



Open framework for boosting EU High Value Datasets from Public Sector

beopen-dep.eu



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D5.1 Communication and Dissemination Plan

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D5.1 Communication and Dissemination Plan

Towards a consistent and efficient communication of the
BeOpen Project



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Abbreviations and Acronyms

ACRONYM	Definition
AI	Artificial Intelligence
D	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
HVD	High Value Datasets
KPI	Key Performance Indicator
M	Month
T	Task
WG	Working Group
WP	Work Package



1 Introduction

1.1 Purpose and Scope

This document describes the communication and dissemination strategy for the BeOpen project that has been designed to ensure that the results of the project are conveyed to the right audience, both internally and externally, in a timely manner, thus helping to achieve the project's overall goals and maximise its impact. The strategic approach defined in this document offers an overview on the BeOpen positioning, messaging and branding to enhance the project's vision and ambition with planned actions, channels, and assets. It also provides dissemination and communication methods that will help the consortium to build and maintain a vibrant stakeholders' community represented on one side by adopters of the BeOpen solution and on the other side by potential application developers.

Dissemination, communication and exploitation are key activities for the success of the BeOpen project. WP5 carries out the corresponding activities and this document provides consortium partners with a roadmap for effective dissemination and communication during the project. It is also a means to prepare the ground for the exploitation of project's results. All partners commit to undertake the recommended actions and procedures to guarantee the quality and delivery of the right message, to the right audience, at the right place and time.

This deliverable is a living document and might be modified according to the project needs. It will be updated and adapted, if needed, throughout the duration of the BeOpen project. This evolution will be reported in the subsequent "Awareness Report" deliverables (D5.3, D5.7 and D5.9). The overall dissemination and communication plan will be implemented in an agile, iterative manner to allow flexibility and adaptability to the project evolution, needs and profiles of the different stakeholder groups.

The specific objectives of this document are to:

- Define an effective strategy at the beginning of the project that will help BeOpen partners and selected stakeholders to promote the project's activities and results.
- Define, agree and execute comprehensive plans with measurable goals.
- Contribute to the consolidation and coherence work implemented by the partners.

This deliverable is part of the Work Package 5 (WP5) that pursues the following objectives:

1. Define, set up, and perform the communication and dissemination plan to effectively promote project achievements to the external world and reach the widest possible audience.
2. Engage key target audiences in the deployment and adoption of Data Spaces.
3. Establish bi-directional links with relevant standardisation bodies.
4. Give maximum visibility to High Value Datasets on national open data portals.
5. Define exploitable value models for the use of High Value Datasets.

The deliverable is principally the output of WP5 Task 5.1 Communication & Dissemination activities although it also plans for Task 5.2 Liaison with relevant initiatives & standardisation bodies



activities. Additionally, it relates to other activities carried out in WP2, WP3 and WP4 (platform releases, training sessions and materials).

1.2 Structure of the document

The deliverable is structured to move from a general positioning to a detailed plan of action. The Dissemination and Communication Strategy is presented in Chapter 0 with an introduction to the Dissemination and Communication objectives, strategic approach and general stakeholder's engagement objectives. Chapter 3 analyses audiences' interests and messages. In Chapter 4, we go into further detail, looking at the plan and execution of the strategy including methods used and the timing of activities. To meet the needs of the target groups, methods for measuring the communication and dissemination efforts are presented in Chapter 0, thus ensuring internal coordination of activities and obligations and procedures between partners.



2 Dissemination and Communication Strategy

The BeOpen dissemination and communication strategy will pave the way for the exploitation of the project's results. An effective dissemination, together with the right communication channels and materials, will generate awareness to position BeOpen in the Open Data, Public Data, Data Spaces, Smart Cities and Smart Regions markets, whilst increasing stakeholders' engagement through the different stages of the marketing funnel and stimulating the use of BeOpen results beyond the project's lifetime.

2.1 Dissemination Objectives

The overall objective of the dissemination activities in BeOpen is to ensure that the project creates both mid- and long- term impact by informing and making results available for the target audience. This is aligned with the following dissemination objectives:

- D.O.1: Ensure maximum **visibility** of the project results to attract & engage stakeholders' and grow the BeOpen initial community (formed by the project partners) with other PAs that will constitute the initial Open HVD ecosystem where BeOpen Framework will be exploited and scale-up after the project ends.
- D.O.2: Timely diffuse the research, scientific and technological **knowledge** generated in the project within and beyond the project's consortium.
- D.O.3: Establish **liaisons** with other projects and initiatives for knowledge and innovation transfer as well as finding synergies and join efforts in standardization activities.
- D.O.4: **Engage** the targeted audiences to get feedback and validate the project's results.
- D.O.5: Attract potential **users/clients** and stimulate the appropriate market segments to support the project's exploitation strategy.
- D.O.6: Encourage the **development** of further outcomes in new initiatives.

The definition of a strategy for the exploitation and dissemination of project results corresponds to WP5 - T5.1 / T5.2 for the communication, dissemination, liaison & standardization activities - and T5.3 / T5.4 for the publication and dissemination of HDVs and establishment of exploitable value models for the use of HDVs.

In general, WP5 is aimed at:

- **Boosting general interest in the deployment and adoption of Data Spaces:** BeOpen will build on the blueprint for a common European data space for smart cities and communities, which will provide a reference architecture for the deployment of data spaces throughout the EU's cities and communities, as an evolution of public open data towards a more regulated and fruitful environment.
- **Establishing bi-directional links with relevant standardisation bodies:** aligning with the relevant initiatives and projects related to Open Data and HVDs, as well as DCAT-AP, STAT-DCAT, INSPIRE and other standards in the field of data and metadata models.



- Giving maximum visibility to High Value Datasets:** the datasets produced within the project will be published in at least one national public open data portal of the countries involved in the pilots, and the HVDs will be also harvestable by European Data Portal. The aim is also to improve the way in which the datasets are accessible, providing different typologies of APIs based on the characteristics of the data to be shared (e.g. CKAN, NGSII-LD, SDMX etc.).
- Defining exploitable value models for the use of High Value Datasets:** D5.6 will report on the existing gaps through the analysis of the state of play and state of the art in the use cases, to provide assessments on potential exploitable value models ensuring feasibility and sustainability.

Project Results	Supportive activities	Users	Channels	Follow up
BeOpen Technical Framework	Promotion & achievements by INTERSTAT, Spotted, GreenMov, and ODALA Publication of guidelines and recommendations to improve technical data interoperability, semantics and quality of the public sector datasets. Usability; security; privacy; quality.	PAs, Smart Cities and Solution / Platform / Data Spaces Providers	FIWARE & Partners communities (OASC, BDVA, IDSA, GaiaX) Policy Makers, Funders & Standardisation Organisations ISI, IAOS, FENStat BeOpen Sister Projects	Performance of the framework and evaluation by stakeholders (% positive impact). Products/services developed (some of them with Spatial Data). Development of climate neutral solutions Adoption by Policy Makers
HVDs Catalogue	Publication of HVDs in machine readable format via APIs Promotion of reusable assets devoted to the open data harmonization, publication, and dissemination via APIs: Idra “Open Data federation platform”, developed by ENG and the Orion Context Broker developed by the FIWARE community.	PAs, Smart Cities and Solution / Platform / Data Spaces Providers	European Data Portal and national open data portal Smart Cities, SMEs, Industry communities OASC Policy Makers, Funders & Standardisation Organisations	Number of new interoperable HDVs API developed and companies accessing and re-using data.
BeOpen Community	Best Practises and Lessons learnt (training & workshops). Pilot execution report. Replicability scenarios, lessons learned and recommendations.	ALL target audiences	Open and Agile Smart Cities, FIWARE4cities community and Living-id.eu community.	New PAs sharing HDVs, geospatial data providers, Citizens Associations, SMEs & Startups



Project Results	Supportive activities	Users	Channels	Follow up
BeOpen Solutions	BeOpen training material to improve skills and competences of both HVD providers and solution developers.	PAs and Companies (SMEs, Startups)	PAs partners of the consortium.	Scientific Publications Social and Economic Impact

Table 1: Exploitable Results of the Project & Dissemination Effort



Figure 1: Partners & Organizations supporting BeOpen Dissemination

The different steps and plans of the BeOpen dissemination strategy are explained in section 4.1 of this document.

2.2 Communication Objectives

The main objective of Communication is to maximise the impact and benefits of the project by reaching BeOpen audience in a consistent way through the project’s entire lifetime and beyond. To achieve this, concrete and measurable objectives have been defined for different target groups to deliver in time effective information and promotion of the project’s vision, mission, concept and approach. Communication materials and messaging will highlight a clear brand purpose and positioning with a special focus in outcomes and results that can better support future exploitation. An implementation plan will help to address communication objectives defining the right combination of channels, tools and mechanisms to effectively reach the target audiences and maximise impact and outreach in each phase of the project.

Project identity messages to convey and internal reporting rules, have been also defined and will be presented in Section 4. We will closely monitor the impact of the communication allowing us to apply corrective actions whenever necessary and identify opportunities that can maximise visibility.

The communication strategy is driven by the following specific communication objectives:

- C.O.1: Create project **awareness** among potential adopters/users in the general public.



- C.O.2: Convey the project’s concept, goals, results through key messages in **communication material** to engage with main target audiences.
- C.O.3: Activate a **community of potential users**, collect feedback and facilitate conversion.
- C.O.4: Prepare for the **exploitation** of project's results to ensure the promotion of innovative outcomes which deliver social impact through the utilisation of High Value Datasets held by public bodies.
- C.O.5: Targeted **dissemination** of the project’s results
- C.O.6: Foster **wide adoption** of the project’s results in industry and society

Specific activities to address the communication objectives can be summarised as follows:

COMMUNICATION OBJECTIVES	
Awareness	<ul style="list-style-type: none"> • Brand positioning: vision, mission, values
Engagement	<ul style="list-style-type: none"> • Production of specific communication material for targeted audiences <ul style="list-style-type: none"> ○ Use Cases Promotion & Benefits ○ HDVs Catalogue Promotion & Benefits ○ BeOpen Framework Promotion & Benefits
Conversion	<ul style="list-style-type: none"> • One2One Communication, targeted messages and feedbacks <ul style="list-style-type: none"> ○ Persona’s value proposition ○ Collect feedback from potential users ○ Support for adopters by BeOpen Use Cases Experts
Influence	<ul style="list-style-type: none"> • Specific messages & comms materials for Policy Makers and regulators to implement initiatives fostering the uptake of BeOpen technologies and facilitate the discovery and re-use of public sector information. • Promotion of the Use Cases Value Models
Community building	<ul style="list-style-type: none"> • Engage all actors in a vibrant community to boost the re-use and combination of Open Data across the EU.
Dissemination	<ul style="list-style-type: none"> • Project results at international level - wide adoption

Table 2: Communication Objectives and Activities Focus

2.3 Stakeholder Engagement Objectives

The overall objective of proactive and effective stakeholder engagement is to establish a collaborative and transparent framework that ensures a greater input from stakeholders and their support for the decisions to be taken. To accomplish these objectives, stakeholder engagement must be considered from the beginning of the project and encompasses the whole planning and design process.

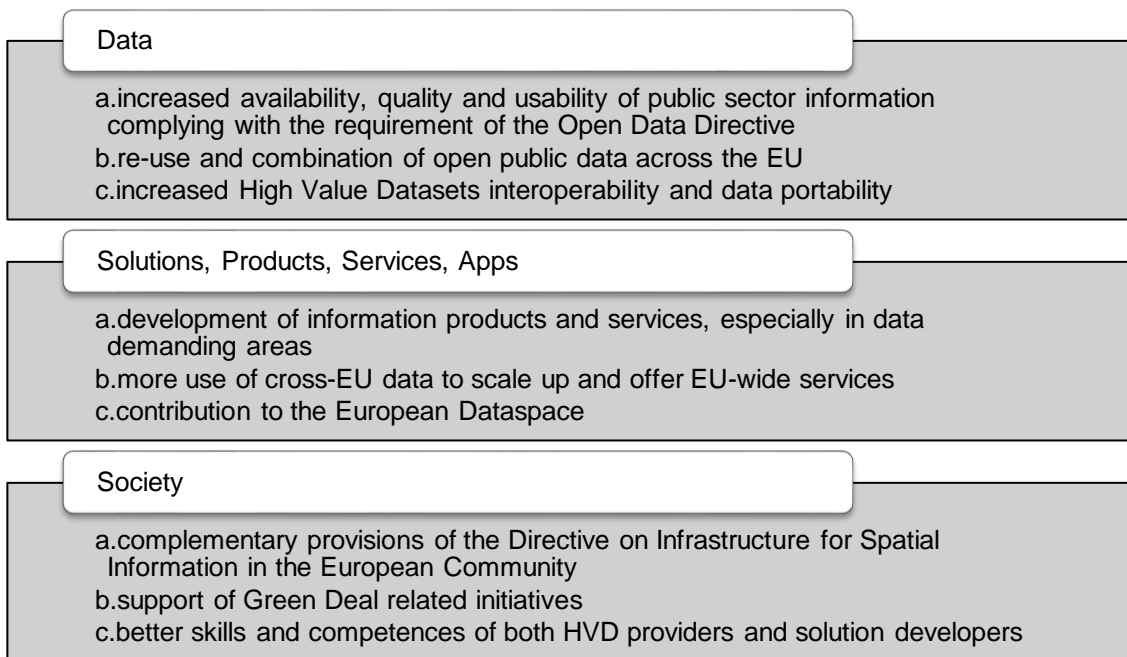
Considering this direction, the main steps towards stakeholder engagement in BeOpen project are:

- To identify and categorise stakeholders based on their degree of influence on the decision-making process and the degree to which they are directly impacted by the project results.
- To engage stakeholders in the decision-making process.



- To listen to their needs and concerns.
- To provide the information they need to understand the options they have and that decision makers need to make decisions.
- To consult with decision makers to determine options for addressing stakeholder needs.
- To present the outcomes of the decision-making process towards fulfilling end users' objectives.

By having defined the high-level objectives and strategy behind stakeholder's engagement, we need to define the specific BeOpen target groups which are directly linked to the project activities corresponding to BeOpen specific outcomes/results.



All these stakeholders and networks will actively contribute to the creation and growth of an ecosystem that will attract and involve as many actors as possible to widely spread the BeOpen vision and usage of its technologies, catalogue and replicable use cases.

- EO1. Establish the BeOpen Community with a wide range of services, information and tools that will allow stakeholders to communicate, align, collaborate and share their knowledge.
- EO2. Define the ecosystem framework to attract and engage new PAs, SMEs and Smart Cities & Communities.
- EO3. Fostering the quality and usability of High Value Datasets from Public Sector and availability for EU Member States and specially for those involved in the development of AI technologies & services for use in cities and communities.
- EO4. Join other EU initiatives and Clusters that want to contribute to the creation of European Data Spaces based on common principles.



3 Stakeholder Analysis

To fulfil the engagement objectives defined in section 2.3, an accurate identification and approach to the different stakeholders helps us to reach target groups.

The BeOpen project, results and outcomes might be of interest to many target groups, which will be reached directly but also through these stakeholders. Furthermore, interactive dissemination activities defined in section 4.1 Dissemination Plan aim at establishing more direct relationships between the consortium members and potential stakeholders.

3.1 Target Groups Identification

The target group concerns those who will be impacted by the project's activities and outcomes. The BeOpen project communication and dissemination activities are addressing a broad range of recipients, from Researchers, Entrepreneurs, Developers, Civil servants, Policy Makers, to the wider public. Those recipients have a role in different types of stakeholder organisations, such as Academia, Research and Technology Associations or Organisations, Enterprises / Industry (large, small and medium, start-up companies), Public Administration and Smart cities, Standardisation bodies, Political parties and Civil society representative groups, etc. Additionally, recipients' function can be of end-user, lecturer, developer, integrator, data provider, regulator, etc.

To facilitate the management of the different stakeholders, we have organised them into target groups to be addressed with similar messages and communication means. The following target groups have been identified in the context of BeOpen, inspired by the initial list proposed in the Description of the Action (DoA). If during the project execution different groups enter into play, an updated list of target groups will be provided in deliverable D5.3 - 1st Awareness Report due in Month 10 (October 2023).

The following stakeholders' map Identifies *DIRECT* stakeholders with whom BeOpen will liaise and engage and *INDIRECT* stakeholders to inform and raise awareness:



- Stakeholders **indirectly** impacted > to be informed
- Stakeholders **directly** impacted > more engagement

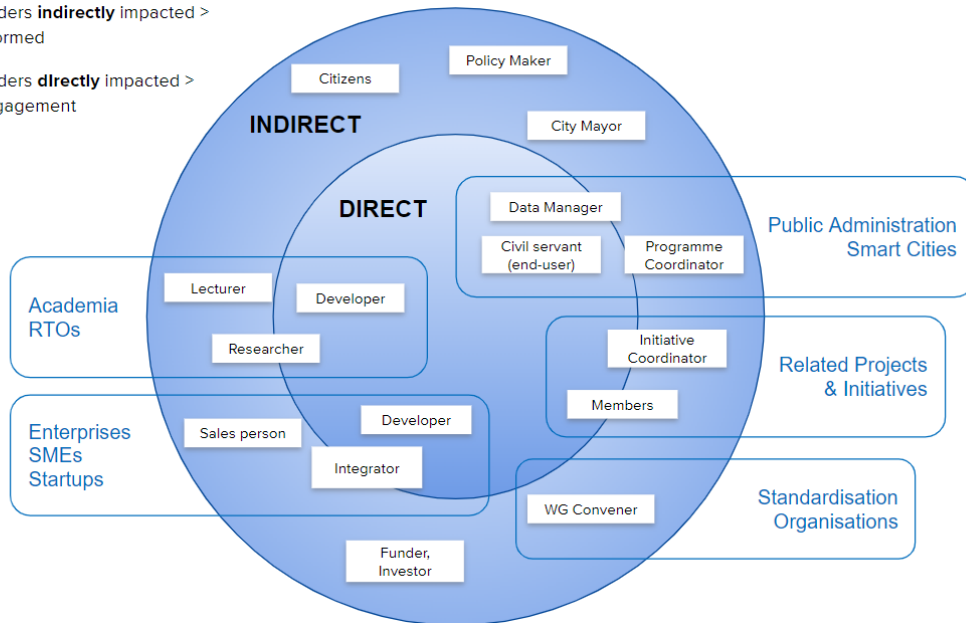


Figure 2: Stakeholder's map

3.2 Stakeholder Interest Assessment and Engagement Matrix

To undertake an efficient dissemination, it is crucial to have a good understanding of the target audiences to apply the appropriate customisation of the dissemination messages and materials. Furthermore, each group has different needs and hence requires consequently a different approach.

In the following table, stakeholders are assessed with respect to their main roles and interests in relation to BeOpen. The key messages for targeting each stakeholder group are also outlined. While the stakeholders have special roles and functions, their relevance to the project and the main message we wish to communicate to them will overlap in some instances. This reflects their relationships and complementary roles in a larger ecosystem.



Stakeholder Group	Roles Functions /	Interests in the Project	Key Concepts / Contents	How to address	Channels / Materials
Research, Academia, RTOs	Lecturer Researcher Developer	<ul style="list-style-type: none"> • Learning, Skills acquisition • Knowledge sharing, feedback • Scientific evidence • Further R&D 	<ul style="list-style-type: none"> • Reliability of results • Facts & Figures • References to deliverables & papers 	Scientific / Technical terminology, evidence, data, references	SC Conferences, articles in Journals, website, posters
Public Administration Smart Cities	Data manager	<ul style="list-style-type: none"> • Learn how to improve datasets 	<ul style="list-style-type: none"> • Importance of quality of data, interoperability, compliance 	Guidelines, tutorials	Website resources, Training, demos
	Programme Coordinator	<ul style="list-style-type: none"> • Convey the benefits of BeOpen within the organisation 	<ul style="list-style-type: none"> • Importance of open data reuse • Improve skills of data providers 	Marketing language	Website, webinars, magazines, leaflets
	End User	<ul style="list-style-type: none"> • Use the developed services 	<ul style="list-style-type: none"> • Importance of data quality • Advantages of the results 	User friendly, tutorials	Website resources, Training, demos, visits
Industry, Enterprises, including SMEs & Startups	Developer Integrator	<ul style="list-style-type: none"> • Learn how to use the infrastructure and to develop services • Access to datasets and modules 	<ul style="list-style-type: none"> • Easy access and use of the Open Framework and to datasets • Importance of compliance • Know the European Data space 	Technical guidelines, instructive, short pills of information, tutorials	Website resources, papers, conferences, events, workshops, training, visits
	Salesperson	<ul style="list-style-type: none"> • Understand the benefits & implications of the project results 	<ul style="list-style-type: none"> • Replicability, benefits of use • Market & adoption potential 	Marketing language	Website, leaflets, impact stories
Policy Makers, Standardisation Organisations	City Mayor	<ul style="list-style-type: none"> • Applicability to city / region needs • Use cases 	<ul style="list-style-type: none"> • Benefits for citizens • How it can be replicated • Give us feedback 	Formal, short messages, no jargon	Policy briefs, Press Releases, impact stories, visit
	Funder, Investor	<ul style="list-style-type: none"> • Potential benefits, replicability 	<ul style="list-style-type: none"> • Benefits for business and society • Importance of Open Data and Data Spaces 	Story telling	Whitepapers, magazines, EU publications, events
	WG Convener	<ul style="list-style-type: none"> • Replicability, best practices 	<ul style="list-style-type: none"> • Critical mass already using it • Relation with existing standards 	Formal language, technical	Publications, papers, WG meetings



Stakeholder Group	Roles / Functions	Interests in the Project	Key Concepts / Contents	How to address	Channels / Materials
Related Projects & Initiatives	CEO / Coordinator Members	<ul style="list-style-type: none"> • Knowledge sharing • Synergies, collaborations, reuse • Applicability of their own results 	<ul style="list-style-type: none"> • Collaboration facilities • Critical mass and impact of HVD in EU, interoperability 	Easy to use contents, mix of scientific and marketing messages	Website, events, papers, webinars
General Public	Citizen / Young people	<ul style="list-style-type: none"> • General, understand what data is • How it can serve general interest 	<ul style="list-style-type: none"> • Explanations of the benefits • How technology can support every day's life 	Friendly, story telling	Videos, impact stories, website resources



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European Union's Horizon Europe Research

4 Dissemination and Communication Roadmap

This section presents the Dissemination and Communication plans and roadmaps to maximize project's impact and influence the different targets with the right materials, messaging and channels.

Dissemination has been designed to publicly disclose the expected project outputs involving all relevant partners in social media promotion and media publications, blog post writing and participation in events. Communication will include the production of a comprehensive set of materials: a project public website; initial communication kits for printed/online materials to communicate the project vision and strategy; project presentation and video to be used by the project partners; ad hoc comms kit to support the publication of HDVs and Project Pilots.

Following the general objectives of Dissemination and Communication already presented in Section 0, both plans are specifically aimed at supporting WP2, WP3 and WP4 strategies to encourage the uptake of BeOpen, hence boosting the re-use and combination of Open Public Data across the EU:

- Building a stakeholders' community that will collaborate in developing of BeOpen framework and initial collection of Open HVDs, providing additional Datasets during the project execution.
- Collecting and making openly available to PAs and companies a set of best practices and methodologies (WP2) that can widen the adoption of the BeOpen Framework.
- Developing the BeOpen Framework on already existing CEF Open Data projects' results.
- Organising a sound validation stage (WP4) providing quantitative evidences and lessons learned of the BeOpen Framework capabilities that can be used to enlarge the project ecosystem, as well as in developing policy recommendations (WP4).
- Developing and exploiting training tools to support PAs and companies in adopting the Framework.

4.1 Dissemination Plan

Dissemination activities will differ in intensity based on the evolution of the project. The dissemination activities will be carried out in four main phases, spanning throughout the project duration, and extending beyond it, with an increasing level of intensity, starting from the creation of general awareness and concluding with attracting potential supporters and customers/users of the project results. The three main phases include:

- A low intensity phase that focuses on the project launch, BeOpen Mission and Goals: Improved data sharing, interoperability, availability of data sets. During this phase we will engage with key target audiences aimed at growing a community of contributors/customers built on sister EU Projects and partners' networks
- A mid-term phase that runs in parallel with the first releases of the BeOpen Framework, pilot preparation and tech support for pilots.



- An intense phase with an industrial and business focus to promote main project results: HVDs publication, Pilots and Framework demonstration, performance evaluation and validation of results.
- A final phase will continue for one to three years after the project ends, boosting the re-use and combination of open public data across the EU.

Together with the raising of awareness, dissemination will timely diffuse the scientific and technological knowledge generated in the project while establishing liaisons with relevant stakeholders & initiatives as well as standardization bodies. These liaisons will also help to get feedback and validate project results, attract potential users/customers to stimulate appropriate market segments to support BeOpen exploitation and communication strategies.

Figure 3 shows the main dissemination activities distributed along the different phases of the project mapping also the main milestones of related WPs:

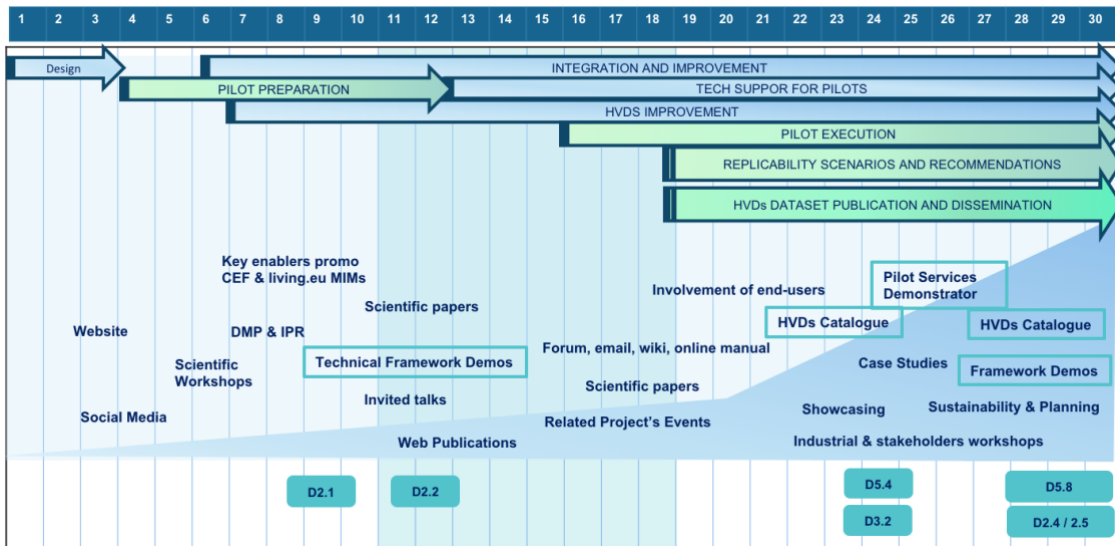


Figure 3: Dissemination activities distribution and intensity during the project

Dissemination activities will be split into interactive (direct stakeholders) and non-interactive (indirect stakeholders) ones, according to the Stakeholders map (see Figure 2: Stakeholder’s map). Non-interactive activities include dissemination of the BeOpen technologies, pilots and means for interoperability and usability of HVDs in specific journals, technical magazines and stakeholder’s Communities as well as Social Media publication of project results to reach a wider audience. Interactive activities are aimed at establishing more direct relationships between the consortium members and potential stakeholders, including organization of events, participation in conferences/events and workshops, training sessions, webinars and info days.

The project’s partners with an industrial focus will promote the use of BeOpen products and services in relevant industry-sectors (especially Smart Cities). Those with an academic and research focus will contribute to dissemination of the project results towards researchers, Research Associations and Infrastructures related to BeOpen.



4.1.1 Phases of the Dissemination Activities

The Dissemination Plan is presented in Figure 4. This plan will be updated and evaluated at the end of each phase. The project's dissemination activities will also include continuous monitoring of the achieved impact to increase the size of the community, along the project.

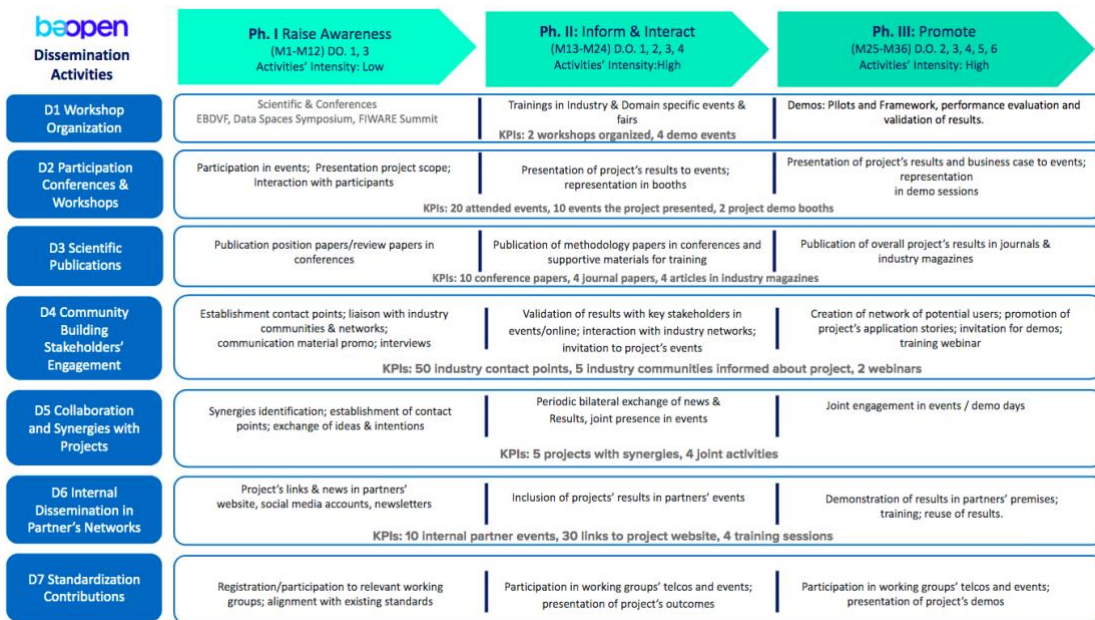


Figure 4: Phases of the Dissemination Plan

The following sections offer an overview of the channels shown in the left side of Figure 4.

4.1.2 Dissemination Channels Overview

Dissemination activities will be organised according to the following channels:

- **Scientific/Technical dissemination**, to give visibility to the main components of the framework and achievements in terms of technical data interoperability, semantics and quality of the public sector datasets.
- **Industrial dissemination**, to emphasise on technological and commercial aspects in Smart Cities: framework, CEF technologies, pilots' demos.
- **Training and education**, to support PAs and companies in adopting the Framework, from both the data management / accessibility and the development of applications sides.

To ensure that the different dissemination objectives are effectively addressed, and expectations of the target audience groups are met, particular attention will be paid to adapt the communication means, the measures and the content to the needs and knowledge levels of the targeted groups as well as to the status/progress and needs of the project. To this direction, BeOpen will put into action



an iterative communication and learning process in which the consortium will strive to better understand its target audiences and focus on the channels that create traction for the project.

Therefore, the BeOpen dissemination and communication approach considers the following steps that are expected to be implemented in an agile, iterative manner to allow flexibility and adaptability to the BeOpen project needs:

- **Decide** on the key BeOpen messages and the branding to be effectively communicated. Indicative questions to be answered are: “What is the BeOpen brand promise?”, “Which are the benefits of BeOpen?”, “Which are the BeOpen core values?”
- **Brainstorm** to identify appropriate dissemination and communication channels and reasonable ways for the BeOpen project to leverage them.
- **Rank** the communication channels into: (a) Inner Circle with communication channels that seem most promising right now, (b) Potential Circle with communication channels that seem like they could possibly work, (c) Long-shot Circle with communication channels that exhibit slight chances of success.
- **Prioritize** the communication channels to identify the inner circle per phase of the project (e.g. the three communication channels that seem most promising) and the corresponding time frame of execution.
- **Test** in smaller scale the communication channels classified in the “inner circle”, estimating the number of visitors / stakeholders to acquire.
- **Measure** the impact of the communication channels classified in the “inner circle”, indicatively in response rate (e.g. clicks, website traffic)
- **Focus** on the successful communication channels that produced promising results (e.g. in terms of user acquisition and engagement) and try to scale them to the extent that it is possible.



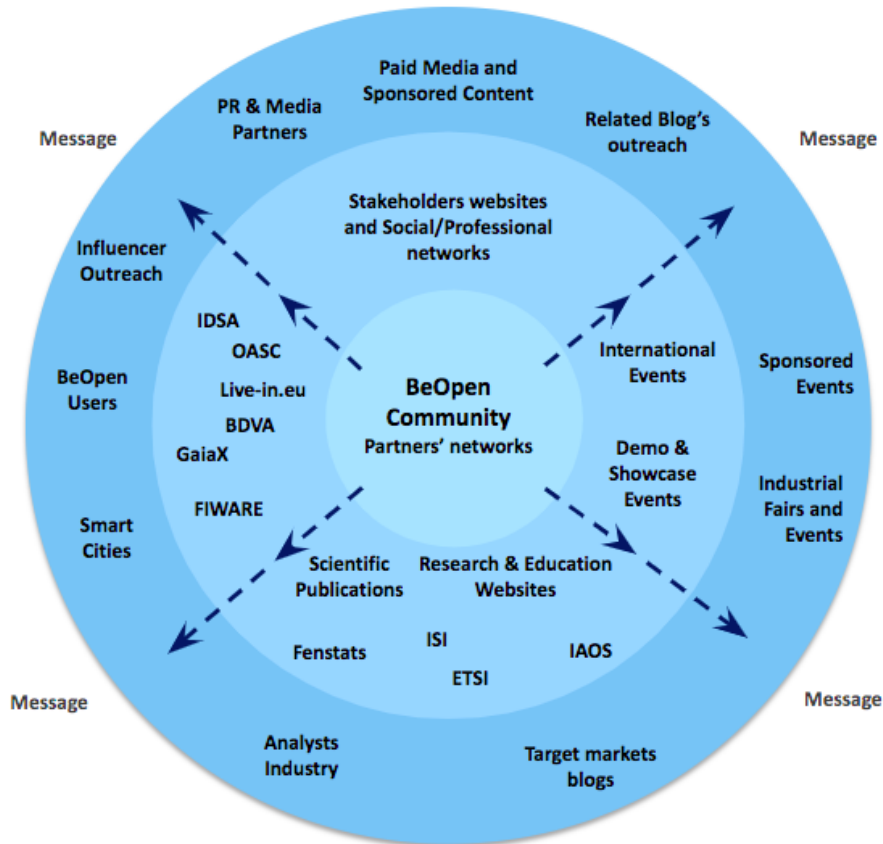


Figure 5: Preliminary Ranking of Dissemination Channels

4.1.2.1 Conferences and Events

The project will organise its own workshops and demos within the framework of other relevant events connected to Data Spaces, Data/AI and the Cloud-to-Edge computing continuum or Data-driven Innovation and experimentation among others together with other Projects funded under the same call. The overall objective is to gathering ideas and exchange knowledge with relevant communities as well as sharing technologies and achievements to promote and position BeOpen as a key asset to support EU strategy towards an increased availability, quality and usability of public sector High Value Datasets for their use in EU wide services.

It is expected the participation in 20 Events to present the project (10) as well as exhibition booth (2) and organization of 2 workshops and 4 demo events to increase collaboration with other relevant initiatives, uptake the use of BeOpen framework and HDVs Catalogue, synergies establishment for joint research, information exchange, dissemination and increased awareness.



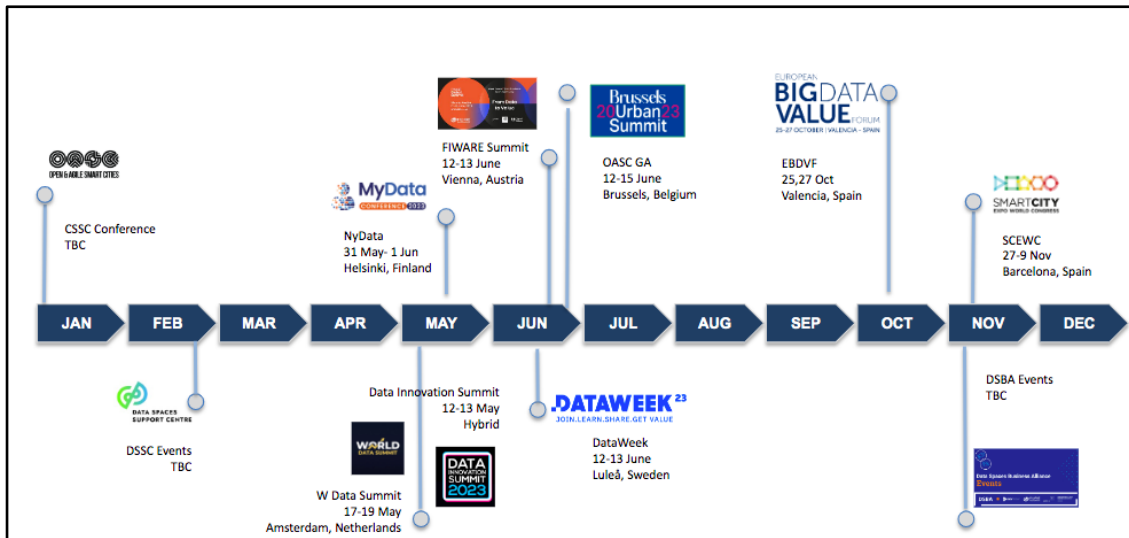


Figure 6: Conference & Events Overview

A non-exhaustive list of candidate conferences and industrial events includes:

Event	Date	Web
FIWARE Global Summit Collocate Annual Conference	12-13 June 2023	https://www.fiware.org/global-summit/
MyData 2023	31 May - 1 June 2023	https://www.mydata.org/event/mydata-2023/
LI.EU meetings & events	TBC	https://living-in.eu/events/
CSSC	January 2024	https://oascities.org/csscc-conference/
EBDVF	TBC	https://european-big-data-value-forum.eu/
Data Spaces Business Alliance (BDVA, FIWARE, Gaia-X and IDSA) community events	TBC	https://dsba-brokering-data-spaces.b2match.io/
SCEWC	Nov 2023	https://www.smartcityexpo.com/
WorldDataSummit	Amsterdam 17-19 May 2023	https://worlddatasummit.com/
Data Innovation Summit	11th - 12th May, 2023	https://datainnovationsummit.com/
DataWeek	13-15 June, 2023	https://www.big-data-value.eu/data-week-2022/
Smart People Fest	Sept 2023 (TBC)	Lead by Herne, Herne Digital
Hackacity (Porto)	September 2023 (tbd)	https://hackacity.eu/
DSSC CSA events	TBD	https://dssc.eu/

Table 3: Conference & Events Overview



Scientific Conferences to consider:

- Ocean optics conference,
- International Ocean Colours Science Meeting,
- International Conference on Harmful Algae (ICHA),
- IGARSS,
- ESA Living Planet Symposium,
- IEEE International Geoscience and Remote Sensing Symposium,
- International Conference on Global Challenges and Data-Driven Science CODATA,
- ACM Multimedia,
- INNS conference on Big Data,
- International Conference in Image Processing (ICIP),
- International Conference in Pattern Recognition (ICPR),
- International ACM SIGIR Conference on Research and Development in Information Retrieval, International Conference in Multimedia Retrieval (ICMR),
- IEEE International Conference on Multimedia & Expo (ICME).
- International Conference on Semantic Systems (SEMANTiCS),
- International Semantic Web Conference (ISWC),
- International Conference on World Wide Web (WWW),
- International Conference on Information Fusion (FUSION),
- Semantic interoperability conference, RR Web reasoning and rules systems.

4.1.2.2 Journals and Scientific Publications

BeOpen partners are committed to the publication of magazine articles and conference papers at international scientific conferences and workshops. Examples of candidate journals is listed below. This list is to be extended in the future, as the contributions to scientific papers will come at a later stage of the project:

- IEEE Transactions on Geoscience and Remote Sensing, Data Mining and Knowledge Discovery (Springer),
- Knowledge and Information Systems, ACM Transactions on Information Systems, Big Data Research (Elsevier),
- Remote Sensing of Environment, MDPI Remote Sensing, International Journal of Applied Earth Observation and Geoinformation

4.1.2.3 EC Channels

The EC facilitates several means of dissemination that will be used by BeOpen to maximise the visibility and exploitation of the results. European Publications:

- [Horizon Magazine](#)
- [Project stories](#)
- [research*eu results magazine](#)
- [research*eu focus](#)
- [Newsletters](#)
- [Futuris Magazine](#)



4.1.2.4 Liaisons with Relevant Initiatives and Standardisation Activities

BeOpen partners, through their participation in other EU projects will work on building liaisons with other initiatives that may use results of the project as well as supporting the actual implementation of HVDs in EU.

The table below shows a summary of the related projects that will provide with re-usable results as well as projects funded under the topic Public Sector Open Data for AI (like BeOpen) that can support the actual implementation High Value Datasets in EU territories for the benefit of local communities, following the Implementing Act on High Value Datasets from the European Commission.

Partner	Relative Projects	Description
FF/ENG	INTERSTAT	<p>CEF Project aimed at developing a framework that allows the interoperability between national statistical portals and the European Data portal and the deployment of new cross-border services that reuse European statistical and valuable open datasets from those portals.</p> <p>Reusable results: the data management tools developed in INTERSTAT can be considered the baseline for the ones to be included in the BeOpen Framework covering different phases of the data management pipeline in particular the ones related to metadata management and harmonisation.</p>
ENG, FIWARE, LAT40, NAPOLI.	SPOTTED	<p>Connecting Europe Facility project that provides an innovative solution based on the processing of massive open data collections (i.e. Earth Observation), combining AI processes, cloud storage and cloud computing technologies, for automatically monitoring, classifying, managing, and predicting emerging land changes. SPOTTED brings into the project solutions for the management of massive open data. Reusable results: the AI services developed in SPOTTED can be reused by pilots for the analysis of the open datasets provided in BeOpen.</p>
Cartagena HOPU, FIWARE	ODALA	<p>CEF Project. The project contributes to Public Open Data by enabling the automated identification and re-use of legacy city data and providing an open-source software platform that enables the combining of that data with real-time data collected from Internet of Things (IoT) sensors and other Smart data sources. The project has enabled the generation of a unified 'Hybrid Data Lake', in the City of Kiel, Heidelberg, Antwerp, St. Quentin, Cartagena and the region of Flanders. Reusable results: The 'Data Lake' technology will enable the development of new products and services using technologies of Machine Learning (ML), Deep Learning and Artificial Intelligence (AI) built over FIWARE technology, including the validation in the domains of Mobility and Environmental monitoring</p>
Molina de	GREENMOV	<p>CEF Project. GreenMov has enabled the definition of harmonized data models for green mobility and the</p>



Segura, HOPU, FIWARE		development of advanced green mobility services, such as traffic monitoring, shared mobility and environmental impact. Reusable results: The Smart Data Models and Core Vocabularies for green mobility, adapted to the data provided by open data portals from the public administrations involved in the Action, the European Data Portal and Copernicus, together with real-time data captured by sensors (IoT from HOPU).
Porto	OpenDataPorto	Porto Digital is running a project aiming at indexing and cataloguing all the relevant datasets within the city of Porto. These datasets can either have their origins in Porto municipality departments or in external suppliers, the main objective is to gather all the relevant data in a centralised and accessible way and to promote transparency. To this end, this data index can organise either open data or controlled access data, serving as a neutral data operator for the municipality. Aligned with the municipality strategy for Open Data, the main objective is to maximise the volume of data to be accessible to the public through the Porto Open Data Portal, also under development.
CERTH	Aqua3S	The Project steps in to combine novel technologies in water safety and security, aiming to standardize existing sensor technologies complemented by state-of-the-art detection mechanisms. In BeOpen framework the Aqua3S mechanisms will be used to validate the APIs of the platform and the machine-ready datasets.
DIGITAL-2022-CLOUD-AI-02	MAREGRAPH	The project aims at supporting the EU and its Member States in the achievement of ambitious marine themed objectives by semantically enriching, interlinking and providing high value and foundational datasets.
DIGITAL-2022-CLOUD-AI-02	Open Maps for Europe	Reuse of geospatial data supporting the objectives of the Open Data Directive and boost the re-use of Open Public data. The project will build on the success of Open Maps for Europe by building a new production system which will create quality harmonised, large-scale, pan-European High-Value Geospatial Datasets from NMCAs, including a boundary dataset, transport and hydrography networks
DIGITAL-2022-CLOUD-AI-02	RODEO	The project will make meteorological High Value Datasets easily available for various use cases by generating APIs and assisting providers in the dissemination of data to users.

Table 4: Overview of related EU initiatives

Several activities will be devoted to share knowledge in between projects within the same topic and to provide inputs also to other projects from the Digital Europe Programme and Horizon Europe that



can benefit from Data Spaces and AI on Demand Platforms to promote greater transparency, accountability, and innovation in the public sector through open data sharing.

- 1- Map initiatives with partners assigned to be the main contact point
- 2- First contact with the initiative coordinator
- 3- Sharing of basic information about the project (e.g. project presentation, website)
- 4- Meeting with representatives of the initiative to produce a list of common points of interest (topics, working groups, events, contributions to publications, potential meeting dates, etc.)
- 5- Creation of a calendar of events, looking for synergies
- 6- Organization of meetings (f2f or virtual) where partners can exchange
- 7- Report on activities

Standardisation Activities

BeOpen aims to **rely on and be aligned with the relevant initiatives** and projects related to open data and HVDs. Particular attention will be paid to create a strong **connection with standardisations bodies** and working groups working on data interoperability and semantics with the objectives of following the evolution of specific standards in the field of data and metadata models (e.g. DCAT-AP, INSPIRE) during the project execution.

Eventually, it will allow to propose project outcomes as possible evolution of specific standards, with some partners involved in working groups and through the support of the HS Booster.eu¹. Moreover, the liaison with relevant initiatives will help identifying additional potential stakeholders interested in BeOpen results, defining a concrete plan to approach them, and involving them to **provide feedbacks and requirements**.

In summary, the general standardization activities focus on:

- Identifying relevant standards / technical guidelines that can be enhanced by the project findings and experiences.
- Enhancing existing standards / technical guidelines or expand to fill any identified gaps where new approaches encountered and validated in BeOpen would be beneficial.
- Presenting activities in the deliverable D5.4 Liaisons and Standardisation Report (M30)

The plan includes:

- Types of standards considered & selection criteria- Standards Canvas (those adopted by BeOpen)
- Different types of standards bodies
- Different types of standardisation results: formal standards, industry specifications, workshop agreements, tech reports.
- Mapping local data ecosystems - Different approaches to identifying high-value data
 - a. Capture information about local data stakeholders (types of partners, datasets)
 - b. Capture application domains_ thematic categories of high value datasets
 - c. Capture information about governance frameworks used/ data sharing & management: promotion mechanisms of high-value data (Member states).
 - d. Capture information about data quality standards used DCAT-AP, INSPIRE, Smart Data Models, etc.

¹ <https://www.hsbooster.eu>



4.2 Communication Plan

To address the BeOpen Communication objectives presented in section 2, the proposed communication plan will follow the next actions:

- Development of BeOpen Brand Identity and Positioning: vision, mission, values, core messaging, tone of voice, look and feel.
- Defining, developing, and deploying communication tools, such as the project public website, social media channels, the dedicated newsletter as well as other communication materials;
- Identify proper channels, communication materials and media to synchronize communication activities with project’s milestones
- Classification of the activities in terms of awareness/visibility (Discovery), Inform/Interaction (Nurture, Education and Community Building), Engagement and Conversion (Promotion of project results that will better address exploitation goals);
- Defining and schedule the communication and dissemination activities to efficiently promote the expected outcomes of the BeOpen project;
- Define main communication messages aligned with the project milestones

The focus channels for the communication activities are:

- C1 - Project website & blog
- C2 - Social Media (Linkedin, Twitter and Youtube)
- C3 - Media (Press, Media Partners, Partner’s newsletters)
- C4 - Communication Materials (Videos, Factsheets, Posters, Roll Ups)

Figure 7 below describes main communication activities and classification to support the different phases of the project.

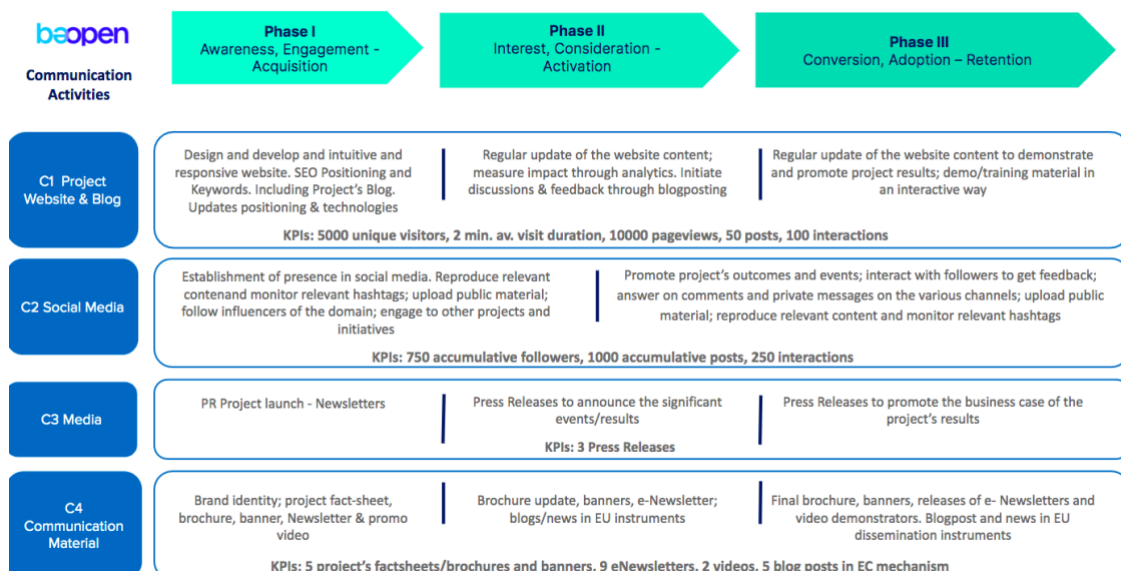


Figure 7: Communication Activities

Interestingly, communication activities will also take place in WP2 *BeOpen Framework for High Value Datasets*, as activities in T2.3 consist in providing technical support for the usage and installation of



the BeOpen framework to the different pilots and it will be done through channels, such as forum, email, wiki accompanied by the production of supportive materials (online manual, API documentation, etc).

BeOpen will deploy a 360 degrees Communication methodology that combines online and offline channels, content marketing strategies, analytics tools, media relations, advertising campaigns and paid media (if needed).

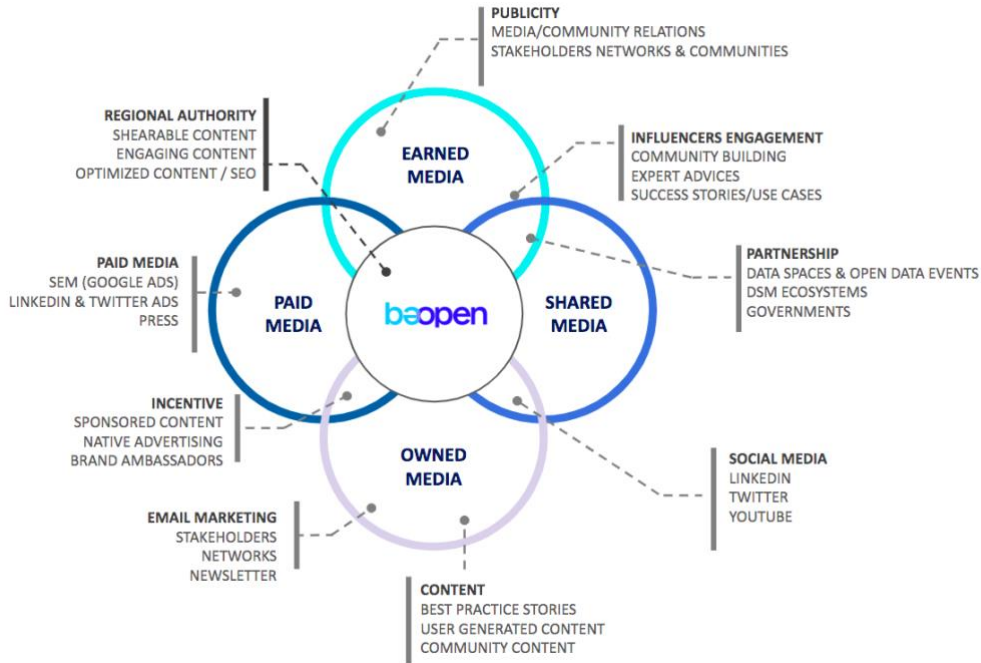


Figure 8: 360 degrees communication

4.2.1 The BeOpen Brand

Building our brand is an integral part of our strategy and extends far beyond marketing because it should explain our reason for being, what represents us, how our system will work, which kind of network we want to build and what we are delivering to the market and why we are going to impact the market.

The definition of the BeOpen brand is based on the following pillars:

- **Purpose**, our reason for being and the things we stand for. BeOpen answers to a need for change in the market, considering the major opportunity offered by AI and the emerging data spaces and the principles of Living-in.eu movement aiming at a cohesive, digital Europe, where every community can enjoy the economic and social benefits of the digital transformation.
- **Perception** will be owned by our audience and means the role that BeOpen will play in their minds: the words and values they will use to describe us. Perception should highlight the evidence why BeOpen is better than other alternatives and heavily influences conversion.
- **Personality** helps us to define the tone of our voice, our character and main messages.



- **Position** is related to offering – being realistic when explaining what we provide and the relation with other similar products in the market.
- **Promotion** is about the power of walking our talk, defining good elevator pitches and finding good ambassadors.

Vision, Mission and Values

BeOpen seeks to improve overall quality and interoperability of pre-existing open data from Public Administrations, making them available and accessible. The project aims as well to build a community with the common vision of turning EU cities and communities into smart and sustainable places where people enjoy living and working, following the guiding principles stated in the Living-in.EU declaration to boost sustainable digital transformation in cities and communities in the EU. BeOpen’s vision, mission and values can be summarised as in Figure 9 below:

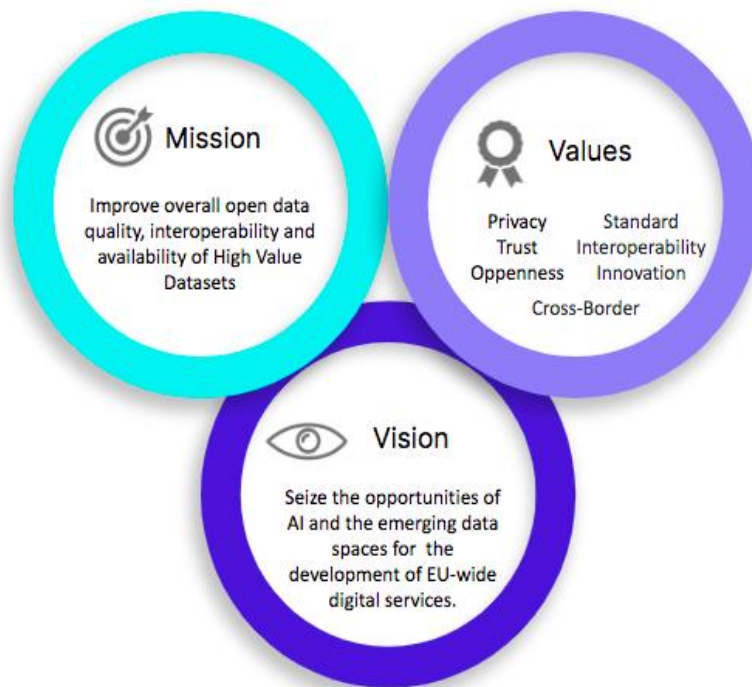


Figure 9: BeOpen Mission, Vision and Values

Vision - The long-term goals we strive for:

BeOpen aims to become a catalyst of all the existing Open Data in public administration, seizing the opportunities of AI and the emerging data spaces and following Living-in.eu principles aiming at a cohesive, digital Europe, where every community can enjoy the economic and social benefits of the digital transformation.

Our vision is a sustainable ecosystem and engaged community of contributors/customers seizing the opportunities of AI, emerging data spaces and the amount of open data that has been published in the last decade. By curating pre-existing data from public administrations, producing High Value Datasets and making them available we aim to bring support to Member States to collect and re-use real-time data supporting the development of EU-wide digital services.



Mission - How we will achieve our vision:

Providing an integrated framework, tailored for public administrations to improve overall open data quality, interoperability and availability of High Value Datasets. The Technical framework will cover a complete pipeline: data collection, quality improvement, semantic enrichment, data provisioning and publication; will produce a HVD Catalogue, as well as guidelines and recommendations.

Values - How we want to behave and act - Our essence as a community:

BeOpen's main values (our DNA) are related to openness and FAIR principles: Findability, Accessibility, Interoperability, and Reusability. The project looks for building economic and societal value from data, whilst ensuring that privacy, security, safety, and ethical standards are adequately and appropriately adhered to. BeOpen will act in the direction of boosting the development of a Single Market and trustworthy infrastructure for data management and exchange, contributing to the evolution of specific standards in the field of data and metadata models.

BeOpen leverages the results of CEF Programme ensuring data interoperability and cross border services based on open data.

4.2.2 BeOpen Messaging Framework

The BeOpen messaging framework represents the bridge between what has been already presented in this deliverable with regards to our strategy and the foundation for all our brand messaging, giving a consistent and authentic voice to our marketing.

The framework will ensure that any third-party beyond the project partners can speak on behalf of our brand.

Based on our vision and pillars, the framework builds around our target audiences, defining more tangible brand values than can be understood by the audience as strategic benefits. Our audiences also need a “reason to believe” that makes our claims and promises credible, and evidence supporting consistent go-to-market strategies. All these will support our brand promise and core message.

The framework finally will orchestrate all the means of communication and dissemination and drive the definition of the marketing materials that will be produced along the project live and beyond.



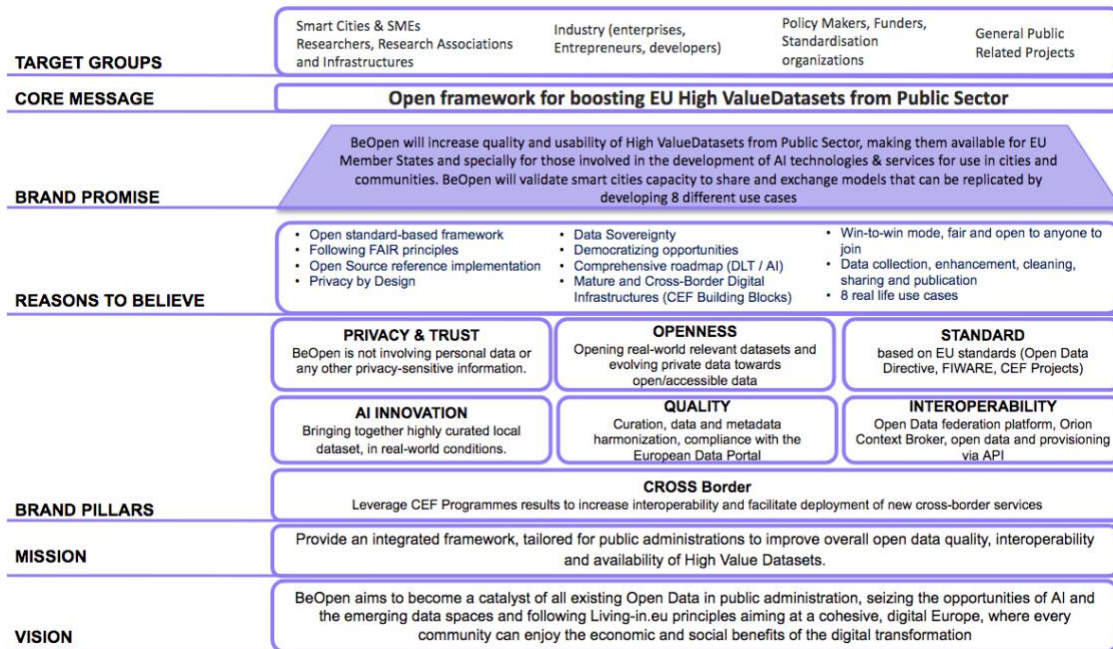


Figure 10: BeOpen Messaging Framework

Core Message: Open framework for boosting EU High Value Datasets from Public Sector

Brand Promise: BeOpen will increase quality and usability of High Value Datasets from Public Sector, making them available for EU Member States and specially for those involved in the development of AI technologies & services for use in cities and communities. BeOpen will validate smart cities' capacity to share and exchange models that can be replicated by developing 8 different use cases.

Reasons to believe:

- Open standard-based framework
- Following FAIR principles
- Open Source reference implementation
- Privacy by Design
- Data Sovereignty
- Democratizing opportunities
- Comprehensive roadmap (DLT / AI)
- Mature and Cross-Border Digital Infrastructures (CEF Building Blocks)
- Win-to-win mode, fair and open to anyone to join
- Data collection, enhancement, cleaning, sharing and publication
- 8 real life use cases

Brand Values:

- **PRIVACY & TRUST:** BeOpen is not involving personal data or any other privacy-sensitive information.



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- OPENNESS: Opening real-world relevant datasets and evolving private data towards open/accessible data.
- STANDARD: Based on EU standards (Open Data Directive, FIWARE, CEF Projects).
- AI INNOVATION: Bringing together highly curated local dataset, in real-world conditions.
- QUALITY: Curation, data and metadata harmonization, compliance with the European Data Portal.
- INTEROPERABILITY: Open Data federation platform, Orion Context Broker, open data and provisioning via API
- CROSS Border: Leverage CEF Programmes results to increase interoperability and facilitate deployment of new cross-border services

BeOpen Mission: Provide an integrated framework, tailored for public administrations to improve overall open data quality, interoperability and availability of High Value Datasets.

BeOpen Vision: BeOpen aims to become a catalyst of all existing Open Data in public administration, seizing the opportunities of AI and the emerging data spaces and following Living-in.eu principles aiming at a cohesive, digital Europe, where every community can enjoy the economic and social benefits of the digital transformation.

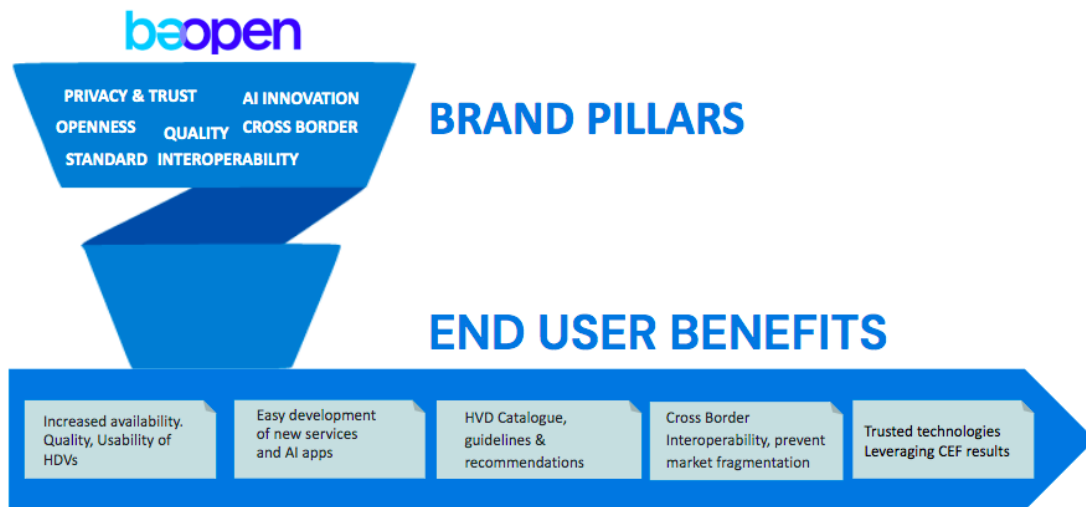


Figure 11: BeOpen Brand Values and User Benefits

4.2.3 BeOpen Use Cases

The eight use cases implemented by BeOpen will be presented in the project website and promoted individually in the different communication channels. Main communication messages will highlight the specific challenge and needs, as well as specific goals and data improvements. These messages will be used in different ways during the first phase of the project.

Attica: Creating a “shield ” from natural disasters for Attica region’s citizens and environment.



Challenges:

- Over-concentration of critical infrastructure and socio-economic activities, exposed to natural disasters
- Negative consequences of climate change and natural disasters on the environment, infrastructure, society and properties

Needs:

- Reliable quantification of risk and design of mitigation measures
- Fires and flood risk assessments and mitigation plans to encounter impending challenges and support decision-making processes (e.g., emergency evacuation strategies)
- Increased and easier accessibility of machine-readable HVD
- More accurate and detailed risk assessment studies for natural disasters to improve planning of civil protection projects, and better prepare appropriate crisis management measures in case of a natural disaster.

Goal:

Make available and more accurate HVD related to natural disasters.

Data Improvements:

- Develop of multimodal data fusion methodology that combines EO and non-EO data (e.g. air quality data from ground-based stations, low-cost sensors, satellites; Social media data) for detecting air quality events.
- Investigation of the correlation between EO and non-EO datasets.
- Impact analysis of air quality data and other environmental variables to citizen observations.
- Development of a notification system to contribute to early warning and decision making for detection of air quality events as happenings in the region of Attica that are expressed by unusual behaviour in particular data streams.



Attica: Creating a “shield ” from natural disasters for Attica region’s citizens and environment



Figure 12: Example of a Use Case Fiche



4.2.4 BeOpen Visual Identity

4.2.4.1 Project Logo and Brand Guidelines

A complete brand book has been developed with all the principles to be used in the design of all the project materials, including the logotype description, the colours, the way to use it, the fonts, image style, etc. (provided as an appendix to this document). Essential aspects are described here.



Figure 13: BeOpen Logotype

The logotype aims to represent the project's aim using the "Schwa" glyph as a metaphor: *"BeOpen aims at providing a holistic framework to support open data and metadata life cycle management pipelines."* As the "Schwa" is used to represent the neutral vowels, as well is used as an "inclusive sign". It relates to the project's aim, which focuses on harmonising and enhancing data.

In some cases, it is useful to have a shorter / smaller version of the logo, the Symbol:



Figure 14: BeOpen Symbol

The brand book also includes templates for word, powerpoint presentations, social media, etc.



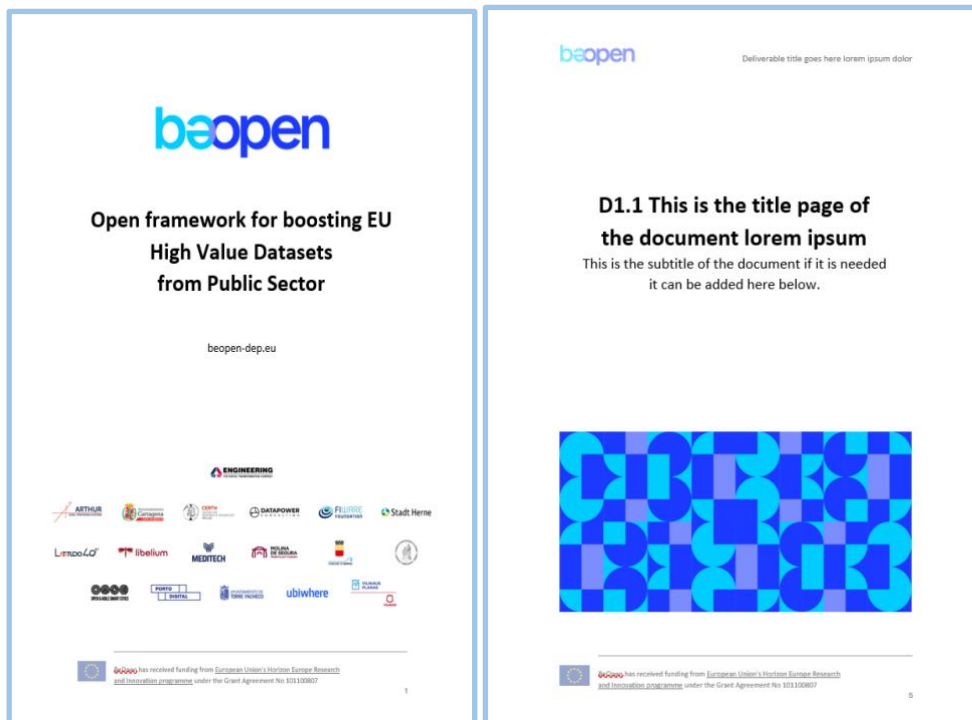


Figure 15: BeOpen Document Templates

4.2.4.2 Project Presentation

A generic presentation of the project will be produced in powerpoint format that can be reused and adapted (translated) by all partners for communication and dissemination purposes:

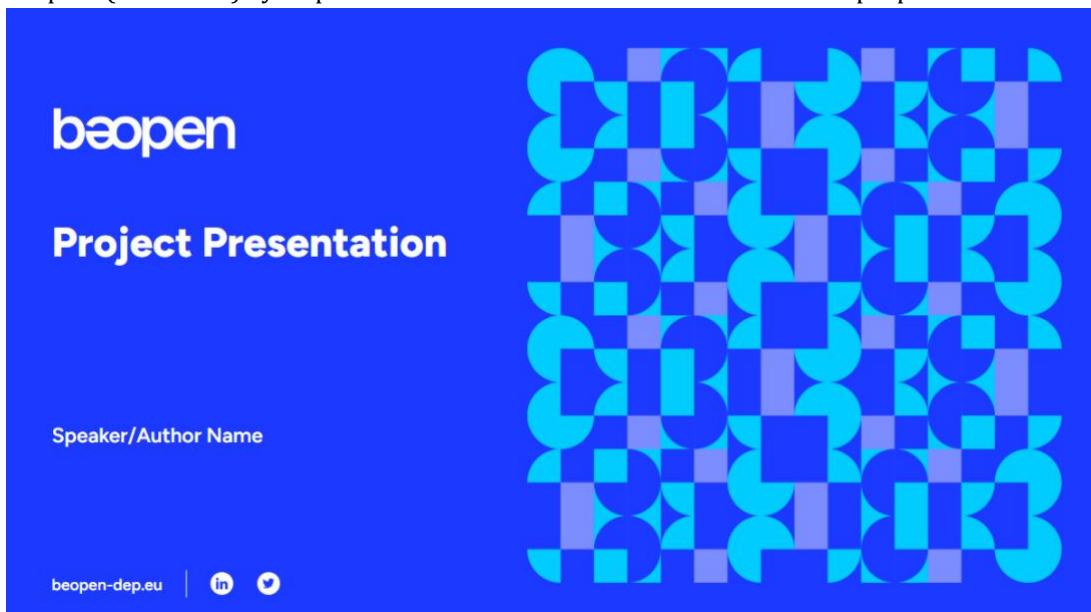


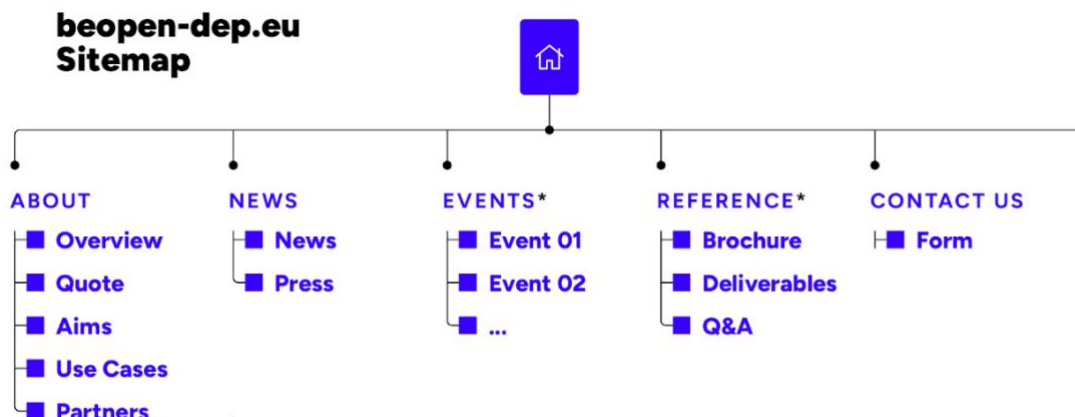


Figure 16: Draft Presentation Front Page and Consortium Logos

4.2.5 Communication Channels

4.2.5.1 Project Website

The website is designed to guide the visitor through the content in an attractive and user-friendly way. The following diagram shows how the website content is structured:



* The Page is active only if there are contents.

Figure 17: Map of the BeOpen Website

Following are screen shots of the different pages of the website:



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Figure 18: Home Page of the BeOpen Website

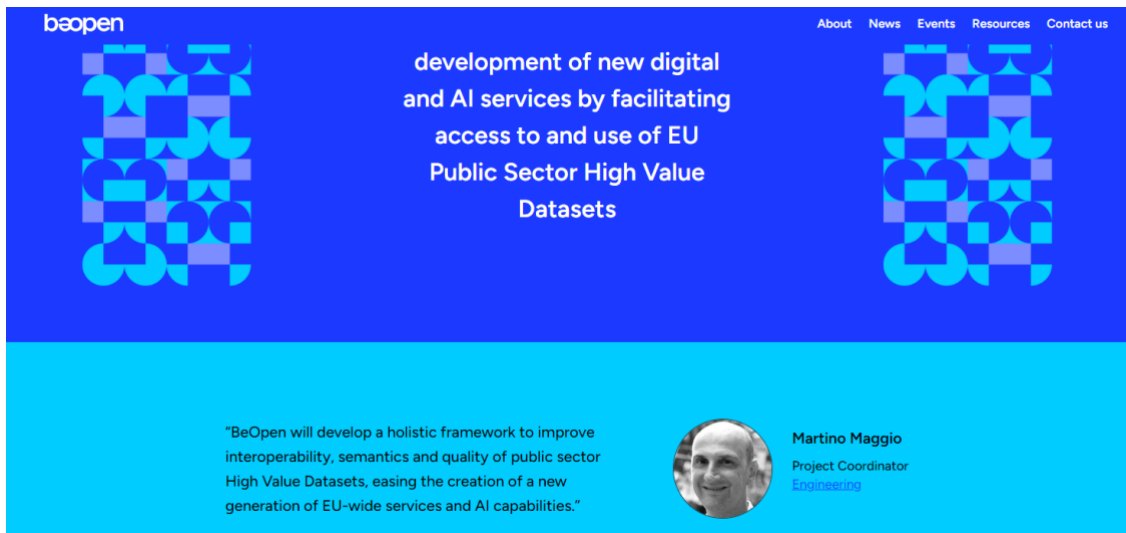


Figure 19: About Section of the Website

4.2.5.2 Social Media

To ensure that BeOpen social media presence is noticed in the relevant communities, the consortium will start by inviting their own network to follow BeOpen on Twitter and LinkedIn. The BeOpen account will also actively contribute to relevant social media groups in the areas of public sector, smart cities, Open Data, Linked Data, Public Data, Data Spaces, among other topics, to be noticed by relevant experts and representatives. Besides furthering the dissemination of knowledge and experience, this can contribute to improving the BeOpen project by providing continuous feedback that is essential for guaranteeing the delivery of useful, adoptable results directly to the project partners.

The presence in social media is a means to make a rough evaluation of the project adoption based on the views expressed by consortium members and outside stakeholders, thanks to indicators such as the number of hits/visits, 'likes,' etc. A further advantage of the presence of BeOpen in social media is that social media channels outlive the duration of the project and help to transfer the BeOpen



network to a broader interdisciplinary network which dynamically continues after the completion of the project.

To reach the KPI established for social media, at least one post once a week will be published on both channels (adapted to Twitter's 280 characters), the same day every week (e.g. every Monday). The topics are about:

- Aims, uses, goals, improvements, and partners of the project
- News related to the project
- Events related to the project
- Publications
- News related to the partners → ask for important information they can provide

List of relevant hashtags that can be used for the posts:

#ASSISTIoT #NGIoT #cloud #edge #IoT #research #survey #HorizonEurope #innovation #newsflash #NGIoT #EUCloudedgeIoT #tech #publicsector #energy #data #datamanagement #BeOpenDEP

Partners are requested to mention the BeOpen channels in all posts related to the project:

@BeOpenDEP (TW) + BeOpen-DEP (LinkedIn)

And the hashtag: **#BeOpenDEP**

[Twitter](#) @BeopenDEP and [LinkedIn](#) accounts have been created to boost the dissemination and communication activities. Guidelines are shared with the partners, and campaigns will be organised to support BeOpen active presence on social media.

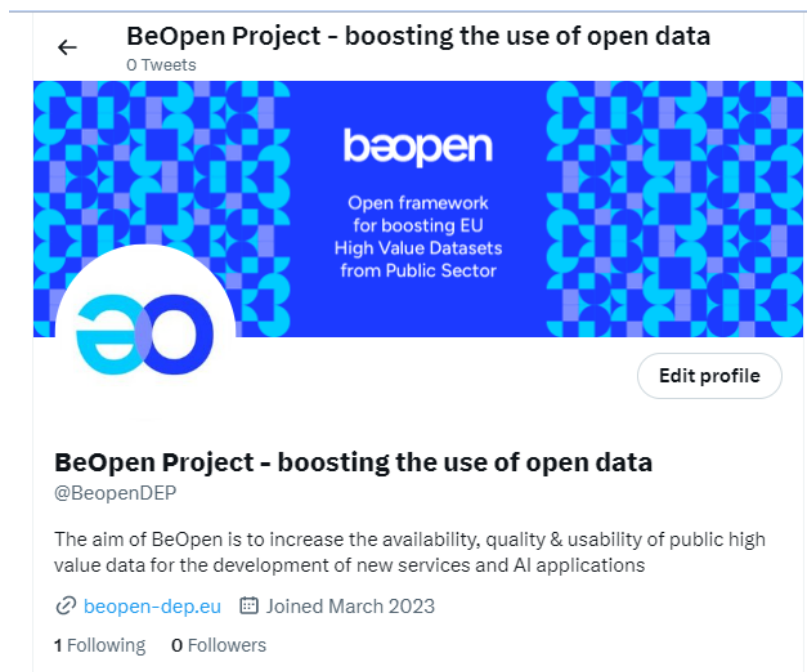


Figure 20: BeOpen Twitter Account





Figure 21: BeOpen First Tweet

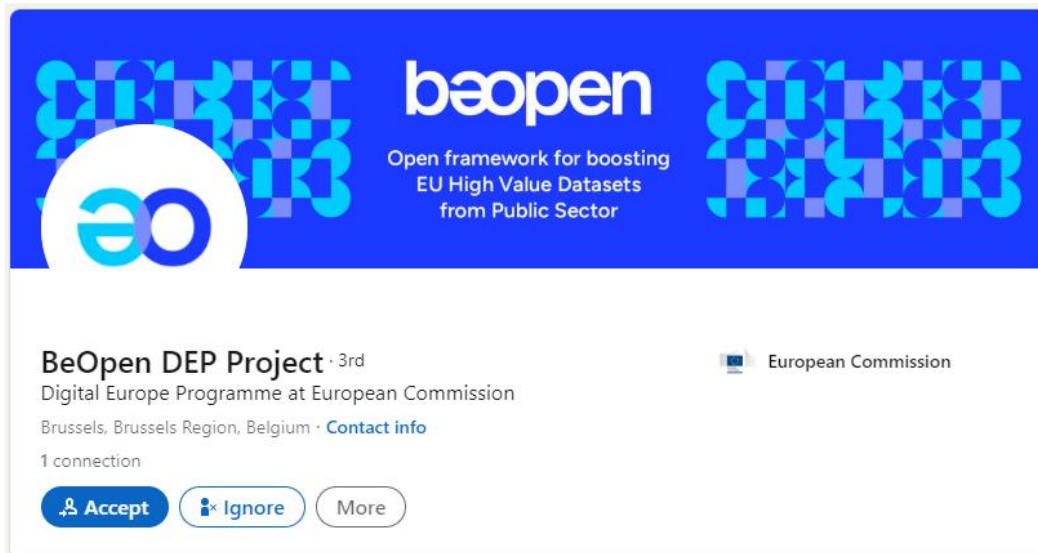


Figure 22: BeOpen LinkedIn Account

Page posts

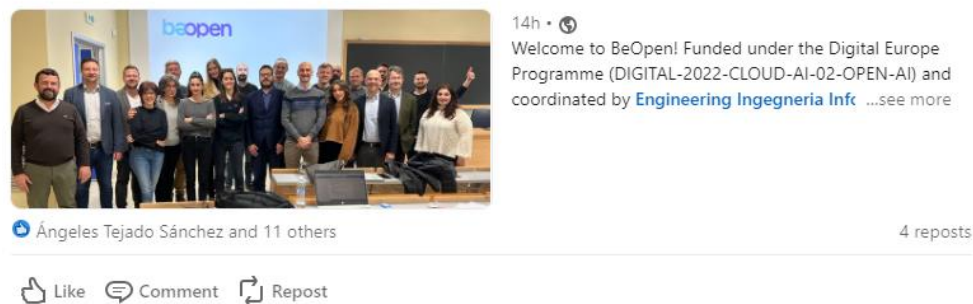


Figure 23: First Post on LinkedIn



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Figure 24: BeOpen Social Media Banners

Social Media activities will be encouraged and monitored on a weekly basis, according to a posting plan that will be updated monthly.

The website and social media channels are maintained by the FIWARE Foundation that will coordinate the publication and updates with the ongoing project’s activities, releases, etc., ensuring the collection of relevant material and information from all partners. Via the monthly conference calls and the project’s meetings, the FIWARE Foundation will poll for new outcomes, events, and material that the project should disseminate online. This process may result in adding new sections to the web site.

4.2.5.3 Newsletters

The Project newsletter offers the appropriate means to carry out direct proactive communications to the targeted stakeholders, the European Commission, researchers and interested parties. The newsletter content will be released at every key stage of the project. The issue of nine (9) newsletters is foreseen in the project lifetime (dates are approximative, as external factors must be considered to ensure that the newsletter is published at ‘good’ moments of the year, e.g. avoiding public holidays, etc.). Partners will also use their own newsletters to maximise the impact and reach a wider audience.

#	Main Objective	Month	Date
1	To inform about the Project Launch	M1	Feb 2023
2	To inform about the Project objectives, partners involved, and work launched.	M4	30-Apr 2023
3	To inform about the events attended, work progress, details about the use cases	M8	8-Sep 2023



#	Main Objective	Month	Date
4	To inform about the Project results in Y1 (BeOpen Framework Design and first Demonstrator).	M12	Dec 2023
5	To inform stakeholders about the project's forthcoming activities, such as workshops and demos.	M16	Apr 2024
6	To inform about the meetings (mid-term review), validation progress, etc.	M20	Sep 2024
7	To inform about the Project results in Y2 (Pilot services up and running).	M24	Dec 2025
8	To inform about the results of Pilots evaluation	M28	Apr 2025
9	To inform about BeOpen final results and future plans.	M30	Jun 2025

Table 5: Newsletter Plan

4.2.5.4 Press Releases

Three press releases are planned with the purpose to disseminate the BeOpen project, informing about the real benefits of the outcomes on the wider public. Furthermore, Partners can use the official press release content to produce information in the different countries' languages. The first press release will be dispatched in April 2023, the second in April 2024 and the final one at the end of the project, in June 2025.

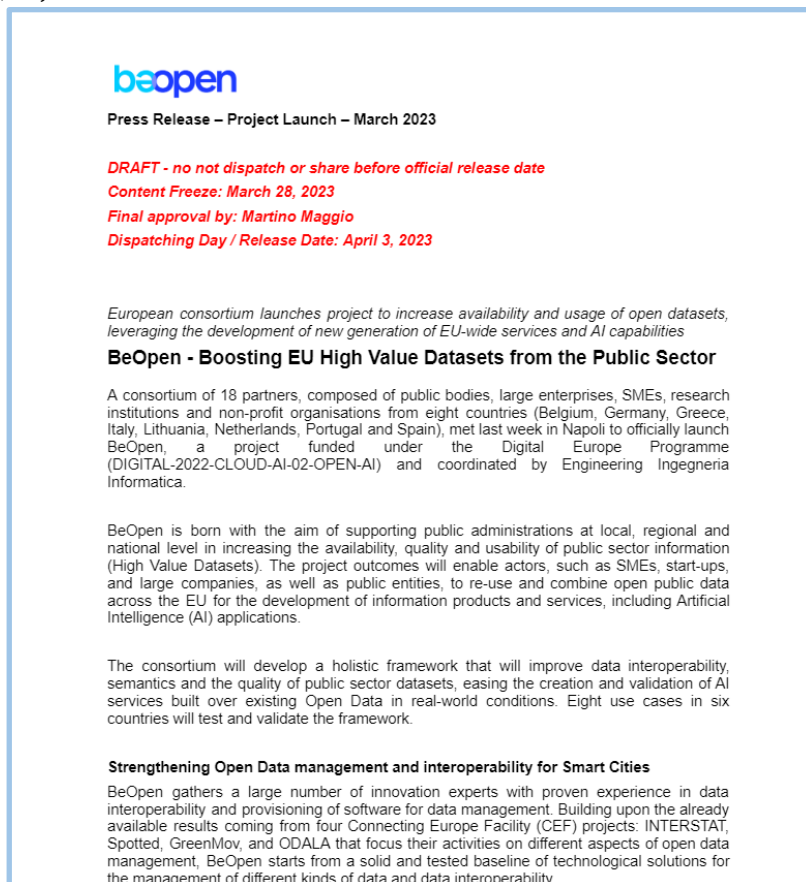


Figure 25: Draft Press Release



4.2.6 Use of the EU Emblem

As BeOpen partners are the beneficiaries of EU funding, the European Union emblem shall be used in all project dissemination materials/press releases/media contacts to acknowledge the support received under EU programme.

The name of the programme (Digital EU Programme) shall be used as a verbal brand, i.e. references to it will be made without a regulated visual mark or logo. Basic rules:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall be used in conjunction with the name of the programme or funding initiative and it shall be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The following BeOpen statement about EU financing shall be used throughout the whole project duration when communicating about the project:



BeOpen has received funding from European Union's Horizon Europe Research and Innovation programme under the Grant Agreement No 101100807

When displayed together with another logo, the EU emblem must have appropriate prominence. Both elements: (1) the statement above and (2) EU emblem should be used according to the rules when communicating about the project (in promotional materials, project templates, project deliverables, project website, social media etc.).

If it would not be possible to include both elements e.g. when publishing articles in magazines (due to lack of space or especially in cases where we have no control of the final publication format or contents) partners must make sure to at least include the phrase: “the project is co-founded by the European Union”.

Deliverables and scientific publications published in the framework of BeOpen, must additionally include a disclaimer excluding EU responsibility. The following disclaimer to be used: “The content of this report does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the therein lies entirely with the author(s)”.

4.3 Dissemination and Communication Funnel

To summarise, Dissemination and Communication activities and respective channels can be visualized in the funnel below to understand the stakeholders’ journey and how the different means of communication and dissemination are connected to the project this journey and project’s phases.



BeOpen has received funding from European Union's Horizon Europe Research and Innovation programme under the Grant Agreement No 101100807

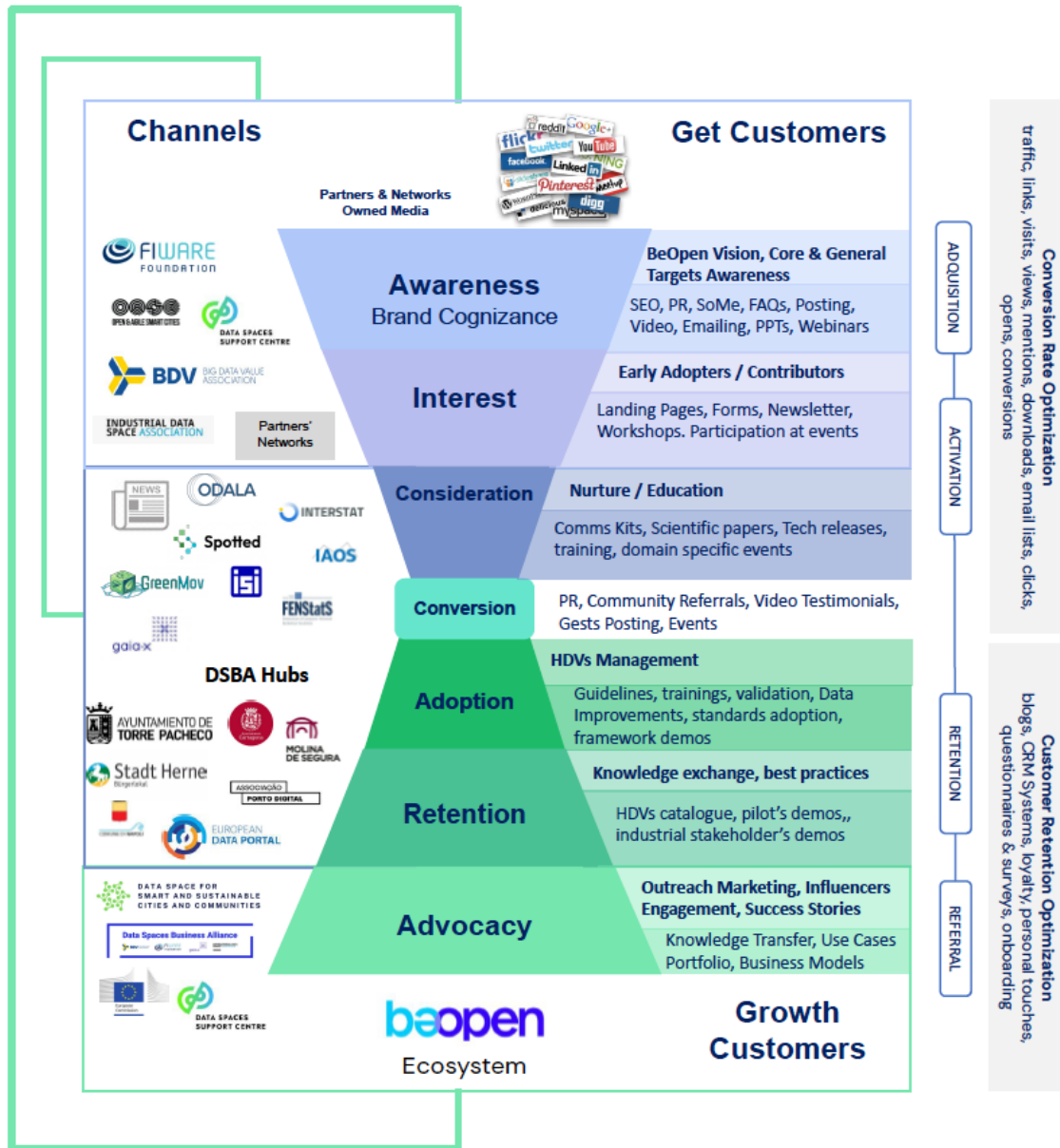


Figure 26: Visual Representation of the Dissemination Funnel



4.4 Partners' Dissemination and Communication Plans

The following table presents the activities that each partner of the BeOpen Consortium will undertake to maximise the impact of the project through communication and dissemination. Those activities are being collected in a timeline that organises activities per type and includes the different KPIs for a close follow-up and monitoring of the impact maximisation.

PARTNER	PLANNED ACTIVITIES
FIWARE	As WP5 leader and Task 5.1 / 5.2 leader FIWARE will design the Dissemination plan as well as coordinating with the rest of the partners main engagement activities to disseminate project results as well as liaison activities and ecosystem mapping activities. FIWARE Foundation in its role as partner will contribute by opening its ecosystem to BeOpen supporting the reuse of HDVs and engaging the community to contribute. The FIWARE Community is composed of +550 members WW. FIWARE is represented in more than 250 Smart City Projects and 33 FIWARE iHubs are contributing to its adoption at local level. More than 35 Global Strategic and Media Partnerships will help to further disseminate project results. Through the FIWARE Global Summits, BeOpen partners will have a unique opportunity to present project results, provide training and discuss relevant standards / standardization processes.
ENG	ENG has the roles of project coordinator and technical manager of BeOpen, so it will have a central role in the dissemination of project outcomes. The dissemination plan will include several activities that will primary involve the ENG communication department for the external communication via social networks and in official company channels. Thanks to its presence in different European initiatives, such as FIWARE, Gaia-X and Big Data Value Association (BDVA), ENG will create opportunities of collaboration between BeOpen and other project/partners of these groups, where the role High Value Datasets is also relevant. Moreover, ENG will actively contribute to the dissemination of project results coordinating scientific papers writing about innovative technical aspects of BeOpen to be submitted to journals and conference related, in particular, to data interoperability and semantics.
ARTHUR	Arthur's Legal aims at participating in events relating to the scope of BeOpen and, of course, to produce content to be shared via social media as well including, for instance, blogposts to be uploaded on the website of BeOpen and to be further disseminated through our LinkedIn account. Considering the actual progress of BeOpen activities and the related policy and regulatory developments at EU level, the exact events to be selected and the topics to be addressed through the online content to be produced by Arthur's Legal will be decided at a later project stage. Additionally, Arthur leads the task T5.4 related to the feasibility and sustainability of the BeOpen project in to ensure the promotion of innovative outcomes, which deliver social impact through the utilisation of High Value Datasets held by public bodies, which is closely depending on communication and dissemination activities carried out during the project lifetime.
HOPU	HOPU will post updates about the project in its social network accounts, according to the Communication Plan. Also, said accounts will be used to give more visibility to posts from other partners, aiming to give more reach to the



PARTNER	PLANNED ACTIVITIES
	project. When HOPU goes to an event, this project will be mentioned and communicated as much as possible.
Vplanas	Vplanas will use its social media channels and several websites related to the organisation to disseminate the project advancements at local, regional, national level and beyond. As Use Case partner, Vplanas will produce contents to be published in papers and presented at events where BeOpen will be promoted.
LAT40	Latitudo 40 will focus its dissemination activities of the project results on communication channels and events dedicated to Earth Observation in general and, in particular, to the study of Smart Cities with satellite technologies. These actions will be carried out by exploiting both the company's social channels (web, linkedin, twitter, etc.) and the communication tools provided for participation in sector events (e.g. Paris Space Week, Satellite 2023, European Climate Change Adaptation Conference, Cities Climate Action Summit, etc.). Moreover, as leader of task 3.4 "Pilot Execution", Latitudo 40 will coordinate the information gathering activities in the planning phase, in the execution phase and, finally, in the evaluation phase of the pilot experiments, in order to organise a dedicated communication campaign, to be conducted in full synergy with the end users.
DataPower	DataPower will use its social media account to regularly post about the project. It will also contribute with contents for the Project's social media accounts and newsletters. DataPower will contribute to scientific papers and blog preparation and participate in EU events to promote the project outcomes, such as Data for Policy (https://dataforpolicy.org/).
Napoli	Napoli Municipality is dedicating a section to BeOpen on its official site, to report on the activities and workshops already developed and follow next steps. Content on the project activities will be shared with academic media centred on Urban and Mobility planning and regularly reported with posts on our corporate social accounts, newsletter and web tv. The city will organize papers to participate in national events focused on Mobility and Urban planning (XIV GIORNATA DI STUDI INU, Italian National Institute of Urban Planning) to promote the project outcome and stress the importance of data sharing. Info on BeOpen goals and path will be introduced in events on Sustainable Mobility strategies and participatory activities in Mobility planning in Napoli metropolitan area (Napoli Metropolitan City mobility plan and Napoli Municipality Sustainable Mobility plan –different urban scale, two plans with the same acronym – PUMS)
Molina	The Molina de Segura City Council will use the official website portal.molinadesegura.es to publish news about the progress of the BeOpen project, as well as on its social networks: Twitter, Facebook, ... Press releases will be made about the face-to-face meetings and about the achievement of the different milestones of the project for the local media. Content will also be contributed to the Project's social media accounts and newsletters. When the City Council participates in local or regional events, the project and its results will be promoted.



PARTNER	PLANNED ACTIVITIES
Cartagena	<p>The city of Cartagena will periodically publish project progress news on the municipal website www.cartagena.es; as well as specific information on the project on the website of European projects of the Cartagena City Council.</p> <p>We will publish news as the progress of the project is made on the social networks of the Cartagena City Council, Twitter, Facebook, other.</p> <p>Press releases will be made, at least one per year for the local media. In the event of outstanding meetings or progress, specific press releases will be made for these media.</p> <p>Mention of the project in the different conferences on European financing that are carried out within the region, which do not yet have a program.</p> <p>Finally, given the relationship with the Polytechnic University of Cartagena, it will be proposed to hold a conference in relation to the project.</p>
TPacheco	<p>Torre Pacheco will post all the content that is provided in the Communication Plan and share the posts within the remaining project lifetime on our social media, using our channels/platforms for doing so are (all officials from our city hall). We have already published here about our visit to Napoli.</p> <p>Occasionally, we will have the chance to share our news on MundoPlus.tv, TuWeb.tv and a local television for the Mar Menor area. We plan to participate in all events and publications with our technological partner Hopu/Libellium and with Cartagena and Molina de Segura.</p>
CERTH	<p>CERTH will publish news from the project on the M4d website and will publish the progress and results of the project on M4D's social media network.</p> <p>Publication in journals and conferences; presentations in relevant workshops and conferences; liaison with and contribution to standardisation efforts, organisation of local and regional networking and communication workshops, summer schools to train trainers for end users of BeOpen products and Copernicus services.</p> <p>Target audience: Scientific community, BDVA and FIWARE community, Water utility operators, Water Europe, Local authorities and regions, Earth Observation downstream sector and local SMEs.</p>
UW	<p>The Molina de Segura City Council will use the official website portal.molinadesegura.es to publish news about the progress of the BeOpen project, as well as on its social networks: Twitter, Facebook, ...</p> <p>Press releases will be made about the face-to-face meetings and about the achievement of the different milestones of the project for the local media. Content will also be contributed to the Project's social media accounts and newsletters.</p> <p>When the City Council participates in local or regional events, the project and its results will be promoted.</p>
Herne and HDG	<p>The city of Herne and their subsidiary company Herne.Digital GmbH will publish news and results from the project together at regular intervals on the city's homepage, in local press releases (Westdeutsche Allgemeine Zeitung Herne, inHerne), in national press releases (Kommune 21, Kommunal) on the app of the city of Herne and on various social media channels like LinkedIn, Facebook and Instagram. The city of Herne and their subsidiary company Herne.Digital GmbH</p>



PARTNER	PLANNED ACTIVITIES
	<p>will publish news and results from the project together at regular intervals on the city's homepage, in local press releases (Westdeutsche Allgemeine Zeitung Herne, inHerne), in national press releases (Kommune 21, Kommunal) on the app of the city of Herne and on various social media channels like LinkedIn, Facebook and Instagram.</p> <p>In addition, the BeOpen project will be presented at the "Smart People Fest", which will take place in Herne in September 2023, via various presentations and initial live demonstrations. Citizens, researcher companies and neighbouring cities are invited to the Smart People Fest. Approximately 2,000 visitors are expected over three days. The "Smart People Fest" will also take place in 2024 and 2025.</p>
Porto Digital	<p>The city of Porto will publish the project's main achievements and results on the municipal website. Besides, Porto Digital website will also disseminate these main events and accomplishments, as well as in its social media channels (LinkedIn, YouTube, Instagram, Facebook).</p>
Mtech	<p>MEDITECH will use its social media account to regularly post about the project. It will also contribute with contents for the Project's social media accounts. As MEDITECH is a RTO, it will contribute to the preparation of papers and will participate in local events to promote the project outcomes.</p>
NOA	<p>NOA will publish news from the project at NOA- BEYOND centre of excellence social media accounts as well as distribute any project's results to NOA's networks. NOA also aims at contacting and disseminating relevant results to the Municipalities in the Region of Athens that are engaged already by a signed contractual agreement.</p>
OASC	<p>OASC will use its social media account to regularly post about the project. It will also contribute with contents for the Project's social media accounts and newsletters. OASC will contribute to both Paper and blogs preparation and participate in local EU events to promote the project outcomes Namely the OASC annual meeting and general assembly (within the Brussels Urban Summit) and the FIWARE Global Summit in June.</p>

Table 6: Planned Dissemination Activities – Partner's Contribution

5 Monitoring, Analytics and Reporting

5.1 Monitoring methodology

The work performed under T5.1 Communication & Dissemination activities will be closely monitored and coordinated by FIWARE as WP6 leader. We will keep an updated repository of actions and take advantage of the gathered information to report and plan improvements for the next steps.

To measure the impact of the activities carried out and to be able to adjust/fine-tune the Dissemination and Communication strategy, a set of initial Key Performance Indicators (KPIs) have been established. The constant monitoring of KPIs will allow us to have an updated view of the quantitative amount and the qualitative effectiveness of the activities conducted.

5.2 Dissemination and Communication KPIs

The communication plan has defined concrete and measurable objectives for the dissemination and communication activities and linked these objectives with the appropriate target groups. The project will follow an agile, modern and inclusive communication strategy, accompanied by a realistic plan to reach these objectives.

We will therefore closely monitor the impact of the communication to apply corrective actions whenever necessary and identify opportunities that can maximize visibility.

Figure 27 presents the BeOpen project dissemination activities and their associated key performance indicators (KPIs) per phase, as a holistic analysis for the full project. The KPIs have all been entered into a spreadsheet, together with a timeline for each activity, that will allow a close follow-up of indicators:



Dissemination Activities		KPIs	Targets	SUM	2023	2024	2025
D1	Events' Organization Increased collaboration with other relevant initiatives; synergies establishment for joint research, information exchange and dissemination; increased awareness.	Workshops	2	2	0	1	1
		Demo events	4	4	0	3	1
D2	Participation Conferences & Workshops Ideas' gathering and knowledge exchange with relevant communities and initiatives; information about latest technologies/advancements; liaisons with other initiatives; increased awareness.	Attended events	20	5	5	0	0
		Presentation of the project in events	10	5	5	0	0
		Project demo booth	2	2	0	1	1
D3	Scientific Publications Validation of project's concept, findings and advancement; promotion of results to scientific communities; ideas' gathering and knowledge exchange with relevant communities/initiatives.	Conference papers	10	3	1	2	0
		Journal papers	4	4	0	2	2
		Articles in industry magazines	4	4	0	1	3
D4	Community Building / Engagement w Stakeholders Communication of project news, events & results; validation of project's concept, findings ad advancements; ideas' gathering and knowledge exchange; attraction of potential clients/adopters; increased awareness.	Industry contact points	50	50	10	30	10
		Industry communities informed about project	5	5	1	2	2
		Webinars	2	2	0	1	1
D5	Collaboration and synergies with EU projects Knowledge exchange; mutual validation of results; joint dissemination activities; attraction of potential partners for research collaboration.	No. of EU projects effectively reached	5	5	2	3	0
		No. of joint activities / presence in national and international events	4	4	2	2	0
D6	Internal dissemination partners' networks Communication of project news, events & results; validation of project's concept, findings and advancement; ideas' gathering and knowledge exchange; increased awareness.	Internal partner events	10	10	0	0	10
		Links to project website	30	30	10	20	0
		Training sessions	4	4	0	2	2

Figure 27: Dissemination KPIs per Year of Project

A similar exercise has been made for the communication KPIs, as can be seen in Figure 28 below.

Communication Activities							
C1	WEBSITE Project website: Main online information point; communication of project news, events & results; liaisons with other initiatives; increased awareness.	WEBSITE UPDATES					
		No of unique visitors	5000	5000	500	2000	2500
		No of page views	10000	5000	500	2000	2500
C2	BLOG Blog: Increasing visibility to stakeholders active in social media; attainment of interest of stakeholders; viral marketing by "word of mouth" through the followers; direct communication mechanism with followers.	Avg. visit duration	2 min	0			
		No. of blog posts	50	50	16	22	12
		No. of interactions	100	100	32	44	24
C3	SOCIAL MEDIA Social media presence: Communication of the main project's concepts and advancement in an easily understandable manner.	No of accumulative followers	750	0	0	0	0
		No of accumulative posts	1000	1000	326	434	240
C4	Traditional media: Communication of project news, events & results; increased awareness.	No of interactions (comments, shares)	250	250	74	104	72
		No. of press releases	3	3	1	1	1
C5,6	MATERIALS Communication materials: Unique branding and visual identity of the project; provision of instant information about the project; creating a unified experience for the audiences targeted; immediate communication of results and information provision during events.	No. of factsheets, brochures, banners	5	5	2	3	0
		No. of newsletters	3	3	4	3	2
		No. of videos	2	2	0	1	1
		No. of blog posts in EC portals	5	5	1	2	2

Figure 28: Communication KPIs per Year of the Project

As can be seen in Figure 29 below the implementation and usage of a Partners Action's Dashboard in the form of a collaborative spreadsheet containing all the elements that will be needed to complete the EC reports will help us following up the progress of the BeOpen dissemination and communication KPIs.



Please add here reports on your activities on social media, if possible with analytic data (twitter links, facebook, linkedin, slideshares, blog posts).

PARTNERS' SOCIAL MEDIA CONTRIBUTION							
Partner Name	Date (day/month)	Type of Action	Reach/v	Impressions	Engagement	Engagement Rate	Link to Post
FIWARE	24/3/2023	Twitter			3		https://twitter.com/BeopenDEP/status/1640815848196804610?s=20
Torre Pacheco	24/2/2023	Own blog post			1		https://www.torrepacheco.es/el-ayuntamiento-de-torre-pacheco-participa-en
FIWARE	24/3/2023	Twitter			1	1.00	https://twitter.com/FIWARE/status/1641352657502896129?s=20

Figure 29: Spreadsheet to Collect Partners' Actions

FIWARE, as T5.1 leading partner, will provide analytics from the BeOpen website and social media channels and will encourage the partners to share their contributions and third parties with impressions and engagement data if possible. This is a way to gather impressions and engagement rates from any single social media channel used to promote BeOpen.

WP5 leading partner FIWARE will therefore report on:

- Social media coverage
- Acquisition overview (the support from the partners and stakeholders will be fundamental y getting referrals)
- Keyword analysis, SEO Optimisation, and web positioning

6 Final Remarks

This Dissemination and Communication Plan will guide BeOpen partners in their activities to maximize the impacts of the project. This plan will be updated at different stages of the project life, considering new communication and dissemination opportunities and strategy adjustments.

The impact tracking will be carried out by the partners and supervised by the FIWARE Foundation and the project coordinator to guarantee that these activities contribute to the project success. In this respect, a dashboard and monitoring tools will allow the consortium to report all Dissemination and Communication activities in the format requested by the EC.

The different channels, tools and mechanisms that will be used to implement the communication plan and reach the targeted audiences have been set up. Guidelines for the implementation of communication and dissemination actions (e.g., project identity, messages to convey, internal reporting rules, etc.) will be also reviewed during the monthly WP5 conference calls.

It is important to keep in mind that we need to demonstrate how research and innovation in BeOpen is contributing to the development the European Innovation Union and that the project achieves scientific excellence as well as solves societal challenges, with outcomes that are relevant to citizens' everyday lives. Results should be also available to decision-makers who can influence the adoption and follow-up of the BeOpen Framework for High Value Datasets.



7 Appendixes

Appendix A: [BeOpen Brand Guidelines](#)

