



Policy Cloud
Cloud for Data-Driven Policy Management

CLOUD FOR DATA-DRIVEN POLICY MANAGEMENT

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D7.6 COMMUNICATION AND DISSEMINATION STRATEGY

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Abstract: This series of deliverables will describe the dissemination and collaboration strategy and the activities followed during the reporting periods as well as the results from these activities. The updated Communication and Dissemination Strategy will be provided in M24 and M36 respectively.

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Abbreviations and Acronyms

Abbreviation/Acronym	Definition
EBDVF	European Big Data Value Forum
EOSC	European Open Science Cloud
EOSC DIH	European Open Science Cloud Digital Innovation Hub
ICB	Impact Creation Board
NGO	Non-Governmental Organisation
SDO	Standards Developing Organisation
SSHOC	Social Sciences and Humanities Open Cloud

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Executive Summary

Via four strategically designed pilot use cases to be coordinated in **Bulgaria, Italy, Spain and the United Kingdom**, Policy Cloud will deliver a unique, integrated environment of curated datasets and data manipulation and analysis tools of fundamental importance to stakeholders across Europe.

The aim of Policy Cloud is to harness the potential of digitisation, big data and cloud technologies to improve the modelling, creation and implementation of policy. From a communications perspective, this goal requires reaching and engaging a broad range of critical stakeholders including policy makers and the big data community through carefully planned communication and dissemination activities and rich, consistent and relevant content.

In October 2020, the EC approved its new Open Source Software Strategy 2020-2023¹, a part of the overarching Digital Strategy of the Commission² and contributing to the Digital Europe programme. Policy Cloud will contribute to this strategy through its use and upstream contributions to open source.

Moreover, with the Data Governance Act of November 2020³ the European Commission proposed new rules on data governance. Their aim is to **exploit the high amounts of data created every day, but within a trustworthy European framework**. These new rules will allow European data to be harnessed and **allow specific European data spaces to benefit society, citizens and companies**. The Commission has proposed nine data spaces in February 2020's data strategy⁴, ranging from industry to energy, and from health to the European Green Deal. Policy Cloud is exactly the type of instrument which will be able to exploit these large quantities of data in order to benefit society, citizens, and companies, while protecting the data and ensuring GDPR standards are maintained.

This Communication and Dissemination Strategy details the specific communication and dissemination activities to be implemented, the innovation and policy landscape it is set in, the stakeholder groups to be targeted, and the tools to be used over the life of the project to support the achievement of project goals.

Section 1 enlarges on the project objectives and provides an overview of the communication activities that will support them. The stakeholder groups are also defined along with the benefits each will derive from the project.

Section 2 presents the key pillars of the communication strategy, namely the Policy Cloud Services, the pilot use cases, and the key exploitable results.

Section 3 explores the relevance of the project within the broader European landscape particularly as regards prevailing digital policy, the creation of the EOSC, and EU funding priorities as evidenced by Horizon Europe.

Section 4 describes the communications tools and channels which will be used, both on and offline.

¹ https://ec.europa.eu/info/news/european-commission-adopts-new-open-source-software-strategy-2020-2023-2020-oct-20_en

² <https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy>

³ <https://ec.europa.eu/digital-single-market/en/news/proposal-regulation-european-data-governance-data-governance-act>

⁴ <https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy>

Section 5 describes the workshops, webinars, podcasts and other events planned for stakeholder engagement and end user onboarding. The reality of COVID-19 affecting these events is addressed in this section.

Section 6 presents the online dashboard and associated impact monitoring and measurement tools which will be used throughout the duration of the project.

Section 7 provides concluding remarks.

1 Introduction

Via four separate pilot use cases to be coordinated in Bulgaria, Italy, Spain and the United Kingdom, Policy Cloud will deliver a unique, integrated environment of curated datasets and data manipulation and analysis tools which will be made available to stakeholders across Europe.

As well as a tangible demonstration of the efficacy of the project itself, these pilot use cases, along with the toolkit of services to be developed during their evolution, will be the key source of the rich content which will support the dissemination strategy throughout the 36 months of the project.

The main objectives of this strategy are the following:

- Integrating the project into the global ecosystem of Big data driven policy development and management
- Federating Big data innovator communities for policy management
- Attracting public administrations, governments, think tanks and other policy making organisations
- Engaging with pilot use case stakeholders
- Disseminating technical results
- Reaching data providers and policy makers
- Supporting the project's commercialisation and market uptake strategy
- Organising marketing campaigns for the Data Marketplace.

1.1 Communications Overview

Using a content-driven approach, dissemination activities will be closely integrated with project activities. As such, they may be divided into three distinct phases:

1. **During the first 12 months** as the pilot use cases are set up (Phase 1) the focus will therefore be on foundation communication activities such as planning, creating dissemination guidelines, identifying and analysing target audiences, and establishing a brand identity and associated marketing collateral.
2. **Between month 12 and month 24**, (Phase 2) the focus will be on documenting and showcasing the results of the pilot use cases. This will require the identification of exploitation targets and the dissemination of information both online and through trade and industry channels, scientific publications, and conference appearances.
3. **Between month 24 and 36** (Phase 3) the focus will be on encouraging adoption of the key project assets via exhibitions and trade fairs, live demonstrations and client presentations.

The table below shows the what, why and how of the three phases.

	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 1: THE THREE PHASES OF THE POLICY CLOUD COMMUNICATION AND DISSEMINATION STRATEGY

The strategy will make use of a mix of channels and mechanisms to raise awareness of the Policy Cloud project results and activities and onboard end users. These channels and mechanisms are illustrated in the infographic below, and in Annex 1 (enlarged version).

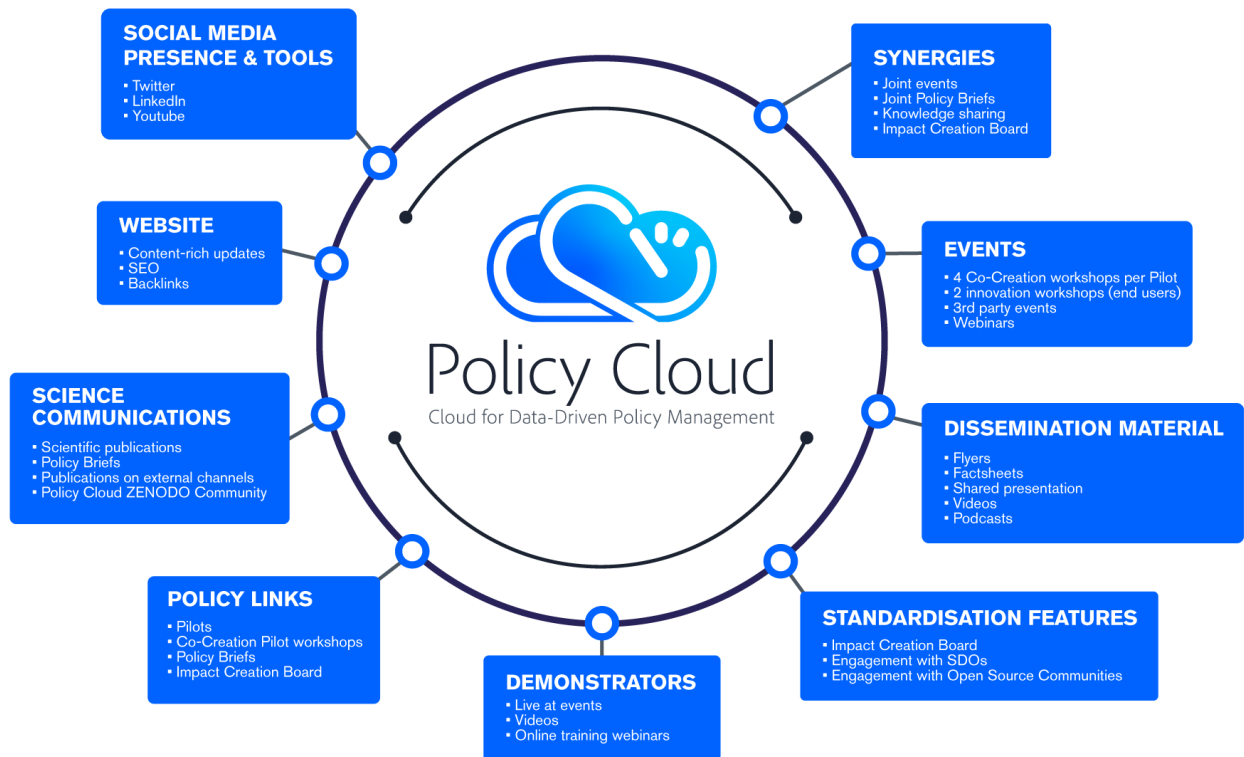


FIGURE 1: POLICY CLOUD COMMUNICATION & DISSEMINATION CHANNELS AND MECHANISMS

1.2 Stakeholder analysis

The table below identifies the key stakeholders in Policy Cloud and defines the main benefits expected to be derived by each group from the project.

	Stakeholder Groups	Benefits
Policy Makers & Public Administrations	<ul style="list-style-type: none"> • EC, national, regional policymakers • Municipalities • NGOs • SDOs 	<p>Improved efficiency and effectiveness of the policymaking process through access to:</p> <ul style="list-style-type: none"> • Scenario simulations to model and evaluate policy impacts • Analytical tools to enhance the predictive power of data • Cleaned, refined, structured and trustworthy European datasets emerging from the pilot use cases
Research & Innovation	<ul style="list-style-type: none"> • EC-funded projects • EOSC • Big data experts • Researchers in the human and social sciences • BDVA • Open Source Communities 	<p>Better quality research outcomes through access to</p> <ul style="list-style-type: none"> • Solutions and policy making services available through EOSC • Previous project results upon which to build further
Industry	<ul style="list-style-type: none"> • Big data providers • Cloud providers • Big data solutions providers 	<p>Improved efficiencies and new business opportunities through access to</p> <ul style="list-style-type: none"> • Novel data management and analysis solutions • Tools for cleaning and refining data • The Data Marketplace as a shop window via which to offer new datasets
Citizens	<ul style="list-style-type: none"> • Residents at pilot use case sites • Citizens impacted by future Policy Cloud adoptions 	<p>Improved quality of life through</p> <ul style="list-style-type: none"> • Participation in policy making • Continuous improvement policy design • Creation of targeted policies

TABLE 2: POLICY CLOUD STAKEHOLDER ANALYSIS AND MAPPING

2 Communication and Dissemination Strategy Key Pillars

The pilot use cases, the suite of services to be developed during their evolution, and the exploitable results which emerge from the project are the key pillars of the Policy Cloud communication strategy. These three pillars are discussed in detail here.

2.1 Policy Cloud Services

Policy Cloud will provide an integrated suite of six services designed to facilitate the transformation of raw data into valuable and actionable knowledge to be used in efficient and effective policy creation. These services will be branded to Policy Cloud in the first instance but with a view ultimately to being incorporated into the EOSC Exchange or EOSC Core.



FIGURE 2: OVERVIEW OF POLICY CLOUD SERVICES

It is envisaged that the Policy Cloud Data marketplace will enable the creation of an entire ecosystem where all stakeholders may produce, contribute, process, and use policy-related data assets. Alongside the Data

marketplace, the reusable models and tools are the foundation for the proposed dual-business plan which the consortium has formulated to ensure the long-term sustainability and take-up of the Policy Cloud results. The Marketplace delivery is planned for M20 and dedicated promotional campaigns will be targeted at onboarding potential end users.

2.2 Pilot Use Cases

During the course of the Policy Cloud project, four separate pilot use cases will be coordinated in Bulgaria, Italy, Spain and the United Kingdom.

As well as providing a framework for the tools, models and data which will populate the cloud, the pilot use cases will be a **key source of the content** around which the second phase of the dissemination strategy will articulate.

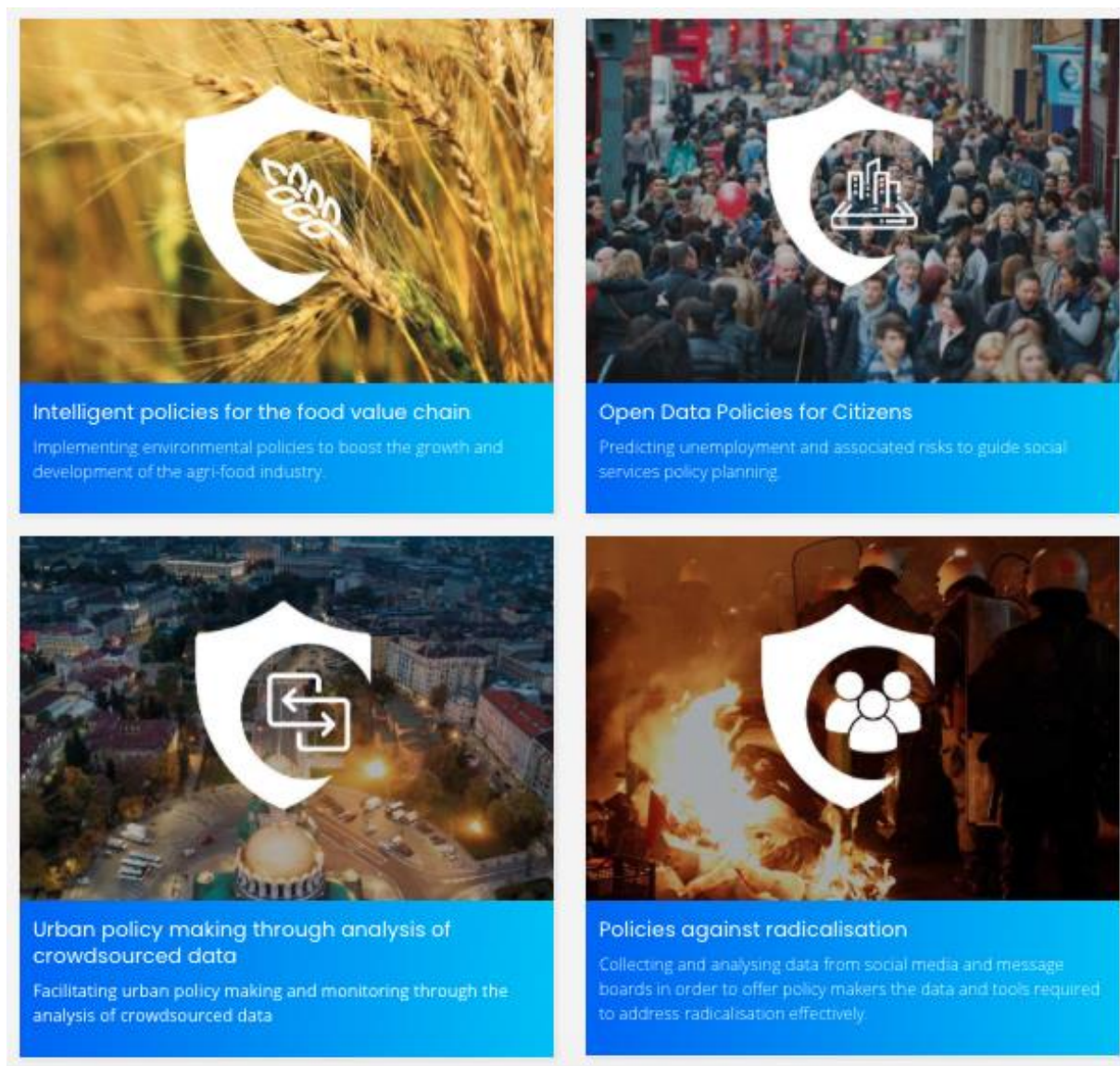


FIGURE 3: POLICY CLOUD PILOT USE CASES: WEB PAGE IMPRESSION

2.3 Exploitable Results

The table below provides an overview of the high-level exploitable results envisaged from the project.

Policy Cloud Result	Target Market	Exploitation Value
Policy modelling	Policy makers / Public authorities	Structural machine-readable representation of policies enabling their monitoring and optimization.
Policy monitoring and evaluation / assessment	Policy makers / Public authorities	Enforcement and runtime adaptation based on aggregated monitoring data from several sources.
Policy collections / clusters analysis tools	Policy makers / Public authorities	Co-creation and optimization of policies utilizing collective knowledge.
Data acquisition tools for policy modelling	Policy makers / Public authorities	Data collection techniques and tools for policy modelling.
Data-driven policy lifecycle management methodology	Policy makers / Public authorities	Incorporation of big data in the policy lifecycle.
Opinion-mining and sentiment analysis algorithms	Social science market/ policy makers / Public authorities	Collection of citizens perceptions on proposed / emerging policies.
Incentives management	Social science market	Increased participation based on varying incentives.
Policy development toolkit	Policy makers / Public authorities	Openness and extensibility by allowing stakeholder to specify their analytics tasks.
Data cleaning mechanisms	Public authorities / Data solution providers	Increased quality of information and reliability of data.
Data modelling and representation tools	Public authorities / Data solution providers	Automation and agility facilitating data integration, linking and interoperability.
Reusable models decoupled from underlying infrastructure	Public authorities / Cloud solution providers / Analytics services	Satisfy privacy / ownership constraints for multi-tenant analytics services.
Data governance model	Data solution providers / public authorities	Ensured data privacy and confidentiality.

Policy Cloud Result	Target Market	Exploitation Value
Cloud gateways and APIs	Public authorities / cloud providers	Collection of information from different data sources and inclusion of new ones without additional development efforts.
Data Marketplace (possibly integrated within the EOSC-Hub marketplace)	Cloud providers / Data solution providers	A real-time dataset discovery, indexing and search service enabling users to explore public data that relevant to policy making.

TABLE 3: POLICY CLOUD EXPLOITABLE ASSETS

3 Onboarding End users

Clearly, an effective end-user engagement strategy works if there is buy-in from the end user. Therefore WP7 will work on building and creating a package of the Policy Cloud Solutions (see section 4.1). The consortium will assess the possibility of adding a “policy round table” with EC policy officers right after the final project review with a particular interest in the final policy recommendations that will be summarised in the final policy brief.

3.1 Onboarding end users at national level

The Policy Cloud project is building and implementing the cloud for data-driven policy management with and for the pilot project policy organisations. These organisations are dealing with policy challenges on a local level. Through the co-creation methodology, local potential end users will be engaged.

The consortium will foster the onboarding of these local end users by engaging them in their local language through the promotion and celebration of the co-creation workshops (see section 5.4) in the local languages as well as the production of tailored communication materials in the local languages.

In addition, synergies on national level increase the visibility of Policy Cloud and the added value in the pilot projects, and fosters the onboarding end users.

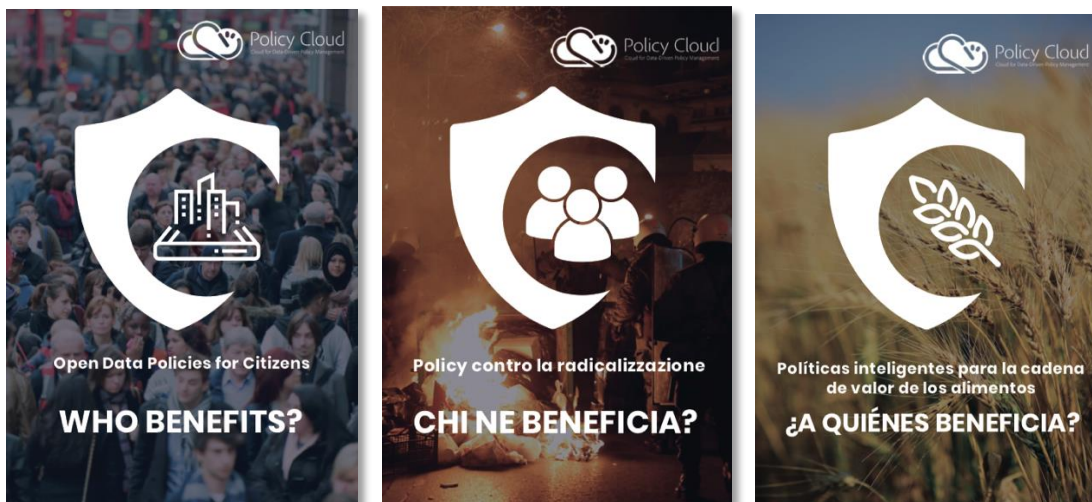


FIGURE 4: WHO BENEFITS FLYERS TARGETED AT NATIONAL END USERS

3.2 Linking pilot policy challenges to EU policy making

In October 2020, the EC approved its new [Open Source Software Strategy 2020-2023](https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy), a part of the overarching [Digital Strategy of the Commission](https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy)⁵ and contributing to the Digital Europe programme. Policy Cloud will contribute to this strategy through its use and upstream contributions to open source.

⁵ <https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy>

Moreover, with the Data Governance Act of November 2020⁶ the European Commission proposed new rules on data governance. Their aim is to **exploit the high amounts of data created every day, but within a trustworthy European framework**. These new rules will allow European data to be harnessed and **allow specific European data spaces to benefit society, citizens and companies**. The Commission has proposed nine data spaces in February 2020's [data strategy](#)⁷, ranging from industry to energy, and from health to the European Green Deal. Policy Cloud is exactly the type of instrument which will be able to exploit these large quantities of data in order to benefit society, citizens, and companies, while protecting the data and ensuring GDPR standards are maintained.

Turning the government political vision into actual programmes and actions does not take place in isolation. Political, economic, social and technical factors affect how policies are designed, and who makes them at all levels: global, national and local. D7.2 Market Analysis & Business Potentials⁸, identified different trends that can impact the policy making process and with a focus on big data and cloud capabilities. This analysis is being used as a basis to showcase how Policy Cloud is contributing to the European Policy Landscape by realising the cloud for data-driven policy management in the four policy areas of the pilots.

Policy Cloud communication and dissemination will be linking to EU policy (strategies) addressed in the four Policy Cloud pilot cases to:

- Open up the synergies with Policy Cloud and EU policy strategies allows us to tap into their already established communities.
 - With the BDVA, through Task Force 7 on Application Smart Governance and Smart Cities⁹.
 - With EOSC, through projects such as the Social Sciences and Humanities Open Cloud and EOSC Future.
 - With other EC initiatives dealing with smart governance, such as DUET and URBANITE projects.
- Connect to the pilot communities, forming part of the Policy Cloud target audience on the demand side of small and large policymakers (Small: local level, Large: EU institutions, MS level) as well as on the provider (depending on the EU policy strategy) side.

⁶ <https://ec.europa.eu/digital-single-market/en/news/proposal-regulation-european-data-governance-data-governance-act>

⁷ <https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy>

⁸ <https://policycloud.eu/publications/deliverables/d72-market-analysis-business-potentials>

⁹ <https://www.bdva.eu/task-force-7>

Up to M12 Policy Cloud has worked on the following topics showcasing how the project and the pilot cases contribute to EC policy making:

Title news item	EC policy
New EC Proposal for Data Sharing and Data Spaces ¹⁰	The DSA proposal (Proposal for a Regulation on European data governance (Data Governance Act))
Supporting EU Counter-Terrorism Strategy through Data-Driven Policy ¹¹	Counter-Terrorism Strategy (EC 2005) European Agenda for Security (2015) Comprehensive Assessment of EU Security Policy (2017)
Using Big Data To Deliver On EU Social Policy Goals ¹²	Social Pillar of the Europe 2020 strategy
EU Digital and Data Strategies Spur Data-driven Policy Pilot ¹³	The European Digital strategy
Policy Cloud Pilot aims to increase effectiveness of EU 'Farm to Fork' policies with big data ¹⁴	European Green Deal Farm to fork strategy

TABLE 4: POLICY CLOUD PILOTS ADDED VALUE LINKED TO EC POLICY MAKING

In addition, the consortium will work on a set of policy briefs providing policy makers with recommendations on the gaps identified in the pilots and as well as on a higher level of data-driven policy management and its involvement of citizens.

¹⁰ <https://policycloud.eu/news-events/news/ec-data-sharing-data-spaces>

¹¹ <https://policycloud.eu/news-events/news/supporting-eu-counter-terrorism-strategy-through-data-driven-policy>

¹² <https://policycloud.eu/news-events/news/using-big-data-deliver-eu-social-policy-goals>

¹³ <https://policycloud.eu/news-events/news/eu-digital-and-data-strategies-spur-data-driven-policy-pilot>

¹⁴ <https://policycloud.eu/news-events/news/policycloud-pilot-aims-increase-effectiveness-eu-farm-fork-policies-big-data>

3.3 Policy Cloud in the context of EOSC European Open Science Cloud

Policy Cloud aims to deliver a unique, integrated environment of curated datasets and data management, manipulation, and analysis tools which will be applied to the full lifecycle of policy management in four thematically distinct pilot use cases. These datasets and tools may eventually become accessible to the public forum of the European Open Science Cloud (EOSC).

The EOSC will offer potentially 1.7 million European researchers and 70 million professionals in science, technology, the humanities and social sciences a virtual environment with open and seamless services for storage, management, analysis and re-use of research data, across borders and scientific disciplines by federating existing scientific data infrastructures, currently dispersed across disciplines and the EU Member States.

Engaging with EOSC and the implementation projects, including the flagship project EOSC FUTURE, that aims to start in Q1 of 2021, is essential for the onboarding of end-users. A user engagement and onboarding activity is taking place from the onset of the project, where the users will be codesigning requirements together with the developers of the EOSC, whose policy is to deliver more and better science through open and collaborative knowledge sharing. A particular mention of the engagement of social scientists through the thematically focused project in EOSC ecosystem such as Social Sciences and Humanities Open Cloud (SSHOC)¹⁵ and Triple¹⁶.

In M12 Policy Cloud has already engaged with EOSC through two of its events:

1. The EOSC-hub week 2020¹⁷
2. Realising the European Open Science Cloud. Towards a FAIR research Data Landscape for the Social Sciences and Beyond ¹⁸. A joint conference by EOSC-hub, FREYA and SSHOC.

¹⁵ <https://www.sshopencloud.eu>

¹⁶ <https://operas.hypotheses.org/category/triple>

¹⁷ <https://policycloud.eu/publications/publications/poster-policy-cloud-big-data-distilling-services-through-eosc>

¹⁸ <https://policycloud.eu/news-events/events/joint-eosc-hub-freya-sshoc-event>

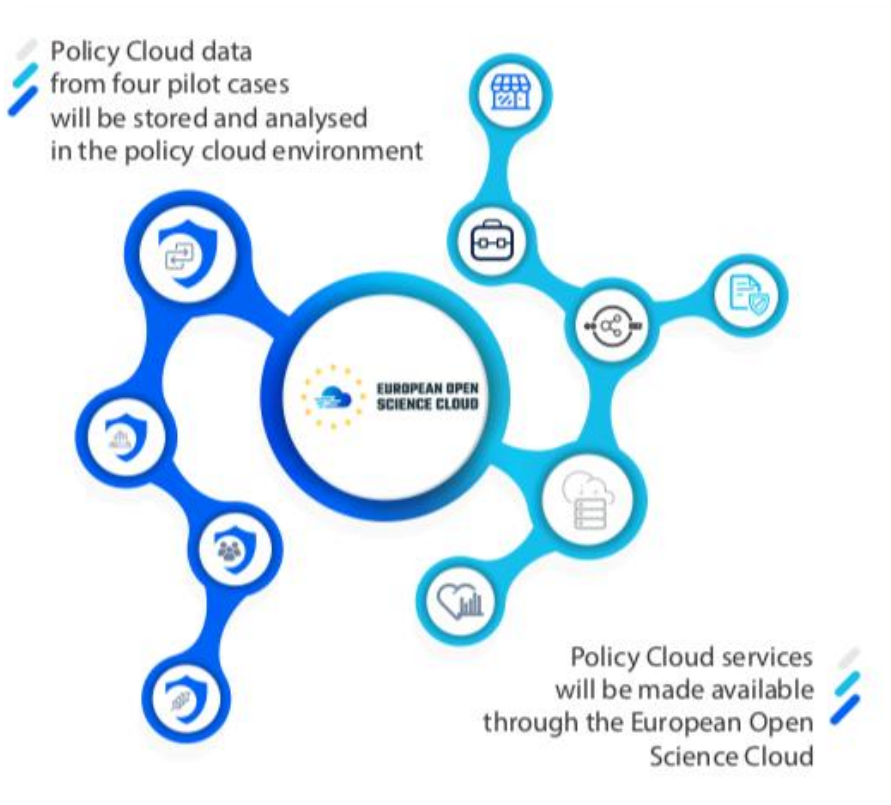


FIGURE 5: POLICY CLOUD SERVICES

3.4 Impact Creation Board

To proactively support the development of the detailed business plan for the Data Marketplace, the project has set up an external **Impact Creation Board (ICB)**, acting as a knowledge and guidance forum and providing advice to the consortium on how to exploit knowledge created by the project. The ICB includes distinguished experts from academia and industry. Specifically, their advice will cover how to promote the uptake and use of Policy Cloud tools, software and guidelines, and how to foster synergies among the different communities researching and developing in the policy making domain.

The consortium will leverage on the members’ networks and activities to increase visibility for the Policy Cloud results and activities. All events attended by the ICB members will be highlighted on the Policy Cloud website and social media channels. A dedicated web page has been set up presenting the first four members of the ICB, and a news-item has been published and promoted to showcase the ICB, its aim and link to the member’s networks.

In addition, the consortium will build synergies with the projects the members are involved in where possible, expanding the project network.

Currently the ICB has four members, identified key players in the digital innovation and e-governance field. The consortium is seeking to onboard additional members in order to ensure gender balance and include decision makers from areas of the pilot project topics.



FIGURE 6: WEBSITE BANNER PRESENTING THE FIRST FOUR MEMBERS OF THE ICB, LINKING TO A DEDICATED POLICY CLOUD WEB PAGE

3.5 Synergies

The creation of synergies is key to the onboarding of end users through growing the community, raising awareness with a joint voice, and fostering knowledge exchange. With this aim, Policy Cloud will seek to create synergies with European and National initiatives (see section 3.1) focused on data-driven policy making and digital innovation.

Policy Cloud will also seek to engage with Digital Innovation Hubs such as the EOSC-DIH and EUH4D¹⁹. These hubs foster collaboration between European initiatives around the data economy and SMEs and start-ups to use and benefit from the federated services and data sources.

¹⁹ <https://euhubs4data.eu>

4 Communications and Dissemination Plan

4.1 Visual Identity & Branding

With the aim of building a strong identity, a branding has been set in place that visually displays the key outputs and activities in the project, defined in the D7.1 Initial Publication Package. A branding guide²⁰ has been created to guide the use of the Policy Cloud logo, colours, and fonts.

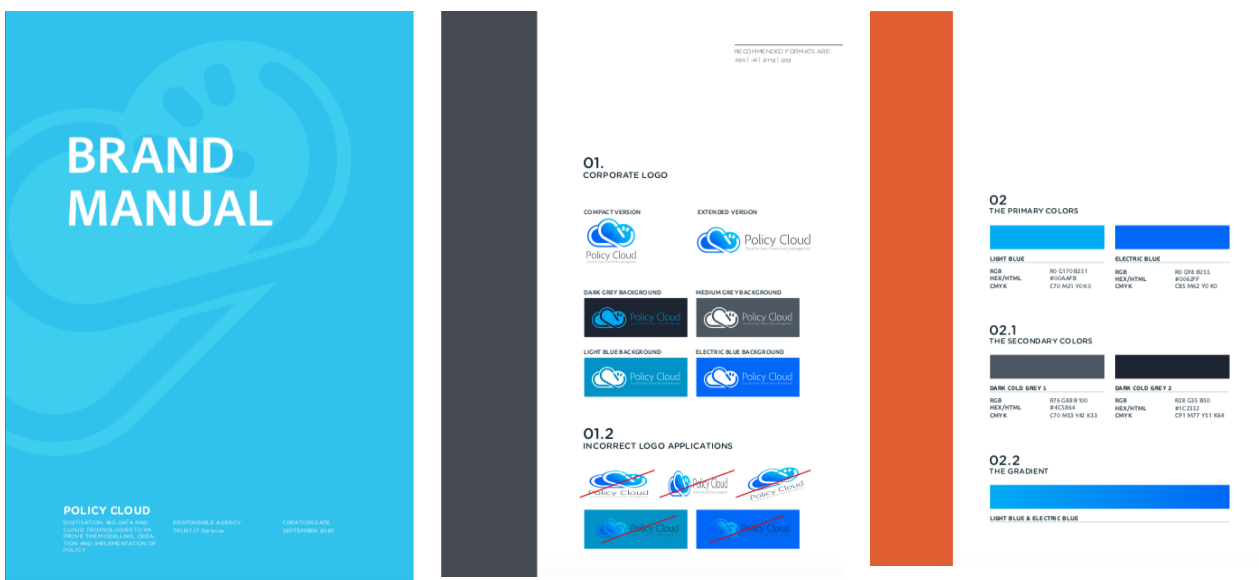


FIGURE 7: BRAND MANUAL DEFINING USE OF LOGO AND COLOUR PALETTE

Tailored branding for each of the pilots has been developed with dedicated image (see figure 3 in section 2.2) and icon (see figure 8), to be used in communication on and for each of the pilots. Increasing visibility of these pilots on National and European level through the use of both English and national languages for each of the pilots (see figure 4, in section 3.1).

²⁰ https://policycloud.eu/sites/default/files/POLICY_CLOUD_Brand_Guideline_Sep2020.pdf



FIGURE 8: ICONS OF FOUR PILOTS

Dedicated icons have been defined for the Policy Cloud services, as shown in the figure below, and have been implemented in the produced communication material.

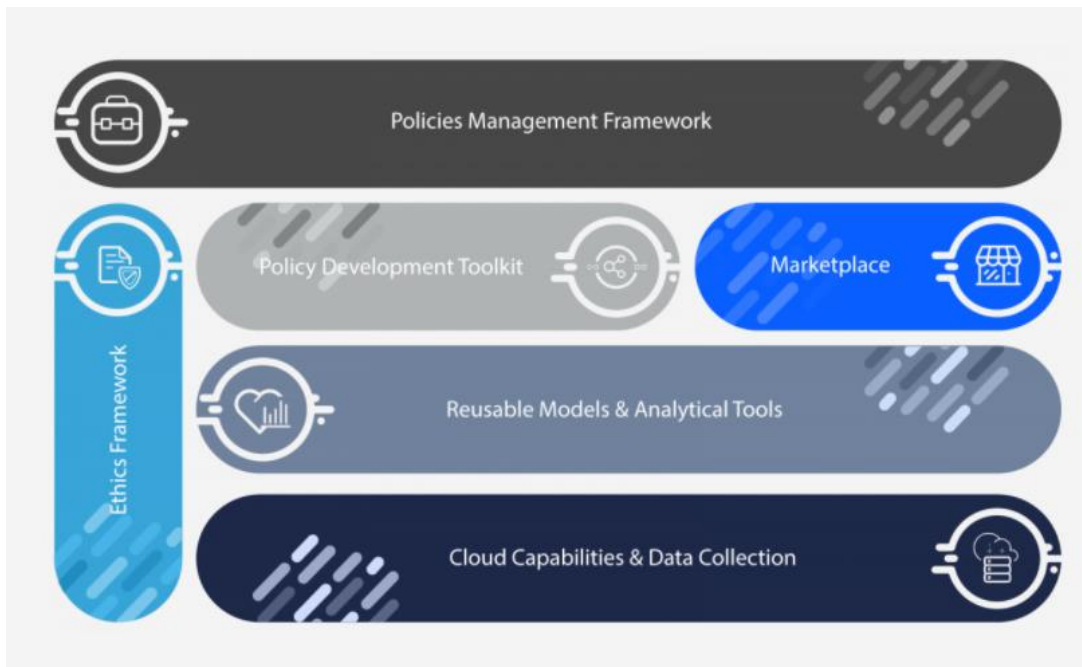


FIGURE 9: ICONS DEFINED FOR POLICY CLOUD SERVICES.

All communication materials developed on the website, in printable and online format for events, in videos and on social media, are Policy Cloud branded with indicated icons, images and colours. These materials contribute to strengthening this visual identity and increase the visibility of Policy Cloud as a reference for European Cloud environments for data-driven policy management. A sample is included below to showcase the strengthening of the Policy Cloud visual identity.

Tailored branding of the Policy Cloud key results will contribute to a strong visual identity. The services have been branded individually, and already used in printable and online communication material, videos, the website, and social media banners.

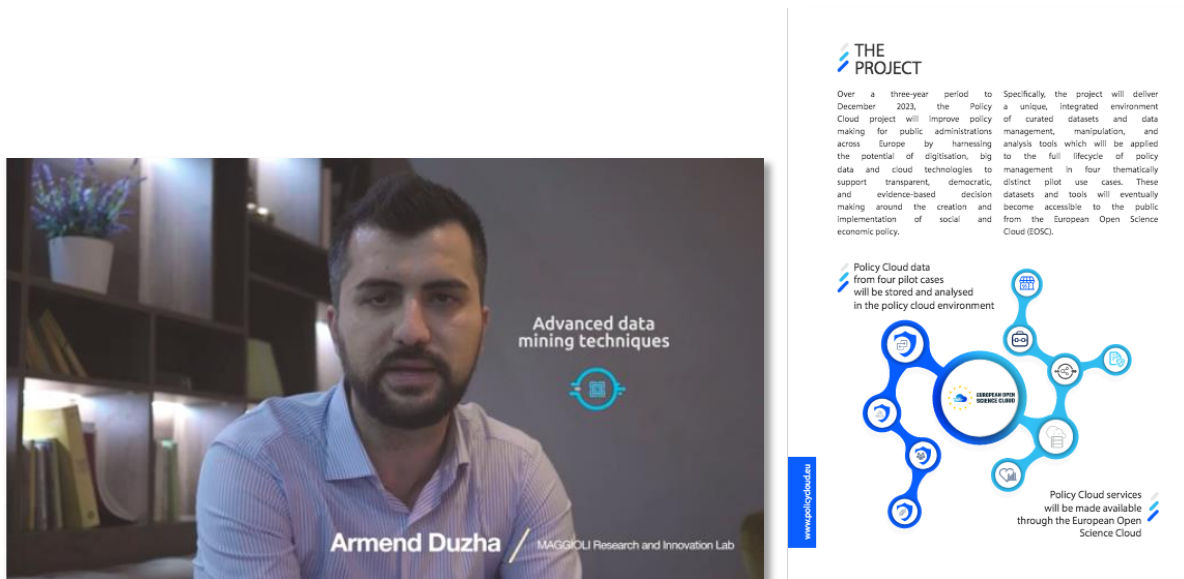


FIGURE 10: IMPRESSIONS OF THE POLICY CLOUD BRANDED COMMUNICATION MATERIAL

4.2 Policy Cloud Website

In M1 the project landing page went live, followed by the project website launch in M4. The site explains [what Policy Cloud aims to achieve](#) and [links to the project social media channels: Twitter, LinkedIn, YouTube](#) and the repository service [ZENODO](#) where Policy Cloud uploads all deliverables that can be publicly shared. Between M4 – M12 the website has constantly expanded. There is a pilot’s section with a main page as well as an individual page for each pilot. Under the Resources menu all important public resources of the project can be found including Deliverables, Publications, Presentations, Posters, Videos, Podcasts, and the Communications Kit. In M12 a page has been set up for the Impact Creation Board, including short bios of each of the members. The Policy Cloud website is the central hub for all communication and dissemination activities.

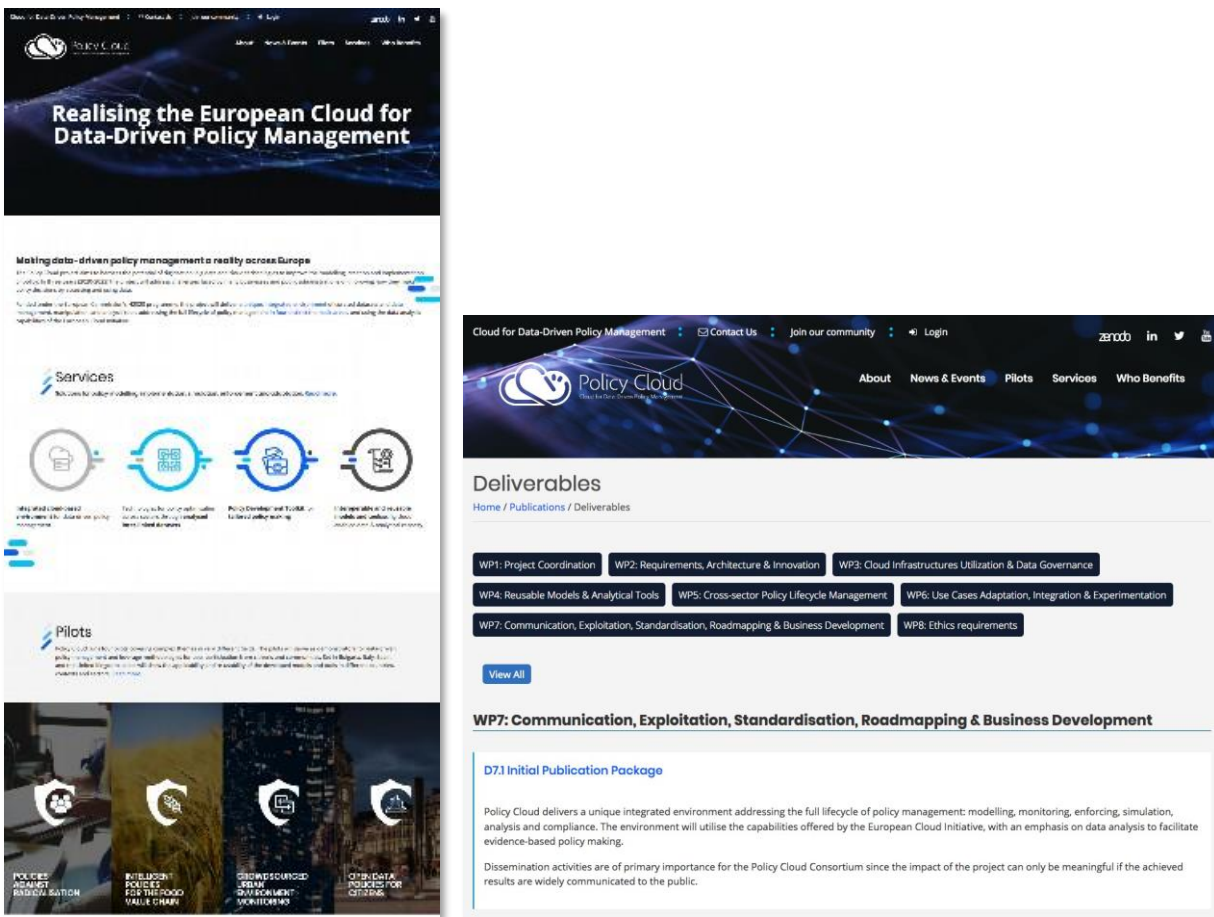


FIGURE 11: IMPRESSIONS OF THE HOME-PAGE (LEFT) AND DELIVERABLES PAGE (RIGHT) ON THE POLICY CLOUD WEBSITE.

Social media posts always include a call to action which points people towards relevant sections of the website. This has been successful, leading to long session times and low bounce rates for users. The Policy Cloud website currently receives an average of 200 visits (sessions) per month. This is on target to meet the KPI of 400 visits per month, as numbers will greatly increase as the project starts to produce exploitable results!

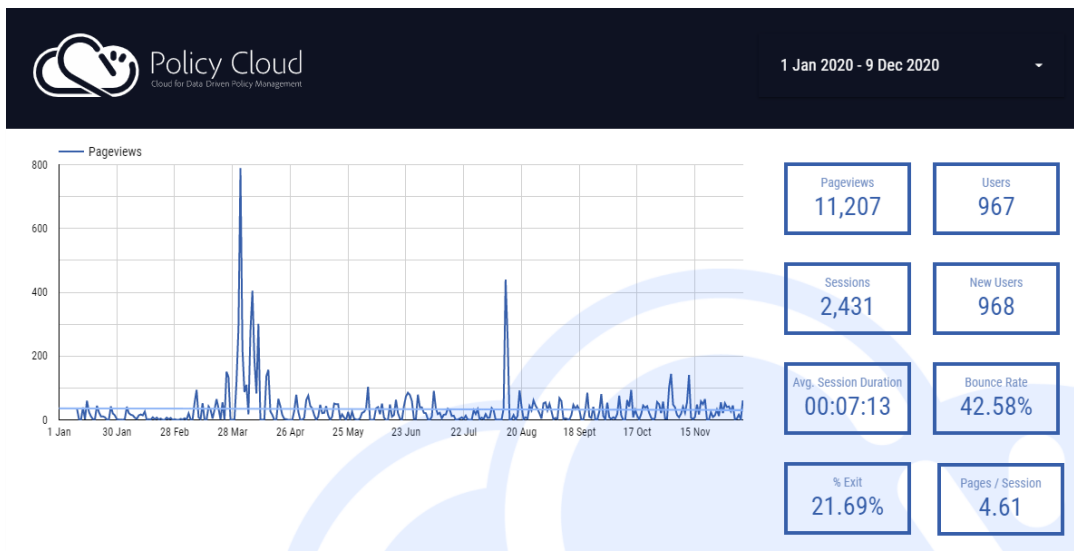


FIGURE 12: POLICY CLOUD WEBSITE DASHBOARD

4.3 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, Spain in line with the visual design of the rest of our communications kit.

The Twitter account **@PolicyCloudEU**²¹ and the LinkedIn page **PolicyCloud EU**²² are mainly employed in order to establish community, regularly engage with stakeholders, connect with relevant accounts or individuals, promote regular news items and (virtual) events Policy Cloud is attending or organising, as well as for the dissemination of the project’s outcomes and updates.

In M1-M6 some relevant hashtags and topics with which to interact on our social media channels were identified in order to increase our reach, such as **#policymaking**, **#policymanagement**, **#sustainability**, **#foodsafety**, **#healthcare**, **#employment**, **#radicalisation**, **#cohesionpolicy**, **#sustainableurbandevelopment**, **#migration**.

²¹ <https://twitter.com/PolicyCloudEU>

²² <https://www.linkedin.com/company/policycloudeu>

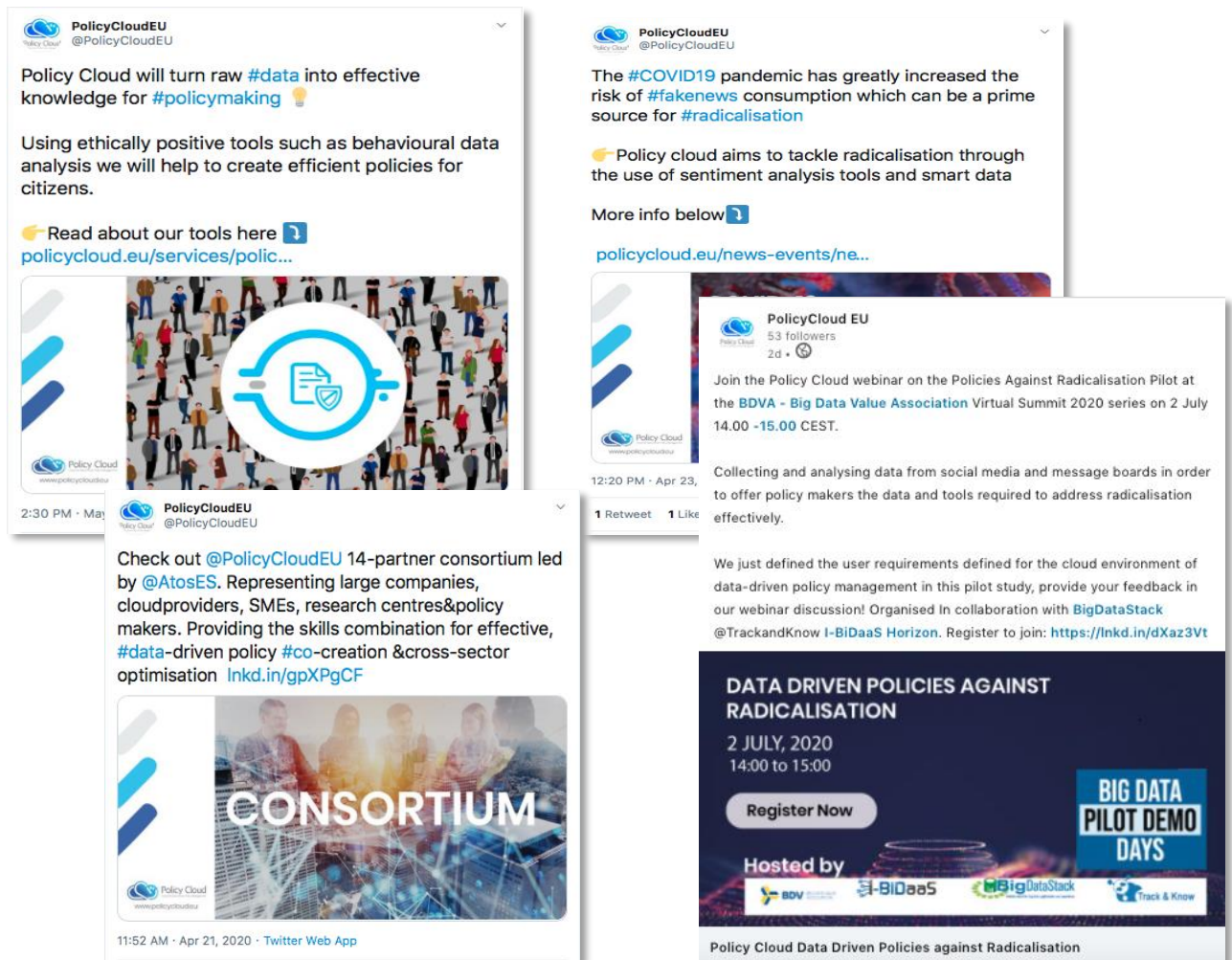


FIGURE 13: SAMPLE OF BRANDED, CONTENT- RICH SOCIAL MEDIA POSTS

Numbers are well on track to reach the project’s social media KPIs of 500 Tweets, 500 Twitter followers and 800 LinkedIn followers. Policy Cloud has already Tweeted 210 times, and currently has 133 followers on Twitter. On LinkedIn, Policy Cloud already has more than half the target number of followers with 503.

In order to continually engage these communities, social media is updated regularly. Four tweets are sent per week, and at least one status update on LinkedIn. All social media posts are accompanied by an appealing graphic and a call to action, which guides users to relevant material on the Policy Cloud website. Social media posts generally point to news articles or events posted on the Policy Cloud website. Policy Cloud social media is tracked on a weekly basis, see section 6.2.

To continue the growth of the Policy Cloud community, important multipliers are targeted for the different stakeholder communities. Through tagging these multipliers in relevant posts, it is more likely that they will share or retweet Policy Cloud to their communities. Some of these targeted multipliers are identified in the table below.

Multiplier	Platforms	Description	Community	Stakeholder Category
	Twitter: @EITCI	European Information Technologies Certification Institute - Disseminating and Attesting Digital Skills - Supporting Development of Information Technologies	14.6K	R&I, Cloud and Big data
	Twitter: @EoscSecretariat LinkedIn: EOSCsecretariat	We support the #EOSC Governance as we work openly and inclusively with communities to co-create the European #OpenScience #Cloud	1.7K	EOSC, R&I, Cloud
	Twitter: @Radicalisation	Gathers high-quality academic research on radicalisation, extremism and fundamentalism and makes it easily accessible to a broader public.	5.5k	Policy - radicalisation
	Twitter: @RANEurope LinkedIn: Radicalisation Awareness Network - RAN	Connecting frontline practitioners from across Europe. Established by @EUHomeAffairs.	10.4k	Policy - radicalisation
	Twitter: @EUAgri	Food, farming, and the future of agriculture. Sowing the seeds of EU Agriculture & Rural Development policy.	77.5k	Policy - food
	Twitter: @SSHOpenCloud LinkedIn: SSHOC - Social Sciences and Humanities Open Cloud	SSHOC provides a fully-fledged Social Sciences and Humanities Open Cloud where data, tools, and training are available to #SSH communities as part of the #EOSC	1.3K	EOSC, Social Science
	Twitter: @BDVA_PPP LinkedIn: BDVA - Big Data Value Association	Big Data Value is the Public Private ecosystem around Big Data in Europe. In 2020 Policy Cloud took part in the EBDVF organised by BDV.	3.1K	Big Data, R&I, AI, Cloud

TABLE 5: SAMPLE OF STRATEGIC CONNECTIONS TO MULTIPLIERS ON THE POLICY CLOUD KEY PILLARS

An official Policy Cloud YouTube account²³ has been set up to upload videos as well as a Soundcloud account²⁴ to upload podcasts which are then embedded on web pages and shared across other channels, see section 4.5 for more details.

4.4 Newsletters

Newsletters aim to raise awareness of Policy Cloud results and activities, and recruit Policy Cloud community members. The newsletter sign-up is made visible via the homepage and is reminded in the regular project updates and social media activities. The newsletter is branded with the project's visual identity.

During year 1 the project has been working on building its network and is now ready to launch its newsletter series. Newsletter sign-ups come from social media activities, website sign-ups, events and surveys. In total the consortium will send out a total of 10 newsletters.

4.5 Videos

Based on interviews conducted with partners during the Policy Cloud kick-off meeting, a variety of branded videos have been created to raise awareness of the pilot use cases, tools and services and launch the project. These six videos are featured on the Policy Cloud website and dedicated YouTube channel, offered to partners for use in on- and offline stakeholder engagement activities, and promoted consistently on social media. In addition to the YouTube channel, a dedicated web page has been set in place for the videos.

During the first year, Policy Cloud has organised two joint online events. The recordings of these session are also available on the Policy Cloud website to encourage reuse.

The KPI contractually set in the GA is for the consortium to deliver 4 Generic videos over the 36 months – the first that may be carried out in the first reporting period, on the overall objectives & principal assets of Policy Cloud with a duration of 40 seconds, and one video on each of the pilot cases developed and the impact achieved of assets introduced as part of the EOSC service catalogue. Over 200 individual views to the videos upload onto YouTube channel. At M12 the consortium has worked hard to already achieve this KPI, with a total of six tailored promotional videos on YouTube, which have received over 620 views all together (including the 25 views of the webinar recordings).

During the years 2021 and 2022, the consortium will work to increase the visibility of the developed videos during the co-creation workshops to be delivered in WP6, third part events, news-items and social media promotion. In addition, the consortium will seek to develop a video on the impact achieved of assets introduced as part of the EOSC service catalogue.

²³ <https://www.youtube.com/channel/UC4iwXbaPPSY9AmYF67mWGng>

²⁴ <https://soundcloud.com/user-683096329>

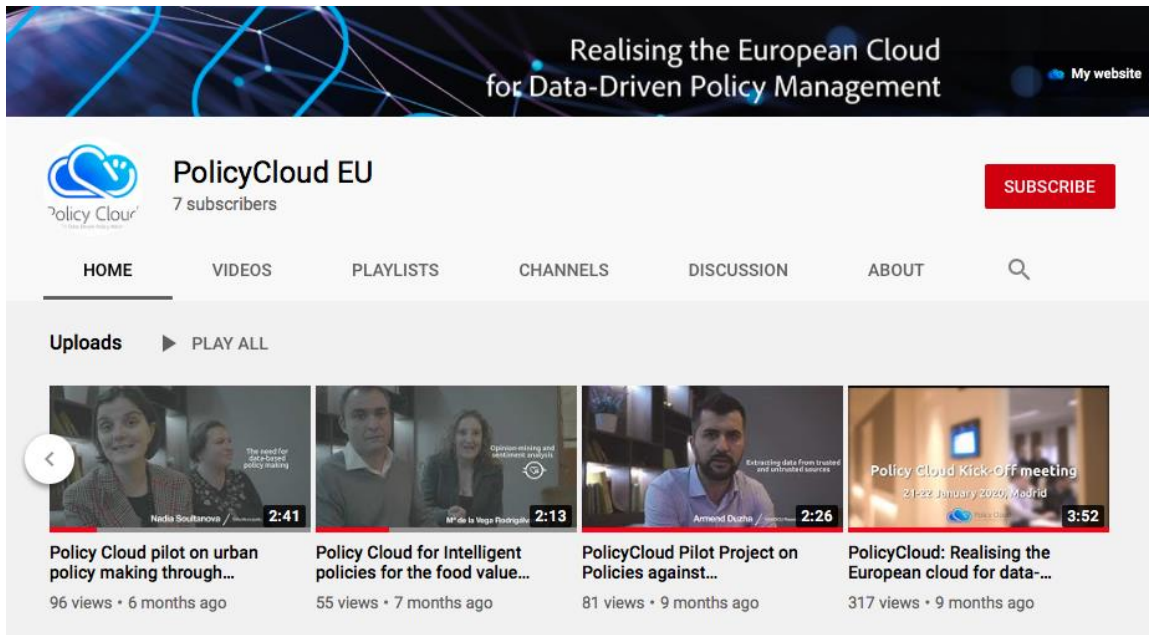


FIGURE 14: POLICY CLOUD YOUTUBE CHANNEL

4.6 Communications Toolkit

The Communications Toolkit includes all standard reference material and branded collateral of potential use to project partners in their dissemination activities including:

- Logos
- Fact sheet for policy makers
- Who benefits flyer
- General presentation
- Introductory press release
- Other promotional collateral

Policy Cloud pilots contribute to the co-creation of the final and tailored implementation of the Cloud environment for data-driven policy management. The pilots address policy issues at local level, and engage local stakeholders in their national languages. The consortium engages these stakeholders in their national languages in the co-creation workshops, organised at pilot level. To onboard these potential end users (see section 3.1), the consortium translates the communication material to be disseminated at the pilot workshops. At the moment of writing this deliverable, the “factsheet for policy makers” and the “who benefits flyer” have already been translated into three of the four local languages of the pilots and included in the Communication Kit for reuse.

The Kit will be augmented with new material as this becomes available over the life of the project.

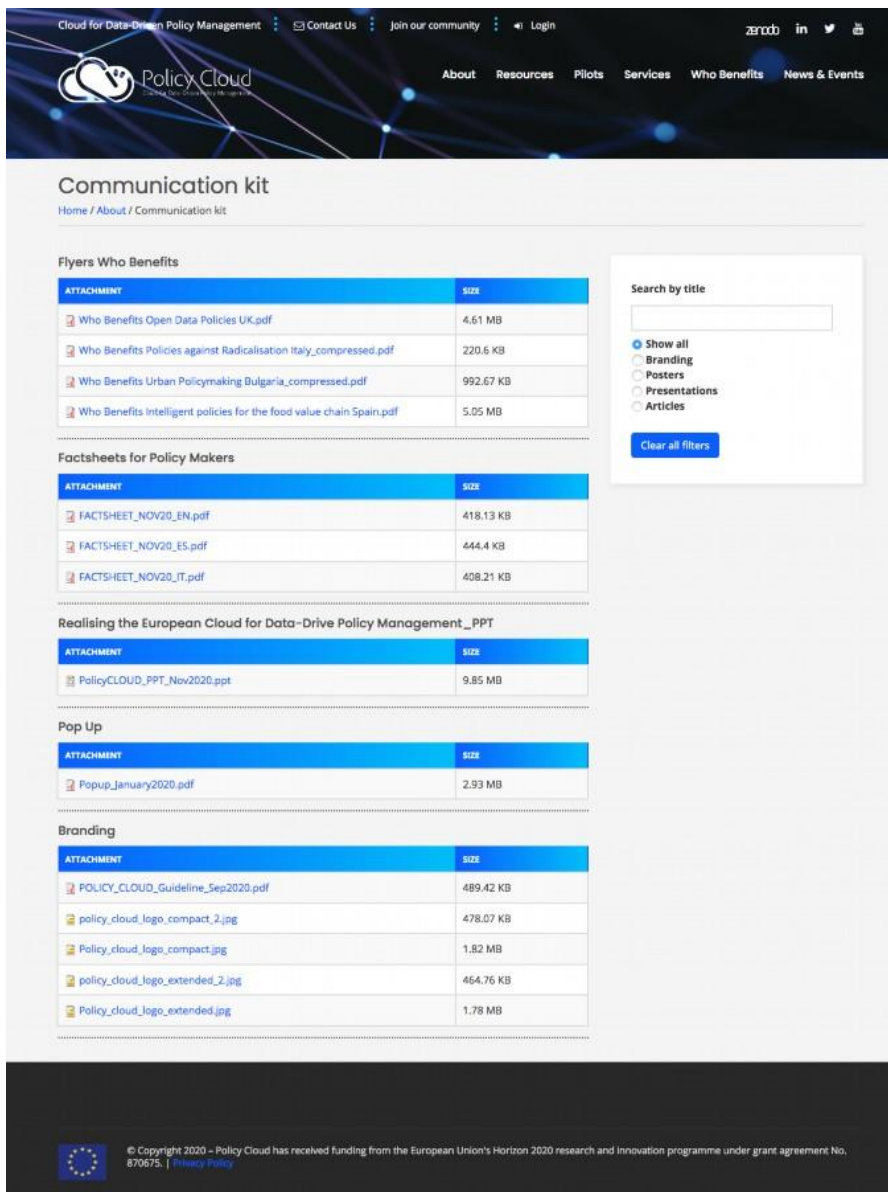


FIGURE 15: POLICY CLOUD COMMUNICATION TOOLKIT AT PROJECT WEBSITE


4.7 Publications

The Policy Cloud website provides access to the Policy Cloud publications such as scientific papers and poster presentations at conferences, for the community to consult and reuse. Where allowed, the Policy Cloud publications are uploaded to ZENODO, to increase visibility, assign a DOI and monitor impact e.g. downloads, views and tweets of each publication.

The KPI set for the 36 months of the Policy Cloud project are 12 articles by specialised and/or general media outlets. At month 12, the consortium has made already 2 publications on CORDIS and is planning two joint publications per year with like-minded H2020 projects during the years 2020 and 2021.


Publications, Presentations & Posters
Home / Publications, Presentations & Posters

Posters Presentations Articles Publications [View All](#)




Application Track 5: Smart Society Parallel Session Smart Government with co-creating services using AI and Data
The session showcases examples of Smart Government Initiatives across Europe that integrate AI, D

📅 15 December 2020



PolicyCLOUD: Analytics as a Service Facilitating Efficient Data-Driven Public Policy Management
While several application domains are exploiting the added-value of analytics over various datase :

📅 05 July 2020



Poster Policy Cloud - Big Data Distilling Services Through EOSC EOOSC-hub Week 2020
Policy cloud services will turn illegible data into a readable format through innovative analytical tools. Using this now readable data our policy orientated modelling tools inform policy in the way public administration or business needs to.

📅 18 May 2020

FIGURE 16: SAMPLE OF POLICY CLOUD WEBPAGE PUBLICATIONS, POSTERS AND PRESENTATIONS

5 Policy Cloud workshops, webinars, third party events and podcasts

The organization of a series of Webinars, Workshops, podcasts and presentations at third part events, will be strategically crucial to broaden the outreach of the project and to start new synergies with other projects and initiatives on European and national pilot level.

5.1 COVID-19

Under the current COVID-19 restrictions, it is vital to find new forms of engagement and ways to support uptake right across the policy making and innovation technology community. In this regard, Webinars will play a vital role as a productive replacement of face-to-face events to keep the community current with the project's advancements and results, as well as to onboard new members.

At M12, the Consortium had to be very agile in changing its behaviour due to COVID-19 and has carried out a number of actions to mitigate this.

Challenge faced due to COVID-19	Mitigation action taken
Project promotion at third part events	<ul style="list-style-type: none"> -Digital poster presentation at EOSC-hub week 2020 -Digital poster submission at German EC Presidency 2020 event "Revitalising Democracy in times of Division", event was cancelled. -Virtual paper presentation at AIAI2020 -Virtual presentation at EGI2020 -Virtual exhibition booth at Realising EOSC (joint event EOSC-hub, SSHOC and FREYA)
Creation of synergies	<ul style="list-style-type: none"> -Webinar in online #BigDataPilotDemosDays series with BigDataStack, I-BiDaaS and Track& Know at the virtual BDV PPP 2020 summit -Virtual session with DUET, URBANITE and the BDV Task Force 7 on Smart governance and smart cities at the EBDVF2020
Co-Creation workshops	<ul style="list-style-type: none"> -First two co-creations workshops were celebrated in a digital format. -Tailored and translated into local languages promotional material was provided to pilot communities in digital format.

Challenge faced due to COVID-19	Mitigation action taken
Increasing visibility of the project, during its first year, the year of the pandemic.	-Start of podcast series, as an alternative for people to learn about the project at moments that suit them best, through in-depth interviews. The project delivered two on the pilot projects and will deliver another two in the first Trimester of 2021.

TABLE 6: MITIGATION MECHANISMS FOR COVID-19 CHALLENGES

5.2 Policy Cloud workshops

The consortium will organise two innovation workshops, inviting potential adopters of Policy Cloud, where they will have a discussion playground. These workshops will focus on the added value and adoption process of the exploitable assets. The added value of the exploitable assets will be showcased with the pilot projects engaging the end-users in a discussion on applicability to challenges faced by attendees. Also, a discussion on skills needed and training needs will be held to understand where the consortium can foster further adoption.

The consortium is planning to hold the first workshop in Year 2 and the second one in Year 3. The current COVID-19 pandemic travel restrictions will be considered when planning this workshop in an on- or offline format. For these workshops the consortium will look at co-location at relevant third-party conferences targeting potential end-users (see section 6 for an overview of the KPIs).

5.3 Policy Cloud webinars

Webinars are an effective and efficient mechanism to reach a large and geographically spread audience, addressing single topics or results from the project. In the Policy Cloud project webinars will serve two ends:

- Raising awareness: increase the visibility of the work and results of Policy Cloud
- Training: capacity building for end-users, to facilitate adoption

In addition to the objectives mentioned above, the project will also work on building synergies with other H2020 projects and e-governance initiatives.

In the first year, Policy Cloud has delivered two webinars, building synergies with other H2020 projects, namely:

1. One webinar in the series of BigDataPilotDemoDays, a series of 9 webinars with BigDataStack, I-BiDaaS and Track&Know during the BDV PPP Summit 2020. Highlighting the adoption and enhancement of two exploitable assets developed under the BigDataStack project. Illustrating the added value for potential adopters through the presentation of the “Policies against Radicalisation” Policy Cloud Pilot²⁵. The series was attended by over 400 attendees.

²⁵ <https://policycloud.eu/news-events/news/policies-against-radicalisation-webinar-insights>

2. One webinar was co-organised with DUET and URBANITE projects, during the EBDVF2020 conference. The three projects discussed the “Smart government: co-creating services with the use of AI and Data.”²⁶

The consortium will aim to deliver at least 3 training and awareness raising webinars by M36, attended by at least 30 people (see section 6 for an overview of the KPIs).

5.4 Pilot Co-creation workshops

As part of the co-creation methodology, and under WP6, each pilot will organise a set of four workshops over the course of the project. These workshops will engage policy makers and potential end users in the co-creation of the Policy Cloud and will provide opportunities for the project to onboard potential end users on a national level.

In addition to the tailored branding and communication material (see section 4), WP7 will support WP6 and the pilots to leverage the co-creation workshops to raise awareness of Policy Cloud and its added value for the pilots and potential end users. WP7 will support the pilots in the promotion of the workshops and the outcomes and outputs, prior, during, and after the workshop. An event checklist and a set of guidelines for reporting and blogging have been developed and made available on the project repository to support the pilots in the promotion around the workshop.

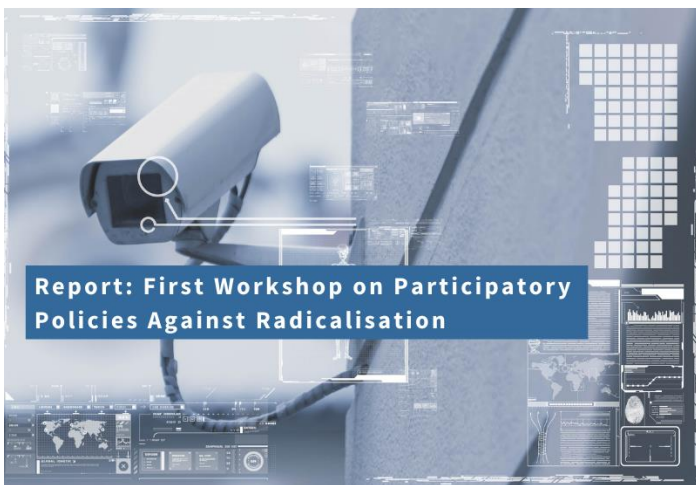


FIGURE 17: PROMOTIONAL IMAGE OF POST-CO-CREATION WORKSHOP REPORT

5.5 Podcasts

In M6 Policy Cloud WP7 started a podcast series as a new way of engaging with the Policy Cloud Community, especially considering the Pandemic situation and impossibility of holding in person events. The podcasts provide in depth interviews but in an informal and easy to listen to style.

²⁶ Slides. <https://policycloud.eu/publications/publications/application-track-5-smart-society-parallel-session-smart-government-co> and recordings: <https://youtu.be/qKFCljs1bCk>

So far two podcasts have been published, both covering Policy Cloud pilots. They have also been distributed to other popular platforms such as Spotify and iTunes.

The very first podcast showcased the Policies Against Radicalization pilot, featuring partners LeanXcale and Maggioli. The conversation explored the policy support and technical work of the pilot. So far it has been listened to 71 times. The second podcast featured the Crowdsourced Urban Environment Monitoring pilot and has been listened to 53 times.

Further podcasts with the Intelligent Policies for the Food Value Chain and Open Data Policies for Citizens pilots will take place between M13 and M18. A total of 500 podcast listens is targeted over the course of the series.



FIGURE 18: POLICY CLOUD PODCAST ON POLICIES AGAINST RADICALISATION PILOT

5.6 Third Party Events

Policy Cloud aims to engage stakeholders at ICT, Policy and EOSC related third party events. Events are good way to raise awareness on the Policy Cloud results and added value for potential adopters. The consortium will engage stakeholder at third part events through presentations, posters and dissemination material. The KPI set in the GA is the attendance of 30 third party events. Due to the pandemic COVID-19, events attendance has been limited to online formats, at the next iteration of this deliverable the consortium will reassess this KPI and its feasibility.

At M12 six third party events have been attended in a virtual way, and digital material has been disseminated.

Event	Date	Action	Stakeholder targeted	Output
EOSC-hub week 2020	18-20 May 2020	Poster presentation	450 p, from EOSC eco-system (R&I, Policy Makers and Industry)	Poster
AIAI 2020	5-7 June 2020	Paper presentation & presentation	AI community	Paper publication



Event	Date	Action	Stakeholder targeted	Output
BDV PPP Summit 2020	2 July 2020	Webinar in Joint series #BigDataPilotDemoDays with BigDataStack, I-BiDaaS and Track&Know	BDV PPP projects, Industry, Research & Academia	News item, webinar recordings and slides published
EGI2020	3 November 2020	Presentation and showcasing one of the Policy Cloud videos	Industry and Research & Academia	Recordings and slides published
EBDVF2020	5 November 2020	Joint session with DUET and URBANITE and an exhibition booth	Industry, Makers Research & Academia	Recordings and slides published
Realising the EOSC. Towards a FAIR research Data Landscape.	16-19 November	Exposition booth	EOSC and Research & Academia	Views of videos and digital flyers and factsheets

TABLE 7: OVERVIEW OF THIRD-PARTY EVENTS ATTENDED BY POLICY CLOUD AT M12


6 Measuring impact and monitoring activities

6.1 KPIs

The Communication Strategy for Policy Cloud defines and monitors **regular activities throughout the 36 months** ensuring continuous content production (web, social media), outreach and stakeholder engagement based on the Specific Measurable Achievable Relevant Time phased (SMART) approach. The set of KPIs defined in the table below, will help the consortium work towards the envisioned impact, the status at M12 at the writing of this deliverable, as well as the planning for M13-M26, has been measured and added.

Number	Concept	Description	M12	Planning M13-M26
7.1	Community Database	Policy CLOUD profiled community of 1000 from at least 20 EU countries by M12, over 1,500 by M24 & up to 2,000 by month 36. With a focus on engagement via LinkedIn. <i>Note this KPI has been updated from the GA.</i>	Database currently holds 260+ connections, LinkedIn community has 437 connections, from 7 countries, Twitter has 133 followers Mounting to a total of over 800 connections	Gain followers via LinkedIn for a direct communication and build an addition stakeholder database to scout valuable project connections to connect to for dissemination, event attendance and social media community.
7.2	Social Media Coverage targets	500 Tweets >500 non-affiliated Twitter followers 800 connections on LinkedIn by M36	 KPI achieved for M12 with: Twitter: 210 tweets, 133 followers LinkedIn: 437 followers	Additional 300+ social media posts Link to additional 370+ connections on twitter and 370+ on LinkedIn
7.3	Website targets	PolicyCLOUD mentioned in at least 30 external social media channels by M36 For the website, it will measure the number of unique visits to main services, downloads of outputs, and site bounce rates.	 KPI achieved for M12 with: 9 backlinks 4 referring domains 21 twitter mentions	Additional 20+ backlinks and referring domains



Number	Concept	Description	M12	Planning M13-M26
7.4	Event related targets	For the 2 end-user workshops a minimum of >40 participants expected to attend that range from policy stakeholders, researchers, industrial players, stakeholders working in the public administrations	Not yet applicable	To be organised in Year 2 and Year 3
7.5	Video production targets	4 Generic videos over the 36 months – the first that may be carried out in the first reporting period, on the overall objectives & principal assets of PolicyCLOUD with a duration of 40 seconds, then one video (with 1-minute duration) on each of the pilot cases developed (once we have information on this) and the impact achieved of assets introduced as part of the EOSC service catalogue. Over 200 individual views to the videos upload onto YouTube channel	<p> KPI achieved for M12 with:</p> <p>6 promotional Videos, published on the Policy Cloud YouTube channel</p> <p>2 webinar recordings available, one of them on the Policy Cloud YouTube channel, the other on the BDVA YouTube channel.</p> <p>Views:</p> <p>2 podcasts on Soundcloud and Spotify, Listens:</p>	Additional and recordings webinar training
7.6	Impact of social networking and viral marketing	# of assets introduced as part of EOSC portal or service catalogue to be continuously monitored, - # of end-users exploiting the pilot use cases - relevant dialogue with policy makers monitored.	Not yet applicable	Not yet applicable



Number	Concept	Description	M12	Planning M13-M26
7.7	Impact of media outreach	<p>10 newsletters circulated to subscribed community members by M36.</p> <p>Circa 800 subscribers aligned with the LinkedIn connections is an appropriate benchmark. The newsletters will generate increased traffic on the website, an increased number of stakeholders registered to the community database and to social media channels.</p> <p>12 articles by specialised and/or general media outlets by M36. Trust-IT has a database of approx. 200 individual press & media contacts within the vertical industry sector collected as part of its desktop research used for its work in the Common Dissemination Booster (CDB).</p> <p>6 content published on external channels:</p> <ul style="list-style-type: none"> -Space for project results: "CORDIS Results Packs" & "Results in Brief" -Horizon Magazine -Project stories -Researcheu results magazine -Researcheu focus -Newsletters -Euronews Science and Technology -Events on the website of DG Research& Innovation -Events on the website of CORDIS -Openaire - open access scientific publishing <p>by M36</p>	<p>1 to be published in M12</p> <p>2 contents published on CORDIS</p>	<p>4 newsletters to be published in Year 2</p> <p>5 newsletters to be published in year3</p> <p>2 articles planned</p> <p>4 additional contents planned for CORDIS</p> <p>12 specialised articles planned in external channels</p> <p>2 contents on external channels planned</p>

Number	Concept	Description	M12	Planning M13-M26
7.8	Engagement at workshops, webinars and ICT, Open Access events, EOSC related events	<ul style="list-style-type: none"> 2 workshops by M36, with 80 attendees at the PolicyCLOUD workshops by M36 at least 30 stakeholders reached through the PolicyCLOUD webinars by M36 Participation at 30 relevant events by M36 	<p>✔ KPI achieved for M12 with:</p> <ul style="list-style-type: none"> 6 third part events attended 2 Policy Cloud webinars organised, attended by 100+p 2 podcasts with a total of 134 listens 	<ul style="list-style-type: none"> Attend 25+ events Organise 2 innovation workshops Organise at least 2 additional webinars Record and promote an addition 2 podcasts, reaching a total of 500 listens for all podcasts.

TABLE 8: KPI DEFINITION, MONITORING AND ROADMAP FOR M13-36

6.2 Monitoring

An Activity Tracker spreadsheet is used to monitor the monthly progress made on KPIs, giving the possibility to adjust effort according to trends. An Editorial Calendar is also used to plan upcoming news, events, and social media activity. This allows a timely distribution of outputs and communication.

A Policy Cloud Dashboard has been set up to monitor the impact of the communication actions on the social media community and website traffic, via Google analytics. There are regular internal meetings to review website performance.

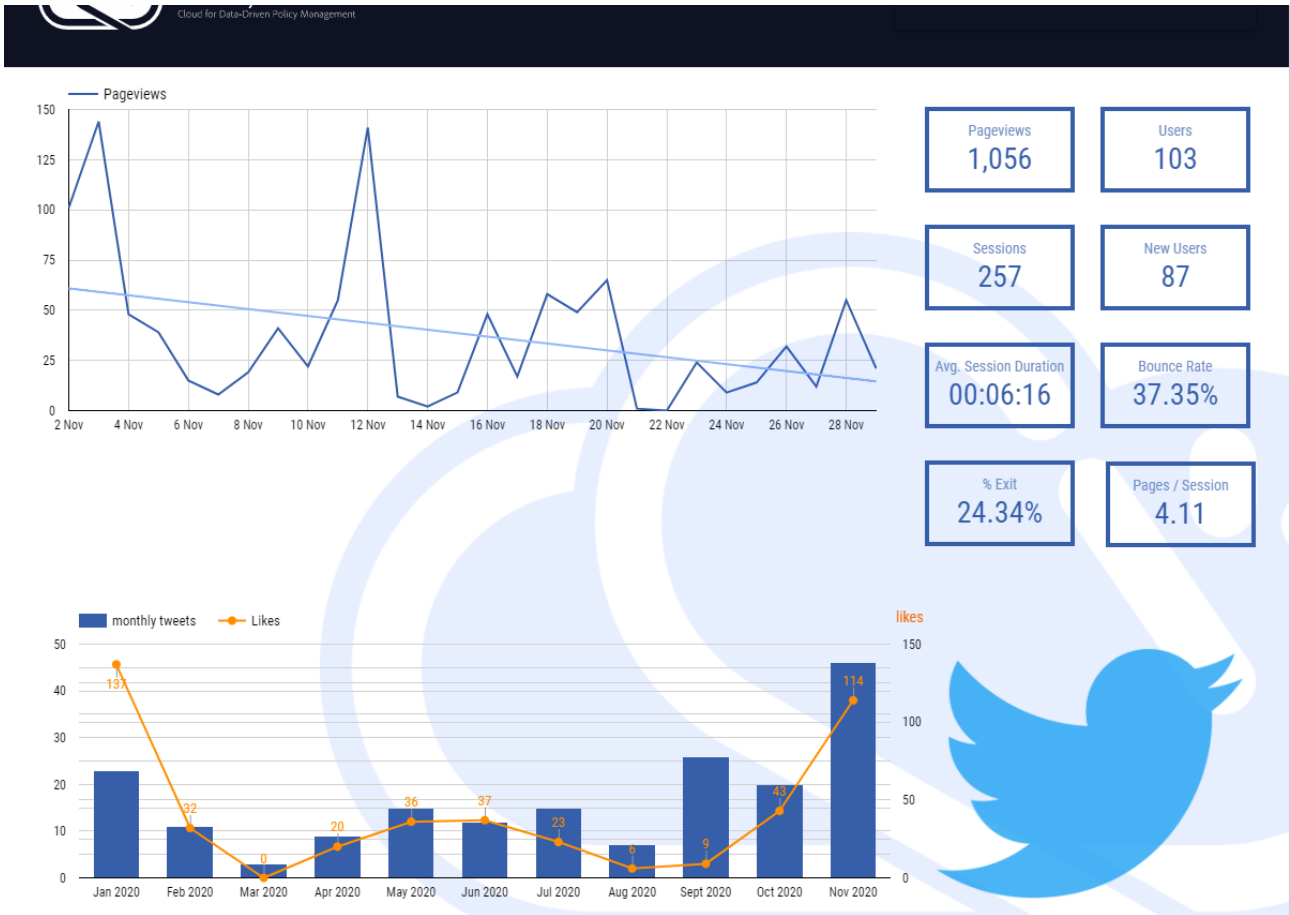


FIGURE 19: IMPRESSION OF THE POLICY CLOUD DASHBOARD

6.3 Communications Timeline

The timeline below shows important moments for communication campaigns on Policy Cloud key pillars (see section 2).

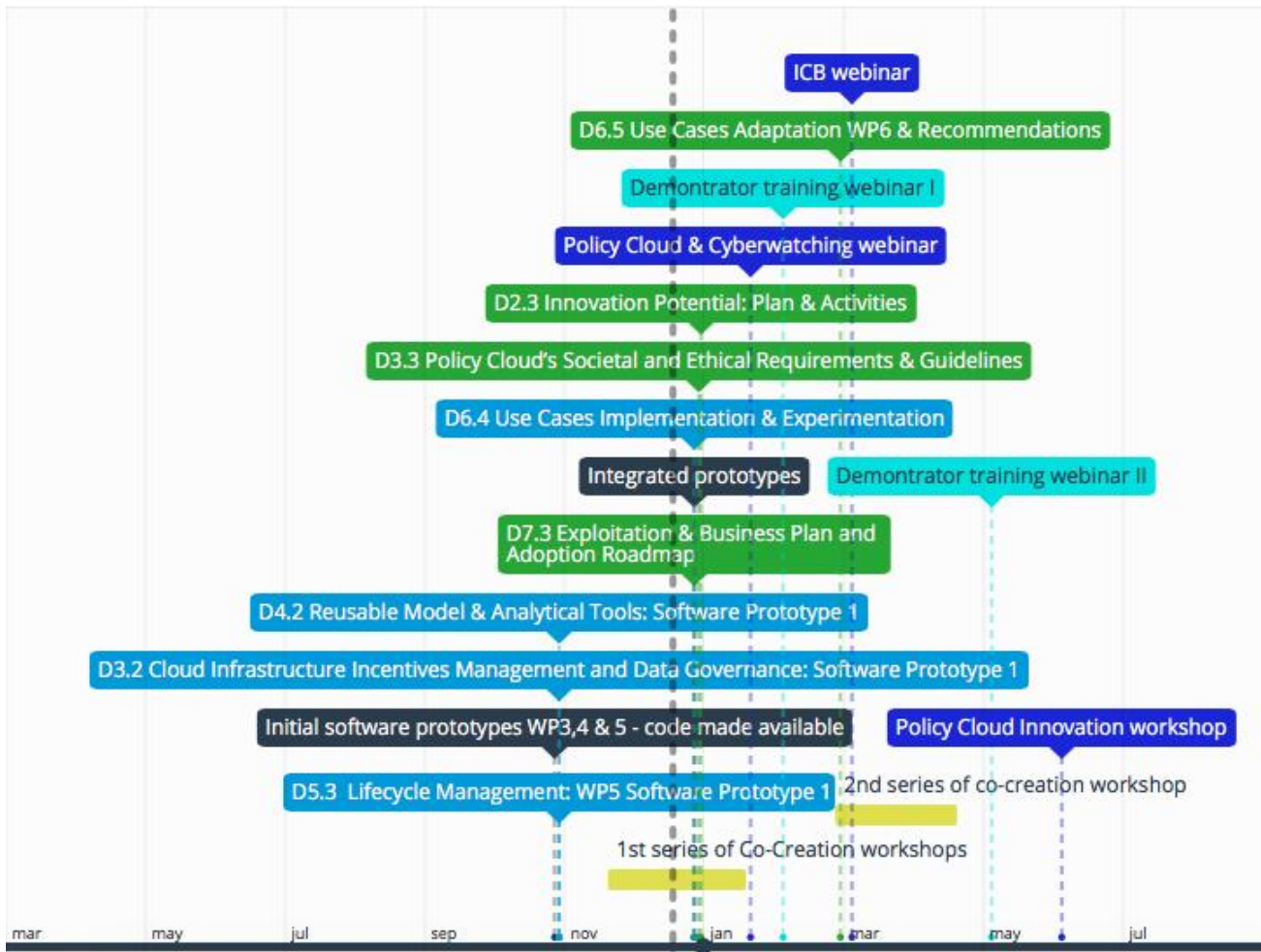


FIGURE 20: SAMPLE TIMELINE OF KEY MOMENTS IN THE PROJECT FOR COMMUNICATION M12-M18

7 Conclusions

The present document is the basis for all Communication and Dissemination activities to be carried out in Policy Cloud over the project's lifetime. The main conclusions are:

- The “Policy Cloud Communication and Dissemination Plan” is tightly linked to the project results and therefore is to be considered as a living document: It will be up to the “Communication, Dissemination and Impact” work package to timely update it whenever necessary.
- WP7 activities in the first twelve months of the project have been conducted with good coordination and produced tangible results, including completion of project branding, launch of the new website, visibility at events and production of a number of collaterals.
- All Consortium partners have shown good alignment and high commitment in development and implementation of the present plan.

Next steps defined are:

- A first timeline for the period M12-M18 (section 6.3) has been developed and it will be followed as part of WP7 as well as an overview from M12-M36 for Policy Cloud (see section 1.1).
- During the third consortium meeting in January 2021 workflows, new communication material, templates and guidelines will be presented and discussed with partners for optimal use.
- In January 2021, WP6 and WP7 will align on additional engagement mechanisms for the national communities of the pilot projects.

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ANNEX 1 - Policy Cloud Dissemination Channels and Mechanisms

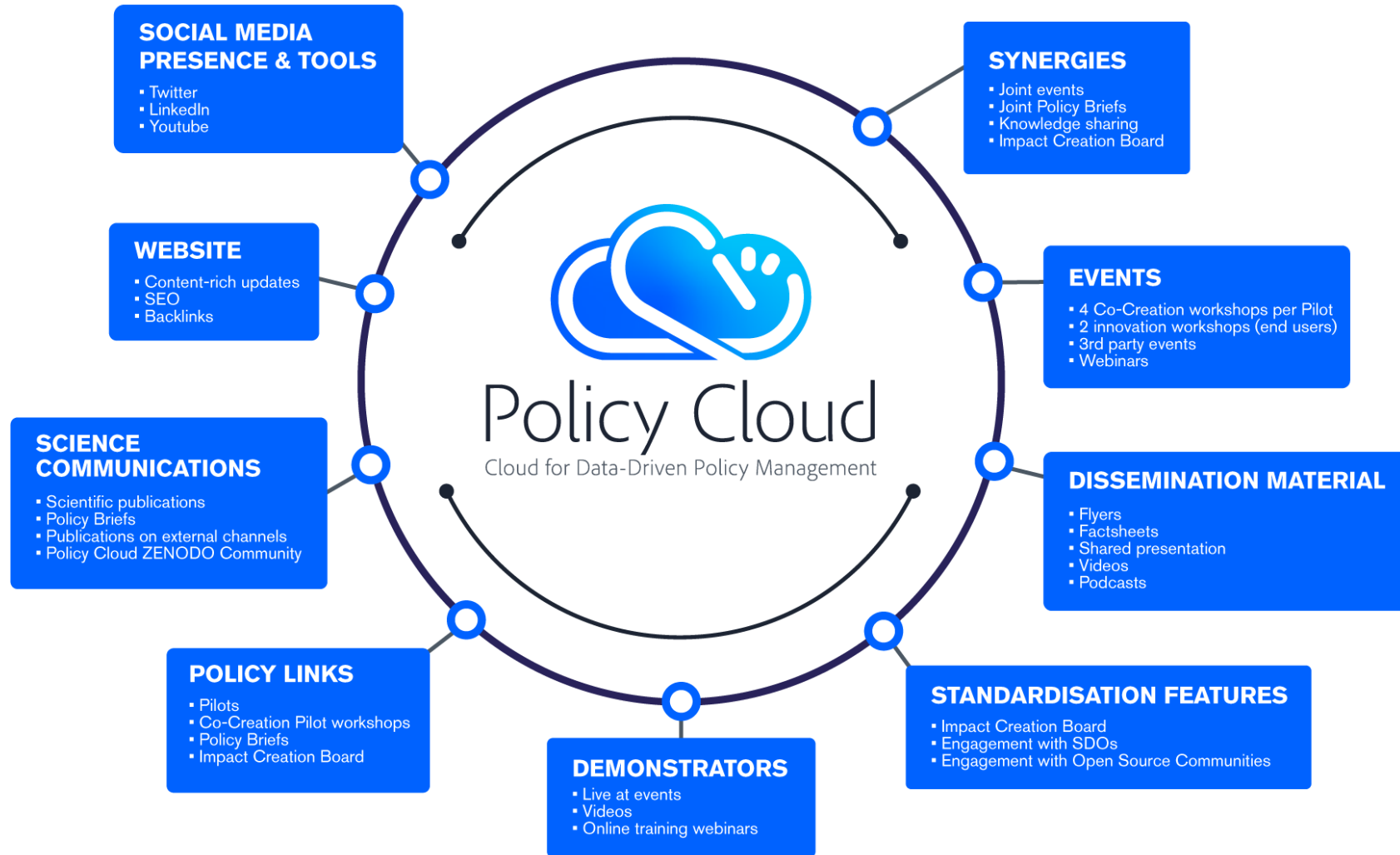


FIGURE 21: POLICY CLOUD COMMUNICATION & DISSEMINATION CHANNELS AND MECHANISMS

