



Policy Cloud
Cloud for Data-Driven Policy Management

CLOUD FOR DATA-DRIVEN POLICY MANAGEMENT

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Abstract: This series of deliverables describes the dissemination and collaboration strategy and the activities followed during the reporting periods as well as the results from these activities. This is the updated Communication and Dissemination Strategy of M36.

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Abbreviations and Acronyms

Abbreviation/Acronym	Definition
BDVA	Big Data Value Association
CERIF	Common European Research Information Format
CRS	Common Reporting Standard
EBDVF	European Big Data Value Forum
EC	European Commission
EC DGA	European Commission - Data Governance Act
ECSA	European Citizen Science Association
EUOS	European Observatory for ICT Standardisation
EOSC	European Open Science Cloud
EOSC DIH	European Open Science Cloud Digital Innovation Hub
GA	Grant Agreement



MAG	Gruppo Maggioli
H2020	Horizon 2020
ICT	Information Communication Technology
ICTLC	ICT Legal Consulting
ICB	Impact Creation Board
ICCS	Institute of Communication and Computers System
IEEE	Institute of Electrical and Electronics Engineers
OASC	Open & Agile Smart Cities
OS	Open Source
OSS	Open-Source Software
OECD	Organisation for Economic Co-operation and Development
SSHOC	Social Sciences and Humanities Open Cloud
SME	Small-Medium Enterprise
SDO	Standards Developing Organisation
TF	Task Force
TWG	Technical Working Group
WP	Work Package

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Executive Summary

Via three strategically designed pilot use cases coordinated in **Bulgaria, Italy and Spain**, PolicyCLOUD delivers a unique, integrated environment of curated datasets and data manipulation and analysis tools of fundamental importance to stakeholders across Europe.

The aim of PolicyCLOUD is to harness the potential of digitisation, big data and cloud technologies to improve the modelling, creation and implementation of policies. 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. PolicyCLOUD contributes 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 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. PolicyCLOUD is exactly the type of instrument which is 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 is the third and final in a series of three deliverables. It details the specific communication and dissemination activities implemented, the innovation and policy landscape it is set in, the stakeholder groups targeted, and the tools used over the life of the project to support the achievement of project goals.

¹ EC, EC adopts new software strategy https://ec.europa.eu/info/news/european-commission-adopts-new-open-source-software-strategy-2020-2023-2020-oct-20_en, retrieved 2020-12-21

² EC, European Digital Strategy <https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy>, retrieved 2020-12-21

³ EC, European Data Governance Act, <https://ec.europa.eu/digital-single-market/en/news/proposal-regulation-european-data-governance-act>, retrieved 2020-12-21

⁴ EC, European Data Strategy <https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy>, retrieved 2020-12-21

Section 1 enlarges on the project objectives and provides an overview of the communication activities that supported them. The stakeholder groups are also defined along with the benefits each derives from the project. And includes a summary of changes for year 3.

Section 2 presents the key pillars of the communication strategy, namely the PolicyCLOUD 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 were used, both on and offline.

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 were used throughout the duration of the project.

Section 7 provides concluding remarks.

1 Introduction

Via three separate pilot use cases coordinated in Bulgaria, Italy, Spain PolicyCLOUD delivered a unique, integrated environment of curated datasets and data manipulation and analysis tools which were made available to stakeholders across Europe. f

As well as a tangible demonstration of the efficacy of the project itself, these pilot use cases, along with the toolkit of services developed during their evolution, were the key source of the rich content which supported 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 were 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 was therefore on the foundation of 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 laid on documenting and showcasing the results of the pilot use cases. This required 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 was 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: Communication & 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 • PolicyCLOUD 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
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 • PolicyCLOUD foundation – sustainability & commercialisation • Scientific & industry dissemination

TABLE 1: THE THREE PHASES OF POLICYCLOUD COMMUNICATION AND DISSEMINATION STRATEGY

The strategy made use of a mix of channels and mechanisms to raise awareness of the PolicyCLOUD project results and activities and onboard end-users. These channels and mechanisms are illustrated in the infographic below, **and in annex 1 for an enlarged version of the infographic.**

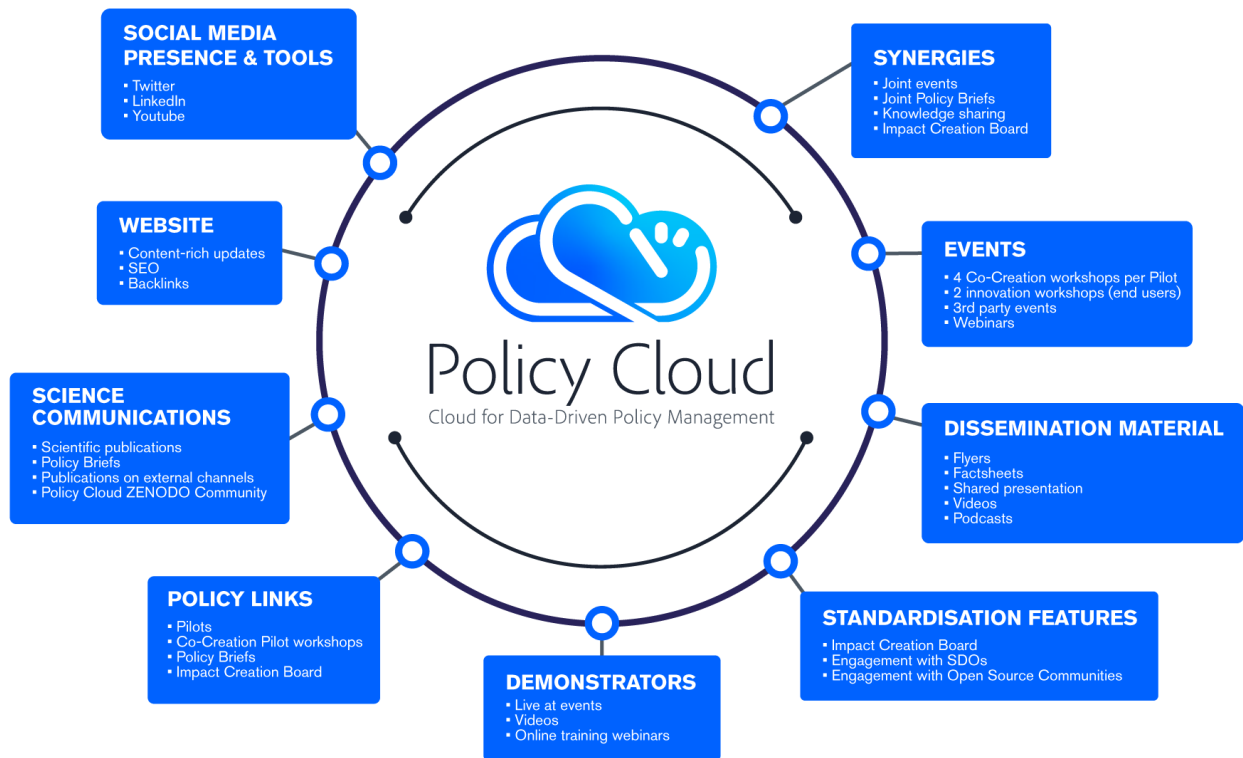


FIGURE 1: POLICYCLOUD COMMUNICATION & DISSEMINATION CHANNELS AND MECHANISMS

1.2 Stakeholder analysis

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

Category	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 	<p>Better quality research outcomes through access to</p> <ul style="list-style-type: none"> • Solutions and policy making services available through EOSC

Category	Stakeholder Groups	Benefits
	<ul style="list-style-type: none"> • Researchers in the human and social sciences • BDVA • Open-Source Communities 	<ul style="list-style-type: none"> • 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 PolicyCLOUD adoptions 	<ul style="list-style-type: none"> • Improved quality of life through • Participation in policy making • Continuous improvement policy design • Creation of targeted policies

TABLE 2: POLICYCLOUD STAKEHOLDER ANALYSIS AND MAPPING

1.3 Summary of changes

Deliverable 7.14 is the M36 update of Deliverable 7.13, Communication and Dissemination Strategy⁵ where we report on the communication and dissemination activities of M25-M36, take stock of the impact and analyse the strategy in place. Chapter 3-5 reports on the activities performed in year 3.

Please note that in chapters 3-5 the sections entitled Year 1 and Year 2 were already published in the previous deliverables 7.6 and 7.13.

In addition, chapter 6 has an updated overview of the KPIs.

⁵ Willems, Marieke; Smith, Zachary; Muscella, Silvana; Mariani, Jacopo. (2022). D7.13 COMMUNICATION AND DISSEMINATION STRATEGY M24. Zenodo <https://zenodo.org/record/5948693#.Y6G4GuzMJTY>

2 Communication and Dissemination Strategy Key Pillars

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

2.1 PolicyCLOUD Services

PolicyCLOUD provided 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 were branded by PolicyCLOUD in the first instance but with a view ultimately to being incorporated into the EOSC Exchange or EOSC Core.



FIGURE 2: OVERVIEW POLICYCLOUD SERVICES

It is envisaged that the PolicyCLOUD Data marketplace enables 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 PolicyCLOUD results. The PolicyCLOUD Data Marketplace was launched in M34. WP7 promoted this through a dedicated campaign with press release, news, social media, and newsletter targeted at onboarding potential end users.

2.2 Pilot Use Cases

During the course of the PolicyCLOUD project, three separate pilot use cases were coordinated in Bulgaria, Italy and Spain. A fourth pilot use case in the United Kingdom left the project after Y2.

As well as providing a framework for the tools, models and data which populate the cloud, the pilot use cases are a **key source of the content** around which the third phase of the dissemination strategy was articulated.

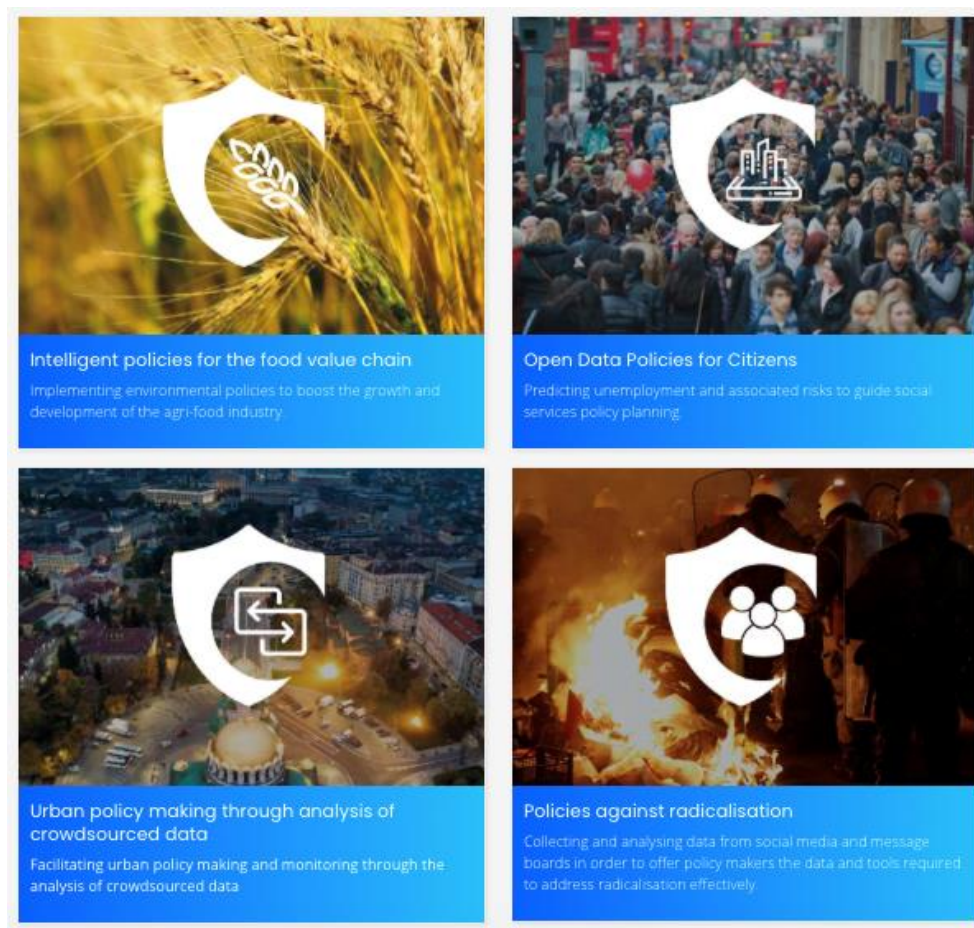


FIGURE 3: POLICYCLOUD PILOT USE CASES: WEB PAGE IMPRESSION

2.3 Exploitable Results

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

PolicyCLOUD 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.
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: POLICYCLOUD 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 worked on building and creating a packaging of the PolicyCLOUD Solutions (see section 4.1). The consortium assessed the possibility of adding a “policy roundtable” with EC policy officers right after the final project review with a particular interest in the final policy recommendations summarised in the policy briefs.

3.1 Onboarding end-users at national level

The PolicyCLOUD project built 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 were be engaged.

The consortium fostered 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 PolicyCLOUD and the added value in the pilot projects, and fosters the onboarding end-users.

3.1.1 Onboard in activities Year 1

With the first set of co-creation workshops, engaging local policymakers in the requirements setting for PolicyCLOUD for policy management tools and services taking place in year 1, a tailored suite of promotional material was developed for the pilots. *Factsheets for policymakers* and *who benefits flyers* in national languages and dedicated visual identities.



FIGURE 4: WHO BENEFITS FLYERS TARGETED AT NATIONAL END-USERS

In year 1, PolicyCLOUD started with the promotion of pilots via videos dedicated website pages, showcasing video interviews with the pilot and technology providers on the policy challenges to be addressed in each of the pilots (see section 4.5 for more details on the video interviews).

The first two podcasts were delivered, in a series of 4, diving deep into the pilot activities planned to address the policymaking and technical requirements identified via partner interviews, a more detailed description can be found in section 5.5.

3.1.2 Onboarding activities Year 2

The co-creation workshops, further described in section 5.4, are an excellent opportunity to show local communities how PolicyCLOUD can help them make the transition to data driven policymaking.

The series of Pilot podcasts was completed in the second year of the project, with the publication and promotion of two additional podcasts.

To improve the findability of the pilot tailored promotional material, a dedicated section was integrated in the pilot pages, more details on this improvement in section 4.2.

PolicyCLOUD showcased two of its pilots at the Major Cities of Europe 2021 event, inspiring cities in Europe to adopt PolicyCLOUD services:

- Ana Georgieva, form Sofia Municipality, showcased “Urban policy making through analysis of crowdsourced data” at the in the plenary session and via a dedicated video interview with the organisers of the conference.
- At MCE2021, PolicyCLOUD organised an Innovation Workshop targeted at potential adopters from the public administrations of Major Cities in Europe. During this workshop, PolicyCLOUD pilots on “Urban policy making through analysis of crowdsourced data” and “Open Policies for Citizens” where showcased, to inspire further adoption. The workshop. Was attended by 70 potential end-users.



FIGURE 5: TWEET BY MAJOR CITIES IN EUROPE, SHOWCASING THE URBANPOLICYMAKING IN SOFIA PILOT IN POLICYCLOUD

In the second wave of co-creation workshops (Q4, 2021) (see section 5.4), WP7 was able to perform Face-to-Face interviews with attendees from the Lombardy Region. The interviews were recorded and were turned into a video showcasing the “Policies against radicalisation” pilot, as further detailed in section 4.5.

3.1.3 Onboarding activities Year 3

In 2022 PolicyCLOUD promoted the findings from the second wave of pilot co-creation workshops, on the basis of the published reports from WP6. Two 2-page fliers were made giving an overview of the co-creation efforts through the workshops in both the Agri-food Industry and Urban Environment Pilots. These were published on Zenodo and the PolicyCLOUD website and disseminate through the PolicyCLOUD channels.



FIGURE 6: POLICYCLOUD URBAN ENVIRONMENT PILOT 2-PAGE FLIER

PolicyCLOUD also produced a translation of the factsheet in the final Pilot local language remaining – Bulgarian (see section 4.6).

In addition to a Pay Per View Campaign was launched in early 2022 for the Policies Against Radicalisation workshop video (see section 4.5).

3.2 Linking pilot policy challenges to EU policy making

In October 2020, the EC approved its new [Open Source Software Strategy 2020-2023](#), a part of the overarching [Digital Strategy of the Commission](#) and contributing to the Digital Europe programme. PolicyCLOUD contributes 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 strategy](#)⁴, ranging from industry to energy, and from health to the European Green Deal. PolicyCLOUD is exactly the type of instrument which is 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 Potentials⁶, 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 PolicyCLOUD is contributing to the European Policy Landscape by realising the cloud for data-driven policy management in the four policy areas of the pilots.

PolicyCLOUD communication and dissemination is linked to EU policy (strategies) addressed in the four PolicyCLOUD pilot cases to:

- Open up the synergies with PolicyCLOUD 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 Cities⁷.
 - With EOSC, through projects such as the Social Sciences and Humanities Open Cloud (SSHOC) and EOSC Future, as well as the EOSC Association.
 - With other EC initiatives dealing with smart governance, such DUET and URBANITE projects. And the in 2021 initiated projects IntelComp, DECIDO and AI4PublicPolicy.
 - Connect with European and global networks contributing to data driven policymaking such as OECD and OASC.
 - Connect with European Initiatives dealing with data driven policymaking in such as the DEMETER project.
 - Onboard Impact Creation Board Members experts in the pilot project domains on European level.
- Connect to the pilot communities, forming part of the PolicyCLOUD 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. Policy Briefs, are the perfect vehicle to elevate the locally identified policy gaps to other regions and levels.

⁶ PolicyCLOUD, *D7.2 Market Analysis and Business Potentials*, Ester Garrido Gamazo (2020)

⁷ BDVA, Task Force <https://www.bdva.eu/task-force-7>, retrieved 2020-12-21

3.2.1 Onboarding activities Year 1

Up to M12 PolicyCLOUD has worked showcasing how the project and the pilot cases contribute to EC policy making, targeting potential end-users. The following topics were highlighted:

Title news item	EC policy	PolicyCLOUD Topic
New EC Proposal for Data Sharing and Data Spaces ⁸	The DSA proposal (Proposal for a Regulation on European data governance (Data Governance Act))	PolicyCLOUD as a Service
Supporting EU Counter-Terrorism Strategy through Data-Driven Policy ⁹	Counter-Terrorism Strategy (EC 2005) European Agenda for Security (2015) Comprehensive Assessment of EU Security Policy (2017)	PolicyCLOUD Pilot for Policies against Radicalisation
Using Big Data to Deliver on EU Social Policy Goals ¹⁰	Social Pillar of the Europe 2020 strategy	PolicyCLOUD Pilots on Open Policies for Citizens and Urban policymaking through analysis of crowdsourced data
EU Digital and Data Strategies Spur Data-driven Policy Pilot ¹¹	The European Digital strategy	PolicyCLOUD
PolicyCLOUD Pilot aims to increase effectiveness of EU 'Farm to Fork' policies with big data ¹²	European Green Deal Farm to fork strategy	PolicyCLOUD Pilot for Intelligent policies for the agri-food sector.

TABLE 4: POLICYCLOUD PILOTS ADED VALUE LINKED TO EC POLICYMAKING

⁸ PolicyCLOUD, EC Data Sharing Spaces, <https://policycloud.eu/news-events/news/ec-data-sharing-data-spaces>, retrieved 2020-12-21

⁹ PolicyCLOUD, Supporting EU counter terrorism strategy through data driven policy <https://policycloud.eu/news-events/news/supporting-eu-counter-terrorism-strategy-through-data-driven-policy>, retrieved 2020-12-21

¹⁰ PolicyCLOUD, Using Big Data to deliver EU social policy goals, <https://policycloud.eu/news-events/news/using-big-data-deliver-eu-social-policy-goals>, retrieved 2020-12-21

¹¹ PolicyCLOUD, EU Digital and Data Strategies Spur Data-driven Policy Pilot <https://policycloud.eu/news-events/news/eu-digital-and-data-strategies-spur-data-driven-policy-pilot>, retrieved 2020-12-21

¹² <https://policycloud.eu/news-events/news/policycloud-pilot-aims-increase-effectiveness-eu-'farm-fork'-policies-big-data>, retrieved 2020-12-21

3.2.2 Onboarding activities Year 2

In the second year of the PolicyCLOUD project, the consortium continued to link the project to EU policymaking throughout its communication and dissemination activities. In particular we highlight the following activities:

- On 16 February 2021, [PolicyCLOUD](#), [Cyberwatching](#), [DUET](#), and [URBANITE](#) invited big data and cloud solutions providers and policymakers from industrial, commercial and public realities to an expert briefing¹³ on the perceived scope of the Data Governance Act, the implications for cybersecurity and GDPR, and the practical ramifications for public and business administrations. The webinar, titled “The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations” gathered over 200 registered participants from 22 countries around the globe, 18 from EU countries and 4 non-EU.
- In April 2021, the post event report on “The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations”, was published ¹⁴ with recommendations for policymakers. The report has been downloaded 90+ and viewed 100+times.
- The Data Driven Policymaking Week united policymakers, public administrators, decision makers, and social science researchers around the four pilot use cases at the heart of the PolicyCLOUD project. During the week 26-29 April 2021, four webinars are being hosted by PolicyCLOUD consortium technology partners and experts from the PolicyCLOUD Impact Creation Board. Each webinar focuses on one of pilot use cases. The purpose of the webinars was to introduce the pilot use cases and present the technology solutions being developed to address each one's policymaking challenges. Each session described the Pilot's use case, Technology solutions and the EU policy context. The Data Driven Policymaking Week was attended by 99 stakeholders, and 200+ stakeholders had shown interest by registering for the series.

¹³ PolicyCLOUD, PolicyCLOUD Pilot aims to increase effectiveness of EU ‘Farm to Fork’ policies with big data <https://policycloud.eu/news-events/events/data-governance-act-and-data-driven-policymaking-impact-and-practical> , retrieved 2020-12-21

¹⁴ PolicyCLOUD, Report published Data Governance Act <https://www.policycloud.eu/news-events/news/report-published-data-governance-act>, retrieved 2021-12-20



FIGURE 7: POLICYCLOUD PILOTS AND COLLABORATIONS LINKING LOCAL POLICYMAKING CHALLENGES TO THE EU POLICY CONTEXTS.

- In May 2021, PolicyCLOUD published the post-event-report titled Data Driven Policy Week via ZENODO and its website, the report has been downloaded 100+ and viewed 100+ times up to December 2021¹⁵ (see figure 8).
- In June 2021 PolicyCLOUD joined efforts with in the Data Driven Policy Cluster (see section 3.5), during the event “Evidence Based Policy in Europe Summit 2021”, 3 policymaking domains were identified for cross-project discussions. Examples from the local pilots were presented to address commonalities and the wider EU context. The projects are currently working on the definition of three joint policy briefs on:
 - Evidence Based Policies for Health and Social Wellbeing
 - Evidence Based Policies for Climate Change
 - Evidence Based Policies for Urban Mobility

¹⁵ PolicyCLOUD, Report Published Data Driven Policymaking Week <https://policycloud.eu/news-events/news/report-published-data-driven-policymaking-week> , retrieved 2021-12-20

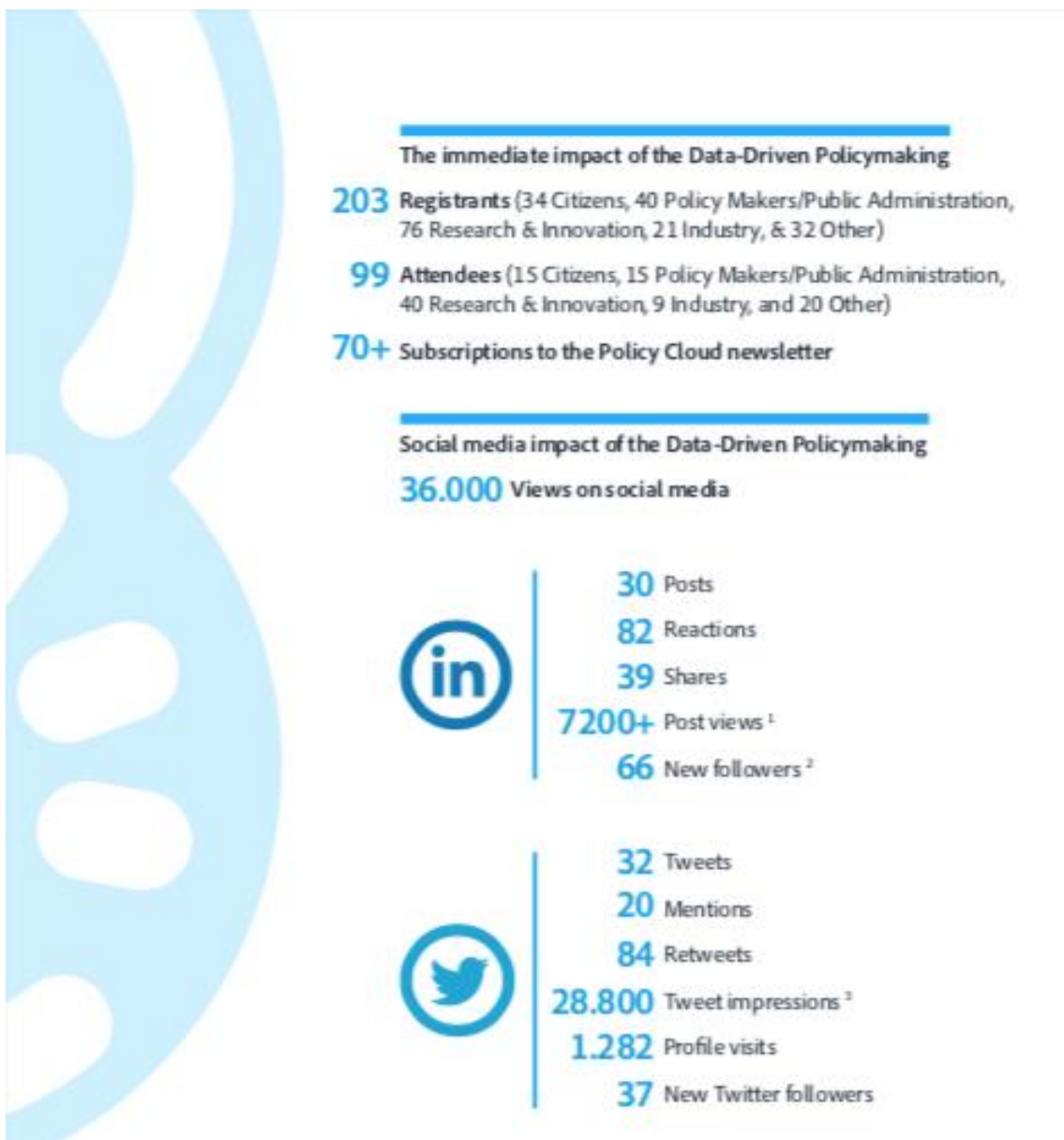


FIGURE 8: OVERVIEW OF THE IMPACT OF THE POLICYCLOUD DATA DRIVEN POLICY WEEK.

3.2.3 Onboarding activities Year 3

In collaboration with the Data Driven Policy Cluster, the consortium produced 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. More information can be found in section 3.5.3.

In November 2021, the PolicyCLOUD project established further connections to the H2020 CSA on standardisation, StandICT.eu (see detailed description of this collaboration in D7.7 Standardisation Plan

and Activities, M24). This collaboration has already established a StandICT.eu Technical Working Group on Big Data for Smart Cities, to perform a landscape analysis in standardisation on the topic. Recommendations for further standardisation of the domain were captured in a collaborative white paper published in November 2022. More information can be found in section 3.5.3.

3.3 PolicyCLOUD in the context of EOSC European Open Science Cloud

PolicyCLOUD aimed to deliver a unique, integrated environment of curated datasets and data management, manipulation, and analysis tools which to 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)¹⁶ and Triple¹⁷.

3.3.1 Onboarding activities Year 1

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

1. The EOSC-hub week 2020¹⁸ poster presentation

¹⁶ SSHOPENCLOUD, SSHOC homepage <https://www.sshopencloud.eu> retrieved 2020-12-21

¹⁷ OPERAS, project homepage <https://operas.hypotheses.org/category/triple>, retrieved 2021-12-20

¹⁸ PolicyCLOUD, Poster PolicyCLOUD Big Data distilling services through EOSC <https://policycloud.eu/publications/publications/poster-policy-cloud-big-data-distilling-services-through-eosc>, retrieved 2021-12-20

2. A PolicyCLOUD exhibition booth at the “Realising the European Open Science Cloud. Towards a FAIR research Data Landscape for the Social Sciences and Beyond”¹⁹ conference, jointly organised by EOSC-hub, FREYA and SSHOC.

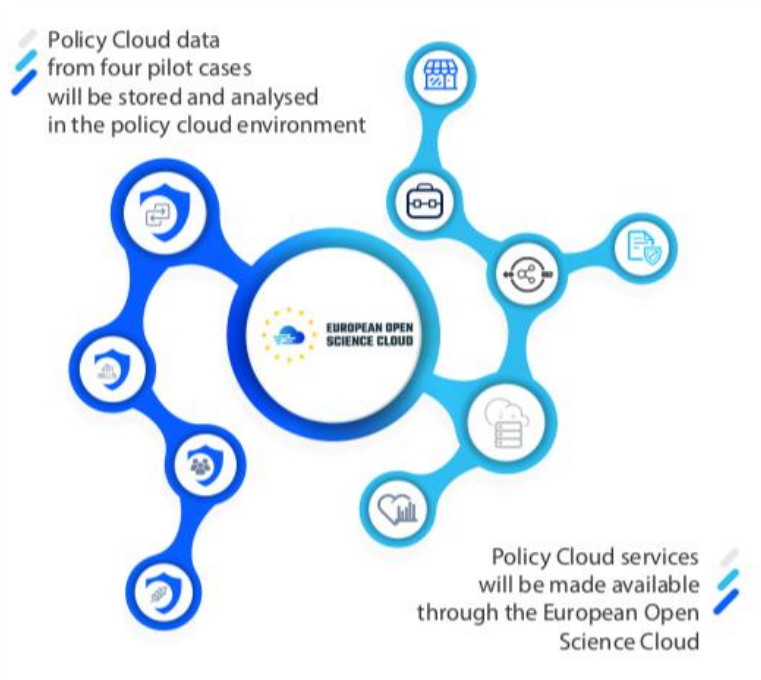


FIGURE 9: POLICYCLOUD SERVICES

3.3.2 Onboarding activities Year 2

The PolicyCLOUD services will be made available via EOSC, through the EGI federated cloud. PolicyCLOUD creates a major change in how we use data. Public participation through crowdsourcing of data has become far more streamlined, easy and ethically positive. It enlarges the evidence base for effective policy, making it more predictable. As well as facilitating interoperability through reusable tools. Collaboration with EOSC runs not only via EGI, part of the PolicyCLOUD consortium and EOSC Association member, working on onboarding the PolicyCLOUD Services to EOSC, but also via collaboration in the following activities performed in the second year of PolicyCLOUD:

- PolicyCLOUD Exhibition Booth at the Realising EOSC: Towards a FAIR data landscape for the SSH and beyond (16-19 November 2020) (see figure 12).
- The Data Driven Policy Cluster organised a joint workshop on “**Initiatives for better evidence-based policies in the public sector**”, with Ron Dekker, coordinator of the SSHOC and EOSC Future H2020 projects at EGI 2021. The workshop actively engaged EGI and EOSC ecosystems.

¹⁹ PolicyCLOUD, Joint EOSC-hub, FREYA SSHOC event <https://policycloud.eu/news-events/events/joint-eosc-hub-freya-sshoc-event>, retrieved 2020-12-21

- PolicyCLOUD presented a poster at the EGI 2021 conference, showcasing the services and pilot data for reuse via EOSC.
- At the Evidence Based Policy in Europe Summit, the cluster onboarded Suzanne Dumouchel, EOSC Association Director and partner in the Social Sciences and Humanities Open Cloud (SSHOC) project, as speaker in the plenary session “From Digital Disruption to Digital Adoption” (see figure 10).



FIGURE 10: SUZANNE DUMOUCHEL, EOSC ASSOCIATION DIRECTOR AND PARTNER IN THE SOCIAL SCIENCES AND HUMANITIES OPEN CLOUD (SSHOC) PROJECT, AS SPEAKER IN THE PLENARY SESSION “FROM DIGITAL DISRUPTION TO DIGITAL ADOPTION”

3.3.3 Onboarding activities Year 3

PolicyCLOUD continued its engagement and collaboration with EOSC and related projects especially through consortium partner EGI who is heavily involved in EOSC. PolicyCLOUD organised a joint session with the Data Driven Policy Cluster for EGI2022 (see section 5.2.3).

Internal workshops organized by EGI with the support of ICCS and ATOS, informed and guided PolicyCLOUD partners on the EOSC onboarding process for organisations and services. EGI also recorded a training video for PolicyCLOUD partners teaching them how to onboard their tools and services to the EOSC Portal.²⁰

²⁰ Montserrat Gonzalez. (2022, May 30). Onboarding to EOSC Portal introduction video for PolicyCLOUD (1.0.0). Zenodo. <https://doi.org/10.5281/zenodo.6592795>

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 covers how to promote the uptake and use of PolicyCLOUD tools, software and guidelines, and how to foster synergies among the different communities researching and developing in the policy making domain.

The consortium leverages on the member’s networks and activities to increase visibility for the PolicyCLOUD results and activities. All events attended by the ICB members were highlighted on the PolicyCLOUD website and social media channels. A dedicated webpage was set up presenting the members of the ICB, and a news-item was published and promoted to showcase the ICB, its aim and link to the member’s networks.

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

3.4.1 Onboarding activities Year 1

In year 1, the 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, decisions makers from areas of the pilot project topics and ensuring gender balance.



FIGURE 11: WEBSITE BANNER PRESENTING THE FIRST FOUR IMPACT CREATION BOARD MEMBERS, LINKING TO A DEDICATED POLICYCLOUD WEBPAGE

3.4.2 Onboarding activities Year 2

In year 2, the consortium onboarded new members to the PolicyCLOUD Impact Creation Board, strengthening the project with strategic external expertise and seeking gender balance:

- Liliana Carrillo: Founding Director at CollectiveUP and Co-founding Director at the European Digital Development Alliance (EDDA)
- Michela Magas, Chair, Industry Commons Foundation, strategic advisor OntoCommons.eu
- Ray Walshe, Assistant Professor Dublin City University, Director of European Observatory for ICT Standards (EUOS)
- Iskra Yovkova, Head of Corporate Communications and Business Development at Fund of Funds in Bulgaria (FMFIB)

The Impact Creation Board members have been involved in PolicyCLOUD events such as the Pilot webinar week (see section 3.3), the Evidence Based Policy in Europe Summit 2021 (see section 3.4) and an internal StandICT.eu and PolicyCLOUD workshop on standardisation (see D7.7). With the aim to lever on the ICB members' expertise, connect PolicyCLOUD results and activities to the wider EU policymaking and innovation context. And onboard new communities to the PolicyCLOUD network.



FIGURE 12: MICHELA MAGAS, POLICYCLOUD ICB MEMBER AS SPEAKER AT THE EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021

3.4.3 Onboarding activities Year 3

In Y3 PolicyCLOUD onboarded Iskra Yovkova as an additional ICB member coming from the policy domain of the Urban Environment Pilot, further balancing the policymaking expertise and adding further gender balance on the PolicyCLOUD ICB, as was recommended in the last review. The ICB is now made up of 4 women and 5 men.

Ray Walshe was actively involved in the standardisation activities, rolled out in in T7.4, and a white paper was developed in collaboration with him and further disseminated in his network.

Francesco Mureddu is part of Data for Policy, and suggested that a joint workshop be held at Data for Policy Brussels together with the Data Driven Policy Cluster. He also coordinated the contributions to the Cluster's joint policy brief *Policy Prediction, the Future of Evidence-Based Policymaking?*

3.5 Synergies

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

PolicyCLOUD also sought to engage with Digital Innovation Hubs such as the EOSC-DIH and EUH4D²¹. 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.

3.5.1 Onboarding activities Year 1

3.5.1.1 BIG DATA PILOT DEMO DAYS

During the BDV PPP Summit 2020, PolicyCLOUD was invited to join the Big Data Pilot Demo Days, joint effort with I-BiDaaS, BigDataStack and Track & Know projects. PolicyCLOUD showcased the “Policies against Radicalisation” pilot. A total of 513 people registered for the full series of 9 webinars, of which 42 registered for PolicyCLOUD session, slides and recordings were published and promoted.



FIGURE 13: SAMPLE OF PROMOTIONAL BANNER BIG DATA PIOT DEMO DAYS AT BDV PPP 2020

3.5.1.2 BDVA

The **Big Data Value Association** – BDVA, is an industry-driven international not-for-profit organisation with more than 230 **members** all over Europe and a well-balanced composition of large, small, and medium-sized industries as well as research and user organizations.

²¹ EUHubs, project homepage <https://euhubs4data.eu>, retrieved 2020-12-21

BDVA/DAIRO focuses on enabling the **digital transformation** of the economy and society through **Data** and **Artificial Intelligence** by advancing in areas such as big data and AI technologies and services, data platforms and data spaces, Industrial AI, data-driven value creation, standardisation, and skills. BDVA/DAIRO has been the private side of the H2020 partnership **Big Data Value cPPP**, it is a **private member of the EuroHPC JU** and is also one of the **founding members of the AI, Data and Robotics Partnership**. BDVA/DAIRO is an open and inclusive community and is always eager to accept new members who share these ambitious objectives.

The **mission of the BDVA** is to **develop the Innovation Ecosystem** that will enable the **data and AI-driven digital transformation in Europe** delivering maximum economic and societal benefit, and, achieving and sustaining Europe’s leadership on **Big Data Value creation** and **Artificial Intelligence**.

PolicyCLOUD kicked off its collaboration with the BDVA Task force on Smart Governance and Smart Cities at the EBDVF2020, the Smart Society Parallel Session Smart Government with co-creating services using AI and Data, 3 November 2020. PolicyCLOUD co-organised the session with the BDVA Task Force and the H2020 projects DUET and URBANITE²².



FIGURE 14: SMART SOCIETY PARALLEL SESSION SMART GOVERNMENT WITH CO-CREATING SERVICES USING AI AND DATA

²² Slides and recordings of “Smart Governance with co-creating services using AI and Data” session at EBDVF2020: <https://policycloud.eu/news-events/events/european-big-data-value-forum-2020>, retrieved 2020-12-21

3.5.2 Onboarding activities Year 2

3.5.2.1 DATA DRIVEN POLICY CLUSTER

Digital technologies have changed the world, today people expect faster, seamless, on-demand services from their providers, and Governance is no exception. For better public services which make life easier for citizens. Public Sector decision making needs to become more agile, breaking down data silos to combine day-to-day tactical decisions with longer term policies and strategies. Disruptive technologies such as Digital Twins, Artificial Intelligence (AI) and High-Performance Computing (HPC) unlock new opportunities for decision making through visualisations, simulations, predictions and intelligence that enhance transparency, increase public support and involvement, and optimise resources, handling data sources too large or complex to be handled by conventional tools.

To support this transformation, [AI4PublicPolicy](#), [Decido](#), [DUET](#), [IntelComp](#) and [PolicyCLOUD](#), five pan-European projects and initiatives dedicated to using cloud for data-driven policy, have joined forces to raise awareness about their cross cutting work on data and cloud-based tools for data-driven decision making.

- The cluster has collaborated on the definition of a joint roadmap²³ to describe how the Data Driven Policy Cluster contributes to using the European cloud infrastructure for public administrations, encouraging the public sector decision makers to embrace digital disruption and new innovative technologies in order to make more sustainable policy based on real-time information, predicted impact and citizen input.
- The cluster of projects developed an umbrella brand, to illustrate a single point of access for engagement, logo and cluster presentation are available via the PolicyCLOUD communication kit (see section 4.6).

²³ PolicyCLOUD, The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations webinar announcement: <https://www.policycloud.eu/news-events/events/data-governance-act-and-data-driven-policymaking-impact-and-practical> , retrieved 2021-12-20



FIGURE 15: THE DATA DRIVEN POLICY CLUSTER ROADMAP

- To support this Digital Transformation for the Public Sector, PolicyCLOUD, Decido, AI4PublicPolicy, DUET and IntelComp pan-European projects and initiatives dedicated to using cloud for data-driven policy, have joined forces to host Evidence Based Policy Making in Europe Summit 2021²⁴, a premier conference for government that focuses purely on data and tools for decision making. Together with leading change agents from the European Commission and Local Government the event explored the new decision-making ecosystems being built by cities and administrations, including the use cases being adopted, and the innovative data and tools being adopted for modern policy making. The event took place on virtually on the 9th and 10th of December, 2021, and initiated collaborations with the **EC DGCONNECT, OECD, OASC, ECSA, EOSC Association and BDVA**.

²⁴ PolicyCLOUD, Evidence Based Policy in Europe Summit 2021 <https://policycloud.eu/news-events/events/evidence-based-policy-making-europe-summit-2021>, retrieved 2021-12-20



Data Driven Policy Cluster
Co-creating digital tools for better governance

Evidence Based Policymaking in Europe Summit: 2021

Day 1: From data to decision making

Join us:
9th December 10 am CET

Andrea Halmos
Policy Officer in the 'Technologies for Smart Communities' Unit of DG CONNECT.

Alan Paic
Senior Policy Analyst in the Science and Technology Policy (STP) Division

Claudia Fabo Cartas
She works at ECSA as Project Officer for the EU-Citizen

Lieven Raes
Lieven is an internationally recognised Smart City expert at Information Flanders

Michela Magas
Advisor to the EU and G7 and the creator of the concept of the Industry Commons

FIGURE 16: EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021, PLENARY KEYNOTE SPEAKERS DAY 1



Data Driven Policy Cluster
Co-creating digital tools for better governance

Evidence Based Policymaking in Europe Summit: 2021

Day 2: from digital disruption to digital adoption

Join us:
10th December 10 am CET

Roberto di Bernardo
Senior Researcher and Head of the Open Government R&D Group.

Michael Mulquin
MIMs Ambassador at Open & Agile Smart Cities (OASC).

Suzanne Dumouchel
Research engineer at the CNRS. EOSC

Natalia Manola
CEO of OpenAIRE.

FIGURE 17: EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021, PLENARY KEYNOTE SPEAKERS DAY 2

3.5.2.2 BDVA

A collaboration already set in motion in year 1, in the second year of the project PolicyCLOUD engaged with the BDVA at the EBDVF2021 in the session “Enabling Data Economy for Local Communities” under the umbrella of the “Data Driven Policy Cluster”. To discuss moving from siloed & unconnected initiatives towards interoperability and standardisation of data models and towards open urban data platforms,

which are expected to accelerate local economies. The session was held at the EBDVF2021 on 2 December 2021.



FIGURE 18: DATA DRIVEN POLICY CLUSTER @ENABLING DATA ECONOMY FOR LOCAL COMMUNITIES SESSION (EBDVF2021)

In addition, during the Evidence Based Policy in Europe Summit, Roberto di Bernardo, BDVA Smart Governance and Smart Cities Task force lead, joined the Plenary Session “From digital disruption to digital adoption”, addressing Data Spaces as key enabler for a Data Society.

3.5.2.3 CYBERWATCHING.EU

Cyberwatching.eu is the European observatory of research and innovation in the field of cybersecurity and privacy. Funded under the European Commission's H2020 programme, this project contributed to making the Digital Single Market a safer place by promoting the uptake and understanding of cutting-edge cybersecurity and privacy services which emerge from Research and Innovation initiatives across Europe.

In its mission to democratise cybersecurity for all, the project directly responds to the objectives of the recently signed contractual Public-Private Partnership on cybersecurity (c-PPP) which could become the reference framework for research and innovation initiatives across Europe.

As the online hub for research and innovation in cybersecurity & privacy in Europe, the Cyberwatching.eu website offers European citizens a **single gateway to innovative and trustworthy ICT products, services and software** which take fundamental rights, such as privacy, into consideration.

PolicyCLOUD collaborated with CyberWatching, DUET and URBANITE projects for a joint webinar “The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations²⁵” on 17 February 2021. Over 200 registrants expressed interest and 120+ stakeholders attended the live discussions. A joint post event report with practical recommendations for policymakers on the Data Governance Act and Data-Driven Policymaking²⁶ (see figure 19). Since its publication in April 2021, the report has been downloaded 90+ and viewed 100+ times.



FIGURE 19: WEBINAR DATA GOVERNANCE ACT AND DATA-DRIVEN POLICYMAKING: IMPACT AND PRACTICAL IMPLEMENTATIONS ANNOUNCEMENT

3.5.2.4 DEMETER

The H2020 DEMETER project is a large-scale deployment of farmer-driven, interoperable smart farming-IoT (Internet of Things) based platforms, delivered through a series of 20 pilots across 18 countries (15 EU countries). Involving 60 partners, DEMETER adopts a multi-actor approach across the value chain (demand and supply), with 25 deployment sites, 6,000 farmers and over 38,000 devices and sensors being deployed.

²⁵ PolicyCLOUD, The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations webinar announcement: <https://www.policycloud.eu/news-events/events/data-governance-act-and-data-driven-policymaking-impact-and-practical> , retrieved 2021-12-20

²⁶ Willems, Marieke, Balboni, Paolo, Bettioli, Alberto, Taborda Barata, Martim, Kogut, Pavel, & Campos Cordobes, Sergio. (2021). The Data Governance Act and Data-Driven Policy Making: Impact and Practical Implementations. Zenodo. <https://doi.org/10.5281/zenodo.4715778>

During the Data Driven Policy Week, connections were made with the DEMETER project Mariano Navarro - HEAD OF ICT/R&D at TRAGSA, project partner in DEMETER, who provided the EU policy context for the PolicyCLOUD “Intelligent policies of the food value chain” pilot.



FIGURE 20: PROMOTIONAL BANNER DATA DRIVEN POLICYMAKING FOR THE FOOD VALUE CHAIN

3.5.3 Onboarding activities Year 3

In the third year of the project, the PolicyCLOUD consortium continued to build on the synergies established in the previous periods.

3.5.3.1 DATA DRIVEN POLICY CLUSTER

The collaboration with [AI4PublicPolicy](#), [Decido](#), [DUET](#) and [IntelComp](#) continued in Y3:

- Three joint policy briefs were written, published and disseminated as outputs from the three main tracks at the Evidence Based Policymaking in Europe Summit 2021.
 - **Co-creation and Stakeholder Engagement for Evidence Based Policymaking²⁷** explores how new technologies and tools can be used for engagement and innovative collaboration between policy makers and citizens creating ecosystems for a positive change. It demonstrates that in the case of Stakeholder Engagement and the Co-creation process, the biggest challenge is cultural and not technical and offers policy recommendations.

²⁷ Perossini, Fabio, Kogut, Pavel, Arenas, Jerónimo, Amicone, Alessandro, & Willems, Marieke. (2022). Co-Creation and Stakeholder Engagement for Evidence Based Policymaking. Zenodo. <https://doi.org/10.5281/zenodo.6538128>

- **Governance Ethics for Evidence Based Policymaking**²⁸ identifies core ethical issues in the context of projects to develop policymakers' ability to make key policy decisions based on objective criteria derived from real-world data were - such as ensuring the relevance of collected and processed data, the management of potential biases within datasets or processing algorithms, and the transparency, explainability and security of the data analysis and visualisation process, as well as strategies implemented in each of the relevant projects to ensure these (and other) issues are efficiently addressed, so as to simultaneously protect the trustworthiness and effectiveness of the solutions pursued by each Project. It also offers policy recommendations based on this analysis.
 - **Policy Prediction, the Future of Evidence Based Policymaking**²⁹ discusses the questions of whether a more data-driven approach to evidence-based policymaking can really fulfil its promises in practice and what is needed to scale up the use of policy prediction. It discusses the critical roles of interoperability and data sharing for the advancement of policy prediction in evidence-based policymaking and concludes with policy recommendations on how data can be leveraged for policy prediction at a larger scale than what is currently the case
- A post-event report³⁰ for the Evidence Based Policymaking in Europe Summit 2021 was written, published and disseminated. It includes a breakdown of the stakeholder groups of the attendees, which were 112 on the first day and 64 on the second day of the two-day online event, an overview of the sessions, including main takeaways and recommendations, and links to the recordings, presentations and policy briefs.
 - A joint session **Disruptive technologies accelerating data-driven policymaking** was organised and lead at EGI2022 conference engaging 30 stakeholders in person. The session raised awareness about Data Driven Policy Cluster of projects and the disruptive technologies they are developing for the public sector and also encouraged collaboration between EGI researchers and public authorities in decision making with the use of research data and advanced tools for the benefit of society.
 - A joint parallel session **Data usage improving public policies and policymaking** was organised and lead at Data for Policy 2022, Brussels. Each project had chance to present itself before a

²⁸ Resta, Vanni, Cugurra, Marina, Taborda Barata, Martim, Bettiol, Alberto, Gavrilit, Laura, & Cabello, Cecilia. (2022). Governance Ethics for Evidence Based Policymaking. Zenodo. <https://doi.org/10.5281/zenodo.6366119>

²⁹ Fabó Cartas, Claudia, Gavrilit, Laura, Koundouri, Phoebe, Markianidou, Paresa, Mulquin, Michael, Munné, Ricard, Mureddu, Francesco, van Ooijen, Charlotte, McAller, Susie, Paic, Alan, Sanmartín, Joseba, Sgouros, Nikitas M., Silence, Jurgen, & Willems, Marieke. (2022). Policy Prediction, the Future of Evidence-Based Policymaking?. Zenodo. <https://doi.org/10.5281/zenodo.6457625>

³⁰ Willems, Marieke, Smith, Zachary, & Gavrilit, Laura. (2022). Post Event Report: Evidence Based Policymaking in Europe Summit 2021. Zenodo. <https://doi.org/10.5281/zenodo.6579915>

discussion on sharing data between pilots and projects. As a result of this session a discussion paper will be published by Data for Policy.

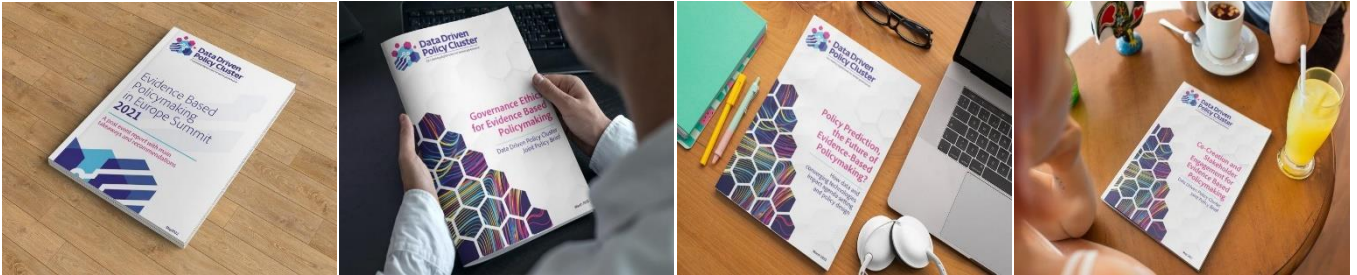


FIGURE 21: DATA DRIVEN POLICY CLUSTER PUBLICATIONS IN Y3

3.5.3.2 BDVA

A collaboration which was already present in the first two years, in the third year of the project PolicyCLOUD engaged with the BDVA at the EBDVF2022 in the session "Making data-driven policy management a reality across Europe with potential adopters of the PolicyCLOUD Pilots". This PolicyCLOUD final event showcased how data-driven policymaking has now become a fact in the different public administrations involved in PolicyCLOUD and how this has impacted not only the policymaking lifecycle but also their communities. The session was held at the EBDVF2022 on 22 November 2022.



FIGURE 22: EBDVF2022 BANNER

PolicyCLOUD also engaged with BDVA by participating in 2 sessions at DATAWEEK22. On 25 May, Samuele Baroni (PolicyCloud policies against radicalisation pilot lead from Maggioli) presented the PolicyCLOUD Pilot on Policies against radicalisation in the Disruptive technologies empowering decision-making in the public sector session. Ana Georgieva (Urban Environment Pilot Lead from Sofia Municipality) presented the PolicyCLOUD pilot on Urban Environment in the Towards effective implementation of data-driven public policies: successful use cases session on 1 June.



FIGURE 23: DATAWEEK22 BANNER

3.5.3.3 SWFORUM.EU

PolicyCLOUD was invited to present in the SWForum.eu Webinar: Leveraging OS technologies for better services in the European software ecosystem, on 10 October 2022. Konstatinos Oikonomou from UBITECH and PolicyCLOUD partner, was one of the speakers in this webinar demonstrating the innovative solutions developed within the project and joined the discussion on the European initiatives concerning policy and standardisation in open source technology during the panel session.



FIGURE 24: SWFORUM.EU WEBINAR BANNER

3.5.3.4 STANDICT

PolicyCLOUD in collaboration with StandICT.eu 2023 produced a White Paper “Cloud for Data Driven Policy Management”, providing recommendations on research and innovation actions towards interoperable data driven policymaking. It addresses the standardisation of data interoperability in data-driven policymaking, with a particular focus on the technological, legal and ethical aspects of handling data. As data sources become more available and diverse, it is essential to increase the efforts in establishing proper standards that will ensure ethical and legal compliance. The White Paper aims at

analysing novel approaches to data-driven policymaking and data interoperability with an emphasis on setting the ground for standardisation and compliance.

The White Paper was also jointly publicised through a social media and PR campaign jointly run with StandICT.eu 2023.



FIGURE 25: POLICYCLOUD WHITEPAPER IN COLLABORATION WITH STANDICT

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 guide³¹ has been created to guide the use of the PolicyCLOUD logo, colours, and fonts.

³¹ PolicyCLOUD, Brand Guideline

https://policycloud.eu/sites/default/files/POLICY_CLOUD_Brand_Guideline_Sep2020.pdf, retrieved 2020-12-21

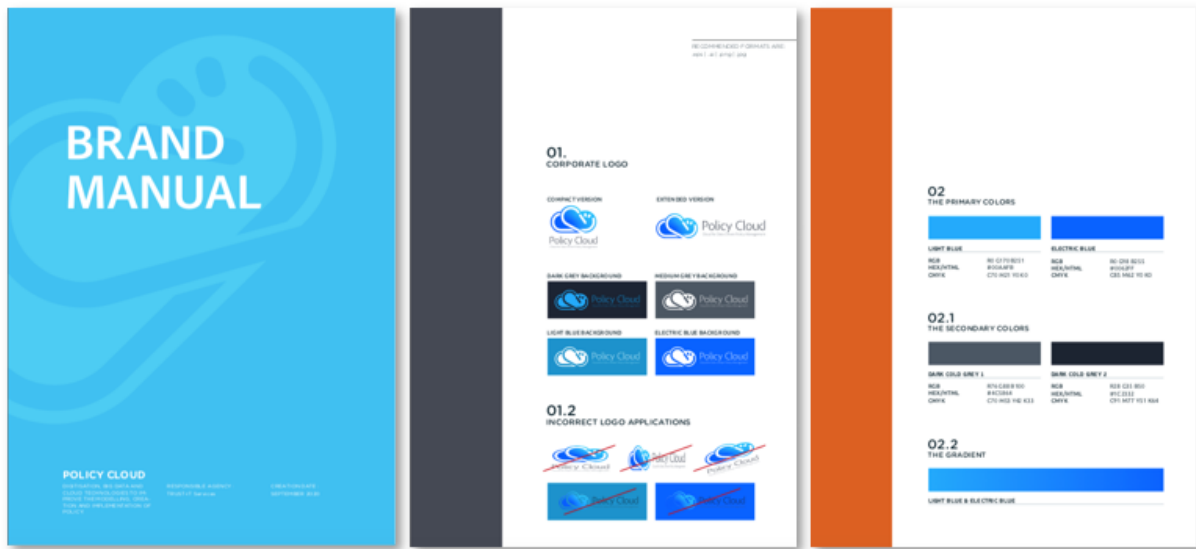


FIGURE 26: BRAND MANUAL DEFINING USE OF LOGO AND COLOUR PALETTE

4.1.1 Branding activities Year 1

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).



FIGURE 27: ICONS FOR POLICYCLOUD PILOTS

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



FIGURE 28: ICONS DESIGNED FOR POLICYCLOUD SERVICES

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

Tailored branding of the PolicyCLOUD key results contributed 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 29: IMPRESSIONS OF THE POLICYCLOUD BRANDED COMMUNICATION MATERIAL

4.1.2 Branding activities Year 2

The Policies against radicalisation pilot’s image was changed to an image of a riot, to represent radicalisation and the image for Open Data Policies for Citizens was changed to a crowd of pedestrians

in London, to represent the citizens of London, the city where the pilot is being run.

A suite of icons has been delivered for the PolicyCLOUD marketplace, visually branding the offerings to policymakers and citizens, to be used in the next release. As well as three infographics, each visually representing user journeys through the PolicyCLOUD Data Marketplace, as defined in D7.5 Data Marketplace Software Prototype¹⁰⁴. These user journeys are prepared for the dedicated promotion of the PolicyCLOUD Data Marketplace planned early year 3.

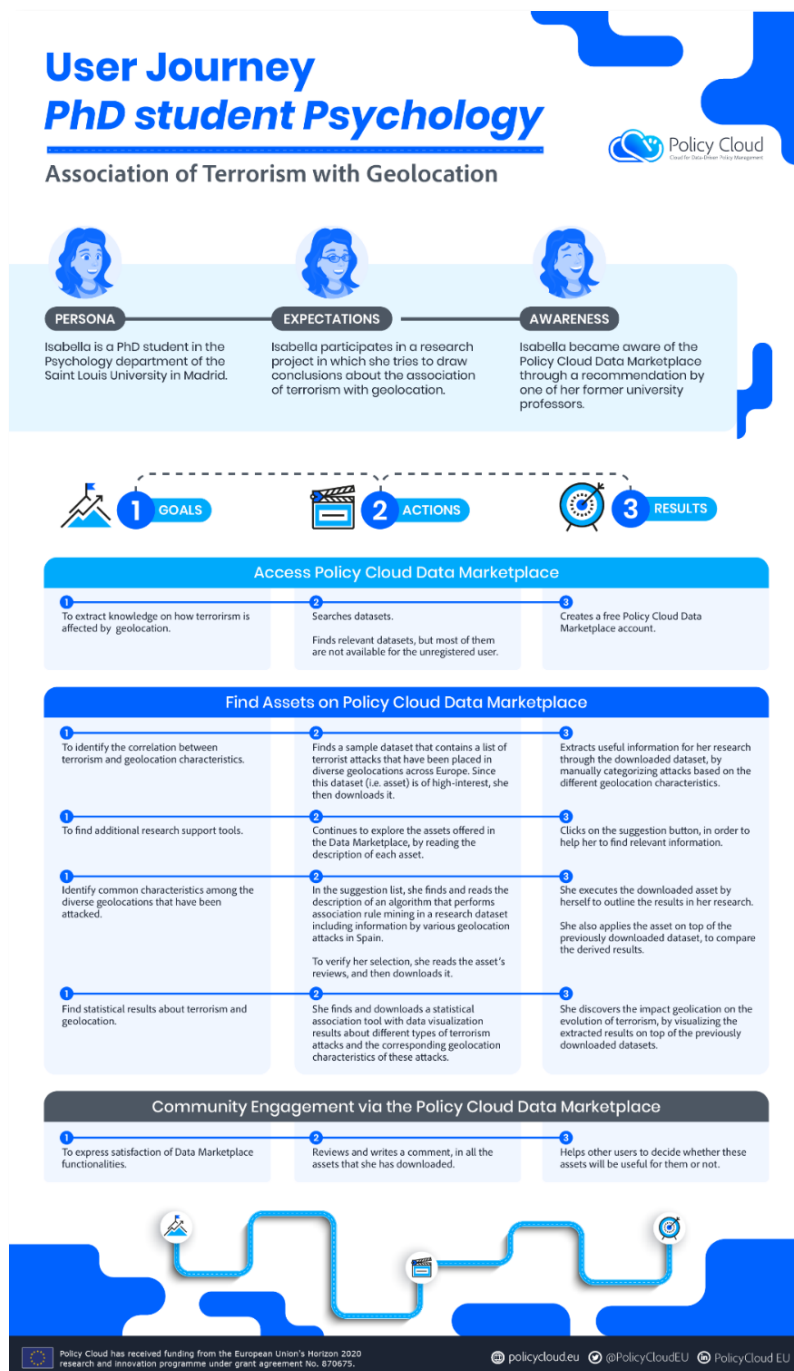


FIGURE 30: SAMPLE OF ONE OF THE THREE POLICYCLOUD DATA MARKETPLACE USER JOURNEY INFOGRAPHICS

4.1.3 Branding Activities Year 3

In Y3 PolicyCLOUD created a catalogue of exploitable components and services of the project, which could be adopted by other projects or organisations. This catalogue was graphically designed with a custom set of icons created to reflect the components included (See section 4.2).

The PolicyCLOUD Data Marketplace was designed including a set of custom icons to represent the different categories of assets in the marketplace. A PolicyCLOUD sub-logo was created for the Marketplace website and the Marketplace underwent a graphical makeover to match the PolicyCLOUD brand, while also increasing usability and visual appeal.

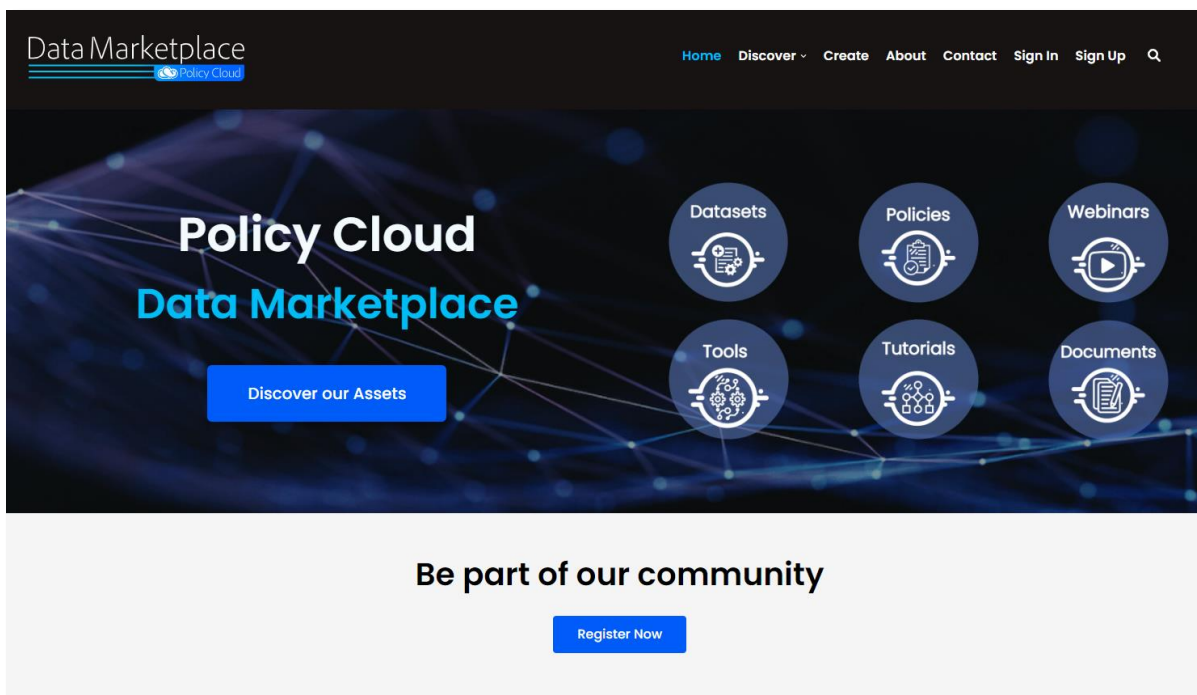


FIGURE 31: FINAL POLICYCLOUD DATA MARKETPLACE WEBSITE

4.2 PolicyCLOUD Website

The PolicyCLOUD website is the Gateway to its project and network channels for the wider dissemination of the project activities and achievements. The website also acts as a knowledge hub for its publicly available reports and scientific publications.

4.2.1 Website activities Year 1

In M1 the project landing page went live, followed by the project website launch in M4. The site explains [what PolicyCLOUD aims to achieve](#) and links to the project social media channels: [Twitter](#), [LinkedIn](#), [YouTube](#) and the repository service [ZENODO](#) where PolicyCLOUD 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 PolicyCLOUD website is the central hub for all communication and dissemination activities.

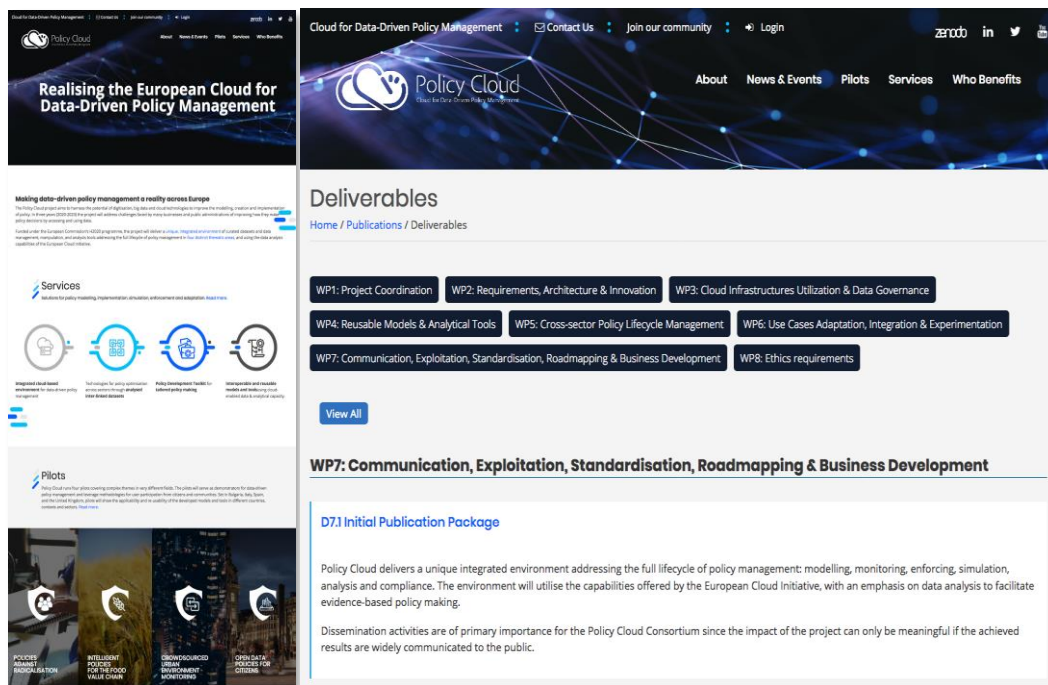


FIGURE 32: IMPRESSIONS OF THE HOME-PAGE (LEFT) AND DELIVERABLES PAGE (RIGHT) ON THE POLICYCLOUD WEBSITE

Social media posts always include a call to action which point people towards relevant sections of the website. This has been successful leading to long session times and low bounce rates for users. At M12, The PolicyCLOUD website received an average of 200 visits (sessions) per month.

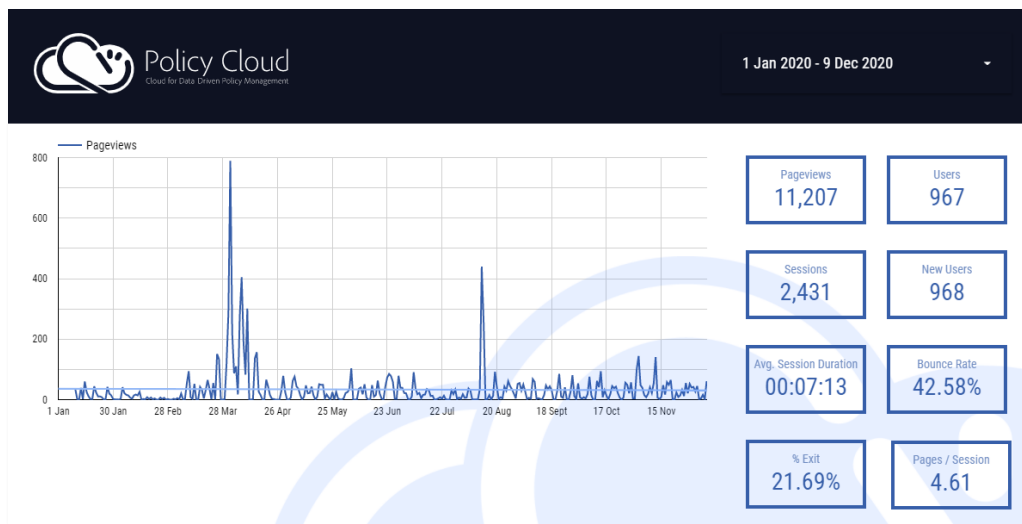


FIGURE 33: POLICYCLOUD WEBSITE DASHBOARD

4.2.2 Website activities Year 2

In response to reviewers' comments, the scientific publications were made more visible on the website. This was done by giving the scientific papers their own menu option under outreach. Along with this change a general reorganisation of the menus and ordering of content was undertaken, grouping all relevant materials produced by the PolicyCLOUD project under the "Outreach" menu item. Outreach has 6 submenus:

- Scientific Publications includes all academic papers published by the project
- Deliverables includes all the public project deliverables
- Reports, Presentations & Posters includes all non-scientific reports published, such as event reports and policy briefs, event presentations, and posters that have been produced for the project
- Articles & Blogs include various articles and blogs about PolicyCLOUD which have been posted on other websites
- Videos & Podcasts includes all the videos and podcasts which have been produced by the project
- Communications Kit includes essential communications materials such as the project logo, project presentation template, local language factsheets, who benefits info sheet, and brand guidelines.

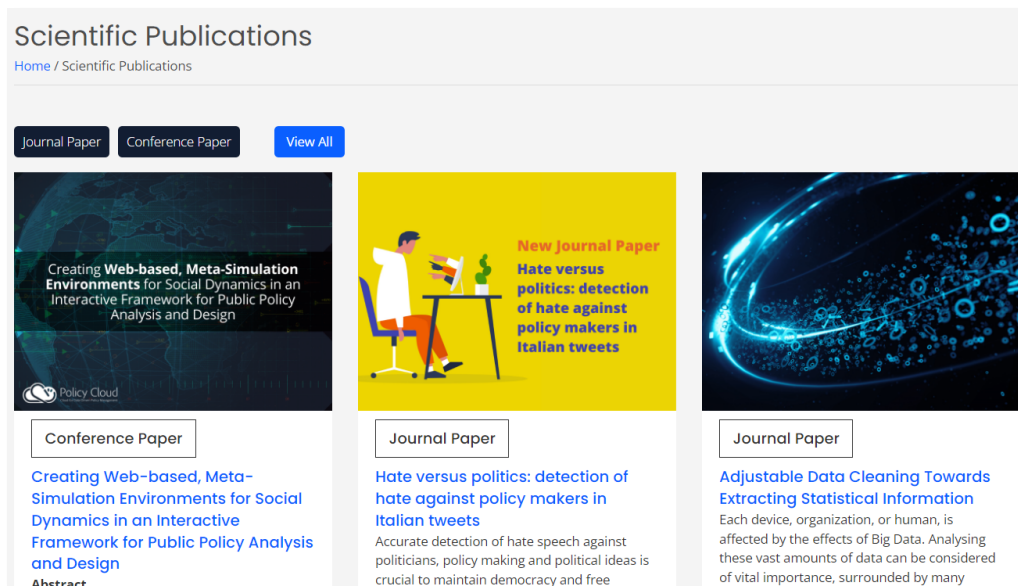


FIGURE 34: SCIENTIFIC PUBLICATIONS PAGE, ALL ENTRIES ARE FILTERABLE FOR TYPE OF PUBLICATION

Two new pages and submenus were also added to “News & Events.”

- PolicyCLOUD Newsletters gathers all the newsletter have been sent to the PolicyCLOUD community
- Press Clippings gathers various press and news media articles about PolicyCLOUD

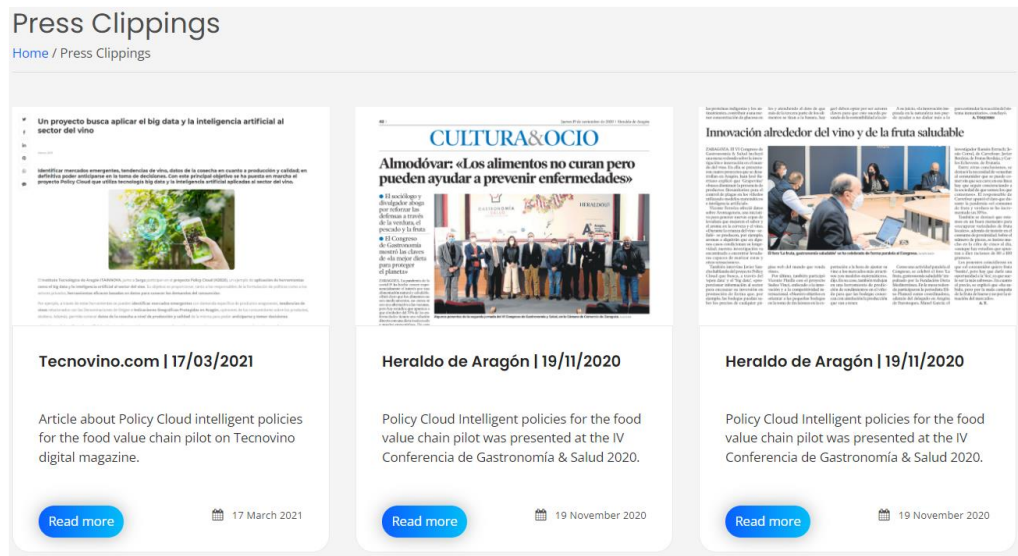


FIGURE 35: PRESS CLIPPINGS PAGE

Finally, a new version the Join the Community page was created entitled “Be Part of PolicyCLOUD.” The new page provides a narrative explaining why user would want to be part of the PolicyCLOUD community and co-creation



Would you like to be an active part of the Policy Cloud co-creation process?

Can you take part?

Why join?

We are establishing a community for public administrators, policymakers and stakeholders involved in policy making, to support us and participate in the co-creation activities of the project.

We are looking for policy makers, public administrators, and experts from academia, industry and citizen organizations interested in policymaking.

- Learn about the use of big data for evidence based policymaking
- Be part of our co-creation process. Influence the development of the platform
- Selected users given early access to the Policy Cloud platform

Support our innovative co-creation process!

FIGURE 36: SAMPLE OF THE BE PART OF POLICYCLOUD PAGE

4.2.3 Website Activities Year 3

The main website project for Y3 was the creation of a catalogue of PolicyCLOUD's exploitable services and components which can be onboarded by other projects and organisations. The main catalogue page has options to filter the components according to service type.

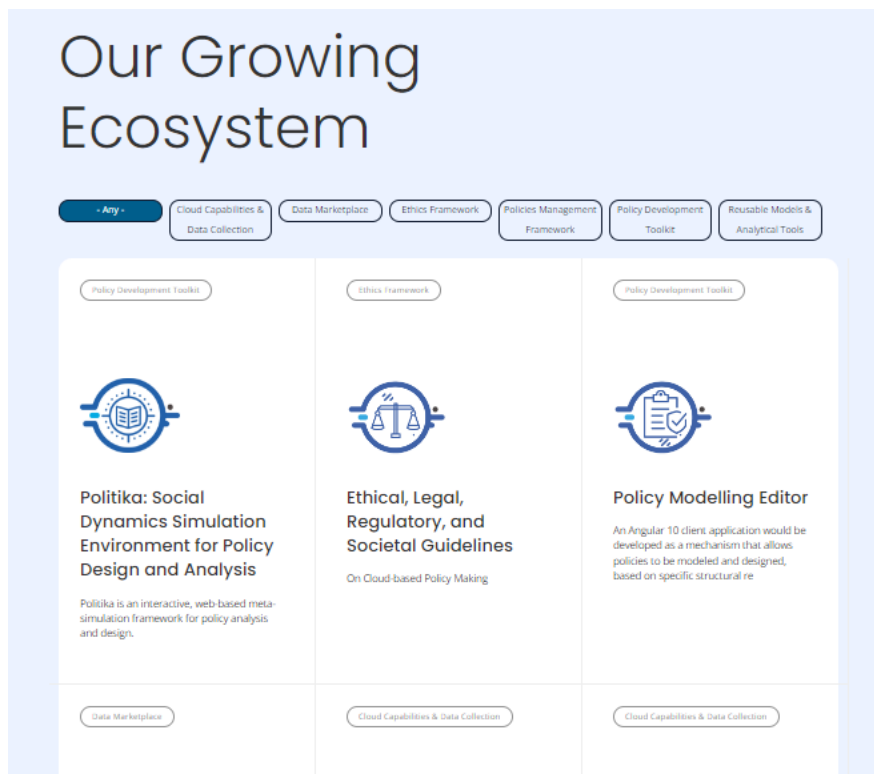


FIGURE 37: CATALOGUE OF SERVICES

An icon was designed to represent each component and a simple but effective design was implemented for each component page with name, service type and call to action for adoption at the top, important basic information on the right, including the license, and a more detailed description on the left.

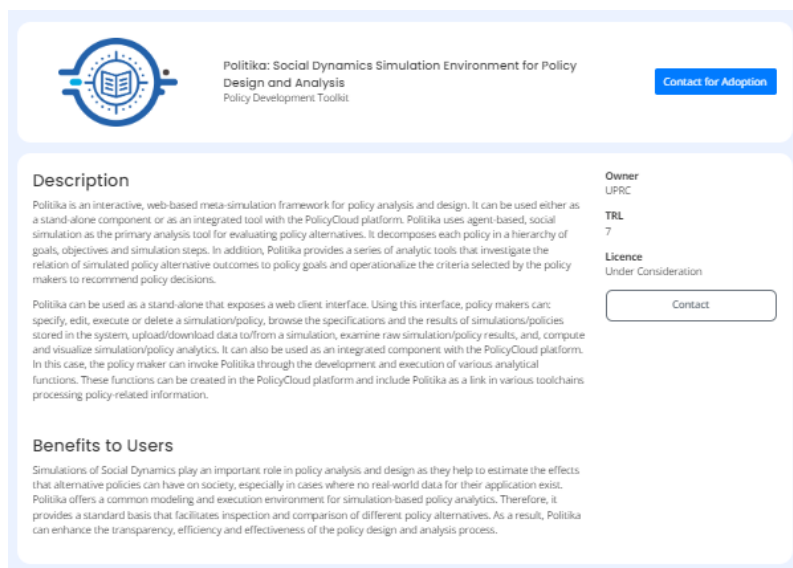


FIGURE 38: INDIVIDUAL COMPONENT PAGE IN CATALOGUE

Over the three-year lifetime of the project a total of 265 pages of content were produced and published on the website.

4.3 Social Media Channels

The PolicyCLOUD 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**³² and the LinkedIn page **PolicyCloud EU**³³ 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 PolicyCLOUD is attending or organising, as well as for the dissemination of the project's outcomes and updates.

4.3.1 Social Media activities Year 1

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**, **#sustainableurbandevlopment**, **#migration**.

³² Twitter, PolicyCLOUD account <https://twitter.com/PolicyCloudEU>, retrieved 2020-12-21

³³ LinkedIn, PolicyCLOUD addount <https://www.linkedin.com/company/policycloudeu>, retrieved 2020-12-21



FIGURE 39: SAMPLE OF BRANDED, CONTENT RICH SOCIAL MEDIA POSTS

Numbers are well on track to reach the projects social media KPIs of 500 Tweets, 500 Twitter followers and 800 LinkedIn followers. PolicyCLOUD has already Tweeted 210 times, and currently has 133 followers on Twitter. On LinkedIn, PolicyCLOUD 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 PolicyCLOUD website. Social media posts generally point to news articles or events posted on the PolicyCLOUD website. PolicyCLOUD social media is tracked on a weekly basis, see section 6.2.

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

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

Multiplier	Platforms	Description	Community	Stakeholder Category
 <p>EOsc Secretariat @EoscSecretariat Follows you</p>	<p>Twitter: @EoscSecretariat LinkedIn: EOscsecretariat</p>	<p>We support the #EOsc Governance as we work openly and inclusively with communities to co-create the European #OpenScience #Cloud</p>	1.7K	EOsc, R&I, Cloud
 <p>RadRes @Radicalisation</p>	<p>Twitter: @Radicalisation</p>	<p>Gathers high-quality academic research on radicalisation, extremism and fundamentalism and makes it easily accessible to a broader public.</p>	5.5k	Policy - radicalisation
 <p>Radicalisation Awareness Network – RAN @RANEurope</p>	<p>Twitter: @RANEurope LinkedIn: Radicalisation Awareness Network - RAN</p>	<p>Connecting frontline practitioners from across Europe. Established by @EUHomeAffairs.</p>	10.4k	Policy - radicalisation
 <p>EU Agriculture @EUAgri</p>	<p>Twitter: @EUAgri</p>	<p>Food, farming, and the future of agriculture. Sowing the seeds of EU Agriculture & Rural Development policy.</p>	77.5k	Policy - food
 <p>SSHOpenCloud @SSHOpenCloud</p>	<p>Twitter: @SSHOpenCloud LinkedIn: SSHOC - Social Sciences and Humanities Open Cloud</p>	<p>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</p>	1.3K	EOsc, Social Science
 <p>Big Data Value @BDVA_PPP Follows you</p>	<p>Twitter: @BDVA_PPP LinkedIn: BDVA - Big Data Value Association</p>	<p>Big Data Value is the Public Private ecosystem around Big Data in Europe. In 2020 PolicyCLOUD took part in the EBDVF organised by BDV.</p>	3.1K	Big Data, R&I, AI, Cloud

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

An official PolicyCLOUD YouTube account³⁴ has been set up to upload videos as well as a Soundcloud account³⁵ to upload podcasts which are then embedded on web pages and shared across other channels, see section 4.5 for more details.

4.3.2 Social Media activities Year 2

In year 2 of the PolicyCLOUD project, social media activities built on the strategy already set in place in year 1, to widely disseminate project results and activities. Stakeholders and followers were actively engaged via social media in the evolution of PolicyCLOUD services and pilot implementation.

In numbers, the PolicyCLOUD social media pages are followed by 1.803 followers on LinkedIn and 322 on Twitter by M24 of the project. This shows an increase of 334% of the PolicyCLOUD social media community, compared to Y1.

The community has grown through an active one-to-one contact scouting on social media, direct invites to project events created on social media and the live tweeting during events.

4.3.3 Social Media activities Year 3

Y3 Social Media strategy focussed on harnessing the large community gained in Y2 to disseminate the project's results, such as the demos and 3 joint policy briefs, as well as relevant events where PolicyCLOUD presented such as EGI2022, EBDVF2022 and Data for Policy.

In numbers, the PolicyCLOUD social media pages are followed by 2.101 followers on LinkedIn and 386 on Twitter by M36 of the project. This shows an increase of 17% of the PolicyCLOUD social media community, compared to Y1.

In year 3 PolicyCLOUD used budget originally planned for physical events and at M24 underspent due to COVID-19 restrictions, to boost views and exposure of PolicyCLOUD videos on with a paid campaign of the pilot workshop video. The original plan was to run paid campaigns for the four podcasts. But having had the opportunity to film a video at one of the in-person co-creation workshops, it was decided that this would be of greater impact for the project. The campaign resulted in 26.000 views of the video.

Y3 saw PolicyCLOUD's Twitter account followed by important multipliers Engineering Spa (8.5k followers) and CSIC (990K followers).

³⁴ YouTube, PolicyCLOUD account <https://www.youtube.com/channel/UC4iwXbaPPSY9AmYF67mWGng>, retrieved 2020-12-21

³⁵ SoundCloud, PolicyCLOUD account <https://soundcloud.com/user-683096329>, retrieved 2020-12-21

4.4 Newsletters

Newsletters aim to raise awareness on PolicyCLOUD results and activities, and recruit PolicyCLOUD 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 visual identity.

4.4.1 Newsletter activities Year 1

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 sent out a total of 10 newsletters.

4.4.2 Newsletter activities Year 2

As of M23 there have been 5 newsletters sent to the PolicyCLOUD community of 194 recipients. Events have been a key method of growing the PolicyCLOUD community, with 90 new subscribers added to the newsletter after the joint Data Governance Act event in February, thanks to the strategy of placing a newsletter signup option in the event registration forms. At the same time the newsletter has been an effective way to increase registrations to various PolicyCLOUD events, leading to a strategy of sending a newsletter in the lead up to PolicyCLOUD events.



FIGURE 40: A MAJOR EVENT BEING HIGHLIGHTED IN A RECENT EDITION OF THE POLICYCLOUD NEWSLETTER

A dedicated page was added on the website for those who want to read previous editions of the newsletter, as well as a new improved newsletter sign up page, giving a better narrative explanation as to why people should become part of the PolicyCLOUD community.

4.4.3 Newsletter activities Year 3

In Y3 PolicyCLOUD continued to grow the community of newsletter subscribers to enhance the impact of the project and its results. Regular newsletters were sent out to maintain engagement and interest in the project. Some of the year's highlights sent out in the Newsletter were the 3 Joint Policy briefs, the PolicyCLOUD Marketplace, and the standardisation White Paper.

As of M36 there have been 10 newsletters sent to the PolicyCLOUD community of 275 recipients which was the KPI set at the beginning of the project.

4.5 Videos

Based on interviews conducted with partners during the PolicyCLOUD 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 PolicyCLOUD website and dedicated YouTube channel website, 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 webpage has been set in place for the videos.

During the first year, PolicyCLOUD has organised two joint online events, the recordings of these sessions are also available on the PolicyCLOUD 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 PolicyCLOUD 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.

4.5.1 Video activities Year 1

At M12 the consortium 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).

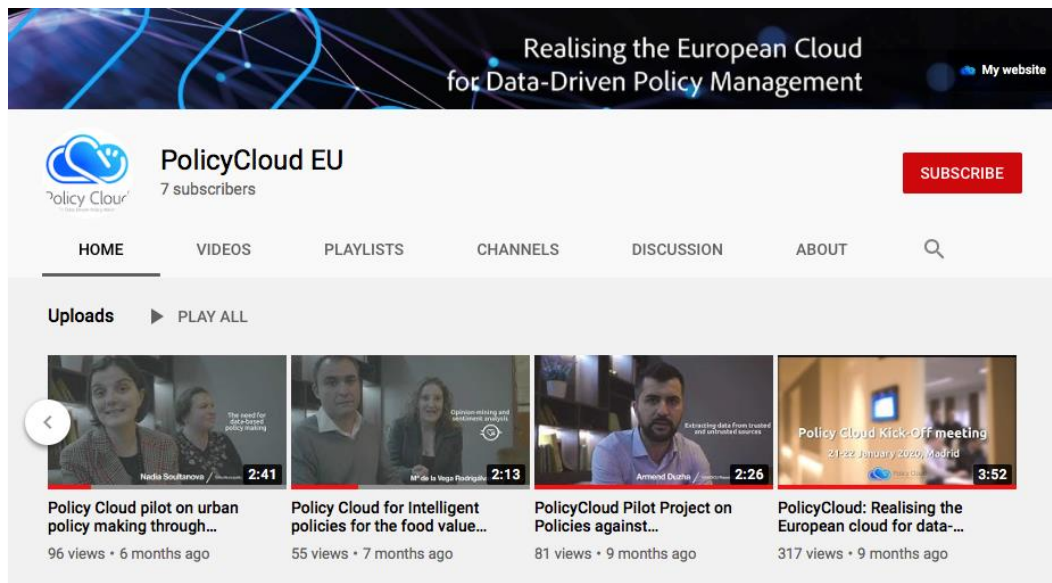


FIGURE 41: POLICYCLOUD YOUTUBE CHANNEL

4.5.2 Video activities Year 2

In year 2, the total number of videos created and uploaded to YouTube has increased and now counts 25, overall counting 5.846 views.

To improve access, WP7 decided to categorise the videos in playlists (see figure 33):

- Dissemination: 6 scripted, edited and branded promotional videos
- Data Driven Policymaking week session recordings
- Evidence Based Policy in Europe Summit 2021 session recordings
- Webinars

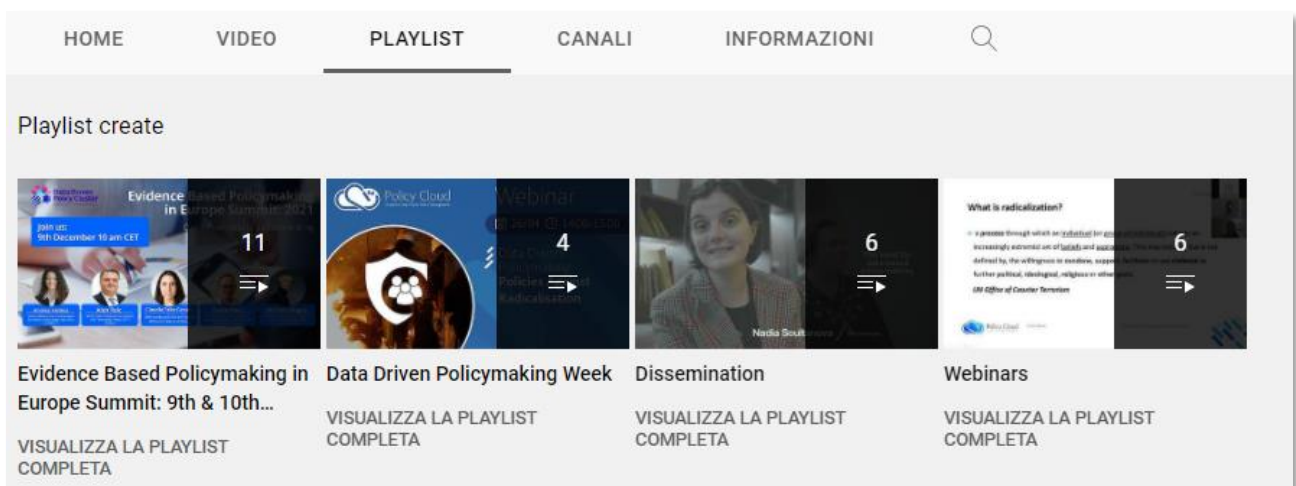


FIGURE 42: POLICYCLOUD YOUTUBE PLAYLIST WITH 4 CATEGORIES

In the second series of co-creation workshops, WP7 was able to perform video interviews with policymakers and potential end-users, attending the Policies against Radicalization in the Lombardy Region. These video interviews were edited into a pilot dissemination video, branded with the PolicyCLOUD look & feel, pilot icons and images.

4.5.1 Video activities Year 3

In the third year, the technical work of the project began to be showcased in demos to guide potential end-users through the functionalities of the PolicyCLOUD services. Two videos were also filmed on site at one of the co-creation workshops in order to demonstrate the importance of co-creation in the development of the technical platform. Trust-IT's videographer was sent to the second workshop of the Policies Against Radicalisation pilot, which took place in Milan. A general video explaining PolicyCLOUD, the pilot and co-creation was produced as well as a video including interviews with some of the policy makers attending the co-creation workshop. The videos clearly demonstrate the need for the co-creation of innovative solutions for policy makers.

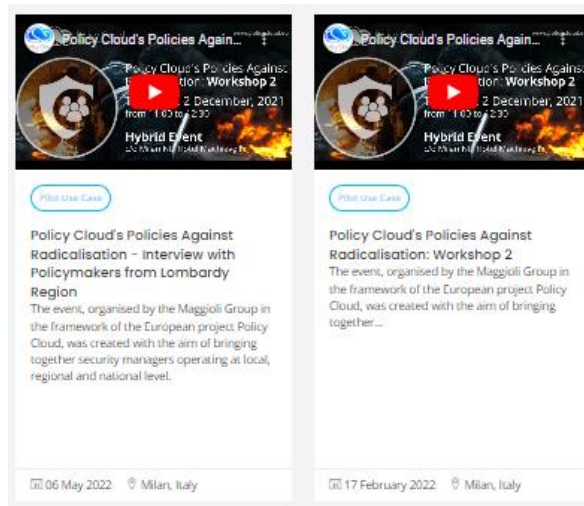


FIGURE 43: THE TWO VIDEOS FILMED AT THE CO-CREATION WORKSHOP CAN BE FOUND ON THE POLICYCLOUD WEBSITE UNDER OUTREACH>VIDEOS AND PODCASTS

A demo was created to show the DAA API Gateway responsible for the overall orchestration and the layer API, the built-in analytical tools for Data cleaning and interoperability, Situational Knowledge, Opinion Mining & Sentiment Analysis and Social Dynamics & Behavioural Data analysis, and the Operational Data Repository in the context of the Radicalisation and Aragon Use-cases.



FIGURE 44: DATA ACQUISITION AND ANALYTICS OPENWHISK DEMO

A demo video for the PolicyCLOUD Politika component, an interactive, web-based meta-simulation framework for policy analysis and design which can be used either as a stand-alone component or as an integrated tool with the PolicyCLOUD platform, was filmed and demonstrated at the EGI 2022 conference by Nikitas M. Sgouros

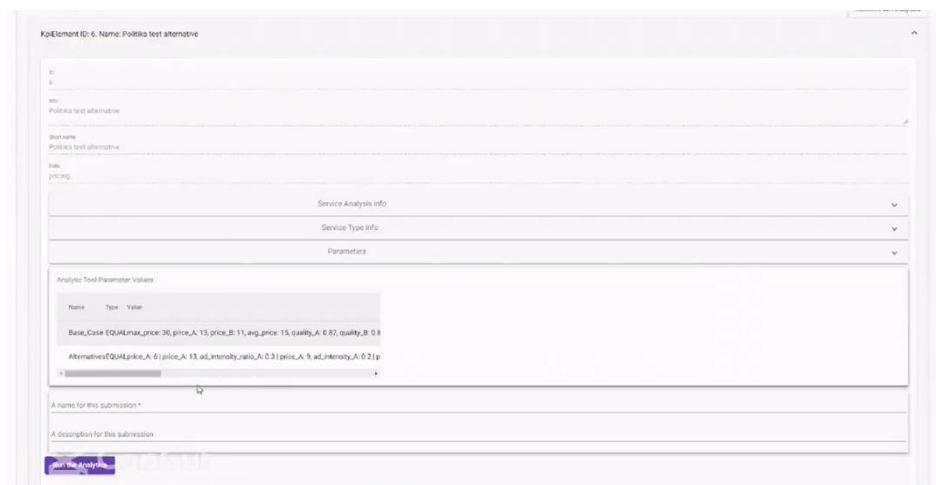


FIGURE 45: POLITIKA DEMO

4.6 Communications Toolkit

The communication kit is published on the website for all partners and stakeholder to facilitate the promotion of PolicyCLOUD results and activities.

4.6.1 Communication Toolkit Year 1

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

PolicyCLOUD 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 developed targeted at end-users and to be disseminated at the pilot workshop. 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 was augmented with new material as they became available over the lifetime of the project.

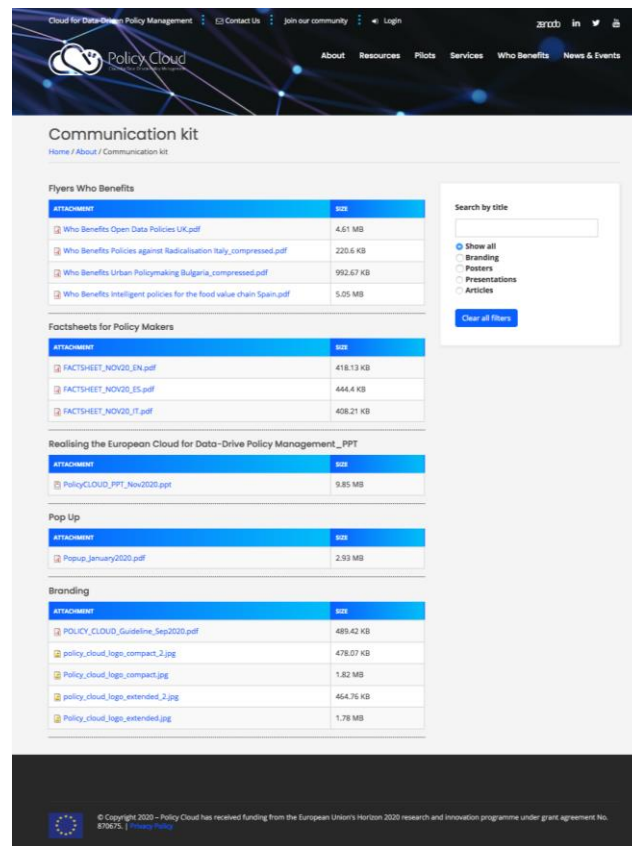


FIGURE 46: POLICYCLOUD COMMUNICATION TOOLKIT ON THE PROJECT WEBSITE

4.6.2 Communication Toolkit Year 2

Several activities took place in the communication toolkit to support dissemination of PolicyCLOUD activities and results.

PolicyCLOUD lead the definition and design of an umbrella brand for the Data Driven Policy Cluster, building a recognisable visual identity for the group of 5 e-governance projects (see section 3.5) as shown in the figure below.



FIGURE 47: SAMPLE OF THE DATA DRIVEN POLICY CLUSTER BRANDING

For the joint event, a joint presentation template, and cluster presentation were developed and made available via the PolicyCLOUD Communication kit. A dedicated virtual background and a suite of cluster branded social media banners were designed and used by all projects in the event promotion.



FIGURE 48: VIRTUAL BACKGROUND WITH BRANDING OF THE EVENT AND CLUSTER

4.6.3 Communication Toolkit Year 3

Y3 saw the PolicyCLOUD Factsheet translated into Bulgarian to cover all Pilots' local languages. This was printed and used by the Sofia Pilot in their final co-creation workshop.

A new roll up banner was created to increase visibility at the numerous in person events from M31-36. It highlighted the PolicyCLOUD Pilots, the newly released Data Marketplace, as well as the joint policy briefs written together with the Data Driven Policy Cluster.



FIGURE 49: POLICY CLOUF Y3 ROLL-UP BANNER

A set of physical dissemination materials in the form of A7 cards were developed and distributed at events. The decision was to make a set of simple cards with very little text, in order to quickly communicate the main message, with a Call-to-Action QR code for those interested in learning more. They were also more eco-friendly as they were easily transportable in carry-on baggage avoiding the need for courier.



FIGURE 50: THE CARDS BEING DISTRIBUTED AT THE SMARTCITYEXPO WORLD CONGRESS IN BARCELONA

4.7 Publications

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

4.7.1 Publication activities Year 1

The KPI set for the 36 months of the PolicyCLOUD 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.

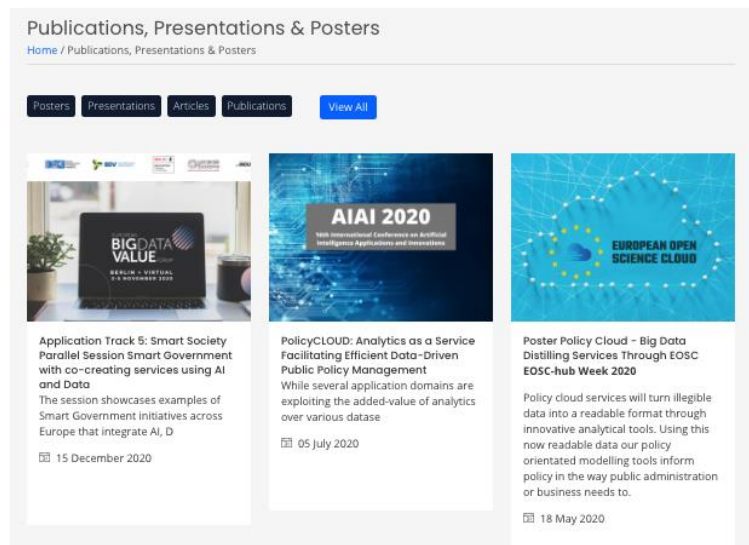


FIGURE 51: SAMPLE OF POLICYCLOUD WEBPAGE PUBLICATIONS, POSTERS AND PRESENTATIONS

4.7.2 Publication activities Year 2

One of the recommendations received in the first project review was to make scientific publications more visible and easier to find on the website.

The main way this has been achieved was by separating them from other project publications, and giving them their own page. This page is also the first submenu under “Outreach as can be seen in the figure below. News pieces and social media posts are also created for each scientific publication, and a new section in the newsletter lists the most recent scientific publications, linking to their specific news on the website.

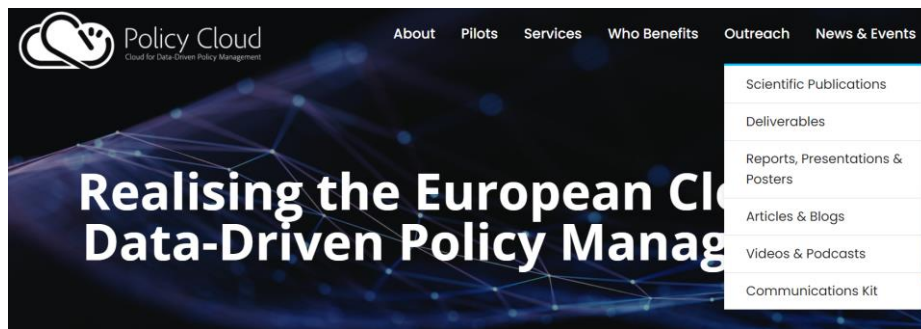


FIGURE 52: POLICYCLOUD OUTREACH SUBMENU

PolicyCLOUD also published 2 post event reports in Y2.

- The Data Governance Act and Data-Driven Policy Making: Impact and Practical Implementations was published on Zenodo 23 April 2021 as a result of a joint webinar between PolicyCLOUD and three other EC funded projects, Cyberwatching, DUET, and URBANITE. The central message of the report are seven recommendations for SMEs, policymakers, and public administrations in preparing for the implementation of the Data Governance Act. The report has had 205 views and 162 downloads as of M36.
- Data-Driven Policymaking Week was published 14 May 2021 as a result of a four-day event organised by PolicyCLOUD to highlight the work of the four Pilots. The report outlines the policymaking challenge, the data required and the PolicyCLOUD solution for each of the four pilot areas covered by PolicyCLOUD. It also includes recommendations for policymakers from each of the speakers. The report has had 171 views and 144 downloads as of M36.

4.7.3 Publication activities Year 3

This multiplatform strategy continued to be implemented in Year 3 of the project assuring that any relevant stakeholders were able to access and read the scientific publications related to PolicyCLOUD.

PolicyCLOUD partners have produced 16 scientific articles over the three years of the project. The table below lists the scientific publications.

Title news scientific publication	DOI	Authors	Title of the journal or equivalent	Date
PolicyCLOUD: Analytics as a Service Facilitating Efficient Data-Driven Public Policy Management	10.1007/978-3-030-49161-1_13	Kyriazis D. et al.	Artificial Intelligence Applications and Innovations (AIAI 2020)	29/05/2020
An Evaluation of Neural Machine Translation and Pre-trained Word Embeddings in Multilingual Neural Sentiment Analysis	10.1109/PIC50277.2020.9350849	George Manias, Argyro Mavrogiorgou, Athanasios Kiourtis, Dimosthenis Kyriazis	2020 IEEE International Conference on Progress in Informatics and Computing (PIC)	16/02/2021
An Optimized KDD Process for Collecting and Processing Ingested and Streaming Healthcare Data	10.1109/ICICS52457.2021.9464551	Argyro Mavrogiorgou, Athanasios Kiourtis, George Manias, Dimosthenis Kyriazis	2021 12th International Conference on Information and Communication Systems (ICICS)	28/06/2021
Adjustable Data Cleaning towards Extracting Statistical Information	10.3233/SHTI210332	Argyro Mavrogiorgou, Athanasios Kiourtis, George Manias, Dimosthenis Kyriazis	EFMI 2020 Special Topic Conference (EFMI STC)	27/05/2021
SemAI: A Novel Approach for Achieving Enhanced Semantic Interoperability in Public Policies	https://doi.org/10.1007/978-3-030-79150-6_54	George Manias, Argyro Mavrogiorgou, Athanasios Kiourtis, Dimosthenis Kyriazis	17th International Conference on Artificial Intelligence Applications and Innovations (AIAI)	22/06/2021
Parallel Query Processing in a Polystore Distributed and Parallel Databases	https://doi.org/10.1007/s10619-021-07322-5	Boyan Kolev, Oleksandra Levchenko, Esther Pacitti, Patrick Valduriez, Ricardo Jimenez-Peris, Pavlos Kranas, Marta Patino-Martinez	Distributed and Parallel Databases	16/02/2021
Creating Web-based, Meta-Simulation Environments for Social Dynamics in an	10.1109/DS-RT52167.2021.9576158	Nikitas M. Sgouros, Dimosthenis Kyriazis	https://ieeexplore.ieee.org/xpl/conhome/9575167/proceeding	27-29/09/2021

Title news scientific publication	DOI	Authors	Title of the journal or equivalent	Date
Interactive Framework for Public Policy Analysis and Design				
Elastic Scalable Transaction Processing in LeanXcale	https://doi.org/10.1016/j.is.2022.102043	Ricardo Jimenez-Peris, Diego Burgos-Sancho, Francisco Ballesteros, Patricio Martinez, Marta Patiño-Martinez, Patrick Valduriez	Information Systems	09/2022
Real-Time Kafka-based Topic Modeling and Categorization of Tweets	10.1109/PIC53636.2021.9687024	George Manias, Argyro Mavrogiorgou, Athanasios Kiourtis, Dimitris Kakomitas, Dimosthenis Kyriazis	2021 IEEE International Conference on Progress in Informatics and Computing (PIC-2021)	17-19/12/2021
Motor Consultas Analíticas Políglota	https://oa.upm.es/69145/	Pavlos Kranas	Doctoral Thesis, E.T.S. de Ingenieros Informáticos (UPM)	10/2021
PolicyCLOUD: A prototype of a Cloud Serverless Ecosystem for Policy Analytics	https://doi.org/10.48550/arXiv.2201.06077	O. Biran, O. Feder, Y. Moatti, A. Kiourtis, D. Kyriazis, G. Manias, A. Mavrogiorgou, N. Sgouros, M. Tabora Barata, I. Oldani, M. Sanguino, P. Kranas	arXiv e-Print archive	19/01/2022
Ontology-Driven Data Cleaning Towards Lossless Data Compression	10.3233/SHTI220492	Athanasios Kiourtis, Argyro Mavrogiorgou, George Manias, Dimosthenis Kyriazis	Studies in Health Technology and Informatics	27-30/05/2022
Multilingual Sentiment Analysis on Twitter Data Towards Enhanced Policy Making	10.1007/978-3-031-08337-2_27	George Manias, Athanasios Kiourtis, Argyro Mavrogiorgou, Dimosthenis Kyriazis	18th International Conference on Artificial Intelligence Applications and Innovations (AIAI)	10/06/2022

Title news scientific publication	DOI	Authors	Title of the journal or equivalent	Date
Blue Danube: A Large-Scale, End-to-End Synchronous, Distributed Data Stream Processing Architecture for Time-Sensitive Applications	10.1109/DS-RT55542.2022.9932034	Panayiotis A. Michael, Panayiotis D. Tsanakas and Douglass Stott Parker	2022 IEEE/ACM 26th International Symposium on Distributed Simulation and Real Time Applications (DS-RT), 2022	26-28/09/2022
Politika: Implementing a Novel Meta-Simulation Methodology for Public Policy Design on the Web	https://doi.org/10.1145/3568167	Nikitas M. Sgouros	Digital Government: Research and Practice	05/12/2022
PolicyCLOUD: A prototype of a cloud serverless ecosystem for policy analytics	https://doi.org/10.1017/dap.2022.32	Ofer Biran, Oshrit Feder, Yosef Moatti, Athanasios Kiourtis, Dimosthenis Kyriazis, George Manias, Argyro Mavrogiorgou, Nikitas M. Sgouros, Martim T. Barata, Isabella Oldani, María A. Sanguino, Pavlos Kranas and Samuele Baroni	Data & Policy	28/11/2022

TABLE 6: SCIENTIFIC PUBLICATIONS MADE BY THE POLICYCLOUD CONSORTIUM

PolicyCLOUD continued to publish post-event reports, including conclusions and recommendations for data-driven policymaking, to extend the impact of individual events beyond the days of the event itself and beyond the event's original audience.

PolicyCLOUD also published 2 post event reports in Y3.

- Evidence Based Policymaking in Europe Summit 2021 was published on Zenodo 25 May 2022 as a result of the joint 2-day online event organised by the Data Driven Policy Cluster. The central content of the report are the policy challenges and recommendations that resulted from each session. The report has had 293 views and 116 downloads as of M36.
- Data Driven Policy Cluster @EGI2022 was published 17 November 2022 as a result of a Data Driven Policy Cluster joint session at EGI2022. The report outlines demonstrations and recommendations on prediction tools for data-driven policymaking. The report has had 37 views and 29 downloads as of M36.

In collaboration with StandICT.eu 2023, PolicyCLOUD published a white paper entitled *Cloud for Data Driven Policy Management* on 29 November 2022. It raises the need for standardisation of policy models and of data interoperability in data driven policymaking, which is becoming more urgent as data sources become more readily available and diverse. Some standards have already been established in this field but further effort is needed to ensure legal and ethical compliance in more complex and heterogeneous cases. The report has had 86 views and 68 downloads as of M36.



FIGURE 53: POLICYCLOUD WHITE PAPER

5 PolicyCLOUD workshops, webinars, third party events and podcasts

The organization of a series of Webinars, Workshops, podcasts and presentations at third part events, is 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 played 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.

5.1.1 Mitigation Actions Year 1

In Y1, 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 year 1
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.
Increasing visibility of the project, during its first year, the year of the pandemic.	<ul style="list-style-type: none"> • Start of podcast series, as an alternative for people to learn about the project at moments that suit them best, through in-depth interviews.

TABLE 7: MITIGATION MECHANISMS FOR COVID-19 CHALLENGES

5.1.2 Mitigation Actions Year 2

In Y2, 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 year 1
Project promotion at third part events	<ul style="list-style-type: none"> • Digital poster presentation at EGI 2021 • Virtual paper presentation at AIAI2021, IEEE2021, PIC2021 • Virtual plenary presentation at MCE1 • Virtual exhibition booth at MCE2021
Creation of synergies	<ul style="list-style-type: none"> • The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations webinar with CyberWatching.eu, DUET and Urbanite • The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations report with CyberWatching.eu, DUET and Urbanite • Data Driven Policymaking Week series of 4 webinars with DEMETER, and ICB members from: CollectiveUP & European Digital Development Alliance, TNO, Lisbon Council for Economic Competitiveness & Social Renewal • Joining efforts with DUET, Intelcomp, DECIDO and AI4PublicPolicy in the Data Driven Policy Cluster to organise the Evidence Based Policy in Europe Summit 2021 • Jointly defined, published and promoted Data Driven Policy Cluster Roadmap • EGI2021 conference session titled “Initiatives for better evidence-based policies in the public sector”, organised by PolicyCLOUD in the Data Driven Policy Cluster and connection made with EOSC Future & SSHOC
Co-creation workshops	<ul style="list-style-type: none"> • Second series of co-creations workshops were celebrated in a hybrid format.
Increasing visibility of the project, during its first year, the year of the pandemic.	<ul style="list-style-type: none"> • 2 additional podcasts in the series of PolicyCLOUD pilot podcasts, as an alternative for people to learn about the project at moments that suit them best, through in-depth interviews.

TABLE 8: MITIGATION MECHANISMS FOR COVI-19 CHALLENGES CONTINUED IN YEAR 2

5.1.3 Mitigation Actions Year 3

In 2022, the third year of the PolicyCLOUD project, the world was still recovering from the COVID-19 pandemic, but by halfway through the year almost all restrictions had been dropped in most countries. This led to the consortium focussing effort on in person attendance of events, which mostly occurred in the second half of the year, instead of doing more podcasts, as had been planned in the case of continued restrictions.

5.2 PolicyCLOUD workshops

The consortium organised two annual events (T7.3) to widely disseminate the project results and activities for wider uptake. In addition, under task 7.5 Innovation Management an additional two innovation workshops were planned, inviting potential adopters of PolicyCLOUD, where they had a discussion playground. The innovation workshops are not within the scope of this deliverable and are reported on in the T7.5 deliverables.

5.2.1 PolicyCLOUD activities Year 1

In Year 1, the consortium decided to hold the first workshop in Year 2 and the second one in Year 3. The current COVID-19 pandemic travel restrictions were considered when planning this workshop in an on- or offline format. For these workshops the consortium considered co-location at relevant third-party conferences targeting potential end-users (see section 6 for an overview of the KPIs).

5.2.2 PolicyCLOUD activities Year 2

Here we report on 2 main events organised by PolicyCLOUD, and both of the events were organised in the context of the Data Driven Policy Cluster. Both activities have been extensively described in section 3.5. Here we want to report on the impact and rationale behind the events.

5.2.2.1 EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021

PolicyCLOUD, Decido, AI4PublicPolicy, DUET and Intelcomp pan-European projects and initiatives dedicated to using cloud for data-driven policy, have joined forces to host Evidence Based Policy Making in Europe, a premier conference for government that focuses purely on data and tools for decision making. Together with leading change agents from the European Commission and Local Government the event explored the new decision-making ecosystems being built by cities and administrations, including the use cases being adopted, and the innovative data and tools being adopted for modern policy making.

Taking place virtually on the 9th and 10th of December, 2021, here we list what attendees were to expect:

- **Use Cases:** We asked our speakers to bring real-life examples of how they are transforming the traditionally slow deliberative policy making process in the fields of health, climate change and mobility, to one that is more agile and responsive. Attendees heard directly from cities themselves on how they are developing better evidence-based policies which adapt as new data comes to light, and which are trusted and contributed to by relevant stakeholders who feel engaged in the process.
- **Tools:** Attendees saw how city managers and policy makers are co-creating data-driven decision-making ecosystems with cutting edge tools which enable them to visualise, analyse and even predict the complex impact of decisions across multiple domains, time and space. There were

hands-on AI, big data and digital twin demos to inspire attendees with what they could potentially achieve for their administration.

- Strategies: Attendees learned how to manage legal, ethical and standards challenges and constraints in our increasingly digital world. From best practices to principles and legislation our speakers helped attendees understand and navigate the complex environment in pragmatic ways that got them started on their journey.



FIGURE 54: ANNOUNCEMENT OF THE EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021

A total of 236 people registered for the event from the following stakeholder categories:

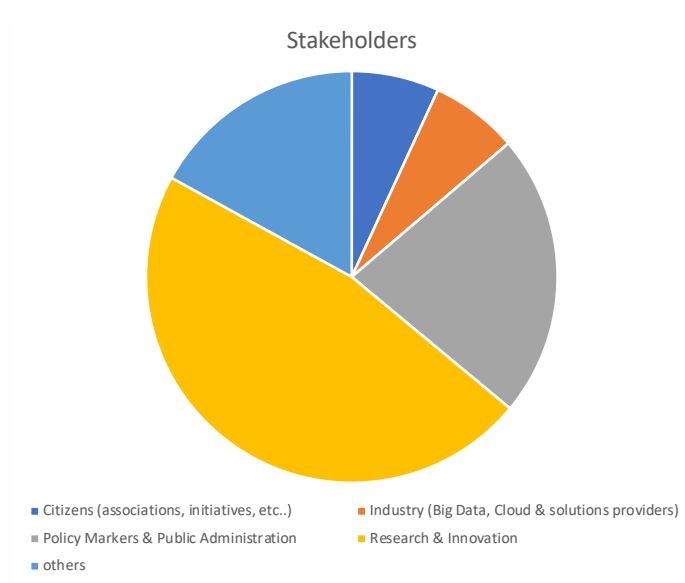


FIGURE 55: STAKHOLDER DISTRIBUTION FOR THE EVIDENCE BASED POLICY IN EUROPE SUMMIT REGISTRANTS

On day 1 the cluster engaged a total of 112 participants, focusing on policymakers in the domains of Climate Change, Health and Social Wellbeing and Urban Mobility. Day one also made connections with key players in the field, EC DG CONNECT, OECD, ECSA, Informatie Vlaanderen and IndustryCommons.



FIGURE 56: SESSION BANNERS OF THE POLICY FOCUSED DAY 1 AT THE EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021

On day 2 a total of 64 participants where the focus of the sessions lay on tools and mechanisms for evidence-based policymaking.



FIGURE 57: SESSION BANNERS FOR TOOLS AND MECHANISMS FOCUSED DAY 2 OF THE EVIDENCE BASED POLICY IN EUROPE SUMMIT 2021

5.2.2.2 EGI2021

In Year 2, PolicyCLOUD joined efforts in the Data Driven Policy Cluster to organise the Evidence Based Policy in Europe Summit 2021. At the EGI2021 conference the cluster organised a joint session at EGI2021 titled “Initiatives for better evidence-based policies in the public sector” on 20 November 2021. **The session aimed to raise awareness on the cluster commonalities and start the discussion with EGI and EOSC audiences on its added value for EOSC.**

EGI had 543 registrants of which 69 fell in the categories CEO/Manager/Director/Policy Maker.

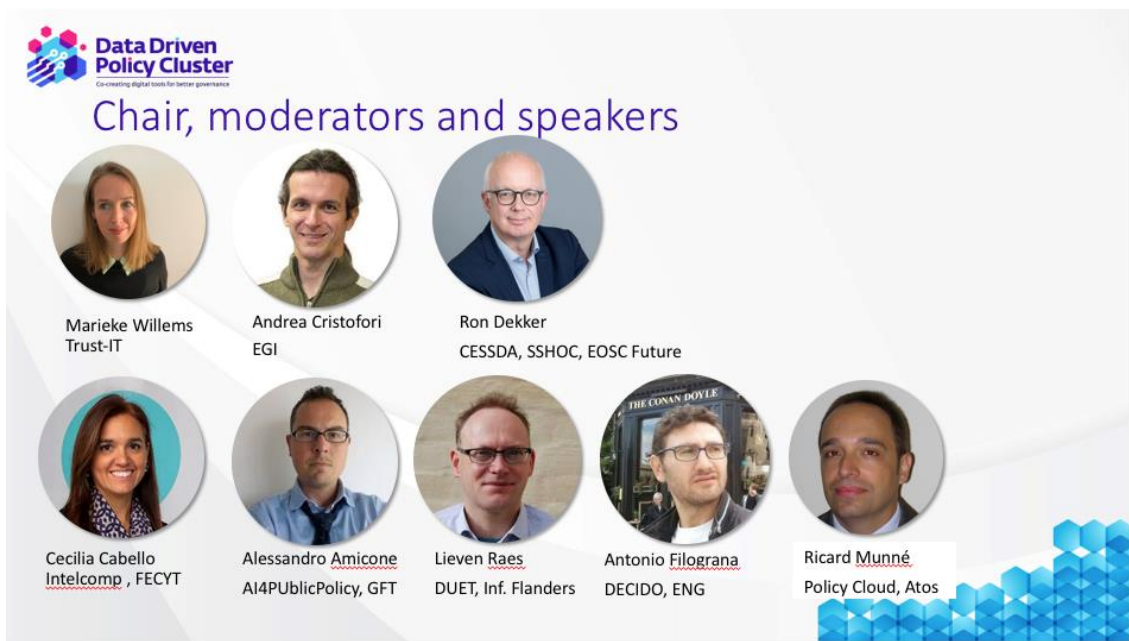


FIGURE 58: OVERVIEW OF EGI 2021 SESSION SPEAKERS, FROM THE CLUSTER AND EOSC

5.2.3 PolicyCLOUD activities Year 3

In Y3 the post-event report of the Evidence Based Policy in Europe Summit and the 3 policy briefs resulting from the event were published (see section 3.5.3). These were widely distributed and had a great impact with a total of 1437 views and 792 downloads for all four documents.

EGI2022 session aimed to promote the Data Driven Policy Cluster and the disruptive technologies they develop for the public sector. Each project showed a demo of one of their tools. After the demos, the

speakers discussed about the most demanding challenges they encountered in developing the presented tools. A post event report was produced after the event.³⁶

PolicyCLOUD also attended Data for Policy Brussels as part of the Data Driven Policy Cluster. The cluster ran a parallel session in which the projects were presented and the panel of projects discussed the sharing of data between pilots and projects, including legal challenges, tools used, as well as selection criteria.

As a final event, PolicyCLOUD organised a one-hour session “Making data-driven policy management a reality across Europe” which showed the work done by the project so far, with the presentations of two pilots’ representatives and technical partners, followed by a real active and interesting discussion with the speakers. The project was also involved during the three days of the event, with a booth shared with ITANNOVA (one of the consortium’s “Research & Academia” partners).

5.3 PolicyCLOUD 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 PolicyCLOUD project webinars served two ends:

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

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

5.3.1 Webinars Year 1

In its first year, PolicyCLOUD has delivered two webinars, by building synergies with other H2020 projects, namely:

- 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

³⁶ Ilaria Fava, Karel Jedlička, Athanasios Papadakis, Nikitas-Marinos Sgouros, Antonio Filograna, Marieke Willems, Jeronimo Arenas-Garcia, Julie Abergas-Arteza, & Zachary Smith. (2022). Data Driven Policy Cluster @EGI2022: A Post Event Report. EGI Conference 2021: Beyond the Horizon – Shaping the Digital Future (EGI2022), Online Conference. Zenodo. <https://doi.org/10.5281/zenodo.7330982>

the added value for potential adopters through the presentation of the “Policies against Radicalisation” PolicyCLOUD Pilot³⁷. The series was attended by over 400 attendees.

- 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.”³⁸

The consortium aimed 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).

5.3.2 Webinars Year 2

In its second year, PolicyCLOUD organised and co-organised 6 awareness raising webinars:

Webinar title	Synergies	Date	Impact	Links
The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations	CyberWatching, DUET, URBANITE	17 February 2021	200 registrants 120+ attendees A joint post event report with practical recommendations for policymakers on the Data Governance Act and Data-Driven Policymaking the report has been downloaded 90+ and viewed 100+ times.	Announcement: https://www.policycloud.eu/news-events/events/data-governance-act-and-data-driven-policymaking-impact-and-practical Post event report: https://policycloud.eu/news-events/news/report-published-data-governance-act
Data Driven Policymaking Week	DEMETER, and ICB members from: CollectiveUP & European Digital Development Alliance, TNO,	26-29 April 2021	200+ registrants 99 attendees Post-event report with practical recommendations for policymakers on Data Driven	Announcement: https://policycloud.eu/news-events/news/data-driven-policymaking-week Post event report: https://policycloud.eu/news-events/news/report-published-data-driven-policymaking-week

³⁷ PolicyCLOUD, Policies against radicalisation webinar insights, <https://policycloud.eu/news-events/news/policies-against-radicalisation-webinar-insights>, retrieved 2020-12-21

³⁸ PolicyCLOUD, Application track 5 smart society parallel session smart government Slides. <https://policycloud.eu/publications/publications/application-track-5-smart-society-parallel-session-smart-government-co> and recordings: <https://youtu.be/qKFClJs1bCk>, retrieved 2020-12-21

Webinar title	Synergies	Date	Impact	Links
	Lisbon Council for Economic Competitiveness & Social Renewal		Polycymaking the report has been published on ZENODO and the website, downloaded 90+ and viewed 100+ times	

TABLE 9: WEBINAR OVERVIEW YEAR 2

5.3.3 Webinars Year 3

In 2022 by halfway through the year almost all restrictions related to the COVID-19 pandemic had been dropped in most countries. This led to the consortium focussing effort on in person attendance of events, which mostly occurred in the second half of the year, instead of organising webinars, as had been planned in the case of continued restrictions.

PolicyCLOUD did however attend webinars organised by other projects. PolicyCLOUD attended the launch webinar of The European Standardisation Booster in May 2022 to understand the opportunities to boost standardisation efforts in the project, this led to applying for the Booster services (see D7.15).

PolicyCLOUD's Konstantinos Oikonomou from Ubitech was one of the speakers at SWForum.eu's webinar "*Leveraging Open Source technologies for better services in the European software ecosystem*" which took place on 10 October 2022. He demonstrated the innovative solutions developed within the project and joined the panel discussion on the European initiatives concerning policy and standardisation in open-source technology.

5.4 Pilot Co-creation workshops

As part of the co-creation methodology, and under WP6, each pilot organised a set of four workshops over the course of the project. These workshops engaged policy makers and potential end-users in the co-creation of the PolicyCLOUD and provided opportunities for the project to onboard potential end-users on a national level.

5.4.1 Co-creation activities Year 1

In addition to the tailored branding and communication material (see section 4), WP7 supported WP6 and the pilots to lever on the co-creation workshops to raise awareness on PolicyCLOUD and its added value for the pilots and potential end-users. WP7 supported 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.

A pilot workshop checklist was created by Trust-IT and provided to each of the pilots, allowing them to request the different communications support activities needed for their individual workshop, allowing WP7 to tailor support to the individual requirements of each pilot. For example, not all workshops can be recorded as the objective is to have optimal co-creation input from policymakers, and recording meetings can lead to hesitancy in sharing ideas. It is up to the individual pilot to gauge whether recording the meeting will be of benefit or not.

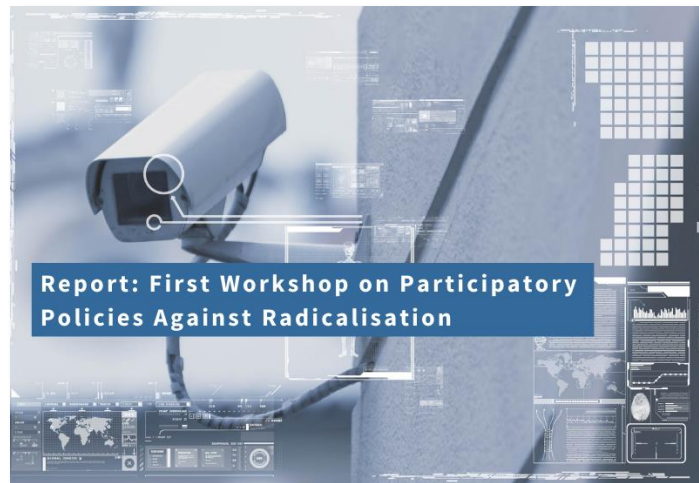


FIGURE 59: PROMOTIONAL IMAGE OF POST-CO-CREATION WORKSHOP REPORT

5.4.2 Co-creation activities Year 2

Year 2 saw the first pilot workshop for the intelligent policies for the food value chain pilot, held online 23/02/2021. The workshop focused on how Big Data and Artificial Intelligence have been applied to the wine sector, and how PolicyCLOUD could be applied by both policy makers and private actors to give them effective data-based tools to understand consumer demands, wine trends, consumer opinions, as well as the level and quality of production. WP7 supported WP6 by making the event visible on the PolicyCLOUD website and attending WP6 meetings to provide strategic advice for the pilot workshops.

5.4.3 Co-creation Activities Year 3

In Y3 the Camden Policies for Citizens Pilot left the project, so pilot workshops were held for the remaining three pilots. Due to the tail end of the global pandemic some of these were hybrid events. A total of 5 pilot workshops were held in Y3 and 13 over the course of the whole project. All workshops were supported by WP7.

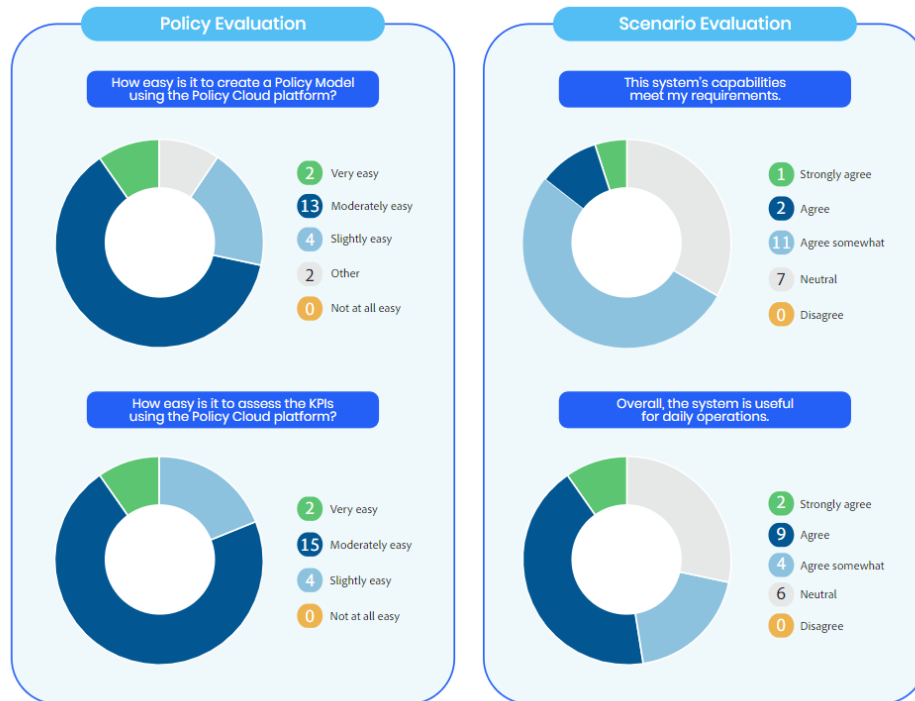


FIGURE 60: 2 PAGE VISUAL SUMMARY POST-EVENT REPORT FOR URBAN ENVIRONMENT PILOT

Visual summaries were created of the Co-creation workshop results and published on the website and on Zenodo.

All the co-creation workshops were given visibility on the PolicyCLOUD website and through social media. This is a list of the event pages:

- <https://policycloud.eu/news-events/events/co-creation-workshop-3-policies-against-radicalisation-evento-lingua-italiana>
- <https://policycloud.eu/news-events/events/co-creation-workshops-food-value-chain-3rd-edition>
- <https://policycloud.eu/news-events/events/co-creation-workshop-3-urban-environment-event-bulgarian>
- <https://policycloud.eu/news-events/events/co-creation-workshop-4-policies-against-radicalisation-evento-lingua-italiana>
- <https://policycloud.eu/news-events/events/co-creation-workshop-4-policies-food-value-chain>

5.5 Podcasts

In M6 PolicyCLOUD WP7 started a podcast series as a new way of engaging with the PolicyCLOUD 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.

5.5.1 Podcasts Year 1

So far two podcasts have been published, both covering PolicyCLOUD 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 took place between M13 and M18. A total of 500 podcast listens is targeted over the course of the series.



FIGURE 61: POLICYCLOUD PODCAST ON POLICIES AGAINST RADICALISATION PILOT

5.5.2 Podcasts Year 2

A series of four podcasts was recorded over the first two years of the PolicyCLOUD project, each podcast highlighting one of the four pilot use cases.

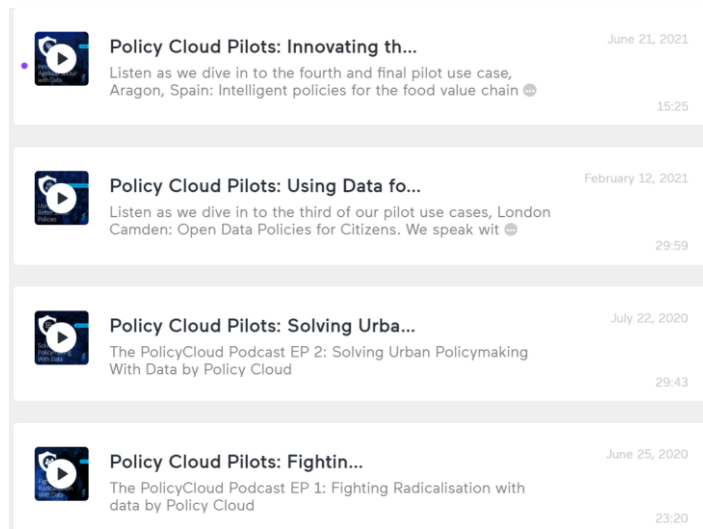


FIGURE 62: THE FOUR PODCAST EPISODES ON THE PODCAST HOSTING PLATFORM ANCHOR.FM

These podcasts were hosted by a member of the communications team from Trust-IT Services interacting with a member of the pilot organisations to highlight the importance of the PolicyCLOUD platform for that specific area of policy.

When each podcast was published, it was accompanied by a news piece, a home page slider, and social media posts including excerpts of the conversation.

So far there have been a total of 270 listens.



FIGURE 63: SLIDER ON THE HOMEPAGE OF THE WEBSITE PROMOTING THE PODCAST

5.5.3 Podcasts Year 3

In Y3, due to the COVID-19 restrictions easing, it was decided to focus efforts on additional videos for pilots & joint cluster workshops as these had bigger impact on showcasing the PolicyCLOUD Results.

5.6 Third Party Events

PolicyCLOUD aims to engage stakeholders at ICT, Policy and EOSC related third party events. Events are good way to raise awareness on the PolicyCLOUD results and added value for potential adopters. The consortium engaged 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 counts both in person and online formats.

5.6.1 Third Party Events Year 1

In Y1 six third party events were attended virtually, and digital material was 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
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 PolicyCLOUD videos	Industry and Research & Academia	Recordings and slides published
EBDVF2020	5 November 2020	Joint session with DUET and URBANITE and an exhibition booth	Industry, Policy Makers and 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 10: OVERVIEW OF THIRD-PARTY EVENTS ATTENDED BY POLICYCLOUD IN Y1

5.6.2 Third Party Events Year 2

In the second year of the project, PolicyCLOUD was presented at 8 third party events.

Event	Date	Action	Stakeholder targeted	Output
12th International Conference on Information and Communication Systems (ICICS 2021)	24-26 May 2021	Paper presentation	Research & Academia	Paper publication
31st Medical Informatics Europe Conference (MIE 2021)	29-31 May 2021	Paper presentation	Research & Academia	Paper publication
17th International Conference on Artificial Intelligence Applications and Innovations (AIAI 2021)	25-27 June 2021	Paper presentation	Research & Academia	Paper publication
MCE2021 (Annual Conference of Major Cities of Europe)	13 October 2021	Plenary presentation, PolicyCLOUD innovation workshop and exposition booth.	Major Cities in Europe CEOs and decision makers (potential end-users)	Promotional video PolicyCLOUD Pilot in Sofia, slides & recordings published
EGI2021	19 November 2021	Joint session with the Data Driven Policy Cluster PolicyCLOUD poster presentation	Industry and Research & Academia	Poster, recordings and slides published
Presentación del asistente inteligente de Open Data (Gobierno de Aragón) Workshop	26-29 November 2021	Presentation of PolicyCLOUD to the Aragon Government	Polymakers	Slides were made available

Event	Date	Action	Stakeholder targeted	Output
EBDVF2021 (European Big Data Value Forum)	3 December 2021	Joint session with the Data Driven Policy Cluster	Industry, Policy Makers and Research & Academia	Recordings and slides published
2021 IEEE International Conference on Progress in Informatics and Computing (PIC-2021)	17-19 December 2021	Paper presentation	Research & Academia	Presentation performed, awaiting paper publication

TABLE 11: OVERVIEW OF THIRD-PARTY EVENTS ATTENDED BY POLICYCLOUD IN Y2

5.6.3 Third Party Events Year 3

In Y3, PolicyCLOUD attended 12 third-party events to promote project results to stakeholders for wider uptake. In addition to the scientific and technology focused conferences, and in line with the review comments made in May 2021, the consortium shared its knowledge and presented its results to a policymaking audience through some third-party events such as 2022 Annual Conference of Major Cities of Europe, SMART CITY EXPO WORLD CONGRESS 2022, and Data for Policy 2022. In total 13 third-party events were attended by PolicyCLOUD in Y3.

Event	Date	Action	Stakeholder targeted	Output
ICEGSCDS 2022	21-22 January 2022	Attendance	e-Government community	

Event	Date	Action	Stakeholder targeted	Output
CCGrid 2022	16-19 May 2022	In person presentation	Cluster, Cloud and Internet Computing	Event page, social media coverage
European Standardisation Booster	31 May 2022	Attendance of webinar to understand opportunities to boost standardisation actions in the project	H2020 & Horizon Europe projects	Event page, accepted application for the standardisation booster
DATA WEEK 2022	24 May - 9 June 2022	Two separate presentations of different PolicyCLOUD pilots	European Big Data and Data-Driven AI research and innovation communities	Event page, recordings published on website, social media coverage
41ª EDIZIONE LE GIORNATE DI POLIZIA LOCALE E SICUREZZA URBANA - RICCIONE	15 September 2022	3rd Policies against radicalisation co-creation workshop	Italian police and local security forces	Event page, social media
EGI2022	20-22 September 2022	Presentation and showcasing one of the PolicyCLOUD demos	Industry, EOSC, and Research & Academia	Slides published, post-event report
DS-RT 2022	26-28 September 2022	Paper presentation	Simulationists from academia, industry and research labs	Scientific Paper, event page

Event	Date	Action	Stakeholder targeted	Output
SWForum.eu Webinar: Leveraging OS technologies for better services in the European software ecosystem	10 October 2022	Presentation and panel participation	European projects and SW Experts	Recording, event page, social media coverage
MCE2022 (Annual Conference of Major Cities of Europe)	2-4 November	Plenary presentation, innovation workshop, exhibition booth	Local government and policymakers	Event page, distribution of physical dissemination materials, social media coverage
SMART CITY EXPO WORLD CONGRESS 2022	15-17 November 2022	Joint exhibition booth with Major Cities of Europe, USER-CHI (Florence), City of Prato, City of Larissa and Smart Dublin. Short presentation of project.	Local government, policymakers, and industry	Event page, social media coverage, distribution of physical dissemination materials
EBDVF2022 (European Big Data Value Forum)	21-23 November 2022	Session	Industry, Policy Makers and Research & Academia	Event page, social media coverage, distribution of physical dissemination materials

Event	Date	Action	Stakeholder targeted	Output
Data for Policy 2022	13 December 2022	Joint session	Polymakers, Research & Academia	Event page, social media coverage, distribution of physical dissemination materials





TABLE 12: OVERVIEW OF THIRD-PARTY EVENTS ATTENDED BY POLICYCLOUD IN Y3




6 Measuring impact and monitoring activities

6.1 KPIs

The Communication Strategy for PolicyCLOUD 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, helped the consortium work towards the envisioned impact, the status at M36 at the writing of this deliverable has been measured and added.

#	Concept	Description	M12	M24	M36
7.1	Community Database	PolicyCLOUD 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	✔ Database currently holds 260+ connections, LinkedIn community has 1.800+ connections, Twitter has 322 followers Mounting to a total of over 2.122 connections	✔ Database currently holds 294 connections, LinkedIn community has 2.101 connections, Twitter has 385 followers Mounting to a total of 2.780 connections
7.2	Social Media Coverage targets	500 Tweets >500 Twitter followers	✔ KPI achieved for M12 with:	✔ KPI achieved for M24 with:	✔ KPI achieved for M36 with: Twitter: 578 Tweets, 385 followers

#	Concept	Description	M12	M24	M36
		800 connections on LinkedIn by M36	Twitter: 210 tweets, 133 followers LinkedIn: 437 followers	Twitter: 271 tweets, 322 followers LinkedIn: 1803 followers	LinkedIn: 2101 followers. Although the original KPI for Twitter followers was not reached, the KPI for LinkedIn was far surpassed to consider a total social connections result of 2486 followers. This can be explained by the fact that LinkedIn is a more professional platform and is frequented by more of PolicyCLOUD's relevant stakeholders such as Policy Makers.
7.3	Website targets	PolicyCLOUD mentioned in at least 30 external social media channels by M36 For the website, it measures 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	 KPI achieved for M24 with: 9 backlinks 4 referring domains 70 twitter mentions	 KPI achieved for M36 with: 495 Backlinks 99 referring domains 130 twitter mentions The disparity with previous years' backlinks and referring domains is due to incorrect measurement in Y1 and Y2.
7.4	Event related targets	For the 2 end-user workshops a minimum of >40 participants expected to attend that range from policy	Not yet applicable	Year 1 end-user event: 220+ registrants, 120+ attendees	 KPI achieved for M36 with:

#	Concept	Description	M12	M24	M36
		stakeholders, researchers, industrial players, stakeholders working in the public administrations		2 end-user innovation workshops with a total of 80+ attendees	One final event as part of the EBDVF with a total of 30 attendees in person. 3 end-user innovation workshops with a total of 100+ attendees
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	 KPI achieved for M12 with: 6 promotional Videos, published on the PolicyCLOUD YouTube channel 2 webinar recordings available, one of them on the PolicyCLOUD YouTube channel, the other on the BDVA YouTube channel. 2 podcasts on Soundcloud and Spotify, Listens:	 KPI achieved for M24 with: 6 promotional Videos, published on the PolicyCLOUD YouTube channel 12 webinar recordings and 2 playlists available on the PolicyCLOUD YouTube channel, the other on the BDVA YouTube channel. Views on YouTube: 5800 4 podcasts on Soundcloud and Spotify, Listens:270+	 KPI achieved for M36 with: 6 promotional Videos, published on the PolicyCLOUD YouTube channel 12 webinar recordings and 2 playlists available on the PolicyCLOUD YouTube channel, the other on the BDVA YouTube channel. 2 technical demos recorded and uploaded to YouTube. 1 pilot interview and 1 pilot general video. Views on YouTube: 33.302 4 podcasts on Soundcloud and Spotify, Listens: 356

#	Concept	Description	M12	M24	M36
7.6	Impact of social networking and viral marketing	<ul style="list-style-type: none"> # 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	<p>70 potential end-users from public administrations of major cities in Europe attended the PolicyCLOUD workshop at the MCE2021 innovation workshop.</p> <p>During the co-creation workshops in WP6 relevant dialogues have been initiated and were followed up on in year 3.</p>	<p>70 potential end-users from public administrations of major cities in Europe attended the PolicyCLOUD workshop at the MCE2021 innovation workshop, more than 10+ attended the innovation workshop at Evidence Based Policymaking in Europe Summit 2021 and another 20 attended the workshop in person at MCE2022 for a total of 100+.</p> <p>During the co-creation workshops in WP6 relevant dialogues have continued with the policy makers present. A video interview was done with two of these policy makers at the Maggioli Workshop in Milan, which is published on the website.</p> <p>Meetings with EOSC onboarding team were conducted in 2022 and instructions were clearly laid out for the onboarding process to the EOSC Portal.</p>

#	Concept	Description	M12	M24	M36
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 generated 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>	<p>1 to be published in M12</p> <p>2 contents published on CORDIS</p>	<p>5 newsletters published at M24</p> <p>8 contents published on CORDIS & EOSC</p> <p>2 specialised blog posts</p> <p>9 scientific articles produced</p>	<p>10 newsletters published at M36</p> <p>8 contents published on CORDIS & EOSC</p> <p>3 specialised blog posts</p> <p>15 scientific articles produced</p>

#	Concept	Description	M12	M24	M36
		<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 			
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 <p>Participation at 30 relevant events by M36</p>	<p>✓ KPI achieved for M12 with:</p> <p>6 third party events attended</p> <p>2 PolicyCLOUD webinars organised</p>	<p>✓ KPI achieved for M24 with:</p> <p>14 third party events attended</p> <p>1 joint workshop/annual event, 220+ registrants and 120+ attendees</p> <p>2 innovation workshops organised</p>	<p>✓ KPI achieved for M36 with:</p> <p>27 third party events attended</p> <p>1 joint workshop/annual event, 220+ registrants and 120+ attendees</p> <p>3 innovation workshops organised</p> <p>Sessions at 7 in person third party events</p>

#	Concept	Description	M12	M24	M36
			<p>Dissemination activities performed at 6 third party events</p> <p>2 podcasts with a total of 134 listens</p>	<p>Dissemination activities performed at 14 third party events</p> <p>7 PolicyCLOUD webinars organised</p> <p>4 podcasts with a total of 270 listens</p>	<p>Dissemination activities performed at 24 third party events</p> <p>9 PolicyCLOUD webinars organised</p> <p>4 podcasts with a total of 356 listens</p> <p>Although PolicyCLOUD did not reach the KPI of 30 third-party events, this was due to COVID-19, and mitigation actions such as recording podcasts and running more webinars were taken. In the final year of the project the consortium put in a massive effort with events to almost reach the original KPI set.</p>

TABLE 13: KPI DEFINITION, MONITORING AND ROADMAP FOR M25-36

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 PolicyCLOUD 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.

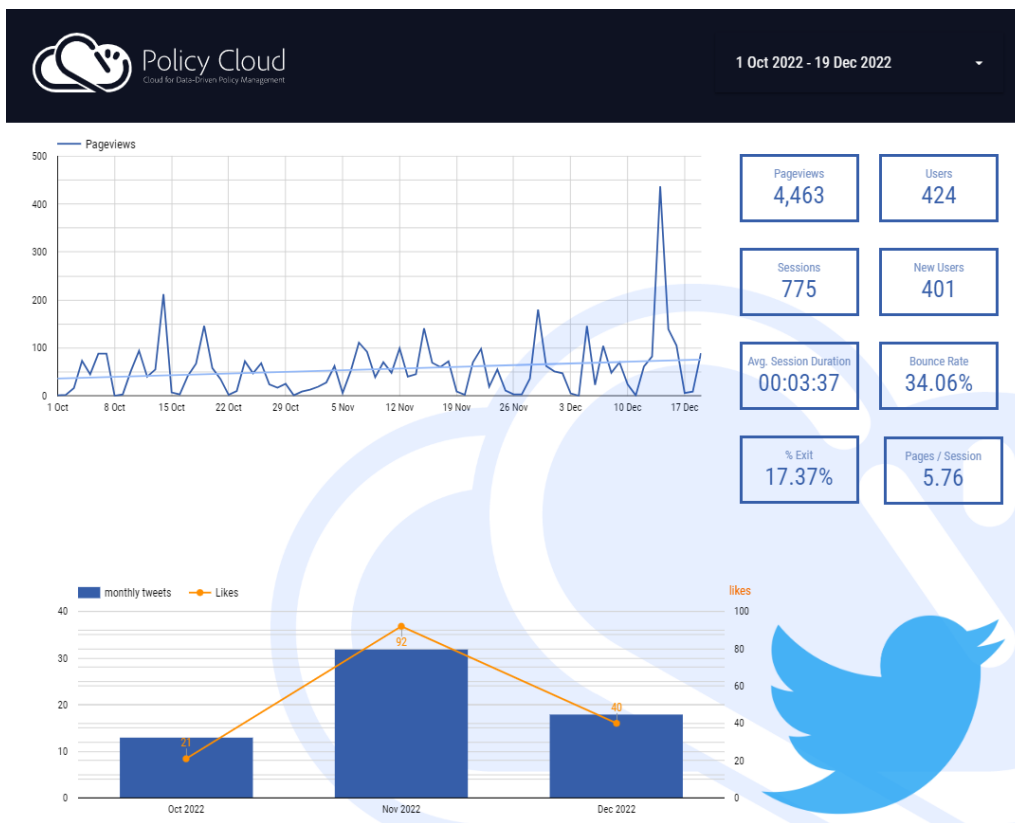


FIGURE 64: IMPRESSION OF THE POLICYCLOUD MONITORING DASHBOARD

7 Conclusions

During its 36-month lifetime, the PolicyCLOUD project successfully carried out a dynamic and effective Communication and Dissemination strategy which has ensured continuous visibility to project activities and results and used a variety of channels to mitigate the effects of the COVID-19 pandemic. This has resulted in effective communication to a wide range of relevant stakeholders and the successful delivery of KPIs set, with those not reached compensated for in through other successful dissemination actions.

The main achievements of WP7 Communication and Dissemination activities can be considered:

www.policycloud.eu – the communications hub

- The project website has become the beating heart of the project around which all communications and dissemination activities revolve. With over 250 content pieces created, the website hosts information on all project activities and outputs from technologies and use cases to policy briefs and events.

Dynamic dissemination activities to ensure visibility and mitigate the COVID Pandemic

- Delivery of both virtual and physical event both attended (27) and organised (10, not including the 13 Pilot Co-creation Workshops) and 4 podcasts (to proactively mitigate the lack of physical events during the COVID-19 pandemic).
- Innovative set of physical materials to disseminate the main outcomes of the project designed to ensure minimal footprint (they were transported in carry-on luggage). They had a very short and snappy description with a QR code sending people to the relevant page on the PolicyCLOUD website.
- A series of 8 original videos and 2 video demos of technical components of the PolicyCLOUD platform uploaded to YouTube with a total of 31.337 views.

Policy briefs contributing to clustering, recommendations and leaving a lasting legacy

- 3 joint policy briefs addressing key aspects of data driven policymaking, with recommendations to policy makers. These have been widely disseminated with total 1151 views and 682 downloads on Zenodo.
- The production of a standards white paper in collaboration with StandICT.eu, which had a real impact on future standardisation work in this field and the basis for the project's application to the EC's new Standardisation Booster service.
- Creation and leading of the Data Driven Policy Cluster project cluster featuring five H2020 projects working on similar solutions. Joint dissemination activities were driven by PolicyCLOUD, including joint events, joint policy briefs and joint branded material leading to wider impact.

An active and growing community created through a variety of channels



- A broad community of followers built during the 36 months through the project website, social media channels, regular newsletter and events that totalled 2780 people.
- A key aspect of this community has been the active social media presence on Twitter and LinkedIn with 650+ posts created.
- An active Zenodo Community where 56 project deliverables and reports have been published to leave a lasting legacy and resulting in a total of 6670 views, 4320 unique views, 4625 downloads and 3368 unique downloads.

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