish between results suitable for dissemination and exploitable results;
- Target the right audience;
- Always mention WeGovNow and the EC financial support to the project (see guidlines further below).

Authorship and acknowledgement guidelines

Generally, IPR issues are regulated in the Consortium Agreement signed by all partners. Further to this, the following authorship guidelines shall be applied to all publications of project results.

- All persons designated as authors should qualify for authorship, and all those who qualify should be listed.
- Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.
- One or more authors should take responsibility for the integrity of the work as a whole, from inception to published article.
- Authorship credit should be based only on substantial contributions to:
    - conception and design, OR acquisition of data OR analysis and interpretation of data OR other particularly relevant project work; AND
    - drafting the article or revising it critically for important intellectual content; AND
    - final approval of the version to be published.
- All others who contributed to the work who are not authors should be named, where appropriate and with their permission, in the Acknowledgments.
- The order of authorship on the byline should be a joint decision of the coauthors. If

an agreement cannot be found, authors should be listed alphabetically.

Moreover, all publications need to refer to the program and funding scheme.

Annex 7: Local Communication activities report

Table 1 – Organised events

ORGANISED EVENTS									
NAME OF THE EVENT	LOCATION	DATE	EVENT TYPE				THEME	TARGET	COMMENTS
			Conference	Workshop	Demonstration	Other			

Table 2 – Attended events

NAME OF THE EVENT	LOCATION	DATE	EVENT TYPE				THEME OF THE EVENT	ORGANISER							TYPE OF ATTENDANCE			DESCRIPTION OF THE TYPOLOGY OF PRESENTATION/INTE	PARTICIPANT(S)		LINK OF THE EVENT
			Conference	Workshop	Meeting	Other		Name of the organisation	Public				Private								
									Public EU	Public national	Public regional/loc	University / Research centre	Commercial	Non-profit	Other	Presentation about WeGovNow	Presentation without WeGovNow	Atendance and networking only		First name, last name	Organisation name	

Table 3 – Other disseminations activities

Pilot site	DISSEMINATION ACTIVITIES								DATE OF DELIVERY	TITLE	NAME OF MEDIUM USED (i. e. name of the local journal, etc)	KEY MESSAGE/ DESCRIPTION	TARGET	LINK
	News on the local Website	Non scientific articles	Press releases	Social media profiles	Video material	Online discussion groups	Project leaflet & brochure	Other						

Annex 2: Guidelines implementing and running local WeGowNow Pilot Twitter Profiles

Towards We-Government: Collective and participative approaches for addressing local policy challenges

Grant Agreement number: 693514

Internal Working Document

Implementing and running local WeGovNow pilot Twitter profiles

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1 Introduction

As a social media platform with millions of users all over Europe (13 million users in the UK alone early in 2017), Twitter is a helpful tool in calling attention to and informing about the WeGovNow project. With the launch of three pilots in Torino, San Doná di Piave and the London Borough of Southwark, WeGovNow pilot Twitter profiles may provide a suitable means of promoting the project on the local levels and engage a broader local public. Each pilot site team is therefore seriously to consider setting up a dedicated Twitter profile for promiting local pilot activities (D5.1). These could for instance be labelled "WeGovNowTorino", "WeGovNowSanDona" and "WeGovNowSouthwark".

The reminder of this document is intended to assist the pilot site teams with the management of localised WeGovNow Twitter profiles. The information compiled is hoped to be helpful for both Twitter beginners as well as regular users. The document may thus be read completely as introductory guidelines to managing a WeGovNow pilot profile, but it may also be read selectively by experienced users. It starts with a basic description of what Twitter is about and the potentials it generally holds for promoting the local WeGovNow pilots (Chapter 2). Next, basic guidance is provided on how individual tweets may best be designed and on which sort of content may be suitable for being disseminated via Twitter in particular (Chapter 3). Some guidance on how to deal with Twitter hashtags, handles and links is provided as well (Chapter 4). Also, information is provided on measuring the outreach of your Twitter profile. Finally, lists of hashtags and handles potentially useful in the framework of WeGovNow are annexes to the main document.

Throughout the text, **key terms** (including key functions) are marked bold and blue to facilitate selective reading. All terms relating to specific concepts and functions of Twitter in general and the WeGovNow Twitter profiles in particular are listed in the Index (p. 18). Where appropriate, examples are provided throughout the text for illustrative purposes.

2 What is Twitter?

Of course, Twitter is a social media platform. But what distinguishes Twitter from other platforms, such as Facebook? This chapter briefly characterizes key features of Twitter.

The signature feature of Twitter is the fast and limited (in message length) way of public textual communication by users (people, companies, governments, etc.), in a telegram-like fashion via tweets. Tweets are short text passages of up to 140 characters that can be complemented by pictures, links, hashtags, mentions (see below and Chapter 3) and other features. Pictures, videos and GIFs[1] are not counted as characters.

2.1 What does a Twitter profile look like and what is a stream?

Every Twitter user has their own profile. The profile page of a user can be accessed by every other user. Each profile has a specific handle, beginning with the at sign "@", followed by the user name (e.g. WeGovNow has the handle @WeGovNowEU). Handles are the unique identifiers of users; only one exists of each kind. By mentioning a profile's handle in a tweet, a link to the profile will automatically be created in the tweet (see also 3.2).

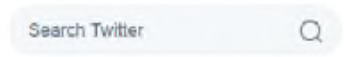
The profile of a Twitter user (above: example of WeGovNowEU) is designed similarly to a facebook profile: The top of the page is dominated by a large header picture and to the left sits a smaller profile picture. A bar beneath the header picture informs about the current number of tweets, profiles one is following, followers, likes, lists (the own profile is included in) and moments. Beneath the profile picture on the left, succinct information is presented about the user, which may include their home/location and a link to their homepage. The centre of the page shows the tweet stream of the profile. A profile's tweet stream lists all tweets linked to the profile in chronological order (the latest tweet on top).

[1] The Graphics Interchange Format (GIF) allows for the short and repetitive animation of a picture. An example would be the animation of exploding fireworks at the end of a presentation.

This includes both the profile's own tweets/retweets and tweets by other users linking to the profile via the profile's handle. It is possible to scroll down from the latest tweet to the very first tweet the profile ever published, or "tweeted". **Retweeting** simply means to tweet someone else's or one's own tweet again, sparing the effort to write the same or a similar tweet anew.

A more interesting stream (or feed) is accessed by a click on the "Home" button in the upper left corner of each profile page. Here, all tweets and retweets by your own profile and profiles you are following are displayed in real time, the top tweet being the most recent and so on. The higher the frequency of tweets at a time, the faster the feed moves through as new tweets are displayed on top. Above the top tweet, it is possible to enter and publish a new tweet in an input field.

Next to the home button you find the notifications button. Here, you will receive notifications on all interactions happening with your profile. This includes replies, likes and retweets of your tweets, mentions (see 3.2) of your profile by other users and more.



At the top of your Twitter page on the right hand side, you find a search field. Here, you can enter profile names, handles, hashtags or just key words and find all profiles and tweets on twitter relating to your search term (see also Chapter 3).

2.2 How can a Twitter profile be useful?

Twitter is not designed to share more comprehensive information through longer texts, as it is possible for example to share on Facebook. It is rather a **fast-paced news feed**, and if utilised accordingly, may efficiently support the advertisement of a company, a product, or a project like WeGovNow, especially by maintaining a direct connection to homepages and other means of more thorough informative content via links. However, in contrast to some other social media platforms, like Instagram, the main form of communication on Twitter remains textual, whereas visual supplements and aids (photos, videos, gifs) now and then are nevertheless highly advisable (see below).

As all social media, Twitter is not designed to simply offer users a platform to publish content as a one-way street of communication, but it is an **interactive medium**. In addition to tweeting, users are required to react to tweets and interact with other users via replies, retweets, likes, link clicks and more. For the publicity of products, such as the WeGovNow project, these functions may be especially helpful to get in direct contact with an interested broader public, receive feedback and answer questions.

3 Tweets

Twitter has become a publicity instrument for many companies and organisations worldwide. Therefore, thorough research has been conducted on how to use a Twitter profile most efficiently to reach out to as many users as possible. In this chapter, main results are summarized in rough guidelines on how to manage the tweets of a Twitter profile with minimum effort to generate maximum outreach (see how & when to tweet). In addition, some suggestions were compiled as to what information WeGovNow pilot profiles could specifically provide for their followers (see what to tweet).

3.1 What to tweet – some suggestions

For the dissemination of the WeGovNow pilots, two lists were compiled (see below) concerning possible topic areas for tweets both on the project and on related projects, profiles and news. As a general guideline, it is advisable to allocate 20% of the tweets to the project, and the other 80% to other (related) issues, to keep it interesting for followers. This distribution and the lists are of course mere suggestions and open for adjustments in order to adapt tweets always to the relevant context (e.g. on distribution 20/80: If new information on the pilots is available, it might be reasonable to send out most tweets about WeGovNow news for one day/several days; if no new content is available, it might be plausble to mainly focus on other issues for a while).

Possible (regular) information on the WeGovNow pilots:

- Some time prior to pilot launch: countdown for launching of pilots (raising awareness for project & inform citizens of cities: if possible via government profiles, via public groups' profiles, etc.
- (regular) updates on pilot websites (launching the pilot websites, new features on the websites, numbers of users, small errors when they occur and when they are fixed etc.)
- (regular) introducing individual features of the local pilot platforms (tweeting pictures of single ready and tested aspects of the map(s) with a picture (as in "With WeGovNow, you can access (insert function) with one click.")
- Events on WeGovNow: Local and international (conferences, publicity events, team meetings etc.)
- (regular) "facts"/"funfacts"/"quickinfos"/... about key concepts behind the idea of WeGovNow (e.g. funcionalities provided by the local WeGovNow pilot platform, use cases implemented and the like) and how the project intends to support innovation in related processes (also look at (old and new) tweets by WeGovNowEU on general topics and reuse content)
- (regular) suggest a visit to the WeGovNow homepage (maybe once in a week or in 2-3 weeks, and include link, either just indicating content, or asking for opinions, suggestions for improvement, etc.)

Possible (regular) information on profiles/issues/news other than (but related to) WeGovNow and/or your municipality/region:

- (regular) retweets of tweets by relevant profiles (local community profiles, partner projects of WeGovNow, tweets by locals about WeGovNow etc.)
- Inform about local events (if possible fitting the context, e.g. promoting digitalisation in the area)
- Celebrate (local) holidays
- (regular) take part in Twitter hashtag trends (e.g. #FollowFriday)
- (regular) call attention to articles/studies on related topics/concepts (e.g. civic participation, information and communication technology (ICT) – improvements/research; also look at (old and new) tweets by WeGovNowEU on such topics and reuse content)
- Take part in trending topics, with still some connection either to WeGovNow or to your municipality (e.g. on 1st of August -> #WorldWideWebDay; maybe link an article, a small game, etc.)
- If available, fun tweets that are fitting the context (comic strips, videos, small online games)
- A citation once in a while? (if not too tacky)

As stated above, these topic areas shall simply function as suggestions; both lists are open ended and other topic areas may be deemed appropriate in a given local context.

While the WeGovNowEU profile will focus on promoting the project in general to a broad European public, advertising the theoretical concepts behind it and keeping up news about related projects, keyconcepts and EU profiles, WeGovNow pilot profiles are supposed to promote the pilots to the local public, by mainly promoting their individual pilot websites, advertising features of the project to the local communities and keeping up news about local events, profiles and projects in the national languages. At the same time, it is desirable to develop and maintain a **regular exchange** between the WeGovNowEU profile and the WeGovNow pilot profiles. It should be easily understandable for every visitor of one of the four profiles, that WeGovNow is a European project and that WeGovNowTorino, WeGovNowSanDona and WeGovNowSouthwark are local pilots, and visitors should gain an impression of ongoing exchange between the profiles.

This exchange may be accomplished by tweets on both sites referring to the other profiles (referring to the WeGovNowEU profile by the pilot profiles and vice versa, via hashtags and mentions (see Chapter 3)). As tweets from WeGovNowSouthwark will be in English anyway, understandability by followers on both sides should be a given. Throughout the public communication between WeGovNowEU and WeGovNowTorino & WeGovNowSanDona, it would be supportive to the cause of giving both local and international followers access to the exchange betweet the profiles, to **switch languages** once in a while in tweets referring to one another (tweets e.g. on info/greetings by

WeGovNowEU to WeGovNowTorino and/or WeGovNowSanDona in Italian, and vice versa in English).

This summer (2017), the consortium meeting of all WeGovNow partners took place in San Donà. Tweets between WeGovNowEU and WeGovNowSanDona could have called followers on both sides to attention (if Twitter pilot profiles had already been online):

WeGovNowEU: Consortium meeting with all #WeGovNowPartners @SanDonaOfficial. Guardando in anticipo per lanciare @WeGovNowSanDona nel mese di gennaio!

WeGovNowSanDona: @WeGovNowEU Happy to host the consorium meeting! We are excited to launch #WeGovNowSanDona in January! #WeGovNowPartners #WegovNow

Both profiles mention the other profile in their tweets (via handles, see 4.3), demonstrating a direct exchange to their followers. The tweet by WeGovNowEU is partly in Italian, so that Italian followers of WeGovNowSanDona will understand the greetings regardless of their English skills. The tweet by WeGovNowSanDona is in English, so that non-Italian followers of WegovNowEU will be able to understand it. Regular tweets of that kind by all WeGovNow Twitter profiles will give followers the impression of an ongoing exchange within the project. As this exchange happens openly on Twitter, it furthermore enables citizens to take part in the conversation, reply to and comment on tweets.

3.2 How best to design tweets

A number of suggestions can be found online on how best to design tweets. Many are based on research that shows how specific aspects of tweets statistically influence their popularity (measured in interaction such as retweets, likes, etc.). For example, tweets of a length of 71 to 100 characters are statistically more popular than longer or shorter tweets. Suggestions are summarised in the following list:

- Avoid jargon and stay professional, but not formal
- Incorporate humour, inspiration and newsworthy content
- Use imperatives and superlatives
- Use more verbs and adverbs, less nouns and adjectives
- Capitalise first letters of words in a headline
- Use how-to phrases, explaining a process/teaching a skill
- Use visuals (photos, graphs, videos, GIFs etc.)
- Use hashtags, but generally no more than 2-3 per tweet
- Include max. 3 links per day
- Refer directly to audience ("Do you know ...")
- Openly ask for followers to retweet important news
- Stay in the range of 71-100 characters

As in 2.1, this list provides guidelines that are accordingly not mandatory, and must certainly not be observed all at once or all the time. Sometimes, it may even be more sensible explicitly not to adhere to them. If you wish to inform followers on a specific new feature on the WeGovNow pilot platform for instance, and it takes roughly 140 characters to communicate it, it is not reasonable to shorten the message and loose valuable information; after all, 140 characters is not much. But if one drafts a tweet that is clearly longer than 100 characters, is does make sense to consider the intended message for a moment to make sure you did not use unnecessarily long phrasing. Take this example of a tweet referring to an article that was published on the EU Commission's website, on the general aims of the Horizon 2020 programme, mentioning WeGovNow and other projects in the end:

Do you know the #EUCommission's #H2020 projects to improve #OpenData, #OpenService and #OpenProcess for #OpenGovernment? https://ec.europa.eu/digital-single-market/en/ict-enabled-public-sector-innovation-horizon-2020 #WeGovNow

[*131 characters without link*]

Instead:

#WeGovNow is one of many #H2020 projects supporting #innovation in #eGovernment: https://ec.europa.eu/digital-single-market/en/ict-enabled-public-sector-innovation-horizon-2020 #ICT #FutureOfEurope #WeGovernment

[*117 characters without link, plus phrasing and hashtags focus on WeGovNow project*]

The second version is preferable to the first in its focus and in its informational content being more condensed. Still, there are more hashtags involved than generally advisable (2-3, see above), although more fitting hashtags were chosen for the 2nd version (on hashtags see also 3.1 and Appendix 1). Here, it was deemed more important to connect this tweet to a variety of more and less popular hashtags than to abide by this particular guideline.

3.3 When to tweet and suggestions on tweet management strategies

Similar to articles on how best to design tweets, some suggestions can be found online on when best to tweet. Again, these suggestions are based on research that shows how specific tweet activities statistically influence the outreach of a profile positively (measured in interaction such as retweets, likes, etc.):

- Gernerally keep up a regular stream of tweets to stay constantly visible (4-5 tweets per day statistically have the highest tweet/retweet raito)
- Tweet during all days of the week, including weekends (but less on weekends)
- Tweet between 8am and 7pm, esp. between 1pm and 5pm, on Fridays not later than 3pm
- Also include early tweets for early birds on some days (6-7am)

These guidelines must of course be adjusted to the time and effort you are willing and able to invest in the profile. As Twitter is an interactive platform, the **umbrella guideline** is always to be only as active with tweets as you can be interactive when users react to your tweets. For instance, if you set out 5 tweets a day, but only have time to check on comments or replies once a week, there would be too much of an imbalance.

Regularity here means regularity on a daily basis. That can be roughly 5 tweets a day or one tweet every 3 days. It should merely be avoided to tweet a lot very irregularly and then stay completely silent for longer periods of time, as Twitter streams are in essence fast-paced news feeds (see Chapter 2), and in consequence, regular news is what users expect.

To simplify guidelines on tweet management, 3 basic strategies were distinguished, that may be applied individually or simultaneously:

1. Regular tweets

To ensure that your profile keeps up a regular stream of tweets (be it one every other day or 3 every day), it is convenient to plan tweets ahead for one or more weeks. This allows for a closer monitoring of what tweets are about in a given period of time. It also involves only one single effort in drafting a number of tweets, that may then be installed via supportive software (see 3.4 below), so that you do nat have to tweet manually every day or even several times a day. If you will combine this strategy with one or both of the subsequent two, it is explicitly advisable to plan tweets ahead with this strategy on topics other than WeGovNow, as the other two strategies forcus primarily on direct project dissemination.

Note: You still have to visit your profile to keep up interactivity, which can only be done manually, but you do not have to visit it as regularly. Also, programming tweets ahead may be useful for the weekends or for holidays, when you will not be online.

2. Spontaneous tweets

While these guidelines are written for teams with little Twitter experience, it may of course be possible than you have people on your team who are already using Twitter. In this case, they are probably used to tweeting (manually) and keeping up interactivity throughout the day. If applied to the WeGovNow pilot profiles, this can add a lot of **authenticity** to them. Moreover, it should generally always be considered to tweet about events/ideas/news when they come up (if convenient) and personalise spontaneous tweets, e.g. by taking a photo. So if you are promoting the WeGovNow pilot for your city in the streets or at an information event, take a quick picture and tell your followers live what you are doing. This is exactly what Twitter is ideally made for.

3. Tweet campaigns

The third suggestion for tweet strategies is planning not only single tweets ahead, but tweet campaigns[2] on specific topics over a designated period of time. These topics may concern anything relating to the WeGovNow project in general or the pilot running within your municipality. You could for instance promote the pilot by introducing individual aspects/functions on the platform that are intended to improve the citizen - government communication in your city. Or you could introduce your team that is responsible for the pilot and communicating with local users. Both campaigns would stretch over days or weeks, with one or more tweets per day, depending on the content. Campaigns can thus also be easily planned ahead and installed via supportive software (see 3.4 below).

3.4 Supportive freeware

As stated in 2.3, active private Twitter users mostly tweet manually and directly via Twitter. This leads to spontaneous tweets and interactive communication alike, which is certainly the most authentic way of managing any profile, be it private or professional. However, it may not always be feasible to manage a profile that way or only that way, especially if the management is carried out by people who are no Twitter users themselves and who are not accustomed to tweeting regularly on a daily basis. Also, especially for professional profiles, it may be advisable to implement a regular management system for tweets to keep an overview over what is tweeted and when, to disseminate a product more purposefully over longer periods of time. To plan tweets ahead to keep up with regular content or to plan tweet campaigns ahead, supportive software can provide useful tools.

There are many software programmes available to assist in tweet management. For the purpose of WeGovNow, empirica tested several freeware options, and the freeware version of Hootsuite was considered the most convenient one. Should you generally decide to use supportive software, there are other freeware and commercial solutions which may naturally be used alternatively. In the following, we describe Hootsuite as an example on features generally provided by such software.

Hootsuite™

Hootsuite is a useful tool for advance planning. The freeware version is available for the management of up to 3 social media profiles. Register for the free version of Hootsuite while you are logged in to Twitter. It is necessary to allow the application a number of access rights to your Twitter profile, as it is supposed to tweet instead of the user (only pre-planned tweets). Hootsuite will automatically add the Twitter profile you are currently logged into to your personal list of social media profiles to manage. Now, you have access to all the freeware management functions. The app is able to create some basic descriptive

[2] The term "tweet campaign" as it is used here does not describe a general Twitter concept, but simply a tweet management strategy devised for the purpose of the dissemination of WegovNow.

statistics and also offers some other functions, but this chapter will only focus on tweet management.

Tweets can be entered into the input field on top of the page. The input field automatically counts characters and indicates when the maximum number of 140 is exceeded. If a link is included in the tweet, it must be shortened. For this purpose is must be copied into the small input field below the main one (see snap shot below). A button appears, to carry out the process, and the shortened link appears in the main input field. When everything is arranged as it should be, you may choose between tweeting immediately, saving the draft and planning in advance. To activate the option to plan in advance, a date and a time in the calendar must be set (access via calendar symbol below input field, on the right side).

When you have planned tweets ahead, they are listed in the Publisher, to be reviewed, changed or deleted at any given time. The Publisher can be accessed on the left hand side toolbar on Hootsuite, by clicking on the following symbol:

Tweets can also be saved as drafts (without publishing time) to view again later, or entered to be tweeted immediately. You can take a look at your saved drafts via the Publisher as well. Immediate tweets are self-explanatory and can of course also be entered directly via your Twitter profile, so this function will not be further discussed.

Hootsuite does not take on the task to generate tweets. It is generally not advisable to fall back on software that creates tweets automatically; keeping a profile authentic is vital. However, Hootsuite allows for planning tweets ahead for weeks or months. This renders it unnecessary for users to be online several times a day or even every day, and also helps with specifically planning the content of tweets over a set period of time. Especially when implementing the strategies for regular tweets and tweet campaigns as described in 2.3, Hootsuite may be a very helpful tool.

4 Hashtags, handles and links

If you are new to Twitter, using hashtags, handles and links in tweets may need getting used to, also regarding the maximum character lengths of tweets (140). This chapter will provide you with information on what hashtags and handles are, what happens when you include them in tweets and why it is useful and advisable to do so. Generally speaking, your tweets appear in your home news feed and on your profile, as well as in the tweet streams of your followers. This outreach may be augmented by adding hashtags and handles (see below). Illustrative lists of potentially useful hashtags and handles for the purpose of promoting the WeGovNow pilots can be found in Appendix 1 and Appendix 2.

4.1 Using hashtags

Hashtags are keywords or phrases indicated by the hash symbol (e.g. #WeGovNow). On social media websites, hashtags that are included in texts (tweets on Twitter), automatically create hyperlinks when the text is published. Users can then click on the hashtag and get access to all texts featuring that specific hashtag. On Twitter, this means users get access to the specific tweet stream of a hashtag. The more a hashtag is used, the more content is added to its stream (see example of #WeGovNow stream below).

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There are lesser known hashtags, like those of WeGovNow (as the number of followers is currently about 120), and more popular ones. The most **popular hashtags** on Twitter become **trending topics** and are internationally used with high frequency, often for a limited period of time. Including one or more relatively or very popular hashtags into a tweet means that the tweet appears in the relevant (popular) tweet stream, and users scrolling through this stream will come across your tweet, too (e.g. #EUeGovPlan, #H2020Future, or #Innovation). This way, a broader audience may be reached, often resulting in more profile visits and sometimes in new followers. To get an idea of how actively a hashtag is being used, you can simply take a look at the hashtags stream yourself (by clicking on the hashtag in a tweet or inserting it in the search field). A list of more popular hashtags, that one way or another connect to WeGovNow, can be found in Appendix 1, as well as other helpful hashtag lists.

By the way, a **misspelled hashtag** still creates a hyperlink, but your tweet will not appear in the tweet stream you aimed at (every specific hashtag has its own stream; a tweet with a misspelled hashtag might then be the only tweet in this hashtag's stream). The same caution is advisable for varying American and British English spelling (e.g. there are both #GetOrganizedDay and #GetOrganisedDay). Just check both hashtag streams and see which one is more active (in this case, there is no clear difference, so both would generate similar effects in outreach).

4.2 The 6 WeGovNow hashtags and how to employ them

WeGovNow is a project known to a relatively small group of people specifically interested in ICT and eGovernment (in comparison to all EU Twitter users). The **six hashtags referring to WeGovNow** have so far only been used by profiles directly connected to the project (the WeGovNowEU profile and individual people and partners working on WeGovNow). Therefore, most users coming across them in tweets will not know what they are specifically referring to. We need to ensure that by clicking on our hashtags, users will easily understand our main message or the main focus of the project by a quick scroll through the tweet stream. That is why we highly recommend that all WeGovNow related profiles use the WegovNow hashtags in similar ways. There are two general hashtags, #WeGovernment and #WeGovNow, and one for referring to all partners working on the project, #WeGovNowPartners. As mentioned in the introduction to this document, it is proposed to introduce #WeGovNowTorino, #WeGovNowSanDona and #WeGovNowSouthwark soon, in preparation for the launch of the pilots. Below, you will find a short proposal on how to use each individual hashtag in the most beneficial way.

#WeGovNow

The main project hashtag should be added to every tweet informing about the project in general. While the use of the other 5 hashtags may be more optional depending on the context (see below), it is vital to attach the project's hashtag to every tweet informing about the project to include the tweet to the #WeGovNow tweet stream, so that users

clicking on that hashtag will find a stream comprising all information on WeGovNow that exists on Twitter.

#WeGovernment

While #WeGovNow names the project, #WeGovernment describes the broad concept behind WeGovNow, namely a close government-citizen collaboration and a bottom-up approach in political decision making. This allows for a broader application of the hashtag. You may attatch it to tweets concerning WeGovNow (also, if the character count allows for it, in addition to the #WeGovNow hashtag), and also to tweets informing about the general concept in relation to other projects. If you inform your followers for instance that your country or region implements a digital tool to improve government-citizen collaboration in some way, you may well add the #WeGovernment hashtag (while the #WeGovNow hashtag does not fit if the tweet does not directly concern our project).

#WeGovNowPartners

This hashtag refers to all consortium partners of WeGovNow, including the participating municipalities, universities and commercial partners. If your tweet concerns one or more partners of WeGovNow and the character count allows for it, add this hashtag.

#WeGovNowTorino #WeGovNowSanDona #WeGovNowSouthwark

The three WeGovNow pilot hashtags are proposed to explicitly refer to the WeGovNow pilot at each individual pilot site. Please add it to tweets concerning your (or the other municipalities') specific pilots (if the character count allows for it). The WeGovNowEU profile (and the other pilot profiles) will also use your hashtag when tweeting about your pilot. Additionaly, if you reach a number of citizens following you, some will hopefully pick up your hashtag when commenting on your pilot and sharing their experiences. All in all, we want to fill your specific WeGovNow pilot hashtags with as much content as possible, so that local Twitter users may get an easy and comprehensive overview by scrolling through your hashtag's stream, similar to the general overview we want to give with the #WeGovNow hashtag.

Whenever you tweet about the project, please add at least one, but if possible more of these 6 versions to your tweet (concerning context and character count); whichever fit(s) the content of your tweet best. Also, when you are referring to any content that is somehow related to WeGovNow, add the #WeGovNow and/or #WeGovernment hashtag(s) if possible. This way, you continually add content to the WeGovNow hashtag streams. But be also careful to actually include some informational value in your tweet. Only tweeting a number of hashtags, for instance, will not be interesting to our audiences. As only project-related profiles currently add content to these hashtags, it is vital not to start using more variations, to maximise content input for a limited number of WeGovNow hashtags

4.3 Using handles

Handles, as explained in Chapter 2, are unique identifiers of profiles, always beginning with the @ sign followed by the user name. The WeGovNow handle is @WeGovNowEU. If a

handle is included in a tweet, it creates a link to the profile. Users can then access the profile by clicking on the handle. A **mention** is a tweet including a handle. All handles referring to profiles that relate to WeGovNow are listed in Appendix 2. To find handles and get in contact with profiles in your local communities, you will have to search for them via the search field.

When you mention another profile (e.g. of a partner organisation/city/university of WeGovNow) via their handle, you can include the handle wherever you want, for example directly embedding it in your formulation (e.g. "Check out our partner organisation @FunkaNu") or put it after the name (e.g. "Check out our partner organisation Funka Nu AB @FunkaNu") or in the end of the tweet, thereby especially calling the specific profile to attention (e.g. "We had a great meeting with our #WeGovNowPartners @FunkaNu @GIScienceHD"). The option of first calling the user by their name and then adding the handle may be useful especially when the handle does not represent the full name of the organisation/city/university/other written out (as for example DigitalSingleMarketEU @DSMeu), but only of this does not exceed the overall character maximum of 140.

As with hashtags, it is important to watch the **spelling** when it comes to handles. Only correctly spelled handles create links in tweets. When a handle is misspelled, it does not create a link and simply shows as normal text. For example, mentioning @WeGovNowEU would create a link, but @WeGovNow or @WeGovNow would not.

When you tweet out a mention, your followers will see it. It will also appear in your home stream and in the stream on your profile page. The tweet will only appear in the news feed of the user you mentioned, if this user in following you. Otherwise, the user will receive it solitarily as a notification (see 1.1). They can choose to reply or retweet, which would then be visible to their followers (including your original tweet). This also means that you will not automatically see all mentions of a profile (by others) on the profile's page, but only those mentions they chose to retweet or respond to. You can search for mentions of a profile via the search field (see 1.1), by searching for the profile's handle. You will then see the profile as well as all tweets that mentioned it.

4.4 Using links

Links (URLs) are often rather long. Twitter therefore automatically adjusts links you include in tweets to a length of **23 characters**. This way, longer links do not add considerably to the character count or even exceed it. But this also has a disadvantage, as even links that are shorter than 23 characters will be adjusted. When you are drafting a tweet, you can therefore always count 23 characters for every link you include. If you are using a software to plan your tweets ahead, it will also have a function to shorten your tweets. For this function in Hootsuite, see 2.4. Statistically, link clicks go down when you tweet more than three links in one day (see 2.2).

5 How to measure outreach

Measuring the outreach of your Twitter profile is not as straightforward as measuring the outreach of a homepage. However, in contrast to the information value on the outreach of a homepage, Twitter provides its users with a wide variety of information on their followers and organic audience (number of profiles who get a tweet impression of one of your tweets, see below). On the one hand, this information is helpful for the assessment of the overall project dissemination of WeGovNow. On the other hand, regularly analysing your outreach may help you in improving the management of your Twitter profile over time. Outreach, related terms, and how you can gain a first overview via your profile page are discussed in section 5.1. Next, section 5.2 offers an introduction to three freeware options that are being used to analyse the outreach of WeGovNowEU.

5.1 Outreach on Twitter

A Twitter profile represents one active user in a large, interactive network of active users. Similar to a homepage, it is possible to count profile visits, followers and tweets, but it is also necessary to take into account more interactive functions, such as retweets and likes, as well as link clicks, hashtag clicks, profile mentions, replies and tweet impressions to draw a more conclusive picture with regard to the overall reach of a profile. In short, it is necessary to examine not only the more passive access of users on/related to a profile (number of followers, profile visits, tweet impressions), but also the interactive communication between the profile and other users.

Some numbers on features listed above can easily be found on the profile page, on the bar beneath the header picture (see 1.1). The following example is taken from the WeGovNowEU profile.

Tweets	Following	Followers	Likes	Lists	Moments
242	113	116	53	2	1

On the left, you see the number of tweets you published since launching your profile. This also includes retweets of tweets by other profiles. It is a first indicator on how active a profile is. As long as the tweet button is highlighted, whether you are on your own profile or on another, you see the profiles tweet stream below the bar. By clicking on the other options, you can respectively take a look at the profiles you (or another profile) are following, the profiles that are following you, all tweets you liked, the profile-lists you are part of, and the moments you created (collage of tweets on a specific topic, e.g. WeGovNow consortium meeting in San Donà 2017).

The most interesting number on that bar may be the number of followers (third from the left). Profiles that follow you will see your tweets and retweets on their home streams in real time (see 1.1). They are your direct audience, as long as they are online. Even when they are not online, they may later see your tweets while scrolling through their home stream; the larger your audience, the higher the probability that one or more profile(s) will

react to your tweets. Exactly how many users interacted with one of your tweets you can see by clicking on the following symbol beneath that specific tweet:

If your tweets are **retweeted**, they additionally reach the audience(s) of the profile(s) that did the retweet. Usually though, only a fraction of your followers will react to your tweets. Therefore, another interesting number to look at is the number of tweet impressions.

Tweet impressions count the number of times your tweets appear on the streams of other accounts, without validation as to whether they have been read or not. You can see the tweet impressions of your profile for every day of the past week below the bar (beneath the header picture) on the right hand side of your profile page in the form of a bar chart. The number of tweet impressions for a day is usually rather high, in comparison with the number of your followers and in contrast to reactions to your tweets. Your number of followers, the number of interactions of other users with your daily tweets and the number of tweet impressions together may give you an insight into the reach of your tweets and eventually of your profile.

If some of your tweets are particularly **popular**, you could then try to find out what differentiated them from your less popular tweets (in content, see 2.1; form, see 2.2; timing, see 2.3, etc.) and apply these experience values to your future tweet activity to optimise your tweet reach.

5.2 Supportive freeware

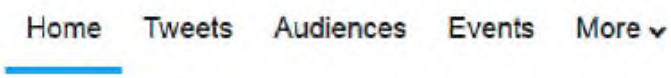
This chapter will introduce you to three freeware programmes to analyse the outreach of your profile: Twitter Analytics, TweetReach and Twitonomy. Most likely, not all of them will be necessary for your purpose. Additional programmes can easily be found online.

Twitter Analytics is a freeware programme provided by Twitter for all users. It will provide you with a basic overview over your profile's activity and outreach and generate some descriptive statistics. You can access it via your profile by clicking on the profile and settings button (see below) in the right upper corner. The button shows your profile picture. Select the fifth option, Analytics.

Now you get a first overview over your outreach of the last 28 days and a comparison to the previous 28 days in percentages. The following example is taken from the WeGovNowEU profile.

Tweets and tweet impressions of course reflect your activity on your profile. If you tweet more, your will reach more users and your tweet impressions go up accordingly. The more impressions your tweets trigger, the more users will possibly visit your profile and thus your chances are higher to gain new followers. Still, over time, these numbers will fluctuate naturally and at some point, it is very likely that you will reach a **natural maximum** (of followers and all other numbers accordingly), regarding the very specific content of your profile. Not all citizens of your community have a Twitter profile, and of all of those who have, you will not be able to intrigue every single one into following your WeGovNow(City) profile.

By scrolling down your homepage on Twitter Analytics, you will get an overview over your profile's performances for every month since you launched your profile. To access graphs and charts on your tweets, audience and more, you can navigate through Twitter Analytics via a bar at the top of your page, on the left side:



For the bar chart on your tweets and tweet impressions, you can manually adjust what specific period of time you wish to look at. The maximum time span amounts to three months at a time. You may get insight into the demographics (age groups, gender etc.) of your followers, your organic audience (impressions) and all Twitter users for comparison. Generally, Twitter analytics is a handy freeware programme to equip you with basic numbers and charts on the activity and outreach of your profile. Still, it has some limitations, as the time span restrictions for the tweet overview. Other freeware programmes may provide additional insight.

TweetReach shows you a more thorough overview over the reach of tweets of the past days or week. You need to create a profile (free of charge) to access this function fully. Then you can either take a look at your own tweets, tweets of other profiles, specific hashtags or profile mentions. The software may be explicitly useful for examining what features of your tweets yield the most outcome (in reach), or which tweets of other profiles are the most popular, to improve your tweet management. TweetReach also provides you with a list of your most influencing **contributors** (also **influencers**), while Twitter Analytics only shows you your one top contributor per month. The list of TweetReach shows you which users (including yourself) generated the highest number of tweet impressions on a specific hashtag or mention during a specific time span. On the one hand, this number depends on how often the user tweeted referring to the specific

hashtag or profile. On the other, it depends on the number of followers they have. A user with 100 followers will need roughly 10 tweets to generate as many impressions as a user with 1000 followers will generate with 1 tweet. This list of influencers helps you to identify which profiles are the most promising when you wish to increase your outreach. If you direct a tweet at your top influencers (by mentioning them, see 3.2) once in a while, it heightens the chance for them to retweet it and thus share it with their large audiences.

Twitonomy offers you a number of descriptive statistics on your Twitter profile in its freeware version. As with TweetReach, you have to allow the software access to some information of your profile. Twitonomy also provides a detailed overview over tweets (e.g. average per day, average of retweets, number of mentions, link clicks etc.). It offers a complete overview over the tweet history of a profile, a feature that is neither included in Twitter Analytics nor in TweetReach (only provide overview over tweets for a specific maximum time span). Tweetonomy further shows which tweets generated the most retweets, replies, favorites and mentions and which hashtags were used most frequently. Finally, it offers a practical overview over the locations of all useres who mentioned your profile. This list may support a detailed description of the geographical dissemination of your profile's audience together with the demographic data (on nationalities) of the follower audience provided by Twitter Analytics.

Further reading suggestions

Using Twitter: Learn the basics to help you make the most of Twitter,
https://support.twitter.com/categories/281#.
Types of tweets and where they appear,
https://support.twitter.com/articles/119138#.
A scientific guide to writing great tweets,
https://blog.bufferapp.com/writing-great-tweets-scientific-guide.

Appendix

Appendix 1: Lists of Hashtags

In this appendix you will find 4 lists of hashtags that you can preferably use in tweets, while you are of course free to use as many others as you like. Always be careful to spell hashtags correctly. The 1st and fixed list shows you the 6 WeGovNow hashtags in use. Please add at least one of them to every tweet explicitly about WeGovNow, and otherwise to as many of your tweets as possible (see 4.2). Lists number 2, 3 and 4 are open ended. List number 2 lists a number of common Twitter hashtags for specific days of the week with brief explanations. Number 3 is an alphabetical account of all kinds of (popular) hashtags on concepts and key terms related to WeGovNow in one way or another. Number 4 shows days, weeks and months of the year raising awareness to specific topics, to provide you with inspirations for tweets all year round.

Please be especially aware of the **fixed number** of WeGovNow hashtags, to avoid adding versions, and thereby unintentionally creating a greater variety. The more tweets refer to a specific hashtag, the more content is added to the stream referring to that specific hashtag. It is desirable to add as much content as possible to as limited a number of WeGovNow hashtags as possible over time.

1 WeGovNow hashtags (fixed list)

#WeGovNow
#WeGovernment
#WeGovNowPartners
#WeGovNowSouthwark
#WeGovNowTorino
#WeGovNowSanDona

2 Hashtags recommended by the PO (fixed list)

#H2020 (helps EU to track and retweet project tweets)
#InvestEUresearch (helps EU to track and retweet project tweets)
#EU-funded (suggested by PO if deemed appropriate)
#research (suggested by PO if deemed appropriate)
#science (suggested by PO if deemed appropriate)

3 Common Twitter hashtags on weekdays (open list)

#MotivationMonday	(May concern anything; resolutions for the week?)
#ThursdayThoughts	(May concern anything, ponder away)
#ThankYouThursday	(Thanking anyone who deserves it; partner projects after finishing pecific parts of the project, project managers, ...)
#FactsheetFriday	(not too popular; tweet a fact related document, a list of something, a brochure etc.)

#FollowFriday	(Advise your followers to follow another user by mentioning their handle in a tweet, e.g. Follow @EU_Commission. Stay informed. #followfriday)
#OnThisDay	(Refer to an event that happened on this date a year/several years back, e.g. Queen Victoria began her reign **#OnThisDay** in 1837, or e.g. **#OnThisDay** Steven Spielberg's JAWS was released in 1975)

3 Popular hashtags on concepts/entities/days/... related to WeGovNow (open list)

#Citizens	
#CoE	(Council of Europe)
#DigComp	(digital competence: Digital Competence Framework for Citizens by EU Commission)
#DigitalSkills	
#DSI	(digital social innovation)
#Economy	
#eGov	
#eGovernment	
#eServices	
#EU	
#EUCO	(EU Commission)
#EUCommission	
#Europe	
#FutureOfEurope	
#H2020	(Horizion 2020, the EU Framework Programme for Research and Innovation)
#H2020Future	(popularly used in reference to H2020)
#ICT	(Information and Communication Technology)
#Innovation	
#InternetOfThings	
#InternetSafety	
#IoT	(Internet of Things)
#LiquidFeedback	
#NGI	(Next Generation Internet)
#OpenData	
#OpenDemocracy	
#ResearchImpactEU	
#SanDona	
#Southwark	
#Torino	

4 Calendar: Recurring days/weeks (open list)

Annotations as to what the day is about (if unclear) are provided in brackets. These hashtags may be included in tweets to reach a broader public and to connect WeGovNow topics to larger areas of interest (or to generally sympathise, e.g. #WorldRefugeeDay or celebrate, e.g. #EuropeDay).

This list is missing days that are specifically important in your country and/or in your region, so please feel free to add them! (e.g. holidays, anniversaries, days of remembrance etc.)

January	#GetOrganizedMonth / #GetOrganisedMonth / #CreativityMonth / #CleanUpYourComputerMonth	
January 2nd	#MotivationAndInspirationDay	
January 9th	#CleanOffYourDeskDay	
January 27th	#InternationalFunAtWorkDay	
January 28th	#DataPrivacyDay	
February 1st-2nd	#DSIFair(year)	(Digital Social Innovation Fair)
February 7th	#SaferInternetDay / #SaferInternetDay(year) / #saferinternetweek(year) / #SID(year)	
February 13th	#CleanOutYourComputerDay	
February 16th	#InnovationDay	
February 22nd	#WorldThinkingDay	
February 23rd	#DigitalLearningDay	
March 3rd	#EmployeeAppreciationDay	
March 14th	#InternationalAskAQuestionDay	
March 16th	#FreedomOfInformationDay	
March 18th	#CompaniesThatCareDay	(Promoting companies behind projetct's workethics)
March 31st	#WorldBackupDay	
April 21st	#WorldCreativityAndInnovationDay	
April 26th	#GetOrganizedDay / #GetOrganisedDay	
May 5th	#EuropeDay	(Council of Europe)
May 9th	#EuropeDay	(European Union)
May 17th	#WorldTelecommunicationsDay	
May 18th	#GlobalAccessibilityAwarenessDay	
May 19th	#InternationalVirtualAssistantsDay	
June	#PrideMonth	
June 15th	#WorldElderAbuseAwarenessDay	(alternative hashtag #WEAAD)
June 20th	#WorldRefugeeDay	
June 20th	#WorldWifiDay	
June 23rd	#PublicServiceDay	
June 30th	#SocialMediaDay	
July 1st	#InternationalJokeDay	
July 6th	#TakeYourWebmasterToLunchDay	

July 12th	#SimplicityDay	
July 27th	#TakeYourHouseplantForAWalkDay	
July 28th	#SystemAdministratorAppreciationDay	
August 1st	#WorldWideWebDay	
August 7th	#ParticularlyPreposterousPackagingDay	
September 13th	#ProgrammersDay	
September 28th	#AccessToInfoDay	(in combination with #OpenData)
October	#ComputerLearningMonth #BlackHistoryMonth	
October 1st	#OlderPeoplesDay	
October 4th	#ImproveYourOfficeDay	
October 29th	#InternetDay	
November 2nd OR 3rd	#InternationalProjectManagementDay	
November 15th	#GISDay(year)	(geographic information systems (GIS) technology)
November 27th	#SystemsEngineerDay	
November 29th	#ElectronicGreetingsDay	
November 30th	#ComputerSecurityDay	
December 3rd	#DisabilityDay	
December 13th	#LuciaDagen / #StLuciaDay	(Sweden/other Norse EU countries, popular day, festival of lights that celebrates St. Lucia (Swedish WeGovNow partner FunkaNu)

Appendix 2: Lists of Handles

Be careful to spell handles correctly and not to overuse them. It is certainly helpful to use a handle, to call a profile's attention to your tweet (and maybe also to your profile via tweets), or to call your followers' attention to a profile. However, using hashtags will show your tweet in the streams of these specific hashtags (see 3.1) and will therefore often generate a greater tweet reach.

In this appendix you will find a quick overview over handles of profiles that are connected to the WeGovNow project in 3 lists. The 1st list shows you the handles of all WeGovNow partners. The 2nd list comprises all official EU profiles connected to WeGovNow in one way or another. The 3rd list is open ended, it includes profiles of partner projects or public profiles that share interests with our project. Optimally, you could add other profiles here that represent groups in your local communities, to become as visible to as many people of your local communities as possible.

1 Twitter profile handles of WeGovNow partners (alphabetical)

Empirica GmbH	@empirica_Bonn
Fondazione Giacomo Brodolini	@FondazBrodolini
Funka Nu AB	@FunkaNu
GIScience	@GIScienceHD
Improve my City (by Infalia)	@IMCityOfficial
Infalia	(@infalia = not active)
LiquidFeedback	@liquidfeedback
London Borough of Southwark	@lb_southwark
Mapping for Change CIC	@Mapping4Change
Open Access Institutional Repository of the Politecnico di Torino	@OAPoliTorino
Open Innovation Center Turin	@OpenIncet
Politecnico di Torino	@PoliTOnews
Ruprecht-Karls-Universität Heidelberg	@UniHeidelberg
San Donà di Piave	@SanDonaOfficial
Southwark Council	@lb_southwark
Torino	@Cittá di Torino
ULC ExCiteS research group	@UCL_ExCiteS
Universita degli Studi di Torino	@unito

2 EU profile handles connected to WeGovNow

There are many Twitter profiles relating to institutions of the EU and to projects funded by the EU. Below are only 5 listed that are linked to our project in a very direct way. This means, they will sometimes tweet about topics that could be useful retweets for our profiles. If you find other interesting EU profiles, feel free to add them to the list.

@EU_H2020
@EU_Commission
@EU_opendata
@EU_eGov
@EU_ICT4Cities

3 Other related profiles, by partner projects or because of shared interests (alphabetical) (open list)

If you do not have much to tweet about, it may sometimes be useful to simply retweet tweets of other profiles that may be interesting to your followers. The profiles listed here are gerally tweeting about topics that also concern WeGovNow, and may therefore be intering to look at once in a while. However, your profiles, other than the WeGovNowEU profile, are supposed to attract mainly regional followers. It may be reasonable, therefore, if you add profiles to this list that are tweeting about eGovernment and WeGovernment issues in relation to your region, such as community profiles, to keep your tweet/retweet content distinctly focussed on your region.

@5martcitizens	(Global Network of Smart Citizens)
@CAPSSIEU	(Collective Awareness Platforms for Sustainability & Social Innovation)
@CittaMetroTO	(Metropolitan Turin 2025)
@CodeWeekEU	(A week's event to celebrate coding, this year: 7-22/10)
@DSMeu	(Official EU account for EU Digital Single Market)
@eskillseurope	(Promoting e-Skills across Europe)
@mapmyday	(Mapping for accessibility)
@MobileAgeEU	(EU funded project testing older persons mobile applications for open public services)
@PilotSmartCare	(EU funded project for delivering integrated eCare)
@silvereconaward	(EU award scheme for innovative solutions impacting the quality of life of the ageing population or "silver economy")

Annex 3: Event Template 2018

2018 - EVENTS TEMPLATE

NAME OF THE EVENT	LOCATION	DATE	EVENT TYPE			THEME OF THE EVENT	ORGANISER							TYPE OF ATTENDANCE			DESCRIPION OF THE TYPOLOGY OF PRESENTATION/INTERVENTION RELATED TO WEGOVNOW	PARTICIPANT(S)		LINK OF THE EVENT
							Public				Private							First name, last name	Organisation name	
			Conference	Workshop	Other		Public EU	Public national	Public regional/loc	University/ Research centre	Commercial	Non-profit	Other	Presentation about WeGovNow	Presentation without WeGovNow	Atendance and networking only				

Annex 4: Video Presentation

Obiettivi
WeGovNow ha l'obiettivo di coinvolgere i cittadini nella progettazione e gestione di interventi e servizi pubblici attraverso l'utilizzo di una piattaforma digitale inclusiva e accessibile a tutti i cittadini.

Verso il We-Government
San Donà di Piave è una delle tre città che testa l'uso della piattaforma per affrontare le sfide delle politiche locali.

Una città in trasformazione

Cittadini: partner attivi della città

Il rapporto con i cittadini cambia.

L'amministrazione di San Donà di Piave considera infatti i suoi cittadini non più semplici utenti, ma partner che collaborano attivamente con la Città nel ridisegno dei servizi pubblici.

Il bene comune

Orientare lo sviluppo del territorio e dei suoi abitanti verso il bene comune.

Co-progettare
Co-progettare la rigenerazione di spazi dismessi e la creazione di nuovi servizi, migliorare quelli esistenti e partecipare alle scelte pubbliche significa avere l'opportunità di influire attivamente sulla costruzione del proprio futuro.
La piattaforma WeGovNow: a cosa serve?
Attrverso l'utilizzo della piattaforma i cittadini potranno:
Segnalare problemi
Suggerire miglioramenti
Trattare temi di natura strategica
Proporre soluzioni
Votare
Votare
Politica locale

Politica locale

Votare suggerimenti concreti per azioni di politica locale

La cantina dei talenti

Mappe e percorsi tra scuola
e lavoro

WeGovLabs
Per ogni scenario di sperimentazione verrà attivato un laboratorio dove testare l'utilizzo della piattaforma, che auterà a cambiare e migliorare il rapporto tra il Comune e i suoi abitanti, rendendo le scelte pubbliche più informate e condivise.
Per info scrivere a:
wegovlab@sandonadipiave.net
Navigazione reale ma protetta
Funzioni e potenzialità
Interazione

Annex 5: Newsletter #2

English version:

WeGovNow

Newsletter #2 April 2017

Towards WeGovernment:

Collective and participative approaches for addressing local policy challenges

Dear Reader,

WeGovNow (http://wegovnow.eu) started on March 2016. It's been a year and a lot has been reached.

The project will develop, implement and evaluate an online platform for local community engagement. It supports collective and participative government approaches for addressing local policy challenges, promoting the transition from citizen as customer to citizen as partner in the delivery of public services. To this end, the partners are building upon earlier research and development for further developing existing solutions.

In this issue, let us tell you what we have achieved since December 2016 in relation to two main strands of work, technology and use cases.

Firstly, the WeGovNow platform architecture is gaining shape. The technology strand has developed a prototype of a platform architecture that enables for the first time a number of civic engagement applications to smoothly interact and provide additional functionalities. We will successively develop this prototype further until it can be piloted under everyday life conditions.

Secondly, the municipalities in the pilot sites (San Donà di Piave, Southwark and Turin) have drafted a first complete version of their local use cases. They will also develop them further, involving local actors, until they are ready for use in pilot trials.

The WeGovNow Team

Integrating functionalities in a new, unique environment

The design approach for the platform will take into account different users' perspectives – e.g. citizens, public administrators, representatives from civic society organisations, and private entrepreneurs.

Hence, the technical developers need to take into account that the platform is to be flexibly used by different local stakeholders to report local community problems and suggest improvements, discuss their relevance, and explore ways of solving problems through collective action.

They also need to consider that many users may not be too familiar with this kind of technology.

The WeGovNow technical team expectedly found that existing civic engagement software components could not smoothly inter-operate. Therefore, they had developed the Unified WeGovNow User Management (UWUM), that integrates different functionalities into a unique environment.

"We had to address many challenges. We had to develop a platform architecture enabling the distributed operation of different WeGovNow software applications as well as existing third party applications for example for egovernment, also considering possible future development. At the same time, we need to ensure that the users do indeed experience the system as one seamless service. To this end we have developed the Unified WeGovNow User Management architectural layer. It provides the backbone for a distributed system which is modular in terms of individual applications that can be integrated into the new platform and different identity providers, respectively."

- Alessio Antonini, University of Turin

UWUM integrates established and new software components, offering the following **core mechanisms**:

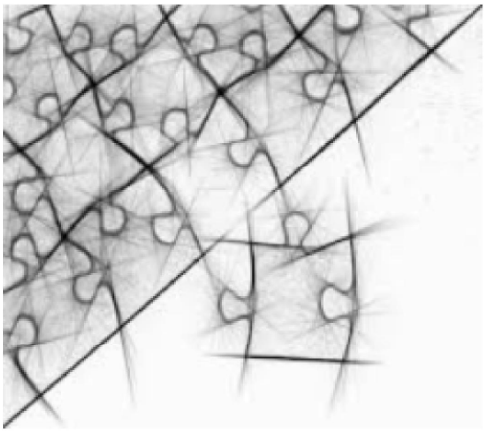
- Orchestrating user management such as registration, single sign-on authentication, profile handling and trusted accreditation.
- Keeping track of actions in a unified manner (Logger) and thus making it possible to provide personalised timelines, unified search, and the like.

This architectural component is also intended to facilitate the sustainability of project outputs beyond the immediate project duration.

Hence, the WeGovNow platform architecture includes a range of core characteristics in order to allow for different types of user interaction and simple usability:

- A Unified Authentication System for user registration.
- An Application Discovery System that lists all available components.
- A Style Service that ensures common design of the components.
- A NavigationBar with button tabs for available components and user profiles.
- A Centralised User Profile to store, retrieve and share related information.
- An AccessibilityProfile wizard to collect and edit users' profile setups.
- A Centralised Activity Logger for recording and integrating platform data.
- An InputMap to collect point-based references.
- An AreaViewer, a web map to visualise summary information.

How these architecture features enable the user to smoothly utilise the WeGovNow platform across various civic engagement applications will be explained in forthcoming newsletter issues.



Use cases require technological and organisational innovation at the same time

Beyond technology, the pilot site municipalities face challenges to allow the WeGovNow platform work at its best. WeGovNow seeks to improve efficiency, effectiveness and quality of local public services. However, the platform requires an unprecedentedly intense collaboration of public authorities with other stakeholders. This is one of the key challenges which pilot municipalities need to deal with.

"As a representative of a municipality, I believe that Public Administrations need to substantially shift their perspective to design public policies. It's a cultural change that takes time. As with any innovation, structural change is not always easy to achieve. In this respect WeGovNow represents an opportunity to accelerate this process, overcoming the current way to conceive and deliver services. But local authorities must have strong commitment to implement this change. This is a precondition to make the potentialities of this engagement platform work."

- Giulio Antonini, San Donà di Piave Pilot site manager

In order to prepare for a smooth collaboration with other stakeholders, the project needs realistic use scenarios. Up to now, the project refined its **use scenarios**, reflecting the particular circumstances and needs at each pilot site. In particular, the project has made progress in identifying requirements about the WeGovNow platform with regard to interfaces and collaboration models, innovative participation of stakeholders, possible service variants, and user requirements with regard to functionality. In the project's initial stakeholder interactions it became clear that the promise of information and communication technology to tailor public services to user needs requires a multi-pronged innovation approach: An approach that simultaneously pays attention to the particular work processes of different administrative units and to the technology. Technology innovation and organisational process innovation must be pursued at the same time. In the further process of finalising use cases, new roles and responsibilities may need to be defined.

A shared need for integration, trasparency and accountability

It is becoming increasingly clear that the WeGovNow platform can indeed reach and involve more people by reducing the distance and changing the relationship between citizens and local authorities.

"We need a tool to simplify the process of delivering public services, improving co-designed and co-managed solutions. The Policy decision making process needs to become more inclusive and transparent. The platform integrated approach could help us to match current societal challenges with innovative solutions coming from both public and private side. But we need to build common rules to assure the right accountability to the process and to facilitate and to support the collaboration among public and private actors in local development projects."

- Fabrizio Barbiero, City of Turin civil servant

Neverthless the platform does not aim to substitute face-to-face engagement methods. Local governments request to utilise offline engagement practices and online engagement tools in a complementary manner, in order to reach those community members who, at least initially, lack the means or motivation or both to use online devices for becoming involved in the project.

"In the digital age it's important to have inclusive and face to face tools. We need to reduce the distance between citizens and public administration. WeGovNow could represents an alternative to reach and involve a wider range of residents, ensuring a wide range of accessibility... A space where users can better communicate and have relations. A space giving the possibility to citizens not to be just customers. The platform could help to build a wider sense of community, since citizens share the same challenges and expectations"

- Southwark Pilot site manager.

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www.wegovnow.eu

Italian version:

WeGovNow

Newsletter #2 Marzo 2017

Verso il WeGovernment

Approcci collettivi e partecipativi
per affrontare le sfide delle politiche locali

Cari Lettori,

è passato un anno da quando WeGovNow è partito e molti passi avanti sono stati compiuti.

Come sapete, il progetto intende supportare il passaggio di paradigma dall'e-Government (cittadini utenti) al We-Government (cittadini partner) nell'erogazione dei servizi pubblici, attraverso l'uso delle tecnologie digitali.

Il prototipo della piattaforma è quasi pronto, gli scenari su cui testarne funzionalità e utilizzo sono stati individuati. Molte le sfide a cui gli sviluppatori hanno dovuto far fronte per integrare le componenti esistenti con le esigenze di nuove funzionalità, criteri di accessibilità e facile utilizzo da parte di un ampio e variegato insieme di utenti, che vanno dai singoli cittadini, alle amministrazioni locali, alle espressioni della società civile, alle aziende.

In questo numero potete conoscere le caratteristiche della piattaforma, l'architettura che la sorregge e insieme, riflettere su quale cambiamento culturale le amministrazioni locali devono intraprendere perché strumenti come WeGovNow possano dare i loro frutti a pieno.

Il Team WeGovNow

Integrazione di diverse funzionalità in un ambiente nuovo e unico

La piattaforma è stata sviluppata tenendo in considerazione diverse variabili: la prospettiva di più utenti (cittadini, pubbliche, amministrazioni, organizzazioni della società civile, aziende, etc.), il loro grado di conoscenza della tecnologia e le diverse finalità di utilizzo, che possono anche cambiare con il tempo.

Il progetto ha in particolare fatto progressi nell'identificazione dei requisiti che la piattaforma deve avere per quanto riguarda i modelli di interfaccia e di collaborazione, la partecipazione innovativa degli stakeholder, le possibili varianti di servizi, e la funzionalità dei requisiti dell'utente.

Accanto a queste variabili, durante lo sviluppo delle componenti, è emersa l'esigenza di integrare le diverse funzionalità in un unico ambiente e di renderle interoperative. Così è stato sviluppato lo Unified WeGovNow User Management (UWUM):

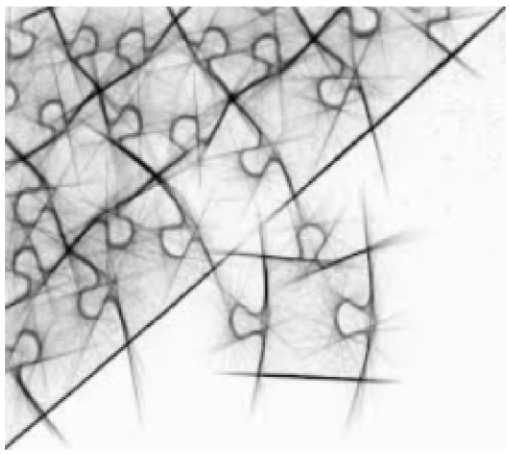
"Abbiamo dovuto affrontare molte sfide. Abbiamo dovuto sviluppare un'architettura della piattaforma in grado di integrare le funzionalità esistenti fornite dalle diverse applicazioni informatiche di WeGovNow, in modo distribuito, e prevedendo i possibili sviluppi tecnologici futuri. Al tempo stesso abbiamo bisogno di assicurarci che l'utente usi infatti il sistema come un servizio unico e coerente. Abbiamo a tal proposito sviluppato lo Unified WeGovNow User Management. Fornisce rispettivamente le funzionalità fondamentali per un sistema distribuito e modulare, dagli aspetti di identificazione dinamica dei moduli attivi alla gestione unitaria degli utenti."

Alessio Antonini, Università di Torino

L'architettura UWUM integra le nuove componenti software a quelle già esistenti, garantendone sostenibilità nel tempo. In particolare consente di gestire in modo coordinato i profili utente (registrazione, login, accreditamento certificato, etc.) e di mantenere traccia delle azioni degli utenti (Logger) fornendo, ad esempio, rappresentazioni temporali personalizzate.

A migliorare l'interazione tra gli utenti e a facilitare l'utilizzo della piattaforma, concorrono inoltre:

- un sistema di autenticazione unificato per la registrazione degli utenti;
- un sistema di "Application Discovery",che elenca tutte le componenti disponibili;
- uno "Style Service" che consente una comune progettazione delle componenti;
- una barra per la navigazione tra le funzionalità disponibili e lo spazio di gestione del profilo dell'utente;
- un profilo utente centralizzato per archiviare, consultare e condividere le relative informazioni;
- un "Accessibility Profile Wizard" per raccogliere e modificare le impostazioni del profilo dell'utente, da utilizzare all'interno dei diversi servizi;
- un "ActivityLogger" centralizzato per registrare e integrare i dati della piattaforma;
- un sistema di mappatura dei luoghi, "InputMap", per raccogliere i punti di interesse degli utenti;
- un sistema di aggregazione dati basato su mappa "AreaViewer", per visualizzare le informazioni sintetiche sulle attività dagli utenti di WeGovNow.



Il modo in cui queste caratteristiche permettono un uso agevole della piattaforma, attraverso diverse applicazioni, sarà oggetto del prossimo numero della newsletter.

I casi d'uso hanno bisogno di innovazione tecnologica e organizzativa al tempo stesso

Al di là degli aspetti legati allo sviluppo della tecnologia, perché la piattaforma WeGovNow possa funzionare, serve un cambio di prospettiva da parte delle amministrazioni pubbliche.

"In qualità di rappresentante di un comune, credo che le pubbliche amministrazioni abbiano bisogno di modulare significativamente la loro prospettiva nella definizione delle politiche pubbliche. È un cambiamento culturale che richiede tempo. Come per ogni genere di innovazione, i cambiamenti strutturali non sono sempre così semplici. A tal proposito WeGovNow rappresenta un'opportunità per accelerare questo processo, superando i modi in cui oggi si concepiscono ed erogano i servizi pubblici. Tuttavia è necessario che le autorità pubbliche abbiano un forte interesse nell'attuare questo cambiamento. Questa è la precondizione affinché le potenzialità di tale piattaforma siano efficaci."

Giulio Antonini, Comune di San Donà di Piave

Per questo la piattaforma sarà testata su possibili scenari d'uso formulati secondo le esigenze degli stakeholder dei siti oggetto di sperimentazione (Torino, San Donà di Piave, Southwark).

Sin dalle interazioni iniziali con gli stakeholder locali, è apparso subito evidente che l'innovazione tecnologica e l'innovazione dei processi organizzativi devono andare di pari passo nella definizione di nuovi servizi e politiche a beneficio della collettività.

Un bisogno condiviso di integrazione, trasparenza e affidabilità

Ed è sempre più chiaro che cresce la necessità, da parte delle amministrazioni locali, di dotarsi di strumenti come la piattaforma WeGovNow per ridurre le distanze e cambiare il tipo di relazione con e tra i propri i cittadini.

"Abbiamo bisogno di uno strumento che semplifichi il processo di erogazione dei servizi pubblici, in grado di migliorare le soluzioni frutto di co-progettazione. I processi decisionali hanno bisogno di diventare più inclusivi e trasparenti. A questo proposito, l'approccio integrato della piattaforma potrebbe aiutarci a far incontrare le attuali sfide sociali con le soluzioni innovative che arrivano sia dal pubblico che dal privato. Per far questo abbiamo però bisogno di costruire regole comuni per assicurare una corretta affidabilità al processo, facilitare e supportare la collaborazione tra gli attori pubblici e privati all'interno dei progetti di sviluppo locale"

Fabrizio Barbiero, Comune di Torino

Ciononostante la piattaforma non intende sostituire i metodi di coinvolgimento face-to-face. Le amministrazioni locali richiedono l'uso di pratiche di coinvolgimento offline e di strumenti online in modo complementare, per raggiungere anche chi inizialmente non ha i mezzi oppure la motivazione per usare i dispositivi online ed essere quindi coinvolti nel progetto.

"Nell' era del digitale è importante dotarsi di strumenti inclusivi e face to face. Abbiamo bisogno di ridurre le distanze tra i cittadini e le pubbliche amministrazioni. WeGovNow potrebbe rappresentare un'alternativa per il raggiungimento e il coinvolgimento di un vasto numero di abitanti, garantendo un ampio raggio di accessibilità... uno spazio dove gli utenti possono comunicare meglio e costruire relazioni durature. WeGovNow potrebbe davvero diventare uno spazio che dà la possibilità ai cittadini di non essere dei semplici utenti, aiutandoli a costruire un ampio senso di comunità e a trovare soluzioni a problemi e aspettative comuni."

Suley Muhidin, Municipalità di Southwark

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Annex 6: Newsletter #3

English version:

WeGovNow

Newsletter #3 February 2018

Towards WeGovernment:

Collective and participative approaches for addressing local policy challenges

Dear Reader,

With the release of the third version of its prototype platform, the WeGovNow project has achieved another important milestone. To make this happen, the project consortium's software developers and the three pilot municipalities - Turin, San Donà di Piave and Southwark – have closely collaborated over the last months. Useful lessons could be derived from a series of local events that were held at the pilot sites with a view to involving municipal staff, citizens and other civil society stakeholders in an iterative platform development process.

The input received so far concerns a variety of themes ranging from technology related issues, e.g. desired platform functionalities, up to wider human issues such as a perceived need for a cultural change within public administrations. All in all, there was much enthusiasm about the positive potentials provided by the project for addressing local policy challenges in a collective and participatory manner. Beyond this, the awarding of a national innovation price to San Donà di Piave, one of the project's pilot municipalities, has encouraged the entire WeGovNow consortium to further follow its path.

During the final project year, our work will focus on piloting the WeGovNow prototype platform as it has been developed so far under day-to-day conditions in the three pilot municipalities, thereby taking account of local circumstances and policy priorities prevailing at each site. This is hoped to deliver a useful evidence base for the further deployment of WeGovNow beyond the project duration.

In the meantime, you may also be interested in reading about some recent EU-level developments in the field of eGovernment.

Follow us on the website!

The WeGovNow Team

The WeGovNow prototype platform is now ready for being piloted under day-to-day conditions in Turin, London and San Donà di Piave

Technically speaking, WeGovNow strives for integrating a set of innovative software applications into a unified citizen engagement platform. To this end, a number of civic engagement applications which existed already prior to the project have now been successfully integrated into a single online platform together with software components that were newly developed by the project. The capabilities generally provided by the integrated WeGovNow prototype platform as it currently stands go well beyond those provided by its individual components. In other words: the whole is more than the sum of its parts.

To arrive at this stage, feedback on early prototype versions by municipal staff, citizens and other civil society stakeholders was sought at various occasions and by means of different event formats. According to the project's maxim "*call for people where they stand and live*" demonstration events were for instance organised in various settings, such as a library a theatre and a consumer fair. Moreover, a series of WeGovNow Labs was and still is being held in the pilot municipalities to enable a more individualised hands-on experience of WeGovNow by the participants and the collection of feedback respectively. Not at least, the prototype platform was assessed by experts internal to the WeGovNow consortium in relation to its accessibility for people with disabilities in particular and its interface usability more generally.

"Stakeholder workshop at the Canada Water Library", London Borough of Southwark

Photo credits: Adriano Savoca

"Fiera del Rosario" San Donà di Piave

Photo credits: Giulio Antonini

During the final project year, the WeGovNow platform will be piloted under day-to-day conditions in Turin, Southwark and San Donà di Piave. In fact, the three WeGovNow pilot municipalities differ in many regards, not just in terms of size. It may thus not come as a surprise that they have yet developed different use case scenarios for piloting purposes, and we are eager to see how WeGovNow will be supporting everyday practices in the different municipality respectively. Also, we are looking forward to learning how the citizens and other local stakeholders will take advantage of WeGovNow under day-to-day conditions, rather than in "laboratory" settings as it has hitherto been the case. Almost by definition, the structural diversity of the WeGovNow pilot sites required developing a solution that is flexible enough to take governments and citizens from where they are at rather than providing a one-size-fits-all solution. The architecture of the WeGovNow prototype platform therefore enables straight forward configuration according to local framework conditions.

Italian SMAU award scheme appreciates holistic innovation approach pursued by WeGovNow

The inputs hitherto received by the diverse stakeholders have touched upon a variety of aspects. Partly, they concerned technology related issues in a narrows sense, e.g. how to access the technical infrastructure or ideas on particular technical features the new platform might offer. Other inputs primarily addressed organisational aspects, e.g. how to guarantee an effective synergy between offline and online public services. Still other remarks touched upon wider human issues such as a perceived need for a cultural change if the benefits potentially provided by WeGovNow are indeed to be realised beyond the project duration.

All in all, the feedback received so far suggests that the general promise held by innovative civic participation solutions such as WeGovNow requires municipalities to pursue a multi-pronged innovation approach, one that simultaneously pays attention to the particular working models of different administrative units to be involved and to the technology to be employed. From the perspective of the three cities participating in the project, this has highlighted the need that technology innovation and organisational process innovation must be pursued at the same time. The awarding of the national innovation prize SMAU 2017 to our pilot municipality San Donà di Piave for its holistic innovation strategy has encouraged the entire WeGovNow consortium to further follow this path.

The European picture - recent trends in the context of eGovernment

1. Urban Agenda for the European Union Partnership on Digital Transition

Digitalisation is shaping the future of our cities and the potentials of eGovernment are increasingly recognised among government institutions, international organizations and businesses. By enhancing information flows and encouraging active participation of citizens, eGovernment is not only considered a valuable means to make administrative processes more efficient but also bears the potential of building trust and improving the overall relationship between governments and citizens.

Against this background, the Urban Agenda for EU has approved a new Partnership on Digital Transition as one of its twelve priorities. The agenda is a new working method adopted by the European Commission that *"aims to promote cooperation between member states, municipalities, the European Commission and other stakeholders, in order to stimulate growth, innovation and the quality of life in the cities of Europe"*. With digitalisation of public services being a strategic goal of governments and smart cities for years, the Partnership on Digital Transition will work towards improving the provision of public services to citizens and strives to create business opportunities accelerating urban growth. eGovernment, future health and social care services, urban planning, learning and skills development as well as key enabling technologies represent some of the core focuses the partnership has set. This way, the European Commission, eight cities, six EU countries, and four European organisations (EUROCITIES, URBACT, CEMR, CoR) work together to provide more efficient public services and a better knowledge exchange.

2. Tallinn Declaration on eGovernment

On October 6 2017 all EU Member States and EFTA countries met in Tallinn and signed the Ministerial Declaration on eGovernment. This marks a new political commitment at EU level on ensuring high quality and user-centred digital services to all citizens.

The eGovernment Declaration succeeds the Malmö Declaration that has been signed in 2009, and the launch of the eGovernment Action Plan 2016-2020. Since then several key milestones have been achieved, including eProcurement and electronic identification (eID) services, which are to be complemented by the Tallinn Declaration adopted in last autumn. The 2017 declaration includes concrete lines of policy actions to be undertaken by the signatory states in the upcoming five years. These range from following a digital- and interoperability-by-default agenda, promoting open source and data reuse, towards enabling seamless cross-border service for businesses. Moreover, in signing the declaration, the European countries committed themselves to ensuring inclusive and accessible digital public services and to guarantee the security and transparency of data when designing public service and public administration information and communication technologies.

As such, the Tallinn Declaration constitutes an important driving force for Member States and the Commission, *"both collectively and individually, to continue to invest in accelerating the modernisation of the public sector"*.

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Italian version:

WeGovNow

Newsletter #3 Febbraio 2018

Verso il WeGovernment

Approcci collettivi e partecipativi
per affrontare le sfide delle politiche locali

Cari lettori,

WeGovNow ha raggiunto un altro traguardo: il prototipo finale della piattaforma di coinvolgimento civico è pronto per essere testato. Grazie alla realizzazione di eventi sul territorio organizzati dalle tre municipalità coinvolte (Torino, San Donà di Piave e il quartiere londinese Southwark) cittadini e funzionari pubblici sono stati informati e formati sulle potenzialità che questa piattaforma offre suscitando grande partecipazione.

A destare interesse è il potenziale che WeGovNow ha nel rispondere in modo efficace alle sfide delle politiche locali attraverso un approccio partecipativo e una piattaforma che contiene una pluralità di funzionalità che contribuiscono a generare un cambiamento culturale all'interno delle amministrazioni pubbliche. Tale interesse è stato sancito dal premio che San Donà di Piave, una delle tre città pilota, ha ricevuto per l'utilizzo di strumenti come WeGovNow nella gestione partecipata della comunità.

Si apre adesso un'altra fase, quella che vede il testing del prototipo della piattaforma nelle tre città pilota. Per farlo verranno tenute in considerazione le differenze che contraddistinguono le tre città e quindi le policy adottate, in un'ottica in cui la piattaforma WeGovNow possa essere utilizzata anche dopo la fine del progetto.

Notizie importanti sulla necessaria transizione verso il digitale da parte delle amministrazioni pubbliche arrivano anche dall'Europa che fa un passo in avanti verso l'eGovernment.

Seguici sul nostro sito e su Twitter

Il Team WeGovNow

Il prototipo della piattaforma WeGovNow è pronto per essere testato a Torino, Londra e San Donà di Piave

La piattaforma WeGovNow è pronta per essere utilizzata, tutte le componenti tecnologiche sono state combinate. L'ultimo prototipo, infatti, integra una serie di software già esistenti e ne sviluppa di nuovi in un'unica piattaforma online. Il risultato non è quindi un mero assemblamento di componenti preesistenti, ma un nuovo prototipo con un valore aggiunto.

Il merito di tale traguardo deriva anche dalle tre città pilota (Torino, San Donà di Piave e il quartiere londinese Southwark) che nei mesi scorsi hanno organizzato una serie di eventi promozionali sul progetto WeGovNow e sull'utilizzo della piattaforma. Funzionari pubblici, cittadini e società civile hanno quindi avuto modo di esplorarne le potenzialità, fornendo una serie di feedback utili alla finalizzazione della piattaforma stessa.

Una libreria, un teatro e una vecchia fiera sono stati i luoghi che hanno accolto con grande successo questi eventi. Sono, inoltre, in corso i WeGovNow Lab, una serie di training per consentire ai futuri utilizzatori della piattaforma delle città pilota di familiarizzare con le sue funzionalità.

"Stakeholder workshop al Canada Water Library", London Borough of Southwark

Credits: Adriano Savoca

"Fiera del Rosario" San Donà di Piave

Crediti: Giulio Antonini

Il 2018 sarà l'anno che vedrà la sperimentazione della piattaforma WeGovNow nei tre siti pilota che per la loro diversità hanno sviluppato una serie di scenari differenti per il testing in contesti reali. L'architettura stessa della piattaforma è stata realizzata in modo tale che le sue funzionalità potessero essere adattate ai contesti locali e quindi alle diverse esigenze delle amministrazioni pubbliche e dei suoi cittadini.

Il prossimo passo sarà quindi fare testare ai cittadini e agli stakeholder locali la piattaforma in contesti reali e poter raccogliere i primi risultati.

Il valore dell'approccio innovativo ed olistico di WeGovNow viene riconosciuto dallo SMAU

I momenti di incontro che hanno permesso ai diversi stakeholder di familiarizzare con la piattaforma WeGovNow hanno permesso di raccogliere una serie di riscontri sui possibili vantaggi tecnologici e non derivanti dall'uso di questo strumento innovativo nelle città. Un punto rilevante emerso è sicuramente la sinergia che WeGovNow garantisce tra azioni online ed offline in favore dell'erogazione dei servizi pubblici, ma anche il necessario cambiamento culturale all'interno delle pubbliche amministrazioni che questo nuovo approccio implicherebbe se adottato al di là della durata del progetto. Le municipalità dovrebbero, infatti, perseguire un approccio innovativo su più fronti che sia in grado di riformare i processi organizzativi combinandoli con le nuove tecnologie.

Questo approccio olistico è stato riconosciuto dallo SMAU a San Donà di Piave, una delle tre città pilota del progetto, con il Premio Innovazione SMAU 2018 per la sua gestione partecipata della comunità tramite una serie di iniziative innovative; tra queste WeGovNow rappresenta uno degli strumenti principali adottati per esplorare le nuove esigenze della città veneta e costruire risposte attraverso lo sviluppo di azioni collettive.

Cosa succede in Europa: le tendenze più recenti sull'eGovernment

1. L'Agenda Urbana dell'UE avvia il partenariato sulla transizione digitale

La digitalizzazione dei servizi pubblici è stata per anni l'obiettivo strategico di molti paesi e smart city ed è oggi riconosciuta come un vero e proprio fenomeno in grado di trasformare le politiche pubbliche.

La trasformazione digitale implica un processo di cambiamento profondo e radicale che coinvolge le organizzazioni e i loro processi di governance. Questo è il motivo per cui l'Agenda Urbana dell'EU ha approvato una nuova Partnership sulla Transizione Digitale come una delle sue dodici priorità, che inserisce l'e-Government tra i suoi focus principali. L'agenda urbana dell'UE aiuta, infatti, le città europee a far sentire la propria voce nell'elaborazione delle politiche che le riguardano e la transizione verso il digitale è una di queste. La partnership su tale transizione intende quindi lavorare su quei temi in cui la digitalizzazione ha i suoi maggiori effetti: governance urbana, qualità della vita, crescita, opportunità per le imprese. A questo proposito l'e-Government, essenziale per lo sviluppo delle aree urbane, è un mezzo in grado di aumentare l'accessibilità e la trasparenza, rendendo le pubbliche amministrazioni più efficienti e inclusive rispetto ai processi tradizionali. Inoltre, migliorando il flusso delle informazioni e incoraggiando la partecipazione attiva da parte dei cittadini, l'e-Government risulta essere un mezzo valido per costruire fiducia e migliorare il rapporto tra pubbliche amministrazioni e cittadini.

2. Tallinn Declaration on eGovernment

Il 6 ottobre 2017 gli stati membri dell'Unione Europea e i paesi dell'EFTA hanno firmato la dichiarazione di Tallin sull'eGovernment che segue quella di Malmo e il lancio dell'eGovernment Action Plan 2016-2020.

La dichiarazione di Tallin include azioni concrete di policy che gli stati firmatari dovranno attuare nei prossimi cinque anni per accelerare la diffusione dei mezzi di identificazione elettronica. Si tratta di un passo importante per dare ai cittadini europei la possibilità di accedere ai servizi online in altri Stati membri come se fossero nel proprio paese e semplifica le operazioni elettroniche delle imprese europee nel mercato interno.

Con questa firma gli stati europei si sono, inoltre, impegnati ad assicurare servizi pubblici inclusivi ed accessibili, garantendo sicurezza e trasparenza dei dati.

In tal senso la dichiarazione di Tallin rappresenta un motore per gli stati membri e per la Commissione Europea per continuare ad investire nell'accelerazione del processo di modernizzazione del settore pubblico.

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