

# CSI-COP

## Citizen Scientists Investigating Cookies and App GDPR compliance

**Deliverable D6.7 / D32**

CSI-COP Dissemination, Communication and Exploitation Plan

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PU	Public	X
R	Report, <b>DEM:</b> Demonstrator, pilot, prototype, plan designs, <b>DEC:</b> Websites, patents filing, press & media actions, videos, etc., <b>OTHER:</b> Other (Database, online tools, questionnaires, etc)	x
CO	Confidential, only for members of the Consortium (including the Commission Services)	
CI	Classified, information as referred to in Commission Decision 2001/844/EC.	



Version control table

<b>Version Control: substantive changes to document</b>				
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1 - Initial Draft	1 November	Huma Shah	CU	-
2	4.11.21	David Goodman	TDL	Restructured sections and grammatical changes
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## Abstract

This deliverable explains CSI-COP project's dissemination, communication and exploitation strategies to maximise awareness of the extent of online tracking and to informally educate the general public about how they can better protect their personal data and privacy online. They will also engage stakeholders in a drive to move towards improved compliance of the GDPR and shift the Internet back to a no-surveillance experience. All CSI-COP partners will contribute to the elaboration of these plans and their implementation. Partners will be responsible for the translation of materials from English into their country's principal language where and when this is required: for example, press releases, project flyers and other communication materials. Partners will collaborate in frequent conference calls to discuss progress in implementation of the project's dissemination, communication and exploitation plans.

## Glossary

**Stakeholder:** actor with direct interest in the digital world, e.g. teachers, parents, teenagers.

**General public:** actors in the digital world who use the Internet for various activities and might not be aware of concerned about informed consent entitlement under the general data protection regulation (GDPR).



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## Overview

The CSI-COP communication actions cover the whole of the project and include continuous dissemination and exploitation on the outcomes and achievements of all project activities. The actions include:

- Sharing research findings between citizen scientists, with stakeholders of citizen science (e.g. researchers, teachers), with privacy and data protection professionals
- Exploiting the findings to raise awareness of digital trackers
- Promoting development of more simply explained, ethical and transparent trackers on websites and in smart device apps
- Encouraging citizen science engagement in formal education following participation in the informal education from citizen science activities in this project.

### Dissemination Usable results

With other relevant citizen science projects, and privacy and data protection projects, as well as EU-funded [SwafS](#) projects to share evaluation data and data arising from the CSI-COP

### Communication Inform, outreach – project & results

Articles, scientific & general  
Workshops, events &  
conferences

Blog posts  
Videos  
TV, print & online  
media

Emails  
Newsletters  
Website & social media  
Marketing collateral

### Exploitation Putting results to work

During & after the project  
Each partner & the consortium  
Policy feedback

*Box 1: CSI-COP Dissemination, communication and exploitation*

## Dissemination

The key components of the project dissemination activities are:

- Stakeholder communities
- Stakeholder events
- Stakeholder engagement



## Stakeholder Communities

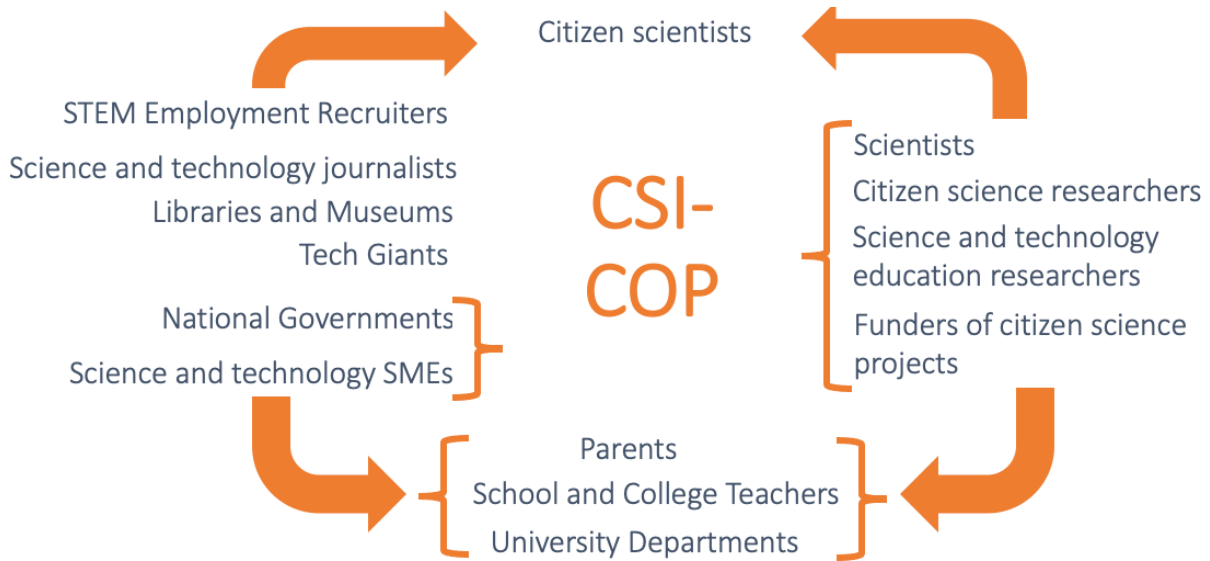


Figure 1: The interaction of CSI-COP stakeholder groups

The CSI-COP objective is to disseminate the results of the project results to a wide stakeholder community in the fields of citizen science (citizen science researchers, citizen science topic-specific project researchers, for example, citizen science environment projects) and related CSI-COP activities (GDPR compliance; online privacy; data protection). The main project outcomes are a well-informed general public on their human right to privacy online, and their findings on GDPR compliance in websites and app implemented in a) the creation of a taxonomy of trackers and b) innovation of a searchable online repository of trackers. The target audience includes:

- **Citizen scientists** who might want to learn about data protection in an informal way rather than following the rigidity of formal education in a college or university.
- **Scientists** whose limited human resources for research projects might benefit from the inclusion of enthusiastic and motivated citizen scientists.
- **Citizen science researchers** understanding the limits on citizen scientist involvement, including sufficient time to devote to citizen science activities; lack of knowledge of opportunities available to participate in meaningful research and innovation projects.
- **Funders of citizen science projects** providing benefits to the local economy and society through citizen scientists collaborating with professional scientists in real-world projects.
- **School, college and university teachers** who might be looking for new ways to engage their pupils and students in technology activities without being tracked by third-parties.
- **Parents** wanting to disengage their children from their mobile phones or computer games to interact more with other humans and with nature, thereby reducing the amount of data collected from interacting across the web and limiting some of the harm from social media use.
- **National governments** recognition of citizen scientists' contributions and utilising their power to make positive changes through effective regulations for online, privacy-preserving technologies.



- **University departments** responsible for creating outreach events and positively influencing engagement in formal STEM courses to bridge the technology skills gap.
- **STEM employment recruiters** looking for ways to close the technology skills shortage by considering citizen scientists' informal education through participation in citizen science activities as valid steps towards technology jobs.
- **Science and technology SMEs** whose core business is doing science, developing new technologies from science.
- **Science and technology education researchers** looking at new ways to engage more people into science, particularly females and boys from disadvantaged homes.
- **Science and technology journalists** using the repository of trackers as a tool to inform the public how to better protect themselves from cookies and apps that are software trackers monitoring online movement and behaviour across the Internet.
- **Libraries and museums** which provide access to computing devices and may need to consider privacy controls in any apps and website cookies made available for public use.
- **Tech companies** moving towards innovating pro-privacy technologies in response to society's privacy concerns.

### Informal Education events

In WP3, CSI-COP partners involved in recruiting members of the general public will host informal education workshops based around the content co-created with Coventry University's sub-contractor, Privacy Matters. Each partner will be responsible for maintaining interest in the members of the general public they engage with citizen scientists to motivate to take the free informal education course '**Your Right to Privacy Online**'. Completing this course, either asynchronously by downloading the course document from [CSI-COP website](#) in their own time, or synchronously by attending an online workshop, and if COVID-19 restrictions allow, face-to-face workshops. The course provides practical skills to investigate **GDPR compliance** in websites and apps, specifically on **informed consent** and **transparency**. The course comes with a self-assessment test, which on completion, individuals can request a CSI-COP informal education certificate.

With the general public's informed consent to progress as citizen scientists by volunteering with the CSI-COP researchers they will be supported to apply their new knowledge and skills to investigate the extent of digital tracking through cookies and other online monitoring technologies. These investigations will form the basis of a systematic analysis of the cookies and apps producing a taxonomy of trackers. The taxonomy will enable the innovation of an open-access, web-based knowledge resource, a searchable repository of online trackers uncovered by CSI-COP citizen scientists and will be for use by any and all stakeholders concerned about data protection and privacy implications from navigating the web.

### Stakeholder events

The consortium will organise stakeholder engagements in WP6 through a number of public events (see Table 1).



Table 1: CSI-COP events

Event	Objectives	Participants
A series of citizen science cafés (25 people in each) organised in accessible venues by the consortium partners in their venues across Europe	To assess motivation for participation, sustaining interest in citizen science activities, and contribution to regulation promoting pro-privacy development of websites and apps on smart devices.	<ul style="list-style-type: none"> <li>Recruited citizen scientists</li> <li>Citizen science researchers</li> <li>Privacy professionals</li> <li>Education policy makers</li> </ul>
A series of parent-teacher roundtables (25 in each) organised in accessible venues across Europe by consortium partners	<ul style="list-style-type: none"> <li>To forge a culture of continuous dialogue beyond the project conclusion so that parents and teachers are kept up to date</li> <li>To provide feedback to partners and citizen science privacy champions on technology and privacy issues</li> <li>To be better informed and protect children and young adults from digital stalking through trackers.</li> </ul>	CSI-COP citizen scientists meetings with parents, teachers, and adult learners to discuss and raise awareness of privacy issues from digital trackers.
CSI-COP's major free-to-attend conference at a suitable venue in Brussels for over 300 stakeholders (the Brussels conference)	<ul style="list-style-type: none"> <li>To hear from the citizen scientists / privacy champions about their experiences</li> <li>To demonstrate the TRL 5+ repository tool will allow stakeholder communities to explore the knowledge resource and learn about the types of trackers the citizen scientists uncovered in their investigations.</li> </ul>	<ul style="list-style-type: none"> <li>CSI-COP partners' network of networks</li> <li>Citizen science researchers</li> <li>Privacy and data protection professionals</li> <li>STEM policymakers</li> <li>Science journalists</li> <li>Stakeholders in informal &amp; formal science education</li> <li>EU education policymakers</li> </ul>

Figure 2 overleaf illustrates the CSI-COP eco-system for citizen science engagement.





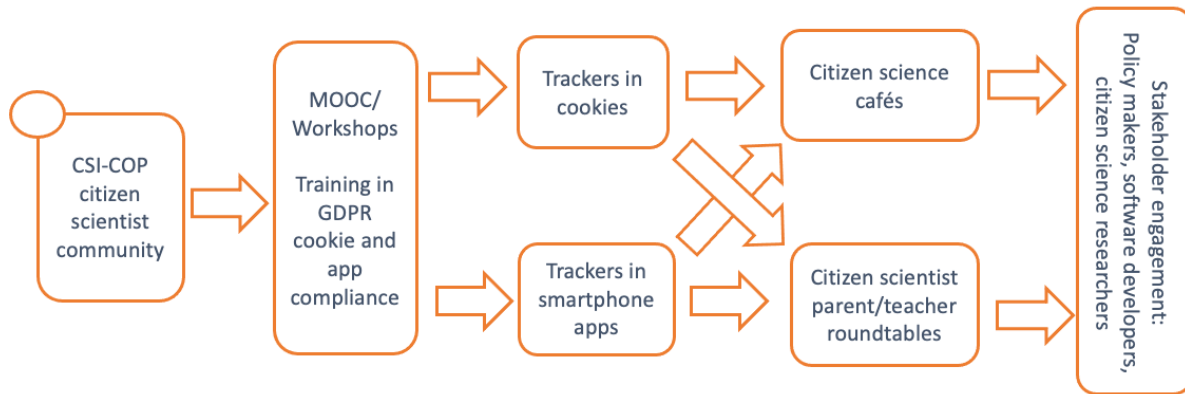


Figure 2: CSI-COP eco-system

Other dissemination activities include CSI-COP’s engagement strategy (see Table 2). This will consist of a variety of actions inviting appropriate guests and experts to deliver talks at CSI-COP events, as well as to be interviewed for [CSI-COP newsletters](#).

Table 2: Table of stakeholders and engagement strategy

Stakeholder	Engagement Strategy
<p><b>Citizen scientists</b></p>	<ul style="list-style-type: none"> <li>Using social media platforms and partner networks, CSI-COP will send out calls (WP3) inviting volunteer participation in CSI-COP’s informal education. This will be through asynchronous completion of the free course ‘Your Right to Privacy Online’ in learners’ own time, or through attendance at organised online sessions, and COVID-19 dependent, face-to-face workshops (WP3).</li> <li>CSI-COP will aim to attract a diverse group of citizen scientists (gender, non-urban location, and socio-economic standing) motivating the public to learn about data protection, human rights to privacy online and how to evaluate websites and apps for GDPR compliance with respect to informed consent and transparency.</li> <li>In addition, we will use university open days and outreach events to invite the public (parents and families of prospective students) to engage in CSI-COP’s MOOC as citizen scientists. Interested citizen scientists will learn to uncover the different types of trackers in websites, and apps on their mobile devices and be positively influenced to join the project to investigate online tracking and better protect their data when they use the Internet.</li> <li>Engagement will continue in WP6 with privacy champions emerging from the citizen science investigations invited to attend one of the citizen science-stakeholder cafés, and/or one of the parent-teacher roundtables, and the Brussels conference (WP6).</li> </ul>



<p><b>Scientists</b></p> <p><b>Citizen science researchers</b></p> <p><b>Funders of citizen science projects</b></p> <p><b>Science and technology education researchers</b></p>	<ul style="list-style-type: none"> <li>· The project website will provide information about CSI-COP’s citizen science activities and dates for engagement opportunities. These could be by attendance in the citizen science-stakeholder cafés, the parent-teacher roundtables, and by becoming aware of CSI-COP’s repository of trackers by attending the Brussels conference (WP6).</li> <li>· The repository of trackers, a tool available freely on the web as a knowledge resource on website cookies and apps trackers, will help stakeholders to understand the types and extent of digital tracking.</li> <li>· By engaging in CSI-COP events and using the project website scientists, citizen science researchers and funding organisations will understand some of the costs and benefits of including citizen scientists in scientific projects to conduct new research produce responsible innovation.</li> </ul>
<p><b>School and college teachers</b></p> <p><b>University departments and parents</b></p>	<ul style="list-style-type: none"> <li>· Through teacher networks and in outreach and other events organised as part of the consortium partner’s normal business (for example university open days), parents and school and college teachers will be informed about CSI-COP. Information about the project website will be provided, and opportunities announced to engage parents and teachers as citizen scientists in the training workshops, including the MOOC (WP3).</li> <li>· CSI-COP will promulgate opportunities to engage with other parents and teachers via its social media channels and press releases. These will include parent-teacher roundtables, and opportunities to interact with other stakeholders by attending one of the citizen science-stakeholder cafés discussing data protection and privacy concerns</li> </ul>
<p><b>National governments - science and technology education policymakers</b></p> <p><b>Science and technology SMEs</b></p>	<ul style="list-style-type: none"> <li>· Engagement will be through the consortium’s interactions with their networks of networks and connections with policymakers in science and technology, local, regional, state-level and European-level public administrations.</li> <li>· CSI-COP will also make new connections by attending citizen science conferences (ECSA annual), data protection and ethics of technology conferences, making them aware of CSI-COP’s mission.</li> <li>· The consortium will also use its stakeholder and network contacts to disseminate the data protection activities carried out by citizen scientists.</li> <li>· We will promote usage of the project website to learn more about CSI-COP’s data protection and privacy research using GDPR compliance. And we will promote the repository of trackers as a tool to understanding the types and extend of digital tracking.</li> <li>· The purpose here would be to positively influence science education policymakers to promote the idea of accrediting informal science learning as a valuable contribution that could reduce the skills gap experienced in science and technology industries.</li> </ul>
<p><b>STEM employment recruiters</b></p>	<ul style="list-style-type: none"> <li>· Leveraging marketing departments in university partners, CSI-COP will invite HR recruitment managers and STEM employment recruiters to take the opportunity to attend the Brussels conference, and attend a citizen science-stakeholder café, and a parent-teacher roundtable to hear from the citizen scientists and learn about the skills they gained investigating data protection and privacy in website cookies and apps.</li> <li>· The impact will be a contribution to bridging the technology skills gap.</li> </ul>



<p><b>Science and technology journalists</b></p>	<ul style="list-style-type: none"> <li>· Science education and science and technology journalists play a crucial role in disseminating new information about science doing well or bad technology, and the STEM skills shortages to the general public in print and digital media articles. CSI-COP will invite journalists to the Brussels conference, to explore the repository of trackers in the web-based knowledge resource to boost report results of CSI-COP’s project activities.</li> <li>· Journalists will also be invited to attend a citizen science-stakeholder café, and a parent-teacher roundtable to hear from citizen scientist experiences about data protection.</li> </ul>
<p><b>Libraries and museums</b></p>	<ul style="list-style-type: none"> <li>· CSI-COP partners will use their connections with libraries to disseminate the project’s citizen science activities in data protection and privacy investigations through GDPR compliance.</li> <li>· We will also inform about the project website and through social media.</li> <li>· Opportunities to attend the Brussels conference and citizen science-stakeholder cafés, and parent-teacher roundtables to engage with citizen scientists and hear their experiences in uncovering trackers in apps and website cookies.</li> </ul>
<p><b>Tech companies</b></p>	<ul style="list-style-type: none"> <li>· Key personnel working in major tech companies will be invited to the Brussels conference and to use CSI-COP’s repository of trackers tool to understand the types and extent of digital tracking that citizen scientists found in the project’s activities.</li> <li>· CSI-COP will raise awareness of the citizen science-stakeholder cafés, the parent-teacher roundtables. The impact will be to influence pro-privacy software development and greater transparency in cookie and app information for consumers.</li> </ul>

## Communication

In an effort to foster open science, lines of communication have been established with:

- ‘sister citizen science projects’ funded by the EU’s SwafS calls – attendance and participation in these timetabled meetings.
- EU-funded privacy and data protection projects: for example, [Panelfit](#) – creating synergies by attending their online events and raising awareness of CSI-COP activities.
- non-EU funded organisations working in a similar area: for example, The Ada Lovelace Institute’s [‘Data for the public good’](#) initiative.

The purpose of this communication is to learn from other project’s public engagement and citizen science recruitment, particularly in the context of COVID-19, and share knowledge arising from CSI-COP. CSI-COP will be promoted across Europe and beyond by all partners in the project consortium – all of whom are intimately familiar with the problem associated with **data protection** and **privacy concerns** and not being able to produce enough skilled engineers and technologists to meet the skills gap felt by science and engineering stakeholders. CSI-COP partners also bring with them a wide-ranging network of stakeholders many of whom could be interested in working with CSI-COP to apply CSI-COP innovations in privacy-by-design to their science needs. CSI-COP will exploit the consortium’s collective expertise and network to drive stakeholder engagement opportunities.



Communication activities include updating the project’s no-tracking [website](#) with the latest internal and external news and information about related events and sharing other SwafS projects activities. CSI-COP will use its LinkedIn and Twitter accounts to make announcements, calls for participation and promote awareness of CSI-COP activities. Communication will also involve leveraging scientists in the consortium with the aim of exploiting CSI-COP through interviews on TV and in print and online media to promote best practices in citizen science engagement, investigating online privacy through digital tracking technologies and encouraging more citizens into science-related jobs, especially the development of online privacy-by-design apps, games, platforms, tools and technologies.

This plan covers a set of dedicated activities aimed at informing stakeholders, including the public, about key project findings and results.

### Objectives

- Draw the public’s attention to the main results of CSI-COP, and more generally some information about the benefits to society from citizen science engagement.
- Build trust between the public, science education stakeholders, online technology developers, the arts and the humanities as well as the EC’s research program as specifically represented by CSI-COP to provide public assurance that taxpayer-funded research and innovation brings societal benefits.

The CSI-COP team will utilise an assortment of communication channels, including regular project newsletters with guest interviews featuring, amongst others in the citizen science arena, researchers working in the fields of online data protection and privacy, including misinformation and fake news. A list of CSI-COP communication channels is detailed in Table 3.

Table 3: Channels of Communication

Channel	Target audience	Frequency	Expected number of participants / beneficiaries
Email	Citizen science associations Citizen science researchers STEM ambassador networks Data protection officers Privacy law professionals School science teacher networks Local library heads MOOC developers Science, engineering and technology industry outreach personnel Science museums University arts and humanities departments Local education departments Academics Citizen science bloggers The media	Weekly	300 persons
Press releases	Citizen science associations Citizen science researchers	At least five	> 10,000 newspaper subscribers



	<p>Newspapers Science magazines TV companies Established science education commentators Science museums Social media Policymakers Academics Libraries</p>		(Take-up of a press release by at least one newspaper in each of the partner countries)
Engagement with key stakeholders and others	<p>Citizen science associations Citizen science researchers Science museum curators Scientists, engineers, technologists and academics Science teachers Journalists Artists Philosophers of science and technology</p>	At least six citizen scientists' stakeholder cafés organised by partners in WP6	100
Blog posts	<p>Citizen science researchers Citizen science Associations Citizen scientists STEM ambassador networks School science teacher networks Local library heads Science education researchers Science, engineering and technology industry outreach personnel University arts and humanities departments Local education departments Academics Science education bloggers The media General public</p>	At least six per year on the project website and in third-party blogs	600
Newsletters	<p>Citizen science associations Citizen scientists Citizen science researchers Data protection officers Privacy and technology lawyers Policy makers STEM ambassador networks University teaching programme designers Academic-industry outreach organisations Science education policymakers Journalists</p>	Four issues per year	> 300 subscribers



Articles in industry and science magazines	Citizen science researchers Technology journalists Data protection officers Privacy and technology lawyers	Four	>1,000 subscribers
Articles in scholarly journals	Policymakers Citizen science researchers Data protection officers Privacy and law practitioners Software developers technologist Technology journalists	At least three	1,500 subscribers
Presentations at third-party workshops and conferences.	Citizen science researchers Data protection officers Privacy investigators Technology lawyer Ethics in the tech industry Professional associations	Three	2,000 participants
Short videos about the importance of citizen science for the local, regional, national and EU-level economies posted on YouTube	The general public (CSI-COP will send press releases to the media and other outlets about the availability of the videos)	Two	> 500 (with links to the YouTube placed on other social media platforms and announcements through newsletters and via stakeholder networks this is a conservative estimate)
Project flyer	University computer science departments Education departments in local public administration Science education policymakers Science teacher networks Citizen science researchers Parents and teacher associations Citizen science associations Science and technology industries Philosophers of science and technology General public	At least one per different type of event: informal education; parent-teacher round table, citizen scientist stakeholder café.	500 (to be distributed at third-party workshops and conferences)
Project website	Networks of school science departments University STEM and humanities departments Education departments in local public administration Science education policymakers Science teacher networks Citizen science researcher Citizen scientists Parents and teacher associations Science and technology industries	Updated regularly, at least monthly.	> 100 visitors



	Science historians Artists Philosophers of science and technology General public Media		
Social media and other appropriate online platforms: Academia.edu, ResearchGate, project partner LinkedIn and Twitter accounts	General public Scientists, engineers, technologists Science-related business leaders ICT and science industry personnel	Regular posts on Twitter and LinkedIn. Upload of public deliverables on platforms (e.g. Academia.edu).	Accounts opened with > 1000 of visitors, users

## Exploitation

In CSI-COP, exploitation activities both during and after the project, will be carried out by partners individually.

CSI-COP consists of knowledge institutes (universities), SMEs and associations. This trilateral reach allows the project's exploitation plan to forge a mixture of different but proven effective approaches to exploit CSI-COP's activities across Europe and beyond. For example, universities' marketing and external affairs teams will optimise CSI-COP's activities reaching targeted audiences such as teachers and students. SMEs will be able to utilise their far-reaching networks, including to policymakers, and associations will be able to disseminate results to their members. The trilateral project exploitation by the consortium is detailed in Table 4.

Table 4: CSI-COP partner exploitation plans

KNOWLEDGE INSTITUTES	
CU UPAT UOULU BIU CTU UAB	<p>Leveraging the university partners' marketing and external affairs units, CSI-COP will release press notices to the media and stakeholders announcing:</p> <ol style="list-style-type: none"> <li>a. the project start</li> <li>b. calls for participants in CSI-COP's citizen science GDPR training</li> <li>c. the dissemination of results of activities internally to promote activities in university open days and outreach events (e.g. Researchers' Night)</li> <li>d. the dissemination of results of science and technology education and policymakers, data protection officers, and other stakeholders</li> <li>e. the dissemination of results of CSI-COP's results in the Brussels conference, through the project website and social media platforms</li> <li>f. exploitation of activities through regional and national networks of science education stakeholders</li> </ol>





	<p>g. the promotion of CSI-COP's taxonomy of trackers tool accessible through a knowledge resource on the web</p> <p>Additionally, CSI-COP university partners will disseminate the project results through publications in high-impact journals. Partners will attend citizen science, data protection and technology ethics conferences to spread the acquired knowledge through lectures and internal events and workshops. These practices will engage the general public and raise interest in participating in citizen science activities and the benefits from learning and contributing to produce new knowledge collaborating with professional scientists.</p>
<b>SMEs</b>	
STELAR	<p>Stelar will promote the project results in activities on technology law and legislation such as the GDPR, supporting the development of legally compatible privacy-protecting technical concepts. Stelar will encourage prototyping by Privacy-by-Design service providers and potential users, consultancies and technology companies. Stelar will reach out to European and international standardisation organisations to contribute to standards on privacy management and technologies concerning the design and implementation of ICT products and services.</p>
IB	<p>IB will take CSI-COP outcomes to</p> <ul style="list-style-type: none"> <li>• Networks of research libraries in Europe, Latin America, the Caribbean, and North America, and to an extent to similar networks in other continents. The libraries could inform their patrons and the management of research organisations.</li> <li>• Through a series of workshops that IB has been organising in Europe since 2015 (<a href="http://www.focusopenscience.org">www.focusopenscience.org</a>).</li> </ul> <p>IB regularly includes citizen science sections at its events.</p>
<b>ASSOCIATIONS</b>	
NaTE	<p>As the only Hungarian NGO aiming to ensure equal opportunities for girls and women in STEM fields and ICT, the Association of Hungarian Women in Science (NaTE) will leverage its connections with policy-makers, scientific institutions, NGOs and science education stakeholders to promote the project results.</p> <p>NaTE will disseminate the results of CSI-COP project activities to Hungarian governmental institutions and initiatives, such as the Ministry of Human Capacities, the Ministry of Innovation and Technology, the Digital Success Programme, the National Cybersecurity Institute, the Education Office, the Education Development Institute, the New Generation Center, the National Talent Supporting Council and the national network of Talent Points.</p> <p>NaTE will draw the attention of the Hungarian Academy of Sciences to CSI-COP project results and promote the results to the network of Hungarian ICT teachers. NaTE will invite NGOs and other science education stakeholders to events such as Girls' Day, Teachers' Day and informal parent meetings. NaTE will disseminate the findings of CSI-COP publications in Hungarian.</p>
TDL	<p>TDL, through its members which include Microsoft, Intel, IBM and other high-tech organisations, expects to be most impactful in CSI-COP in bringing an industry perspective and experience to bear on the validation of the GDPR training and the creation of a taxonomy of trackers based on the experience and requirements of its member organisations. These same member organisations would benefit from the results of the project in expanding the scope of their</p>





	<p>traditional data protection methods, and GDPR compliance, and also recruitment activities to candidates with non-conventional qualifications.</p> <p>It is considered important not just to limit the dissemination of the project to large corporates, but also to be able to demonstrate the project results to high-tech SMEs as well as knowledge institutes. TDL also anticipates that, once the project has finished, the real work of making a success of the creation of the taxonomy of trackers will just begin; and that there will be a need to continue to expand the activities of CSI-COP into the future to continue to push for pro-privacy technology development. TDL and its members already look forward to participating as part of a working group continuing this venture.</p>
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## Measuring Impact

To formulate CSI-COP’s dissemination, communication and exploitation plans, indicators to measure the impact of CSI-COP’s work have been put in place to evaluate the project’s progress in realising the expected impacts of SwafS-15. A basket of relevant indicators has been selected from the ‘Monitoring the evolution and benefits of responsible research and innovation’ device (MoRRI – Stilgoe, 2019), and from the UN’s Sustainable Development Goals (UN, n.d.)

CSI-COP has applied thirteen indicators to monitor and evaluate impact (see Table 4): ten from MoRRI and three from UN SDG which include:

- gender equality
- science literacy and quality education
- ethics
- public engagement
- open access
- partnerships for goals

Leveraging these thirteen indicators will provide measures of impact in CSI-COP’s engagement with the general public and stakeholders, to assist with evaluating efforts to recruit from the general public, as well as privacy and data protection investigatory citizen scientists.

Table 5 : Indicators to measure the impact of CSI-COP

Dimension	MoRRI Indicator	UN SDG Indicator	CSI-COP Indicator for impact
Gender equality	GE2	Goal 5	Balanced recruitment of male, female and other gender citizen scientists
Science Literacy and education (SLSE)	SLSE2 SLSE3 SLSE4		SLSE2: Responsible Research and Innovation (RRI) Training SLSE3: Science communication through informal education into GDPR SLSE4: Citizen science engagement



<b>Ethics (E)</b>	<b>E1</b>		Ethics at the level of the University and other partners in CSI-COP consortium
<b>Public Engagement (PE)</b>	<b>PE2</b> <b>PE3</b> <b>PE4</b> <b>PE5</b>		PE2: Policy-oriented engagement with science (secondary data) PE3: Citizen preferences for active participation in S&T decision making (secondary data) PE4: Active information search about controversial technology (secondary data) PE5: Public engagement performance mechanisms at the level of research institutions
<b>Open Access (OA)</b>	<b>OA1</b>		Open Access Literature and to CSI-COP's Innovation
<b>Quality Education</b>		<b>Goal 4.4</b>	Contribute to goal “By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship”
<b>Partnership for Goals</b>		<b>Goal 17.7</b>	Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

#### Measures to maximise impact

A variety of dissemination, communication and exploitation activities are planned to maximise the impact of CSI-COP (see '[List of Activities](#)' deliverable D1.5: Shah et al., 2020). As explained in earlier parts, these include:

- (a) raising awareness of the extent to which we are tracked online as we surf the web and use apps
- (b) promoting the uptake of CSI-COP's free informal education course, '**Your Right to Privacy Online**'
- (c) joining the project team as volunteer citizen scientists.

Maximising impact through the course includes different ways to access and benefit from it:

1. In one's own time-asynchronously taking the MOOC
2. Through attending half-day synchronous specifically timetabled online workshops
3. COVID-19 dependent, attendance in face-to-face workshops organised in partner accessible venues.

Additionally, to increase accessibility, the 'Your Right to Privacy Online' courses are available in a number of languages translated from the up-to-date learning material created in English into:



- Catalan
- Czech
- French
- Greek
- Hebrew
- Hungarian
- Romanian
- Spanish

To increase the reach of CSI-COP's free informal education course to the wider public across Europe, more translations are to follow (Finnish, German, and Italian).

## Conclusion

CSI-COP will continually review its dissemination, communication and exploitation strategies to achieve the project objectives in raising awareness of how to avoid being tracked online through accessing a free informal education course and receiving practical knowledge in investigating GDPR-compliance in websites and in apps. These plans will also assist in assessing the viability of citizen science for such a project and whether it increases the scientific literacy of citizens in Europe and assists in the assessment of GDPR compliance.



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