

EVALUATION REPORT

DELIVERABLE 5.3

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Abstract: The report summarises the evaluation activities and results of the PIE News project. Starting from the Evaluation Plan (D5.1), the report describes in detail the evaluation activities, explaining eventual deviations from the planned ones, and provides the outcomes and reflections for the different dimensions of the project evaluation: risk detection, on-line questionnaires and tests, project website analytics, social networks analytics, commonfare platform analytics, network dynamics analysis, reports on the two digital currency for events experimentations, key performance indicators and the final internal self-evaluation results.

EXECUTIVE SUMMARY

This document presents in detail the evaluation activities and results (up to mid M36) of the project, that started with an Evaluation Plan (D5.1 at M5) and continued with a complex set of activities mostly conducted with participatory methodologies and a high degree of interaction within the consortium (Ch. 2, 3, 10). Following a project grounded on action research and participatory methods, deviations from the plans answered to practical issues encountered during project activities.

For this reason, the evaluation methodology was adapted to the project requirements, while maintaining the original goals. For example, the user satisfaction was evaluated on the field while observing people interacting with the digital currency, listening to their comments and engaging in short ethnographic interviews. The project reached the KPIs (Ch. 9) with excellent results on all the considered dimensions, exceeding 7 KPIs out of 9. Considering commonfare.net as the main project outcome, at early M36 - after 28 months of online platform with four releases done - we attracted 910 Commoners - or registered users - who published some 44% of the 310 stories available on the platform by June 12¹. In the time frame between 1/3/2017 (R1) and 28/06/2019, the platform attracted 29,327 visits (1,047/month) for a total of 71,804 actions (2,468/month) and 69,131 pageviews (2,564/month), with a growing trend starting from mid 2018. Almost half of the visits have been from Italy, as an effect of the much larger size of the Italian population, the presence of many Italian researchers in the consortium (also representing different countries in terms of partner organizations) and the strong dissemination activity operated in the country. See Ch. 6 for details.

Facebook played a key role in dissemination, and posts on the Commonfare Facebook page reached 2,112 total likes, more than three times the most “liked” CAPPSCI project, i.e. D-Cent (660 likes)². Commonfare videos reached more than 29,381 views on facebook and 487 on the Commonfare YouTube channel. See Ch. 5 for details. Institutional dissemination took place via the project website (Ch. 4).

Platform network dynamics (Ch. 7) have been monitored through a dedicated management dashboard, checking the network activity and detecting no collusive behaviour (e.g. currency accumulation) by Commoners. The absence of disinhibited behaviour, hate-speech, and verbal aggression alongside the quality of the stories are probably the most relevant results of the project. Commonfare.net is a “self-organised” community³, populated by people who have embraced the same values and supported each other in action.

Finally, two digital currency real life experimentations were conducted on the field (Ch. 8): the Santacoin at the Santarcangelo festival 2018 and the Oltrino at the OltrEconomia Festival 2019. Both cases leveraged on a

¹ The number of stories rose to 317 by June 28. In this deliverable we focus on the period up to June 12th, where not differently specified.

² Facebook engagement was mostly organic with the exception of 10 paid ads for a total of 340 Euro.

³ Following Holly Arrow’s and her coauthors’ elaboration on groups formation space and extending it to on-line community, Commonfare.net can be defined as a “self-organised” community. The forces acting on it have been internally defined, initially by the participatory design, and then by the commoners in action. See Arrow, H., McGrath J.E. Berdhal, J.L. (2000). *Small groups as complex systems*. Sage.

concrete stakeholders' need and involved the entire consortium, generating an important wealth of experiences and relations, together with a sound technical test: 3,197 transactions handled and 622 digital wallets used totally. This part of the work was not-planned in the DOW and represents the most significant deviation from the dissemination and communication strategy presented in D5.1, which mainly relied on Satisfaction Surveys of platform visitors.

Due to its marketing-based logic, the survey-based strategy initially envisioned soon appeared unsuitable to commonfare needs and the alternative socio-economical model it wanted to enact, therefore we later engaged in a quantitative study platform use through the analysis of use analytics and a qualitative study of situations of use. As the technology was ready for a test on the field, the consortium has invested a considerable amount of resources in two major and unplanned field studies, lasting for 15 days and involving representatives of all the beneficiaries. This activity was supported also by in-kind contribution by the beneficiaries and it is probably the strongest evidence of the commitment of the newly established Commonfare Association to project sustainability. All of us, who have collectively agreed to move forward the legacy of commonfare, participated in the field as both volunteers and researchers, seeding the ground for a more encompassing definition of sustainability and impact of commonfare.net as a self-organized community, as discussed also in D5.4.

DOCUMENT REVISION HISTORY

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14/06/2019	V1	Francesco Botto, Mariacristina Sciannamblo, Daniel Rough	First draft versions, by Francesco Botto (FBK) with contributions: Mariacristina Sciannamblo (M-ITI) sections 5.1 and 5.2, Daniel Rough sections 3.4 and 7.1
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30/06/2019	Final	Gianluca Monaco	Final graphical version

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Maurizio	Teli	M-ITI	Internal review
Rachele	Serino	BIN	Internal review
Cristina	Morini	BIN	Internal review
Chiara	Bassetti	UNITN	Final internal review
Antonella	De Angeli	UNITN	Final internal review, Executive Summary, KPIs (Ch. 9)
Gianluca	Monaco	UNITN	Last graphical version

ACRONYMS

ACRONYM	MEANING
PD	Participatory Design
R1	Release 1 of commonfare.net
R2	Release 2 of commonfare.net
R3	Release 3 of commonfare.net - Networking Hub in Annex 1 Language
R4	Release 4 of commonfare.net
WP	Work Package
AU	Abertay University (Scotland, UK)
BIN	Basic Income Network (Italy)
CMS	Centre for Peace Studies (Croatia)
FBK	Fondazione Bruno Kessler (Italy)
DYNE	Stitching Dyne.org (the Netherlands)
MDC	Museu da Crise (the Netherlands)
UNITN	University of Trento (Italy)
M-ITI	Madeira Interactive Technologies Institute (Portugal)
DWS	Design Workshop
KOM	Kick Off Meeting
UI	User Interface
SC	Santacoin
CF	Commonfare
CFC	Commonfare Final Conference
OEF	OltrEconomia Festival
Olt (or) ©	Oltrino

cf.net

commonfare.net

Mx

Project month x

Dx.y

Deliverable (Work package x)

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1. INTRODUCTION

A complex project like PIE News / Commonfare, with a detailed and well-connected online and offline activity leveraging on three pilot countries through participatory methods with both research and (unplanned) experimentations, deserves a sound final evaluation reporting. The evaluation activity has been carefully planned (starting with D.5.1 Evaluation Plan, M5) and reported in detail during the entire project duration. This enabled a high number of reflections, discussions and reconsiderations of activities both at the coordination plus WPL and consortium-wide level. When well conducted with the contribution of project partners, evaluation allows monitoring, fosters collective awareness, and opens a space for the enhancement of planned activities.

Not only unplanned project activities have been conducted, like the two digital currency experimentations (Ch. 8), but also some initially planned activities have been reformulated or even cancelled (e.g. User Stakeholders Satisfaction Surveys, as it resulted hardly usable in an already high demanding context for pilot participants), some have been conducted in a less structured way (e.g. studies incorporated in field interventions), and others have been implemented following different strategies and methods (e.g. final self-assessment). That reflects the key approach of the project, action research and participatory design, in which researchers and innovators proceed step by step, with planning-action-evaluation-replanning iterations. Therefore, deviations from the initial plans are not only motivated by data and needs but they indicate that the development and innovation process is healthy. From this point of view, we tried to promptly identify and understand the emerging difficulties from the first project months (e.g. the “language” issue at the beginning of the project) to the last project activities (e.g. the Oltrino experimentation). This complex process consumed a significant amount of time and resources (attention, first of all); it was conducted in deep collaboration with the Coordination team and with the help of the entire consortium.

It is therefore a pleasure to introduce this Evaluation Report, which leverages both on qualitative data (e.g. reports out of self-evaluation focus-groups) and formal reports (e.g. Risk Detection Internal Reports 1 and 2) generated during the project. The deliverable chapters describe specific evaluation activities that compose this puzzle: risk detection internal focus groups and reports, online questionnaires and usability tests, project website analytics, social networks analytics, platform analytics, network dynamics, digital currency experimentations, key performance indicators, and the final internal self-evaluation.

In creating an online collective awareness platform, we were convinced since the beginning of the need to consider the offline side of the project very seriously. This balance of attention between the online and offline sides of the project shines through almost all the evaluation dimensions of this deliverable.

Some very relevant difficulties emerged during the project, like the termination of the Dutch pilot leader during the Summer 2018 or the high partners’ mobility - both physically and in terms of affiliations - that have been overcome with intra-consortium solidarity and increased collaboration. Monitoring activities and consortium-wide reflections helped in finding solutions and resources with new roadmaps. Evaluation has also

been affected by the changes in the consortium mentioned above, particularly by MdC termination (see Termination Report by MdC complemented with coordination comments).

From M30, following our plans but - more importantly - understanding its very relevance, the “ sustainability” issue started becoming key to every discussion or reflection on the evolution of the commonfare.net platform and of the Commonfare idea in general. Details on this are presented in Deliverable 5.4, but some elements are discussed in the conclusions of this document.

2. RISK DETECTION INTERNAL FOCUS-GROUPS AND REFLECTIONS

The Risk Detection tasks leveraged mostly on 3 self-evaluation activities (focus groups) held during the Design Workshops (DWS) 2-3-4, and generated two Risk Detection Internal Reports (nr. 1 “MS10” at M18 and nr. 2 “MS14” at M30). The objective of this activity was to identify and create awareness within the consortium on possible issues affecting project activities and the sustainable development and adoption of the Commonfare.net platform in general. Each identified issue has been discussed within the consortium, providing strategies and solutions for the best project course, also considering the sustainability of commonfare.net after the project end.

Besides the focus groups results, the two reports also considered the risks identified at the project proposal stage (see Table 1).

Risk description	WPs involved	Probability/ Impact	Proposed risk-mitigation measures
1. Technology illiteracy of target groups	2, 5	L/M	Training during pilot sessions
2. Limited access to the internet	2, 5	L/M	Collaboration with public libraries, bars, community centers that offer free wifi + computers
3. Misuse of the platform (i.e. company using it to advertise)	2, 3, 4	L/L	Clear terms of agreement and communication
4. Privacy and trust	2, 3, 4, 5	L/M	Privacy by design and privacy settings, high level of control over own data, addressing the distrust through appropriate reputation mechanisms
5. Privileging currency accumulation to circulation	3, 4	M/H	Adoption of the principle of demurrage, according to which currency devalues itself after a fixed amount of time
6. Failure in mobilizing stakeholders	2, 5	L/H	Leverage on the networks of the partners’ organizations and on the supporting letters
7. Failure in granting sustainability	5	M/H	Monitor constantly the relations in the pilot sites and the networks mobilized by the project in order to engage in alternative sustainability models (e.g. crowdfunding)
8. Inadequacy of the technology to the users’ needs	4	L/H	Involve end-users in the design since the beginning, privileging the pilot partners’ perspective over the strictly technical one

TABLE 1: RISK ISSUES IDENTIFIED AT THE PROJECT PROPOSAL STAGE.

This chapter highlights the issues emerged from the consortium during the three self-evaluation focus-groups:

- nr. 1, during the DWS2 in Toplice Tuhelj, Zagreb, Croatia, the 18th January 2017 (M7);
- nr. 2, during the DWS3 in Amsterdam, Netherlands, the 20th June 2017 (M11);
- nr. 3, during the DWS4 in Milan (Italy, the 28th March 2018 (M21).

This activity was initially planned with the aim of highlighting the issues belonging to the piloting side of the project, but very soon the consortium decided to enlarge the discussion to the whole consortium. Similarly, the activity was planned for leveraging on the *guiding questions* inspired by the five dimensions (satisfaction in general, difficulties with participants, effectiveness and rewards of activities, lessons learned), but after the first

focus-group participants opted for focusing on difficulties, highlighting also some satisfactory issues. Such focus helped the Consortium in improving its working practices and effectiveness.

2.1 SELF-EVALUATION FOCUS-GROUP 1 AT DWS2 (M7)

The focus-group 1 involved for two hours 9 participants plus 4 moderators and note-takers. The activity has been highly participated and a lively debate took place.

Given the level of analytic and emotional interest of the participants on some specific topics, not all the guiding questions have been equally considered during the focus group. Because of the particular importance of the discussion for the future cooperation between partners, time was dedicated to issues not directly regarding the piloting experience. The focus-group mostly reached autonomously the target to create self-consciousness of critical issues within partners.

A brief recap of the issues and identified solutions/agreements (or risk-mitigation measures) follows:

→ Issue 1/1: SCHEDULE OF TIME CONSUMING ACTIVITIES

- ◆ Description: schedule, since the qualitative research is time-consuming per se, and difficult to schedule given the time constraints of the participants – time is a very scarce resource both for participants and researchers. On the other hand, the project requires sticking rigorously to deadlines.
- ◆ Solution/agreement: taking extra-care of planning.

→ Issue 1/2: FINANCIAL RESOURCES FOR PROJECT PARTICIPANTS

- ◆ Description: some partners highlighted the fact that money is a limited resource for participants. To ensure participation, partners often need to pay for expenditures in advance instead of refunding participants upon presentation of receipts.
- ◆ Solution/agreement: there is no other solution than anticipating the expenses when needed.

→ Issue 1/3: DEALING WITH PEOPLE TRAUMATIC SITUATION WITH NO SPECIFIC TRAINING

- ◆ Description: an emerging difficulty for some partners regarded dealing with people that experienced and/or are experiencing traumatic situations, and doing so without a specific training. This issue is felt especially by MDC. CMS cooperates with the *Centre for trauma* and other associations that can provide guidelines.
- ◆ Solution/agreement: CMS will put MDC in contact with associations that can help MdC in coping with people with traumatic experiences.

→ Issue 1/4: TERMINOLOGY FOR FRONT-END AND BACKSTAGE COMMUNICATION

- ◆ Description: partners reported a widespread difficulty connected with language and front-end terminology. First, The language used to communicate the project influences people's perception of the project itself and of the platform in particular, thereby affecting public engagement. The language used in drafting the project proposal and then in developing the

website and the flyer is perceived as too much institutional, and/or difficult/academic, and/or categorizing/dividing instead of uniting/commoning. Second, the expression “PIE News” is perceived as potentially problematic at the piloting level because of: (a) the <https://thepienews.com/> platform for “News and business analysis for Professionals in International Education”, and (b) the fact that “pie” encountering the cryptocurrency reinforces the idea of “funny money”.

- ◆ **Solution/agreement:** This problem was deeply investigated, leading to a constant attention to language and stereotypes through the project. To enhance internal communication (as language affects also thinking), a glossary was participatively developed (led by UNITN) in order to agree on the best term choice for both internal and external communication. We divided the PIE News - and connected website - and the commonfare.net communication strategies, giving priority to the latter for external communication. This impacted the project’s visual identity and the dissemination material/tools, with also a reduction of activity on the project website. This also generated a paper presentation by project partners at the 12th Annual International Ethnography Symposium. Since partners agreed on this during the DWS3 in Amsterdam, from July 2017 the project website started to be used for dissemination and communication activities oriented to professionals (academic and institutional targets), while commonfare.net became the key digital object to promote.

2.2 SELF-EVALUATION FOCUS-GROUP 2 AT DWS3 (M12)

The focus-group 2 involved for two hours 13 participants, divided in two parallel groups, with the support of 4 moderators and note-takers. In both groups, the discussion was anticipated by a brief presentation of the previous self-evaluation focus-group results. The activity was highly participated and the discussion started without following the guiding points, as participants preferred to focus on difficulties (question 3) and on some satisfactory issues. Summarizing the discussions within the two groups, the most relevant issues suggested by project partners are briefly summarized below, with an accompanying reflection by the project coordination.

→ Issue 2/1: THE CROATIAN PILOT IS FACING DIFFICULTIES

- ◆ **Description:** CMS participant said that because of a mix of government hostility, cultural habits of local people (looking for wage, unwillingness to share “unsuccessful” stories), and project activity pressure, it was becoming very hard to work in the Croatian pilot.
- ◆ **Solution/agreement:** the Consortium will support CMS at its best, and we encourage CMS to communicate promptly as soon as meaningful novelties emerge so that the Consortium can react appropriately and collectively.

→ Issue 2/2: NEED TO HAVE MORE INFOS ON FREECOIN AND TECHNICAL HELP IN GENERAL

- ◆ Description: pilot partners highlighted their need for further knowledge on digital complementary currency and technology in general in order to communicate and work better with people at the pilot level.
- ◆ Solution/agreement: we encouraged the organization of training sessions in which the Technical team provided information to the pilot partners and key actors in the local contexts, after R2. We also encouraged pilot partners to express their needs for support by the technical team as soon as any would emerge.

→ **Issue 2/3: REQUEST FOR A DESIGN PLAN**

- ◆ Description: some partners involved in WP2, WP3 and WP4 asked for a clear roadmap to agree on in order to organize piloting activities and reflect/discuss within the consortium, also reviewing it periodically.
- ◆ Solution/agreement: a substantial effort was made to increase the communication between WP4 and WP2. For this reason a team from UNITN visited the dutch pilot and M-ITI for two weeks during Summer 2017, and regular weekly conference calls were conducted in Autumn 2017. In addition, a list of the new and old requirements was compiled and priority was collectively defined by the partners.

→ **Issue 2/4: TIME PRESSURE IS STILL AN IMPORTANT ISSUE**

- ◆ Description: it mostly related to the EU deadlines and the amount of work partners have to do in order to prepare deliverables.
- ◆ Solution/agreement: the more detailed roadmap (see Issue 2/3) addressed this issue too. Moreover, it was acknowledged that qualitative research requires continuous adjustments. It was proposed to mix enhanced planning and flexibility.

→ **Issue 2/5: LANGUAGE IS STILL AN ISSUE, BUT MORE INTERNAL**

- ◆ Description: it emerged that it is important to engage partners with the shaping of the glossary. This also relates to the need to reflect collectively on a more analytic level (e.g. concepts and research issues rather than activities to be undertaken).
- ◆ Solution/agreement: everybody was encouraged to use the Glossary to propose new terms, familiarize with the existing ones, and learn to “speak the project language”.

→ **Issue 2/6: INVOLVEMENT OF SOME PARTNERS IN CONCRETE COOPERATION**

- ◆ Description: some partners did not provide the needed insights for some deliverables.
- ◆ Solution/agreement: we encouraged partners to make the needed steps in contributing to the project, informing the consortium in time if any issue will emerge in the future.

→ **Issue 2/7: THE PROCESS OF REVIEWING SHOULD BE IMPROVED**

- ◆ Description: the internal review process could be improved, perhaps by sharing beforehand the table of contents or by letting the consortium know what kind of feedback the authors want.
- ◆ Solution/agreement: as written in D1.1 Project Handbook, a procedure was already in place for sharing the table of contents, the deadline for this being 1 month before the due date for the

deliverable. On the other hand, we further encouraged authors to clarify this info when submitting the deliverable for internal review.

→ **Issue 2/8: WORRIES THAT DELIVERABLES ARE NOT READ BY ALL PROJECT PARTNERS**

- ◆ Description: this has been reported with a reference to the very rich D2.1 which could be very informative for all.
- ◆ Solution/agreement: we encouraged everybody to read all deliverables and to digest them from the perspective of their role in the project. Considering the issue 2/4 - time pressure - we encouraged everybody to plan in advance the time for reading.

2.3 SELF-EVALUATION FOCUS-GROUP 3 AT DWS4 (M21)

The focus-group 3 involved 15 participants and it has been conducted with two groups sessions in parallel with 4 additional persons as moderators. The activity has been participated by partners with interest and with the aim of improving the quality of project activities.

By summarizing the discussions within the two groups, some key findings emerged from the self-evaluation.

→ **Issue 3/1: TIME AND MANAGEMENT ISSUES FOR PILOTING ACTIVITIES IN CROATIA AND THE NETHERLANDS**

- ◆ Description: CMS and MDC expressed their difficulties in processing all the requested piloting and other (e.g.: platform translations) activities in time. The perception of the Croatian and Dutch pilot leaders were that of an excessive quantity of work and insufficient resources (time and funding), compared to the BIN activity that leveraged on five persons (1 in CMS, 2 in MDC), and could benefit of external help for translation given the availability of italian speakers in the consortium.
- ◆ Solution/agreement: the project leverages on an agreed plan which is based upon a set budget; it is up to project partners to manage it to reach together project objectives. Low priority tasks (e.g.: Commonfare Book Series) can be skipped during stressful periods. Other collaborators may be involved in order to enable performing different activities in parallel. Additionally, since all partners are practically involved in the project more than expected, everyone should try to plan inter-partners activities by giving others deadlines with adequate time. The help given by M-ITI to BIN for platform translation was a minor issue, and it should be considered that the budget is the same for all pilot partners (MDC, CMS, BIN).

→ **Issue 3/2: TESTING THE SOCIAL WALLET SOFTWARE IN PILOTING COUNTRIES**

- ◆ Description: DYNE announced that pilots were not providing the expected testing activities for the currency module. On the other side, BIN, MDC and CMS expressed the need for a more sustained action by DYNE, with discussions between pilot partners and DYNE for defining the best strategy and solution. It was decided that the cooperative work on R3 will help solve this issue, and partners agreed on working together to engage more deeply with this activity in time.

- ◆ Solution/agreement: during the focus-groups partners already agreed on the need to work together (pilots-DYNE) for better planning and completing the activity.

→ **Issue 3/3: COORDINATION, COMMUNICATION, TRANSPARENCY, ACCOUNTABILITY**

- ◆ Description: MDC asked for more transparent and accountable coordination practices, announcing the need for (a: accountability/visibility) paying more attention to communicating actions taken based on reports/minutes/meetings, and (b: stand-up meetings structure) changing the structure of the bi-weekly stand-up meetings following this: activities presented by WP leaders and no personal activities by partner organizations. Similarly, coordinators noticed that some task leaders should follow more proactively the activities they lead.

- ◆ Solution/agreement: regarding the request (a) to better follow up of the results of minutes/reports and subsequent actions, coordinators agreed that some more effort may be spent on it, but doing it systematically would be too time consuming for coordinators and leaders. On the other hand, coordinators acknowledged the fact that it should be also considered that, as emerged in the focus group 1, some partners perceived the same lack of accountability/visibility on the part of pilot partners. We believe this is also a matter of lack of time/energy for communication given the demanding project activities. Coordinators suggested the adoption of the WP5 leader process management: GDocs that follow the evolution of specific activities and WP meeting minutes that report steps.

Regarding the proposal (b) of a different structure for the stand-up meeting, we highlighted that it was thought for all partners to share their latest activities, on which WP leaders might not be aligned. A new format was proposed for the stand-up meeting as following: (1) start with WP leaders description of relevant ongoing activities, (2) let partners add more issues, (3) everything should be short and rapid, while discussions and deepenings should find place in dedicated meetings (agreements on this can take place during stand-up meetings).

Regarding task leading, coordinators kindly asked all task leaders to follow project/task/WP cooperative activities, and especially to be proactive in coordinating actions concerning the task they lead (e.g. sending reminders, check that work is being done, organize meetings).

→ **Issue 3/4: PROJECT PRIORITIES**

- ◆ Description: participants agreed on the following priorities: (1) getting people to use commonfare.net and (2) elaborating on sustainability (T5.4) with experimentation of good practices on the field and by conducting further work (research, design) based on this.
- ◆ Solution/agreement: the focus groups allowed for a synthetic identification of, and agreement on top level project priorities. Coordinators invited all partners to familiarize with and use the platform.

2.4 CONCLUSIONS: ADOPTION AND SUSTAINABILITY

All focus-groups helped identifying problematic issues for the project from the partners' point of view, and in some cases solutions have been identified by partners during the discussion. This demonstrates the usefulness of self-evaluation activities, and their capacity to go beyond evaluating the past and to reach planning future activities.

As anticipated, focus-groups results contributed to the creation of the *Risk Detection Internal Report 1* (MS10 at M18) and to the *Risk Detection Internal Report 2* (MS14 at M30). While the Report 1 mostly summarized the results of the focus-group 1 and 2, with the Report 2 the consortium was more involved in reflecting on (a) checking risky issues identified at the project proposal stage, and (b) platform final adoption, post-project sustainability issues, and in general issues emerged after M22. What follows is a brief summary of the risk-detection debate on the abovementioned dimensions.

2.5.1 On risks identified at the project proposal stage

The risks identified at the project proposal stage were already considered at M18 in the Risk Detection Internal Report 1. Report 2 became the occasion for checking the situation and providing more comments and elements for evaluating and mitigating the risks. The following list includes some considerations come from consortium reflections after M30.

→ Risk 1: TECHNOLOGY ILLITERACY OF TARGET GROUPS

- ◆ Comment: Most people in the target groups use smartphones even if they do not own desktop/laptop computers. Therefore, commonfare.net has been optimized for mobile devices, adopting a “mobile first” approach coupled with responsive design for the desktop version. After the first months of mostly desktop visitors, slowly platform visits via smartphone increased, as a result of (a) the enhancement of platform content both in quantity and variety, (b) links to the platform opened on mobile from Facebook or during events, and (c) the excellent experience of commonfare.net via mobile. This confirms the good decision to adopt a mobile first approach even if the Stories are mostly written via desktop.

→ Risk 2: LIMITED ACCESS TO THE INTERNET

- ◆ Comment: this issue has not been detected by pilot leaders. Smartphones and mobile internet are sufficiently in use within our target groups to enable participation in the platform.

→ Risk 3: MISUSE OF THE PLATFORM

- ◆ Comment: at the end of the project, Network Dynamics Analysis has not detected any misuse of the platform.

→ Risk 4: PRIVACY AND TRUST

- ◆ Comment: the platform complies to the General Data Protection Regulation 2016/679 (GDPR) on data protection and privacy for all individuals, as requested within the European Union and the European Economic Area.

→ **Risk 5: PRIVILEGING CURRENCY ACCUMULATION TO CIRCULATION**

- ◆ Comment: during the Trento General Assembly in September 2018, partners agreed that we will start providing the monthly basic income (1000cc) to Commoners and, in the meantime, we will design and implement the new feature of Commoners' right of access to a "common wallet", containing Commoncoins that can only be spent. The upper limit of cc that people can access from the common wallet is 1000cc each month. On the other hand, Commoners can accumulate their basic income, which they can use in the event that they exercise fully their right to access the common wallet (i.e. if they give more than 1000cc to other Commoners during a calendar month). However, they cannot accumulate the 1000cc accessible from the common wallet each month.

Looking at the Network Dynamics Analysis and in general at Commoners behaviour, it has been considered that currency accumulation is actually only a theoretical issue that currently does not represent a serious risk for the platform. For this reason, in the final decision on what features should be implemented at the end of the project when working with limited time and resources, the design team decided that features like the "group currency" and the Santacoin or Oltrino wallets (with their demanding activity for the experimentation) deserved to be prioritised over the "common wallet". This feature is in any case valuable, and its implementation will be considered during the post-project life of commonfare.net.

→ **Risk 6: FAILURE IN MOBILIZING STAKEHOLDERS**

- ◆ Comment: overall, pilot leaders were successful in mobilising stakeholders. The issue, however, was part of the recurrent topics of discussion during the weekly conference calls on post-project sustainability (T5.4) which commenced in November 2018. The idea was to concretely work on this issue from the beginning of 2019, by better explaining to stakeholders the commonfare.net platform with its fourth release (R4, M30, December 2018), asking the more interested stakeholders to send us a letter with a formal commitment to sustainability. Later on in May 2019 (M35) project partners started some interesting and concrete reflections with local grassroots people and associations, also substantiated with open discussions during the Final Conference⁴, bringing to further collection of support letters from stakeholders (see Ch. 9 and KPI nr. 9 for details).

→ **Risk 7: FAILURE IN GRANTING SUSTAINABILITY**

- ◆ Comment: apart from the T5.4 formal activities lead by BIN (which identified 3 possible sustainability scenarios in Deliverable 5.4) and from the Networking Events organized by the consortium in order to promote Commonfare in Europe, a partners' team composed of project

⁴ Especially during the Plenary session and Workshops nr. 2 "Commonfare piloting experiences in Croatia, Italy and Netherlands" and nr. 3 "Digital social-purpose currencies and tokens".

coordinators and other colleagues intensively followed the sustainability theme. The team performed the following activities: (a) the definition and refinement of a business model for the post-project life of the platform, using the Business Model Canvas method and considering some specific business training for who will take care of the commonfare.net platform after project, and (b) the identification of funding opportunities for making the platform sustainable after the project. In the end, we established the Commonfare Association, based in Italy but operating in Europe (15 funding members) with the aim to ensure the platform sustainability with minimal resources for 1 year, and to perform fund-raising activities. Moreover, a project proposal that would allow continuity and further use of commonfare.net was submitted to the EC in March 2019 (CommonGround project proposal).

→ **Risk 8: INADEQUACY OF THE TECHNOLOGY TO THE USERS' NEEDS**

- ◆ Comment: apart from considering users' feedback from pilot sites, project partners started a deep reasoning - which is partially an effect of the Business Model Canvas process adopted for the post-project sustainability analysis - on developing more core services with the best technology for meeting users' needs. We started concentrating on both the development of the Commonplace, in order to improve the platform's internal circular economy and on a second experimentation of creation and management of a digital currency (after the Santarcangelo 2018 case) for specific events. This helped us starting developing the idea of a virtual currency service to be offered to stakeholders and organizations participating in the platform (see Ch. 8).

2.5.2 On additional issues after M22

Between M22 and M30, some specific issues emerged that posed a possible risk for the project. These issues have been discussed between project coordinators, the WP5 leader, and other partners involved in specific issues, with the aim of developing "action plans" for risk mitigation.

→ **Issue 1: UNEQUAL ENGAGEMENT ON COMMONFARE.NET, POSTS ON FACEBOOK, AND NEWS PUBLISHED ON THE PROJECT WEBSITE**

- ◆ Risk: the primary risk is the visibility and reputation of the platform and the project, as they may seem mainly Italian. This was also discussed during the mid-term review. After a monitoring period, the discussion was reopened at the General Assembly in Dundee in May 2018.
- ◆ Reflections and action plans: at M23 it was planned: (a) more punctual and frequent analysis of platform adoption metrics, (b) actions pushing partners' communication of Networking Events for external dissemination on project channels. At M30 the situation was the following: good platform activity from Italy / low but increasing activity from Croatia / starting activity - considering the pilot leader change after MDC termination - from the Netherlands. The platform adoption in pilot countries has been improving, both in terms of content creation and visits, during the first months of 2019, taking advantage of: promotion during pilots' networking

events, R4 with more functionalities, services and tutorials, and continuous promotion via social channels and personal networks.

→ **Issue 2: PLATFORM vs. COMMUNITY**

- ◆ **Risk:** are we just creating a platform with the help of local people or are we promising them a digital place for their community that will continue after the project? Risk of pilot partners losing credibility with participants.
- ◆ **Reflections and action plans:** the “community” option is probably better and tacitly agreed, but during the mid-term review we received at least 1 suggestion on this issue: “create this platform with the help of people, then things will probably change”. The “platform” option collides with the agreement made with local people/associations and with the idea that this technology cannot be detached from linked communities, but we should keep in mind that commonfare.net is the main result of the project. We should consider commonfare.net as a socio-technical construction, which can not be detached from the growing impact of social issues that sustain a technology. Post-project sustainability reflections considered this relevant point as a cornerstone of future plans.

→ **Issue 3: COLLUSION WITHIN PLATFORM USERS**

- ◆ **Risk:** possibility for one person to create different profiles in order to accumulate Commoncoin (identified at M24). Risk of unfair and biased activities.
- ◆ **Reflections and action plans:** during the GA in Dundee we discussed this risk, which was considered to be unlikely because Commoncoin cannot be converted in fiat currencies. However, it was deemed important to identify collusion activities through Network Dynamics Analysis (NDA) with a specific algorithm, and define a strategy for the reduction of the collusion behaviour. the NDA management platform, which has been improved with a clustering detection feature for identification of possible collusive behaviour, has not detected such behaviour at M30 and later on (see also Chapter 7).

→ **Issue 4: LEGAL ISSUES AT THE DUTCH PILOTING LEVEL**

- ◆ **Risk:** commoners’ risk of losing Euro benefits if receiving alternative currency benefits (identified by MDC at M24).
- ◆ **Reflections and action plans:** at M24 the issue has been intensively and extensively discussed by partners. At M30 the selected solution was to exclude benefits recipients from the specific pilot as they risk cuts. This was considered as a suboptimal solution but, after deep evaluations, this was the most ethical way to proceed.

→ **Issue 5: EXIT OF MEREL WILLEMSSEN AND DANIELA PAES LEO (MDC) FROM THE CONSORTIUM**

- ◆ **Risk:** this happened with unanticipated communication to the PO (coordinators in carbon copy) at the beginning of July 2018. Risk of losing (1) the Dutch piloting activity in a period when it was already delayed, (2) the Networking Events in the Netherlands, (3) the partner in charge for visual communication and final version of deliverables (Ms. Paes Leao).

- ◆ Reflections and action plans: at M24 the first reaction by coordinators and WP5 leader has been to (1) work towards an agreement with DYNE to cover the role of the new Dutch pilot leader, (2) utilise the consortium's cooperation in order to help DYNE identify new possibilities for Networking Events, (3) utilise the help of Gianluca Monaco (UNITN) for the visual issues. At M30 and after, this change significantly tested the consortium's stability by adding relevant and unexpected issues and activities to almost all the partners. In general, the consortium brilliantly managed to overcome the most immediate risky situations, but it is clear that some activities have been overstressed and slowed down. One of the core objectives for the beginning of 2019 was to overcome delay of the Dutch pilot activities and of low Dutch participation in the platform. At M30, some events already took place in the Netherlands and Northern Europe, with others already planned. At M36, especially after the final conference, Dutch activity increased on the platform (see Ch. 6) and totally 9 Networking Events were organized by the Netherlands' pilot leader.

3. QUESTIONNAIRES AND ONLINE TESTS

As described in Ch. 1, a set of questionnaires with evaluation/communication purposes were planned at the beginning of the project (EUS, URS, USSS) in Deliverable 5.1 - shortly referred to as “surveys” although without the ambition of large scale, representative sampling -, but during the project lifetime some of these questionnaires which were not contractually binding have been modified/dropped in favour of a qualitative evaluation approach engaging people directly on the field:

- **EUS:** the idea of using a questionnaire at registration time was in contrast with the privacy and data-security plan and with the decision to lighten the registration phase;
- **USSS:** an on-line questionnaire for measuring the satisfaction of people involved in piloting activities was created in 4 languages, with the involvement of pilot leaders, later on pilot leaders realised the instrument was unfitted to their needs.

Two unplanned evaluation activities have been conducted following, project emerging need:

- **Usability tests:** two formative evaluation of the platform R3;
- **Commonshare survey:** an online questionnaire for the selection of the best visualization solution for the individual “Commonshare” in the commoner profile.

3.1 EARLY USER SURVEY (EUS)

The Early User Survey has been presented in D5.1 “Evaluation plan” and it has been intended as a way of starting disseminating Commonfare themes and to collect a preliminary, quick, image of the people the Consortium could reach via digital technologies, the way the EUS was disseminated. In this way, the Consortium could sketch a quantitative picture of the subset of the population described in D2.1. A full description of EUS rationale, production process, and structure, is presented in D5.1, here we will provide an overview of the major results.

3.1.1 Results

Total participation and dropout rate



FIGURE 1: EUS SURVEY PARTICIPATION.

The survey registered 166 starting records while 156 of them approached the User Consent with a 6% of drop-out rate. Almost all the participants (155/156) accepted the user consent and decided to continue the survey. Later on, 135 participants continued with the first question until the End Message, with a drop-out rate of 13% from the user consent acceptance.

Residence, gender, age, responsibility and education

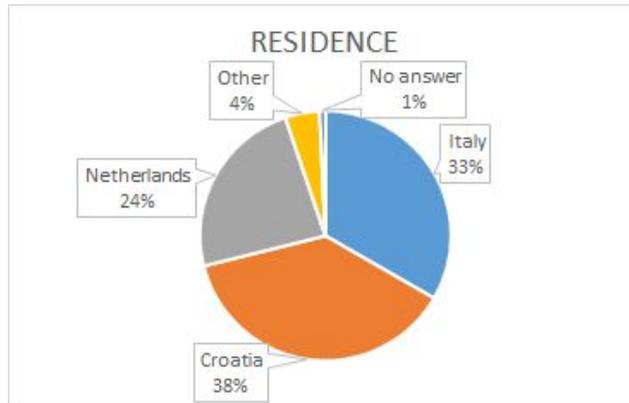


FIGURE 2: EUS SURVEY PARTICIPANTS RESIDENCE.

The majority of participants are Croatian (51 - 38%), then Italian (45 - 33%) Dutch (32 - 24%) and from other countries (6 - 4%). The low participation to the survey does not encourage the cross-analysis between different variables.

The majority of participants are female (72 - 53%) while 60 males participated (44%) and in 2 declared to have a different gender.

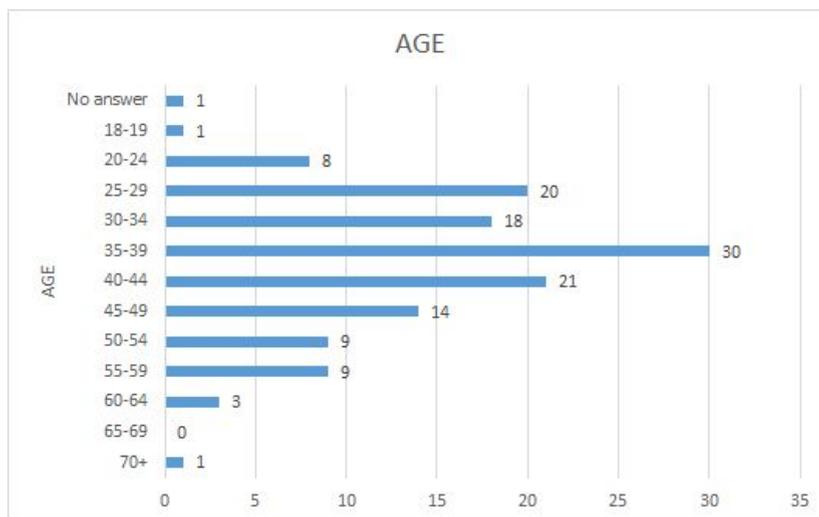


FIGURE 3: EUS SURVEY PARTICIPANTS AGE.

The age distribution follows a Gaussian trend, with predominance of people between 25-49 years (93 - 69%) and a pick of 30 units between 35-39 years.

The 60% of participants is not responsible for any other person while the others respondents are responsible for 1 person (16%), 2 persons (13%), 3 persons (7%), 4 persons (1%) and 5 or more persons (2%). In relation to the educational level, 44 respondents (33%) reached a Master degree, while the others are: 31 (23%) High/Secondary school, 23 (17%) Bachelor, and Doctoral level as Professional school 18 (13%).

On profession and precarity

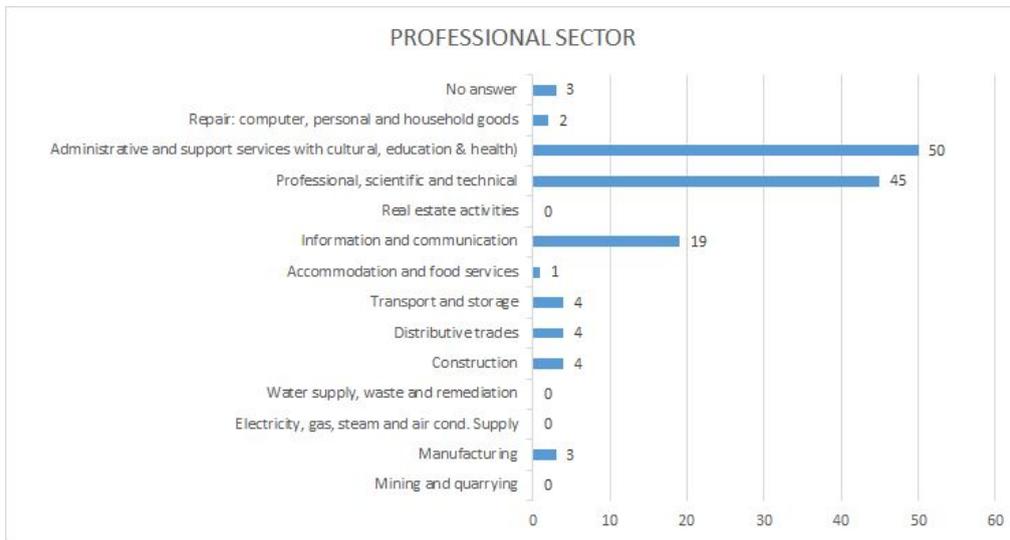


FIGURE 4: EUS SURVEY PARTICIPANTS PROFESSIONAL SECTOR.

The professional sector is marked by a predominance of people concerned with the Administrative and support services sector (50 - 37%) and the Professional, scientific and technical sector (45 - 33%). 19 respondents (14%) are trained for the Information and communication sector. The remaining 16% is distributed through all the other professional sectors.

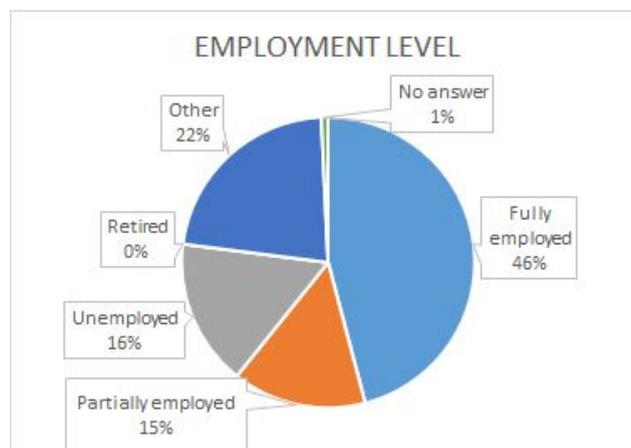


FIGURE 5: EUS SURVEY PARTICIPANTS EMPLOYMENT LEVEL.

62 survey participants (46%) were Fully employed, 20 (15%) Partially Employed and 22 (16%) Unemployed. 30 (22%) respondents had "other" employment level; no Retired persons participated.

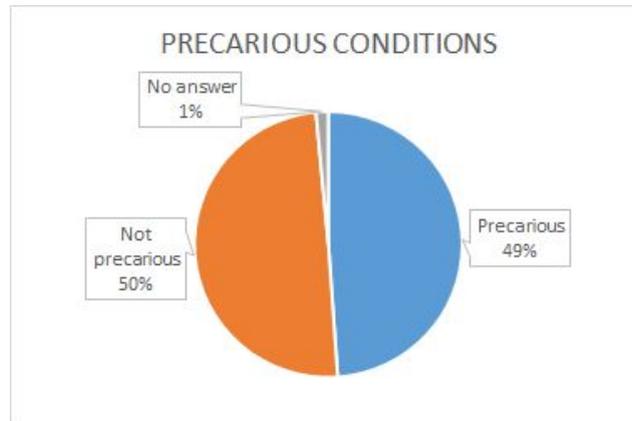


FIGURE 6: EUS SURVEY PARTICIPANTS PRECARIOUS CONDITIONS.

Almost 50% of the participants declared to experience precarious conditions (66). Within this group, 28 (42%) are independent workers or self-employed, while 23 (35%) are regularly employed and 15 (23%) do not work.

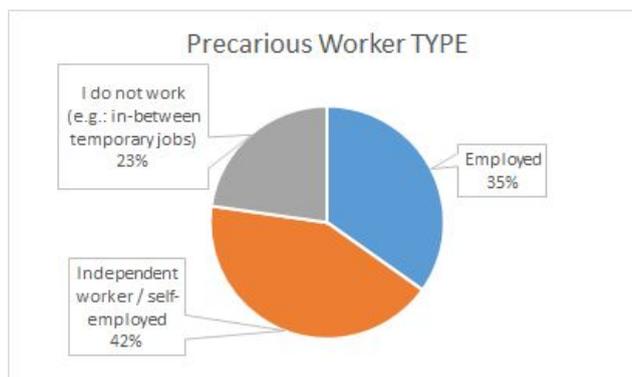


FIGURE 7: EUS SURVEY PARTICIPANTS PRECARIOUS WORKER TYPE.

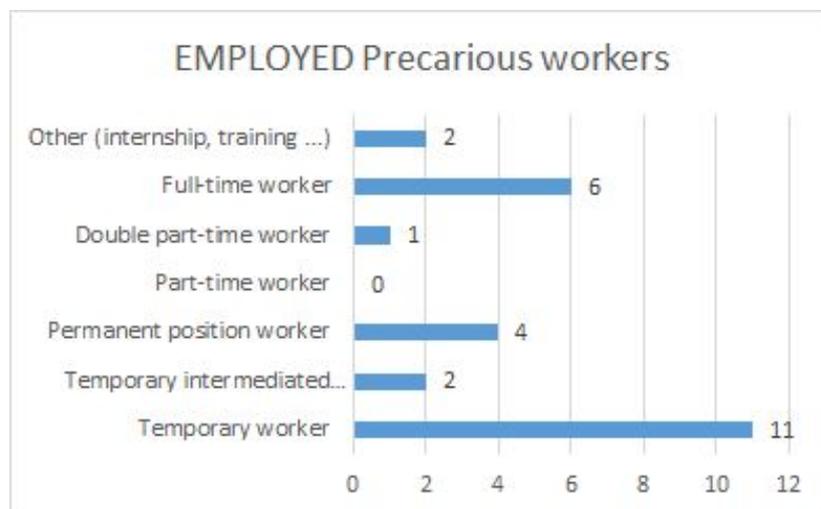


FIGURE 8: EUS SURVEY "EMPLOYED" PARTICIPANTS PRECARIOUS WORK TYPE.

A further question was asked to the 23 precarious who declared to be employed. The precarious workers who are employed are: for the 48% (11) Temporary workers, for the 26% (6) full-time workers, 4 Permanent contracts (17%), only 2 Temporary workers and 1 Double part-time worker.

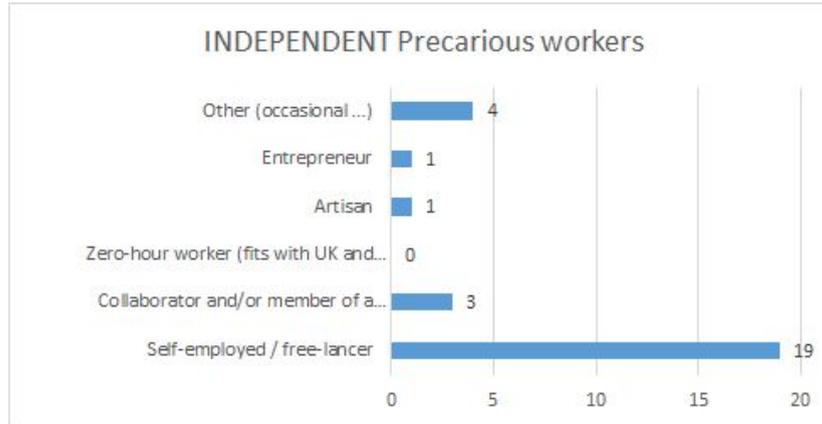


FIGURE 9: EUS SURVEY “INDEPENDENT” PRECARIOUS WORK TYPE.

A different question was asked to the 28 precarious who declared to be independent workers. Independent precarious workers are for the 66% self-employed or free-lancers, 3 (10%) Collaborators and/or members of a cooperative firm, 1 Entrepreneur and 1 Artisan.

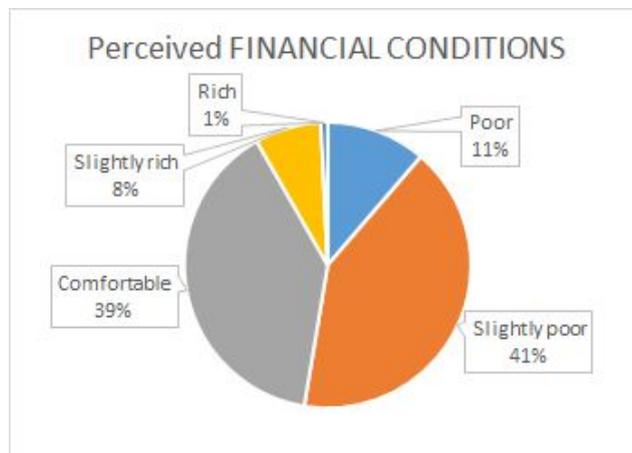


FIGURE 10: EUS SURVEY PARTICIPANTS PERCEIVED FINANCIAL CONDITIONS.

133 participants described their financial condition and only one perceived him/herself as Rich. 53% declared to be somehow poor (41% slightly poor), while 39% perceived to live in comfortable financial conditions. 10 respondents (8%) perceived him/herself as slightly rich.

Technology use and future participation

The 87% of 132 participants use desktop/laptop for online information and communication, and 81% uses the Smartphone. If the sampling was representative of the population, this would mean that a high rate of precarious workers and people interested in the project will be able to access the platform. Between 124 and 132

participants indicated the level of use for mainstream social media. In general, Facebook was the most frequently used social media platforms (with 96 respondents reporting frequent use), while for all other considered platforms (Twitter, LinkedIn, Snapchat, Instagram, and Youtube) a low number of respondents reported frequent use, with Youtube only being frequently used by almost half of the respondents.

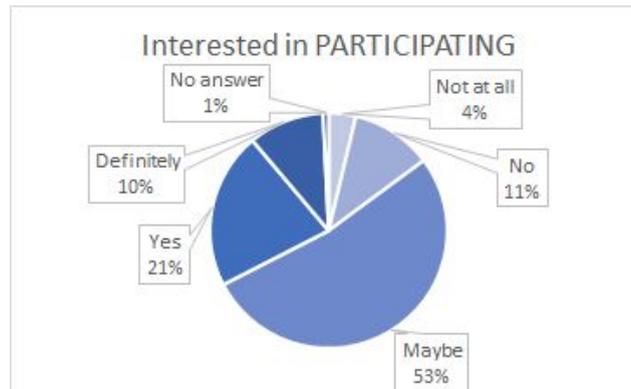


FIGURE 11: EUS PARTICIPANTS INTEREST IN PARTICIPATING PROJECT ACTIVITIES.

The 84% of 135 participants is open for participating in the project activities (Maybe, Yes, Definitely). Within this fraction there is a 53% of undecided that could be convinced with adequate argumentations. The unwillingness to participate reasons are further investigated.

The 62% (13) of the 21 persons who are not willing to participate explain that they do not have enough time for it. Then for this fraction the participation is understood as a time-consuming activity which will not probably produce enough concrete added value. Only 1 person is not interested in the project topics, 2 persons sustain to do not need it, and 4 respondents do not believe in the importance of the project or in its effectiveness.

3.1.3 Conclusions

The Early User Survey partially reached the following objectives due to the low participation,:

1. Collect a rapid first image of possible users → EUS participation could not be used as a statistical sample of the possible platform users and results could only be used as very approximate indication of the future platform users characteristics.
2. Informing users about the project → the project information objective has been achieved because of the distribution of the survey link with an accompanying message.
3. Estimating the number of users willing to participate in the design/evaluation phases → The 84% of participants may be interested in participating in the project activities, within this portion there is a 53% of undecided that could be convinced with adequate argumentations during the project lifetime.

Beside the informative/project-dissemination aim of the questionnaires, the main goal of the EUS survey has been to identify some relevant - even if not statistically representative - characteristic of the future possible commonfare.net users, that could be leveraged during the project.

3.2 USABILITY TESTS

Two formative usability tests have been organized in order to evaluate R3 focusing on new functionalities and comparing the storytelling editor available within R2 with the Story Builder introduced with R3.

We point to D4.1 for details on these usability tests, here we report only their synthetic results, relying on two tables (also presented in D4.1). Table 2 gives the mean values of self-reported ease-of-use and satisfaction per feature on a 1 to 5 scale where 1 means negative and 5 positive, and it focuses on the platform features as at R3.

Feature	Mean rating of ease-of-use	Mean rating of satisfaction
Profile	4.6	4.3
Groups	3.5	3
Stories	3.7	3.5
Good practices	3.1	2.7
Public benefits	3.1	2.7
Commonplace	3.9	3.8
Wallet	4.5	3.9
Search and navigation	4	4.1
Communication	3.1	3.5
Website (overall)	3.3	3.6

TABLE 2: MEAN RATINGS OF SUBJECTIVE EASE-OF-USE AND SATISFACTIONS FOR FEATURES (THE SCALE RANGE IS 1-5).

Table 3 focuses on the Story Builder introduced with R3, whose features, functions and information were assessed as very clear and easy to use by the participants showing ease of use and satisfaction.

Feature	Ease of use	Satisfaction	Clarity of instructions
Story Builder	4	4.3	4.5

TABLE 3: MEAN RATINGS FOR SUBJECTIVE EASE OF USE, SATISFACTION AND CLARITY OF INSTRUCTIONS (RANGE: 1-5).

3.3 COMMONSHARE TEST

User evaluation of three prototypes shown in Figure 12, was undertaken in December 2018. An online questionnaire was implemented using the *LimeSurvey* platform, which allowed the interactive visualisations to be integrated into the questions.



FIGURE 12: THREE VISUALISATION PROTOTYPES COMPARED IN OUR USER COMMONSHARE SURVEY.

3.3.1 Objectives, structure and strategy

In this questionnaire, the concept of Commonshare was described as a form of reputation that represents contributions to commonfare.net. Each of the three primary types of interactions (conversations, story writing/commenting, transactions) were described, with emphasis on why they are important. Each visualisation was then presented and described in turn, with a multiple-choice question on its content to assess basic understanding. Data for three users were generated as representative examples that the visualisations should be able to distinguish:

- An apparently disengaged user who has very few interactions on the platform.
- A very active user with consistent activity.
- A very active user, but who only interacts with the same two users (i.e. a potential colluder).

The three visualisations were presented again in a random order, with each of the three simulated users further randomly paired with a visualisation, in order to minimise potential presentation bias. For each visualisation, participants were asked the following questions:

- What does this Commoner like to do on commonfare.net? (Multiple choice)
- How active is this Commoner on commonfare.net? (Multiple choice)
- Based on this Commonshare representation, would you have any reason not to trust this Commoner to engage in interactions with them? (Yes/No/Not Sure)
- Please explain your reason for this choice (Open-ended)

Finally, participants were asked to rank the three visualisations in order of preference, explain their reason for this ranking, and, from a list of potential attributes, select which they felt would be important attributes to show in order to establish trust with another Commoner. In total, the questionnaire took approximately 20 minutes to complete. Participants were recruited through publishing a story on commonfare.net that requested feedback for improving the platform. A shortened version of this story was also posted on the Facebook page, thereby appearing in the news feed of approx. 1,800 followers.

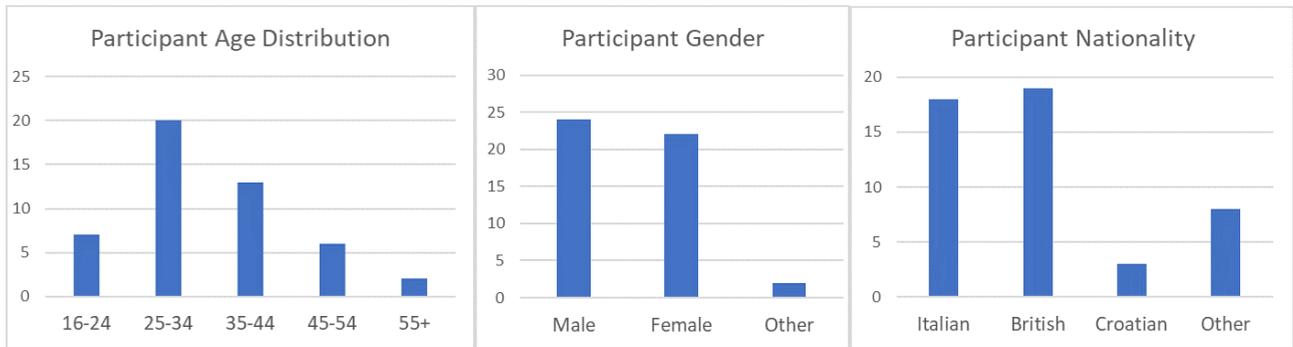


FIGURE 13: PARTICIPANT DEMOGRAPHICS OF THE COMMONSHARE QUESTIONNAIRE.

Three versions of the questionnaire were implemented in English, Italian, and Croatian, in order to maximise participation from pilot countries. No financial incentive was given to complete it. In total, 48 full responses were received. Gender, nationality, and age distributions are shown in Figure 13.

3.3.2 Results

Figure 14 shows the total number of correct answers to the three questions asked for each visualisation. In all three questions, the greatest number of correct answers was achieved with the donut representation, and the lowest (or equivalent lowest) was achieved with the bunched circles representation. This correlates with participants' visualisation preference, as shown in Figure 15.

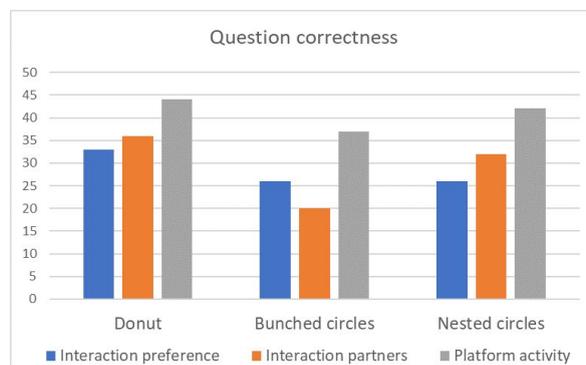


FIGURE 14: NUMBER OF CORRECT ANSWERS FOR EACH VISUALISATION IN THE COMMONSHARE QUESTIONNAIRE.

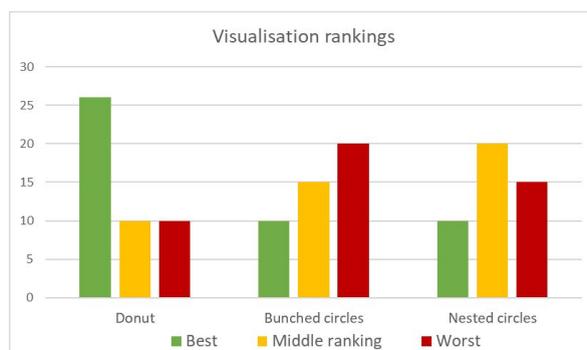


FIGURE 15: PREFERENCE RANKINGS FOR EACH VISUALISATION IN THE COMMONSHARE QUESTIONNAIRE.

As shown, most participants (26/48) considered the donut to be their favourite, and the largest number (20/48) of participants ranked bunched circles as their least favourite. Participants were also asked to explain their order of preference. Participants in favour of the donut representation declared it to be clearer and less cluttered than the other representations, as well as more intuitive and simpler to interact with: *“The donut is intuitively simpler”; “Cleaner and clearer - less busy and therefore less distraction and ambiguity”; “less visually chaotic and more structured (easier to read)”*.

The nested circles representation did not attract strong opinions in comparison to the other two representations. Some participants felt the colour-coded circles were sufficient: *“Easier to understand number of interactions as (relative) area; colour coding is enough for communicating type of interaction”* whereas others felt that zooming functionality, and lack of text labels, were confusing: *“I felt the nested circles fairly difficult to navigate as wasn't ever completely sure with section I was accessing”*. Positive comments towards the bunched circles representation related to instant information access without having to click: *“Prefer bunched circles representation over nested circles representation because information is immediately accessible”; “has the strength to give all the information you need with just a mouseover”*. However, it was considered cluttered and difficult to interpret: *“it can look a bit chaotic and have too much going on”; “Just too confusing with all the symbols”*.

In contrast to the preference for visual simplicity, however, most participants felt that the information in the visualisations was insufficient to determine whether the individual was worthy of trust. Many stated that they were unable to determine any level of mistrust based on the information in the visualisation, and that more detail on interactions would be required to gauge users' trustworthiness, e.g.: *“I usually base my judgement on whether to trust or not someone by relying on more qualitative/descriptive type of feedback”*. Thus, without positive/negative feedback from other platform users, a glanceable display of trustworthiness is impossible in the context of commonfare.net, where rich, in-depth information on a user's interactions is required prior to making a decision about them. While systems involving star-based ratings and cumulative feedback are visually apparent and universally understood, as discussed in D3.2, it is impossible to quantify the level of a user's personal experiences, and to do so could have a negative impact.

In summary, participants appeared to appreciate the idea of a simple, uncluttered visualisation that could be used as a navigation tool for reaching the story/comment/listing in question for further information. This was reflected in one participant's suggestion: *“starting representation of donut, but with less clicks: you can use a simple mouseover to enter in the different areas. Or, a click could show you the little circles (shown as in the bunched circles) inside the donut”*. Following the results of this survey, the donut was chosen as the prototype to build upon. Modifications that have been made are detailed in Ch. 7.

4. PROJECT WEBSITE ANALYTICS

Another communication asset that has been constantly monitored is the project website. It has been created in a simple early version at M3, with the URL www.pienews.eu⁵, in order to enable the first project dissemination steps through the 1st Flyer, that incorporated the URL. Later on, we published the final version of the website at M5, more complex and rich of information, with the final URL www.pieproject.eu, following the decision (GA January 2017) to avoid using the controversial expression “PIE News” (see Sect. 2.1, Issue 1/4).

This channel is useful for involving generic and institutional/academic target, not really pilot participants that should mainly be connected to the commonfare platform through pilot partners. Because of the Consortium decision (GA in Amsterdam, July 2017) to limit the exposition of the “pie news” label except for the website, from Autumn 2017 we started publishing more news on the website and connecting it to the FB channel.

In any case the website has been populated with important project info and news suggested by project partners, it has been under constant monitoring of the WP5 leader. In order to improve it and foster partners’ participation for suggesting content to be published, periodical reports with the most important analytics (decided with project coordinators) have been discussed with the consortium during GAs and DWSs until late Spring 2018:

- Project website report 1: GA in Amsterdam (Netherlands), June 2017.
- Project website report 2: GA in Madeira (Portugal), November 2017.
- Project website report 3: GA in Milan (Italy), March 2018.
- Project website report 4: GA in Dundee (UK), May 2018.

The internal discussion followed the scheme of an early reflection with the WP5 team (mostly composed by project coordinators) before the event, and a more enlarged/participative step during the event, in order to identify critical points and define solutions. After May 2018, we concluded that the project website was stable and mature enough therefore requiring only standard content management.

The following sections present some relevant website analytics and a brief conclusion on the pieproject.eu capacity to sustain project dissemination for the institutional/academic target.

4.1 PIEPROJECT.EU ANALYTICS OVERVIEW

The following Google Analytics overview of pieproject.eu regards the period 1st November 2016 (M5) - 10th June 2019 (M36), for a total of 30 month of website monitoring.

⁵ After M5, when the new website was created and new dissemination material circulated the new project website URL, we did not confirm the ownership of this URL.

4.1.1 Visits overview

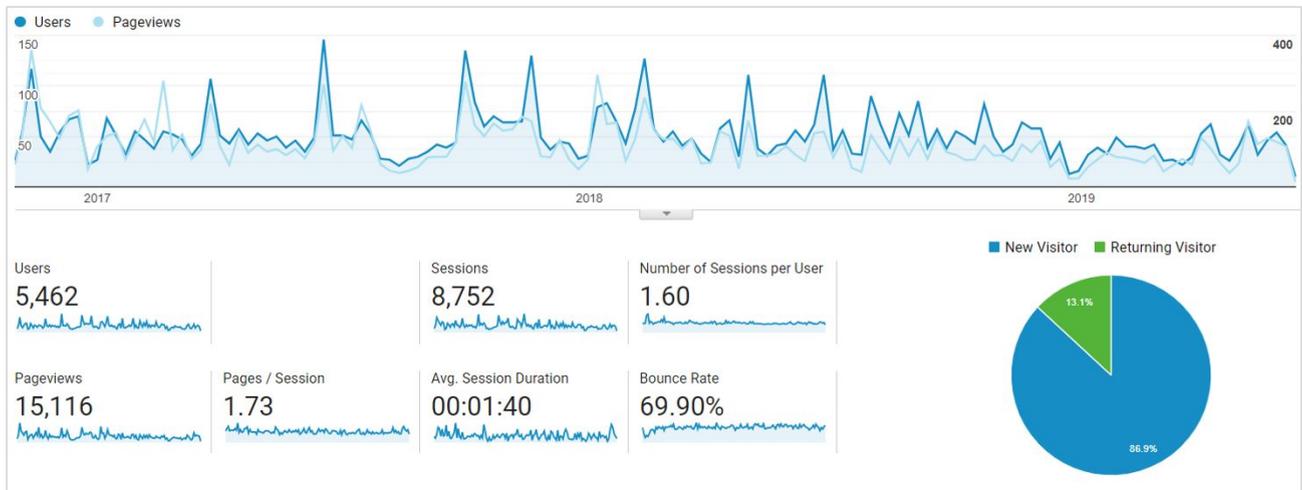


FIGURE 16: SOME RELEVANT VISITS’ METRICS FOR PIEPROJECT.EU (PERIOD: 1 NOV 2016 - 10 JUN 2019).

As shown in Figure 16, the website attracted 5,462 users (182/month or 6/day), for a total of 8,752 sessions (292/month or 10/day) and an average of 1.6 sessions/user. The pageviews have been 15,116 (504/month or 17/day) with an average of 1.7 pages/session, an average session duration of 1m40s and 69.9% of bounce rate. The general feeling is that of a healthy website if we consider that we mainly focussed our dissemination and communication on commonfare.net.

4.1.2 Audience by country

As shown in Figure 17, Italian visitors generated the 28% of the website traffic and a pretty low bounce rate (64%) and higher pages/sessions and avg. session duration if compared with other countries. The 709 visits from the US are not significant: with an avg. duration of 15s probably visitors were looking for a different US website which had a very similar name, but very different content. European countries are well represented (France, UK, Netherlands, Spain, Portugal, Croatia, Germany...), where the role of pilot countries (Italy, Croatia and the Netherlands) is not so relevant because pilots worked much more with commonfare.net. Website visits are mostly generated by research and institutional relations established by partners during meetings, conferences and workshops.

Country ?	Acquisition		Behavior		
	Users ? ↓	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,462 % of Total: 100.00% (5,462)	8,752 % of Total: 100.00% (8,752)	69.90% Avg for View: 69.90% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)
1. Italy	1,576 (28.12%)	3,028 (34.60%)	64.13%	2.00	00:02:13
2. United States	709 (12.65%)	743 (8.49%)	86.54%	1.26	00:00:15
3. France	372 (6.64%)	418 (4.78%)	73.68%	1.32	00:00:52
4. United Kingdom	348 (6.21%)	593 (6.78%)	63.91%	1.94	00:01:37
5. Netherlands	330 (5.89%)	570 (6.51%)	73.33%	1.61	00:01:34
6. Spain	221 (3.94%)	292 (3.34%)	75.68%	1.56	00:01:39
7. Portugal	180 (3.21%)	560 (6.40%)	65.89%	1.85	00:01:54
8. Croatia	159 (2.84%)	309 (3.53%)	67.96%	1.79	00:02:23
9. Germany	158 (2.82%)	200 (2.29%)	69.00%	1.61	00:00:46
10. Canada	146 (2.61%)	151 (1.73%)	94.04%	1.15	00:00:14

FIGURE 17: ANALYTICS’ DETAIL ON VISITORS BY COUNTRY TOP 10 FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

4.1.3 Audience by device

Regarding the device used by website visitors, the 82% used a desktop device probably also due to the fact that dissemination happened mostly during research and institutional events (Figure 18).

Device Category ?	Acquisition		Behavior		
	Users ? ↓	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,462 % of Total: 100.00% (5,462)	8,752 % of Total: 100.00% (8,752)	69.90% Avg for View: 69.90% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)
1. desktop	4,487 (82.04%)	7,397 (84.52%)	68.81%	1.78	00:01:45
2. mobile	876 (16.02%)	1,205 (13.77%)	75.35%	1.42	00:01:16
3. tablet	106 (1.94%)	150 (1.71%)	80.00%	1.54	00:00:46

FIGURE 18: ANALYTICS’ DETAIL ON VISITORS BY DEVICE FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

4.1.4 Acquisition overview

Almost 50% of pieproject.eu visitors reached the website via direct entry (Figure 19), simply typing the URL or from the bookmarks.

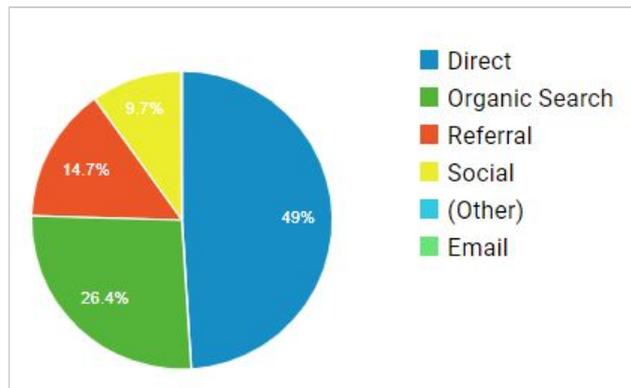


FIGURE 19: THE TOP ENTERING CHANNELS FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

Around ¼ of visitors reached the website via organic search and the 14.7% arrived via referral from other sites (Figure 20), in particular:

- effimera.org: a blog managed by BIN (Italian pilot leader);
- mazizone.eu: the Mazi CAPS project website;
- bin-italia.org: the website of the Italian pilot leader (BIN);
- commonfare.net: almost 4% of website visits arrived from the project platform pages.

Source ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	834 % of Total: 15.27% (5,462)	790 % of Total: 14.40% (5,486)	1,220 % of Total: 13.94% (8,752)	64.67% Avg for View: 69.90% (-7.48%)	1.60 Avg for View: 1.73 (-7.41%)
1. effimera.org	76 (8.70%)	71 (8.99%)	107 (8.77%)	64.49%	1.79
2. mazizone.eu	38 (4.35%)	33 (4.18%)	63 (5.16%)	80.95%	1.21
3. bin-italia.org	35 (4.00%)	27 (3.42%)	64 (5.25%)	68.75%	1.84
4. commonfare.net	34 (3.89%)	22 (2.78%)	146 (11.97%)	60.27%	1.94
5. nubuilderfy.info	21 (2.40%)	21 (2.66%)	21 (1.72%)	57.14%	1.43
6. pingl.net	21 (2.40%)	21 (2.66%)	21 (1.72%)	52.38%	1.48
7. americasuits.com	20 (2.29%)	20 (2.53%)	20 (1.64%)	55.00%	1.45
8. decalaveras.es	20 (2.29%)	20 (2.53%)	20 (1.64%)	100.00%	1.00
9. display-your-ads-herez.info	20 (2.29%)	20 (2.53%)	20 (1.64%)	60.00%	1.40

FIGURE 20: ANALYTICS' DETAIL ON REFERRAL INCOMING VISITS FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

Finally, the 553 visits arriving from social networks (Figure 21) arrived mainly by Facebook (90%) reflecting the communication plan adopted in the project.

Social Network [?]	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	553 % of Total: 10.12% (5,462)	491 % of Total: 8.95% (5,486)	1,053 % of Total: 12.03% (8,752)	69.80% Avg for View: 69.90% (-0.15%)	1.64 Avg for View: 1.73 (-5.26%)	00:01:33 Avg for View: 00:01:40 (-7.01%)
1. Facebook	502 (89.96%)	450 (91.65%)	941 (89.36%)	73.22%	1.59	00:01:18
2. Twitter	36 (6.45%)	30 (6.11%)	57 (5.41%)	59.65%	2.00	00:03:00
3. ResearchGate	8 (1.43%)	6 (1.22%)	8 (0.76%)	75.00%	2.00	00:01:54
4. reddit	4 (0.72%)	0 (0.00%)	32 (3.04%)	0.00%	2.00	00:05:27
5. Blogger	2 (0.36%)	2 (0.41%)	3 (0.28%)	33.33%	3.67	00:03:06
6. LinkedIn	2 (0.36%)	2 (0.41%)	2 (0.19%)	100.00%	1.00	00:00:00
7. Stack Exchange	2 (0.36%)	0 (0.00%)	6 (0.57%)	0.00%	2.00	00:05:01
8. Google+	1 (0.18%)	0 (0.00%)	3 (0.28%)	66.67%	1.33	00:00:42
9. YouTube	1 (0.18%)	1 (0.20%)	1 (0.09%)	100.00%	1.00	00:00:00

FIGURE 21: ANALYTICS' DETAIL ON SOCIAL NETWORKS INCOMINGS FOR PIEPROJECT.EU (1 Nov 2017 - 10 JUN 2019).

4.1.5 Pages overview

The website most visited page is the homepage (56%), also because given the website modularity most basic information is already there (Figure 22). Second in the list with the 2.8%, then far away from the first position, there is the share-button, showing that website contents have been shared directly 424 times in 20 months (21 times/month). Follows: the D2.1 Research Report, the Deliverables page, the Commonfare Book Series 1 page, the news on Commonfare organizing a 2017 workshop, the D4.1 page and so on.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	15,116 % of Total: 100.00% (15,116)	11,610 % of Total: 100.00% (11,610)	00:02:17 Avg for View: 00:02:17 (0.00%)	8,752 % of Total: 100.00% (8,752)	69.90% Avg for View: 69.90% (0.00%)
1. /	8,500 (56.23%)	6,498 (55.97%)	00:02:42	6,237 (71.26%)	68.83%
2. /sharebutton.to	424 (2.80%)	146 (1.26%)	00:00:00	146 (1.67%)	2.74%
3. /2017/03/29/d2-1-research-report/	364 (2.41%)	289 (2.49%)	00:02:29	102 (1.17%)	67.65%
4. /deliverables/	334 (2.21%)	246 (2.12%)	00:00:42	92 (1.05%)	67.39%
5. /2018/02/09/commonfare-book-series-1-generazioni-precarie-una-conricerca-tra-percezione-del-rischio-bisogni-emergenti-welfare-dal-basso/	305 (2.02%)	261 (2.25%)	00:02:55	205 (2.34%)	81.46%
6. /2017/03/29/commonfare-is-co-organizing-the-ct-2017-workshop-participation-design-beyond-the-local/	279 (1.85%)	212 (1.83%)	00:03:26	147 (1.68%)	72.79%
7. /2017/07/03/d3-1-user-research-report-and-scenarios/	221 (1.46%)	167 (1.44%)	00:02:43	54 (0.62%)	68.52%
8. /2018/01/08/d4-2-reputation-digital-currency-and-network-dynamics-components/	194 (1.28%)	151 (1.30%)	00:01:10	83 (0.95%)	84.34%
9. /2018/01/08/the-commonfare-book-series-cbs/	194 (1.28%)	163 (1.40%)	00:03:12	96 (1.10%)	72.92%
10. /2017/10/02/d3-2-reputation-mechanics-digital-currency-models-and-network-dynamics-and-algorithms/	167 (1.10%)	137 (1.18%)	00:01:25	32 (0.37%)	75.00%
11. /2016/11/30/project-flyers-version-september-2016/	155 (1.03%)	140 (1.21%)	00:02:52	37 (0.42%)	89.19%
12. /2016/12/29/press-release-december-2016/	151 (1.00%)	130 (1.12%)	00:03:37	40 (0.46%)	77.50%
13. /news/	151 (1.00%)	112 (0.96%)	00:01:46	26 (0.30%)	69.23%
14. /2016/11/29/d1-1-project-handbook/	134 (0.89%)	116 (1.00%)	00:03:18	17 (0.19%)	70.59%
15. /2018/05/21/chi-2018-conference-on-human-factors-in-computing-systems-paper-in-proceedings/	129 (0.85%)	112 (0.96%)	00:02:13	101 (1.15%)	87.13%

FIGURE 22: ANALYTICS' DETAIL ON VISITED PAGES TOP 15 FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

Specific website contents like deliverables (Table 4), Commonfare Book Series (Table 5) and dissemination materials (Table 6) need to be considered more in detail. The promotional video pageviews is low (13) because a version is already available in the homepage, directly from YouTube, then visitors do not need to enter the specific page. Also flyers, apart the first version online, were distributed physically hence generated traffic to the website rather than being searched in it. Finally, Commonfare Book Series were also promoted via facebook linking directly the Zenodo Open Access page for download, then the project website pageviews regarding the CBS do not represent the real distribution of the book series. In addition it has to be considered that the books were published in chronological order and the last in May 2019.

Deliverables	Pageviews
D2.1	363
Deliverables page	334
D3.1	221
D4.2	197
D3.2	167
D1.1	134
D5.2	119
D5.1	106

D1.2	99
D4.1	48

TABLE 4: PUBLIC DELIVERABLES PAGEVIEWS FOR PIEPROJECT.EU (1 NOV 2016 - 10 JUN 2019).

Dissemination materials	Pageviews
Flyer v. 1	155
Press Release Dec 2016	151
Factsheet 1	79
Info-materials	73
Flyer v. 2 (English)	22
Promotional video	13
Flyer v. 2 (Italian)	5

TABLE 5: DISSEMINATION MATERIALS PAGEVIEWS FOR PIEPROJECT.EU (1 NOV 2017 - 10 JUN 2019).

Commonfare Book Series	Book Publishing Date	Pageviews
CBS nr.1	February 2018	305
CBS page	/	194
CBS nr.2	September 2018	68
CBS nr.3	May 2019	16
CBS nr.4	May 2019	5

TABLE 6: COMMONFARE BOOK SERIES PAGEVIEWS FOR PIEPROJECT.EU (1 NOV 2017 - 10 JUN 2019).

4.2 CONCLUSIONS

The project website sustained project dissemination for the institutional and academic target, even if it is possible that members of the general public visited the website after encountering some project dissemination materials. With the first release of commonfare.net, people started following directly the platform, visiting the website only for some specific issues. It has also been a consortium decision to push mostly platform visits, and at the end pieproject.eu worked well with its 5,462 users and 15,116 pageviews in 30 months. The website has been visited, mostly via desktop device, by people coming from many European countries (especially from Italy, covering the 28% of visits).

5. SOCIAL NETWORKS ANALYTICS

The project Facebook page plays an important role within project communication. The Facebook page was set up at the beginning of the project, and started being actively used since M6, to increase the project outreach in collaboration with the partners and supporting organisations. The main goal of the Facebook page is sharing content related to the concept of commonfare and/or coming from commonfare.net, thus amplifying the reach and engagement with the platform. Moreover, the page served as a tool to spread information about the project (e.g. upcoming events, new publications, research outputs) coming from the different pilot sites, but also delivering other content (e.g. critical analysis, trailers, news, etc.) related to the goals of the project, so that to foster participation and engagement.

Regarding the organization of work, it is worth mentioning that the management of the Facebook page has been led and carried out by the public engagement task leader (M-ITI) in collaboration with all the project partners that actively contributed content. This collaborative approach resonates with the general organizational ethos adopted in the consortium (see the Project Handbook, D1.1), with the goal to give a fresh and updated account of the heterogenous work that a project like Commonfare implies.

5.1 FACEBOOK INSIGHTS

Since the beginning, the Facebook page registered a growing and promising rate of total likes, reach and engagement (Table 7).

Day	Total Likes
January 10, 2017	175
June 19, 2017	546
December 7, 2017	1,031
May 22, 2018	1,122
September 21, 2018	1,581
June 27, 2019	2,112

TABLE 7: FACEBOOK ANALYTICS, TOTAL LIKES.

The positive trend indicated by public engagement with the Facebook page appears related to two interconnected activities: the organization of dissemination events in the pilot countries and beyond, which gathered a significant number of participants, and the increasing variety of content (thanks to the growth of commonfare.net) available for the Facebook page. Moreover, as of November 2018 the communication team started to run 5 Facebook boosting campaigns, for €50 each, in order to promote significant content produced in the different pilot sites and within the consortium. This promotional activity has clearly reinforced the project presence on social media, which has been always supported by the dissemination action of the consortium

members.

The communication team assesses the performance of the Commonfare Facebook page as very good. Such assessment is also supported by the comparison with other CAPSSI projects as far as likes to the project page are concerned (Table 8). Moreover, the total Daily Engaged Users with the Commonfare page have been 10,334 according to the data downloaded on a three-monthly basis from Facebook Insights.

Project	Total Likes
Commonfare	2096
D-Cent	660
EMPATIA	481
Open Care	414
Comrades	185
Families Share	427
Decode	292
Mazi	280

TABLE 8: COMPARISON BETWEEN COMMONFARE AND OTHER CAPSSI PROJECTS - TOTAL LIKES, JUNE 10TH, 2019.

5.2 YOUTUBE ANALYTICS

Videos constituted one of the planned dissemination and communication strategies of the project. A Youtube channel “COMMONFARE Videos” has been created and a first longer video-clip with an overview of the Commonfare project has been published in November 2018, finding also place in the project website, in the commonfare platform, and being published on Facebook for a larger video distribution.

During the last months some additional video-pills have been published directly by the Dutch and Croatian Pilot Leaders, looking at community involvement on the platform, creating also platform stories and Facebook posts for a better distribution. As with June 19, 2019, the 16 Commonfare videos on YouTube capitalized totally 487 views, out of which 243 for the video “An overview of Commonfare”. This moderated engagement on the YouTube channel can be explained by the fact that pilot partners mostly adopted their own dissemination strategy for videoclips, which proved much more successful. For example, the 3 Croatian videos have been posted by the pilot leader on Facebook and received 29,381 views (at mid M36), in particular during the promotional period.

6. PLATFORM ANALYTICS

One of the most relevant PIE News evaluation activities has been the monitoring and reflection on the commonfare.net platform analytics. A platform monitoring plan has been created - and agreed by the project coordination - at the beginning of 2017, with the aim to enable (1) the best monitoring of the platform use, and (2) the discussion (involving WP5-WP4-WP3 teams, but also the entire consortium) upon possible actions to identify and reduce/solve criticalities.

We selected a platform analytics tool - Piwik, later on renamed Matomo⁶ - that was compliant with our strong privacy and data management guidelines (see D1.2), therefore locally hosted and managed, and respecting Commoners' privacy.

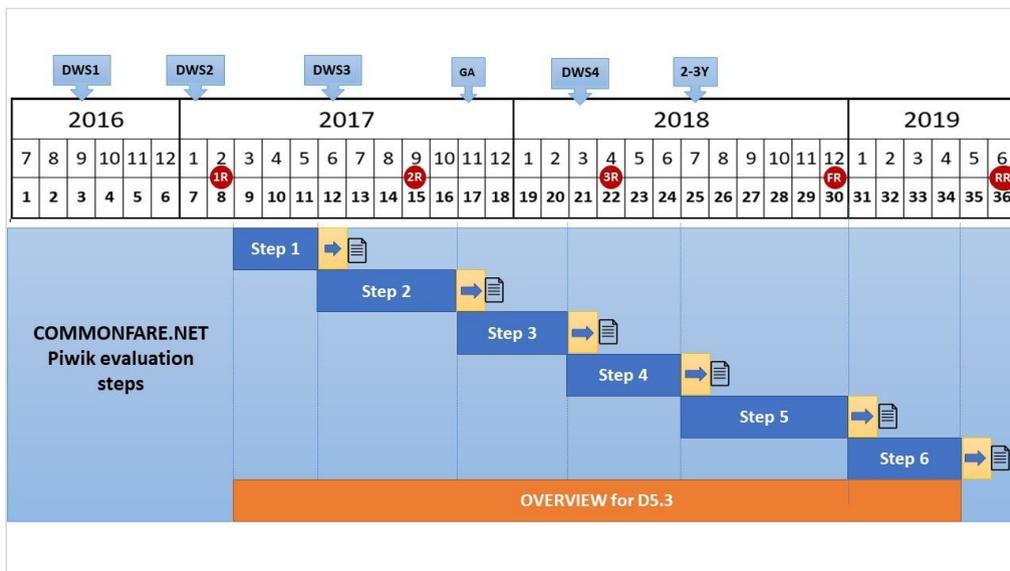


FIGURE 23: THE EARLY PLAN FOR THE COMMONFARE.NET PLATFORM ANALYTICS' REPORTS, THEN REVISED.

The original plan (beginning of 2017) for platform analytics reports considering the most important metrics (see Figure 23) has been then modified in order to align with the emerging project needs:

- Platform analytics report 1: General Assembly in Amsterdam (Netherlands), June 2017.
- Platform analytics report 2: General Assembly in Madeira (Portugal), November 2017.
- Platform analytics report 3: Design Workshop in Milan (Italy), March 2018.
- Platform analytics report 4: General Assembly in Dundee (UK), May 2018.

Subsequently, it was decided to proceed with more capillary reports via email (or simply presentation as for period 5), following the consortium need for a rapid and effective understanding of the platform evolution by project partners:

- Bi-weekly focus on core metrics and results in Croatia and the Netherlands, May-September 2018.

⁶ <https://piwik.com/>

- Daily focus on the Santarcangelo festival 2018 experimentation: 5-15th July 2018.
- Platform analytics report (period 5): General Assembly in Trento (IT), September 2018.
- Weekly platform metrics from October 2018 until June 2019.

We also agreed at the beginning of 2019 (but some project partners already did it) on the opportunity to hide project partners' activity on the platform from the metrics. Following individual strategies and needs (mostly linked to specific technologies) almost all project partners excluded his/her activity as commoners on Matomo by installing a cookie (suggested by Matomo), or by installing and activating an ad-blocker extension in the browser. The most active partners on the platform, considering that they were also or mostly behaving as a "normal" commoner, decided to activate a second - not hidden - commonfare.net account, or to simply avoid hiding their activity on Matomo. In any case, at least from the beginning of 2019, Matomo metrics can be considered net of most partner visits.

In the following section some cumulative platform dimensions will be analysed by leveraging on Matomo analytics, platform logs and other tools.

6.1 COMMONERS ON COMMONFARE.NET

The first question people typically asked during any presentation on the commonfare.net experience was "how many people participated?". As shown in Figure 24, at the beginning of June 2019 (end of the Commonfare Final Conference and conclusion of the Oltrino digital currency experimentation during the OltrEconomia Festival 2019) the Commoners (registered users) were 876 and quickly arose to 910 by the end of the project (but this latter data are not considered in the analysis). This is an excellent result, especially considering the rapid increase of the Commoners from May 2018.

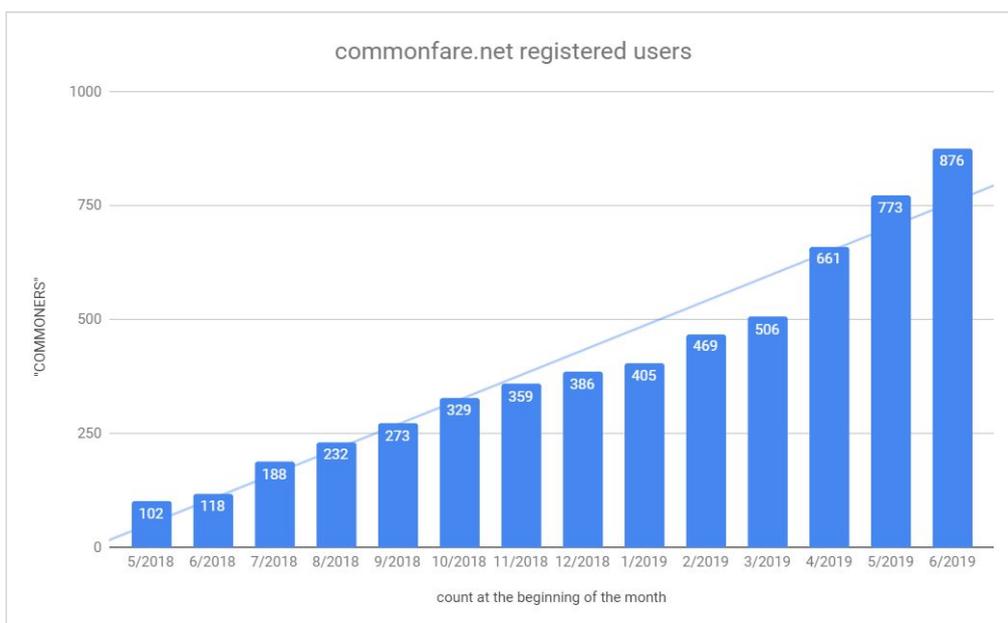


FIGURE 24: THE INCREASING NUMBER OF COMMONERS FROM MAY 2018 TO EARLY JUNE 2019.

6.2 PLATFORM STORIES BY AUTHOR TYPE

The second question people typically asked during any presentation on the commonfare.net experience was “who wrote the stories and when?”. This section will consider all the stories (310) written by commoners on commonfare.net until June 12, 2019, comprising both “Commoners voices” and “Good practices”, by considering the typology of the author: the country from whom s/he reported a story and if s/he is a project partner⁷ or an external Commoner.

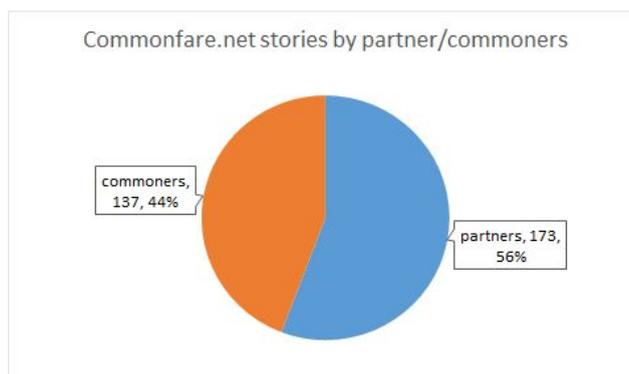


FIGURE 25: DISTRIBUTION OF STORIES WRITTEN BY PARTNERS AND COMMONERS (UNTIL THE 12 JUNE 2019).

56% (173) of the stories have been written by project partners, while the remaining 44% (137) was by commoners (Figure 25). Moving to countries⁸, 48% (148) of stories have been written in Italy 22%, (67) in Croatia, 13% (41) in the Netherlands, 6% in other countries, while the Commonfare account sustained the platform writing 35 stories (11%, see also Figure 26).

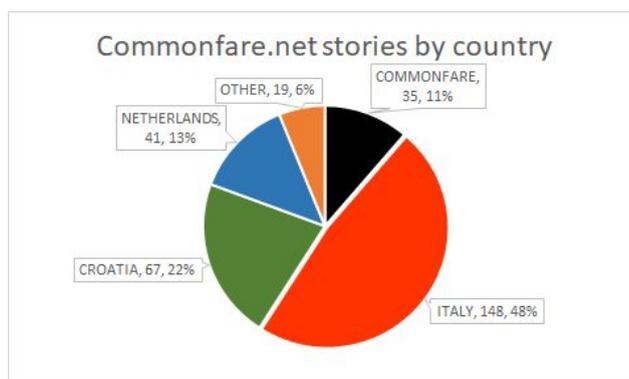


FIGURE 26: DISTRIBUTION OF STORIES BY AUTHORS' COUNTRY (UNTIL 12 JUNE 2019).

⁷ We decided to consider as “partners” (1) the “commonfare” platform account and (2) any account belonging to project partners, even if some of them have decided to use the platform with 2 accounts: one behaving as project partners and the other behaving as Commoners.

⁸ For country we considered the affiliation of project partners, then Italian colleagues in Portugal - writing stories on local/global issues - were considered from Portugal. For commoners production, we considered geographical tag of stories.

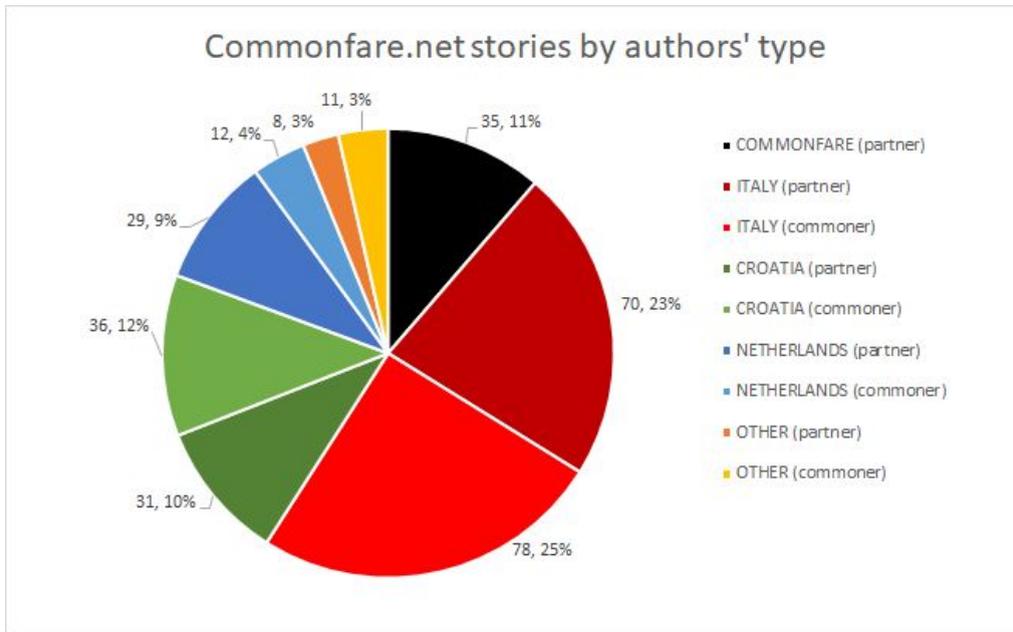


FIGURE 27: DISTRIBUTION OF STORIES BY AUTHORS' COUNTRY AND TYPE - PARTNER/COMMONER (UNTIL THE 12 JUNE 2019).

Crossing authors' country and type (partner or commoner) the following picture emerges: Italian and Croatian authors are divided in almost equal parts between Commoners and partners (Figure 27), with little predominance of Commoners. From the Netherlands, partners authors are more than double than Commoners, reflecting the younger stage of the pilot due to MdC termination and consequent temporary interruption of piloting activities.

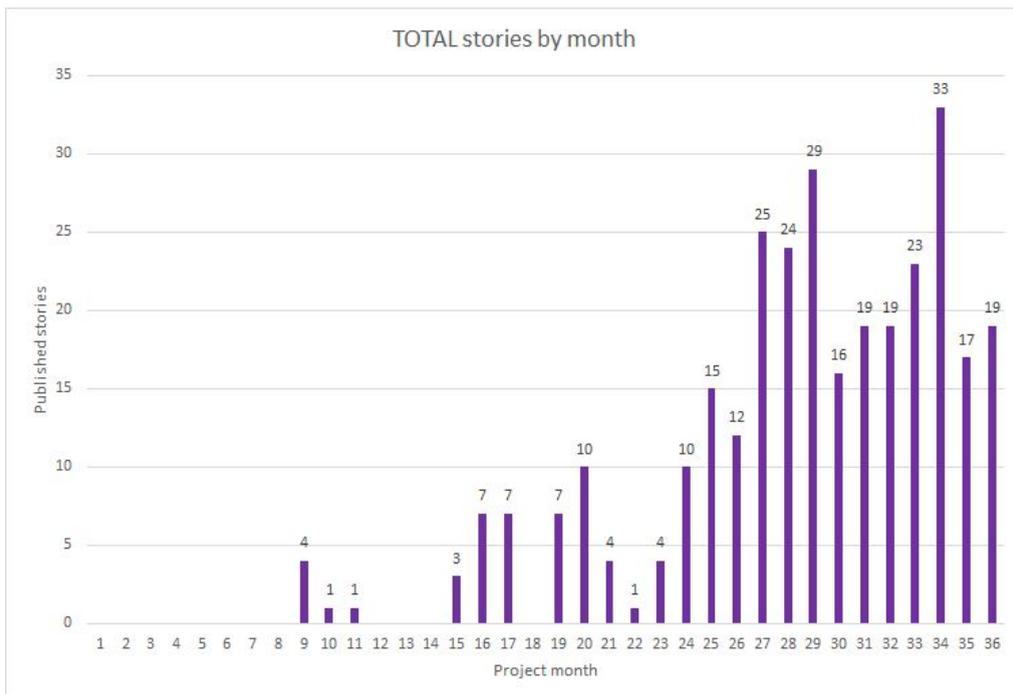


FIGURE 28: TOTAL COMMONFARE.NET STORIES BY MONTH (UNTIL 12 JUNE 2019).

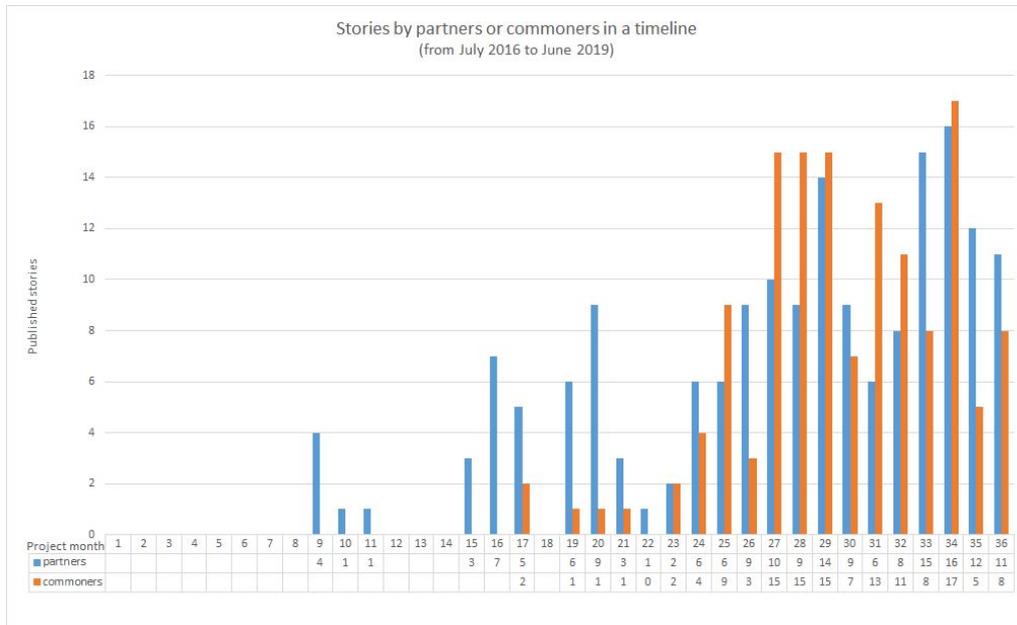


FIGURE 29: FREQUENCY OF COMMONFARE.NET STORIES BY AUTHOR TYPE AND BY MONTH (UNTIL THE 12 JUNE 2019).

Looking at the longitudinal evolution of stories (Figure 28), an increase of publications from M25 (July 2018 - the Santarcangelo festival period) emerges, after which the stories have never been less than 10/month, with two peaks: at M29 (November 2018) and at M34 (March 2019), where we received almost one story per day. The steady rise of Commoners acting as authors is a clear indicator of increasing engagement. The stories ranged a variety of topics, from descriptions of good practices, to article in journalist style, to essays on political and economical issues, to playful narrative aimed to engage the readers in envisioning new futures, or autobiographical reflections. The style of these stories is elegant and they often expand over several pages of written narratives, beautiful pictures and at times videos. An impression of the quantity and the quality of this collective narrative can be given by the book “Voices of resistance - Voci di resistenza - Glasovi Otpora - Stemmen van verzet” (Appendix A) printed as a critical design artefact to sustain the interest of commoners during the final events at the festival of the OltrEconomia. More importantly, it has to be noted that with the only exception of a couple of cases which resulted to be test errors, no stories have been removed in the platform. These stories received several comments, which mirrored the supportive and friendly communication, style even when the commoners engaged in fierce debates related for example to different interpretation of basic income schemes, or to the possibility of abolishing mandatory education. Independently of their opinion, no examples of flaming and disinhibition were witnessed in the platform. Such a healthy community is an exceptional project outcome particularly considering the frequent occurrence of anonymous communication in the platform.

Figure 29 sorts the stories by authors’ type, showing the increase of commoners’ stories from M24 (June 2018). The increasing evolution of commoners’ stories is better visible in Figure 30.

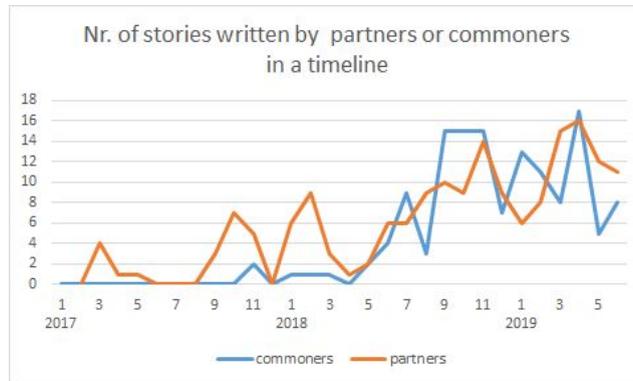


FIGURE 30: FREQUENCY OF STORIES BY AUTHOR TYPE AND BY MONTH - 2ND VIEW (UNTIL THE 12 JUNE 2019).

In particular we detected:

- a crucial role played by Italian commoners from M25;
- the increase of Croatian stories from M27, explaining also the M29 publication peak;
- the 10 stories created by the Commonfare account at M34, explaining the same month peak;
- the contribution of stories from the Netherlands from M30 (after the Dutch pilot relaunch following MDC termination), contributing to the increase of stories from the beginning of 2019;
- the increasing role of stories from Other countries from M30, that represent an indicator of the quality of the commonfare.net platform in terms of wider communities involved.

Overtime, there has been an increasing heterogeneity of story production in terms of country.

6.3 MATOMO PLATFORM ANALYTICS

This section analyses the analytics collected from Matomo in the different releases of the platform and until June 13th 2019.

As a measure of visit time, we adopted the standard script proposed by Matomo, as it aligned with our privacy policy. The script “track the time spent on your pages for all pages, except the last page view of the visit. By default, on the last page view of any visit, Matomo counts the Time spent on page as 0 second. And when your visitor views only one page in the website, the visit duration will be set to a default of 10 seconds” (from the Matomo Handbook). Even if the solution is correct since it does not calculate the last page visited that often remains open in the browser, this strategy is not entirely appropriate to evaluate the engagement with the stories advertised on Facebook, where the behaviour “read and leave” is likely to be extremely common, as confirmed also by our bounce rate of (73% visits see Ch. 6.3.3). Tracking the time for bouncing visits was technically possible but we discarded the possibility as it would violate our privacy and data management rules (see: D1.1 Project Handbook, D1.2 Data Management Plan, D6.1-D6.8 Ethics Deliverables).

6.3.1 Main analytics for the entire period

The first release of the platform, the “Infohub”, has been online from M8 (February 2017) to M15 (September 2017). During this period the platform received 1,408 visits, 14,195 pageviews, had a very good bounce rate of 31% and almost 10 actions/visit (see Table 9 for details).

Analytics	INFOHUB (R1)	PLATFORM (R2)	TOTAL PLATFORM
Visits	1,408	26,542	27,951
Unique visitors	714	13,663	14,377
Actions	15,517	55,355	68,615
Pageviews	14,195	53,098	67,292
Unique pageviews	5,349	43,096	48,445
Avg. visit duration	4m 29s	2m 29s	2m 35s
Bounce rate	31%	73%	71%
Avg. actions per visit	10.2	2.1	3

TABLE 9: COMMONFARE.NET MAIN ANALYTICS (FEBRUARY 2017 - 12 JUNE 2019).

This report focuses on R2, which brought forward a substantial re-design of the platform and new collaborative features. The difference in engagement between R1 and R2 may be explained by several factors, including the type of content and features available, the different communication strategy adopted to attract Commoners, and the type of device used to assess the content. R1 displayed information on welfare benefit, in a structured and simplified format, thus it mainly responded to functional needs. Therefore, despite achieving a lower number of accesses (33 per days), the visitors were very active and spent a considerable amount of time to satisfy their information needs. Conversely, R2 offered a much larger set of features responding also to hedonic needs, such as storytelling and conversation, and people may reasonably visit the site to check for notifications. In addition, starting from May 2018 we started a structured Facebook campaign disseminating stories links (which overall explained for around 50% of the total visits). Despite attracting a much larger number of visitors per day (N=80), this strategy inevitably increased the bounce rate percentage, and affected the average visit time. Conversely, R1 was mainly disseminated in piloting activities involving good practices on the field. Finally, while visiting R1, participants were 30% more likely to use a computer than while visiting R2 (see Sect. 6.3.6). To put things into perspective one should consider that on average, blog web-sites have a high bounce rate, in the interval between 50-70%. In addition, mobile tend to increase bouncing as compared to desktop. Finally, an average blogs visiting time is in the range of 2 minutes.

6.3.2 Visits over time

The evolution of visits and unique visitors over time for the Infohub (R1) is reported . After a strong start at the release of the platform, the visits varied on time, with limited overall reach due to the field requirement of

engaging the commoners by successive releases of R2 in order to respect their limited time and maximise their commitment.

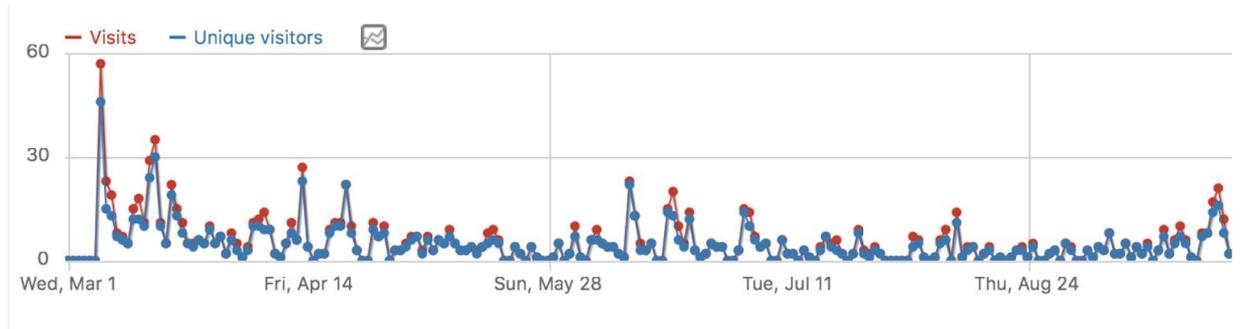


FIGURE 31: NUMBER OF DAILY VISITS AND UNIQUE VISITORS OVER TIME FOR THE INFOHUB (MARCH 1 - SEP 30 2017).

Figure 32 presents the distribution of daily number of visits and unique visitors over time after the 2nd release (October 2017 - June 2019). The community engagement was affected by a strong variability related to external events (e.g., the Santarcangelo Festival in July 2018 and the Oltreconomia Festival in June 2019), or to commoners' stories (see Section. 8.1.3 for details). This type of engagement is typical of self-organised communities where external forces (in this case real-life events and stories) are the catalyzers of spontaneous and discretionary engagement. Despite this prevailing trend, the critical mass of the community strongly increased after spring 2018.

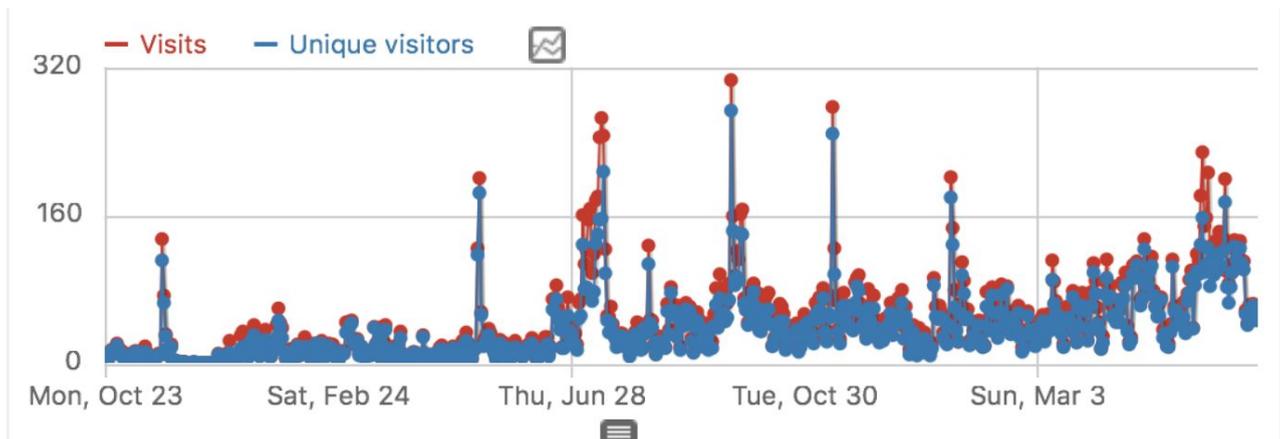


FIGURE 32: NUMBER OF VISITS & UNIQUE VISITORS OVER TIME (1 OCT 2017 - 28 JUNE 2019).

6.3.3 Visitors

Until the 12th of June, R2 registered 12,910 returning visitors, the 49% of the total visits. The distribution of the visit numbers, ranged from 2 (8%) to 201+ visits (1%), Figure 33). Some 20% of the users visited commonfare.net between 2 and 8 times, and **21% more than 8 times**. This data does not include most of the project consortium members, who chose to hide their identity to Matomo.

VISIT NUMBER ▲	VISITS	% VISITS
1 visit	13,645	51%
2 visits	2,176	8%
3 visits	1,057	4%
4 visits	697	3%
5 visits	510	2%
6 visits	414	2%
7 visits	363	1%
8 visits	313	1%
9-14 visits	1,335	5%
15-25 visits	1,385	5%
26-50 visits	1,448	5%
51-100 visits	1,621	6%

FIGURE 33: FREQUENCY AND PERCENTAGE OF VISITS PER VISIT NUMBER (OCT 2017 - 12 JUN 2019).

The number of pages per visit is illustrated in Figure 34, with the large majority of visits on one page, 14% on two pages and the remaining 13% visiting between 3 and 21+ pages.

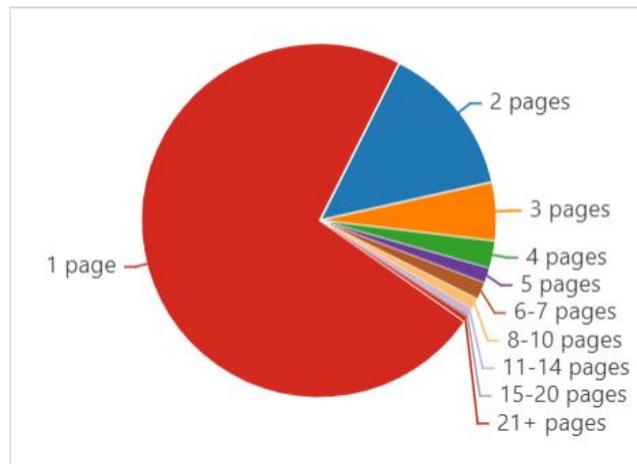


FIGURE 34: CF.NET VISITS PER NUMBER OF VISITED PAGES (OCT 2017 - 12 JUN 2019).

Returning visitors (N=13.217 by June 24) tended to have a stronger engagement as compared to the general visitor population. They performed an average of 2.8 actions per visit, stayed on the platform for an average of 4 minutes and had a bounce rate of 64%. Overall these data highlight a good engagement.

6.3.4 Visits by country

Sorting visits by country (Figure 35) it emerges:

- the high activity from ITALY, 52% (13,866) of total visits, 2m 55s of avg. time/visit and 2.4 actions/visit;
- 14% (3,722) visits from CROATIA with a low 65% bounce rate;
- 5.5% (1,460) visits from the UK with excellent measures;
- 5.3% (1,407) visits from the NETHERLANDS, with good avg. time on the website and bounce rate.

COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
 Italy	13,866	33,501	2.4	2 min 55s	72%
 Croatia	3,722	6,422	1.7	1 min 43s	65%
 United Kingdom	1,460	4,133	2.8	5 min 0s	61%
 Netherlands	1,407	2,421	1.7	2 min 40s	73%
 United States	943	1,126	1.2	43s	91%
 Portugal	723	1,257	1.7	2 min 45s	70%
 France	539	682	1.3	47s	85%
 Denmark	332	573	1.7	2 min 21s	66%
 Ireland	320	430	1.3	1 min 4s	86%
 Spain	277	392	1.4	1 min 12s	83%
 Germany	271	417	1.5	1 min 0s	78%
 Belgium	216	316	1.5	1 min 13s	78%
 Sweden	180	245	1.4	42s	77%
 Austria	136	268	2	3 min 23s	68%
 Finland	128	173	1.4	1 min 4s	83%

FIGURE 35: TOP 15 VISITS BY COUNTRY FOR CF.NET (OCT 2017 - 12 JUN 2019).

Focusing on the three pilot countries in comparison through a monthly visits diagram (Figure 36), it becomes well visible that:

- ITALY:
 - platform activity started early in October and November 2017, with three networking events between Milan⁹ and Rome¹⁰;
 - the Santarcangelo activity peak emerges in July 2018, but we should consider that many stories written by Italian commoners in the same period have been read many times, commented, and shared (see Chapter 8.1.3 for details);
 - starting from August 2018, visits maintained a good level until June 2019, well contributing to the success of the overall platform metrics in the same period.

⁹ October 4th and 28th-29th 2017.

¹⁰ November 9th 2017.

- CROATIA:
 - platform activity started softly until May 2018;
 - visits increased then from June 2018, also following the two networking events organized in Autumn 2018¹¹;
 - in November 2018 and April-May 2019 some visits peaks drove Croatia close to Italy results, also thanks to some satirical videos published on the platform.
- NETHERLANDS:
 - the activity in the Netherlands started very slowly due to the issues related to MdC termination;
 - the rising slope of the line, however testify the effectiveness of the remedial measures adopted in reaction to the event



FIGURE 36: MONTHLY VISITS BY PILOT COUNTRIES FOR CF.NET (OCT 2017 - 12 JUN 2019).

Facebook posts highly influenced the platform activity: almost every platform story, when disseminated through the Facebook page - and, often, by commoners through their own Facebook accounts - generated a traffic increase that in some cases has been remarkable. During the project, this fact has been studied and used in order to adequately promote platform content and its value.

6.3.5 Visits by language

Visits by Language (Figure 37) reflect the distribution by country, with a 49% of Italian, a 30% of English that has been often used also from the Netherlands, an 8% of Croatian, and a 2% of Dutch.

¹¹ September 5th-7th, October 3rd 2018.

LANGUAGE	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
Italian (it)	12,979	30,342	2.3	2 min 47s	73%
English - United States (en-us)	5,543	11,885	2.1	2 min 46s	75%
English - United Kingdom (en-...	2,515	4,856	1.9	3 min 5s	66%
Croatian (hr)	2,194	3,419	1.6	51s	64%
Dutch (nl)	571	1,031	1.8	2 min 48s	73%
Russian (ru)	502	569	1.1	21s	88%
French (fr)	314	373	1.2	33s	89%
Spanish (es)	221	314	1.4	1 min 10s	81%
Portuguese (pt)	212	264	1.2	56s	82%
German (de)	185	251	1.4	40s	79%

FIGURE 37: TOP 10 OF PLATFORM VISITS BY LANGUAGE (OCT 2017 - 12 JUN 2019).

6.3.6 Visits by device

Sorting platform visits by device for the entire period (Figure 38), it emerges a 51% of visits via Desktop and a 45% of Smartphone visits.

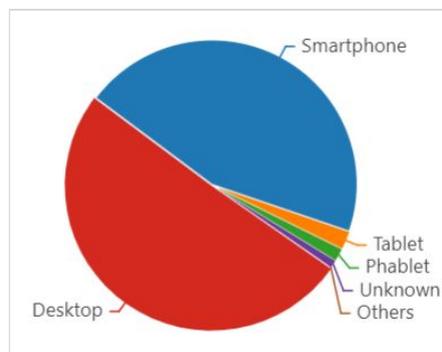


FIGURE 38: VISITS BY DEVICE FOR CF.NET (OCT 2017 - 12 JUN 2019).

This balanced result for the entire period should be considered in light of some specific facts

- the visit with Smartphone during “normal” periods was around some 40% of the total.
- the Smartphone usage rate increased to over 70% during the two digital currencies experimentations.
- during the networking and other dissemination events the visits via Smartphone increased above 50-60%.

6.3.7 Contents

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. GENERATION TIME
Welcome Commonfare.net	9,056	7,177	67%	00:01:33	78%	0.66s
Transazione completata Commonfare.net	3,340	396	47%	00:02:41	68%	0.23s
☒ Benvenuto	3,087	2,526	70%	00:01:20	74%	1.08s
Conferma prelievo Commonfare.net	2,376	350	0%	00:00:06	0%	0.31s
Prelievo in Oltrino Commonfare.net	1,996	25	0%	00:00:15	20%	0.29s
Prelievo in Santa Coin Commonfare.net	879	316	6%	00:01:04	21%	0.28s
Conferma ricarica Commonfare.net	805	54	0%	00:00:06	0%	0.25s
Far sparire Macao (ma in modo soft) Commonfare.net	607	563	89%	00:00:43	97%	0.35s
Upoznaj svoja prava! Commonfare.net	592	559	94%	00:00:16	99%	0.3s
Lavoro volontario e gratuito: cambiando il luogo e la mission il risultato non cambia Commonfare...	554	501	91%	00:00:36	97%	0.37s
change 5662280 A- Commonfare.net	534	412	9%	00:00:23	93%	0.28s
Log in Commonfare.net	484	270	36%	00:00:46	24%	0.34s
About Commonfare.net	475	418	85%	00:00:50	86%	0.64s
Intervista a una lavoratrice Amazon Commonfare.net	474	451	94%	00:00:17	98%	0.35s
Paesaggio e Beni Culturali. Verso il FORUM SICILIANO-Sussidiarietà orizzontale e cittadinanza attiv...	445	442	88%	00:00:19	99%	1.93s
Beni comuni, Usi collettivi e Comune: oltre la logica proprietaria Commonfare.net	390	358	89%	00:00:49	96%	0.49s
Commoners Voices Commonfare.net	376	315	72%	00:02:25	68%	1.45s
Le acciughe di Barrio: pratiche di relazione e di resistenza a Bergamo Commonfare.net	370	332	86%	00:00:43	98%	0.33s

FIGURE 39: TOP 18 MOST VISITED PAGES OF CF.NET (OCT 2017 - 12 JUN 2019).

Looking at the most visited platform pages (Figure 39) it emerges that:

- welcome pages (English and Italian) collected together 23% of pageviews, and had a lower bounce rate than the platform average;
- transaction pages for Santacoin and Oltrino (completed transaction, withdrawal confirmation, Oltrino withdrawal, Santacoin withdrawal, and top-up confirmation) are in the second position with an overall 18% pageviews;
- the most visited story is “Far sparire Macao (ma in modo soft)”, in Italian and posted by the Commonfare account on September 18, 2018, collected 607 pageviews;
- the second most visited story is “Upoznaj svoja prava!”, in Croatian by Commonfare account the 24 April 2019, collected 592 pageviews;
- the third most visited story is “Lavoro volontario e gratuito: cambiando il luogo e la mission il risultato non cambia”, in Italian by the commoner Mattia Tombolini the 9 May 2018, collected 554 pageviews;
- the fourth most visited story is “Intervista a una lavoratrice Amazon”, in Italian by the commoner Mattia Tombolini the 13 July 2018, collected 474 pageviews.

There are 12 stories with more than 200 pageviews. What is relevant to notice, as well visible from two examples of story in/out traffic in Figure 40 and Figure 41, is that: (a) mostly the incoming traffic of every visited story

came from Facebook, and (b) the exit rate was very high, with the exception of some specific cases (Figure 41) with some visits of internal pages.

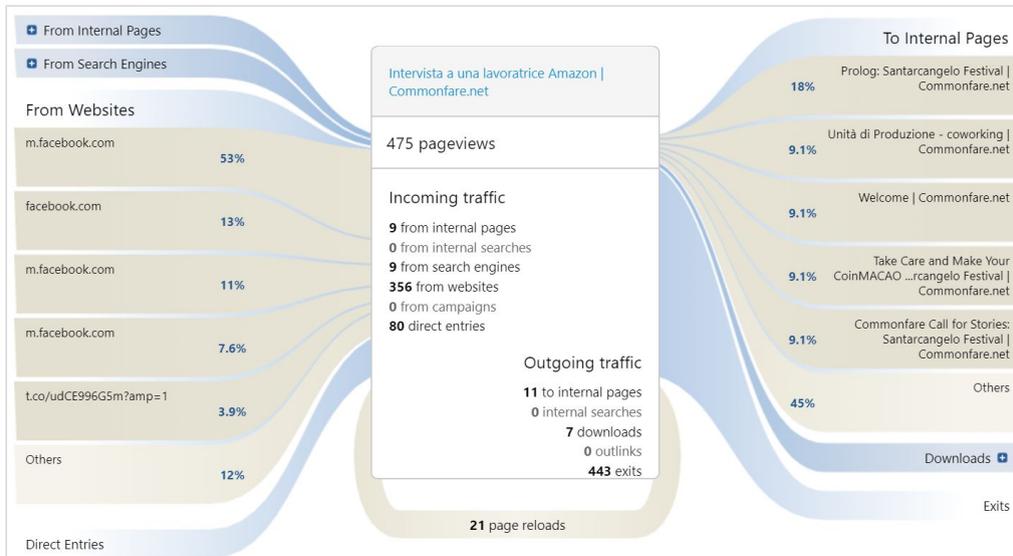


FIGURE 40: AN ITALIAN STORY ON CF.NET IN/OUT TRAFFIC (OCT 2017 - 12 JUN 2019).

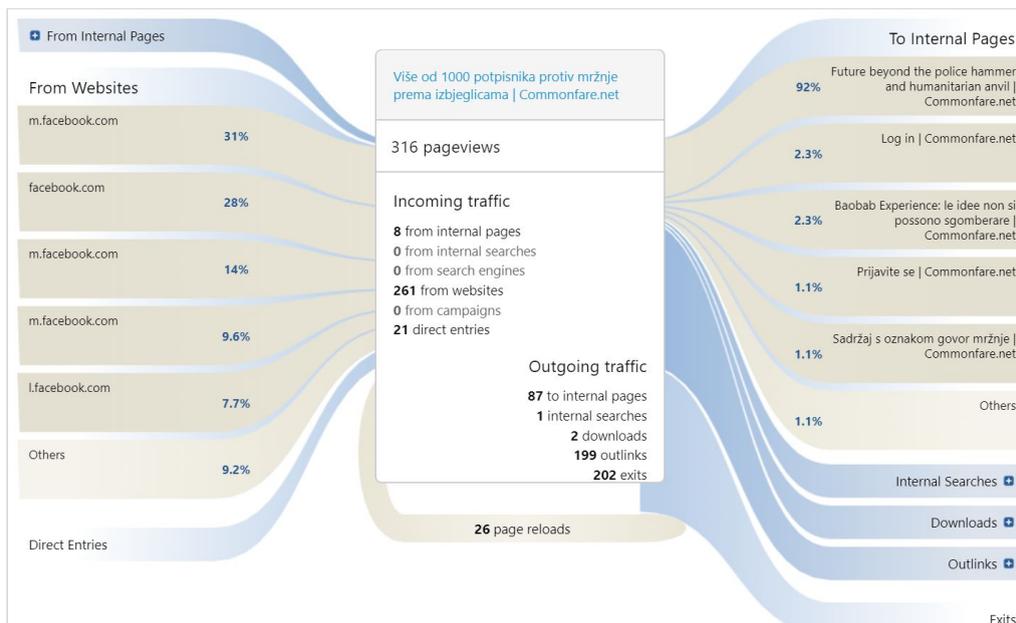


FIGURE 41: AN ITALIAN STORY ON CF.NET IN/OUT TRAFFIC (OCT 2017 - 12 JUN 2019).

6.4 CONCLUSIONS

The community which has been created around commonfare.net platform with its online structure, contents and relations represents the main result of the PIE News project, together with the off-line work that partners realized with people, communities, associations, institutions and in general with grassroots communities. It is therefore necessary to evaluate correctly the work done - remembering that the co-creation of on-line and

off-line communities is one of the most complex issues of platform innovation - in order to adequately identify both strengths and weaknesses of the platform and of the off-line relations that should sustain it.

Focusing on the off-line relations, the two digital currency experiments strongly supported the platform in addition to the piloting activities performed in WP 2 (Ch. 8). The Santacoin and Oltrino experimentations constituted a two steps test for the wallet and commonfare.net, a test that has proven valuable for both the technological platform and the concept of social currency as described in D3.1 and D3.2.

Moving more step by step on platform activity evaluation, in this chapter we initially presented the dense platform evaluation plan that has been conducted involving the whole consortium, with reports by the WP5 leader, and with discussions during project meetings and periodically via mail and telcos. Then we monitored and reflected during the project on the many platform activity dimensions:

1. the number of **Commoners** (the platform registered users) increased linearly from 102 in May 2018 to 876 at the beginning of June 2019 (to 910 in mid-June 2019);
2. after some months of partners' storytelling activity, **from mid 2018 commoners started writing more and more stories**, for a total of 137/310 (44%) at the 12 of June 2019;
3. regarding the **stories by country**, almost 50% have been written by Italians (about half by Italian commoners, half by partners), 22% by Croatians (about half by Croatian commoners), 13% by Dutchs (% by Dutch commoners), 11% by the Commonfare account, and a late emerging and growing 6% by other countries. This confirms the strong Italian pull of the platform, but also the good possibilities for the future at the international level;
4. in 28 months - up to the 12 of June 2019 - the platform attracted 27,951 **visits** (almost 1,000/month or 33/day) for a total of 67,293 **pageviews** (2,403/month or 80/day) with a growing and good trend from mid 2018, thanks mostly to the digital currency experimentations and to the rapid increasing storytelling activity;
5. visitors **engagement** is good, as 50% of visitors returned to the platform and almost half of the returning visitors did it at least more than 8 times (up to a maximum of 210 times). ;
6. regarding **visits by country** (also considering the difference in population size of the pilot sites):
 - a. Italians started being active on cf.net earlier (also thanks to the first networking events), contributed with 52% of visits, and stabilized a very good activity level from September 2018;
 - b. Croatians activity started increasing from June 2018 (also thanks to some networking events) contributing at the end with 14% of visits;
 - c. the Netherlands activity started later due to the issue concerned with the change of the Pilot Leader, contributing with 5.3% on platform visits, and generating an increase from the beginning of June 2019, as a result of activities conducted on the territory (when Commoners started writing stories) and some videoclips.
7. **visits by device** can be described as 40% Smartphone visits in "normal periods", with an increase to 70% during digital currency events and to 60% during off-line dissemination or networking events,

- generating a substantial equilibrate situation (51% Desktop, 45% Smartphone) on the entire 28 months period;
8. regarding the **most visited contents**, welcome pages collected the 23% of total visits, Santacoin and Oltrino transaction pages collected the 18%, then 12 stories collected more than 200 pageviews each (three of them more than 500 pageviews);
 9. the **Commonplace**, where it is possible to generate a circular economy with the help of social relations and the Commoncoin, for now it is not very used, needing probably a strong case-study real life scenario.
 10. **Facebook** played a key role in stories dissemination .

Looking at those results, commonfare.net is a healthy platform with substantial activity - rapidly growing from the Commoners' side -, and the Commonfare Association (see Ch. 9 and D5.4) will continue working in the direction of developing new services and opportunities to increase the number of Commoners and their engagement beginning with a healthy "self-organised" community, in which the forces acting on it have been internally defined, initially by the participatory design (see D4.1), and then by the Commoners in action. As an example, the stories cover different styles, ranging from presentation of good practices, political and economical essays, autobiographical reflections, interview transcripts, gameful proposals. They cover four different languages and have been written in several European countries. Independent of this heterogeneity, they are all "beautiful stories" providing original and well researched content combining written narrative, images, and videos. Their style stands in contrast to the strong disinhibition in mainstream social-media, as elaborated in the Afterword of the book "Voices of resistance - Voci di resistenza - Glasovi Otpora - Stemmen van verzet" (Annex 1 - The book was printed in 5 copies as the physical manifestation of the digital content of commonfare.net and received strong public attention at the final event in Trento).

7. NETWORK DYNAMICS

7.1 INTRODUCTION: ON THE N.D. DASHBOARDS

Since the Social Network Analysis module and dashboards (the personal one for Commoners and the management one) have been one of the outputs of the project, the introduction will be devoted to a description of this technical and design result.

Network metrics are obtained through applying algorithms from Social Network Analysis to the social structure of interactions on commonfare.net. However, the numeric results are not easily interpretable by platform stakeholders, namely the Commoners who engage with each other through the platform's features, and the project partners, who have an active interest in sustaining the platform's growth. For these two groups respectively, the following views have been developed:

- a **personal view** integrated into user profiles, which Commoners can inspect to understand their contributions to the platform, and those of others, through their Commonshare;
- a **network management view** providing partners with social network analysis insights - primarily, community development and potential manipulation of the Commonshare system.

Each view aims to intuitively represent metrics of interest to Commoners and partners respectively, allowing them to obtain actionable insights. This section describes the initial design decisions undertaken for the views, with typical use cases.

7.1.1 Network Management Dashboard

The geographically distributed communities that form on commonfare.net are fragile and thus need careful management to cultivate and sustain. Although some metrics on community traffic are obtained through Matomo, the following two elements are of particular interest to partners:

1. **Community development.** Identification of Commoners central to the activity on commonfare.net is important to ensure the continued development of the platform. For example, such users are ideally suited for diffusion of important information through a network¹², and active Commoners could be invited to participate in promotional or administrative roles, thereby increasing their sense of platform ownership.
2. **Manipulative activity.** It is also to be expected that Commoners may try to increase their perceived contribution by creating meaningless content, or colluding with other Commoners by repeatedly

¹² Brown, P. E., & Feng, J. (2011). Measuring User Influence on Twitter Using Modified K-Shell Decomposition. Fifth International AAAI Conference on Weblogs and Social Media. Retrieved from <https://www.aaai.org/ocs/index.php/ICWSM/ICWSM11/paper/viewPaper/3843>

engaging in meaningless interactions¹³. Ensuring such actions are not rewarded is necessary to keep commonfare.net fair and equal.

The network management dashboard is shown in Figure 42. This section describes the labelled components and how they provide visual representations of important metrics.

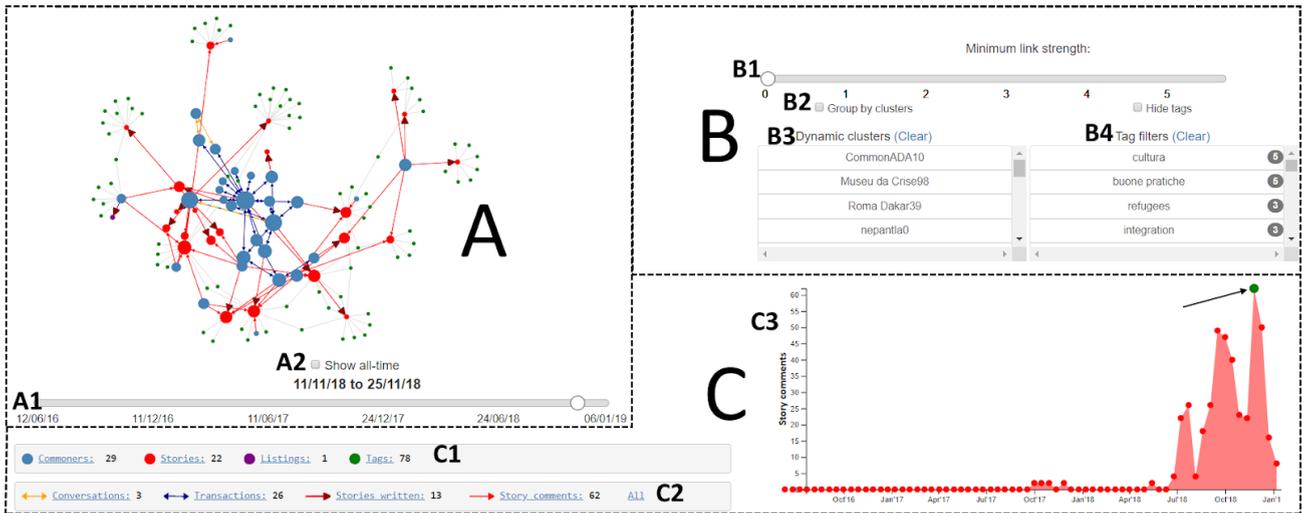


FIGURE 42: NETWORK ANALYSIS DASHBOARD, SEPARATED INTO ITS 3 MAIN COMPONENTS.

7.1.2 Interaction Graph

Figure 42 shows the interactions on commonfare.net as a node-link graph. Each node represents a Commoner (blue), story (red), listing (purple) or tag (green), and each coloured link between these nodes represents an interaction, such as a conversation, transaction, or comment to story. The size of each node represents its *Commonshare* and allows levels of participation to be identified at a glance. This view also highlights nodes in dark red if they are potentially involved in collusive activity. For example, Figure 43 shows two user nodes (**U1**, **U2**) who, while never interacting directly with each other, have accumulated *Commonshare* by repeatedly interacting with each other's stories (**S1**, **S2**). This is a type of potential collusive behaviour that should be evaluated case by case.

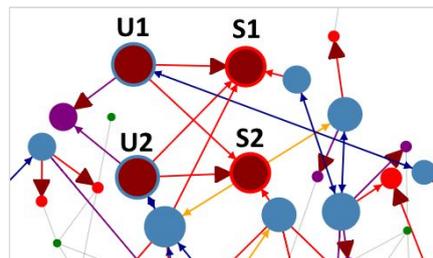


FIGURE 43: VISUALISATION OF POTENTIAL COLLUSION THROUGH INDIRECT INTERACTIONS

¹³ Allahbakhsh, M., Ignjatovic, A., Benatallah, B., Bertino, E., & Foo, N. (2013). Collusion detection in online rating systems. In *Asia-Pacific Web Conference* (pp. 196-207). Springer, Berlin, Heidelberg.

A slider widget (**A1**) allows the graph of interactions to be viewed for any two-week interval (the current level of granularity) in the platform's history, explicating the dynamics of platform activity. A checkbox (**A2**) toggles the cumulative view of all interactions, and thereby the most influential Commoners over the history of commonfare.net.

7.1.3 Graph analysis widgets

Figure 42 contains widgets that can be used to manipulate the graph for a more detailed analysis. Another slider widget (**B1**) allows filtering of the graph by edge weight to highlight strong interactions, and a menu (**B4**) allows filtering by specific tags.

A checkbox (**B2**) transforms the graph layout to cluster nodes by their static community at any given time instance, and a menu (**B3**) displays a text list of dynamic community names. When a community is selected from this menu, all nodes that form part of this community are highlighted. Small markers appear on the timeline slider to indicate points of time where the dynamic community has been active.

Figure 44 illustrates this idea: the cluster of four yellow nodes represents a dynamic community at this time step. The other two yellow nodes appear in different clusters because, in a past or future time step, they are also part of this community. The two orange triangular markers on the timeline indicate two time periods in which this community has been active.

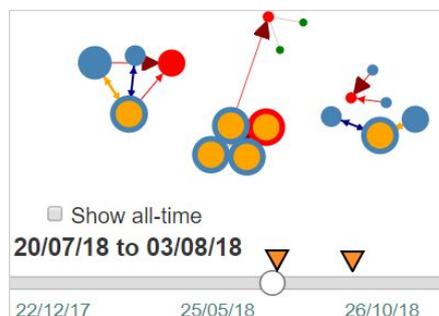


FIGURE 44: DYNAMIC COMMUNITY MEMBERS AT A PARTICULAR TIME INSTANCE.

7.1.4 Temporal variations of simple metrics

Finally, Figure 42 highlights the components through which trends in various aspects of platform activity can be inspected. Basic figures for this two-week period are shown, including the number of each type of node (**C1**) and the total number of each interaction type (**C2**). Clicking on one of these metrics will update an area chart (**C3**) to show how this metric has changed over time. In this example, the chart shows that story comments peaked during this period (highlighted by the green dot on the chart).

7.1.5 Personal Visualisations

Originally, the concept of Commonshare arose from participatory design research with potential users of commonfare.net, who wanted to represent their contributions in a non-competitive way. This research is detailed in D3.1 and D3.2, with key results as follows:

- Reputation systems based on buying and selling (such as those on eBay and Amazon) are inappropriate to represent emotionally meaningful actions taken on commonfare.net.
- Trust in a user can be built through their consistent and coherent behaviour on commonfare.net, with actions that align with one's shared values.
- Due to the likelihood of emotional and financial issues of Commoners, a reputation system must avoid inciting feelings of negative judgment, or any form of indebtedness.

The personal view allows Commoners to observe their own interactions, and those of others (if the latter allowed for this, see below), on commonfare.net. In doing so, the aim is to motivate further contributions, thereby sustaining the development of commonfare.net. Commoners can opt to make this contribution visualisation available on their profile, towards establishing trust with others on the platform.



FIGURE 45: 'DETAILS-ON-DEMAND' DONUT INTERACTION (LEFT); LINE CHART FOR TEMPORAL INFO (RIGHT).

The donut and line chart visualisations used in this view are shown in Figure 45, and their features are described as follows.

7.1.6 Donut chart

The donut provides details of an individual's Commonshare value at a particular period of time, and the types of interactions they have had that contribute to this value. The example in Figure 45 illustrates that this Commoner achieved a Commonshare of 10 from their interactions between September 9th and 23rd, with story-based interactions forming the majority of their contributions (but also social interactions and transactions playing a role).

Also shown in Figure 45, clicking on a section of the donut presents more detail on specific types of interaction. In this case, clicking on the 'story' section displays circles that represent each different story – with the strength of interaction with each story represented by its circles' size.

7.1.7 Line chart

While the donut provides detailed information for a given two-week period, the line chart shows a summary of an individual's Commonshare and their contribution types over time. The orange line shows this Commoner's Commonshare value over a number of months; the other coloured lines represent different types of interactions. Hovering over the line shows a tooltip containing a summary of the Commoner's contributions during this period. While this representation omits specific details, it serves as a glanceable display of a Commoner's activity over time.

7.2 SOME N.D.A. REFLECTIONS ON THE PLATFORM

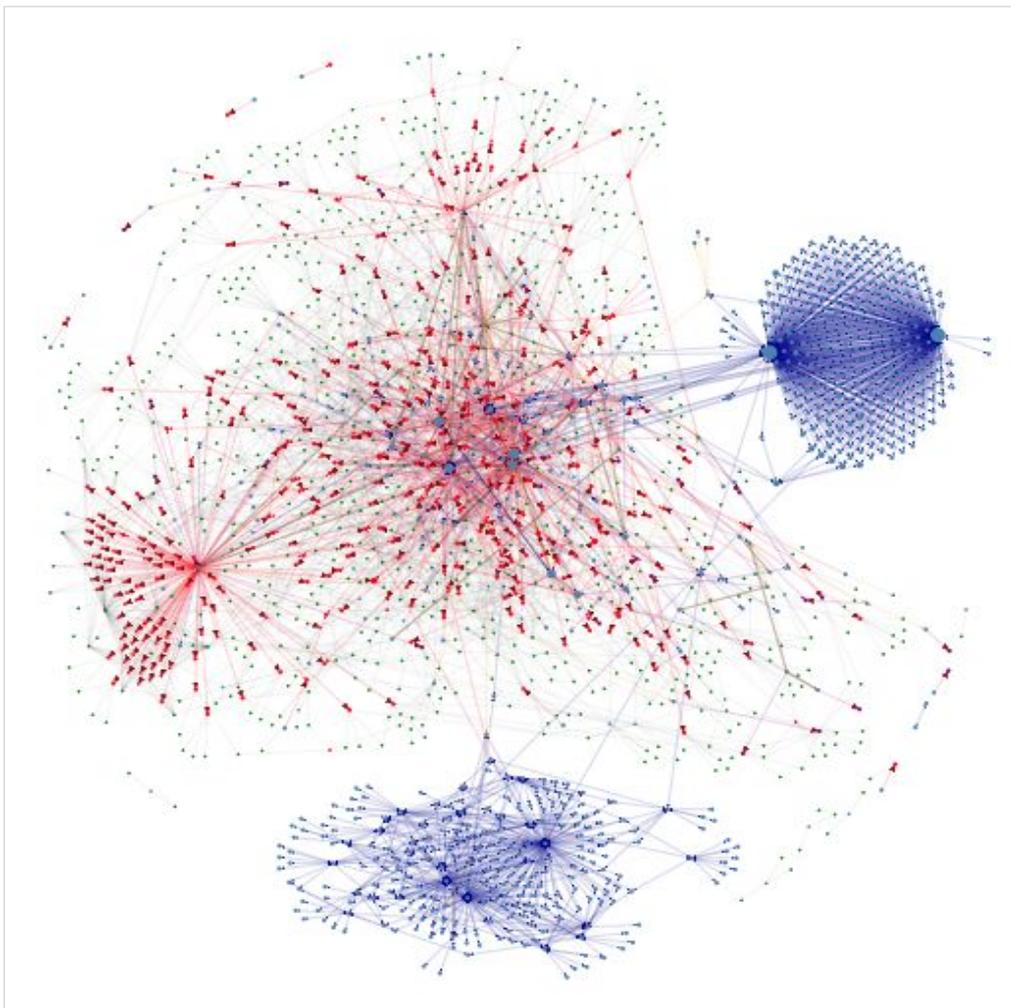


FIGURE 46: THE ENTIRE UNCLUSTERED NETWORK GENERATED INSIDE COMMONFARE.NET UNTIL THE 2ND OF JUNE 2019.

Figure 46 shows entire unclustered network until the 2nd of June 2019 generated inside commonfare.net from Commoners, with metrics displayed in Figure 47. The number of active Commoners (757) is lower than the number of registered ones (876), meaning that active Commoners are 86.5% of the total. In Figure 46 it is visible

the (blue) Santarcangelo transaction network in the back, with few connections with Commoners, and the (blue) Oltrino transactions network on the right, with more connections with the rest of the network.



FIGURE 47: SOME ND METRICS FOR THE ENTIRE PLATFORM PERIOD.

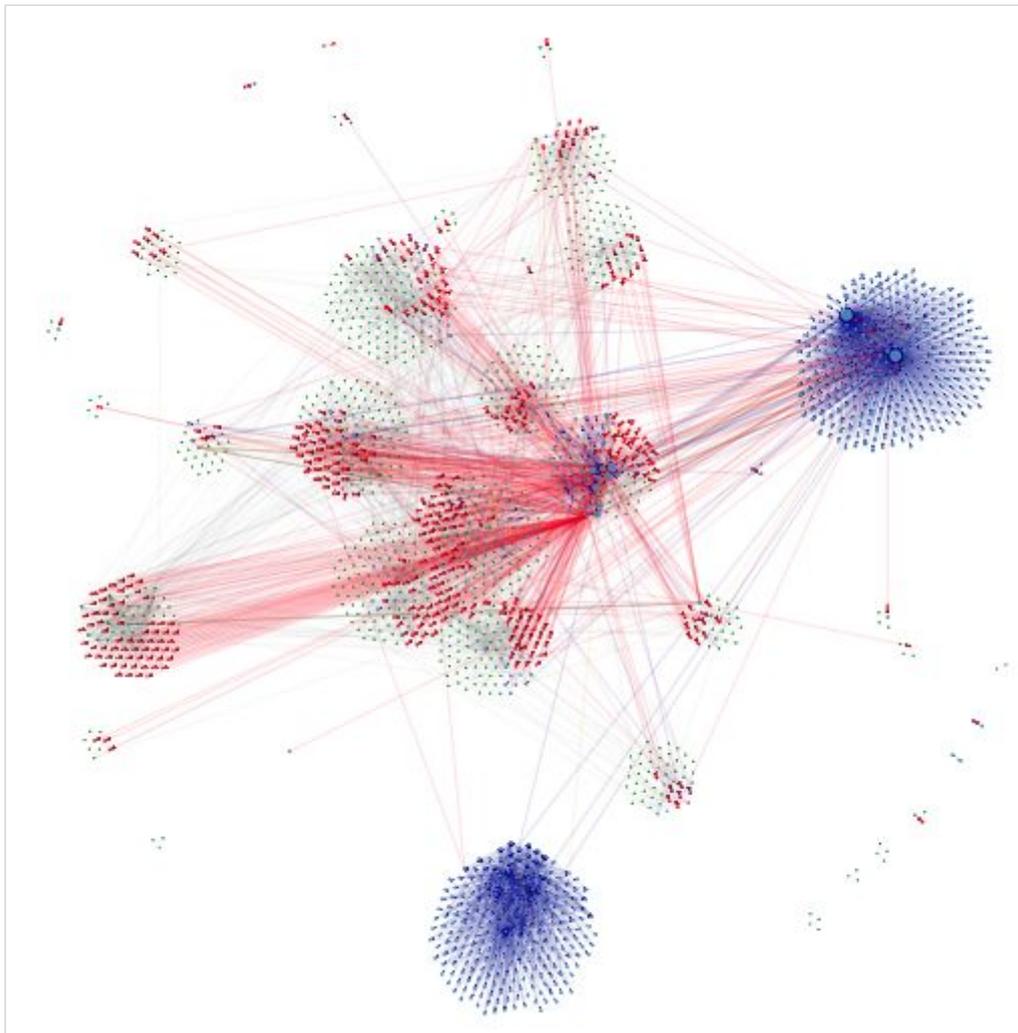


FIGURE 48: THE ENTIRE CLUSTERED NETWORK GENERATED INSIDE COMMONFARE.NET UNTIL THE 2ND JUNE 2019.

The clustered entire network is visualized in Figure 48, identifying the group of most active Commoners that is zoomed in Figure 49, visualizing only the conversations (yellow arrows) that are often mixed with transactions. Green nodes are part of the project consortium with the identified “commonfare” account that published many stories, and the Croatian and Italian pilot leader CMS and BIN-Italia. All the other blue nodes are Commoners not part of the project consortium, those in this central position are the particularly active ones.

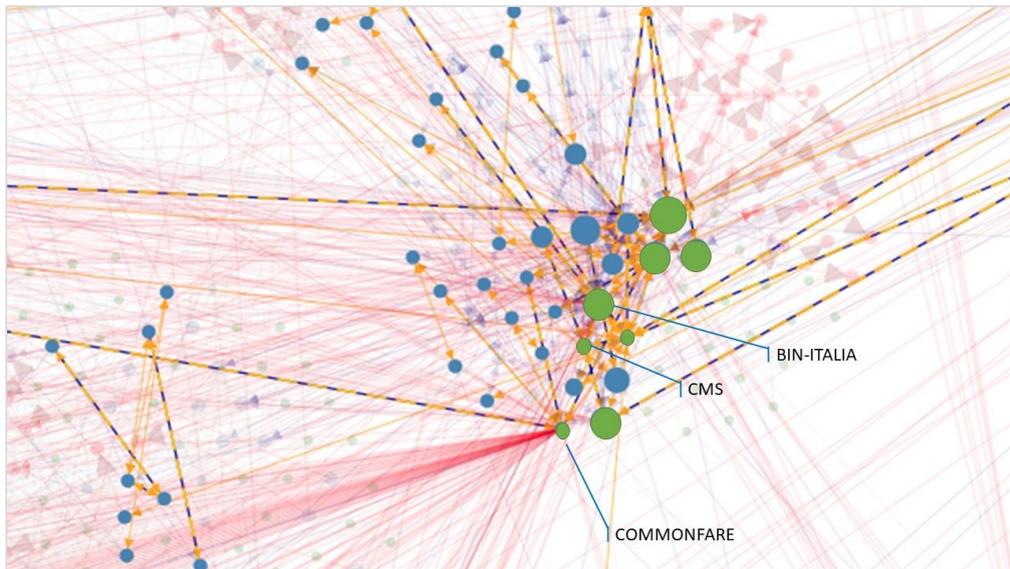


FIGURE 49: MOST ACTIVE COMMONERS IN COMMONFARE.NET.

The management dashboard helps very well identifying dynamic clusters. It is interesting to see the position of Museu da Crise (MDC), the node on the left in Figure 50, who is not part of any cluster, even if author of many stories, and with a strong connection - a mix of conversation and transactions - with DPL (Daniela Paes Leao, one of the two MDC components).

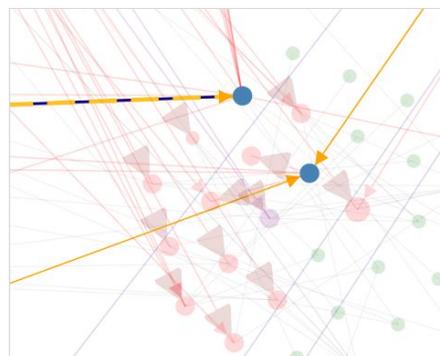


FIGURE 50: MUSEU DA CRISE (MDC) ON THE LEFT.

The dynamic clustering works as follows: an algorithm identifies momentary clusters, labelling them with the name of the main node and an identification number, and indicating the period of time of activity. Many dynamic clusters emerged in the analysis that have been done in order to identify: (a) emerging relationships between commoners, and (b) possible bad behaviors like currency accumulation by creating multiple accounts. Since the creation of the dynamic cluster feature (late 2018), many emerging relationships have been observed between new commoners and between them and project partners, but no collusive behaviour have been detected. This confirms that the growing network dynamics of commonfare.net are healthy and that the NDA tool is valid for analyzing the platform networks.

8. DIGITAL CURRENCY EXPERIMENTATIONS

Between the many unplanned activities organized within the project, probably the most important ones have been the two digital currency experimentations. The latter have been organized leveraging on opportunities emerging from the partners' network to have a trial "on the field" of the functionalities connected to the digital currency and to disseminate widely the project, leveraging on the existing communication structures of the two festivals involved. In particular, the first one provided the complementary currency for the Santarcangelo Festival 2018 in July, the Santacoin, with the currency managed by Macao with project partners support, while the second experience provided the OltrEconomia Festival 2019 with an alternative digital currency called Oltrino in May-June 2019, completely managed by a group of Commonfare project partners.

8.1 THE "SANTACOIN" EXPERIMENTATION 2018

8.1.1 Introduction

The project organized a digital currency experimentation during the "Santarcangelo Festival 2018", an international and well known performing arts festival located in Santarcangelo di Romagna (Italy) at its 48th edition (July 6-15, 2018). Table 10 exemplifies the importance of the festival.

11,324	Tickets sold
12,000+	Audience for free events
200	Performances
123	for a fee
77	for free
146	Replicas
35	Show locations
250	Involved artists
37	Invited artists' companies
22	from Italy
15	from outside Italy
25	DJ sets
14	Movies projected
5	Meetings

2	Laboratories
187	Cultural operators (95 Italians)
70	Journalists
24,000	Likes on the Facebook page
5,000	Followers
145	Staff + 26 internships

TABLE 10: SOME GENERIC DATA REGARDING THE SANTARCANGELO FESTIVAL 2018, AT ITS 48TH EDITION.

Leveraging on the involvement of Macao (the independent centre for art, culture and research in Milan, that also provided the first project cryptocurrency test¹⁴) in the festival with the artistic project “Crypto Rituals”, the Santacoin (SC) was introduced, allowing people (festival organisation, artists and the general public) making transactions through a separate instantiation of the Commoncoin.

The cryptocurrency change was 1€=1SC; interested people needed to collect a “talisman” - a pendant with a QRcode corresponding to the specific wallet URL -, charge on it some Santacoin, then payment proceeded via Smartphone through the sellers accounts simply scanning the buyer’s QRcode and locally agreeing on the transaction.

The special project curated by Macao consisted in involving 24 local professionals who work in the fields of physical and mental well-being (from barbers to shiatsu therapists) offering their services in charge of Santacoins during the two weekends in the main square of the town. Apart from the artisans, also the festival accepted Santacoin payments in 5 additional “sellers” points: the disco, the restaurant, the ticket office, and the infopoint for merchandising.

Three organizations were involved in the experimentation:

- the Santarcangelo Festival managed the “infopoint”, providing info on the festival and the digital currency, where also talismans were distributed and transactions (top-ups and cash-outs) were done;
- the Macao team managed the Santacoin backend, basically providing talismans and taking care of the related issues;
- the Commonfare team arrived for monitoring the experimentation, providing technical support, and providing communication on both the Santacoin and the project.

The experimentation consisted in a real-life test of commonfare wallets, acquiring data on financial, organizational and communication issues that were considered relevant to start thinking about an events’ digital currency service leveraging on the commonfare.net platform. What follows is an overview of the experience

¹⁴ See the Commonfare Book Series nr. 3 “Commoncoin. The digital complementary currency open source toolkit for the commonfare platform” by Marco Sashy, also downloadable for free at <https://zenodo.org/record/3048979#.XOLTb476xhE>

adopting 4 lenses: financial data, platform analytics, network dynamics, and feedback by project partners who have been involved in the experimentation.

8.1.2 Santacoin and financial data

8.1.2.1 Santacoin transactions and wallets

744	Santacoin transactions handled
7144	SC wallets in total
34	Seller wallets
4	Issuer wallets (1 + 3 for technical people)
7105	Wallets created before the festival
8,908.88 SC	Exchanged in total
50,000.00 SC	Initially given to the Issuer's wallet for top-ups
2453	TRANSACTIONS (1657 handled by sellers)
15	Wallets IDs registered on cf.net (Customers who became Commoners)

TABLE 11: SANTACOIN TRANSACTIONS DATA FROM THE PLATFORM.

During the Festival, the commonfare.net platform processed all the registration and transaction information (see Table 11).

Data suggest both the relevance of the activity in terms of SC experimentation, and the little outcome in terms of project communication and increase of cf.net participation: 259 participants (wallets with transaction) performed 744 transactions moving 8,908.88 SC, but only 15 participants (the 5.8%) became a Commoner.

8.1.2.2 Santacoin change

The two locations for changing Euros in Santacoin (and reverse for cashing-out) were the Infopoint, taking care of buyers (both the general public and the artists/operators), and the Operators office, taking care of sellers and cultural operators in general like artists, critics, etc.. Table 12 summarizes the SC exchange data.

	DAY	Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11	Thu 12	Fri 13	Sat 14	Sun 15	TOTAL 1€=1SC
OPERATION												
New/First:		330	1230	490	50	40	20	120	620	370	0	5340.0
Infopoint												3270.0
Operators												2070.0
Top-up		80	225.5	215	10	130	10	80	499	361	2	1726.5
Infopoint												1612.5
Operators												114.0
Cash-out		0	-217	-87	-1	0	-4	-28.8	-89	-394.1	-101.5	-948.4

Infopoint												-922.4
Operators												-26.0
TOTAL	410	1238.5	618	59	170	26	171.2	1030	336.9	-99.5		6118.1
Infopoint												3960.1
Operators												2158.0

TABLE 12: DETAIL OF €/SC EXCHANGE OPERATIONS.

(Source: INFOPOINT data are from the Infopoint daily transactions paper registry, TOTAL data are from the Festival final SC financial balance, OPERATORS office data are obtained from the delta Total-Infopoint data.)

Looking at totals by location (Figure 51), it emerges that change operations at the Infopoint provided the 65% of Santacoin circulating during the Festival. It was expected a larger delta between SC managed by the public and operators.

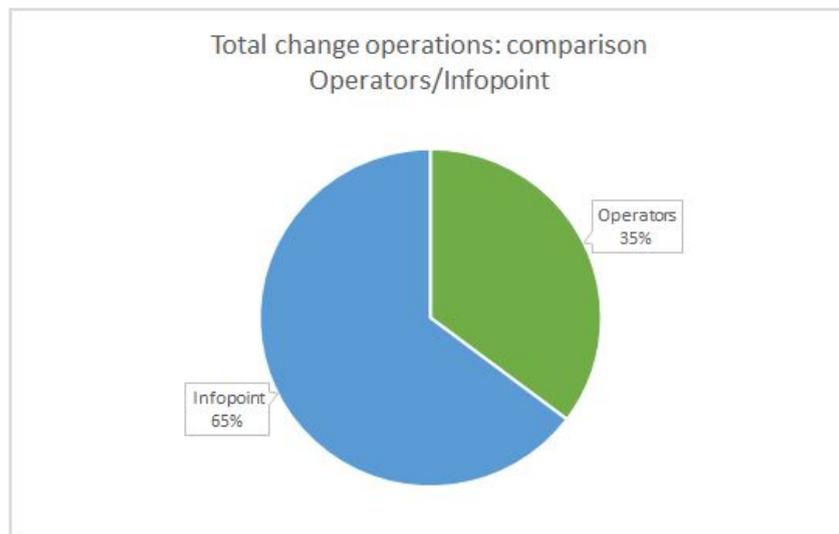


FIGURE 51: OPERATORS AND INFOPOINT TOTAL €/SC CHANGE OPERATIONS.

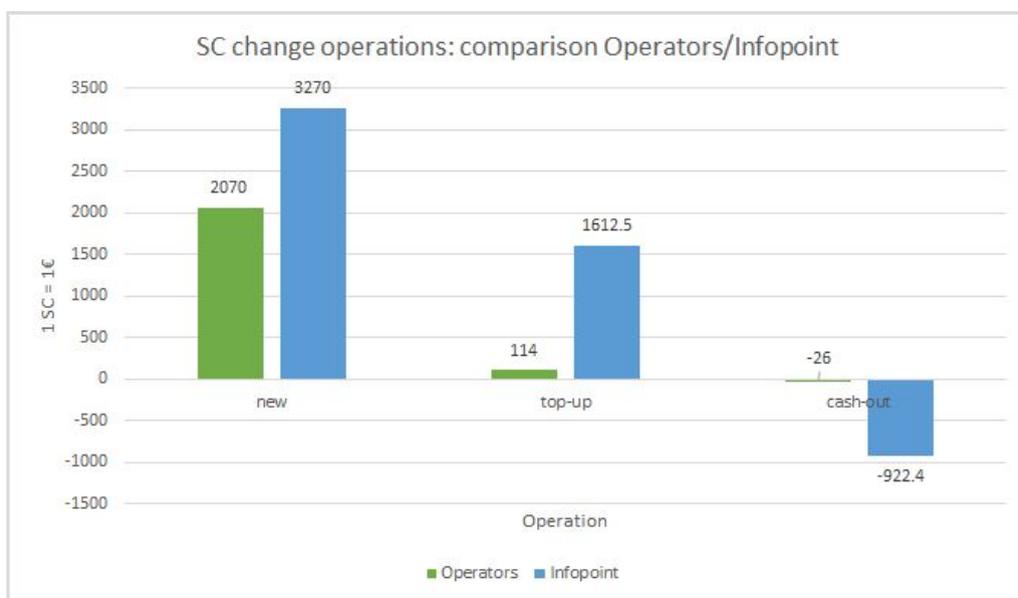


FIGURE 52: OPERATORS AND INFOPOINT TOTAL €/SC CHANGE DETAILED OPERATION.

Comparing the two sites operations by type it results that:

1. at the Infopoint the change €>SC for new talismans involved more than two times the amount used for top-ups;
2. at the Operator' office change worked almost only for providing new talismans with SC inside, with very little top-ups and cash-out.

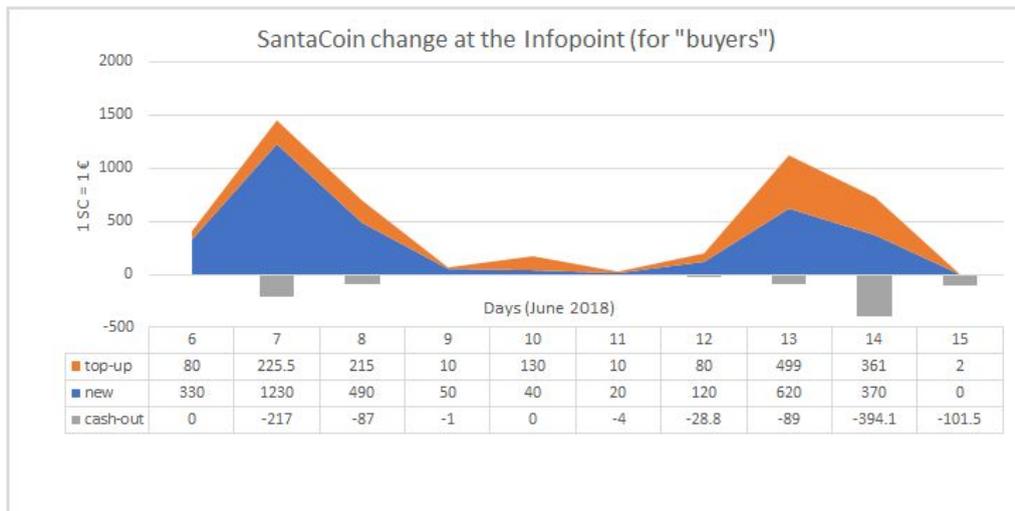


FIGURE 53: INFOPOINT DETAILED DATA ON SC CHANGES FOR THE PUBLIC DAY BY DAY.

The Infopoint detailed data (Figure 53) allow the comparison of SC changes for the public day by day:

1. peaks of new talismans and top-ups are located during the Crypto Rituals days (7, 8, 13, 14 of July);
2. cashout peaks are located during the 7th (first day for Crypto Rituals artisans) and 14th (last day for Crypto Rituals artisans);
3. between the two weekends the Infopoint registered very smaller change operations.

8.1.2.3 Santacoin income

On the FESTIVAL Sellers side, four locations accepted payments in Santacoin:

1. the Disco (“Imbosco”);
2. the Restaurant (“RistoPiazza”);
3. the Tickets office;
4. the Infopoint (selling merchandising).

The Santacoin income for the Festival is a fraction of the total income - data in section 8.1.2.4 - since the Festival left the double possibility of payment in Euros/SC to buyers.

	DAY Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11	Thu 12	Fri 13	Sat 14	Sun 15	TOTAL (SC)
SELLER											
Disco	31	203	159	13	92	44	39	128.9	147	40	896.90
Restaurant	281	361	287	88	97	10	105	233	175	76	1,713.00
Tickets of.	38	74	16	0	10	11	32	79	40	11	311.00
Infopoint	0	52.5	0	0	0	9	45	43.5	36	4.5	190.50
TOTAL by day	350	690.5	462	101	199	74	221	484.4	398	131.5	3,111.40

TABLE 13: FESTIVAL SC INCOME FOR SELLERS' POINTS.

(Source: Festival final SC financial balance)

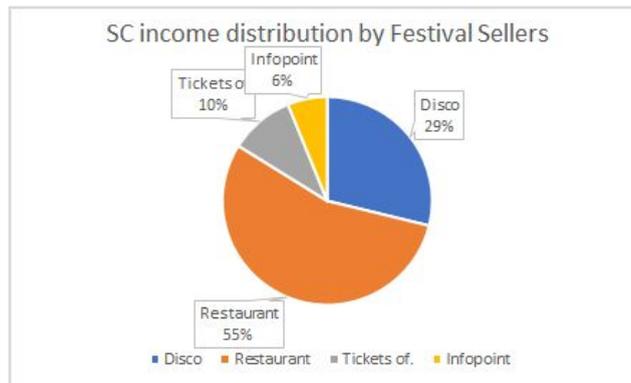


FIGURE 54: FESTIVAL SC INCOME DISTRIBUTION BY FESTIVAL SELLERS.

Santacoin have not been used so much for buying festival tickets (the 10% of SC income of the Festival side) or merchandising (6%). People used SC mainly at the restaurant (55%) and the night disco (29%). As for the SC change data during the Festival, peaks of income are mainly located during the week-ends.

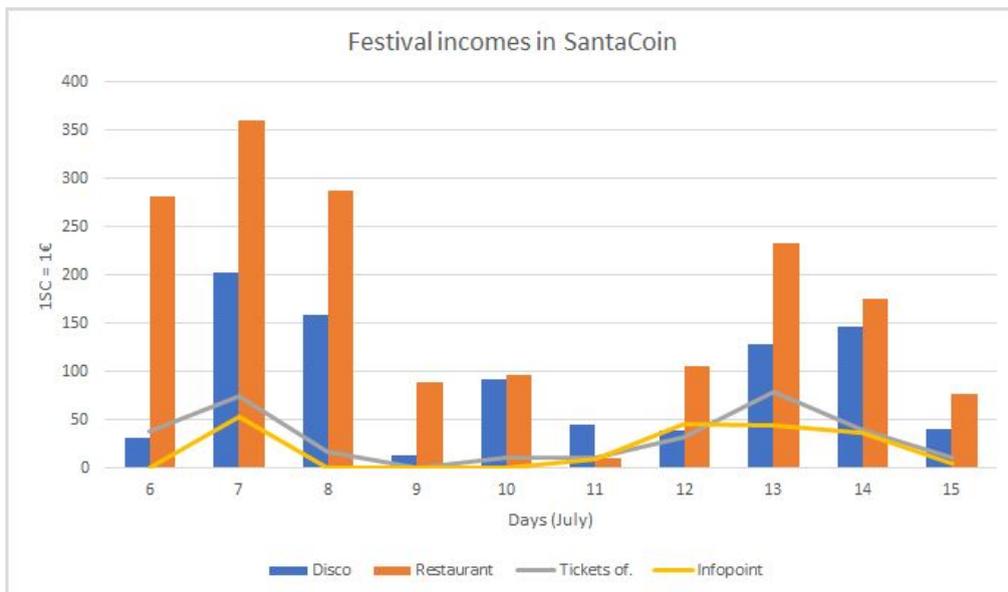


FIGURE 55: FESTIVAL SC INCOME DISTRIBUTION BY FESTIVAL SELLERS IN A TIMELINE.

On the other side, 24 ARTISANS accepted only payments in Santacoin during the four evenings of performance (Crypto Rituals: 7, 8, 13 and 14 of July).

	DAY Sat 7	Sun 8	Fri 13	Sat 14	TOTAL by artisan
SELLER					
A1	30	50	100	0	180
A2	40	60	50	50	200
A3	20	20	30	40	110
A4	0	10	34	50	94
A5	0	80	120	20	220
A6	20	14	74	44	152
A7	20	60	0	110	190
A8	0	0	16	16	32
A9	0	0	0	0	0
A10	14	56	28	104	202
A11	30	40	0	0	70
A12	0	0	28	40	68
A13	0	38	38	54	130
A14	0	40	0	120	160
A15	56	70	84	118	328
A16	60	30	14	100	204
A17	0	0	0	0	0
A18	0	0	0	0	0
A19	48	0	?	?	46
A20	0	0	20	70	90
A21	20	48	28	68	164
A22	42	0	18	46	106
A23	12	8	16	32	68
A24	0	0	40	110	150
TOTAL by day	412	624	738	1,192	2,966 SC

TABLE 14: ARTISANS SC INCOME FOR SELLERS' POINTS.

(Source: Festival final SC financial balance)

Artisans offered different services, finding differentiated levels of interests from the buyers' side, which is reflected in the high variability of artisans' incomes.

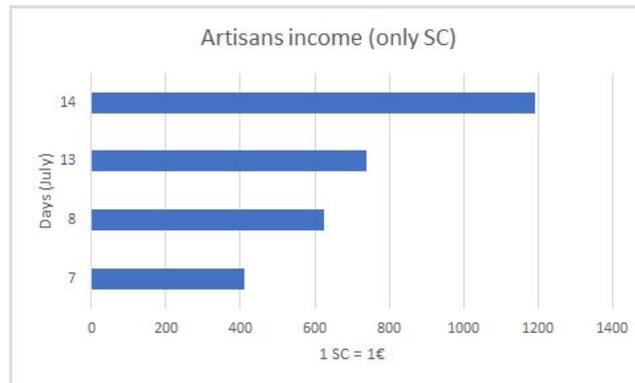


FIGURE 56: ARTISANS SC INCOME IN A TIMELINE.

It emerges that after a very slow start (400 SC the 7th July) the overall daily artisans’ income increased day-by-day (1,050 SC the 14th July), for a total of around 3,000 SC.

Table 15 offers a simplified view of SC income by seller, also showing SC that have not been cashed out.

Seller	Total (SC)
FESTIVAL	3,111.40
Disco	896.90
Restaurant	1,713.00
Tickets of.	311.00
Infopoint	190.50
ARTISANS	2,966.00
TOTAL SC income:	6,077.40
Total €→SC changed with cashout *	6,118.10
Rest (no cash-out):	40.70

TABLE 15: RECAP OF THE SC INCOME DURING THE FESTIVAL.

(Source: from Festival final SC financial balance;
* partially from Infopoint daily transactions paper registry)

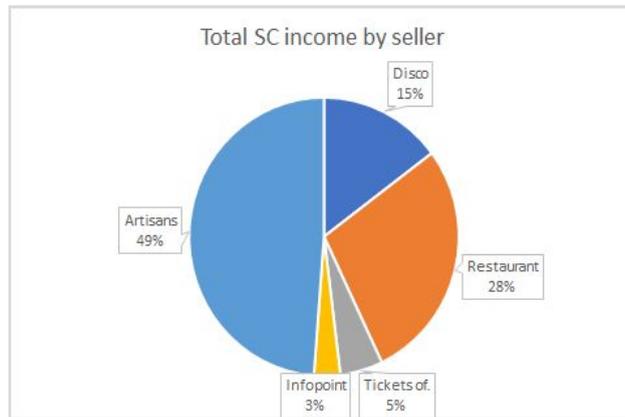


FIGURE 57: TOTAL SC INCOME DISTRIBUTION BY SELLER.

Almost 50% of SC income went to Artisans, the 28% of SC went to the Restaurants and 15% went to the Disco.

8.1.2.4 Conclusions

With 11,324 tickets sold, more than 12,000 people attending and 200 artistic appointments in 10 days, the 48th edition of the Santarcangelo Festival hosted the Santacoin digital currency experimentation, as an alternative way of paying in the 4 festival locations (Tickets, Infopoint/merchandising, Operators office, Restaurant, Disco bar) and the only currency accepted by Crypto Rituals artisans during 4 days.

Report recap:

- 1. In terms of SC EXPERIMENTATION, the activity has been successful:**
 - a. 259 participants (wallets with transaction)
 - b. performed 744 transactions
 - c. moving 8,908.88 SC,
 - d. 15 participants (the 5.8%¹⁵) became a Commoner.
- 2. The 2 SC EXCHANGE SITES changed totally 7,066.50 € and cashed-out 948.40 SC,**
 - a. public Infopoint performed the 65% of operations, the Operators office the 35%,
 - b. Operators office performed almost only new talismans (little top-up and cash-out),
- 3. PEAKS of new talismans (with SC) and top-ups are located during the Artisans days (7, 8, 13, 14 of July),**
 - a. cashout peaks are located during the 7th and 14th (1st and last day for artisans),
 - b. between the two weekends the Infopoint registered very little change operations,
- 4. TOTAL SC income: 6,077.40 (festival + artisans)**
- 5. FESTIVAL SC INCOME: 3,111.40**
 - a. Restaurant 55%, Disco (bar) 29%, Tickets 10%, Infopoint (merchandising) 6%,
 - b. peaks of income are mainly located during the week-ends,
- 6. ARTISANS SC INCOME: 2,966,00 (with payments only via SC!)**

¹⁵ 5.8% is above the KPI we identified of 3% of total contacts registering, see Chapter 9.

- a. high variability of incomes: from 0 to 328 SC
- b. increases day by day: 412 the 7th, 624 the 8th, 738 the 13th, 1,192 the 14th,

The number of people involved (259) and of SC transactions done (744) is very good, even if SC have not been massively adopted by the public, especially tickets. We are not in the position to know the Festival total income, but it is for sure considerably more than the 6,077.40 SC invoiced.

No relevant issues have been identified in transactions and operations on the wallet side, confirming the solidity of the technical solution. Only some organizational, technological, communication issues have been identified in other reports.

8.1.3 Santacoin platform analytics

8.1.3.1 Visits overview

As shown from the image below, in general during the Santacoin experimentation the activity on the platform increased considerably, with 1,770 visits 6,134 pageviews, 816 unique visitors, 5m 21s of average visit duration, and the 57% of bounce rate, with better numbers compared to the average ones for the whole period of existence of commonfare.net R2 and following.

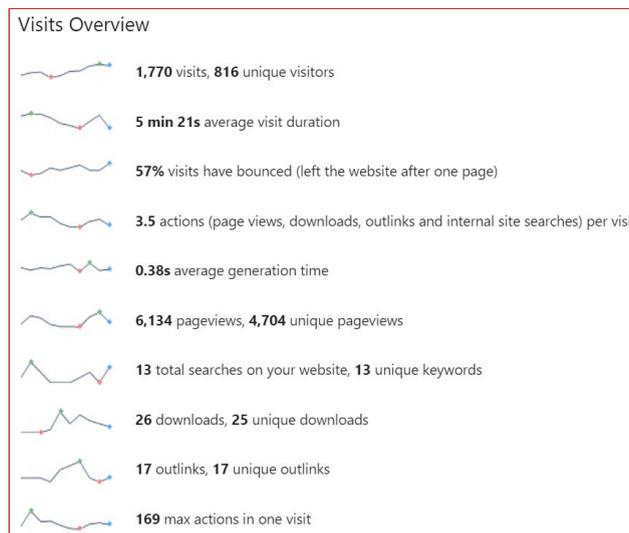


FIGURE 58: VISITS OVERVIEW.

Considerable increment of platform activity: totally 1,770 visits and 6,134 pageviews, meaning on average 177 visits and 613 pageviews everyday.

8.1.3.2 Visits over time

DAY	METRICS						
	Festival +Artisans	Visits	Unique visitors	Pageviews	Avg. visit duration	Bounce rate	Actions per visit
Wed 4		160	128	293	160"	77%	1.9
Thu 5		107	80	456	431"	50%	4.3
Fri 6		122	82	472	428"	52%	3.9
Sat 7		155	79	898	482"	34%	5.8
Sun 8		167	77	788	473"	41%	4.7
Mon 9		97	67	464	389"	61%	4.8
Tue 10		118	77	337	266"	53%	2.9
Wed 11		176	129	345	210"	62%	2
Thu 12		180	139	333	140"	73%	1.9
Fri 13		244	155	847	308"	53%	3.5
Sat 14		265	156	1,073	447"	53%	4.1
Sun 15		246	207	577	156"	78%	2.4
Mon 16		123	97	201	93"	81%	1.7
Tue 17		51	46	131	218"	72%	2.6

TABLE 16: DETAILED MATOMO METRICS FOR THE ENTIRE FESTIVAL DURATION AND 2 DAYS AFTER/BEFORE.

Pageviews increased particularly the 7, 8, 13 and 14 of July, during the Crypto Rituals performance.

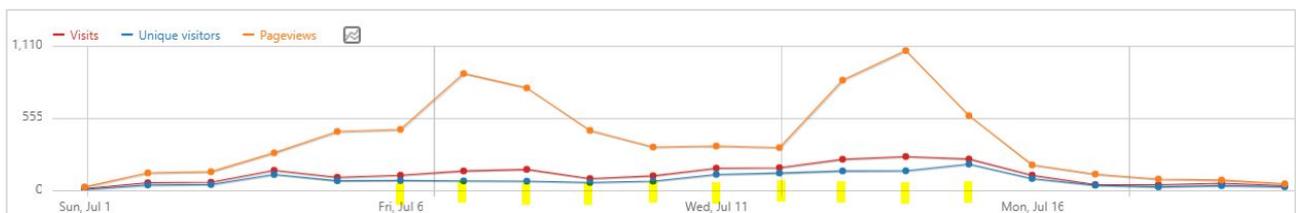


FIGURE 59: PAGEVIEWS AND OTHER METRICS DURING SANTARCANGELO 2018.

Zooming Visits and Unique visitors shows the increased cf.net activity during the festival (Figure 60).

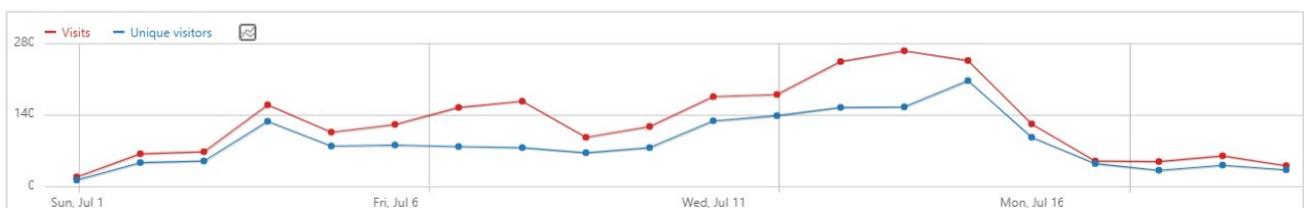


FIGURE 60: VISITS AND UNIQUE VISITORS DURING SANTARCANGELO 2018.

Table 17 helps understanding the activity on Santacoin and/or standard commonfare.net contents during the festival (see Sec. 8.1.3.5 for details on pages).

DAY

Festival +Artisans	Activity* Visits/Actions	Description
Wed 4	CF 160/1.9	Increasing activity due to the story " L'amore al tempo della precarietà ".
Thu 5	SC-CF 107/4.3	Visits decrease, Pageviews increase. SC activities started with artisans' preparation meeting, but CF (Landing page) is still the first visualized.
Fri 6	SC 122/3.9	The Festival starts with moderate but mostly SC activity on Wallets, even if the CF landing page is still the most viewed.
Sat 7	SC 155/5.8	Pageviews strongly increased with a more moderate increase of Visits. It is the first day for Artisans' that nearly monopolises platform activity.
Sun 8	SC 167/4.7	During the 2nd Artisans' day activity remains very high, almost completely on SC wallets and transactions.
Mon 9	SC-CF 97/4.8	CF landing page is back the first visited one while SC pages are visited less and Visits fall down under 100 units.
Tue 10	SC-CF 118/2.9	CF landing page is the most visited again, SC activity continues moderately, the story " Take Care and Make Your CoinMACAO at Santarcangelo Festival " attracts commoners
Wed 11	SC-CF 176/2	The story " Intervista a una giovane precaria " takes the 20% Pageviews, follows the Landing page, Santacoin moves around the 40% of activity.
Thu 12	CF 180/1.9	The story " Intervista a una giovane precaria " is still at 20% pageviews, Landing page is 2nd, " Football Club Zagreb 041 " (in Croatian) takes around the 10% of Pageviews. High levels of Visits and Unique Visitors but less Pageviews of the previous weekend, moderate SC activity.
Fri 13	SC 244/3.5	Starts the 2nd weekend and the 3rd day of Artisans' activity, then SC pages are the mostly viewed. " Intervista a una lavoratrice Amazon " gives the 9% of Pageviews.
Sat 14	SC 265/4.1	The 4rd and last day for Artisans maintain very high levels for the SC side, while the story " Intervista a una lavoratrice Amazon " contributes with the 9% (96) of Pageviews.
Sun 15	SC-CF 246/2.4	The last day of the Festival without artisans maintains very high levels of Visits, both on the Santacoin side and on Commonfare, with the story " Intervista a una lavoratrice Amazon " at 27% (155) Pageviews
Mon 16	CF 123/1.7	Activity decreased, first on " Intervista a una lavoratrice Amazon " 32% (65) Pageviews and the Landing page, with some SC wallets views.
Tue 17	CF 51/2.6	Activity is back to the pre-festival levels with 51 visits.

TABLE 17: CF.NET PLATFORM ACTIVITY DESCRIPTION DURING THE SANTARCANGELO FESTIVAL 2018

(*ACTIVITY is the main content type visited of the day: SC = Santacoin, or CF = other in cf.net; VISITS = the number of visits; ACTIONS = the average number of actions per visit).

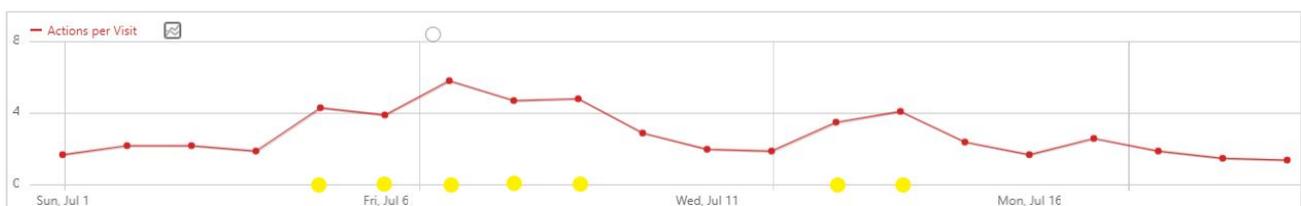


FIGURE 61: ACTIONS PER VISIT DURING SANTARCANGELO 2018.

In terms of Actions per visit (Figure 61), we observe that during the days with most Santacoin activity, visitors performed in average more actions. This will be explained in the “Pages” section.

In conclusion:

1. In general the platform activity (visits, pageviews) increased considerably during the Festival, starting from two days before it because of preparation actions. The good trend was especially strong during the weekends and specifically during the artisans’ days (“Crypto Rituals”), with a peak during the second weekend.
2. During the festival also the average visits duration and actions per visit increased and the bounce rate decreased.
3. Regarding contents, Santacoin transactions characterized the platform activity mostly during weekends, while some specific stories attracted Commoners at high levels.
4. After the festival, the platform activity went back to the levels that characterized the days before the event.

8.1.3.3 Visits by country

Comparing the visits by country, it emerges a predominant activity (Figure 62) in Italy, as an effect of the Santarcangelo experimentation.

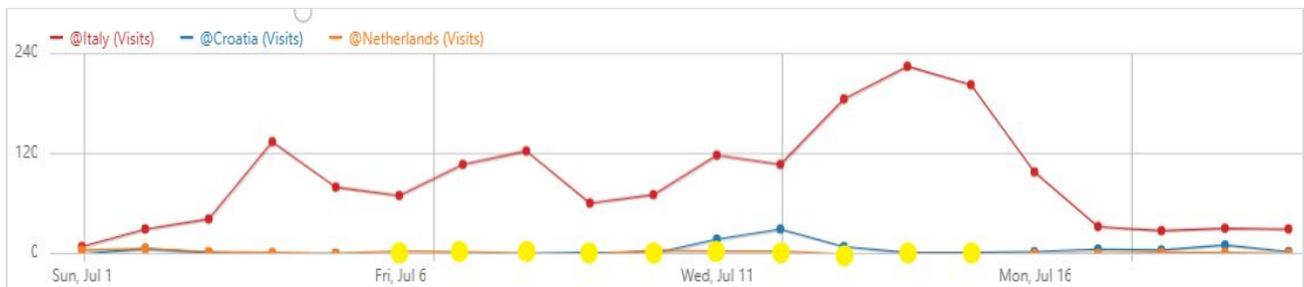


FIGURE 62: VISITS BY COUNTRY IN A TIMELINE DURING SANTARCANGELO 2018.

A comparison (Figure 63) for the Festival days highlighted that Italy was the country where Commoners performed some 72% of Visits and 57% of Actions with a lower than average Bounce rate (62%) .

COUNTRY	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
 Italy	1,268	3,555	2.8	3 min 50s	62%
 United Kingdom	259	1,990	7.7	14 min 14s	21%
 Croatia	66	102	1.5	1 min 58s	64%
 Netherlands	23	67	2.9	3 min 43s	70%
 Portugal	23	39	1.7	3 min 23s	74%
 United States	20	42	2.1	1 min 55s	80%
 France	13	19	1.5	40s	77%
 Germany	12	29	2.4	2 min 23s	75%
 Belgium	10	27	2.7	10 min 20s	70%
 South Africa	10	19	1.9	5 min 22s	50%

FIGURE 63: VISITS BY COUNTRY DURING SANTARCANGELO 2018.

Looking at **visits from UK**, which are many and with excellent metrics like Avg. time (more than 14') and 21% Bounce rate, the doubt is that some of them are in fact visits from Santarcangelo. This anomaly is probably due to Smartphones with UK SIMs and/or under UK virtual private network (VPN) and is confirmed checking at Visitors Logs from UK (see an example in Figure 64): the most (and with longest visit durations) visits from UK are from the same IP address and through a Motorola device. This commoner is a SC seller.

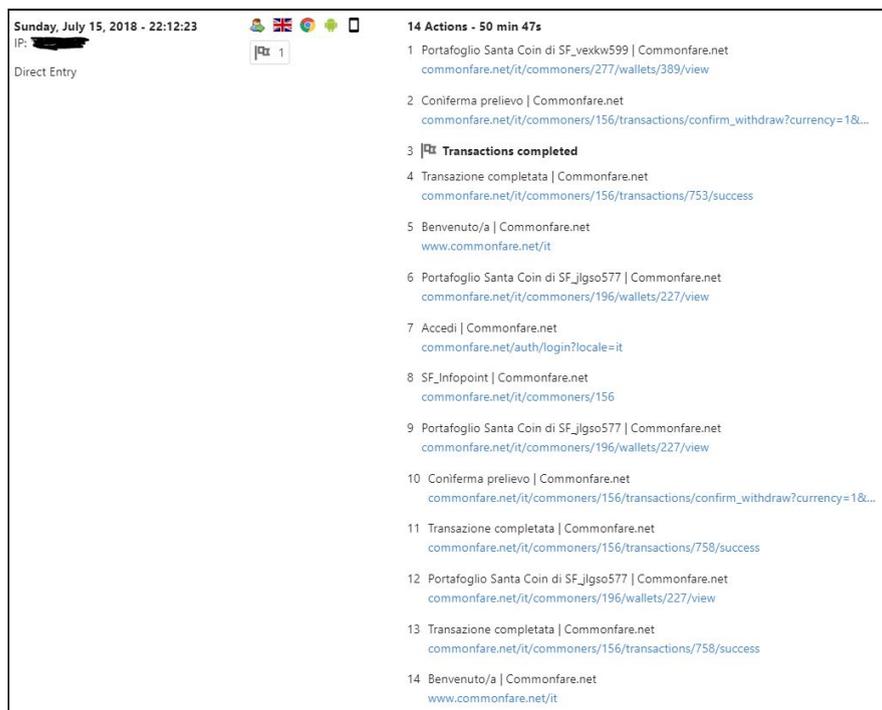


FIGURE 64: VISITS BY COUNTRY ANOMALIES DURING SANTARCANGELO 2018.

Also several visits from other countries (from several Dutch IPs, 3 USA IPs, 2 France IPs, 1 visit from Germany, 3 IPs from Belgium) revealed SC wallet activities, some of them from the seller side.

8.1.3.4 Visits by device

In terms of devices used for entering the cf.net platform, the Santarcangelo Festival was obviously characterized by a hype of Smartphone use: 72% as shown in Figure 65.

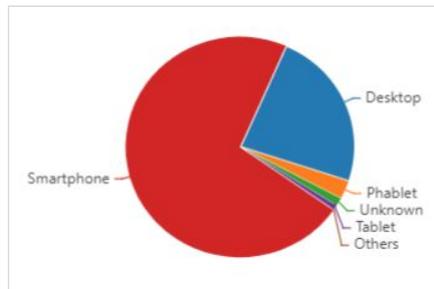


FIGURE 65: VISITS BY DEVICE DURING SANTARCANGELO 2018.

During the weekends (see Figure 66) the Smartphone activity was higher, explained by the higher level of transactions activities in those days. Massive Smartphone activity started with 4rd and 5th July preparations' days for sellers and staff. After the Festival a more balanced trend between devices was restored.

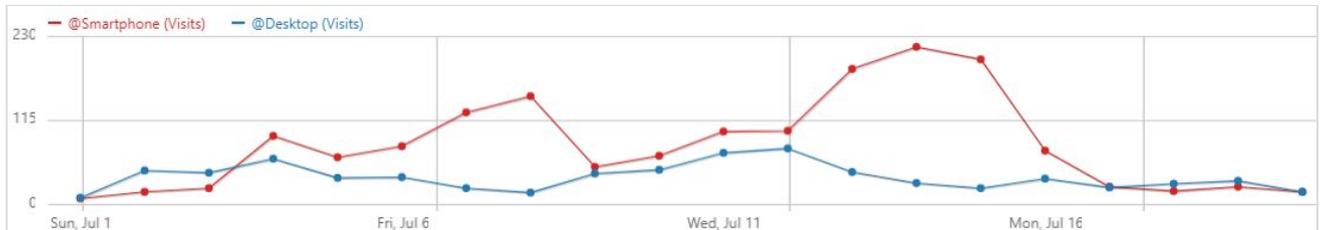


FIGURE 66: VISITS BY DEVICE IN A TIMELINE DURING SANTARCANGELO 2018.

8.1.3.5 Pages

The 4th of July, two days before the Festival opening, the activity on cf.net started increasing in terms of Visits and Pageviews, due to the story "L'amore al tempo della precarietà" (4th July) by Mattia Tombolini with the 41% of Pageviews (120/293) and 90% Bounce Rate, meaning that most readers left the platform after visiting the story.

In general, the most visited platform pages during the Festival (see Figure 67) are, in Italian, the three pages for SC transactions:

1. SC withdraw: 838 views, the 13.7%.
2. SC transaction completed: 774 views, 12.6%.
3. SC withdraw confirmation: 633 views, 10.3%.

PAGE TITLE	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. GENERATION TIME
Prelievo in Santa Coin Commonfare.net	838	292	6%	00:00:59	22%	0.28s
Transazione completata Commonfare.net	774	336	42%	00:03:51	68%	0.26s
Conferma prelievo Commonfare.net	633	298	0%	00:00:06	0%	0.26s
Welcome Commonfare.net	471	331	49%	00:01:57	61%	0.52s
Intervista a una lavoratrice Amazon Commonfare.net	324	310	94%	00:00:18	99%	0.31s
Errore Commonfare.net	179	105	7%	00:00:29	17%	0.22s
Intervista a una giovane precaria Commonfare.net	166	150	90%	00:01:17	95%	0.3s
Benvenuto	149	95	53%	00:01:03	49%	0.46s
SF_Infopoint Commonfare.net	91	67	0%	00:02:02	46%	0.27s
Portafoglio Santa Coin di SF_Infopoint Commonfare.net	87	18	44%	00:01:48	50%	0.31s
Accedi Commonfare.net	86	31	50%	00:00:51	16%	0.5s
Conferma ricarica Commonfare.net	80	38	0%	00:00:04	0%	0.21s
Portafoglio Santa Coin di Le Azdore Commonfare.net	54	34	67%	00:03:26	82%	1.07s
Football Club Zagreb 041 Commonfare.net	49	46	76%	00:00:52	98%	0.25s
Log in Commonfare.net	49	24	20%	00:00:55	13%	0.41s
Portafoglio Santa Coin di RadiumSan Commonfare.net	48	25	50%	00:00:52	32%	1.04s
Take Care and Make Your CoinMACAO at Santarcangelo Festival Commonfare.net	40	36	85%	00:01:22	94%	0.42s
Portafoglio Santa Coin di mille e una ciocca Commonfare.net	39	26	60%	00:01:33	73%	0.77s
Portafoglio Santa Coin di fbotto-sc Commonfare.net	38	22	67%	00:01:17	45%	0.62s
Nogometni klub Zagreb 041 Commonfare.net	37	32	66%	00:01:04	97%	0.25s

FIGURE 67: MOST VISITED PLATFORM PAGES DURING SANTARCANGELO 2018.

As shown in Figure 68, the views of the most visited pages follows the trend of transactions, mostly during the weekends.

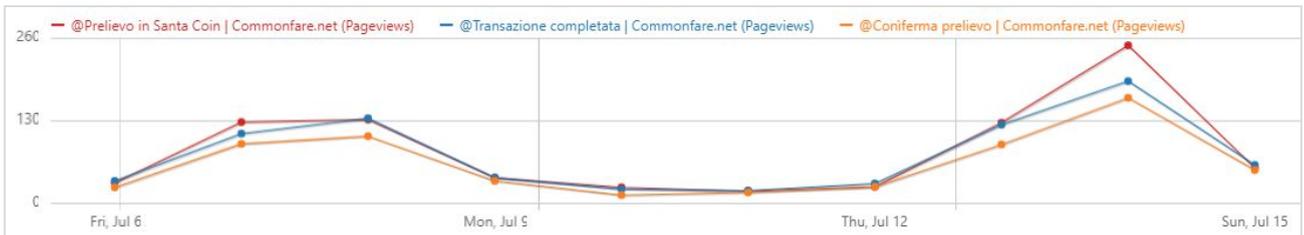


FIGURE 68: THE 3 MOST VISITED PLATFORM PAGES IN A TIMELINE DURING SANTARCANGELO 2018.

After the three transactions pages, four “standard” Commonfare pages follow (with in the middle the SC “Error” page, that will be discussed in the next section):

1. Welcome page (in English): 471 pageviews, the 7.7%.
2. Story “Intervista a una lavoratrice Amazon” (13 July): 324 views, the 5.3%.
3. Error page: 179, the 2.9%.
4. Story “Intervista a una giovane precaria” (11 July): 166 views, the 2.7%.
5. Welcome page (in Italian): 149 views, the 2.4%.

After this, there is a mix of SC wallets pages, the SC Top-up confirmation, and some other Stories:

- “[Football Club Zagreb 041](#)” (11 July): 49 views in English and 37 views in Croatian.
- “[Take Care and Make Your CoinMACAO at Santarcangelo Festival](#)” (10 July): 40 views.
- “[Santacoin - Commonfare powers Crypto Rituals at Santarcangelo Festival](#)” (12 June): 34 views.
- “[SANTARCANGELOFESTIVAL 2018](#)” (3 July): 32 views for the Italian and 22 views for the English versions.

It emerges that the stories connected with the Festival received poor attention during Santarcangelo. Later on the Networks Dynamics report on platform relations (see section 8.1.3) confirms that the Santacoin and the “standard” Commonfare network are completely detached, and that little activity on stories have been performed from SC wallet holders.

If during the festival, on the SC side, commoners simply performed SC transactions, on the Commonfare side - typically - commoners entered the story from a social network post and left the platform after reading (as shown by the Figure 69).

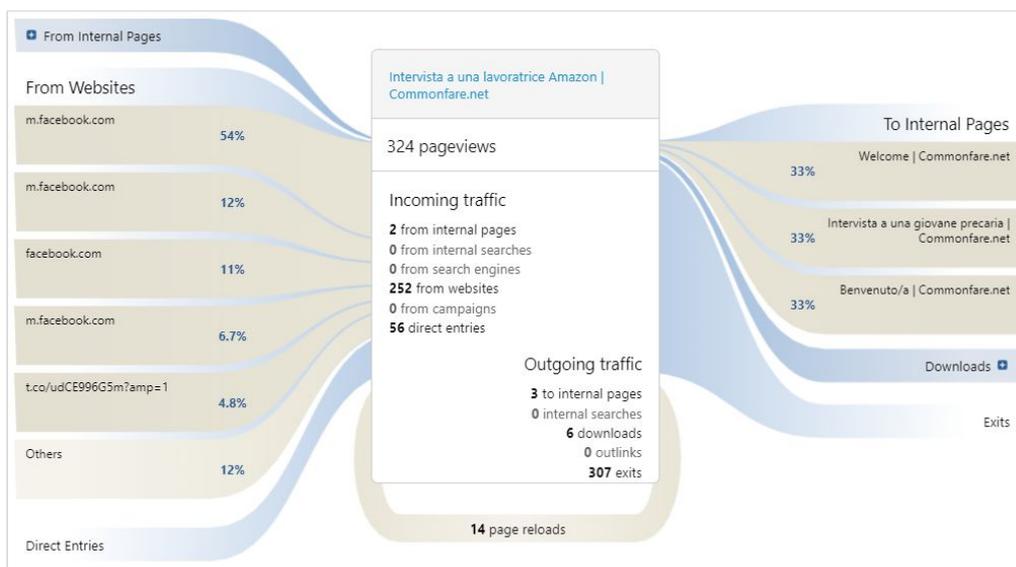


FIGURE 69: IN/OUT ACTIVITY FOR A PLATFORM STORY DURING SANTARCANGELO 2018.

8.1.3.6 Errors

Errors messages (see Figure 70 and Figure 71) have been 179 on the Italian language side and 7 in English, totally 186, almost all (87%) after the “Transaction successful” notification. No critical errors have been detected on the platform side, and this is an excellent result.

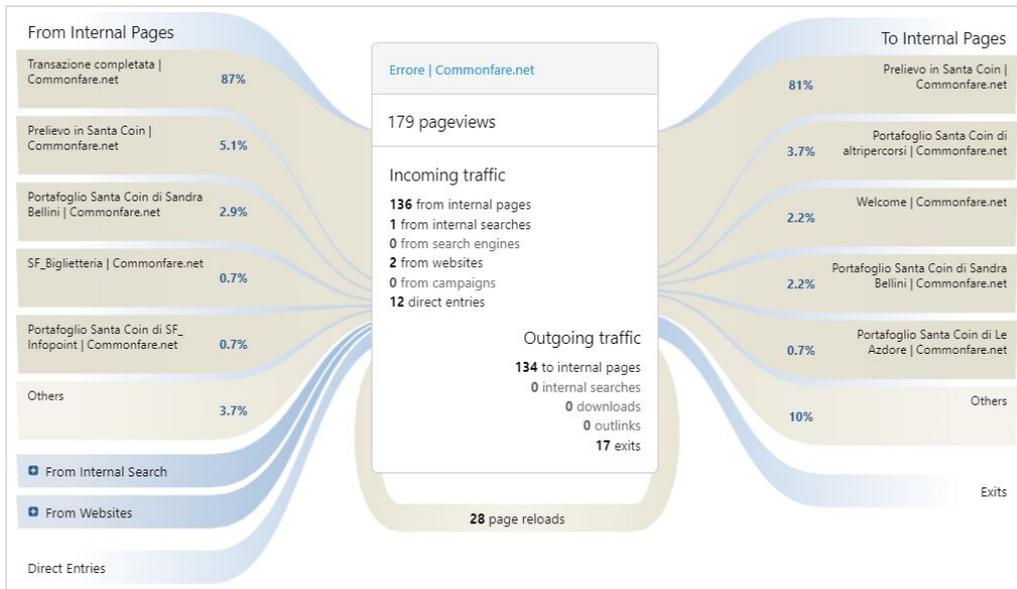


FIGURE 70: DETAIL ON THE ITALIAN ERROR PLATFORM PAGE DURING SANTARCANGELO 2018.

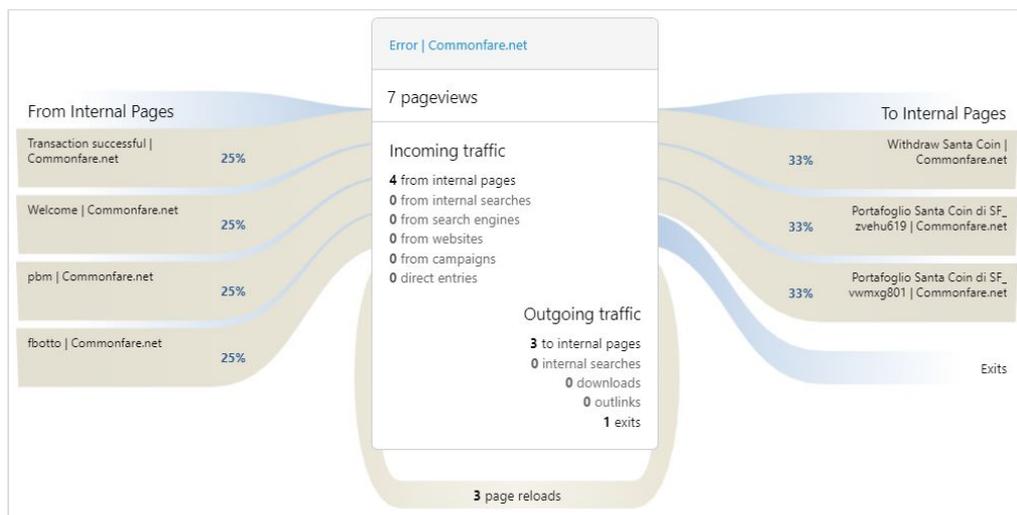


FIGURE 71: DETAIL ON THE ENGLISH ERROR PLATFORM PAGE DURING SANTARCANGELO 2018.

8.1.3.7 Conclusions

The Matomo metrics analysis on the commonfare.net platform allows to draw the following conclusions regarding the Santarcangelo experimentation:

1. Considerable increment of platform activity during the festival: totally 1,770 visits and 6,134 pageviews, meaning on average 177 visits and 613 pageviews everyday;
2. The good trend was especially strong during the weekends and specifically during the artisans’ days (“Crypt Rituals”), with a peak during the second weekend, confirming the relevance of artistic performance in fostering experimentation with alternative currency;

3. During the festival also the average visits duration and actions per visit increased (but we should consider sellers always registered) and the bounce rate decreased;
4. Santacoin transactions characterized the platform activity mostly during weekends, while some specific stories attracted “previous” commoners;
5. After the festival the platform activity went back to the levels that characterized the days before the event;
6. Predominant activity in Italy (72% visits);
7. Smartphones have been used more (72%) than Desktop (31%), for the first time in the platform history;
8. The top three pages are related to SC transactions, with 10-14% views each;
9. The two stories by Mattia Tombolini during the festival reached very good levels of visits: 324 (5.3%) and 166 (2.7%);
10. SC wallet holders did not interact with the rest of the platform;
11. No relevant errors detected on the platform side.

8.1.4 Santacoin network dynamics

8.1.4.1 July 11th view: at mid Festival

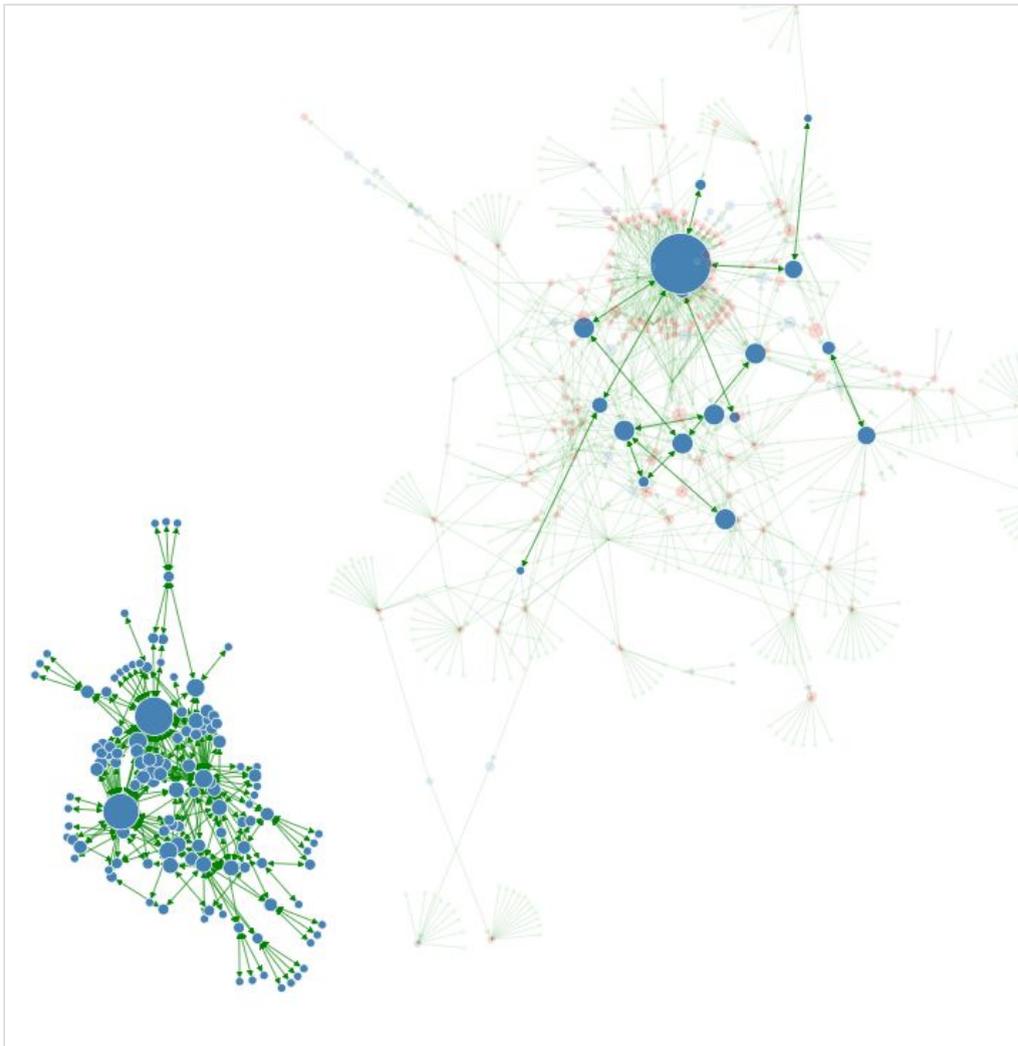


FIGURE 72: TRANSACTIONS GRAPH FOR CF.NET DURING SANTARCANGELO 2018 (JULY 11TH VIEW).

(Blue nodes = commoners; Green ties = relations; Red nodes = stories; Green nodes = tags)

TRANSACTIONS GRAPH (Figure 72): the Santarcangelo network (left) is completely detached from the commonfare.net main network (right) because Santacoin was not related to Commoncoin.

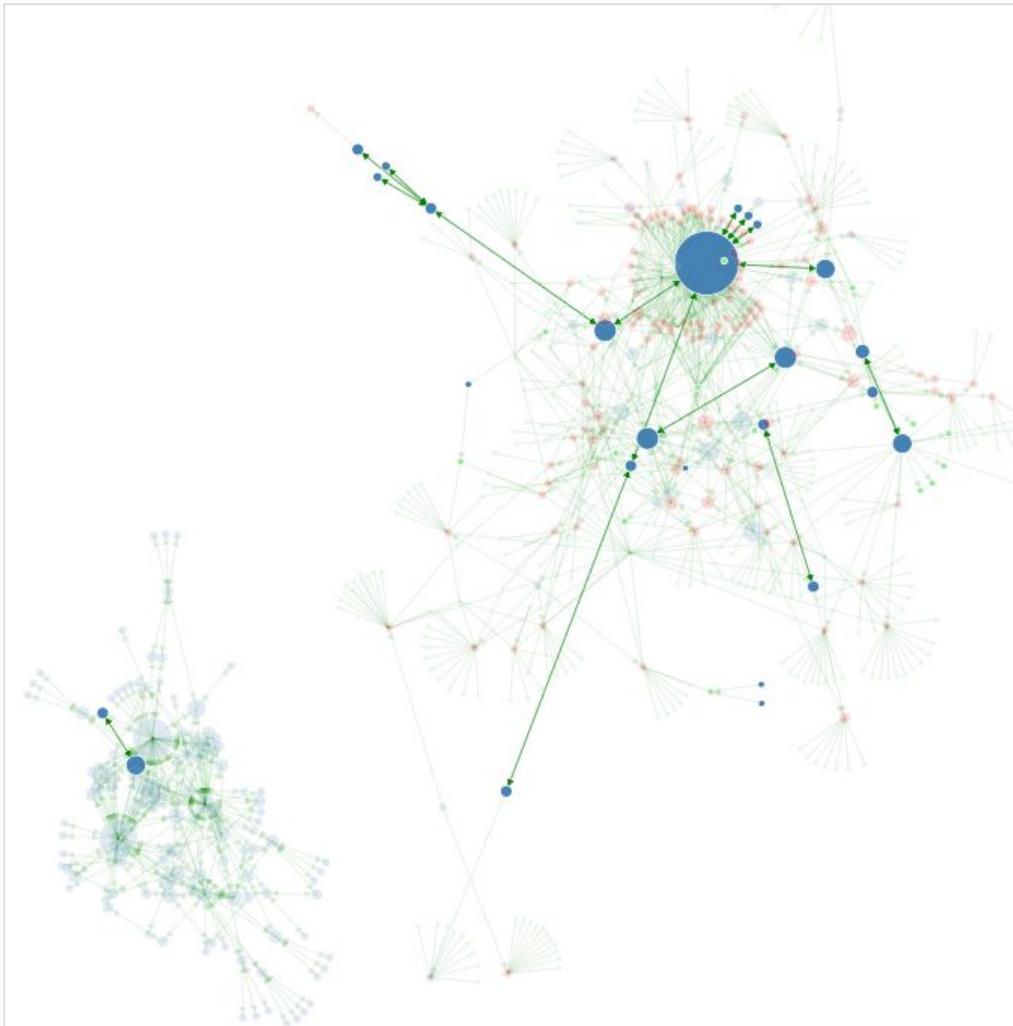


FIGURE 73: CONVERSATIONS GRAPH FOR CF.NET DURING SANTARCANGELO 2018 (JULY 11TH VIEW).

(Blue nodes = commoners; Green ties = relations; Red nodes = stories; Green nodes = tags)

CONVERSATIONS GRAPH (Figure 73): only 1 conversation during Santarcangelo within its network. Looking at the overall network in the background, the Santarcangelo social and stories network is completely detached from the commonfare.net main network. This is also due to the fact that who was already registered on cf.net (mostly project partners and Macao) needed a second account for managing the Santacoin wallet.

8.1.4.2 July 16th view: at the end of the Festival

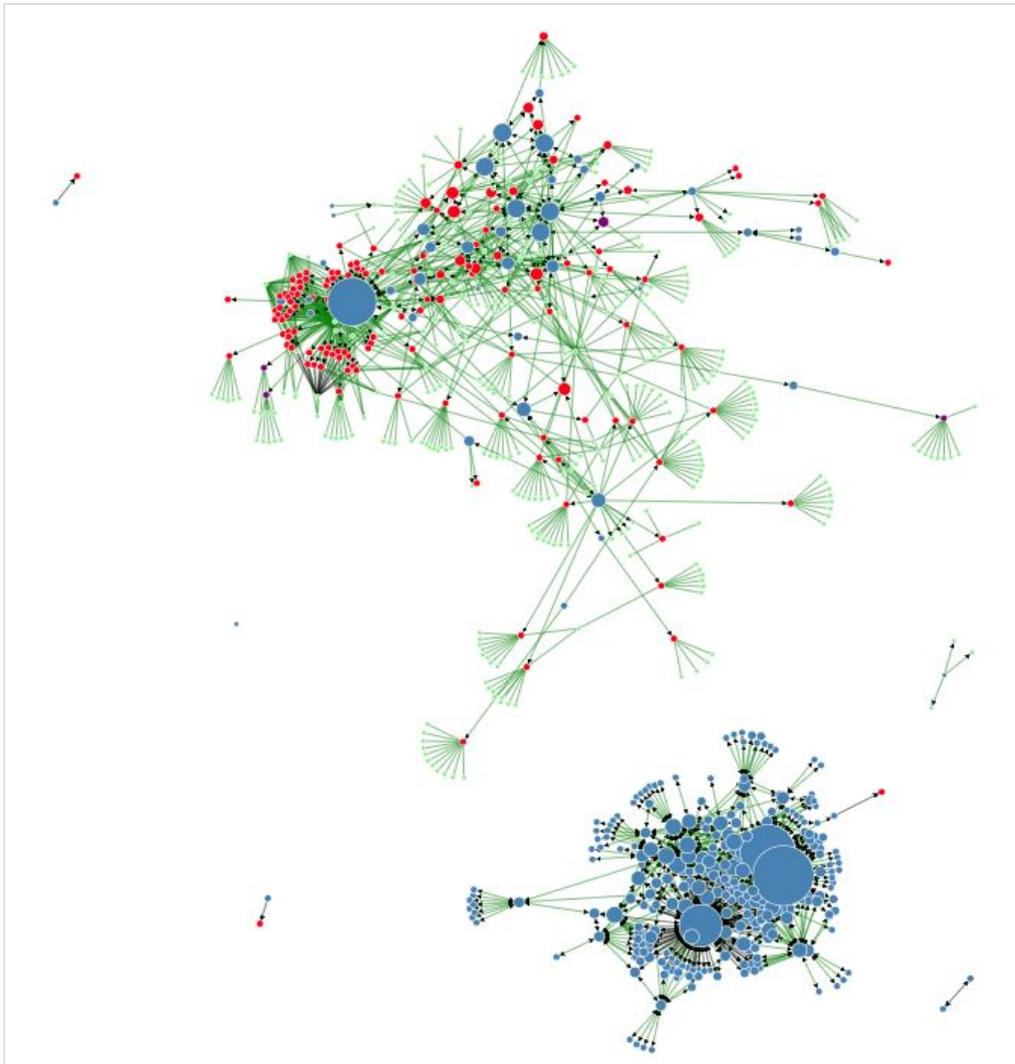


FIGURE 74: OVERALL GRAPH FOR CF.NET DURING SANTARCANGELO 2018 (JULY 16TH VIEW).

(Blue nodes = commoners; Green ties = relations; Red nodes = stories; Green nodes = tags)

The OVERALL GRAPH (Figure 74) for the whole festival duration - comprehensive of transactions, social and stories networks - confirms the early result of no relations between the Commonfare and the Santarcangelo networks. This is also due to the fact that SC users with already a Commonfare account needed to register twice in order to use the SC wallet.

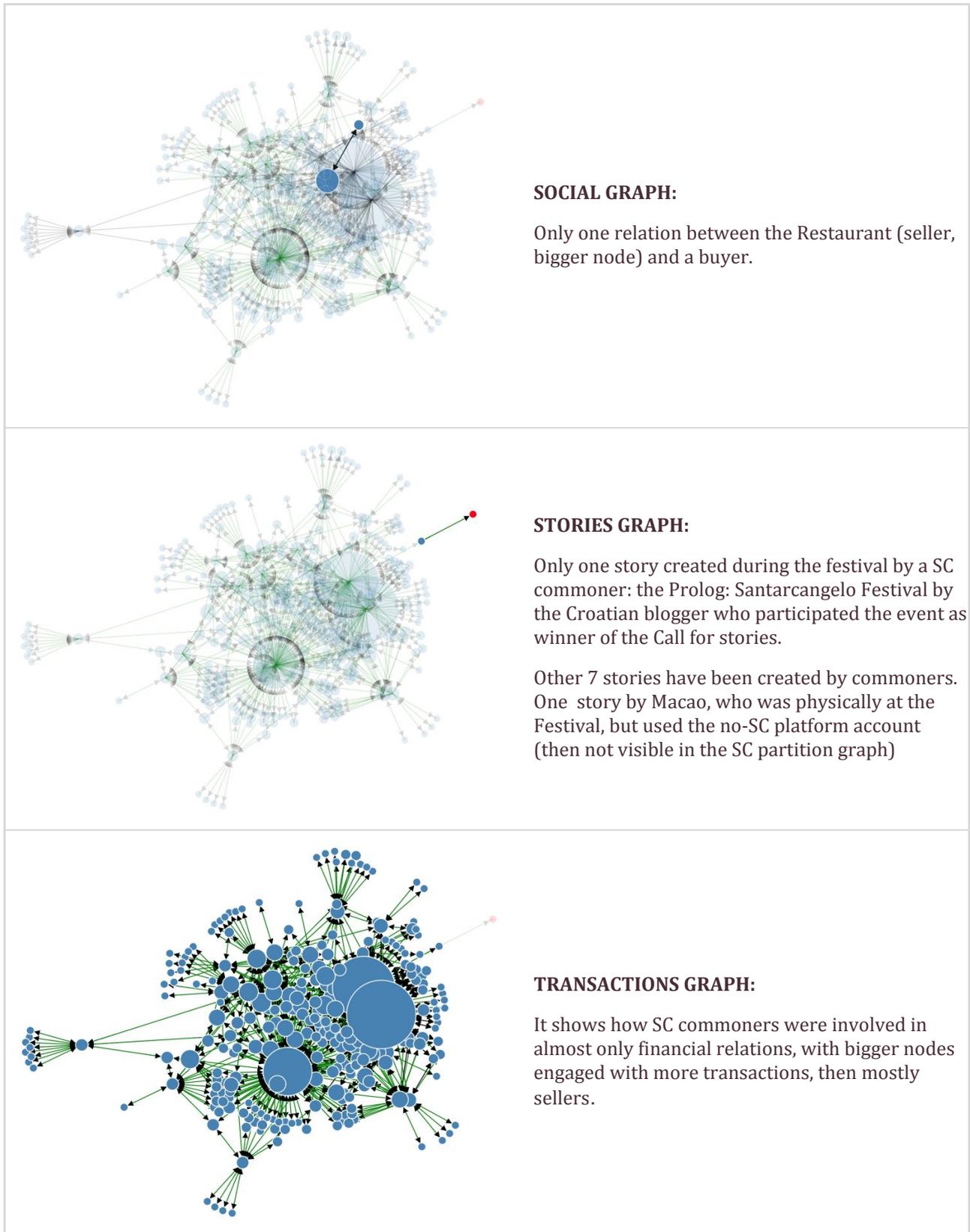


FIGURE 75: SOCIAL, STORIES AND TRANSACTIONS GRAPHS FOR CF.NET DURING SANTARCANGELO 2018 (JULY 16TH VIEW).

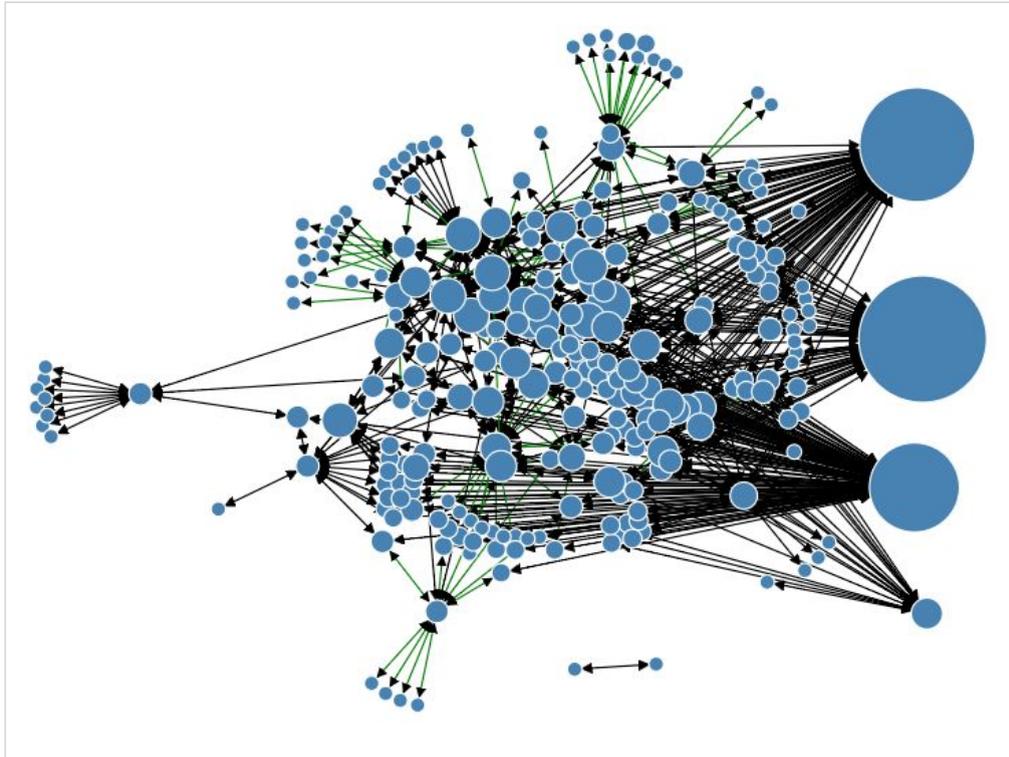


FIGURE 76: ZOOM ON THE TRANSACTIONS NETWORK FOR CF.NET DURING SANTARCANGELO 2018 (JULY 16TH VIEW).

The zoom on the transactions network (Figure 76) of the SC commoners shows on the right the four Festival sellers, who engaged around the 50% of SC transactions, then from the top: the Restaurant, the Disco (bar), the Infopoint (merchandising), and the smaller Tickets seller with only 19 transactions!

Artisans sellers (24, but 21 performed SC transactions) are mixed with buyers. One relation was exclusive: an artisan and a buyer did not engage other transactions during the Festival.

8.1.5 Santarcangelo 2018 experimentation feedbacks by partners

At the end of the Santarcangelo experimentation, the project staff involved at the festival during the ten days highlighted the following issues and suggestions to be considered for future improvement of similar services/experimentations.

8.1.5.1 Communication issues

On Santacoin and Commonfare info and promotion:

1. **Commonfare(.net) has not been presented and promoted properly by our stakeholders.** Almost all the people, including the Festival staff, either knew commonfare.net as platform to only undertake financial transactions or did not know it at all. To reduce this communication lack, we had to jump in as much as possible during the festival, as soon as we realised the problem, to enhance communication (it should also be considered that during the preparation phase, Macao played as intermediary between the consortium and the festival staff).

→ Adequately promote the platform commonfare.net not only as a support for transactions.

2. During the first weekend the Commonfare staff identified some communication issues on the buyer side:

- a. **Insufficient communication and promotion of Santacoin from Festival operators** (little at Infopoint, nothing at Tickets seller) with also little support in general from the festival operators. Actions taken: CF staff started promoting SC.

→ Adequately promote the digital currency use.

- b. **No communication at all of Commonfare from festival staff.** Actions taken: CF staff tried to introduce Commonfare although it was difficult in the considered context.

→ Adequately promote the Commonfare project/idea.

- c. **Insufficient and misleading promotion of SC through posters and flyers in general.** At the beginning of the event, the “SC” was not properly explained and advertised, we acted immediately to solve the issue .

→ Circulate correct, complete and clear visual info/promotion on the currency use.

- d. **No visual connection between SC and Commonfare** (e.g.: a common visual registry or icon), then it was harder to introduce commonfare.net.

→ Generate visual connection between the digital currency and Commonfare.

3. Sellers training: due to the complexity of training people on the field during a real-life festival, verification happened “in the wild” - during the first Crypto Rituals day/weekend. This caused some emergencies to be dealt with by Commonfare team members regarding the sellers capability to operate the wallet.

→ The training of sellers should be done accurately and with proper verification.

4. Facebook communication was slow and at times too “formal”: few “live” pictures, engaging comments were posted.

→ Provide a live, dense, visual and attracting facebook communication of the event.

8.1.5.2 Organization issues

As in most similar cases, the relationships between the Festival, Macao and the Commonfare staff was at time complex:

1. **Logistics:** having talismans delivered and re-charged only in one point (the Infopoint) does not work well in an event like Santarcangelo, which is distributed across different locations (theaters, disco , restaurant, etc.).

→ With a very distributed event, talismans should be delivered and recharged in all the points of the festival.

2. **Preparation:** during the first days we found ourselves in the middle of limited coordination on SC between Festival and Macao, because of the difficulty to coordinate the two staffs with also last minute volunteers on the festival side.

→ A good agreement on tasks, responsibilities and rules, and a stronger staff preparation on the wallet use should be provided in future experiences.

3. **Prompter problem solving:** being also busy on other artistic tasks, Macao was not always available for solving SC-related technical issues such as damaged QRcodes. We had to jump in also in this case, covering for some last minute issues.

→ Cleverly organize a team in charge of the technical support for full-time prompt problem solving.

4. **Difficult to organize last-minute meetings** - among project partners and together with Macao and festival staff members - due to the already busy agendas.

→ Better to schedule in advance at least 1-2 (or more, depending on the event) meetings to share comments and ideas.

8.1.5.3 Technology issues

On the wallet, the hardware (smartphones, talismans ...) and the software:

1. **Talismans: the low quality solution implemented was not sufficiently reliable** (QRcode stickers laser-jet printing causing issues) for budget restrictions of Macao, even if the 2nd hand/reused plastic plate onto which QRcode were stack was valuable and could have been properly communicated to the public. An improvement of this implies financial resources, and wiser communication.

→ Talismans: QRcodes should be good quality and stable, the use of top quality (more expensive) or recuperated material should be evaluated case by case.

2. **Smartphone management: different sellers with different technology skills and phone brands generated many issues hard to manage during real transactions.** Beside a better sellers' training (see: Communication issues), we solved many sellers' problems suggesting: to sellers, to place the QRcode reader in Home for reading buyers talismans, and to buyers and sellers, to place the personal Wallet in browser page linked in Home for direct entrance.

→ Smartphone: good sellers training, suggesting good quality devices, to have the QRcode and the browser wallet page in Home.

3. **Commonfare.net registration: it can be a forced solution.** Many buyers did not register on ccommonfare.net. This generated less activity on the platform and no possibility for the buyer to check the residual amount in case of damaged QRcode or check-out.

→ Strongly suggest participants to register on the platform, as this will prove the ownership of the wallet in case of damaged QRcode.

4. **Better integration between the wallet and the commonfare.net platform:** the UI did not allow Commoners to use their already existing account on commonfare.net for the Santacoin wallet.

→ Participants should use the already existing CF account for managing the new wallet.

8.1.5.4 Other issues

1. **Most ticket buyers arrived with online paid tickets** with no possibility of SC use. It was not just a booking, there was a presale for which we were not informed.

→ Check all the forms and times for payment settled by the event organizers and build up with them a plan for adequately adopt the digital currency.

2. **Several people wished it was possible to top-up via credit card.**

→ Evaluate the possibility and opportunity to set top-ups also via credit card or other autonomous ways.

8.1.5.5 Conclusions

The lessons learned from the first event’s digital currency experimentation are summarized in Table 20 for improving the preparation of next experiences.

Nr.	Lesson learned
1	Better promote the commonfare.net platform not only as a transactions’ place.
2	Better promote the digital currency use.
3	Better promote the Commonfare project/idea .
4	Circulate correct, complete and clear visual info/promotion on the use of the currency .
5	Generate visual connection between the digital currency and Commonfare .
6	If providing specific flyers or similar , pay attention to: <ul style="list-style-type: none"> - be sustained by the event staff, - provide info with simple and visual shape, visually supporting Commonfare and its link to the event digital currency.
7	Provide a live, dense, visual and attracting facebook communication of the event.
8	The training of sellers should be done ensuring the possibility of SC transactions after it, then possibly also solving most technical issues of the sellers side.

9	Suggest sellers: QRcode reader and browser wallet page in the Home page of the Smartphone.
10	With a very distributed event , talismans should be delivered and recharged in all the points of the festival.
11	A good agreement on tasks, responsibilities and rules, and a stronger staff preparation on the currency should be provided in future experiences.
12	Cleverly organize a team in charge of the technical side for full-time prompt problem solving
13	Better to schedule in advance at least 1-2 + meetings to share comments and ideas.
14	Talismans: QRcodes should be good quality and stable , the need of a top quality (more expensive) or a more simple or reusable material should be evaluated case by case.
15	Strongly suggest participants to register on cf.net , it will prove the ownership of the wallet in case of damaged QRcode and Smartphone.
16	Participants should use the already existing CF account for managing the new wallet.
17	Check all the forms and times for payment settled by the event organizers and build up with them a plan for adequately adopt the digital currency.
18	Evaluate the possibility and opportunity to set top-ups also via credit card or other autonomous ways.

TABLE 18: LESSONS LEARNED FROM COMMONFARE STAFF AT THE SANTARCANGELO 2018 EXPERIMENTATION.

8.2 THE “OLTRINO” EXPERIMENTATION 2019

8.2.1 Introduction

The Commonfare Final Conference (CFC - Figure 77), co-located with the OltrEconomia Festival (OEF) 2019 from the 29th of May to the 2nd of June at the Santa Chiara park in Trento, offered the occasion for a new digital currency experimentation with the “Oltrino” (© or simply “Olt”) - the OEF 2019 digital currency - managed by the Commonfare staff.



FIGURE 77: IMAGES FROM THE COMMONFARE FINAL CONFERENCE: PLENARY, WORKSHOPS, LABORATORIES & OLTRINO.

It is notable that the Commonfare project first contacted the OEF organizers in order to discuss about the co-location of the conference, as OEF deals with alternative economic models, sharing similar perspectives with the project. The first effect has been to sustain a festival idea that was in trouble given the scarcity of resources while, later on, discussing about the Commonfare experiences, the OEF staff welcomed the idea of a festival digital currency both as an interesting innovation and as an experience for reasoning on a digital currency with more temporal continuity for their own aims.

During the experimentation, the Italian speaking partners at the festival composed the Oltrino staff that managed the euro-oltrino change (1€=1©) at the Oltrino infopoint (Infopoint from now on): providing to the festival public pre-charged Oltrino cards (Cards from now on), top-ups and cash-outs, managing the euros income, and providing all the necessary support and information on both the digital currency and the Commonfare project and platform. Cards (Figure 78) were in the credit cards material, provided with a hole and a rope badge holder to be comfortably worn, and showed on one side three logos (Oltrino, Commonfare, OEF) and on the other the QRcode driving to the specific wallet.



FIGURE 78: THE OLTRINO CARD.

All the Infopoint transactions were double registered: on a daily paper register and on a double-copy receipt. On the register we recorded all the transactions Tx for new cards, Rx for top-ups, and Cx for cash-outs, with the “x” standing for the transaction amount. The receipt (Figure 79) contained also the customer name - asking names without surnames helped us creating relationships and a good atmosphere - and, even if not fiscal, the copy given to the customer was intended for any further emerging issue with the wallet, increasing the trust relationship. Proper fiscal receipts were given to the customer at the OEF cash points while buying with euros or oltrinos.

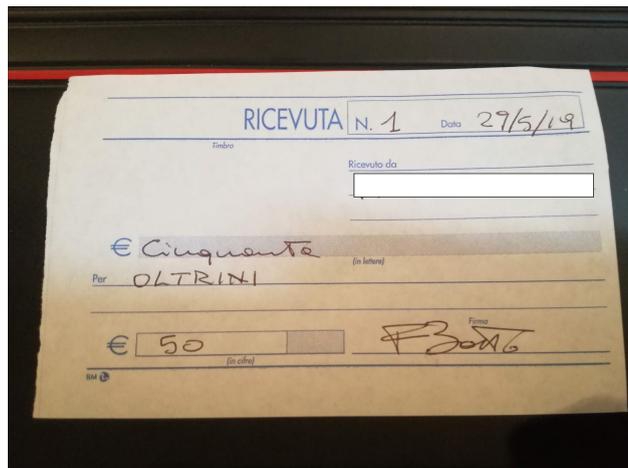


FIGURE 79: THE FIRST INFOPOINT RECEIPT.

Incentives for Olt payments have been under discussion for a long time, when the OEF staff decided to define reductions on the beer price (in previous editions of the festival, given also the night concerts, beer provided the 50% of the total income) and make available special menus only for Olt payment.



FIGURE 80: THE FOOD AND BEVERAGE PRICE TABLE WITH INCENTIVES ON BEER AND SPECIAL MENUS.

8.2.2 Lessons learned from Santacoin

The intention for us was to improve the previous event currency case, then the experimentation reflected first of all on lessons learned from the Santacoin experience (see Table 19).

Nr.	From “SantaCoin” LESSON LEARNED	To “Oltrino” REFLECTIONS
1	Better promote the commonfare.net platform not only as a transactions’ place.	The Final Conference (plenary, workshops, laboratories) plus flyers/posters and partners’ promotional activity ensured it.
2	Better promote the digital currency use.	We started with info on the OEF website ¹⁶ , commonfare platform ¹⁷ , and Facebook pages, then promotion has been conducted on site by the OEF and Commonfare staff, also using some infographics and adopting incentives.
3	Better promote the Commonfare project/idea .	The Final Conference (plenary, workshops, laboratories) plus flyers and partners’ promotional activity ensured it.
4	Circulate correct, complete and clear visual info/promotion on the currency use .	Info material on Oltrino (for online use and off-line infographics) has been co-created with OEF staff.
5	Generate visual connection between the digital currency and Commonfare .	The first “O” in Oltrino recalls the Commonfare visual identity. The talisman contains both the Commonfare and the OEF logos.
6	If providing specific flyers or similar , pay attention to: - be sustained by the event/currency staff, - provide info with simple and visual shape, visually - supporting Commonfare and its link to the event digital currency.	We provided: the conference agenda, an infographic for using the Oltrino, and some standard project flyers and posters.
7	Provide a live, dense, visual and attracting facebook communication of the event.	The person in charge of social networks and communication was involved in it. Good trust relation with OEF staff allowed to lever also OEF social media communication

¹⁶ <https://oltreconomia.info/oltrino/>

¹⁷

https://commonfare.net/en/stories/commonfare-al-festival-dell-oltreconomia-di-trento-lascia-a-casa-il-portafoglio-e-tuffati-nell-oltrino?story_locale=en

8	The training of sellers should be done ensuring the possibility of transactions after it, then possibly also solving most technical issues of the sellers side.	Two meetings have been organized with OEF staff on sellers training: the first (6th May) for discussing about Smartphones, Apps, incentives, and wi-fi, with the aim of collecting info and solving issues; the second the 24th of May for a proper sellers' training.
9	Suggest sellers: QRcode reader and browser wallet page in the Home of the Smartphone.	Done during the training.
10	With a very distributed event , talismans should be delivered and recharged in all the points of the festival.	The event has been not very distributed, then the centralised infopoint managed all talismans operations.
11	A good agreement on tasks, responsibilities and rules, and a stronger staff preparation on the currency should be provided in future experiences.	Levering the SantaCoin experience, additional effort has been put on planning and staff training for the Oltrino, that has been then sustained by the project staff, with proper schedule, staff preparation and organization.
12	Cleverly organize a team in charge of the technical side for full-time prompt problem solving	The TC has been on site or in any case available for any technical issue during the entire event duration.
13	Better to schedule in advance at least 1-2 + meetings to share comments and ideas.	It has been taken into consideration in the organizational plan.
14	Talismans: QRcodes should be good quality and stable , the need of a top quality (more expensive) or a more simple or reusable material should be evaluated case by case.	Best quality talismans have been provided: simil-credit cards with professional printing.
15	Strongly suggest participants to register on cf.net , it will prove the ownership of the wallet in case of damaged QRcode and Smartphone.	It is written in the infographics, and Infopoint staff suggested it to people collecting the Oltrino card.
16	Participants should use the already existing CF account for managing the new wallet.	This feature was implemented.
17	Check all the forms and times for payment settled by the event organizers and build up with them a plan for adequately adopt the digital currency.	Only cash payments allowed by OEF organizers, then the infopoint accepted only cash transactions.
18	Evaluate the possibility and opportunity to set top-ups also via credit card or other autonomous ways.	See above

TABLE 19: SANTA COIN LESSON-LEARNED USED FOR IMPROVING THE OLTRINO EXPERIMENTATION.

8.2.3 Oltrino and financial data

During the Festival, commonfare.net processed all the registration and transaction information that are now available for a quick introduction in this Oltrino report, together with the Infopoint paper registry data (see Table 20).

2,000+	PERSONS AT O.E.F.
800	PERSONS using Oltrino (often 1 card for 2-4 persons)
4	SELLERS (2 O.E.F. and 2 external)
2453	TRANSACTIONS (1657 handled by sellers)
363	WALLETS totally used (358 buyer, 4 seller, 1 Infopoint) out of 700 prepared

€34.26	AVG. VALUE/CARD
582	RECEIPTS done at the Infopoint
◎24,870.30	CIRCULATED
◎12,572.50	DISTRIBUTED at the Infopoint
◎11,966.30	SELLERS INCOME at cash desks (◎ part)
€592.70	DONATIONS (◎ left in cards for O.E.F.)
◎12,545.80	O.E.F. INCOME (◎ part for O.E.F. sellers only, including donations)

TABLE 20: SOME RELEVANT TRANSACTIONS DATA FROM THE PLATFORM AND INFOPOINT REGISTRY.

The number of circulated Olt is *about* double than the distributed ones because: (a) oltrinos circulated twice, considering both the initial top-ups¹⁸ at the infopoint and then the users’ actions of paying at the sellers desks, (b) “about” double because unspent oltrinos (donations to OEF) circulated only once.

8.2.3.1 Oltrino change at the Infopoint

During the five days the Infopoint distributed Olt (precharged cards and top-ups) for the amount of €12,572.50. The overall Oltrino income collected by the Infopoint for buyers expenses at the 4 sellers corresponds to €12,559.30.

The daily Infopoint income is described in Figure 81, with a linear increase between the 29th-1st (the weekend started on Friday 31st) and a decrease the 2nd June, probably because the less dense Sunday’s program and the softer night concert that attracted less young people.

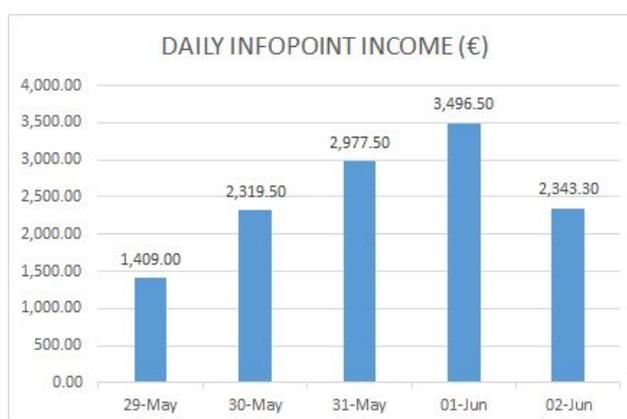


FIGURE 81: THE DAILY € INCOME AT THE INFOPOINT (CARDS + TOPU-PS - CASHOUTS)

Considering the coined 690 buyers’ Olt cards (100 was precharged with 50◎, 350 with 20◎, 240 with 10◎), the trend of cards distribution (Figure 82) shows how the ◎50 card type have been especially considered by

¹⁸ Due to a technical problem described in Chapter 8.2.6.1, every card needed to be topped-up at the Infopoint with the same amount of oltrinos that was already coined in it.

customers during the first two days, while the T10 and T20 distribution is more similar and following the daily infopoint income.

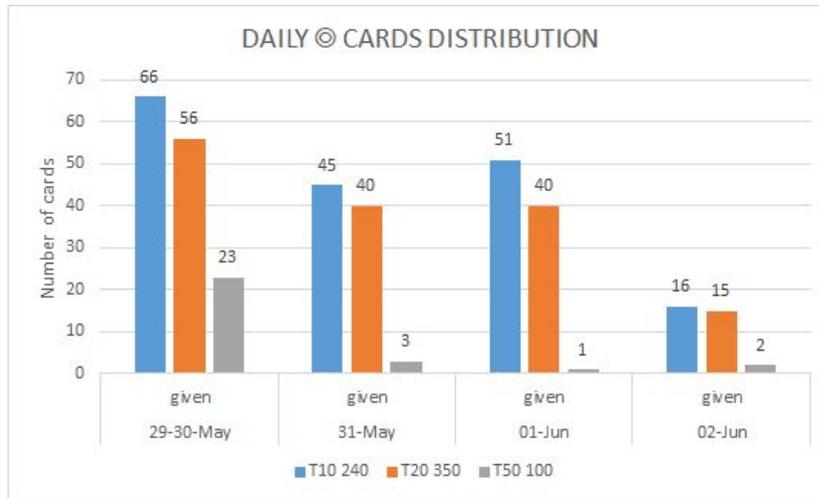


FIGURE 82: THE DAILY TREND OF OLTRINO CARDS DISTRIBUTION AT THE INFOPOINT.

During the entire festival, the Infopoint provided to customers 358 precharged cards, the 50% with 10©, the 42% with 20©, and the 8% with 50© precharged (Figure 83), for a total of ©6,250.

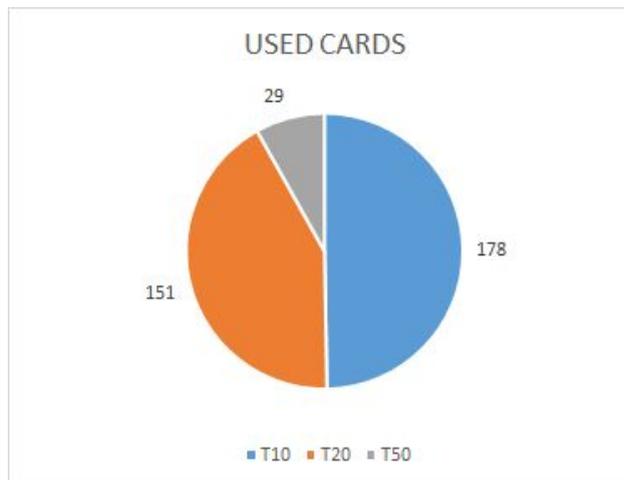


FIGURE 83: THE USED OLTRINO CARDS DURING O.E.F.

The overall value generated by the first distribution of cards (then not considering top-ups) is ©6,250 and is distributed how shown in Figure 84: 29% with 10©, 48% with 20©, and 23% with 50©.

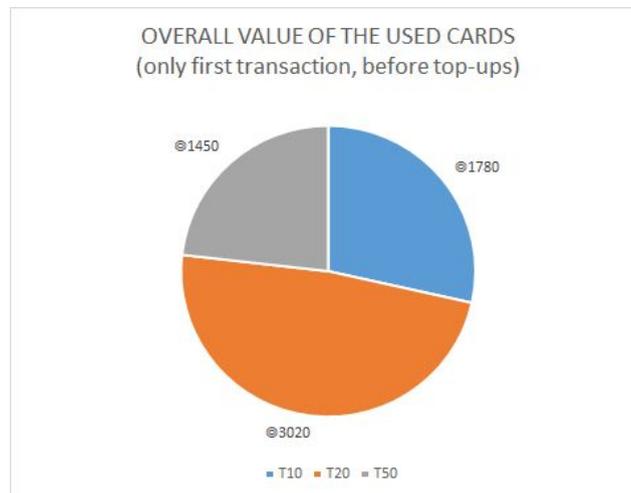


FIGURE 84: VALUE OF THE USED OLTRINO CARDS DURING OEF.

8.2.3.2. Oltrino income at the sellers’ cash desks

Four sellers accepted Olt payments and then organized themselves (with Commonfare staff training and 24h support) with a smartphone and a seller wallet/account:

- Seller 1 (S1): the FOOD & DRINK cash desk of OEF;
- Seller 2 (S2): the BOOKSHOP cash desk of OEF;
- Seller 3 (S3): the TAILORING, hosted but not part of OEF organization;
- Seller 4 (S4): the SWAP PARTY gazebo, hosted but not part of OEF organization.

The overall amount of Oltrinos by the four sellers has been €11,966.60 distributed by sellers and by day as shown in Figure 85. The Seller 1 (for food and beverages) collected the 98% of Olt with a daily distribution that follows the daily Infopoint income. The Seller 2 collected only €109.50 and Sellers 3 and 4 (the OEF external ones) provided their service with a minimal Olt income.



FIGURE 85: THE DAILY OLTRINOS INCOME FOR SELLERS.

While S1 and S2 decided not to spend their OI, both S3 and S4 have acted as both sellers and buyers generating some cases of circular economy, as shown in Figure 92 where the tailor (S3) bought a drink at Seller 1.



FIGURE 86: SELLER 3 BECOMING OLTRINO BUYER AT SELLER 1.

8.2.3.3 Oltrino income and donations

At the end of the festival the Oltrino staff delivered to sellers the Euro amount corresponding to their Oltrino incomes. First Seller3 and Seller4 received respectively €3.50 and €10.00. Then we realised that many buyers took seriously our suggestion, since the associations and groups organizing the festival were facing serious financial issues connected to political troubles, to avoid cash-outs in favour of donations to OEF: we calculated an

additional amount of unspent Olt in cards corresponding to €592.70, a remarkable success when compared to the 40 Euros left unspent during the Santacoin festival (Figure 87).

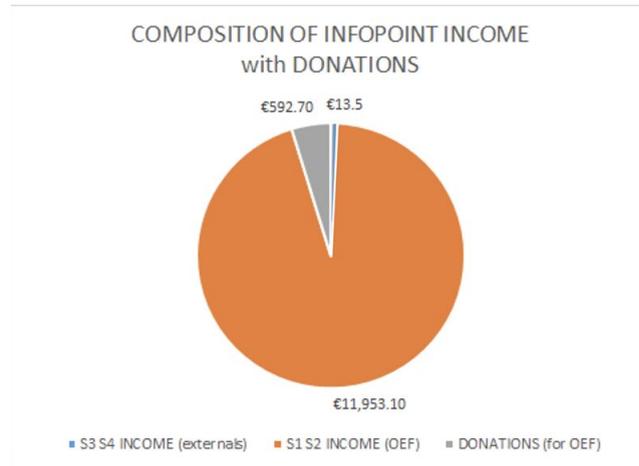


FIGURE 87: COMPOSITION OF THE INFOPOINT INCOME, CONSIDERING DONATIONS.

8.2.4 Oltrino platform analytics

Moving to the commonfare.net platform, effects of the Festival/FinalConference/Oltrino, the Matomo¹⁹ metrics registered the core measures for the five festival days as shown in Table 21. The comparison with the same measures for the five days before the festival suggests that between the 29 May - 2 June, visits increased (x2), returning visitors increased (x3), bounce rate decreased (-8%) and, above all, increased pageviews (x16), unique pageviews (x12), avg. actions/visit (+8.9) and avg. time on site (+8m37s).

METRICS	TOTAL 29/5-2/6	AVG. OEF days	AVG. 5 days before	TOTAL 24-28/5
Visits	920	184	92	460
Unique Visitors	454	91	73	366
Returning Visitors	540	108	29	147
Pageviews	9421	1884	119	597
Unique Pageviews	6718	1344	107	537
Avg. Actions Per Visit		10.3	1.4	
Avg. Time		9m57s	1m20s	
Bounce Rate		67%	75%	

TABLE 21: CORE COMMONFARE.NET MATOMO METRICS FOR THE OEF DAYS.

¹⁹ Matomo is the embedded metrics' module in commonfare.net, ensuring independence and privacy.

This good result is better visualized by comparing the daily metrics of the platform during the OEF days with also the two days before and after the festival (Figure 88). With this representation the very high increase of pageviews, unique pageviews and avg. time on site is well visible.

	27-May	28-May	29-May	30-May	31-May	01-Jun	02-Jun	03-Jun	04-Jun
visits	118	110	181	228	148	157	206	104	127
unique visitors	99	96	128	157	98	106	124	83	112
returning visitors	48	39	93	115	97	100	135	58	40
pageviews	155	148	768	1924	1963	2353	2413	157	168
unique pageviews	141	134	605	1312	1522	1599	1680	138	152
avg. actions per visit	1.4	1.5	4.3	8.5	13.3	15.1	11.7	1.6	1.4
avg. Time (seconds)	82	81	317	407	712	621	562	92	83
bounce rate	78%	71%	60%	61%	70%	66%	68%	73%	78%

FIGURE 88: CF.NET PLATFORM DAILY METRICS DURING THE OEF PERIOD.

Regarding visits by country, Figure 89 shows how Italian visits increased +407 (the 97%) compared to the previous five days. Also France increased visits, probably because of some OEF participants with French smartphones.

24-28 May (5 days before OEF)			29 May - 2 June (OEF 5 days)		
COUNTRY		VISITS	COUNTRY		VISITS
 Italy		237	 Italy		644
 Croatia		34	 France		62
 United States		31	 Croatia		33
 Netherlands		30	 Netherlands		28
 Thailand		20	 United States		25
 Indonesia		18	 Portugal		23
 Russia		8	 Russia		13
 France		6	 Indonesia		11
 Canada		5	 United Kingdom		7
 India		5	 Canada		6

FIGURE 89: CF.NET VISITS BY COUNTRY, COMPARISON 5 DAYS BEFORE AND DURING THE OEF.

The visits trend from the project pilot countries (Figure 90) shows how during the OEF Italian visits increased with 155 visits peak the 2nd June.

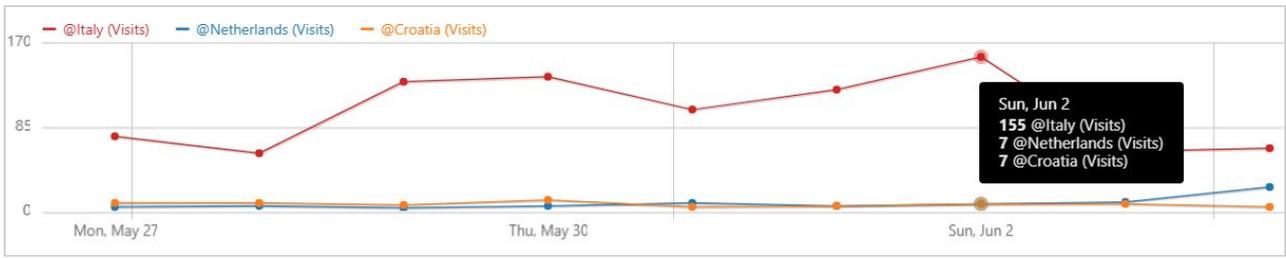


FIGURE 90: PILOTS COUNTRIES VISITS ON CF.NET DURING THE OEF DAYS (29 MAY - 2 JUNE).

In terms of devices used for entering cf.net, Smartphone increased from 37% to 71% (Figure 91) as a normal effect of cf.net visits for Olt transactions.

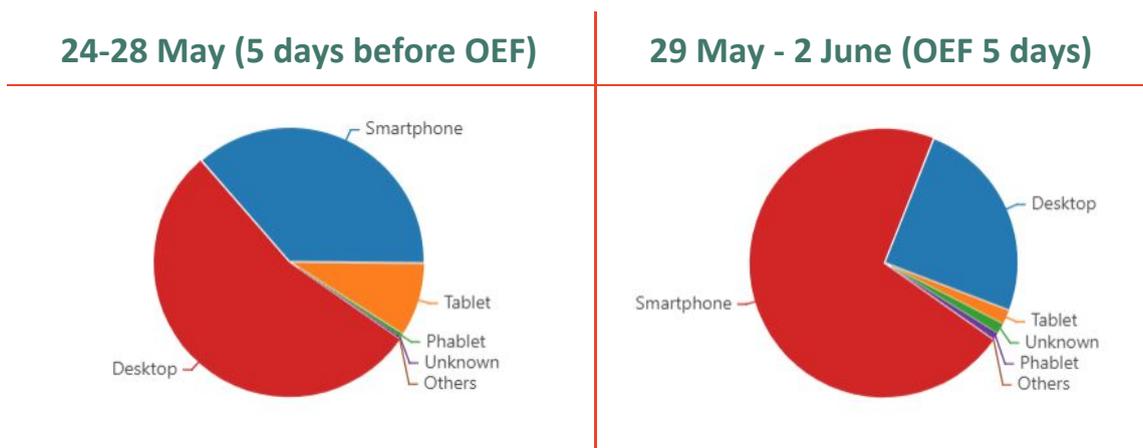


FIGURE 91: DEVICES USED FOR ENTERING THE FC.NET PLATFORM.

In terms of visited pages (Figure 92), the 77% of pageviews concern Oltrino transaction pages: ended transaction (29.6%), withdrawal (21.2%), withdrawal confirmation (18.2%), and top-up confirmation (7.7%). Welcome pages have been viewed 176 times in Italian and 56 times in English. The story with the OEF program have been visualized 31 times, but during the event it was easy to get the program off-line. What is interesting is the 65 visualization of an Italian story (Paesaggio e beni comuni...) with only direct entries mostly the 30th May, since it was created the 3rd November 2018, but probably it has been an effect of the workshop on common goods during the festival.

PAGE TITLE	PAGEVIEWS
Transazione completata Commonfare.net	2,536
Prelievo in Oltrino Commonfare.net	1,994
Conferma prelievo Commonfare.net	1,717
Conferma ricarica Commonfare.net	725
Benvenuto	176
Paesaggio e Beni Culturali. Verso il FORUM SICILIANO-Sussidiarietà orizzontale e cittadinanza attiva ...	65
Welcome Commonfare.net	56
Accedi Commonfare.net	52
La bestia e le elezioni Commonfare.net	48
Portafoglio Oltrino di pbm Commonfare.net	37
Portafoglio Oltrino di OEF_apfnx596 Commonfare.net	35
Error 404 Commonfare.net	33
Commonfare at the OltrEconomia Festival in Trento: here is the programme! Commonfare.net	31

FIGURE 92: PLATFORM MOST VISITED PAGES DURING THE OEF.

In terms of errors, messages have been only 33 during the festival (Figure 93), almost all - apart two cases - after a completed Olt transaction notification. No critical errors have been detected on the platform side (apart the wallets error at the beginning of experimentation -- see Sect. 8.2.6.1).

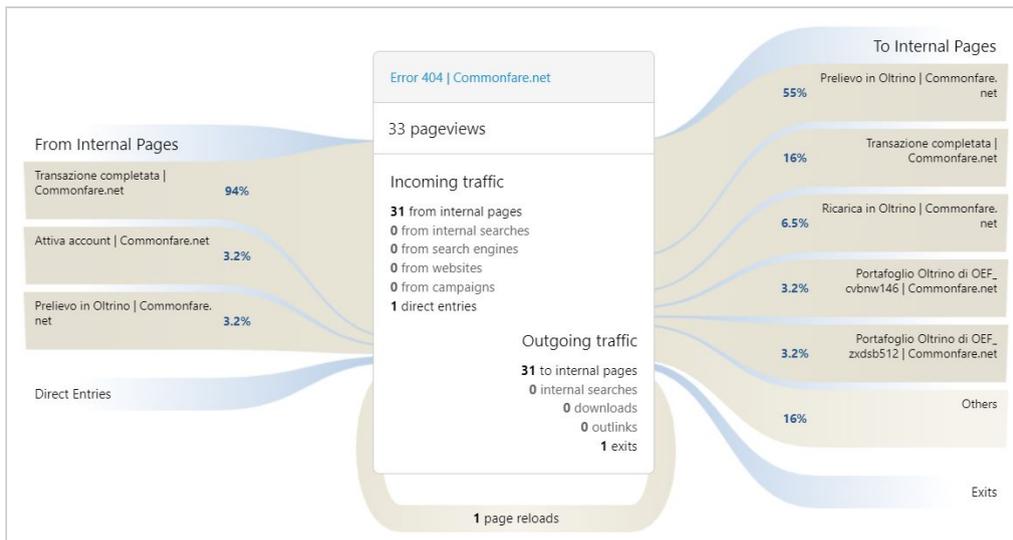


FIGURE 93: ERRORS DETECTED IN THE COMMONFARE.NET PLATFORM DURING THE OEF 2019.

Regarding the Commoners, the OEF period generated an increase in new registration, since the 26th of May there were 826 commoners and the 2nd of June there were 878. Following Figure 94, this +52 commoners increase is

composed by 28 new commoners opening a new oltrino wallet, while 16 old commoners used the Olt wallet . This is not a bad result once considered that signing up was a demanding task for the situation, characterized by informality and plenty of activities.

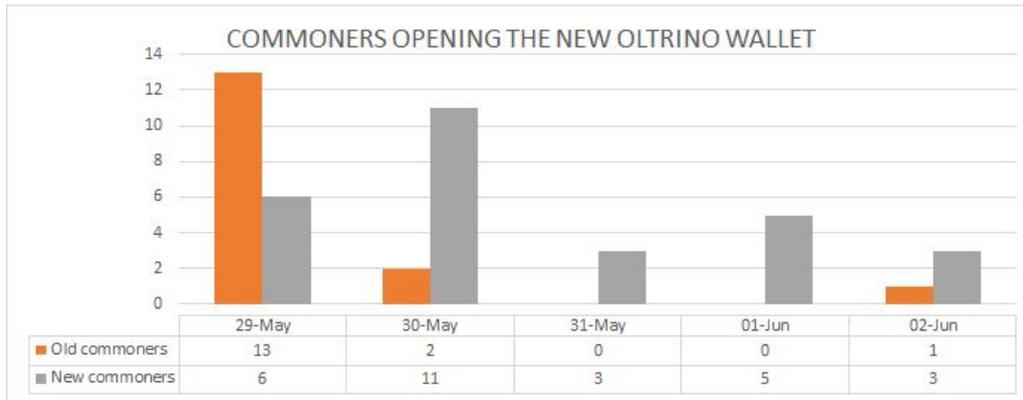


FIGURE 94: COMMONERS OPENING THE NEW OLTRINO WALLET POR DAY.

During the event, we had the occasion to present to many OEF participants both the project and the platform, we gave them many project flyers, some of them participated in the Commonfare Final Conference (plenary, workshops, laboratories), most of them visited some pages other than operating Oltrino transactions and asked questions.

8.2.5 Oltrino network dynamics

The Network Dynamics Analysis (NDA) dashboard detects the network shown in Figure 95 for the period 19 May - 2nd June (visualization rule is every two weeks).

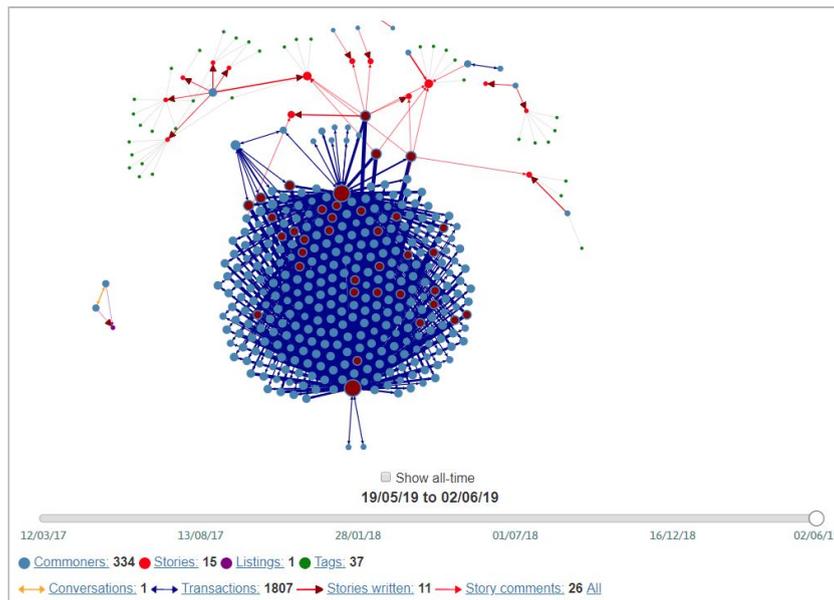


FIGURE 95: THE UNCLUSTERED PLATFORM NETWORK DURING OEF 2019.

Since all Olt wallet holders are identified as commoners - even if without platform registration - the big networks identifies OEF transactions with two main nodes: the one on the top is the Infopoint providing currency change, the bigger one above is the Seller 1 with food and drinks Olt transactions.

Looking at the clustered network in Figure 96, it is possible to identify:

- the Infopoint transactions cluster, well connected to the next cluster;
- the Seller 1 transaction cluster, that performed most of the OEF Olt transactions;
- the Seller 2 transactions cluster;
- the commoners stories cluster, that were also active with transactions;
- three secondary clusters composed by commoners who did not perform Olt transactions but who wrote stories and established relationships.

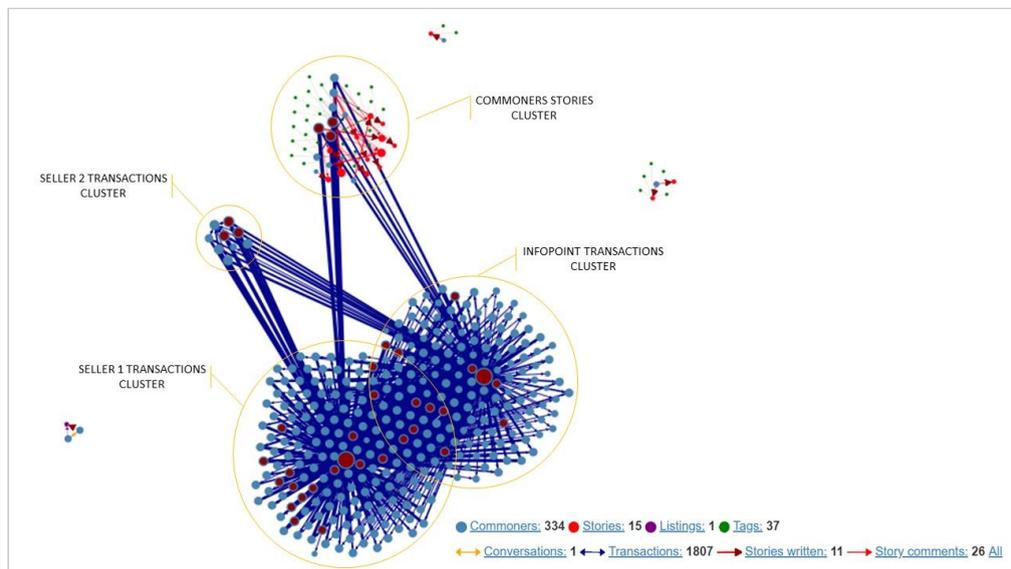


FIGURE 96: THE CLUSTERED PLATFORM NETWORK DURING OEF 2019.

By comparing the Oltrino network with the Santacoin one, it is evident that in the former experience networks are more connected since old commoners had the occasion to use their Olt wallets within their accounts. Nevertheless, the intensive festival life did not allowed for story-writing (connections and commoners discussions have been mostly offline) and Olt transactions represented the most of commoners online relations.

8.2.6 Oltrino participants evaluation

The consortium engaged in ethnographic observations during the festival, focusing on the use of Oltrino and adopting a team ethnography approach. Given the limited time between the actual Festival and the completion of this deliverable, the data generated through the ethnographic work has not been considered. We will however report on the feedback collected by two groups of OEF participants that experienced the Oltrino both in the backstage - as organizational staff - and in the frontend - as oltrino buyers: (a) the commonfare project staff that managed the Infopoint and (b) the OEF staff that both managed the sellers side and that mostly receipt the kind of appreciation from the buyer side.

8.2.6.1 Feedback from the Infopoint staff

At the end of the Oltrino experience, we collected feedback from the project partners who composed the Infopoint staff.

Communication issues:

1. Good visual and written communication, both offline and online: after the Santacoin experience we organized with the OEF staff a coordinated communication strategy that defined core assets like logos, website content, social media posts, press release and conference, CBS copies available and QRcodes cards promoting CBS download, flyers and posters. We used a group on commonfare.net as the primary tool to mediate communication.
2. Good Facebook coverage of all the Commonfare-organized events during the festival, both on OEF side and by partners, individually or organizing on the spot in small groups.
3. We received very good feedback from Olt wallets' holders on their digital currency experience, and this has been an excellent source of confidence during the entire event.

Organization issues:

1. Turnation planned for the Infopoint Service have been often changed on the spot, following emerging needs, but the service worked very well.
2. Very good relationship with OEF staff, that helped promptly solving emerging issues on both sides. The atmosphere was that of solidarity, very energizing from this perspective
3. We solved the initial technical problem (see technology issue nr. 1) with precharged wallets also with our good organization and attitude, plus lack of mutual blaming on that.

Technology issues:

1. We faced a technical problem at the beginning. This caused the first 15 pre-charged talismans to have an actual balance of 0,00©. This has been solved by making an initial top-up transaction to each of the wallets/talismans when given to the people for the whole duration of the festival. The amount of the initial top-up was the same amount that each wallet should have had if this issue hadn't occurred. As for the first 15, we were able to find all people concerned with the issue and fix it.
2. The possibility to use the Oltrino digital wallet with an already existing commonfare.net account worked out very well.

Other issues:

1. Sustainability of the currency service should be a key point to reflect on: the cards we used are not so cheap, probably not sustainable for future events. Reusable ones, to be recollected after events from people, are possible with some technical change to the infrastructure.

2. Some people donated to OEF/CF rather than cashing-out. It is positive in itself, it could be leveraged in future events for Commonfare Association funding. As project consortium, we gave all donations to OEF.
3. Several people didn't realize the project-related implications of the experimentation:
 - a. (some partners think that:) some did not bother to find out about the project. In a future activity, similar to this one, some additional communication effort will be needed.
 - b. (some partners think that:) the main issue has to do with the fact that in the case of OEF, as well as in the case of Santarcangelo, it was Commonfare included in another event, so it was not a Commonfare-branded event, but Commonfare collaborating with OEF (or Santarcangelo), mainly providing a technical service in fact. In this respect, it has been useful organizing Commonfare-branded workshops so as to give visibility to the several implications of the project.
 - c. (some partners think that:) considering crowded moments, we did a decent promotion of the project, as demonstrated by the increased number of Commoners (910 in total at mid-June).

8.2.6.2 Feedback from the OEF staff

Among the OEF 2019 core staff, five persons answered a short questionnaire on the Oltrino experience (dimensions: positive side; difficulties encountered; suggestions for improving the experience; future perspectives; overall satisfaction) with excellent evaluations and useful suggestions for the future.

Positive side

1. It was useful for customers to use the physical wallet only once at the beginning.
2. Everything became fast and easy.
3. It has been absolutely a positive experience both on the logistic-practical side, since Oltrino streamlined the queues at the cash desk, but also regarding the very good idea behind the social currency.
4. We desacralized the currency concept, then after the experimentation we can start thinking about future experiences.
5. First of all it is a novelty: the aesthetic and innovative aspect makes you feel with something special in your hands. Then there is the feeling of self-sufficiency: you no longer depend (or almost) on the cash and begin to fantasize about other possible worlds. Finally, the queues for purchases with Oltrino were shorter and food costs less.

Difficulties encountered

1. Sometimes by night QRcode scanners suffered the poor light.
2. At times it was hard to communicate to participants the meaning and value of an alternative currency.
3. Some people, mainly seniors, experienced problems in checking autonomously their digital wallets.
4. Not knowing exactly how much you have on the card; having to top-up with cash and not with (for example) an ATM; do not fully perceive the difference with the fiat money, given the equation 1 oltrino = 1 euro.

Suggestions for improving the experience

1. For fasten cash desk queues a dedicated Oltrino payment line (editor note: we did it by night) would be good, but the ideal solution would be to pay directly at the stands without any cash desk need.
2. A dedicated hardware for QRcode scan would fasten Oltrino payments.
3. Try to explain better and in a more schematic and easy way what is the Oltrino and what is the aim of an alternative currency, possibly giving the possibility to deepen the information in the same personal wallet screen.
4. The best should be to pay with Oltrinos directly at the stands.
5. Connect the Oltrino not only to the euro but to other types of economic exchanges, such as volunteer work hours, organic pasta packages, free yoga hours,...; more information to users on the profound meaning of the experiment, on the possibility in fact, of being able to break away from the finance that you do not like; making non-plastic cards would then be the top (hemp plastic, organic material etc ...).

Future perspectives

1. It has been very useful and the experience should be repeated.
2. Absolutely Oltrino should work during future OEFs.
3. It would be beautiful to continue the Oltrino experience, possibly expand it outside of economic incentives, explain it better and maybe find a formula to create a network of solidarity merchants outside the park that accept this currency.
4. I think it was a very interesting experience and should definitely be continued.
5. In my opinion, Oltrino can and must become one of the distinctive features of the OEF, together with the interaction with the scientific paths provided by the community of the commonfare project.

Overall satisfaction

As shown in Figure 103, the overall satisfaction on the Oltrino experience by five core members of the OEF staff is very good: 3 satisfied and 2 very satisfied.



FIGURE 97: OVERALL SATISFACTION ON THE OLTRINO EXPERIENCE BY FIVE CORE MEMBERS OF THE OEF.

8.3 CONCLUSIONS

Both the digital currency experimentations organized by Commonfare during two high level events in Italy, the Santacoin coined for the Santarcangelo Festival 2018 with the help of Macao and the Oltrino coined but also directly managed by us at the OltrEconomia Festival 2019, constituted a substantial and unplanned effort for project partners that provided a considerable amount of evaluation data and experience for the project.

The final comment should be spent about the sustainability of a service (the digital currency service for specific events) that could be key for the prosecution of the commonfare.net experience through the established Commonfare Association (see D5.4). We experienced two cases of digital wallets inside the cf.net platform both with the support of an Infopoint, for the currency change, and of talismans or cards with the specific QRcode driving to the online wallet. As also project partners and the OEF staff suggested, there are at least three dimensions that would need a reflection for the prosecution of this service:

1. Find an economically sustainable way to drive people to their wallet: low quality cards (Santacoin) are not reliable, while high quality cards (Oltrino) are too expensive and probably not reusable for other events. Future scenarios could consider solutions other than the QRcode, or QRcode cards made of very cheap materials, or QRcodes without cards shown directly from the Smartphone screen. For sure the kind of event (artistic, requiring more aesthetic solutions or more ecologic/alternative, requiring different ones) will play a role in the definition of this open issue.
2. Deeply reflect on the role and nature of the Infopoint: it was the main place where to change the currency, to gain information on the project and the currency, and it provided a good helpdesk for both organizational and technical issues, then it was a crucial element. Probably the role, the shape and the procedures of the infopoint could be reconsidered, taking into account specific event needs, the availability of event staff, and possible technical innovations such as the autonomous online charge/recharge of the wallet.
3. Innovation could also help to speed up the currency payment procedures: for example by providing dedicated cash-lines (as experienced for Oltrino and for Santacoin at the disco register desk) or, better, by automatizing the digital payment directly at the kiosks.

9. KEY PERFORMANCE INDICATORS

KPIs results at June 25, 2019 are listed in Table 22.

Nr	Objective	Occurrence	Kpi	Results at Mid M36
1	Facebook page	All over the duration of the project	Average of 10% of interaction with posts; at least 10.000 people coverage at M36	Engagement with post: 5% of reach; Average monthly reach of the page: 14,139 people
2	Users involved in design	M36	80 per pilot (240)	337
3	Users involved in dissemination/piloting physical activities	M36	150 HR 200 IT 250 NL (600)	In events promoted by partners: >2,600 In all events: >12,000 general public of all events: > 88,000
4	Users involved in evaluation	M36	150 HR 150 IT 150 NL (450)	> 1,000
5	Number of Networking Events	M36	24 funded through subcontracting	25
6	Platform active contributions	M36	3% of total contacts	5.6%
7	Users of the mobile version	M36	1000	Unique visitors: 11,771 Total visits: 13,983
8	Platform interactions	M36	50,000	72,579
9	Stakeholders committed In sustainability	M36	Minimum 2/pilot (6)	6

TABLE 22: PROJECT KPIs AT THE 14TH OF JUNE 2019.

KPI nr. 1: Facebook page

We considered analytics both at the page and post level, considered as distinct units of analysis. Reach is defined by Facebook as “The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)” and Engagement as “The number of unique people who engaged in certain ways with your Page post. For example, by commenting on, liking, sharing or clicking on particular elements of the post. (Unique users)”. While evaluating this KPI it became evident that the expected target was unrealistic at the post level.

At the page level, we have analysed the reach and engagement on the basis of 28 days, as it provides a more comprehensive view than the daily statistics. A total number of 466,576 users (average 28-day unique users = 14,139) were reached by the page, exceeding the expectation on coverage set out as a KPI. A total number of

20,280 users (average 28-day unique users = 615) engaged with the page, leading to an exceptional engagement rate of 4%. In general, an engagement rate of 1% is considered as good²⁰. For posts, we have looked at lifetime reach and engagement for any post. Single posts have reached Facebook users 522,427 times, and users have engaged with posts 25,883 times, that means 5% of times. According to a recent market analysis, the average engagement rate per post on Facebook for non-profit organization is 0.13%²¹ and, therefore, our performance exceeds the one of similar organizations.

KPI nr. 2: Users involved in design

We exceeded our target for this KPI. By considering only formal design activities, the project partners involved 337 users: 235 users in interviews and focus groups (T2.1, see D2.1), plus 54 participants in design workshops, and 48 respondents to the questionnaire comparing different conceptual designs of the Commonshare visualization.

KPI nr. 3: Users involved in dissemination/piloting physical activities

Project dissemination was conducted through various kinds of public gatherings like Networking Events, conferences, workshops, or other meetings. The events promoted by the project partners involved around 2,600 people (more than 4 times larger than the expected target of 600 people). In addition, the partners participated in a large number of externally organised dissemination events including conferences and the Web Summit, which collected an estimated public of around 88.000. We estimated that some 12,000 of these people were directly involved in commonfare related dissemination.,

KPI nr. 4: Users involved in evaluation

The project was strongly user centered and people were involved in the thousands starting from the conceptual design (early user survey), passing by the lab (usability tests), and ending in the two field studies of the Santarcangelo and OltrEconomia Festival which involved a team ethnography of at least four researchers at any time for 15 days, and a pool of users in excess of 1,000, as witnessed by the analysis of the currency transaction reported in Chapter 8.

KPI nr. 5: Number of networking events

The overall number of networking events organized by pilot leaders is 25 (see D2.3), meeting our expectations. This number considers the last event organized by Dyne in Glasgow, Scotland, on June 28-29 2019.

KPI nr. 6: Platform active contributors

The number of “active Commoners” was defined as the ones establishing a relation with other Commoners or platform entities such as Stories, Listings, etc. (as calculated in the Commonshare, see D1.4, Sect 1.2.4.4.1; D4.3,

²⁰ Engagement rate = Engagement/Reach

<https://www.michaelleander.me/blog/facebook-engagement-rate-benchmark/>

²¹ <https://www.rivaliq.com/blog/2019-social-media-benchmark-report/#title-nonprofits>

Ch. 4), is 757 (from March 12, 2017 to June 2, 2019), constituting around 6% of the 13,525 unique visitors (from March 12, 2017 to June 2, 2019).

KPI nr. 7: Users of the mobile version

The number of unique visitors accessing the platform by a mobile device exceeded the KPI by almost 11 times (11,171). These people paid a total of 13,983 visits to the platform (data from March 1, 2017 to June 28, 2019).

KPI nr. 8: Platform interactions

The operational definition of interaction has been defined considering the Actions performed on the platform as defined by Matomo. An 'Action' in Matomo (Piwik) is counted whenever a visitor visits a Page, clicks on a Download or on an external link, whenever an event is tracked, or when a visitor searches on your website search engine. Following this definition, the total number of actions is 72,579, and Table 23 details them at 25 June 2019.

	R1	Bounce	R2	Bounce	Total
Actions	15,517		57,062		72,579
Pages Visualizations	15,415	31,00%	54,761	73,00%	70,176
Search	0	n/a	473	n/a	473
Outlinks	101	n/a	1,289	n/a	1,390
Downloads	1	n/a	539	n/a	540

TABLE 23: DETAILS OF ACTIONS, INCLUDING VISITOR VISITINGS A PAGE, CLICKS ON A DOWNLOAD OR ON AN EXTERNAL LINK, OR WHEN A VISITOR SEARCHES ON THE WEBSITE SEARCH ENGINE.

Among them, we are able to provide details for the following specific actions: currency transactions (N=8,254), logging in (N=904); 743 copying URL for sharing (snowball effect unknown); commenting (N=527); having a conversation (N=373); writing stories (N=310); creating groups (N=38). Considering the presented data, this KPI has been significantly exceeded.

KPI nr. 9: Stakeholders committed in sustainability

The goal of this KPI is to ensure the sustainability of the commonfare.net and of commonfare practices beyond the European funding. The main strategy enacted by the Consortium to achieve this goal has been the creation of the Commonfare Association, as detailed in D5.4. The widespread communication, like the Facebook post "An end has a start: welcome to the Commonfare Association!" (12 of June 2019) has already brought to an interest in becoming members of the association. The establishment of the Commonfare Association has seen the involvement of 15 people among the project partners (Chiara Bassetti, Italy; Francesco Botto, Italy; Vincenzo D'Andrea, Italy; Antonella De Angeli, Italy; Stefano De Paoli, United Kingdom; Andrea Fumagalli, Italy; Sandro Gobetti, Italy; Peter Lyle, Denmark; Pietro Benedetto Molini, Italy; Cristina Morini, Italy; Daniel Rough, Scotland; Mariacristina Sciannamblo, Portugal; Rachele Serino, Italy; Maurizio Teli, Denmark; Max Willis, Italy) and the commitment of several stakeholders.

More specifically, during the M36 we received 6 support letters from organizations and grassroots initiatives particularly interested in the prosecution of the Commonfare idea and commonfare.net platform through the Commonfare Association: OltrEconomia Festival, Italy; Macao, Italy, AMA Association, Italy; Gôh Foundation, the Netherlands; Filip Majetic, Institute of Social Sciences Ivo Pilar, Croatia; Context Studio, Dublin. Other letters are expected in the upcoming days by: Threehouse Foundation, the Netherlands; Smolna Foundation Varsavia, Poland.

Additionally, Fondazione Bruno Kessler, Trento, Italy, has accepted to host the platform on its servers for around one more year; final bureaucratic needs are being addressed at the time of writing and a formal agreement will be formalised soon.

10. FINAL INTERNAL SELF-EVALUATION

The document reports the project self-evaluation activity conducted with project partners during the last PIE News General Assembly (GA at M35). This activity was conducted within the scope of T5.3 Project Evaluation, and held on the 29th of May, 2019 in Trento. It was aimed at providing a final self-assessment of the project.

The self-evaluation activity consisted in a one-hour focus group, facilitated by Francesco Botto (FBK) and following a discussion guide agreed upon by the latter plus Chiara Bassetti (UNITN) and Maurizio Teli (M-ITI). The discussion has been fully audio recorded and annotated in real-time by Mariacristina Sciannamblo (M-ITI) and Chiara Bassetti (UNITN). The focus group has involved the following project partners:

1. Sandro Gobetti (BIN) - WP2 Italian pilot
2. Pietro Molini (FBK) - WP4, developer
3. Mariacristina Sciannamblo (M-ITI) - Communication
4. Francesco Botto (FBK) - WP5 leader
5. Andrea Fumagalli (BIN) - WP2 Italian leader
6. Chiara Bassetti (UNITN) - Project Leader
7. Rachele Serino (BIN) - WP2 Italian pilot
8. Stefano De Paoli (AU) - WP3 leader
9. Peter Lyle (M-ITI) - WP4, designer
10. Maurizio Teli (M-ITI) - Research and Innovation Coordinator
11. Josip Brković (CMS) - WP2 Croatian Pilot
12. Vincenzo D'Andrea (UNITN)

The focus group was conducted with a first roundtable of 3-minute maximum for each participant, plus an optional 1-minute second round to answer or comment on others' remarks, of which almost all participants took advantage. In the first round, participants were asked to tell about satisfaction and difficulties regarding the Commonfare experience at the end of the project.

10.1 SATISFACTION

Focus-group results are organized by dividing satisfaction/difficulties dimensions with the reference of partners who suggested the specific point.

1. **The consortium has been STRONG ENOUGH TO MANAGE THE MANY DIFFICULTIES**, the most relevant have been (1) the termination of MDC partner(2) the internal communication of a heterogeneous consortium and (3) the large quantity of work done. Although we have been overstressed by new and unexpected tasks during already crucial phases, we managed to solve the problems and creating added values.

2. **COMMONFARE.NET IS A GOOD OUTCOME.** The platform can be a solid starting point for something we can do in the next years against poverty in Europe.
3. **The project is able to LEAVE SOME LEGACY, the Commonfare Association.** This legacy also involves the academic community but goes beyond it, without the EU funding but also its constraints in the future. Some good opportunities to sustain the project have been created
4. **SUBSTANTIAL WORK has been performed by the consortium,** even more than planned, such as the Commonfare Book Series, Santacoin experimentation, Oltrino experimentation, although managing to reach the planned goals.
5. **CONNECTED WITH VERY INTERESTING REALITIES,** such as the Municipality of Milan, Macao, RimaFlow, and activists and union representatives of the Brianza territory and Emilia-Romagna, in Italy; the Treehouse artistic project and community (which has planned to use the social wallet in their emerging experience via the Culto Group Currency), and the Vokomokum food cooperative in Amsterdam, the Netherlands; the Peace Studies Course participants in Croatia.
6. **A POLITICAL PROPOSAL HAS BEEN ADVANCED.**
7. **PARTICIPATION OF COMMONERS INCREASED on the platform.** From mid 2018 the number of stories written by Commoners - significantly increased every month. Also the number of Commoners did.
8. **SOCIAL AND TECHNICAL SIDES COLLABORATED effectively inside the consortium.**
9. **very strong RELATIONSHIP AND FRIENDSHIP were built among y partners,** beside the many difficulties. There is a feeling of being among companions, comrades we could say.
10. **SOLID RESEARCH has been performed.** This also considering the results on the precarity conditions in Italy: it has been detected and explained the difference between the 1st and 2nd precarity generation.
11. **A good internal DELIBERATIVE METHOD AND DECISION MAKING PROCESS has been in place,** giving opportunities to us of developing solidal context.

10.2 DIFFICULTIES

1. **We lost the train with DESIGN at some point during RP1, then regained.** This was an organizational problem (see D1.3) with the following perceived effects: (1) less engagement of commoners on the platform, and (2) generated difficulties to disseminate the platform.
2. **It has been difficult to ENGAGE PARTICIPANTS AT THE PILOTING LEVEL in the very dynamic context of precariousness, loneliness, etc.** It is hard to manage action-research on this topic for the fact that people keep changing life/work/residence conditions.
3. **MDC TERMINATION:** they were tough relationships personally and from coordination point of view, and we spent a lot of time on managing this process that MdC wanted to make difficult at all costs.
4. **COMMUNICATION problems within the consortium, mostly related to the dishomogeneous group.** We come from different epistemic cultures and we are different individuals.
5. **PARTNERS MOBILITY.** Most of the partners moved - physically and affiliations - somewhere else, so we have been experiencing something similar to the flux of life of the precarious population and we faced

difficulties of relocation, personal life, which affected the project.

6. **WE WORKED A LOT** doing also additional tasks - CBS, Santacoin, Oltrino -, managing activities in a participative way, this has been both satisfying and tiring.
7. **BUILDING TOGETHER THE ON/OFF-LINE SIDES has been a very challenging issue in terms of community engagement**, as it usually is for every enterprise considering changes at both the on/off line sides of the social, and for sure it will also be challenging in the future.
8. **Bringing PARTICIPATORY DESIGN INTO A LARGE SCALE perspective** has been a strong challenge, affecting our methodology and results .
9. **DIFFICULT COORDINATION OF DISTRIBUTED FIELDWORK**. It was difficult to analyse data collected by other people andy to understand how to contribute to pilots' work on the field, especially when dealing with different fields and populations.

11. CONCLUSIONS

The consortium spent a considerable part of effort in monitoring and evaluating the project activities and results, and in reflecting on new trajectories for the many dimensions of the project. This process required considering different epistemic cultures, reflecting the meaning of “evaluation”, and considering the social and political values associated to the commonfare concept. In this process the project consortium did not follow the technically-driven approach that is typical in many ICT projects. The socio-technical approach followed by the partners ensured a dialectical interrogation, generating some difficulties in the linear management of events, but also ensuring personal resources and attention that proved to be vital for the project.

It is therefore the case to highlight the key results of the project evaluation, and to do so considering also the many **difficulties** - briefly reported below - we encountered during the project (Ch. 10):

- MdC termination in Summer 2018,
- partners worked a lot also committing also to unplanned activities,
- building together the on/off-line sides of Commonfare,
- communication issues within the very heterogeneous consortium,
- partners’ high mobility rate (physically and affiliations),
- hard to manage large action research in distributed fields,
- managing participatory design at a large scale.

The partners reported that the **satisfaction** exceeds the difficulties encountered:

- the consortium has been strong enough to manage the many difficulties,
- the commonfare.net platform is a valuable project outcome,
- the participation of commoners has been steadily increasing in the last year,
- the consortium performed impactful research,
- we adopted an internal deliberative method and decision making process,
- the consortium social and technical sides collaborated effectively,
- we built very strong relationships and friendships within the consortium,
- we connected very interesting realities,
- we also advanced together a political proposal,
- the Commonfare Association has been created for sustaining post project phase.

Then a short summary of key evaluation results will follow, starting from **risk detection internal checks and focus-groups** (Ch. 2). Some possible issues identified at the project proposal stage have been monitored, reflecting and finding solutions to risks like: the misuse of the platform, privacy and trust, currency accumulation, failure in mobilizing stakeholders and in granting sustainability. Then through three internal focus-groups a good number of issues perceived by project partners have been identified and discussed, finding solutions. Some of the more relevant identified are: schedule of time consuming piloting activities, dealing with

people with traumatic situations, project terminology and front-end communication (driving also to the “unofficial” Commonfare project name), pilot partners difficulties with their social-political environment, better informing on digital currencies, need for a design plan, the internal cooperation process, how to test platform features at the piloting level, how to manage project priorities, need of more equilibrated pilot contents on on-line resources, reduce the risk of collusion within platform users, how to manage the exit of MDC from the consortium, and how to balance platform and face-to-face work and expectations with pilot participants.

The project leveraged on **online questionnaires and user tests** in order to better understand some specific dimensions (Ch. 3). The Early User Survey have been grounded in the adoption of a subjective understanding of the term “precarious”, as a condition and not as a contractual status, with the aim to: collect a rapid first image of possible users, inform users about the project, and start understanding the number of users willing to participate in the project phases. It partially reached the objectives due to a pretty low participation (135): results could only be used as very approximate indication of the future platform users characteristics, the project information objective has been fully achieved, and it identified that 84% of participants was open for participating the project activities. A Usability Test with 10 participants has been conducted for evaluating new platform R3 functionalities, collecting useful suggestions. An evaluation of the redesigned Story Builder followed the usability test, involving 6 participants, and collecting excellent results. Finally, a survey was implemented at M29 for selecting the best visualization for the Commonshare feature in the platform user profile, reaching its objective.

The **project website** has been created (after an unplanned early version at M3) at M5 as the typical dissemination tool for the research and institutional target (Ch. 4). Suffering both (a) the early decision to avoid its massive distribution due to the need to minimize the controversial “PIE News” label circulation, and (b) the internal competition of the rapidly growing commonfare.net platform as source of project information, the project website worked well in almost 30 months: 5,462 users, 15,116 pageviews, 28% visits from Italy and the rest well distributed within European countries.

Regarding **social networks analytics** (Ch. 5) the project strongly leveraged on: (a) the project Facebook page for promoting (with normal or boosted posts) platform contents and piloting activities, and (b) project videos posted on the “Commonfare videos” Youtube channel and also on other channels (other Youtube channels and directly on facebook by pilot leaders.) Videos well circulated promoting the project, and the Facebook page has registered a growing and promising rate of total likes, reach and engagement: the 2096 total likes between 3 to 10 times the number of likes reached by other CAPSSI projects.

The very key evaluation of the **commonfare.net platform** followed in this document, closing a well planned and debated - with coordinators and the entire consortium - platform metrics monitoring starting at late 2017 (Ch. 6). At mid M36 some very informing results could be underlined. The number of commoners (the platform registered users) increased almost linearly from 102 in May 2018 to 876, and from mid 2018 commoners started writing more stories, for a total of 137/310 (44%), almost always overcoming the stories created by project partners from September 2018. Almost 50% stories have been written by Italians (about half by commoners, half by partners), 22% by Croatians (about half by commoners), 13% by Dutchs ($\frac{1}{3}$ by commoners), 11% by the

Commonfare account, and a late emerging and growing 6% by other countries. This confirms the strong Italian pull of the platform, but also the good possibilities for the future at the international level. The platform attracted 27,951 visits (almost 1,000/month) for a total of 67,293 pageviews (2,403/month) with a growing and good level path from mid 2018. A point of attention for the future is the engagement, where we reached non excellent results (50% visitors entering the platform only once, 73% visiting only one page for visit). Visits by pilot countries reveals: 52% visits from Italy (plus a stabilized a very good activity level from September 2018), 14% visits from Croatia (increasing from June 2018), and 5.3% visits from the Netherlands (suffering the change of the pilot leader, with growing numbers at M36). Visitors entered the platform with a mobile device the 45% of total visits, with an increase to 70% during digital currency events and to 60% during off-line dissemination or networking events. Most visited contents: welcome pages collected the 23% of total visits, Santacoin and Oltrino transactions (the two digital currency experimentations, see Chapter 8) pages collected the 18%, then 12 stories collected more than 200 pageviews each. The “commonplace” for now is seldomly used, and would need a stronger case-study to flourish. Facebook promotion (with occasional paid boosting) played a key role in stories success. It emerges that a healthy platform with substantial - actually rapidly growing from the commoners' side - activity has been created. Beside this, it can benefit from additional work after the project (see next chapter and Deliverable 5.4) to reveal its full potential.

One of the project research and implementation objectives was to develop **Network Dynamics Analysis** and a specific Network Management Dashboard, that we caught the occasion to describe in terms of features and visualization choices (Ch. 7). During the project network dynamics have been constantly monitored to detect critical or interesting situations. No criticalities have been detected also using the “dynamic cluster” functionality for identifying bad commoners behaviours. 757 active commoners (87% of total registered users) are well visible in clusters: the group of most active commoners - a mix of project partners and external commoners -, some other commoners groups indicate special relationships that have been created, and the two Santacoin and Oltrino transactions clusters are strongly visible.

The deliverable also reports in detail on the two real life **digital currency experimentations** (Ch. 8). The Santacoin and Oltrino - unplanned - activities represent a very important effort and result for the project, since we tested many dimensions of a social currency for events: the digital wallets (instantiations of the Commoncoin wallet), the value of a new service, and the practicalities connected with it (organization, communication, risk, ...). The two experiences have been evaluated by **team ethnography** and, moreover, they have been analyzed from the financial, the platform analytics, and the network dynamics point of view, detecting no major criticalities in services that have been highly appreciated by the stakeholders. Between the many feedbacks we collected, the synthetic conclusions regarding the sustainability of a “digital social currency for events” are: (a) find a more economically sustainable way to drive people to their wallet maintaining a high quality experience; (b) improve the infopoint role, shape and the procedures, taking into account specific event needs, the availability of staff, and possible technical innovations such as the autonomous charge/recharge of the wallet; (c) speed up the payment procedures, for example by providing dedicated cash-lines or by automatizing the payment directly at the kiosks.

Finally we reported the project **KPIs at mid M36** (Ch. 9). Our expected key results calculated at mid M36 are all well above the targets, especially considering people involvement in design, dissemination, evaluation and the actions on the platform.

The very last word should be spent on the **post-project plans** for commonfare.net and the development of the Commonfare concept at large. Project partners intensified the internal reflection on platform sustainability from the beginning of the second project half with Task 5.4, that has involved the whole consortium. From Autumn 2018 this activity increased, in weekly telcos for the WP5 team, also with the help of the Business Models Canvas methodology (D5.4). We created the Commonfare Association in order to support the platform future, aware of the fact that personal volunteering for cf.net sustainability means first of all confidence in the project. The high level of partners' and stakeholders' confidence on the future of the commonfare.net platform is the most important indicator for a project success.

ANNEXES

ANNEX 1: BOOK “VOICES OF RESISTANCE - VOCI DI RESISTENZA - GLASOVI OTPORA - STEMMEN VAN VERZET”

Book afterword

Afterword

This book represents the physical manifestation of the commoners' voices collected online on commonfare.net (Figure 1) along a period of around two years, from the Spring 2017 to the Spring 2019. Commonfare.net is the result of the research and innovation project Commonfare / PIE News, funded by the European Commission under the Horizon 2020 programme ("Poverty, Income and Employment News", H2020-ICT-2015, Grant Agreement Nr. 687922).

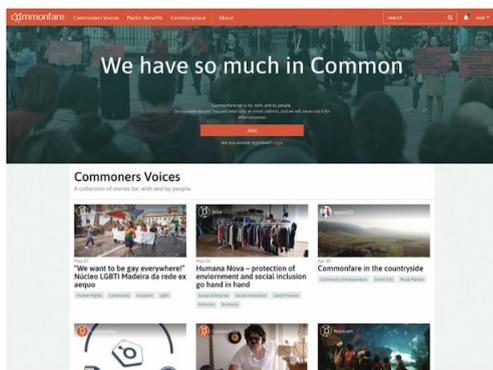


Figure 1. The homepage of commonfare.net for a logged in Commoner (May 15th, 2019)

Commonfare.net wanted to create a safe and creative space for promoting discussions and participatory actions to address the challenges that an increasing part of the European population has been facing since the last economic crisis. The figures are striking and indicate that in 2017 as much as 112.8 million people was at risk

of poverty or social exclusion (Eurostat 2019), and this figures are expected to increase as many European state welfare systems and legal frameworks are proving unable to deal with new and evolving needs, such as those brought in by platform capitalism (Srniczek 2016) and the so-called gig economy.

In our mind, when writing the project proposal, we envisaged a network of European "good practices", i.e. grassroots initiatives defining alternative social and economic models which favour communal well-being to individual profit, solidarity to competition, and collaboration to exploitation. The online digital world appeared the ideal tool to implement this vision, and the proposal was funded by the Collective Awareness Platforms (CAPs) programme.

Little we knew at the proposal time (2015) of the real danger engrained in computer-mediated communication and social networks for political manipulation. Trump was not the President of the United States of America yet, the Brexit had not happened, and the "beast" had not yet manifested itself in the social network manager of one of the most dangerous Italian political actors, the current Minister of the Interior, Matteo Salvini. More importantly, Mark Zuckerberg had not faced a long hearing in front of the United States Congress during which in order to respond to fundamental democratic concerns, he had to disclose how one of the most influential communication channels of the modern age had misused personal information thereby allowing for the manipulation of collective opinions and decisions (cf. Zuckerberg 2018).

To be honest, multiple streams of social science research would have assisted in predicting this collective manipulation threat, if only computer science research would have paid attention to it. For example, the self-categorisation theory by Tajfel and Turner in psychology and its application to computer-mediated communication

by Spear and Postmes provided a sharp explanation of how information and communication bubbles can lead to opinion polarisation by counterposing in-group to out-group norms and values, thus finally opening the doors to deindividuation, racism and (symbolic) violence of several kinds. Current analysis suggests that the resurgence of right totalitarianism, xenophobia, and misogyny in current European politics was influenced by the democratic disruption introduced by social media platforms. In parallel, collective exploitation and individual gain are still providing the mainstream model driving the platform economy.

While on many social networks, shouting slogans, wishing political adversaries cruel punishments or death, and spreading fake news became the norm, commonfare.net provided a striking alternative. In this book, we titled this alternative "Voices of Resistance", in honour of the Italian movement which contributed to the liberation from the Fascist and Nazi occupation and to the end of World War II, also setting the groundwork for the establishment of the democratic Italian Republic and the European Community. Commonfare.net brought together people and communities sharing the founding values of the European Union as articulated in the Commonfare Manifesto (General Intellect 2018) and on commonfare.net (Figure 2).

Our values

We believe that everyone has the right to self-determination, happiness, education, and wellbeing. We believe that people cannot and should not be reduced to their financial or labour force value.

We believe that people have the right to live with dignity and autonomy, valued for the ways they enrich the commonwealth of their communities.

Commonfare.net is a place where you can find out what people across Europe are doing to make this a reality.

Commonfare.net is a social and political space based on values of solidarity, social justice, trust, mutual exchange, and subjective desires, and therefore rejects any form of oppression and discrimination based on gender, cultural or geographical origin, religion, sexual orientation, income, abilities. We also recognize the importance of your privacy, and the protection of data people you might want to share on the platform. If you register on commonfare.net, we promise never to use your data for commercial gain and to respect the way you choose to manage your data.

Figure 2. "Our Values" as presented on commonfare.net

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There are 221 stories collected in this book, written in one of the four languages of the Commonfare project: those of the pilot countries – i.e. Croatian, Italian and Dutch – plus English. Around one fifth of these stories (42) appear in two languages: English and one of the pilot languages, in the attempt to address one of the main obstacles to European integration. Stories revolve around people, their desires, challenges, resistance practices, and resilience. The narratives explore crucial topics such as equality, diversity and inclusion, addressing controversial issues in a sharp, articulated and often creative style. They never missed basic human respect, nor engaged in hate-speech or open antisocial behaviour. As a matter of fact, with the only exception of a singular case, which proved to be the result of a technical error, no censorship was applied in any of the 221 stories collected in this book.

We are proud and honoured to present this book on behalf of the Commonfare project team and all the Commoners. The book is big, steady and strong as the ideas it incorporates. It is a book of resistance and resilience, struggle and empowerment, cooperation and solidarity which reflects another possible Europe.

Chiara Bassetti and Antonella De Angeli
Coordinators of the Commonfare project

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1099

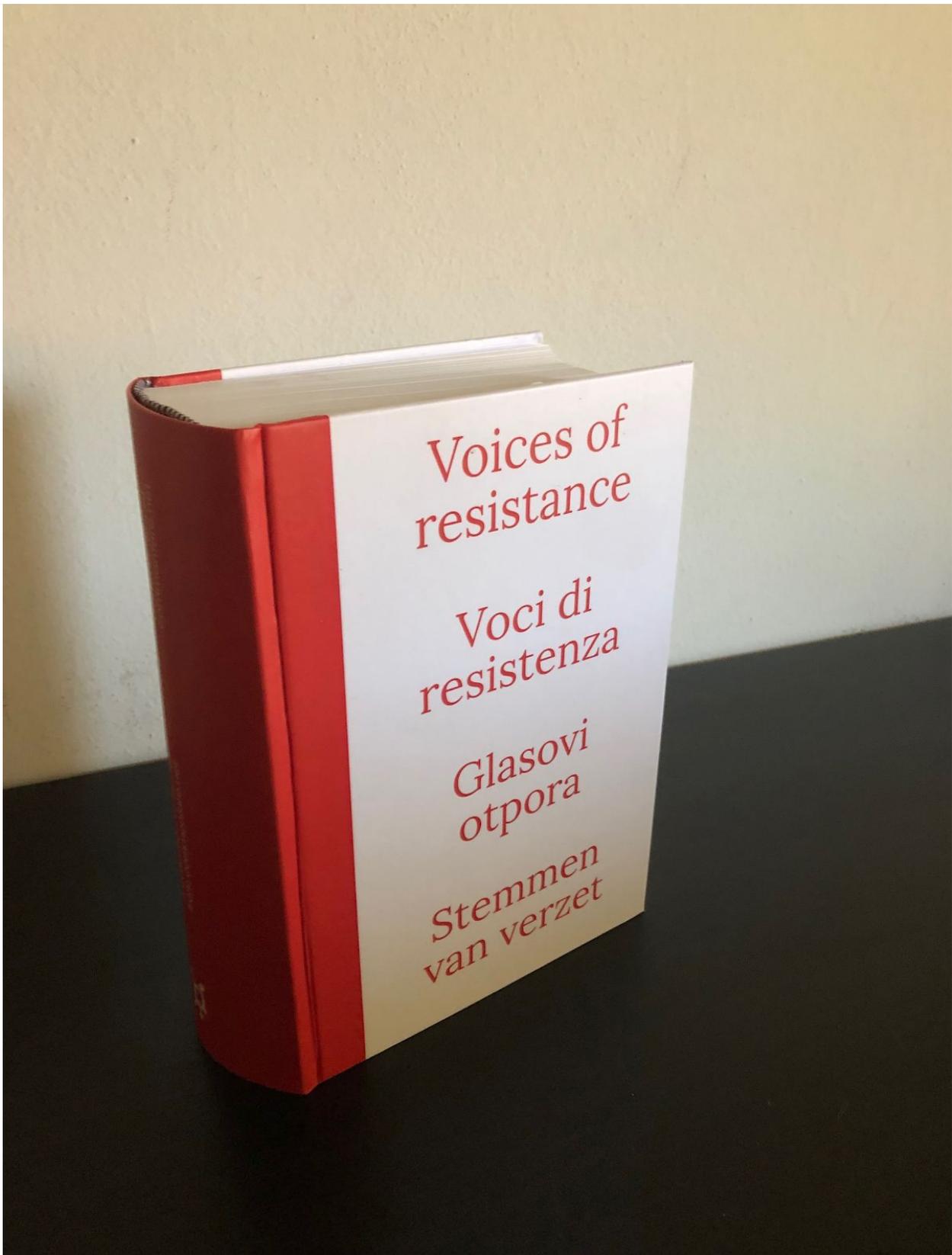


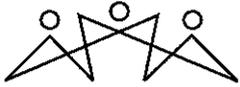
FIGURE 98: THE BOOK "VOICES OF RESISTANCE - VOCI DI RESISTENZA - GLASOVI OTPORA - STEMMEN VAN VERZET"

ANNEX 2: SUPPORT LETTERS FOR SUSTAINABILITY

Supports letters for sustainability sent from external stakeholders to the Commonfare Association at M36:

1. Support letter from AMA Trento, Italy
2. Support letter from Context Studio, Dublin
3. Support letter from Filip Majetic, Institute of Social Sciences Ivo Pilar, Croatia
4. Support letter from Gôh Foundation, the Netherlands
5. Support letter from Macao, Italy
6. Support letter from OltrEconomia Festival organizers.

ASSOCIAZIONE
"A.M.A."



auto mutuo aiuto

ONLUS

27.06.2019, Trento

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as communication leader of Associazione A.M.A. Auto Mutuo Aiuto to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is strongly aligned with the mission of the organization I represent, and the establishment of the association opens up the space of an exciting collaboration. Active since 1995, Associazione A.M.A. has more than 170 members (14 social workers and 157 volunteers), more than 4.000 contacts on social media, and has organized events with the participation of 4.500 of people. The main focus of our organization is create empowerment, support and network between people, something very aligned with the content of Commonfare in terms of social innovation.

I am looking forward to collaborating with the Commonfare Association.

Data of the organization/person
Person name: Miriam Vanzetta
Role: communication leader
Organization: Associazione A.M.A.
Address: via Taramelli, 17- Trento
Email: miriam.vanzetta@automutuoaiuto.it
Telephone number: 0461.239640

Miriam Vanzetta

associazione "A.M.A."

auto mutuo aiuto
Via T.Taramelli, 17 - Tel. 0461.239640
38122 TRENTO
Cod. Fisc.: 96040990226

Context Studio

26th June 2019, Dublin

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as Director at Context Studio in Dublin to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is strongly aligned with the mission of the organization I represent, and the establishment of the association opens up the space of an exciting collaboration.

Active since 2018, Context Studio has a mission to establish better practices of human centred design and citizen engagement in Ireland and across the EU. By years end we will have delivered workshops and training in Dublin, Copenhagen, Singapore, Moscow and London. We are established thought leaders in the space, having spoken at multiple global design conferences and interacting regularly with academic leaders in Ireland.

The main focus of our organization is the advancement of human centred service design, and in particular the use of novel means by which to research and engage with citizens, and then to design valuable services for community challenges. This is a focus which is something very aligned with the content of Commonfare in terms of social innovation.

Indeed, it was our privilege to work with Commonfare Project here in Dublin, with an impactful workshop for local communities and entrepreneurs in the city.

I am looking forward to collaborating with the Commonfare Association.

John Lynch
Founder / Director
hello@getincontext.ie
+353 86 607 1087

28/6/2019, Zagreb

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as a member of the Commonfare project Advisory Board to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is fully compatible with my work. Namely, as a researcher I have been most active in the field of alternative business practices such as social entrepreneurship and solidarity economy which, in terms of being focused on social innovation, makes my professional interests strongly aligned with the content and mission of the Commonfare project.

I am looking forward to collaborating with the Commonfare Association.

Filip Majetić

Filip Majetić, PhD
Research Associate
Institute of Social Sciences Ivo Pilar
Marulićev trg 19/1, Zagreb, Croatia
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Gôh Foundation

Stichting Gôh
Overtoom 301
1054 HW Amsterdam

Amsterdam 28 Juni 2019

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as chairman of the Gôh Foundation (functioning executive program-board to St. Treehouse) to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is strongly aligned with the mission of the organizations I represent, and the establishment of the association opens up the space of an exciting collaboration. Active since 1998 (St. Gôh) / 2017 (st. Treehouse) have more than 100 members, more than 2700+ contacts on social media, and has organized events with the participation of thousands of people. The main focus of these organizations is art-, cultural- and social, public events, something very aligned with the content of Commonfare in terms of social innovation.

I am looking forward to collaborating with the Commonfare Association

D Roosen / St. Gôh
Program-board NDSM Treehouse
NDSM-plein 79, Amsterdam
dierck@ndsmtreehouse.nl
+31617142769

IBAN: NL62INGB0007958821
BIC code : INGBNL2A
Account Holder: Stichting Gôh
Stichting Gôh - RSIN: 816216563 - KvK: 02064240
Gôh Foundation – fiscal # 816216563 – Chamber of Commerce # 02064240

24 June 2019, Milan

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as one of the founding member of Macao - Nuovo Centro per le Arti, la Cultura e la Ricerca to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is strongly aligned with the mission of the organization I represent, and the establishment of the association opens up the space of an exciting collaboration. Active since 2012, Macao has more than 80 members, more than 87.000 contacts on social media, and has organized events with the participation of thousands of people. The main focus of our organization is labour conditions in the creative industry and cultural sector, the right to the city and new forms of organization and technological solutions for cultural production — something very aligned with the content of Commonfare in terms of social innovation.

I am looking forward to collaborating with the Commonfare Association.

 Signature

Emanuele Braga
Macao - Nuovo Centro per le Arti, la Cultura e la Ricerca
Viale Molise 68, 20137 Milano
organizzazione.macao@gmail.com



23.06.2019, Trento

Commonfare Association
Via dei Mille 38
38122 Trento, Italy

To whom it may concern

Subject: Future collaborations with the Commonfare Association.

I write as one of the organizers of OltrEconomia Festival to express my deep interest in discussing future collaborations with the recently established Commonfare Association. The Commonfare project, of which the Commonfare Association is the caretaker beyond the H2020 funding, is strongly aligned with the mission of the organization I represent, and the establishment of the association opens up the space of an exciting collaboration. Active since 2014, OltrEconomia Festival with more than 3000 contacts on social media, has reached high level of political and economic discussion with national and international speakers, and has organized events with the participation of thousands of people. The main focus of our organization is to promote a different approach to the current capitalist economy, more oriented towards protecting the environment and people, something very aligned with the content of Commonfare in terms of social innovation.

I am looking forward to collaborating with the Commonfare Association.

Data of the person

Person name: Nicola Munerati Faes

Role: Organizer

Organization: OltrEconomia Festival

Email: nicola.mune@gmail.com

Telephone number: +39 340 82 92 984

Signature
