ADEQUATe
OPEN DATA

R&D Project

ADEQUATe - Analytics & Data Enrichment to improve the QUAliTy of Open Data

Deliverable 7.3

ADEQUATe Dissemination Plan

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Abstract: Dissemination Plan including target Groups and planned dissemination activities for the ADEQUATe project as well as measureable criteria for success.

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...	...		

Author List

Organisation	Name	Contact Information
SWC	Martin Kaltenböck	m.kaltenboeck@semantic-web.at
WU	Jürgen Umbrich	juergen.umbrich@wu.ac.at
DUK	Johann Höchtl	johann.hoechtl@donau-uni.ac.at

Executive Summary

The Dissemination Plan on hand provides an overview of planned activities in dissemination (and partly exploitation) for the ADEQUATe project. It describes the mechanism to measure the activities as well as the success of these activities.

It describes the dissemination plan in the course of Deliverable 7.3 for the whole project period of 30 months (1.10.2015 until 31.03.2018) and is interconnected with Deliverables:

- D 7.6 Exploitation Plan (Month 12, September 2016),
- D 7.4 SetUp an ODI Communication (Community) Node (Month 12, September 2016),
- D 7.5 Data Management Plan (Month 18, March 2017) and finally
- D 7.7 Report on Dissemination and Exploitation (Month 30, March 2018).

Dissemination activities of the ADEQUATe project are crucial for the project consortium to achieve one of the prime objective of a national but also EU-wide and potentially worldwide focal point on Open Data Quality Issues.

In the dissemination of the project we follow three main phases:

1. Project SetUp and Specification Phase: project month 1-12
2. Beta ADEQUATe Framework in place and docked onto use-case systems (data.gv.at and ODP): project month 12 - 24
3. Results from use-case integration evaluation and improved framework in place: project month 24 - 30

Dissemination activities are planned and carried out by all three project partners whereby all three partners focus on the open data community, SWC focusses on industry and WU takes the lead in scientific / academic dissemination.

Abbreviations and Acronyms

LOD	Linked Open Data
AD	ADEQUATe
OD	Open Data

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1. Introduction - Objectives and Deliverables

Introduction

This deliverable / report gives an overview of the planned dissemination activities of the ADEQUATE (AD) project and thereby outlines future activities, as well as the way in which they will serve to make the project results available to the identified target groups (i.e. governmental bodies, industry, OD community, research and academia, media and interested public).

The general aim of the activities outlined in this report is to establish a national, EU-wide and potentially even a worldwide focal point for academic and industry parties interested in contributing to or taking advantage of the novel Open Data Quality assessment and improvement methodologies and components that will emerge in the project.
In particular, these activities are targeted at:

- **informing** the community of the state-of-the-art developments taking place in the field,
- **disseminating** the project results in order to foster community building and to create impact on industry and research in Austria, Europe (and worldwide),
- **transfering knowldge** by providing workshops and trainings to interested audiences in the methodologies and technologies developed throughout the project

Both industrial and academic partners will play active roles in the dissemination activities and be responsible to promote the project results within their respective communities.

The industrial partner SWC takes the lead part in dissemination activities directed at non-scientific users. While they specifically reach relevant industry audiences through their day-to-day work, they also provide outreach towards businesses in diverse sectors through press releases, participation in industry-oriented events, and the production of general business presentations. As the industry partner SWC is a globally acting partner, this gives an additional, global dimension to this dissemination program.

The dissemination activities of academic partners center on the traditional scientific channels of journal publications, conference papers, workshop organization, and educational courses at university sites. These activities aim at sharing the results of the project with the scientific community, particularly the Austrian and European, but also the international scientific community, in order to encourage their incorporation into the work of other scientists and technologists.

Likewise, training activities are organized for both industrial and academic audiences, in order to establish the continuity of the research initiated in the project beyond its boundaries.

The main public interface of the ADEQUATe project is the project website (http://www.adequate.at). It contains information on the project objectives, the ADEQUATe consortium, on research and development, and on major (scientific) project results; as well including various PR materials.

In order to promote maximum dissemination, the ADEQUATe quality assessment and improvement framework and nearly all of the components will be published as open source on a dedicated GitHub repository (https://github.com/ADEQUATeDQ). In this way, all major technological results from AD are easily exploitable in both commercial and scientific respect beyond the end of the project.

Generally, press releases issued on important milestones and events will target the local press of the partners. The press releases will describe the goals of the project in simple, jargon-free language and, whenever possible, highlight the benefits to the region/country and the importance of the local partner being part of an EU consortium.

Deliverables of WP 7

D7.1 - Annual Project Reports (on progress and finances) to funding agency (M13, 25, 30/31)

D7.2 - Annual (internal) project documentation (M12, M24, M30)

D7.3 - Dissemination Plan (M6)

D7.4 - Set up ODI Communication Node in Austria (M12)

D7.5 - Data Management Plan Version 1/2 (M18/M30) - 1.5 yearly updated

D7.6 - Exploitation Plan (M12)

D7.7 - Report on Dissemination and Exploitation (M30)

Whereby the Deliverables related to dissemination are: D 7.3, D 7.4, D 7.5 (2 iterations), D 7.6 and D 7.7.

2. Target Groups

The target groups of ADEQUATe are divided into the following main groups:

- Government / Public Administration
- Industry
- Academic / Scientific Community
- Public
- Media
- Open Data Community

Whereby all of these 4 groups are divided into:

1. **Data Publishers**: organisations or individuals publishing open data and thereby being interested in providing high quality data; furthermore data catalogue operators that are interested in data assessment mechanisms to provide high quality data to their respective users
2. **Data Consumers**: organisations or individuals consuming open data to integrate such data into other data and / or create applications, analysi,s or visualisations / potentially business models on top of such data and thereby

2.1 Target Groups and Communication Channels

A) Government / Public Administration

Thematic approach: Open Government Data, Establishment of Open Government and Open Data Policies, Operation of OGD Data Catalogues (Portals).

Targeted:

- Junior to mid-level civil servants
- Departments in government / public administration
- IT departments
- press people of politicians
- Statistics departments
- Local authorities
- Central government departments
- Government publishing bodies
- Internal PSI policy experts
- Government legal experts (PSI reuse)
- Policy networks (e.g. ePSIplatform)
- Government website managers/developers
- Government IT/technical contacts
- Data catalogue administrators

Preferred Channels: direct communication, via mass media, conferences, talks and presentations, eGovernment mailing lists (Cooperation OGD, data.gv.at and/or ODP, OK, ODI, W3C, etc.)

B) Industry

Thematic Approach: big data, data warehouse, open data integration in the enterprise, business intelligence, market (marketing) intelligence, HR topics, knowledge management & intranet, data analytics & data visualisation

Targeted:

- Relevant **departments in the enterprises:** IT departments & architects, decision makers: CTO & CIO, HR departments, knowledge management, innovation & research, internal & external communication
- **Publishing Industry and Media Industry** in Austria and Europe

- **IT vendors**: tool provider as e.g. CMS providers, eGovernment solution providers, data management, data visualisation, data integration and analytics
- **IT agencies** / companies and freelancer focussing on: **applications and mash-ups**
- **StartUps**: creating business models around open data and / or using open data for their business
- **Interest groups** and associations for industry
- **Settled (or new) data brokers**
- **Open Source** Software Community
- **Venture Capitalists**
- **Start-ups in the area of apps building** on top of linked data (e.g. mobile)
- **Consulting** in the fields of data warehouse, data integration, -visualisation and analytics.

Preferred Channels: direct communication, via domain-specific media, conferences, talks and presentations, respective mailing lists, viral marketing channels, trainings & workshops.

C) Academia / Scientific Community

Thematic Approach: data quality and standards, technological frameworks, the ADEQUATe Framework, scientific partnerships

Targeted:

- Open Data, Semantic Web & Linked Data core community
- Scientific community around the topic of data quality issues
- Affiliated communities in the data & knowledge management domain
- Social scientific research
- Private IT R&D
- Potential consumers of open data for research
- Those building tools around open data
- Academics that use tools for research
- Outreach organisations of universities / scientific institutions

Preferred Channels: papers, posters and presentations, challenges, conferences, via domain-specific media, exchanges and invited talks.

D) Public

Thematic Approach: Data quality, Openness, networked knowledge, socio-economic effects, future internet

Targeted:

- Civil hacker initiatives
- People interested in new gadgets
- Open data / citizens
- Popular science
- Civil science

Preferred Channels: via mass media, blogs, feeds, social media, viral marketing channels, MeetUps.

E) Media

This section includes both the journalists, who act as intermediate link to our specific target groups, and the media sector itself, which has its own interests as an industry sector. It is a specific feature that the media industry is often approached through their editorial boards and vice versa.

Thematic Approach: depends on target groups above

Targeted:

- National media interested in PSI and eGov
- Potential users in the technology - data-driven journalism
- Computer & IT media

● General interests and special interest media

Preferred Channels: press information, personal talks, press conferences, invitations, conferences (talks and presentations).

F) Open Data Community

This section puts together various target groups on the specific approach of community involvement and community building.

Preferred Channels: blogs, feeds, social media, viral marketing channels, events (MeetUps).

3. Dissemination Activities

As follows the dissemination activities of the ADEQUATe Web activities and viral marketing activities

- ADEQUATe Website: http://www.adequate.at
- Twitter: https://twitter.com/adequate_od
- Slideshare account will be used of the core team members (e.g. Martin Kaltenböck: http://de.slideshare.net/MartinKaltenboeck or Peter Parycek: http://de.slideshare.net/parycek) and relevant slides are embedded into the ADEQUATe website.
- Partner blogs & websites as well as partners social media channels
- Participate actively (discussions, publish blog posts and events etc) in relevant social networks (Open Data and / or data quality etc groups) of Xing and LinkedIn
- Put an ADEQUATe area into mail signatures (e.g. the website link)

The following LinkedIn groups have been identified and evaluated as relevant for the project activities of ADEQUATe:

European Data Forum	https://www.linkedin.com/groups/4356346
Semantic Web Research	https://www.linkedin.com/groups/129217
SEMANTiCS	https://www.linkedin.com/groups/7496190
Open Data Research Network	https://www.linkedin.com/groups/4790214
Digital Development Community	https://www.linkedin.com/groups/137043
W3C eGovernment Interest Group	https://www.linkedin.com/groups/1800648
Linked Data Web	https://www.linkedin.com/groups/60636
PSI4PROFIT	https://www.linkedin.com/groups/4364708
Open Data Support	https://www.linkedin.com/groups/4859070
Future of Government	https://www.linkedin.com/groups/2289236
European Data Portal	https://www.linkedin.com/groups/8428984
SEMIC	https://www.linkedin.com/groups/2736596
Data Mining, Statistics, Big Data, Data Visualization, and Data Science	https://www.linkedin.com/groups/152247/profile
Government 2.0	https://www.linkedin.com/groups/91073/profile
Semantic Technologies Group	https://www.linkedin.com/groups/138726/profile
EU Data Ecosystem	https://www.linkedin.com/groups/4925185/profile

Event participation and organisation

- Organise monthly Vienna Open Data MeetUp (via the ODI Node Vienna that has been established already by the ADEQUATe partners together with the TU Vienna, see: http://vienna.theodi.org/)
- Participate in relevant Open Data (related) events (regional, national, EU wide, International)
- Participate in relevant academic events (conferences, symposia, etc)
- Participate in relevant industry et al events on data quality

- Organise stakeholder workshops / round tables and / or embed such workshops on ADEQUATe and / or on data quality as parts into events

Publications

- Publications in the academic area
- Publications in the enterprise area - e.g. Brochure: Open Data Quality et al
- Publications in the Open Gov Data area

Promotion and Merchandising material

- Creation of ADEQUATe Flyer & Stickers (e.g. as part of the Open Data leaflet Austria that presents all relevant layers in Austria as well as current projects; planned for 2016)
- Creation of an ADEQUATe Image Graphic (used on http://www.adequate.at)
- Place AD project information in other relevant information materials of the partners.

PR - Public Relations

- Create and distribute several Press Releases at important milestones of the project

Additional Activities

- Establish the ODI (Open Data Institute) Node Vienna for Austria, see: http://vienna.theodi.org/.

4. Partners Communication Channels

As follows the collection of the project partners communication channels that can and will be used for project dissemination activities.

4.1 Semantic Web Company

SWC newsletter	https://www.semantic-web.at/newsletter-archive

Semantic Puzzle Blog	blog.semantic-web.at
Twitter accounts	SWC: https://twitter.com/semwebcompany PoolParty: https://twitter.com/poolparty_team Martin Kaltenböck: https://twitter.com/kalte2707
PoolParty newsletter & blog	http://www.poolparty.biz

As well as:

- Slideshare Account: http://www.slideshare.net/semwebcompany
- Several slideshare accounts of key personnel as well as their respective weblogs
- PoolParty product channels for respective promotion (website, LinkedIn Group , twitter, etc)
- Several mechanisms and channels for public relation activities

4.2   Danube University Krems

Digital Governance Blog	https://digitalgovernment.wordpress.com/
DUK Twitter	https://twitter.com/e_society/
DUK Slideshare	http://de.slideshare.net/dgpazegovzpi

4.3   University of Economics Vienna

WU InfoBiz Facebook	https://www.facebook.com/WU.Informationswirtschaft/
Personal Twitter	Axel Polleres: https://twitter.com/axelpolleres Jürgen Umbrich: https://twitter.com/juum OD@INfobiz: https://twitter.com/OpenDataWU Sebastian Neumaier: https://twitter.com/sebneum

WU mailing lists	several ones.

5. Partners Event Participation 2015 - 2018

The following event participation is planned by the project team / partners in 2015 - 2018 (status early 2016) - whereby this list is a living document in the project consortium that is continuously expanded and adapted.

Partner	Date	Event Title	Place, Country	Type of Activity	Link of event
SWC, DUK, WU	14.06.2016	opendata.ch	Lausanne, Switzerland	workshop / session on open data quality	http://www.opendata.ch
SWC	29.-30.6.2016	EDF2016	Eindhoven, the Netherlands	session on data quality (potentially organised with EC)	http://2016.data-forum.eu
SWC	12.-15.9.2016	SEMANTiCS 2016	Leipzig, Germany	workshop on linked tabular data	http://www.semantics.cc
SWC, WU, DUK	17.03.2016	Vienna OD MeetUp	WU Wien, Vienna, AT	Presentation on ADEQUATe	http://bit.ly/23Thvmp
SWC	06.-07.10.2016	IODC2016	Madrid, Spain	Participation, workshop on data quality submitted	http://opendatacon.org/
DUK, SWC, WU	01.12.2015	gov_camp 2015	Vienna, AT	workshop / session on open data quality	http://www.barcamp.at/Gov_camp _Vienna_2015
DUK	21.12.2015	21. Open Government Plattform Wien	Vienna, AT	workshop / session on open data quality	https://open.wien.gv.at/site/kalend er/?cid=all&mc_id=144
DUK	23.02.2016	13. OGD Graz Meeting	Graz, AT	workshop / session on open data quality	http://www.opendatagraz.at/events /event/13-offener-ogd-graz-stammt isch/

DUK	25-27.02.2016	IRIS2016	Salzburg, AT	workshop / session on open data quality	https://www.univie.ac.at/RI/IRIS16/
DUK	18-20.05.2016	CeDEM2016	DUK, Krems, AT	Participation/prese ntation on ADEQUATe	http://www.donau-uni.ac.at/en/dep artment/gpa/telematik/edemocracy -conference/edem/vid/22330/index .php?URL=/en/department/gpa/tel ematik/edemocracy-conference/22 330
DUK, WU	June 2016	ADV E-Government Konferenz	Innsbruck, AT	talk on open data quality and distributed data architecture	https://www.adv.at/Events/Event-It ems/20160608-09_KONF_eGover nment
WU, SWC	29.5.-2.6.2016	ESWC	Heraklion, Greece	Participation/Sub mission Workshop Remark: best paper award won.	http://2016.eswc-conferences.org/
WU	17.-21.10.2016	ISWC	Kobe, Japan	Participation/Sub mission	http://iswc2016.semanticweb.org/
DUK	22.08 - 24.08, 2016	OBD	Vienna	Submission	http://www.ficloud.org/obd2016/
ALL	every 3rd Thursday / month	Vienna OD MeetUp	Vienna	Organiser	http://www.meetup.com/de-DE/Op en-Knowledge-Foundation-Austria- MeetUp/events/past/?scroll=true

6. Measureable Criteria for Success

To ensure that activities are measured and to improve activities along their impact a system of criteria for success has been set up for the ADEQUATe project dissemination activities.

6.1   Measureable Criteria for Success in Dissemination

In the following overview you can find the identified and agreed measurable criteria for success of the ADEQUATe dissemination activities.

These activities are measured by different consortium members (AD dissemination team members) on a monthly basis, while the results are collected on a quarterly basis by the dissemination team to analyse the progress and the success, or failure, of the dissemination activities to, furthermore, monitor where the team can rework and/ or refine activities to ensure success in the future.

This range of criteria for success has been arranged in the following table and responsibilities have been assigned in the dissemination team to evaluate and fill in figures on a monthly / quarterly basis.

CRITERIA	Figure (monthly / quarterly)
Twitter followers	
Tweets	
website views	
website users	
website sessions	
nr of event participation	
nr of event organisation	
nr of publications	
nr of press releases	
nr of press clippings	
nr of data catalogues docked onto PortalWatch	
nr of datasets (metadata) converted into LOD	
nr of datasets quality assessed	
nr of datasets quality improved	
nr of csv headers URIfied	

nr of views on project related slides	
nr of people trained on data quality (awareness raising via events, webinars, ..)	

7. Engagement in Standardisation Bodies

The engagement in standardisation bodies on national level is managed by all 3 partners e.g. in the course of working very close (or being members of) the Cooperation OGD Österreich (https://www.data.gv.at/infos/cooperation-ogd-austria/) where also a working group on the topic of (open data) quality is led by the ADEQUATe partners or the partners where actively involved into the creation of the OGD metadata standard for Austria et al.

On an EU level the partners are involved in activities around the ISA programme (http://ec.europa.eu/isa/) as e.g. on ADMS or DCAT(https://joinup.ec.europa.eu/asset/dcat_application_profile/description).

And finally on international level the partners are contributing to several working groups of W3C (https://www.w3.org/) as for instance the 'Data on the Web' working group. WU is furthermore member of W3C!

8. Project Orchestration (nation & international)

As the topic of open data quality assessment and improvement is one that challenges an international community the ADEQUATe project has also identified (and partly already contacted / is in touch with) the following projects that are working on similar and / or related topics like the ADEQUATe project. Thereby orchestration supports to make use of results of other projects as well as it ensures the use of ADEQUATe project results by others - thereby it supports also the dissemination activities of ADEQUATe.

Project	URL	Relevant for ADEQUATe
Open Data Monitor	http://project.opendatamonitor.eu/project/	Open Data Quality Issues
ODI Certificate	http://theodi.github.io/presentations/training-law-best-practice.html#/cover https://certificates.theodi.org/overview	Open Data Quality Issues
ALIGNED	http://aligned-project.eu/	Data Quality Issues
LOLaundromat	http://lodlaundromat.org/	Linked Data Quality Issues
Open Data Support	http://data.opendatasupport.eu	Open Data Quality Issues
European Data Portal (Metadata Quality)	http://www.europeandataportal.eu/mqa-service/en/dashboard.html	Open Data Quality Issues (Metadata)
SharePSI, Data Quality BP	https://www.w3.org/2013/share-psi/wiki/Best_Practices/Open_Data_quality_assessment , https://www.w3.org/2013/share-psi/wiki/images/3/3e/AMI_proposal_Share-PSI_Timisoara_How_good_is_goo	Open Data Quality Issues

	d_enough.pdf, https://www.w3.org/2013/dwbp/wiki/Data_quality_notes , https://www.w3.org/2013/dwbp/wiki/Requirements_From_FPWD_BP , https://docs.google.com/spreadsheets/d/1CxKAa6KK0ot2YPTtFaQIywZoDwQzqvYgVq5JnrGl5Co/edit?richtext=true#gid=2	
OKFN Good Tables	http://goodtables.okfnlabs.org/	Open Data Quality Issues
COMSODE	http://www.comsode.eu/ http://opendatanode.org/	EU project 2013-2015 - Open Data Node publication platform was developed as part of the project to simplify publication of datasets - it is roughly UnifiedViews with CKAN. There are also couple of QA plugins - https://github.com/UnifiedViews/Plugins-QualityAssessment
Frictionless Open Data	http://data.okfn.org	Standards und Conventions for Open Data
Wikidata	https://www.wikidata.org/	Data Linkage and Infrastructure Issues