



Policy Cloud

Cloud for Data-Driven Policy Management

CLOUD FOR DATA-DRIVEN POLICY MANAGEMENT

Project Number: 870675

Start Date of Project: 01/01/2020

Duration: 36 months

D7.1 INITIAL PUBLICATION PACKAGE

Dissemination Level	PU
Due Date of Deliverable	(29/02/2020), Month (M2)
Actual Submission Date	(28/02/2020)
Work Package	WP 7
Task	T7.3
Type	Report
Approval Status	
Version	V0.6
Number of Pages	p.1 – p.21

Abstract: Publication on the initial set of materials that will define and promote project's identity. It will include the creation of a project logo, a project factsheet, a presentation providing a general description of Policy Cloud, project's official web site and templates for the official documents to be developed within the project.

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Versioning and Contribution History

Version	Date	Reason	Author
0.0	12/02/2020	ToC	Marieke Willems (Trust-IT)
0.1	17/02/2020	Chapters 1, 2 and 3	Marieke Willems (Trust-IT)
0.2	20/02/2020	Chapters 3 and 4	Federico Drago (Trust-IT)
0.3	21/02/2020	Chapter 5, executive summary and overall additions	Marieke Willems (Trust-IT)
0.4	24/02/2020	Final review	Nicholas Ferguson (Trust-IT)
0.5	27/02/2020	Peer review	Ricard Munné (Atos) and Panayiotis Michael (ICCS)
0.6	28/02/2020	Integration comments internal review	Marieke Willems (Trust-IT)

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Abbreviations and Acronyms

Abbreviation/Acronym	Definition
EC	European Commission
EOSC	European Open Science Cloud
DKCP	Define, Knowledge, Concept, Plan
ECR	Early Career Researcher
SMART	Specific, Measurable, Achievable, Relevant, Time-Bound

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Executive Summary

Policy Cloud delivers a unique integrated environment addressing the full lifecycle of policy management: modelling, monitoring, enforcing, simulation, analysis and compliance. The environment will utilize the capabilities offered by the European Cloud Initiative, with an emphasis on data analysis to facilitate evidence-based policy making.

Dissemination activities are of primary importance for the Policy Cloud Consortium since the impact of the project can only be meaningful if the achieved results are widely communicated to the public.

This deliverable reports on the initial set of materials that have been produced in the first two months of the project including Policy Cloud's project's visual identity and the set-up of communication channels. A plan for the first six months of activities for the project is also provided. This deliverable will be followed in M6 by the first iteration of D7.6 where a full communication plan will be put into place.

1 Introduction

In this first WP7 deliverable (D7.1) we provide an overview of the branded dissemination and communication materials created during the first two months of the project and how they will be used both at events and online in M1-12. In addition, we take an initial look at some of the main communications channels set up such as the Policy Cloud website and social media channels.

This deliverable will be followed by a first iteration of D7.6 which will define a first internal version for the Communication and Dissemination Strategy (D7.6). D7.6 will provide a description of the stakeholder groups that Policy Cloud project targets and lay out communication plans for reaching out to these communities.

Section 2 provides information on the project branding and logo.

Communication material and channels are presented in Section 3, including the description of the website and the social media channels that are used not only to provide updates and news, but also as a tool to promote event activities.

Section 4 reports the templates that have been developed to deliver and present project results and the collaboration tools adopted by the Consortium as project development space and document management system.

Finally, section 5 provides conclusions, a roadmap of dissemination and stakeholder engagement activities based on the 3-year planning of Policy Cloud activities and a timeline for the first six months of the project based upon the activities described in the GA.

Communication and dissemination activities are considered of primary importance for the Policy Cloud and to positioning the Policy Cloud visibly in the dynamic and rapidly evolving data driven policies ecosystem. The impact of the project can only be meaningful if the achieved results are widely communicated to the public.

The table below identifies the four main stakeholder groups that the Policy Cloud project targets and some of the main messages identified at the beginning of the project. The Policy Cloud branding and identity developed to date are evenly directed towards all these categories. A full strategy for each will be outlined in D7.6.

	Policy Makers & Public administration	Research & Innovation	Industry	Citizens
Stakeholders	<ul style="list-style-type: none"> EC, national, regional policymakers Municipalities NGO's SDOs 	<ul style="list-style-type: none"> Academic Institutions, Research Centers EC projects EOSC Early Career Researchers (ECR) big data experts human & social scientists 	<ul style="list-style-type: none"> Big Data Providers Cloud Solution Providers Big Data Solution Providers 	<ul style="list-style-type: none"> Citizens impacted by the pilot sites & future Policy Cloud adoptions
Messages	<p>Improved competitiveness of Policy Makers via</p> <ul style="list-style-type: none"> simulating scenarios to evaluate compliance & impact of policies 	<ul style="list-style-type: none"> Solutions and policy making services available through EOSC Build upon existing results in Big Data R&I projects and others Boosting the data-driven economy 	<ul style="list-style-type: none"> Novel data-driven policy management solutions Data Marketplace for easy data sharing 	<p>Improved Quality & Effectiveness of Policies via:</p> <ul style="list-style-type: none"> Citizen participation in policy making (living Lab) Continuous improvement policy design

	<ul style="list-style-type: none"> • simulation tools, to improve predicative analysis capacity • Trusted data for policy 	<ul style="list-style-type: none"> • Tools for cleaning and refining data • Boost structuring, cleaning & “opening” of governmental datasets, via pilots 	<ul style="list-style-type: none"> • Multi-sectorial policies • Targeted policies
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TABLE 1- MATRIX MAPPING STAKEHOLDERS IDENTIFIED WITH TARGET MESSAGES DEFINED

2 Logo and Branding

2.1 Logo

The first way to communicate the project is through identification with the project logo. In Policy Cloud, the logo is represented by a graphical image which reflects the importance of cloud computing in the project aligned with colours related to the EC which reflect well with the EU-wide impact of the project. The pay-off text underneath lets the reader easily recognise the context the project is working in. Various formats of the logo have been created where needed for use in different contexts (web, media, printed material).



FIGURE 1- POLICY CLOUD LOGO IN COMPACT AND LONG FORMAT

2.2 Branding

With the aim of building a strong identity, a branding was set in place that visually displays the key outputs and activities in the project. These are essential pillars of the project in terms of activities in different Work Packages and the eventual outputs.

2.2.1 Branding the Policy Cloud outputs

Policy Cloud, will realise the European cloud for policy management through technologies across the complete data lifecycle on cloud environments. The outputs that Policy Cloud will deliver have been branded contributing to the project visual identity. **A chain of icons has been used to show how the different outputs are interconnected. Icons have been used effectively with each project output to make them easily recognisable.**

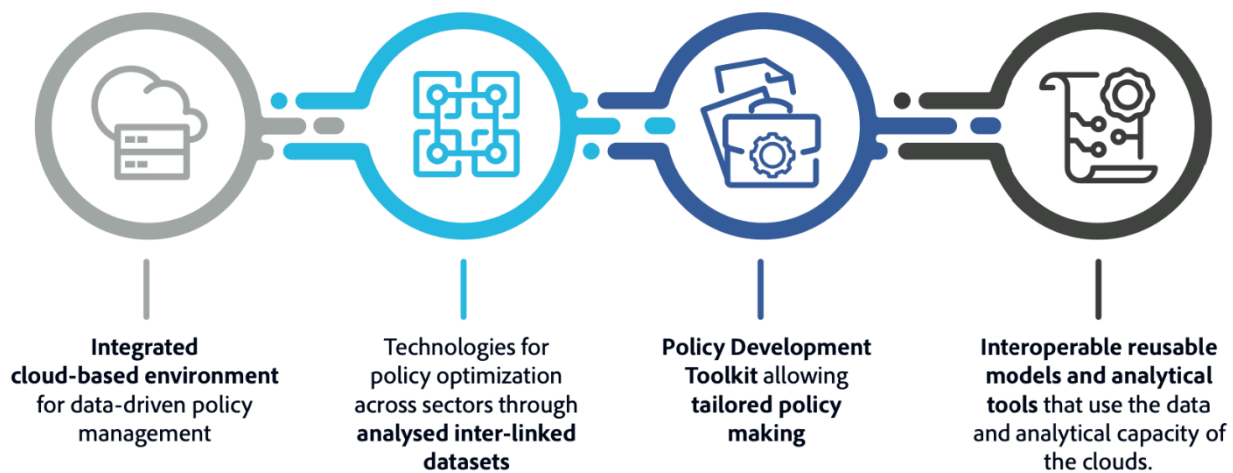


FIGURE 2- OVERVIEW OF THE OUTPUTS POLICY CLOUD WILL DELIVER

2.2.1 Branding the Policy Cloud Pilot Projects

4 pilot studies will implement the Policy Cloud solution for data driven policymaking. These four pilot studies will illustrate the adoption of Policy Cloud results via the Define, Knowledge, Concept, Plan (DKCP) co-creation methodology and are therefore key in the Policy Cloud dissemination. Each of the pilot studies have therefore been branded, adding to the overall Policy Cloud branded identity. Again, easily recognisable icons have been used to represent the various topics. In addition, attractive backgrounds are used to give further context. With the four pilot studies taking place in Bulgaria, Spain, Italy and UK, language-specific material will be created in and around events to ensure that stakeholders in those countries can understand the work of the project. The use of country-specific flags with the EC flag may also be used to demonstrate the national relevance and EU-wide impact of the pilot studies.



FIGURE 3 - BRANDING OF THE 4 POLICY CLOUD PILOT PROJECTS

3 Communications channels and materials

3.1 Website

The project's website (www.Policy Cloud.eu) is the centre and main channel for dissemination activities and will feature all the relevant content regarding Policy Cloud and its evolution. By M1 the website landing page had been launched featuring initial information on project goals, pilot cases, impact, partners and online forms allowing contact the consortium directly, to join the community and subscribe to the newsletter. These initial pages mean that the partners can increase the amount of relevant contacts in our stakeholder database.



FIGURE 4- WEBSITE HOMEPAGE

The structure of the website will be finalised by the end of M3. The website will contain key information about the project's structure, its goals, use cases, partners, as well as significant events, and news about Policy Cloud's progress and impact. A dedicated section will also be created on the **communications kit** which is introduced in section 4.2. This will be made available on the website and constantly updated. Each **pilot study** will have its own page with a detailed description, multimedia content, and information about the latest developments.

The **Architecture** section will explain the Policy Cloud structure and its future evolution, particularly on the way to the implementation of the Policy Development Toolkit and the Data Marketplace, which will be two key elements of the project's framework.

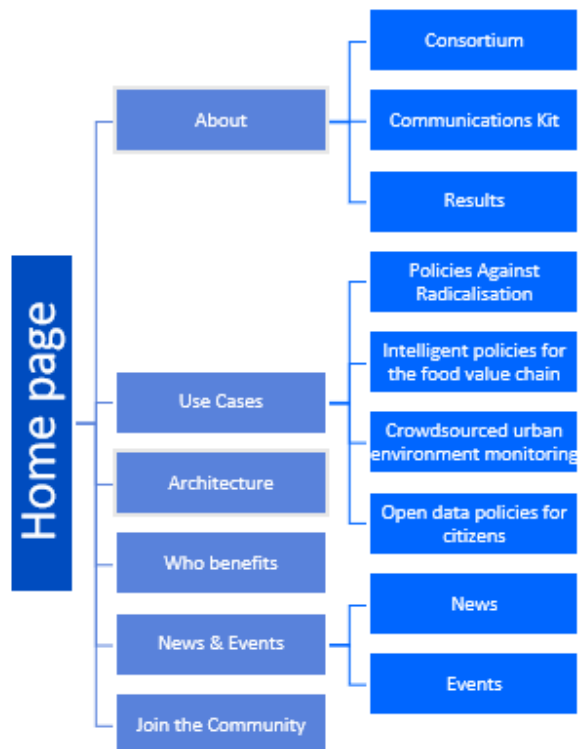


FIGURE 5 - WEBSITE STRUCTURE

3.2 Social Media Channels

The Policy Cloud social media strategy is centred on **Twitter** and **LinkedIn**, and both official accounts were launched on the road to the kick-off meeting in Madrid 21-22 January 2020 (M1), in line with the visual design of the rest of our communications kit.

The Twitter account **@Policy CloudEU**¹ and the LinkedIn page **Policy Cloud EU**² are mainly employed in order to establish community, regularly engage with stakeholders, connect with relevant accounts or individuals, as well as for the dissemination of the project's outcomes and updates.

Tweets about the kick-off meeting and the launch of Policy Cloud have performed well, and were shared by consortium partners among their circles leading to an increased exposure. Going forward, we have identified some relevant hashtags and topics with which to interact on our social media channels in order to increase our reach, such as **#policymaking**, **#policymanagement**, **#sustainability**, **#foodsafety**, **#healthcare**, **#employment**, **#radicalisation**, **#cohesionpolicy**, **#sustainableurbandevelopment**, **#migration**.

¹ <https://twitter.com/Policy CloudEU>

² <https://www.linkedin.com/company/Policy Cloudeu>

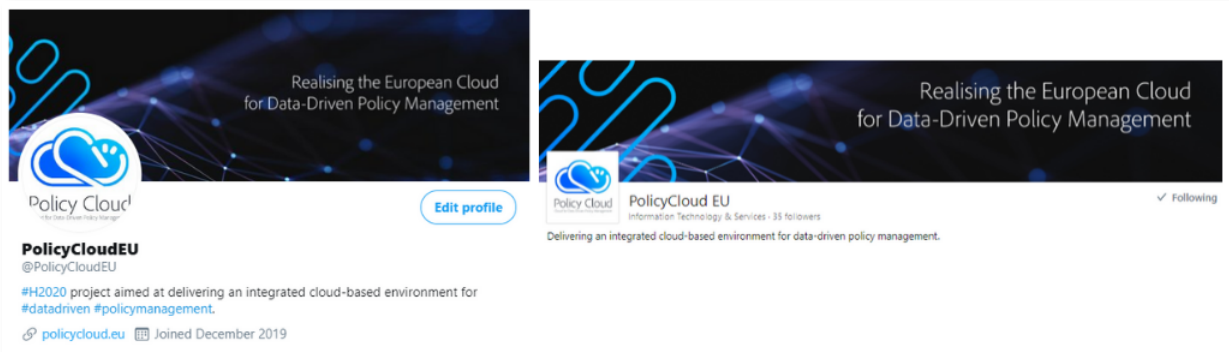


FIGURE 6 -TWITTER AND LINKEDIN HEADERS



FIGURE 7 - EXAMPLES OF SUCCESSFUL TWEETS

Aside from interaction with consortium partners, media, and related projects, the Policy Cloud social media activity will also follow and interact with key EU policy-related accounts, such as @EUinmyRegion, @EUSocial, @EUAgri

Twitter – @Policy CloudEU	LinkedIn – Policy Cloud EU
Average 2 tweets per week, increasing in case of events, webinars, or specific initiatives. Mini campaigns focussing on activities. Promotion of partner activities – presentations results.	Publish regular posts on topics. Encouraging direct engagement of partners for the creation and dissemination of content
YR1: min 8 tweets/month, YR2: min 24/m, YR3: min 48/m	YR1: min 1 post/month, YR2: min. 4 posts/m, YR3: min 8 posts/m

TABLE 2 - SOCIAL MEDIA KPIS

An official Policy Cloud YouTube account³ was set up as well, it will be used for uploading videos to be embedded on web pages or shared across other channels, see section 3.3.4 for more details.

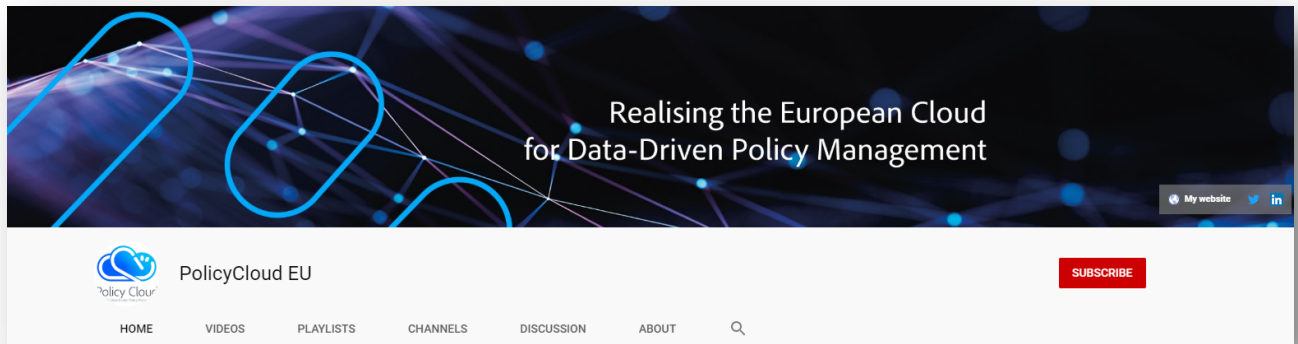


FIGURE 8 - POLICY CLOUD YOUTUBE ACCOUNT

3.3 Communication kit

For the Policy Cloud dissemination to be effective, an integrated approach will be necessary, combining templates, guidelines and approval processes on one side with a **SMART Communications Kit**, including a SEO-based communication platform, light-reading content, videos and demos and a clearly defined stakeholder engagement plan. The consortium will participate collaboratively at international events to present project outcomes.

The communication kit will include the following items:

- press-releases
- newsletters
- videos
- collaterals
- end-user marketing packs

Each of these materials will be branded accordingly with the aim to add to the Policy Cloud visual identity. The paragraphs below show the branded communication material in place by M2.

³ <https://www.youtube.com/channel/UC4iwXbaPPSY9AmYF67mWGng/>

3.3.1 General project presentation

A general project presentation has been drafted



FIGURE 9 - GENERAL POLICY CLOUD PROJECT PRESENTATION

3.3.2 Flyer

For the Kick-Off Meeting (M1), a first version of the flyer was designed, printed and delivered to all project partners. The flyer raises awareness on:

- The aim of the Policy Cloud project
- What it will deliver
- The expected impact
- Target Stakeholders
- Pilot cases
- Consortium

A second version of the flyer, ready for dissemination, will be delivered by M3, aligning with the updates to be made in the GA in terms of pilot cases and consortium.

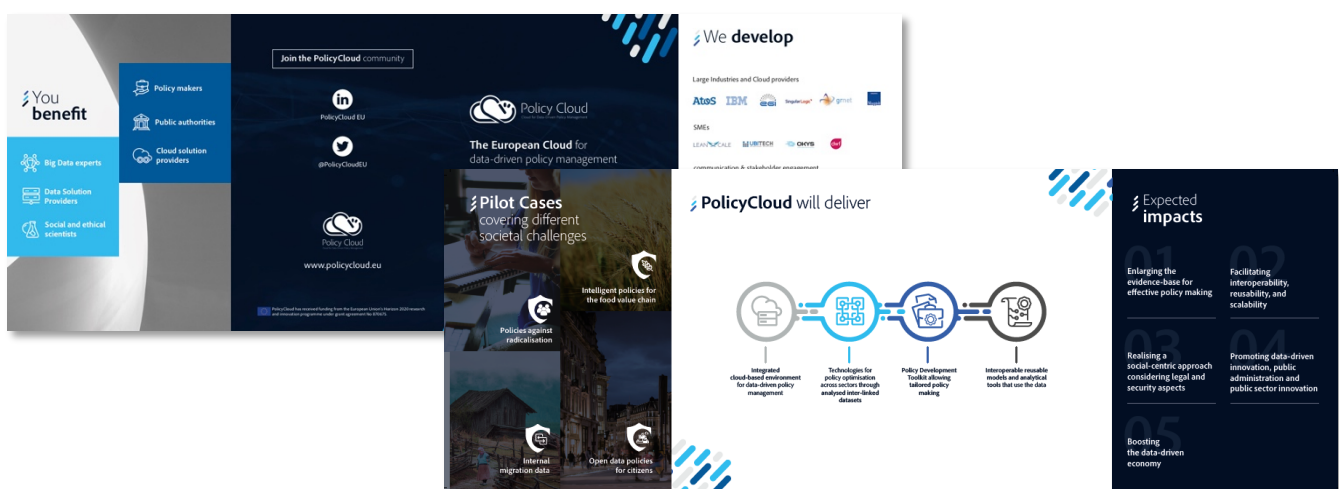


FIGURE 10 - POLICY CLOUD PROJECT FLYER

3.3.3 Roll-up banner

For the Kick-Off Meeting, a first version of the roll-up banner was designed, printed and delivered at the meeting, to immediately brand all social media activity carried during the event. The roll-up banner aims to establish a clearly branded image of the Policy Cloud project, where the flyer clearly provides more extensive information of the project. A second version of the roll-up banner, ready for dissemination, will be delivered by M3, aligning with the updates to be made in the GA in terms of pilot cases.



FIGURE 11 - POLICY CLOUD ROLL-UP BANNER

3.3.4 Videos

A wide variety of Policy Cloud branded videos will be included in the Policy Cloud Communication Kit with aim to raise awareness of Policy Cloud and build the project's visual identity. The video's will be developed for wide dissemination, inclusion on the website and reuse by partners in on- and offline stakeholder engagement activities. During the Kick-Off Meeting several interviews with partners were held to explain the work they will be performing in Policy Cloud.

The first video, the summary video of the Policy Cloud Kick-Off meeting, was published on the project website and YouTube Channel. This video aims to raise awareness of Policy Cloud, goals and expected impact and is targeted at the full scope of the Policy Cloud stakeholders. Snippets from interviews with partners are included in the video to give a personal touch and to provide direct input from those delivering the work in the project.



FIGURE 12 - SUMMARY VIDEO POLICY CLOUD KICK-OFF MEETING

The second video that is published on YouTube in M2, is the video interview on the pilot case “policies against radicalisation, with Armend Duzha of the Maggioli Research and Innovation Lab. The video has visualised the branding of the outputs when these were addressed in the interview.

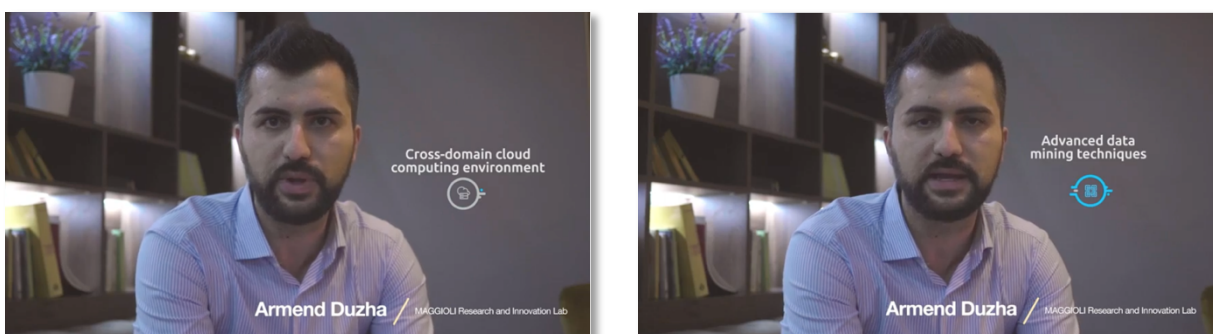


FIGURE 13 - VIDEO POLICY CLOUD PILOT "POLICIES AGAINST RADICALISATION" WITH OUTPUT BRANDING

The video interviews recorded during the Kick-Off meeting form an excellent source of content for follow up articles, quotes and social media. In M3 the following video’s will be delivered and published

- Policy Cloud Pilot on: Policies against radicalisation - Armend Duzha (Maggioli Research and Innovation Lab)

- Policy Cloud Pilot on: Intelligent policies for the food value chain - M^a de la Vega Rodríguez Chamarro (ITA INNOVA)
- Policy Cloud Pilot on: Crowdsourced urban environment monitoring - Nadia Soultanova (Sofia Municipality) & Petya Nikolova (OKYS)
- Policy Cloud Ethical & Legal Challenges - Klaus Brisch (DWF)
- Policy Cloud Toolkit – Ilias Maglogianis (University of Piraeus Research Center)
- Policy Cloud advancing European Supported Research & Innovation – Dimos Kyriazis (UPRC), Klaus Brisch (DWF) and Ricard Munné (ATOS Spain)

3.3.5 Newsletter

A Policy Cloud branded newsletter will be sent out regularly with the aim of direct messaging to Policy Cloud community built up from the partner organisations' communities. These newsletters will contain Policy Cloud results and events, content from liaisons. Partner will be asked to provide regular updates during WP7 calls, via mail and tracking sheet that will be set in place. The timeline for the delivery of these newsletters is increasing over time, aligned with the roadmap defined in chapter 2.4 and defined as follows:

- First newsletter in March 2020
- 4 newsletters in year 1,
- 6 newsletters in year 2

3.3.6 Press Release

The Policy Cloud Press release was published immediately after the project Kick-Off meeting in Madrid, and shared with partners to disseminate widely in local and European channels. In this first press release the focus was laid on objectives and impact, and quotes from partners on key aspects of the project were included.



FIGURE 14 - THE FIRST POLICY CLOUD PRESS RELEASE IN PROJECT, LOCAL AND EUROPEAN CHANNELS

4 Templates

Over the course of M1 and M2, a set of document templates was prepared and made available to all consortium partners, in line with the project’s visual branding.

The set includes the following items:

- PPT template
- DOC template for meeting minutes
- DOC template for meeting agenda
- DOC template for deliverables



FIGURE 15 - DOC AND PPT TEMPLATES

5 Conclusion and next steps

This deliverable reports the initial set of materials that have been produced in the first two months of the project to define and promote Policy Cloud’s project’s visual identity and the initiation of communication project materials. It includes the creation of a project logo, branding, the project’s official web site landing page, social media accounts and templates for the official documents to be developed within the project.

All these activities, together with the printed material (flyers, posters and pop-up banners) that will be produced in the upcoming months, form the basis of a series of communication and engagement initiatives covering key areas in the project, and will be produced during the organisation and participation to several events and workshops during the year. Specific and tailored communication strategies and materials will be developed for each event, in order to target the audience in the most effective way, to help grow the community and engage with all the stakeholders.

Policy Cloud, European Cloud for data-driven policy making, will be realised over a period of 3 years. The Dissemination and Stakeholder Engagement strategy aims to foster the adoption of the Policy Cloud results. Therefore, the strategy will be aligned with the technical work of building the full architecture, and stakeholder engagement needs for the living lab approach in the pilot cases. The table below defines the 3-year dissemination and engagement strategy.

	YEAR 1 COMMUNICATION & MARKET AWARENESS	YEAR 2 CASE STUDIES & DISSEMINATION	YEAR 3 COMMERCIALISATION & MARKET UPTAKE
What	<ul style="list-style-type: none"> • Planning: Dissemination plan for R&I + industry • Dissemination guidelines: shared visions - what & how • Identify and attract target audience • Define tailored messaging • Corporate design & branding • Engage with local ecosystems 	<ul style="list-style-type: none"> • 4 Case study results • Exploitation targets • Online dissemination: Press & media, guide • Scientific community: Publications & event presentations • Industrial community: Adoption, events, industry media 	<ul style="list-style-type: none"> • Toolkit ready • Use case demos & training • High-profile conferences & events • Policy Cloud foundation – sustainability & commercialisation • Scientific & industry dissemination
Why	Set up foundation for Y1 &2 and leverage results from state of the art (D2.1) & market analysis (D7.1)	Collect feedback & value proposition, to ensure service adoption & sustainability for the long-term	Create interest & opportunities for service adoption by target stakeholders. Increase both commercial and scientific impact of project & exploitation opportunities
How	Identify stakeholders & engage with them using adequate communication tools & channels. Create communication pieces to spread the word & raise awareness	Demos of assets, define value propositions & engage with stakeholders through events, workshops & webinars trainings	Consolidation of synergies with EOSC & H2020 projects, EU bodies & stakeholders & leverage with industrial players

TABLE 3 - POLICY CLOUD 3-YEAR DISSEMINATION AND ENGAGEMENT STRATEGY

A timeline with the main dissemination and stakeholder activities for the first 6 months has been defined on the basis of the dissemination and stakeholder engagement strategy defined in 2.3.

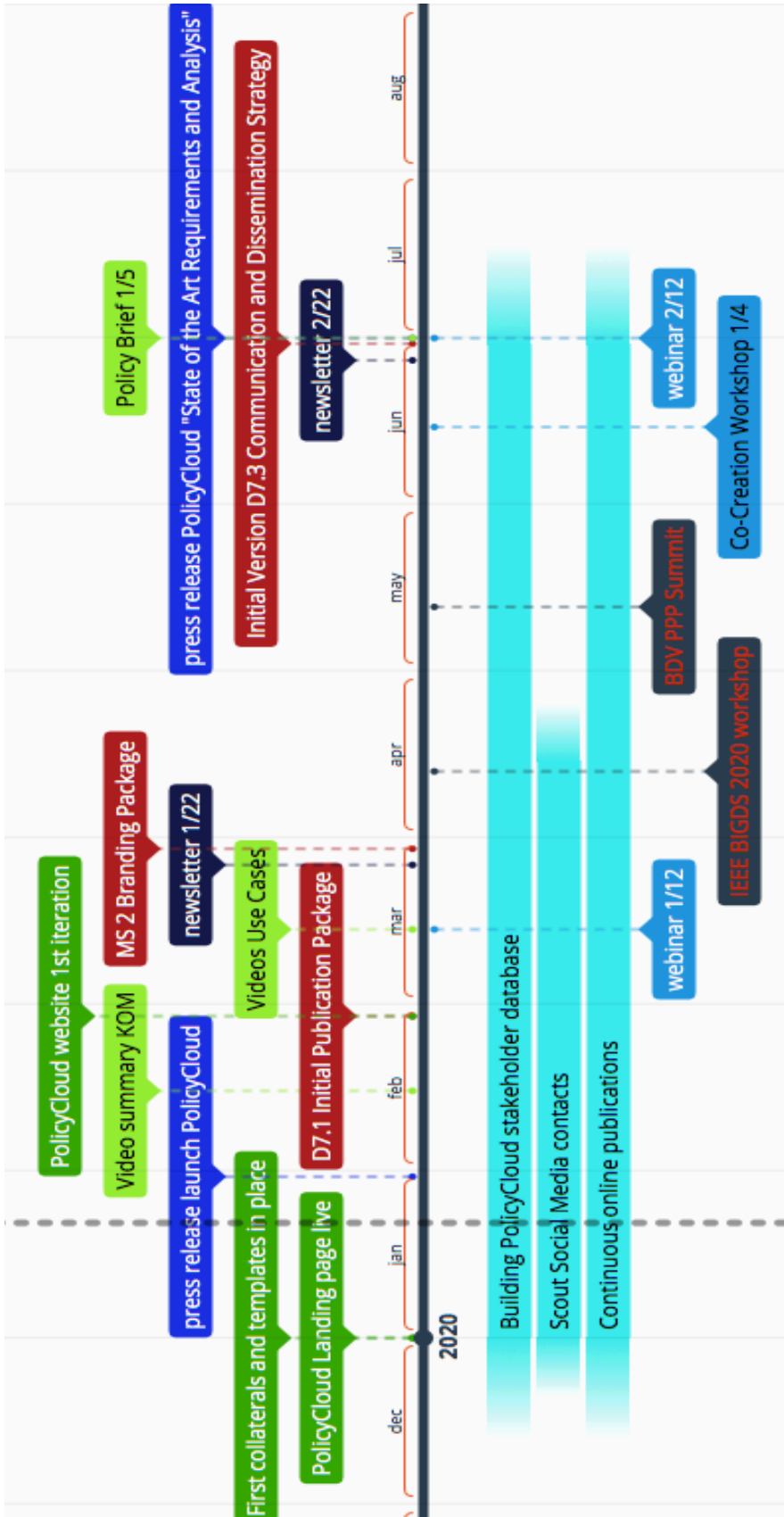


FIGURE 16 – DISSEMINATION AND STAKEHOLDER ACTIVITIES FOR THE FIRST 6 MONTHS OF THE PROJECT

References

Policy Cloud Grant Agreement