



DELIVERABLE REPORT

W5 - D5.3 – Dissemination and
Communication Plan

ABSTRACT This document, as part of WP5 (Dissemination and Outreach), presents the TODO Dissemination & Communication plan. It describes the dissemination and communication activities, target groups, dissemination and communication channels, responsible project partners key messages and implementation period that will be carried out to promote the goals and outcomes of the project.

Leader

University of Zagreb, Faculty
of Geodesy (GEOD)



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No.	Short name	Participant organisation name	Country
1.	GEOD	University of Zagreb – Faculty of Geodesy	Croatia
2.	FER	University of Zagreb – Faculty of Electrical Engineering and Computing	Croatia
3.	FOI	University of Zagreb – Faculty of Organization and Informatics	Croatia
4.	LAW	University of Zagreb – Faculty of Law	Croatia
5.	TRANS	University of Zagreb – Faculty of Transport and Traffic Sciences	Croatia
6.	AGRI	University of Zagreb – Faculty of Agriculture	Croatia
7.	TUDELFT	Delft University of Technology	Netherlands
8.	UAEGEAN	University of the Aegean	Greece

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Summary

This document is the deliverable “D 5.3 – Dissemination & Communication plan” of the project TODO -Twinning Open Data Operational (hereinafter also referred to as “TODO”).

The project "Twinning Open Data Operational" (TODO) aims to leverage the interdisciplinary scientific excellence and innovation capacity of the University of Zagreb (UNIZG) in the field of open data to boost the supply and use of open government data in Croatia and beyond. Open data initiatives have resulted in greater availability of data, thereby realizing ambitions such as improved efficiency and effectiveness of public services, increased transparency, accountability, and citizen participation, and economic and social value creation. Open data research is a crucial component in creating and accelerating sustainable and innovative open data ecosystems. However, open data and open data research in Croatia are still in its infancy. With the support of key organizations in the Croatian open data ecosystem and esteemed national and international experts, TODO will enhance the research capacity and research excellence in open data research of UNIZG and its staff through the partnership with two leading universities in the open data domain, University of the Aegean (UAEGEAN) and Delft University of Technology (TUDELFT). TODO will develop and implement an interdisciplinary multi-domain open data research approach to increase the maturity of the concept and impact of the open data ecosystem in Croatia and beyond. The activities directed at training, knowledge exchange, collaboration, outreach, and long-term sustainability should establish an internationally leading open data research ecosystem at the UNIZG. Through research, TODO will explore the gaps between supply and demand for open data and build an understanding of an open data ecosystem in Croatia. Participation in existing international networks, together with the newly built scientific excellence and innovation capacity and increased mobility of UNIZG staff, will stimulate success in attracting research and education funding and the establishment of a sustainable academic open data research ecosystem in the University of Zagreb.

This plan aims to present the dissemination and communication strategy for the project TODO and is intended to be a guideline for dissemination and communication activities planned within the project period. The aim of dissemination and communication strategy is to ensure the visibility and communication of its actions and results vis-à-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the project results. The document will highlight how the project progress, results, and benefits will be shared with the project members and relevant target groups.



1. Introduction

1.1. Description of the Project

This document is the deliverable “D 5.3 – Dissemination & Communication plan” of the project TODO -Twinning Open Data Operational (hereinafter also referred to as “TODO”).

TODO project aims to leverage the interdisciplinary scientific excellence and innovation capacity of the University of Zagreb (UNIZG) in the field of open data to boost the supply and use of open government data in Croatia and beyond.

The main objective of the project is to strengthen the scientific excellence and innovation capacity of the UNIZG in the field of open data by cooperation with internationally-leading counterparts from the Netherlands (Delft University of Technology) and Greece (University of the Aegean). The specific objectives that need to be fulfilled to achieve the main objective:

Objective 1: To establish an open data research environment that will facilitate and stimulate interdisciplinary multi-domain open data research within and beyond UNIZG, TUDELFT, and UAEGEAN.

Objective 2: To enhance the overall scientific R&I capacity of UNIZG significantly in the field of open data.

Objective 3: To increase the research excellence of UNIZG, TUDELFT, and UAEGEAN by collaboratively developing and applying an interdisciplinary and multi-domain open data research approach.

Objective 4: To extend UNIZG strategic partnerships and strengthen its visibility and reputation among the national and international research community, industry, policy-makers, and the general public.

Objective 5: To secure a sustainable environment for future collaborations between UNIZG, TUDELFT, and UAEGEAN.

1.2. Purpose of the Dissemination and Communication Plan

This Dissemination and Communication plan aims to present the dissemination and communication strategy for the project TODO and is intended to be a guideline for dissemination and communication activities planned within the project period.

The aim of dissemination and communication strategy is to ensure the visibility and communication of the project actions and results vis-a-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the project results. The document will highlight how the project progress, results, and benefits will be shared with project members and the relevant target groups.

1.3. Scope of the Dissemination and Communication Plan

The primary objective of the communication and dissemination activities is the timely provision of appropriate and reliable information to all end users and target groups about the TODO project, as well as the expected achievement and actual defined project goals across all relevant stages of the project. The TODO project is not just about strengthening and creating a research community in the field of open data between various faculties of the University of Zagreb and its partners, but also through a dynamic process of active communication and dissemination, reach the national and European level as well to identify the long-term sustainability and impact of the project. TODO is an innovative project and we will not rely only on the traditional ways of informing, networking and strengthening research capacities via conferences and briefings.

This plan encompasses all the dissemination and communication activities, target groups, dissemination and communication channels, responsible project partners, key messages and implementation period.

The project dissemination will follow seven main strategies/channels to communicate project-related content to the different target groups.

The main dissemination channel will be a **project website** where all project events and results will be published. It will be updated regularly.

Project flyers will inform the general public about the project goals.

Project banner will be used to increase the visibility of the project.

Project newsletters will inform all project stakeholders on recent developments on a 4-month basis.

Project brochure will be created to generate interest and attract attention at different events

Dissemination events (summer school, site visits, seminars, conferences) will be sought to receive valuable feedback from key stakeholders and the general public and vice versa-to share recommendations for policymakers and make an influence.

Social media will be used to inform the general public about project events and project results.

The document is structured in 5 chapters. The first chapter introduces the reader to the aims of the project and the project goals. Throughout chapter two dissemination and communication strategy are presented. The third chapter contains descriptions of dissemination and exploitation measures. Chapter 4 describes reporting. Conclusions and annexes are reported at the end of the document.

This document serves as a management tool to define the dissemination and communication guidelines for the project consortium, as well as project partners. It will be used as a reference document to refer to during the project duration, including for regular monitoring and evaluation. Depending on project progress and external factors, the dissemination and communication plan will be updated and adapted to fit the needs and to deliver the best possible dissemination and communication for TODO.



Key terms definitions

Dissemination

Dissemination is defined as “the means through which research results are presented to the public (internal and external)”. This is the term generally used for communication of specific information to a targeted audience or general public, by means of press, TV, radio, and other large-scale media. It can also be associated with the dissemination process and means, and the communication activities at events, such as demonstration events, posters, and procurement lettering and mailing.

Target audience

The term is used to describe the groups of stakeholders interested at some level to the project activities and results. These include the scientific and medical community, lay public, press and media and politicians.

Stakeholder

Any organization or individual being interested in the project or having an interest in the progress and/or outcomes of the project.

2. Dissemination and Communication Strategy

The main objective of dissemination and communication strategy is to extend UNIZG strategic partnerships and to strengthen its visibility and reputation among the national and international research community, industry, policy-makers, and the general public. More specific objectives include: - To raise awareness of the project and the project results and to disseminate these results to different target groups by establishing and using multiple channels for communication and dissemination of the project outcomes and by the organization of outreach workshop. - To bring together all national stakeholders of the Croatian open data ecosystems, including decision-makers, public servants, businesses, researchers and citizens, and to initiate a dialogue between these stakeholders - to contribute directly to the Croatian open data ecosystem by an in-depth assessment of the status of open data in Croatia, and by integrating the views of different stakeholder groups as well as the results of the TODO project - To strengthen UNIZG's international profile and reputation in open data education and research through the organization of an international Open Data conference for open data researchers.

2.1. Dissemination

The dissemination strategy will ensure that the project outcomes are accessible and exploitable by a wider audience. It will also encourage the target groups in the area of open data to pick up available results and tools, improve knowledge and skills and - on top of this - contribute to expanding and refining the research and exploit all opportunities in the open data domain. The



specific goal is to enable a larger number of stakeholders to become aware of the potential advantages of providing and using open data.

The dissemination strategy for the TODO project is designed to ensure timely dissemination of all project activities and results to all the stakeholders and during the project lifetime. Dissemination will be the joint responsibility of all project partners at all levels. The key objective of the TODO dissemination activities thus is to ensure that all partners appropriately present and sufficiently communicate project progress and achieved results with the aim of optimizing their impact and value. Each partner is, therefore, committed to fully maximize their networks, contacts, and capabilities for the effective dissemination of project progress and results through awareness-raising, creating interest and diffusing the results.

2.2. Communication

Successful communication is the key to successful dissemination. The communication pathways for this project will be divided into two main actions: internal and external.

Internal: internal to the project, which is aimed at the project management team and internal stakeholders. This will include operational functions and related activities.

External: targeting various types of external stakeholders.

The internal communication will ensure successful communication related to the project. These will include communicating with the project team, highlighting issues, using project management tools, providing directions to project team, highlighting, scheduled tasks and day by day team communication. In external communication, attention is going to be given to external stakeholders' engagement and will be done in close relation with dissemination activities aligned to WP5 deliverables. Communication is mainly intended to keep the target audience updated about project activities and results.

2.3. Phases of TODO Dissemination, Communication and Exploitation Strategy

The Twinning Open Data Operational (TODO), Dissemination, Communication, and Exploitation Strategy will be conducted through four phases: Preparation phase (M1-6), Co-creation phase - Capacity building and collaboration and knowledge sharing (M1-12), Communication, dissemination, and outreach phase (M1-M36), Exploitation and sustainability phase (M24-M36).

1. Preparation phase (M1-M6). All members of the project consortium will start the dialogue with defined interest groups and key Croatian stakeholders, media, businesses, policymakers. All members of the project consortium will also be included to identify relevant national, European and global actors, their organizations and networks related to open data.

2. Co-creation phase – Capacity building and collaboration and knowledge sharing (M1-M12). During this time all members of the project consortium will be working on Capacity building and Collaboration and knowledge sharing. This will be conducted through: organized online training courses, summer school, site visits, staff exchanges research seminars, joint publications and conference participation and creating Open Science collaboration tools.

3. Communication, dissemination and outreach phase (M1-M36). During this phase, the Twinning Open Data Operational (TODO) project will continue to be communicating and disseminated at regional, national and international levels. This phase will include creating high-level promotion and communication materials and communication tools, organizing national and international conferences and workshop in the field of open data.

4. Exploitation and sustainability phase (M24-36). During this phase, the focus of the project will be on maximizing the long-term engagement with key interest groups and stakeholders, organizations and their networks in Croatia, Europe and beyond. The above is intended to be achieved through the establishment of a joint research agenda, encouraging joint project development as well as through updating university study programs.

2.4. Communication and dissemination plan

The following table outlines the defined and above described communication and dissemination plan.

Target groups

TODO (project partners, researchers, mentors, ESRs, students)

KEY (supporting institutions, key stakeholders - national, regional and international)

WIDE (entrepreneurs, decision and policymakers, the general public)

Channels

FACE (face-to-face, national and international open data events (round tables, meetings), conferences, international personal contacts)

OPEN (online project collaboration platform, faculty web sites, university press, webinars, Digital Academic Archives, and Repositories)

OUT (social and professional online networks, mailing lists, media, printed promotion materials, journals, and conference publications)

Action	Aim and expected result of communication and dissemination	Activity	Target groups	Channels	Due Date(in months)
Create Website and Web 2.0 Channel	The project website and other web channels will be used for disseminating the project results and advertising the project activities online. The first prototype of the website will be published in M1 and updated throughout the course of the project lifetime.	Dissemination	TODO KEY WIDE	OPEN	M3
Visual Identity and Associated User Manual	A visual identity will be created including elements that will represent the project in a distinct and consistent way such as logos, colors, templates, photos, etcetera). A user manual will be created to support partners in applying the visual identity throughout their dissemination activities.	Dissemination	TODO KEY WIDE	OPEN	M3
Establish formal faculty research groups in the form of Open Data Labs	Promoting capacities dedicated to the open data research at each faculty of UNIZG. Aiming to recognizable and identifiable research groups and points of contact for networking and communication during the project and beyond.	Communication	TODO KEY	OPEN	M1-M6
Create Open science collaboration platform	This platform will deliver the communication tools and collaboration environment towards the support of knowledge sharing. It is envisaged that this platform will be openly used by all stakeholders. A first version of the platform will be ready by M3, and afterward will be further improved and extended.	Communication	TODO KEY WIDE	OPEN OUT	M1-M36
Online training program	Include all the videos, presentations and designed exercises that will support the capacity building of UNIZG in the domain of open data.	Dissemination	TODO KEY WIDE	OPEN OUT	M2-M6

Action	Aim and expected result of communication and dissemination	Activity	Target groups	Channels	Due Date(in months)
Organize online training course	Promoting and engaging a wider audience, in addition to project researches to participate in education on open data life cycle presented by expert partners (TU DELFT, UAEGEAN)	Communication	TODO KEY	OPEN	M30
	Disseminate training material (web page of TODO project, e-mail to all stakeholders...)	Dissemination			
Organize summer school	Communicating an interdisciplinary research approach of summer school that will be used during project time.	Communication	TODO KEY	FACE OPEN	M7– M9
	Disseminate training material (web page of TODO project, e-mail to all stakeholders...)	Dissemination			
Site visits (I and II)	Transfer of knowledge and outcomes learned to external stakeholders as a basis for new network/ cooperation avenues after the visit.	Dissemination	TODO	FACE OPEN	M10 - M12
Store and share research data in open repository	Promoting and providing examples of good practices of open science principles and open research data engaged during this project.	Dissemination	TODO	OPEN	M12 – M36
Define research topics (Seminar I)	Engaging MSc students that will be jointly supervised by consortium partners.	Dissemination	TODO KEY	FACE OPEN	M13- M15
	Communicating research topics to external key stakeholders with the aim of boosting open data use.	Communication			

Action	Aim and expected result of communication and dissemination	Activity	Target groups	Channels	Due Date(in months)
Perform research of ESRs in a supportive environment	Strengthening and extending collaboration between project partners and key stakeholders to other domains.	Dissemination	TODO KEY	FACE OPEN	M1-M36
Present research results (Seminar II)	Presenting research problems and results in scientific venues.	Dissemination	TODO KEY WIDE	FACE OPEN OUT	M22-24
Organize National Open Data Conference	To maximize open data usage by promoting knowledge learn and best use cases. Rich other open data events in Croatia.	Dissemination	TODO KEY WIDE	FACE OPEN OUT	M19-M21
Organize Open Data Life Cycle Workshop	To transfer lessons learned by consortium members to a wider audience. Demonstrating the capacity built during the first year of the project.	Dissemination	TODO KEY WIDE	FACE OPEN OUT	M12
Organize International Open Data Conference	Gathering open data researches in Croatia and extending network for future collaborations. Giving ESRs the opportunity to present their work to the international community.	Dissemination	TODO KEY WIDE	FACE OPEN OUT	M31-M33
Joint publications and conference participation	To strengthen research connections with UNIZG researcher(s) and at least 1 from Delft & 1 from UAEGEAN and build up an interdisciplinary research network. Includes all the joint publications of the project in high-level journals and conferences. The expected output will be 15 joint peer-reviewed publications, 30 conference papers (2 papers per faculty UNIZG per year), 7 professional journals Croatia and 7 professional journals international.	Dissemination	TODO KEY	OUT OPEN	M7-M36

Action	Aim and expected result of communication and dissemination	Activity	Target groups	Channels	Due Date(in months)
Create MOOC on best practices of using Open Data in Croatia	Enabling a wider audience to learn and participate in the open data ecosystem in Croatia and giving an example and guidance for the region.	Dissemination	KEY WIDE	OPEN OUT	M19-M30
Publish guidelines for open data education/M30-M36	Building society capacities for suitability open data ecosystem through education.	Dissemination	TODO KEY	OPEN	M25-M36
Formalize joint research agenda after	Gathering and involving more UNIZG faculties and external key stakeholders in future research.	Dissemination	TODO KEY	OPEN	M25-M36

2.5. Communication Activities

Communication activities in this document are developed in order to have standardized project communication practices, and use them effectively throughout the whole project implementation.

2.5.1. Internal communication

Efficient communication and collaboration structures are essential for the success of the project. The project will use advanced ICT means, such as audio and video conferencing (Webex, Skype), instant messaging, electronic mail, mailing lists, e-mail archives, document repositories, web servers, and a version control system for code and documentation. Moreover, the project will hold various physical meetings during collaboration and exchange activities. At least two general assembly meetings are planned annually on project events to hold technical and planning sessions and to guarantee the consistency and integrity of the project. Additional meetings and coordination needed for events organization will be held online.

Since the project partners are distributed across three European member states, the centerpiece of the overall project communication will be a protected online collaboration platform, the TODO open science collaboration platform. The platform will provide a digital workspace to support electronic communication and cooperation between project team members. Through this platform, users will have access to a wide range of tools and features necessary for the successful coordination of the team, such as e-mail, online forums, dynamic news boards, document management, webinars. The platform will offer each partner independent access to important documents, code, meeting agendas, supporting materials, individual to-do lists, and other



miscellaneous project information. The platform will support the team to share project files, exchange and co-edit files, share information and organize discussions for members of the consortium. All official project-related communication and document sharing will be routed through the internal collaboration platform to ensure that it is recorded for subsequent use (reporting or follow-up).

2.5.2. External communication

For external communication, the consortium will establish a project website and communicate with external stakeholders via external communication channels (e.g. e-mail, newsletter, brochures). External communication will be focused on addressing specific target groups, by using the communication channels most relevant to them. Previous experience with EU projects indicates that social media presence and use vary according to the specific groups involved. Therefore, the partners will provide high-quality Internet and social media presentations and materials. Discussion groups not directly related to this project will be used (e.g., Research Data Alliance groups and ISA Joinup). These efforts will be pursued throughout the project to raise awareness, ensure high visibility of the project results, and establish the grounds for technology transfer and use of the results.

A TODO visual identity will be created to contribute to the overall perception of the project and its profile and to make recognizable its documents, the developed products and services at a glance. The visual identity includes elements that will represent the project distinctly and consistently (logo, colors, templates, photos). The European Commission's visual identity will be included in all dissemination materials in line with the standards described in the binding European Commission Visual Identity Manual as well as in the Call supporting documents.

Press conferences and press releases will be organized to create broad awareness of the challenges we would like to communicate. These activities should attract traffic to our public meetings and to our project website, where more detailed information about the project will be presented.

2.5.3. Communication Channels

TODO project progress and results will be disseminated through different communication channels (see table below) at different phases of the project. The general public will be mainly targeted using the project website and Web 2.0 Channels which will be updated on a regular basis.

In addition, the academic community will have access to the project results, which will be presented in national and international conferences, and papers on peer-reviewed scientific journals.

Communication and Dissemination Channels	Actions and Measures
1. Websites 2. Newsletters 3. Social media	<ul style="list-style-type: none"> • TODO project website with information about the progress of the project at different stages to communicate and diffuse its results. • Partners' websites: a short description of TODO project activities will be published on the websites of all project partners • Project newsletters: Electronic project newsletters with updates of the project will be distributed to a large pool of stakeholders on a regular basis (at least two newsletters per year). • Social media, such as Facebook, Twitter, LinkedIn, ResearchGate, Academia.edu, Google+, Google groups, Slideshare, and other developing forms of social media, will be used to announce project events, communicate and discuss the project results and ensure maximum resonance to the project.
4. Printed material	<ul style="list-style-type: none"> • Project flyer, brochure, and a poster will be created to generate interest and attract attention at different events • Project reports
5. Face-to-face	<ul style="list-style-type: none"> • The organization of project events, including summer schools, conferences, and workshops • Participation in conferences, workshops, trade fairs, exhibitions Horizon 2020 and other EC events • Synergies and liaisons with other projects and organizations will be promoted and established • More informal ways of communications with other scientists, colleagues, students and general public
6. Media appearances	<ul style="list-style-type: none"> • Press conferences at national open data conference and international open data conference • Press releases of the project results • Newspaper articles

3. Dissemination and Exploitation Measures

3.1. Dissemination and Exploitation Measures Targeting UNIZG Staff

The majority of the TODO dissemination actions will be targeted at UNIZG staff members, including not only researchers and staff members from the faculties participating in the proposal but also staff members from other faculties of the University. The primary aims of the project are to enhance the research capacity and raise the research profile of UNIZG, which requires that project results should be disseminated widely throughout the university. UNIZG researchers will be invited to the kick-off meeting, the knowledge exchange sessions, all training and capacity building actions, including the online training program, the summer schools, and the site visits, and to various collaboration activities, including the research seminars and staff exchanges.

3.2. Dissemination and Exploitation Measures Targeting the Scientific Community

Dissemination and exploitation measures targeted at the scientific community can be divided into the dissemination of scientific research and collaboration, and dissemination related to capacity building. Articles on the results of the scientific collaboration between TODO researchers will be published in high-impact international journals, such as Government Information Quarterly, Journal of Organizational Computing and Electronic Commerce, eJournal of eDemocracy and Open Government (JeDEM). In addition to the e-government open data journals, TODO will also target domain-specific journals (such as Computers, Environment, and Urban Systems, International Journal of Digital Earth, European Journal of Law and Technology, Berkeley Law Technology Journal). Co-authored papers resulting from collaboration within TODO will be presented at different academic conferences (such as the IFIP (International Federation for Information Processing) conference, the Annual International Conference on Digital Government Research, and domain-specific academic conferences as the annual Association of Geographic Information Laboratories in Europe (AGILE) conference. Open data researchers will be invited to submit a paper to and participate in the two Open Data workshops organized by TODO. Selected workshop papers will be peer-reviewed for the publication in a special issue of one of the main journals in the domain of open data, such as Transforming Government: People, Process and Policy. The MOOC on best practices of using Open Data in Croatia, which will be created in the third stage of the project, will be open to everybody interested in open data, including young and more experienced open data researchers. Also, the two conferences that will be organized will be open to the scientific community. While the national open data conference will be targeted at researchers within Croatia and other national stakeholders, the international open data conference will be a scientific conference, targeted at the international scientific open data community. In addition, the participation of several researchers in the Experts Advisory Board of the project, as well as the strong established scientific networks of both TUDELFT and UAEGEAN, should contribute to the dissemination of the project results to the scientific open data community.

3.3. Dissemination and Exploitation Measures Targeting Other Stakeholders

In addition to dissemination to UNIZG, TUDELFT and UAEGEAN colleagues and the wider scientific community, several dissemination measures will be implemented to target other stakeholders, such as policymakers, public authorities, businesses, non-profit organizations, citizens and the general public. Representatives of each of these groups were involved in the preparation of the proposal and were consulted on the definition of appropriate dissemination measures. Although the site visits mainly are part of the capacity building activities, during which TODO researchers will gain knowledge on and insight into international best practices on open data, it will also contribute to awareness-raising on and dissemination of project outputs to international stakeholders. Since the site visits will be to public authorities, businesses, policy-making and advising bodies and other stakeholders, dissemination will be to different target groups.

Project results will not only be presented at scientific conferences, but also at professional conferences, such as the International Open Data Conference, the Open Data Day Croatia, the INSPIRE Conference, and other national and international conferences that are regularly attended by TODO researchers, thereby contributing to the dissemination of the project results to non-scientific stakeholders. The national open data conference will be open to all stakeholders of the Croatian open data ecosystem, and, thus, contribute to dissemination to national policy-makers, public authorities, businesses, and the wider public. At the end of the project, two specific dissemination actions will be organized aimed at the Croatian open data community. A proposal for a Croatian Open Data Strategy will be drafted, which will provide a strategy to raise open data in Croatia to a higher level, and provide benefits to public authorities, businesses, non-profit organizations, and citizens involved in the publication and use of open data. Additionally, the involvement of representatives of various stakeholder groups (national and international) in the Experts Advisory Board should guarantee the visibility of project outcomes. The already established liaisons with main actors in the Croatian open data community (such as the Ministry of Public Administration, the Ministry of Science and Education of the Republic of Croatia, the Institute for Public Administration and others) will enhance the dissemination of the project results.

3.4. Evaluation of the Communication and Dissemination Strategy

The consortium will follow a multi-level approach in evaluating the measures proposed and delivered in the dissemination and communication plan.

Evaluation of communication and dissemination activities will be periodically reported according to the Dissemination and Communication Plan to ensure that messages are received and understood by the team members, key stakeholders, and interested groups and that they are satisfied with the chosen communication activities and channels. This kind of evaluation will also create useful feedback and valuable lessons for team members for future projects so that they can learn from the project experience. Evaluation of communication and dissemination activities will be carried out with the help of feedback questionnaires, focus groups, media analysis, number of direct mailings to number of persons, number of posts on Facebook, how many comments in

discussion forum, analyses of web statistics, number of downloaded educational materials, number of participants to project events, number of participants in online training program, number of printed and actually distributed project publications. The internal evaluation of the communication and dissemination strategy will be undertaken by WP 1. It will consider the quality and impact of the various interventions during the lifetime of the project. External Evaluation is also located within WP1 and the external evaluators' report will include recommendations for future activities related to the field of open data, identifying ways to extend the impact post-project funding, as well as lessons learned by the consortium and their future applicability to other European funded projects. The dissemination leader is able to check and activate any needed corrective action in due time. The team will be using metrics like visits to the TODO project website, interaction rates on social media and number of subscribers to the newsletter, presentations in conferences and the number of people reached through awareness-raising sessions to evaluate the success of the dissemination measures.

4. Reporting

For the purpose of reporting each project partner will provide input about the main research activities to be reported. To enable the project partners to work constantly on the document (Dissemination Report) a template (in line with the recommended table by the EC) on google drive will be set up with the main rubrics to be completed by every partner organization.

Each project partner uses this prefilled template to write its own Dissemination Report adding its specific tasks and activities they have conducted during the period.

To ensure that each project partner has enough time to complete the Dissemination Report, the relevant information should be reported continuously to the WP leader, and other partners.

Besides within the project performance reports, the reporting defined by the project includes the following deliveries:

D5.4.1 Dissemination Report #1 – M12

D5.4.2 Dissemination Report #2 – M24

D5.4.3 Dissemination Report #3 – M36

5. Conclusion

This document highlights the dissemination and communication plan for the TODO project. It highlights the objects to be achieved, defined the target groups, communication channels, dissemination activities and how the dissemination objects will be achieved and monitored throughout the project lifetime. All the project partners are committed to allocating the necessary resources to promote the project goals and increase its impact through successful dissemination activities.

ANNEXES

1. Monitoring Reports Template

Schedule		
Milestone	Deliverable	Date

With agreed frequency.

For internal distribution among project members.

Inviting all partners to make recommendations for improvement.

2. Dissemination Plan Activity Schedule Template

Activities	Responsible Partner	Activity Details	Due date	Target group

3. Monitoring Relevant Events

In relation to the on-site dissemination, in order to ensure that Communication is effective, a combination of criteria and feedback mechanisms will be used. Periodically, all partners will be asked to provide information on the following aspects:

Events:

Type of activity	Conference, workshop, publication, presentation, etc.
Event	Name of the event, publication, presentation etc.
Place	Place of the dissemination activity
Date	Date of the dissemination activity
Participants	Audience type and number
Organizer	CRISS Partners or other organizer
Topics	Short description of the presented topics
Resources	Links to presentations or other related material (ppt, agenda, fact sheets, videos, etc.)

News:

Title of article	Title of article, press release
Name of publication/website	Newspaper, Journal title, website, conference proceedings, etc.
Type of publication	Journal, website, conference proceedings, etc.
Link (if online)	Provide the link to the dissemination material
Date of publication	Date of the dissemination activity
Target audience	Audience type and number

4. Monitoring Scientific Dissemination Spreadsheet

In the table below is the Dissemination activities spreadsheet that is important to use in order to take track of project scientific dissemination on EU, national and regional level.

Dissemination Activities Spreadsheet (Each Partner)					
Partner name	Dissemination activity (journal/ conference/press release)	Reach (EU, national, regional)	Reference	Short description	URL

Quality Indicators of Scientific Dissemination			
Partner name	Dissemination activity (journal/ conference /press release)	Dissemination achieved Runtime of the project (how many papers)	Dissemination achieved one year after the end of the project (how many papers)

7. Evaluation of the Dissemination Activities

Different scientific communication channels will be evaluated through a number of different indicators listed below. Each of the channels will be evaluated after its usage in order to precisely measure its impact and efficiency. Each output of the scientific dissemination contains indicator that enables monitoring of dissemination plan success:

Evaluation of the Dissemination Activities		
Communication channels	Indicator	Source of data
Scientific journals	Number of published / submitted papers	Links to published articles /scan of an article
Industrial journals	Number of published / submitted papers	Links to published articles /scan of an article
Conferences	Number of presentations, posters	Links to conferences program / published articles
Fairs	Expo visits	Photographs
Press releases	Number of articles in newspapers / web portals / social networks	Links to posted articles / social network post
Other events (round tables, invited lectures...)	Number of other events	Links