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Dissemination  
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### Specific Strands

- **Cloud, Data and Artificial Intelligence**
- **Advanced Digital Skills**
- **Accelerating the Best Use of Technologies**

### Additional information

#### BeOpen - Benefits

- **HVD catalogue, guidelines & recommendation for sharing data**
- **Increased availability, quality, usability of HVDs**
- **Easy development of new services & AI applications**
- **Cross-border interoperability**, less market fragmentation for digital services
- **Standard & trusted technologies**, leveraging EU projects results

#### Full presentation

[https://beopen-dep.eu/wp-content/uploads/BeOpen\\_Project\\_Presentation.pdf](https://beopen-dep.eu/wp-content/uploads/BeOpen_Project_Presentation.pdf)

### Project Overview

The **BeOpen project** aims to **enhance the quality, interoperability, and accessibility of open data provided by public organisations**, transforming them into **High Value Datasets (HVDs)** as promoted by the European Commission. It seeks to ensure that **open data is machine-readable and accessible**, thereby supporting the development of reliable and innovative applications based on such HVDs.

The **main objectives** of the project are to

- 1) develop and implement tools and methodologies to **enhance the quality of open data**,
- 2) ensure that **datasets comply with EU regulations** to improve their usability and reliability,
- 3) **facilitate the availability of open data through machine-readable formats** and accessible platforms.

Website: <https://beopen-dep.eu/>

### D&E Challenges

The **main challenge** has been to create **community engagement** around the project. At the **beginning of the project**, when the **technology framework and tools** were **still under development**, **Pilots' data still to be transformed into HVDs**, and **digital services** still to be **designed and validated**, there was **little scientific evidence or success stories to be shared**. Therefore, the value of the content was **not sufficient to attract and interest the project targeted audiences**. As a result, it has been **difficult to reach the expected number of papers and publications**. It has also been a **challenge to collect a critical mass of followers on social media**, due to the **large amount of competing information**.

## Results

Throughout the project's duration, BeOpen partners **participated in approximately 60 events**, engaging in activities such as **presentations, poster displays, exhibition booths, demonstrations, and networking**. Each pilot organised **workshops, training, and demo events**. They also **produced short videos** showing **how digital services function using public sector data converted into High Value Datasets**.

Community engagement surpassed initial targets, **establishing over 120 contact points and collaborations with various EU initiatives**. **Intense social media activity** triggered visits to the BeOpen website and encouraged access to a variety of materials, including presentations, deliverables, two-pagers, video interviews, blog posts, and news updates.

## Impact

**Increased interoperability** between local systems and open platforms has enabled **smoother integration of sensor and municipal data using open standards**, facilitating **cross-domain applications in mobility, safety, and the environment**.

**Pilots** have made significant strides in **reusing High-Value Datasets (HVDs)** by opening, documenting, and publishing data through federated platforms.

**Engagement of end users and stakeholders has improved through early feedback collection** and service refinement, resulting in **higher satisfaction among citizens and professionals**.

**Most pilots improved their technical and organisational capacity** for adopting AI-driven solutions. **Data quality has been enhanced**, supporting informed public decision-making.

## Lessons learnt

The **publications primarily focus on the public sector** rather than industry, as both the **public sector** and the **general public** will **play a crucial role in promoting the BeOpen framework**.

We are also **targeting public administration as potential users and beneficiaries of BeOpen solutions**.

Consequently, **our communication style**, including wording and presentation, is tailored to their needs, providing **useful and accessible information**.

We **faced challenges in increasing our social media followers**; however, **we noticed spikes in engagement when BeOpen was presented at events**.

*To encourage public administrations to recognise the value of transforming their data into High-Value Data (HVDs) and to promote the adoption of the BeOpen framework, we must increase the project's visibility, raise awareness, and educate stakeholders.*

*Lydia Montandon*