



CO3

Digital Disruptive Technologies to Co-create, Co-produce and Co-manage Open Public Services along with Citizens

Grant Agreement number: 822615

D6.2

First report on Communication and Dissemination support activities

Keywords

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. INTRODUCTION

Communication, dissemination and publication activities are key elements within CO3 project. A special effort has been made during the first year of the project to ensure these activities are properly developed, implemented and managed. These activities follow the guidelines established in the Web Presence, Communication and Dissemination Strategy developed in the starting phase of the project and in the deliverable 6.1.

Communication, dissemination and publication activities developed and completed during the first year of CO3 fulfilled the objectives established by the Communication and Dissemination Strategy, reaching out a large range of stakeholders and contributing to the further exploitation of the project results within key stakeholders and relevant target groups. The communication efforts were addressed to these key target groups:

- Policy makers and Authorities
- Urban Commoners/ NGOs
- Society/General Public/ Citizens
- Key Opinion Leaders
- Research partners/Researchers
- Other relevant projects and initiatives

The benefits of the CO3 project will not only be relevant for the participating regions, which is why the project is committed to communicating and promoting the concepts widely to make this knowledge available to other European regions.

The communication strategy during the first year of CO3, used various communication tools, channels and activities, all further described in this document:

- CO3 project Website implementation and updating
- Twitter account
- Facebook account
- LinkedIn account
- YouTube channel
- Journal publications
- Participation to Conferences
- Workshops
- Presence in the press
- Presence on websites or magazines
- Printed and online material.

The first-year report on these activities lists activities carried out in all Work Packages during the period February 2019 – December 2019. These activities include framework activities for the whole project such as the establishment of a brand identity and ICT channels, and the elaboration of a Data Management Plan, and specific communication and dissemination activities such as interviews, surveys, workshops, meetings, scientific and general publications, etc.

As current status we can say, all communication, dissemination and publication activities planned for the first year of CO3 were successfully achieved.

2. BRAND IDENTITY

Our brand identity ensures that all communication and dissemination products, including reports, the website, flyers, posters, presentation slides and promotional banners have a professional and uniform look. Our brand identity also greatly facilitates recognition by stakeholders who cross paths with any of the project's outputs more than once.

2.1 Logotype

The logo finally selected by the partners, was designed by FUB, and is shown in Figure 1. More details in the deliverable 6.1.



Figure 1 - Primary Logotype

Substantial effort has been made to ensure that the logo is taken up wherever relevant, including all project templates, posters, promotional materials, website and social media.

CO3 partners have made considerable effort in adopting the CO3 project logo and brand identity, not only in formal deliverables but also through the consistent use of the document templates for internal and external presentations and documents, web articles, banners and posters used at communication and dissemination events. Examples are shown in Figures 2 and 3.



Figure 2 - Slides used by LINKS for a presentation.



Figure 3 - Slides used for a conference by Enrico Ferro.

2.2 Templates

Templates for different uses applying the CO3 brand identity were developed and distributed for use within the consortium in Month 02 of the project. A Google Drive repository is used for sharing and versioning of documents.

All templates were created from scratch, but similar projects were taken into account in their development. These templates include:

- Report, as applied to this communication and dissemination report;
- Press release, short document;
- PowerPoint presentation, including title, content and acknowledgment slides;

Screenshots of the various templates are shown in Figure 4.

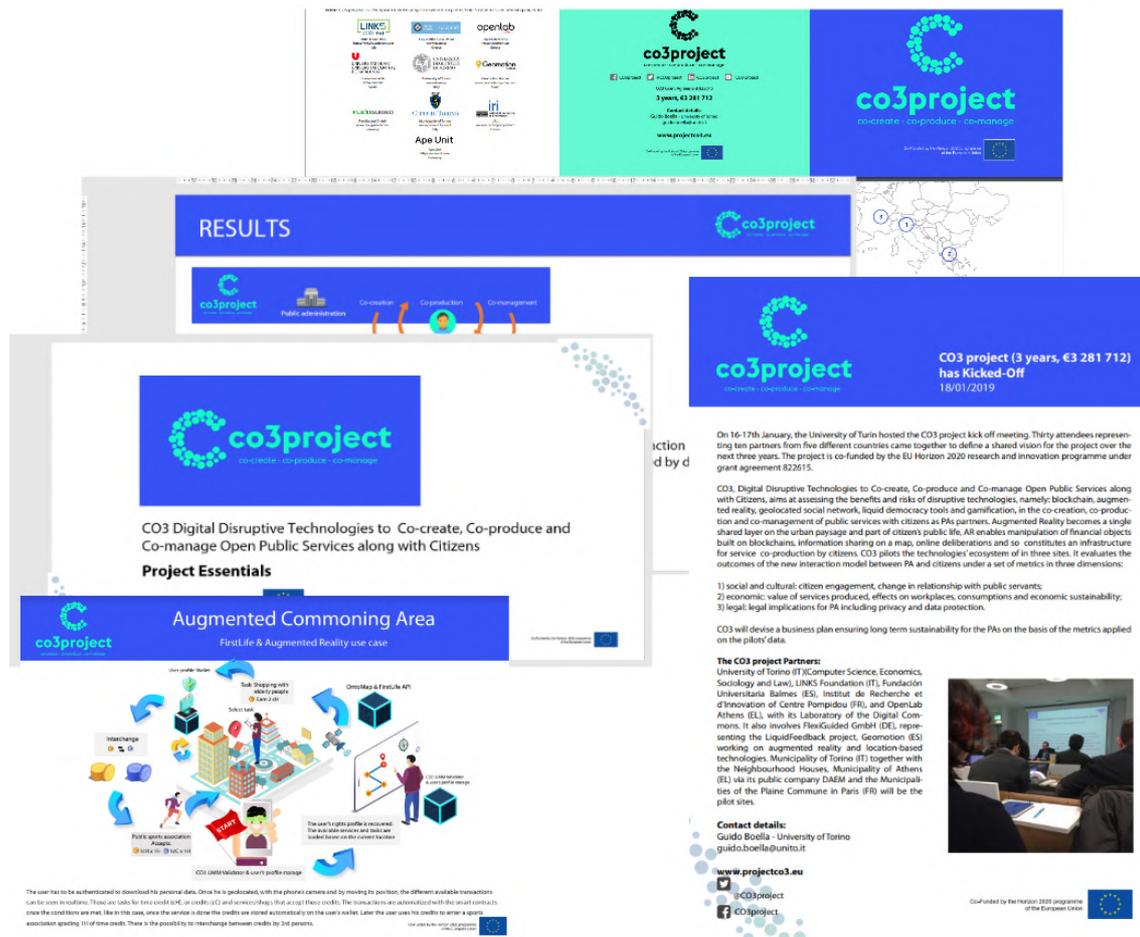


Figure 4 - Composition of images with the different templates and materials available.

All communication and dissemination templates include the CO3 logo and the acknowledgement of EU funding given. The European emblem (flag) is associated to a standard sentence 'Co-funded by the European Union', but we also were more specific and indicate the name of the programme and project that has received funding from. Partners used the logo without the contract's number for external target audiences because the contract's number is not relevant for an external target audience, see Figures 5 and 6.

Co-Funded by the Horizon 2020 Framework Programme of the European Union
CO3 Grant Agreement 822615



Figure 5 - Logo internal use

Co-Funded by the Horizon 2020 programme of the European Union



Figure 6 - Logo external target audience

2.3 Printed Material

Printed Material for different uses applying the CO3 brand identity were developed and distributed for use within the consortium in Month 02 of the project. In the CO3 repository, different digital documents and presentations are available for project partners to use for various communication and dissemination purposes. For example, CO3 maps, posters, brochures, etc. Examples are shown in Figure 7.



Figure 7 - Composition of images containing maps and posters for the CO3 project

3. COMMUNICATION AND DISSEMINATION CHANNELS

The CO3 project has concluded its first year of activities. The main goal of communication, dissemination and publication activities is to reach out to the widest possible range of stakeholders to promote the project results within stakeholders and target groups.

The Communication strategy is intended for four main objectives:

- Communication/Information
- Awareness raising: of citizens, general public, public servants, public administrators and policy in general on potentialities related to the adoption of DTs by public administrations
- Engagement in a two-way dialogue/Motivation: maximizing the public engagement, fostering co-responsibility amongst multiple actors and mutual learning
- Empowerment: to bring about a more direct form of democratic participation; to provide citizens with tools for contributing substantially to public services together with Public Administrations that erogates them.

3.1 Website

The CO3 website (www.projectco3.eu) is the main channel for dissemination of project information. The CO3 domain has been registered on the February 20, 2019 and since then content has been uploaded; maintenance will be continuous until the end of the project. The website is designed in such a way that it meets the communication and dissemination needs of a wide range of users. The website was built with the following characteristics: User-friendly, Interactive and Attractive to target groups.

The website also provides contact details for all project partners in order to facilitate cooperation and knowledge sharing within and beyond the Consortium.

Specifically, the Website includes a blog presenting the CO3 approach & solutions and an online knowledge base collecting project outcomes in a concise and reader-friendly manner, multimedia content, such as videos, to give wide visibility to the opportunities for collaboration offered by the platform, as well as background information about the project, a section presenting the pilots, deliverables and documents, events and news, and one infographic distributed per year.

Conferences and events related to the project have been registered on the CO3 website in the subpage “Event calendar”.

Currently, the main sections of the websites are available in:

- English
- Spanish
- French
- Italian
- Greek

A screenshot of the CO3 website homepage is shown in Figure 8.

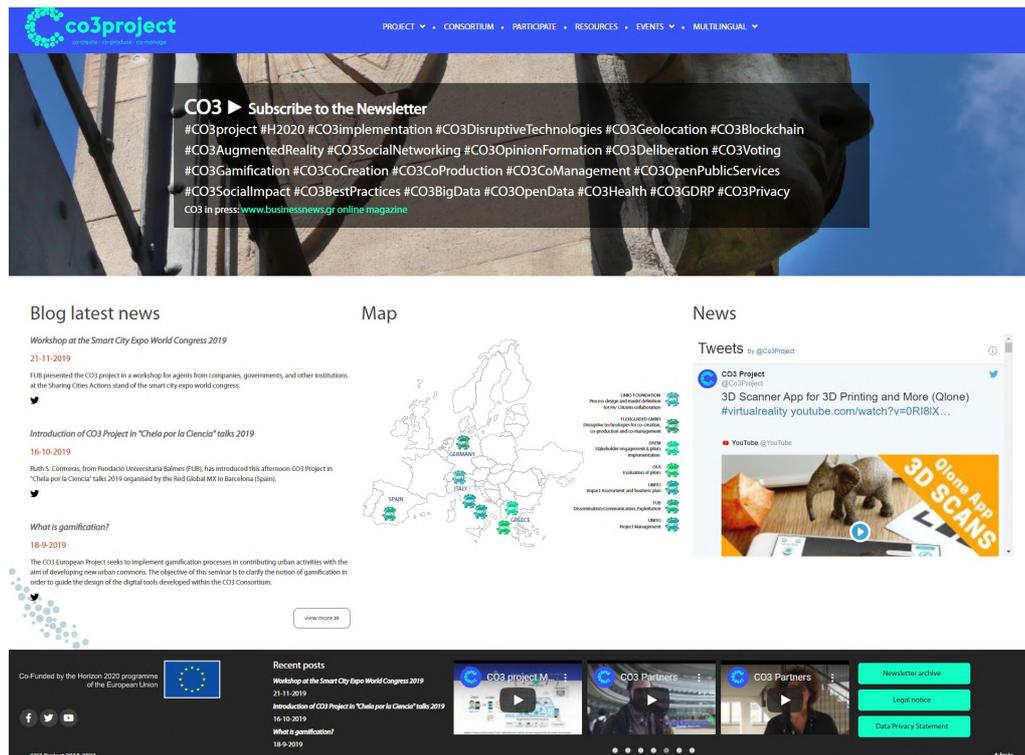


Figure 8 - Homepage CO3 website

The website includes general information about the project, consortium and guidance on how to use project outcomes. Specific functions of the website which pertain to dissemination include:

- Online CO3 newsletter (full text archive) with online subscription.
- Information on CO3 workshops
- Information on events and conferences for CO3 partners.
- Cross-links to other web sites.
- News items about the project.

Examples of Cross-links to other web sites:

Official municipalities

Turin: <http://www.comune.torino.it/relint/inglese/progetti/programmi1420/co3.shtml>

Athens: <http://www.daem.gr/europrogrammes/trexonta/co3-digital-disruptive-technologies-to-co-create-co-produce-and-co-manage-open-public-services/>

Other European projects:

ENCC: <https://encc.eu/network/members/rete-delle-case-del-quartiere>

Associations

<https://recherchecontributive.org/>

<https://www.iri.centrepompidou.fr/projets/co3-project-2/>

<http://www.fmsh.fr/fr/recherche/30472>

National Scientific organizations

<http://www.ekt.gr/el/magazines/>

An overview of news items about the CO3 project is given in Table 1

Heading	Date	Lang
Workshop at the Smart City Expo World Congress 2019	21 Nov. 19	EN
Taller en el Smart City Expo World Congress 2019	21 Nov. 19	ES
Introduction of CO3 Project in “Chela por la Ciencia” talks 2019	16 Oct. 19	EN
What is gamification?	18 Sep. 19	EN
Is it time for Deep adaptation? From climate change to climate emergency.	20 Jul. 19	EN
LINKS introduces the CO3 project at the Samos Summit.	10 Jul. 19	EN
VISIONI – La valutazione dell’impatto sociale tra opportunità e difficoltà	18 Jun. 19	IT
BLOCKCHAIN E FIDUCIA DIGITALE	18 Jun. 19	IT
BLOCKCHAIN AND DIGITAL TRUST	11 Jun. 19	EN
Liquid Democracy – what all the noise is about	27 May 19	EN
Fotos del anterior taller del IRI en París	23 May 19	ES
Foto del passato workshop di IRI a Parigi	23 May 19	IT
Photos du dernier atelier de l’IRI à Paris	23 May 19	FR
Photos of the past IRI Workshop in Paris	23 May 19	EN
Estado del proyecto	21 May 19	ES
ΔΙΑΔΙΚΑΣΙΑ ΤΟΥ ΕΡΓΟΥ	21 May 19	EL
Stato del progetto	21 May 19	IT
État du project	21 May 19	FR
Project status	21 May 19	EN
Realidad aumentada, una tecnología disruptiva	17 May 19	ES
Taller en París el Martes 21 de mayo.	17 May 19	ES
Workshop a Parigi martedì 21 maggio	17 May 19	IT

Augmented Reality – a disruptive technology	17 May 19	EN
Workshop in Paris on Tuesday 21st of May	17 May 19	EN
Proyecto CO3 – workshop sobre gamificación	2 May 19	ES
CO3 εργαστήριο gamification	2 May 19	EL
Progetto CO3 – workshop sulla gamification	2 May 19	IT
Projet CO3 – atelier sur la gamification	2 May 19	FR
CO3 project – gamification workshop	2 May 19	EN
¿Por qué el Blockchain es una tecnología disruptiva?	8 Apr. 19	ES
Perchè la Blockchain è una disruptive technology	8 Apr. 19	IT
Pourquoi la Blockchain est une technologie disruptive?	8 Apr. 19	FR
Why is Blockchain a disruptive technology?	8 Apr. 19	EN
Cobertura mediática de los diferentes debates en el taller “Reconsiderando el blockchain”	28 Mar. 19	ES
Συζήτηση στο Blockchain εργαστήριο	28 Mar. 19	EL
Copertura mediatica dei diversi dibattiti nel workshop “Reconsidering Blockchain”	28 Mar. 19	IT
Couverture médiatique des différents débats de l’atelier “Reconsidérer la Blockchain”	28 Mar. 19	FR
Media coverage of the different debates at the “Reconsidering Blockchain” workshop	28 Apr. 19	EN
The digital transformation at the service of the public	8 Mar. 19	EN
La transformación digital al servicio del público	8 Mar. 19	ES
Próximo evento: Reconsiderando el Blockchain	18 Feb. 19	ES
Upcoming event: Reconsidering Blockchain	18 Feb. 19	EN
Reunión de Kick-off	28 Jan. 19	ES
Project kickoff meeting	28 Jan. 19	EN

Table 1 - News items about the CO3 project

The total number of visits to the CO3 website since the beginning (February 1st, 2019 - December 3rd, 2019) is 1905. The geographic origin of the visitors, if known:

- Italy: 282
- France: 264
- Germany: 104
- Spain: 239

- Greece: 88
- Others: 928

Origin of the visitors

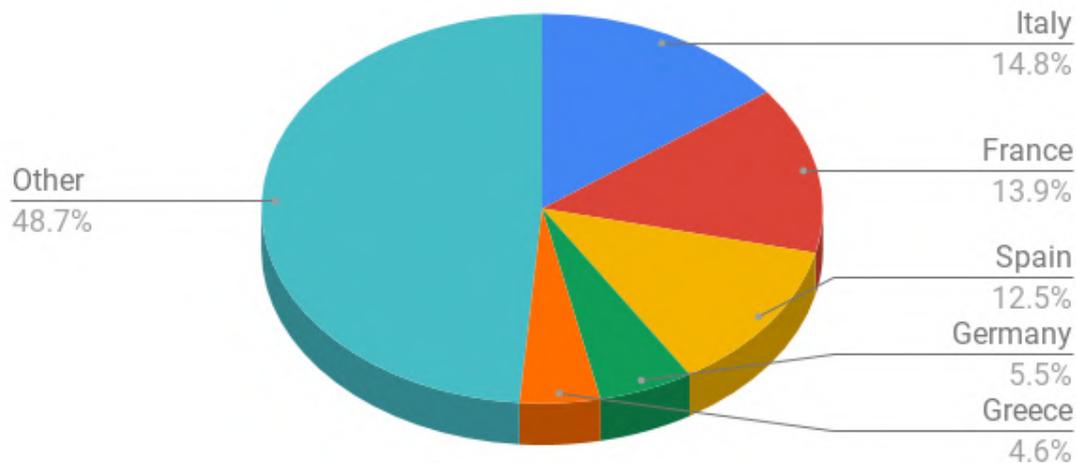


Figure 9 - Geographical origin of the visitors.

The average number of website visits per day has been increasing. A recent sample of the traffic statistics of the CO3 website for the time-frame February 1st, 2019 - December 3rd, 2019 recorded 1905 site visits. The geographical origin of visitors is shown in Figure 9.

The 86.9% of visitors of the website are new visitors, while 13.1% are returning users. Figure 10 shows the traffic source, 40.5% comes to the website directly, 45.9% through Google, 7.5% through social networks (42.57% Twitter / 52.7% Facebook), and the remaining 6.1% through links on other websites or other search engines. Just over half the traffic starts on the home page, 31.77% of total traffic visits more than one of the website sections, and 19% visits more than three sections. After the homepage, the dissemination and the project sections are the most popular.

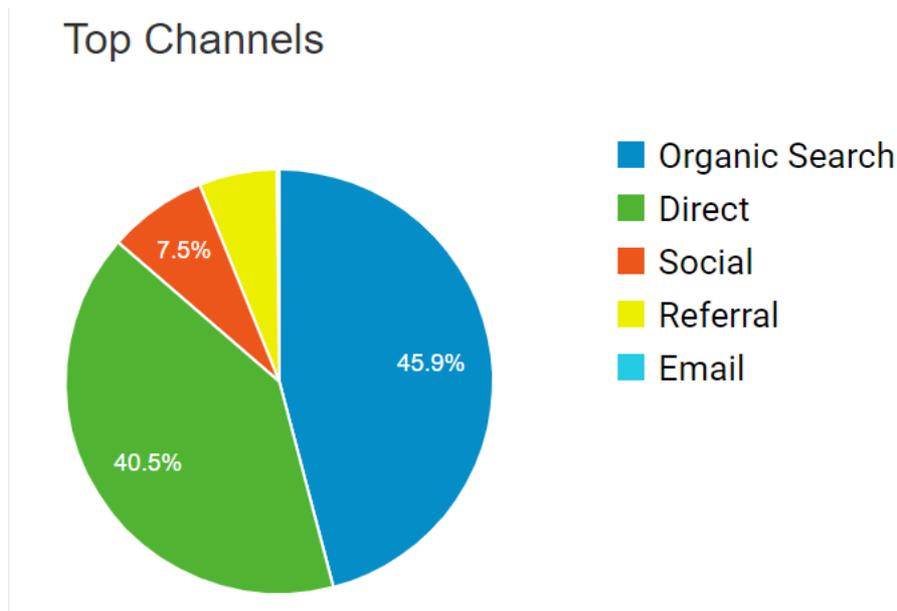


Figure 10 - Pie chart showing the top user sources for the CO3 website.

Content management is the responsibility of the Project Coordinator (UNITO), FUB and WP leaders. FUB administers the website and takes care of its technical set up and maintenance, analysing periodically the website traffic through Google Analytics in order to measure how users interact with the website content. A staff member updates the website regularly, sharing information, news, events and presentations.

The website is regularly updated by placing interesting items on the home page not only to keep the audience informed, but also to raise interest of visitors.

3.2 Social media

Social media platforms provide an opportunity to engage with stakeholders and the general public. As a fundamental part of its communication strategy, CO3 project maintains profiles on social media.

The primary project social media channels are:

Twitter

Twitter is known for its large stream of short messages, which can be spread quickly through the platform. This is particularly useful for news and announcements from the project. Under the username @co3Project, the project's 142 tweets in the first year have generated 106 likes and 200 followers. Screenshots of the project's Twitter presence are shown in Figure 11.

Some consortium partners also have used their company/institution Twitter account to share information related to the CO3 project.

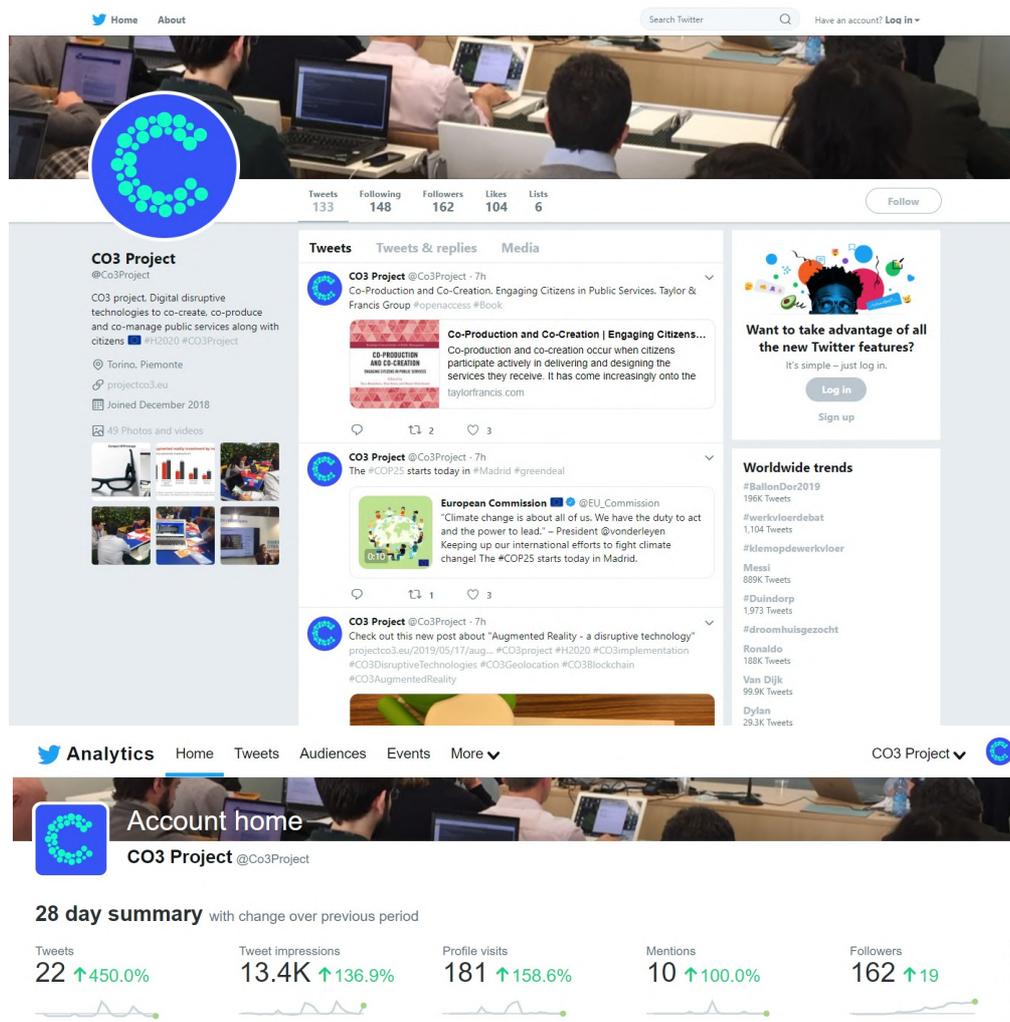


Figure 11 - CO3 on Twitter (@CO3project)\

Youtube

A YouTube channel has been created under the username CO3 project, and is shown in Figure 12. Outreach is another important aspect of CO3's dissemination activities. Videos on YouTube are used as a means to give visibility to the project and provide information to all publics. All use the CO3's logo and the EC logo is shown in all of them. YouTube channel CO3 project: <https://www.youtube.com/channel/UCcYU3mfVjqz3Bul0dr73q8>

During the first year of CO3 activities, FUB have produced 9 videos:

- **CO3 project kick-off meeting #H2020** published online 19/04/2019, Elaborated by FUB; 237 views (provided as of 3/12/2019), Available at: https://www.youtube.com/watch?v=4en2_7Zms-g&t=12s
- **CO3 project Model of interaction between PA and the citizens** published online 19/04/2019, Elaborated by FUB; 343 views (provided as of 3/12/2019) Available at: <https://www.youtube.com/watch?v=6IVb3QoH5RQ>

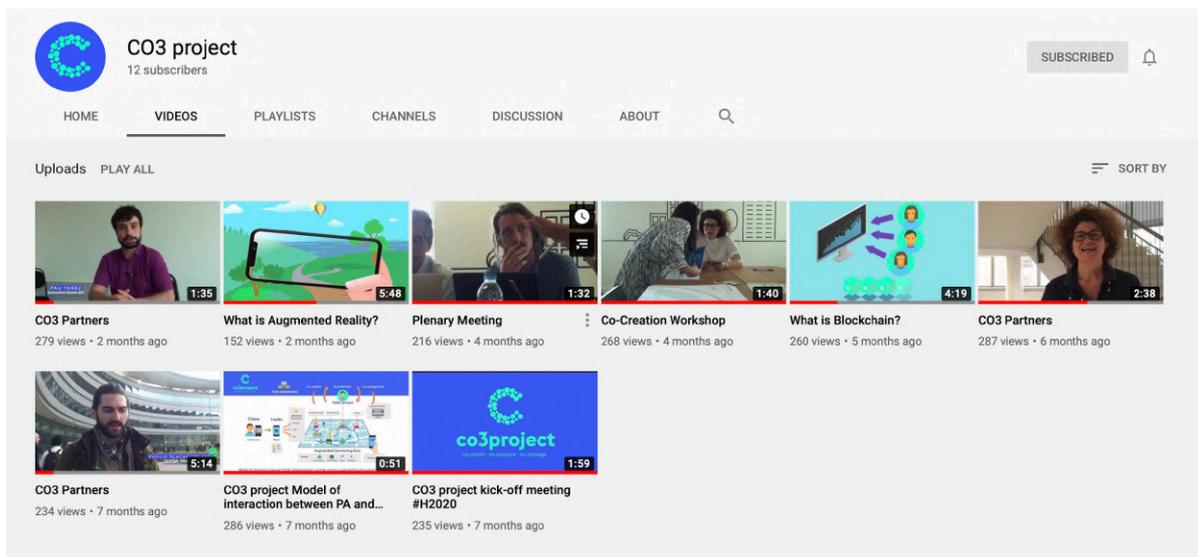


Figure 12 - CO3 on YouTube (CO3 project)

- **CO3 Partners** published online 3/05/2019, Elaborated by FUB; 321 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=G9exn7pt2sg&t=15s>
- **CO3 Partners** published online 6/05/2019, Elaborated by FUB; 330 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=8Mqazs-H0h0&t=27s>
- **What is Blockchain?** published online 66/06/2019, Elaborated by FUB; 310 views (provided as of 3/12/2019)
Available at: https://www.youtube.com/watch?v=pOESl_qUdRs&t=2s
- **Co-Creation Workshop** published online 9/07/2019, Elaborated by FUB; 311 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=jXwBiwFtY10>
- **Plenary Meeting** published online 11/07/2019, Elaborated by FUB; 258 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=Mk-5jedOSR4>
- **What is Augmented Reality?** published online 12/09/2019, Elaborated by FUB; 243 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=LxYRhWLwexA&t=28s>
- **CO3 Partners** published online 19/09/2019, Elaborated by FUB; 322 views (provided as of 3/12/2019)
Available at: <https://www.youtube.com/watch?v=KANtzxgF2JE>

Facebook

For CO3 project Facebook is an important channel to communicate the project, its aims and outputs to the general public. In the first year, the project's Facebook profile has gathered 244

followers and 237 likes. The 53 posts by the project on Facebook concentrate on events, project outputs, such as the first newsletter, and relevant related project's news. A total of 4395 views and 259 reactions are accounted since the start of the project.

URL: <https://www.facebook.com/CO3project/>



Figure 13 - CO3 on Facebook (CO3project)

LinkedIn

LinkedIn is primarily aimed at a professional audience. Members interested in CO3 project can easily follow the project. After the first year, 51 people follow the project through LinkedIn. The 18 entries posted on LinkedIn primarily showcase project news. The profile was created after the project started. A screenshot of the LinkedIn profile page is presented in Figure 14.

In addition to the project profile on LinkedIn, some team members have listed the project on their personal LinkedIn profiles. URL: <https://www.linkedin.com/company/19159606>

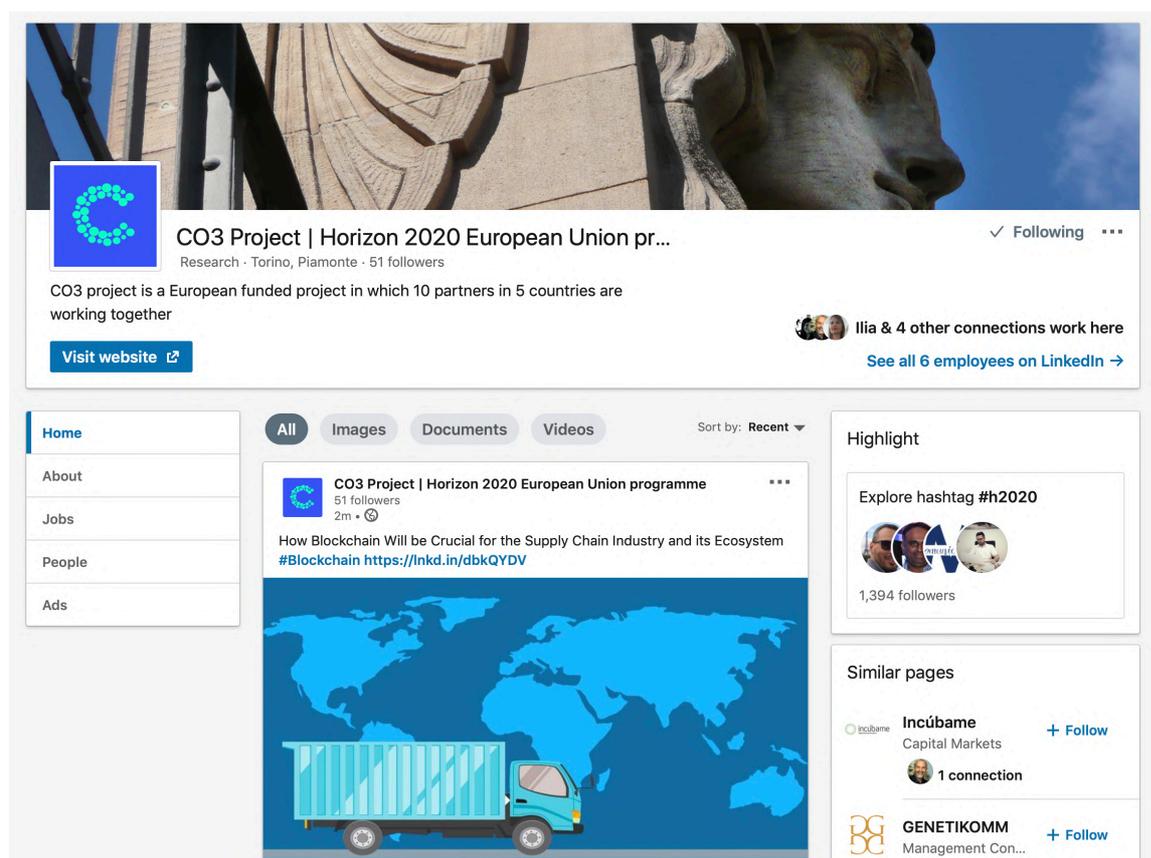


Figure 14 - LinkedIn profile

The current status of these social media accounts is summarized in Table 2.

	Network	Content
Twitter	106 likes 200 followers since 30/12/2018	142 tweets
YouTube	2.673 views since 15/02/2019	9 videos
Facebook	244 followers 22 shares 237 likes since 30/12/2018	121 posts
LinkedIn	54 followers since 30/04/2019	18 entries

Table 2 - Status of CO3 project social media networks (provided as of 3/12/2019)

3.3 Project Newsletter

Two electronic newsletters are planned per year. They are to be distributed by email, published on the website and announced on social media. The first newsletter was published in June of 2019 in 4 languages: English, French, Italian and Greek. The second newsletter was published in November 2019 in 3 languages: English, Italian and Greek. Free subscription to the newsletter is possible online via the project website. At the time of writing, the newsletter has 134 subscribers, via web site. The PDF version was distributed via email. Captures from the newsletter are shown in Figure 15.



Figure 15 - Captures of the first pages from the first (June) and second (November) newsletter.

The target group for the project newsletter are all stakeholder groups that may benefit from the outputs and tools produced by the CO3 project, the scientific community and interested members of the public at large.

The first newsletter describes the overall project goals and the state of the project, contains information about partners, information about why is Blockchain a disruptive technology and a link to CO3 project YouTube channel, reports CO3 communication and dissemination activities at events and contains an outlook on forthcoming events. The second newsletter describes the state of the project, contains information about why Augmented reality is a disruptive technology and a link to CO3 project YouTube channel, reports CO3 communication and dissemination activities at events and contains an outlook on forthcoming events.

Besides being received by subscribers, the CO3 partners were asked to forward the newsletter within their network. This way, about 1800 (1000 Paris + 800 Torino) stakeholders received it by email. Furthermore, the newsletter was promoted via the CO3 website and social media.

Future editions will focus more on showcasing recently completed and upcoming project outputs, in order to generate awareness and interest in the knowledge and deliverables produced by the project.

FUB has the overall responsibility for the newsletters. WP leaders are responsible for providing content material and for proposing articles related to the work and findings of their respective Work Packages. Partners can copy the content of different news items and distribute them using their existing communication materials such as their own newsletters, email lists and their websites, as long as the CO3 Identity is followed (Logo and URL).

Newsletter Archive: <https://www.projectco3.eu/newsletters-archive>

3.4 Other Media Release

FUB prepared 2 templates with general press releases (“CO3 project as kicked off” and “State of the CO3 project”). Partners adapted and translated press releases to national context to disseminate to national media. FUB distributed the press release to 180 local and national media.

Press release archive: <https://www.projectco3.eu/resources>

CO3 partners have also published non-scientific publications, mainly in electronic magazines and other web platforms. These non-scientific publications aim at disseminating project information and news to policy makers, stakeholders, researchers, students and the general public.

- **Η ΔΑΕΜ Α.Ε. συμμετείχε στην εναρκτήρια συνάντηση του Ευρωπαϊκού έργου “Digital Disruptive Technologies to Co-create, Co-produce and Co-manage Open Public Services - CO3” που πραγματοποιήθηκε στις 16 & 17 Ιανουαρίου 2019 στο Τορίνο.** 08 May 2019. Business news. Published by partner DAEM. Available at: <https://www.businessnews.gr/el/epixeiriseis/epixeiriseis/i-daem-ae-symmeteihe-stin-enarktiria-synantisi-toy-eyropaikoy-ergoy-co3.html>
- **CO3 as best practice.** National Contact Point. 06 August, 2019. Published by partner DAEM. Available at: <http://ereader.ekt.gr/books/mnwx/#p=22>

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- **Η ΔΑΕΜ Α.Ε. συμμετείχε στην εναρκτήρια συνάντηση του Ευρωπαϊκού Έργου CO3.** 08 May 2019. Palo the news reading experience. Published by partner DAEM. Available at: <http://www.palo.gr/markets/i-daem-a-e-symmeteixe-stin-enarktiria-synantisi-toy-eyrwpaikoy-ergoy-co3/21092103>
 - **La UVic-UCC participa al projecte europeu CO3.** 25 January 2019. Uvic website. Published by partner FUB. Available at: <https://www.uvic.cat/noticies/la-uvic-ucc-participa-al-projecte-europeu-co3>
 - **La UVic-UCC participa al projecte europeu CO3.** 24 January 2019. L'Apunt blog. Published by partner FUB. Available at: <https://mon.uvic.cat/lapunt/la-uvic-ucc-participa-al-projecte-europeu-co3/>
 - **Ruth Contreras fa una estada de recerca a la LINKS Foundation de Torí.** 11 July 2019. L'Apunt blog. Published by partner FUB. Available at: <https://mon.uvic.cat/lapunt/ruth-contreras-fa-una-estada-de-recerca-a-la-links-foundation-de-tori/>
 - **L'Unione Europea premia la ricerca UniTo con i progetti gE.CO Living Lab e CO3.** 1 March 2019. UNITO News. Published by partner UNITO. Available at: https://www.unitonews.it/index.php/it/news_detail/lunione-europea-premia-la-ricerca-unito-con-i-progetti-geco-living-lab-e-co3

4 OTHER ACTIONS AND CHANNELS

4.1 Academic / Scientific Publications

Project partners are encouraged to use research results for authoring academic journals. The scientific community is one of the main target groups of CO3 project. According to CO3's Communication and Dissemination Strategy, the research teams will aim to publish a minimum of 35 academic publications (posters, sessions, conferences, etc.) during the project lifetime. Academic publications have been produced in the first year of activities of the project: 1 journal paper. These scientific publications have focused on findings from WP1:

- **A literature review of e-government services with gamification elements.**
Ruth S. Contreras-Espinosa, Alejandro Blanco-M.
International Journal of Public Administration, 15324265.
Accepted, to be published during 2020.

4.2 Conferences and events

Events during this first year organized by CO3 partners:

- **Reconsidering the Blockchain.** 19th February 2019, Paris. Organised by partner IRI.
https://www.iri.centrepompidou.fr/evenement/please-translate-in-fr_fr-reconsidering-blockchain-seminaire-organise-par-iri-michel-bauwens-et-le-projet-europeen-co3/
- **What is Gamification?** 21th October 2019, Paris. Organised by partner IRI.
<https://iri-ressources.org/collections/season-57.html>

The consortium partners of CO3 project were invited as speakers at conferences and events having the opportunity to present the project to a large number of people interested in the above-mentioned fields. Events during this first year:

- **Co-creation of public services leveraging blockchain: The CO3 project.** Enrico Ferro. Keynote Speech. Ninth edition of the Samos Summit on ICT-enabled Governance. July 1-3, 2019, Karlovasi, Samos, GREECE.
URL: <https://samos-summit.blogspot.com/p/agenda-of-tuesday.html>
- **Gamification aimed at improve Citizen Participation.** Ruth S. Contreras. Keynote Speech. Chela por la Ciencia talks 2019. Red Global MX and The Mexican Secretariat of Foreign Affairs (SRE). October 16, 2019, Barcelona, SPAIN.
URL: <https://www.projectco3.eu/2019/10/16/introduction-of-co3-project-in-chela-por-la-ciencia-talks-2019/>
- **Internet Deliberation and Voting.** LiquidFeedback. March 3, 2019. Hertie School of Governance, Berlin, GERMANY.
URL: <https://interaktive-demokratie.org/files/downloads/LF-Information-Kit-EN.pdf>

- **Piattaforme digitali e processi partecipativi.** Guido Boella and Claudio Schifanella. March 19, 2019. Meeting at Istituto Universitario Salesiano Venezia (IUSVE). Venice, ITALY.
URL: <http://pedagogia.iusve.it/piattaforme-digitali>
- **2nd International Workshop on Mathematics for Social Activism.** Andreas Nitsche. June 6-7, 2019. The London Mathematical Society and University of Leeds. University of Leeds, Leeds, UK.
URL: <https://tinyurl.com/tf2wq3b>
- **CO3 project Presentation.** OLA. January 30, 2019. Newcastle University, UK.
- **CO3 Project updates to Co-design Participants.** OLA. July, 2019 and November, 2019. Via Online.
URL: <https://tinyurl.com/w68xmf3>
- **CO3 project Presentation.** OLA. December 1, 2019. Radio broadcast in Metadeytero. Athens, GREECE.
URL: www.metadeftero.gr
- **Big data IoT e Blockchain: le tecnologie per la Smart City as a Platform.** Alberto Guffanti. November 26, 2019. Panel discussion at the Forum PA Città meeting. Roma, Italy.
URL: <https://forumpacitta2019.eventifpa.it/event-details/?id=9008>

4.3 CO3 Co-design workshops

Co-design workshops involved public servants, stakeholders and citizens in the collaboration with the CO3 Pilots. These workshops aimed to:

- Provide stakeholders with the knowledge and understanding of applying CO3 technologies required to facilitate their creativity and enhance their capabilities for the co-design;
- Facilitate the co-design process, using design methods.

Partners of CO3 have organised 3 workshops. All these activities are summarised in Table 3. More information in deliverable D1.2.

Partner	City
IRI	Paris
LINKS	Turin
DAEM – OLA	Athens

Table 3 - CO3 Co-design workshops

All the events organised by the CO3 project have adopted a cooperative approach, promoting active exchange. Presentations and co-creation workshops in which CO3 members have participated were carefully prepared to address a varied audience including industry representatives, legislators and policy makers, standardisation and certification professionals, environmental NGOs and the scientific community in general. In order to facilitate the conduct of the various activities and above all to facilitate a coherent systematic process of data collection, a series of tools have been assembled in a Toolkit. The toolkit includes visual tools inspired by visual Design Thinking, for example the CO3 “Actor’s Portrait” canvas shown in Figure 16.

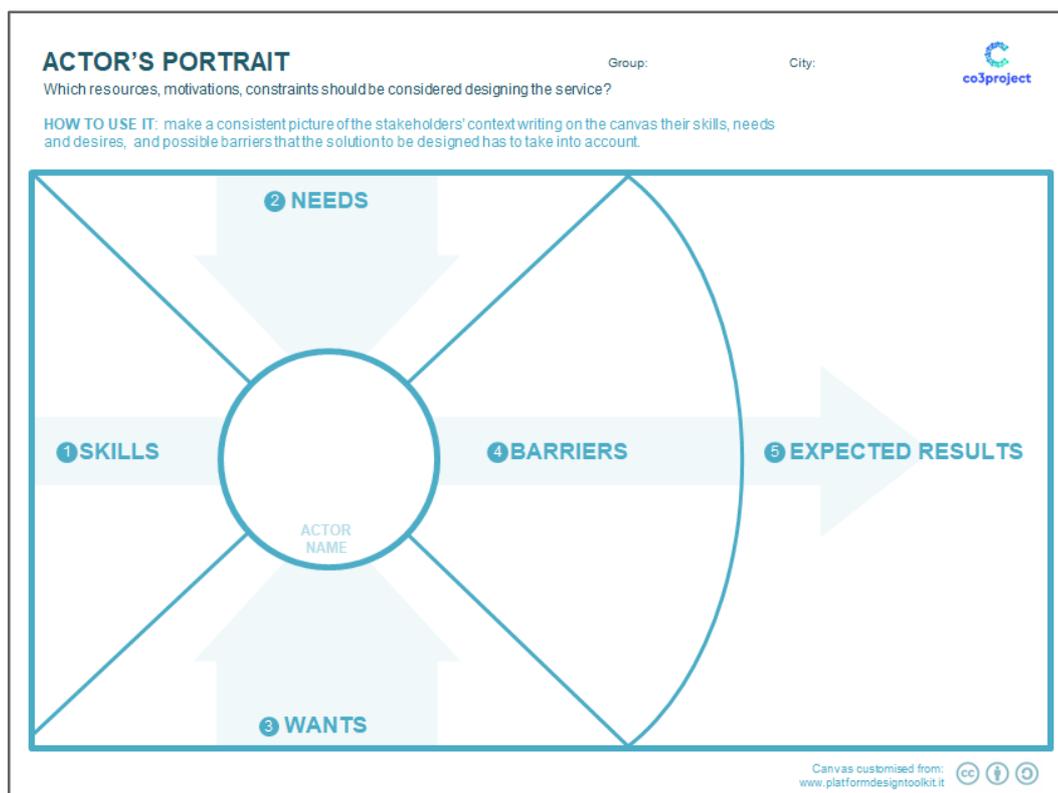


Figure 16 - CO3 Actors portrait

In addition, FUB organized a Co-design workshop to enhance visibility of project results and progresses, and to attract the interests of the general public and to create awareness in the scientific community. The workshop was held in October 2019 in the Smart City Expo 2019, the world’s leading event for cities in Barcelona (Spain). The Smart City Expo, with more than 21.331 attendees, represents an opportunity to connect cities, governments, companies, research centres and institutions and share their vision of how to drive urban transformation to a better future. In this framework, FUB had the opportunity to present the CO3 project and show the CO3 methodology used in Turin, Athens and Paris (see Figure 17). Via DAEM, leaflet material of CO3 in English was distributed to the visitors.



Figure 17 - Composition of images containing: the brochure, the localized version of the gamification slides the CO3 card deck and a photo during the workshop at the Smart City Expo World Congress '19.

5 PLAN OF COMMUNICATION AND DISSEMINATION ACTIVITIES FOR 2020

The expected activities for the second year are:

Target group	Communication channel	KPI	Responsibility and task division
Urban Commoners/ NGOs	AR projections of building models made by students	1 Annually	IRI
Urban Commoners/ NGOs	Digital-detox analysis benchmark sessions at Clinique Contributive (Paris Scenario 1)	1 Annually	IRI
Urban Commoners/ NGOs	Presentations of CO3 platform to local authorities in Plaine Commune (Paris Scenario 2)	1 Annually	IRI
Urban Commoners/ NGOs	Presentation of the CO3 technologies to the professors of the Urban Modelling scenario	1 Annually	IRI
Urban Commoners/ NGOs	Project Newsletter	2 Annually	FUB All partners contribute as relevant
	OLA project newsletter	1 Annually 500 subscriptions to the newsletter	OLA
Society/General public/Citizens	Press releases	2 Annually	FUB prepares template and writes general press releases. All partners adapt and translate press releases to national context and

			disseminate to national media
	Media reports or appearances (articles, interviews, online reports, IRI video resources, etc.) based on press releases and other activities in each country.	66 media appearances (incl. online) during the project. 10 / WP leader partner 10 / general partner	All partners
	OLA web radio show, in webradio Metadeutero	1 radio appearances (online)	OLA
	Social media Twitter/YouTube/Facebook	Regular posts as relevant in the project. Twitter 5 tweets a week. YouTube at least 200,000 cumulative views at the end of the project. Facebook 5 posts a week	FUB All partners contribute as relevant (e.g. to communicate important outputs/results in WPs).
	Web Site	Website regularly updated; maintained for the 3 years of the project. Page hits 20000 during the project Incoming links 65 during the project	FUB
Key Opinion Leaders (Social Media Concept-related Influencers)	Press release	2 Annually during the project	FUB prepares template and writes general press releases. All partners adapt and translate press releases to national context and disseminate to national media. Direct content

			curation (presentation, interview)
	Media reports or appearances (articles, interviews, online reports, IRI video resources, etc.) based on press releases and other activities in each country.	66 media appearances (incl. online) during the project. 10 / WP leader partner 10 / general partner	All partners. Direct content curation (presentation, interview)
	Social media Twitter/YouTube/Facebook	Regular posts as relevant in the project.	FUB All partners contribute as relevant (e.g. to communicate important outputs/results in WPs). Direct content curation (presentation, interview)
	Web Site	Website regularly updated.	FUB
Research partners / Researchers / Academics	Project brochure	1 Annually	FUB
	1 Academic publication	1 Annually	
	1 Conference	1 Annually	
	1 Academic publication Submit paper to CSCW 2020	1 Annually	OLA
	1 Conference Submit paper to CHI 2021	1 Annually	
OLA Collaborators/ Society/General public/Citizens	Open Lab Athens Global Meeting	1 Annually	OLA
	Open Lab Open Day	1 Annually	OLA

