



Open framework for boosting EU High Value Datasets from Public Sector

beopen-dep.eu

CONSORTIUM PARTNERS



D5.7 Awareness Report (intermediate version)

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D5.7 Awareness Report (intermediate version)

Towards a consistent and efficient communication of the
BeOpen Project

Intermediate Report N.2 (M24)



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Abbreviations and Acronyms

ACRONYM	Definition
AI	Artificial Intelligence
D	Deliverable
DoA	Description of Action
EC	European Commission
EDIH	European Digital Innovation Hubs
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 reports on Dissemination and Communication activities carried out between M11 and M18 of the BeOpen project. It is a continuation of the previous report D5.3, which covered the period M4 to M10.

The activities reported follow the Communication and Dissemination roadmaps and the Monitoring and Reporting methodology presented in D5.1 Communication and Dissemination Plan and the revised version exposed in D5.3 Awareness Report delivered at M10. It is highly recommended to read those deliverables to understand the reasoning and the strategy that guide the activities performed.

As mentioned in previous versions, this deliverable is a living document that gives space to reinterpretation according to the project evolution. A final version of the Awareness Report (D5.9) will be released at the end of the project at M30.

The specific objectives of this document are to:

1. Report on the Communication & Dissemination activities performed by the project participants between M11 (November 2023) and M18 (June 2024).
2. Plan for the next activities, based on the progress made up to this stage.

The period Nov-23 to Jun-24 is characterised by a focus on finalising the implementation of the BeOpen Framework, based on the pilot requirements. The intense dedication of the partners to this activity was justified by the need to have all the required tools and methodologies available to the pilots on time for them to start the treatment of the datasets selected by each pilot to ensure their qualification and sharing as High Value Datasets. Consequently, during the period covered by this deliverable, the centre of attention of the BeOpen consortium was on developing meaningful results that could then be appropriately disseminated and communicated to the target audiences.

1.2 Structure of the document

The structure of this document is aligned with the objectives previously mentioned and is divided into two parts: 1) analysis of performance indicators and report on activities, 2) revision of strategy and plans for next steps.



2 Report on Dissemination & Communication Activities

Dissemination and communication specific objectives were detailed in dissemination and communication strategies submitted in deliverables D5.1 and D5.3 respectively. A list of actions points was outlined to address each of them, as well for planning and key performance indicators (KPIs).

2.1 Dissemination and communication activities

The following sections report in each category of the KPIs table, which is also the way actions have been structured in the dissemination and communication reporting dashboard:



Figure 1: Categories of Dissemination & Communication activities

For each KPI, a table collects the different types of indicators, the targeted TOTAL figure expected at the end of the project, the figure obtained in the current period until June 2024 (M11 to M18) and an additional column with the sum attained from the beginning of the project.

2.1.1 EVENTS

The following table presents the KPIs obtained with respect to the category EVENTS at the date of submission of this deliverable, end of June 2024 (M18 of the project). The column TOTAL indicates the target to be achieved by the end of the project, the column JUN24 contains the number reached during the current period from M11 to M18 and the SUM column is the total reached from the beginning of the project.

TYPE	TOTAL	JUN24	SUM
D1 – Events Organisation			
Workshops: See detailed description below.	2	2	3
Demo Events: Not foreseen in this period	4	0	0
D2 – Participation at Conferences & Workshops			
Attended events: Between Oct-23 and Jun-24 partners have been attending and participating in several events on behalf of the BeOpen Project. This overviews can be seen in the table below extracted from the dashboard.	20	4	7
Presentation of project at events: In this period, BeOpen has been officially presented at the Smart City World Expo, with a	10	2	10

TYPE	TOTAL	JUN24	SUM
stage presentation at the FIWARE stand, distribution of leaflet, interview at the UW stand.			
Demo booth: Not foreseen in this period.	2	0	0

Table 1: Events KPIs

The outcome at this stage of the project is that 53% of the total number of foreseen events has been achieved. In this period, as explained in the introduction, the consortium focused more on the delivery of the framework and organisation of the pilots than on the communication of the results. However, now that it will be possible to realise demonstrations of the framework to the public, we expect a significant increase in the last period of the project, and to reach the KPIs related to EVENTS by the end of the project.

The following table provides more details on relevant events in which BeOpen participated:

Event Name	Type	Start Date	Organised	City	Country
Smart City World Expo Conference 2023	D2-Project Presentation	2023-11-07	BeOpen Partner	Barcelona	Spain
Hackacity 2023 (mobility)	D2-Attended Event	2023-11-24	BeOpen Partner	Porto	Portugal
OASC event	D2-Attended Event	2024-01-16	Third Party	Rotterdam	Netherlands
Data Space Symposium	D2-Attended Event	2024-03-12	Third Party	Darmstadt	Germany
FIWARE DACH meeting	D2-Attended Event	2024-05-11	BeOpen Partner	Vienna	Austria
Location Data Space	D2-Project Presentation	2024-06-27	Third Party	Online	n/a

Table 2: BeOpen participation in events.

WORKSHOPS ORGANISED BY BEOPEN

1. **Introduction to the “Open and Big Data, Digital Services for Artificial Intelligence” webinar / workshop organised in collaboration by BeOpen, SPOTTED and TEMA (11 June 2024):**
In an era defined by data-driven advancements and technological progress, the convergence of open data and artificial intelligence (AI) has emerged as a driving force, revolutionizing industries, SMEs, and Public Administrations across the board. This transformative synergy promises to reshape the landscape of innovation, offering opportunities for growth and development.

This webinar is poised to delve deep into the interconnectedness of these pivotal elements, showcasing exemplary solutions and services that have harnessed their combined potential. Attendees can anticipate a wealth of insights from esteemed leaders and trailblazing innovators, each offering experiences in leveraging open data and satellite technology to drive impactful change.



Furthermore, the webinar presents a unique opportunity for participants to get insights directly from thought leaders and decision-makers, including representatives from the European Commission, who will provide invaluable insights into the policy landscape surrounding open data, satellite technology, and AI. This in-depth exploration promises to offer a comprehensive understanding of the regulatory framework and future trajectories, empowering attendees to navigate the evolving landscape with confidence and clarity.

2. Introduction to the workshop on Data Sharing, based on Trust organized by ARTHUR (25 June 2024)

Trust and related trustworthiness are always the main enablers, also in any data sharing situation and scenarios.

The workshop will deep dive into the discussions and outcomes of a previous workshop (involving only BeOpen partners) about the various excuses why others are not willing to share data, this second workshop in this series focuses on how to find and establish the right level of trust. This second workshop is open to the community and to the public.

This, as the appropriate level for both potential data sharer(s) and re-user(s) will bring the comfort, confidence, and courage to engage, act, share, co-create data sharing ecosystems, and flourish.

2.1.2 PUBLICATIONS

The following table presents the KPIs obtained with respect to the category PUBLICATIONS obtained at this stage compared to the figure to be obtained at the end of the project.

TYPE	TOTAL	JUN24	SUM
D3 – Scientific Publications			
Conference / events papers: This KPI is expected to be progressing once the framework is operative and in use by the pilots and result of the experience can be shared.	10	0	1
Journal papers: This KPI is expected to be progressing once the framework is operative and in use by the pilots.	4	0	0
Articles in industry / public administration magazines & partners newsletters.	4	1	5

Table 3: Publications KPIs

One publication has seen the light in the considered period. As mentioned earlier, it makes more sense to publish papers about the project once the pilots will be running and results can be presented, including evidence and testimonials. This activity is to be highly increased in the last period until the end of the project.

However, partner and third-party newsletters can also be considered as a means of publishing and communicating about BeOpen progress and results. Using partner’s newsletters offers a more efficient way to leverage existing infrastructure and expertise, The use of these existing newsletters can foster



partnerships and networking opportunities with stakeholders (otherwise not reached), as they might not have been the primary target group of BeOpen, in the first place. For instance, FIWARE innovation newsletter is being sent out to more than 5500 subscribers, monthly.

2.1.3 COMMUNITY

The following table presents the KPIs obtained with respect to the category COMMUNITY obtained at this stage compared to the figure to be obtained at the end of the project.

TYPE	TOTAL	JUN24	SUM
D4 – Community Building / Engagement with Stakeholders			
Contact points (including tech providers, solutions, research centres, stakeholders in the public sector): some partners have already engaged with stakeholders while others are still identifying them. A specific spreadsheet is used to collect the details of the contact points, enabling to classify them according to their profiles and actions taken (see below).	50	22	64
(Industry) Public sector communities informed about the project: We are finalising the preparation of the contents to be shared with the associations to be contacted officially, this KPI is still work in progress.	5	2	2
Webinars: webinars are planned to take place at a later stage.	2	0	0
D5 – Collaboration and synergies with EU projects			
EU projects reached: In this period, links have been established with DSSC and KNOWING projects. More projects have been reached but have ended up in the Joint activities' indicator, for this reason this indicator may appear as not reached, while the next one has exceeded expectations.	5	2	2
Joint activities (events): the target is more than reached (see the table below for more details). As several of the previously approached projects are finalising, effort is being directed into reaching more EU projects.	4	3	6

Table 4: Community KPIs

While partners were focusing on the implementation of the framework and pilots on the acquisition of the skills needed to use the framework, the activity related to the gathering of contact points has continued. Twenty-two (22) new contact points have been added to the list during this period, which result in more contact points than the targeted figure.

To ensure clear communication and transparency about what the project's objectives and expected outcomes, the project team is constantly adapting the language and content creation for each target group. Initial demonstrations of what BeOpen offers are ready and can be shared with different stakeholder groups. Different audiences are being invited to participate in discussions, share their input and provide the project with their feedback.

The actions realised to build up the community during this period, have been the following:



1. Identify stakeholders, who act as multipliers for cities and municipalities on an international level.
2. Classify the level of engagement – as it allows to approach stakeholders of interest with the adequate message and engagement.
 - Dissemination, raising awareness
 - Exploitation or collaboration
 - inspiration

In the next period, the next steps of the community engagement strategy will be followed up and the partners will work on the organisation of the planned webinars to share pilots’ experiences in using the BeOpen Framework.

Regarding EU project reached and joint activities, we had the opportunity to organise joint meetings with the following projects.

Projects	Activities
SPOTTED, TEMA	Joint webinar involving EC representatives 11-JUN 14:00 CEST
EU Local Digital Twin (LTD) Toolbox	Customer Discovery Program & BeOpen 23-APR 14:00 CEST
MAREGRAPH, Open Maps for Europe 2, RODEO	HVD Cluster Kick-off meeting 3-JUN 11:00 CEST

Table 5: Projects joint activities

2.1.4 INTERNAL

The table below presents the KPIs obtained with respect to the category INTERNAL reach obtained at this stage compared to the figure to be obtained at the end of the project.

TYPE	TOTAL	JUN24	SUM
D6 – Internal dissemination partners’ networks			
Internal partners’ events: Internal meetings to raise awareness about BeOpen to other departments & teams and share information took place at least in Comune di Napoli, in Porto Digital and in the FIWARE foundation. The KPI has been reached, although more meetings will certainly take place	10	4	10
Links to project website: Several partners have created a web page, a newsletter or blog on their websites with a link to the BeOpen website. This is work in progress, as not all partners are allowed to include links to their organisations’ websites. The total figure implies that some partners must include more than one link.	30	7	16
Training sessions: Two internal training sessions have already taken place with a detailed demonstration of how the Framework can be used. All sessions have been recorded and the material can be used to produce material to be published externally.	4	2	2

Table 6: Internal KPIs



2.1.5 WEBSITE

The BeOpen website (<https://beopen-dep.eu/>) is being regularly updated with informative blog posts, press releases, information of partner posts as well as relevant EU based events in line with the BeOpen objectives, serving as a valuable source of information for our partners and audience. New sections have been added during this period, such as a link to YouTube and direct links to multimedia materials.

The main way to attract our audiences to the website is through calls to action in social media, links from partners’ websites, newsletters, flyers at events and sharing the links or QR codes when meeting with interested parties.

TYPE	TOTAL	JUN24	SUM
C1 – Website (visitors, visits, views)			
Visitors	5000	1200	1200
Views	10000	9700	9700

Table 7: Website KPIs

A data protection issue prevented us to install the google analytics tool from the launch of the website, so we may have lost the counting of visitors and view. Nevertheless, since its installation in October 2023, we observe that we are approaching the targeted number of views. New visitors usually increase after an event, and several events are planned until the end of the project.

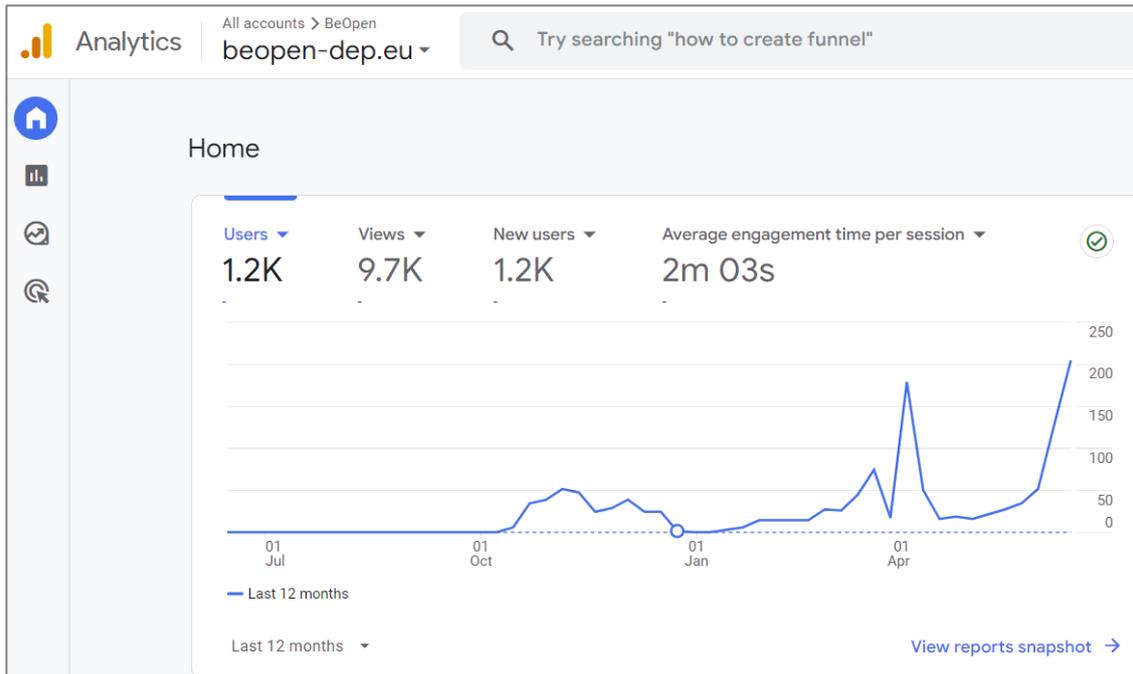


Figure 2: Snapshot of BeOpen website's analytics

2.1.6 BLOGS & SOCIAL MEDIA

The BeOpen communication plan has been designed to maximize our online presence and engage with an existing and growing audience effectively via website and blog as well as social media, such as



LinkedIn (<https://www.linkedin.com/company/beopen-dep>), Twitter/X (<https://twitter.com/BeopenDEP>) and YouTube.

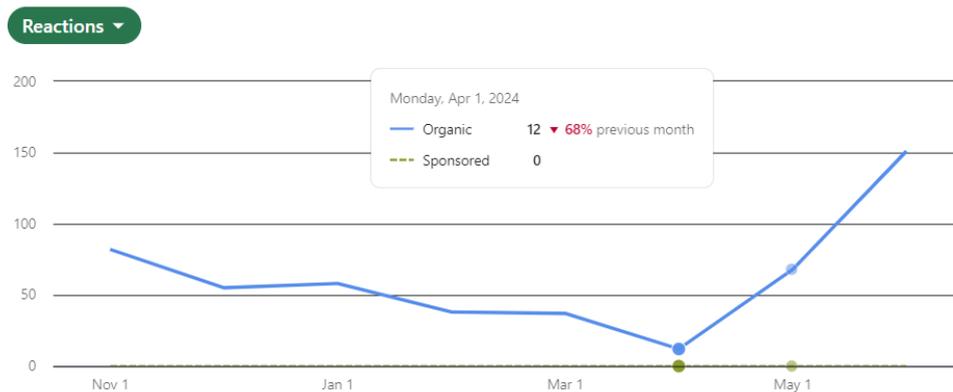
The following table gives an overview about the activities on the website as well as the BeOpen social media channels over the last months:

TYPE	TOTAL	JUN24	SUM
C2/C3– Blog & Social Media			
All C2-Blog Posts (LinkedIn or blogs) more than a SM post	50	17	56
Blog Posts on Partners' channels		2	18
Blog Posts on BeOpen website		11	30
Posts on 3rd Party Blogs / Fora (e.g., LinkedIn)		0	2
LinkedIn Blog Interactions	100	83	128
All C3- Social Media Posts	100	54	155
Facebook		1	4
Twitter/X		16	55
LinkedIn		32	88
YouTube		5	5
Other		0	3
SM Interactions: comments, likes, etc.	250	406	16248
Social media followers: check twitter/X & LinkedIn accounts	750	113	253
LinkedIn followers		103	214
Twitter/X followers		10	39

Table 8: Blogs & social media KPIs

As can be seen in the table above, we have reached most KPIs, except for the ambitiously planned number of social media followers.

Metrics



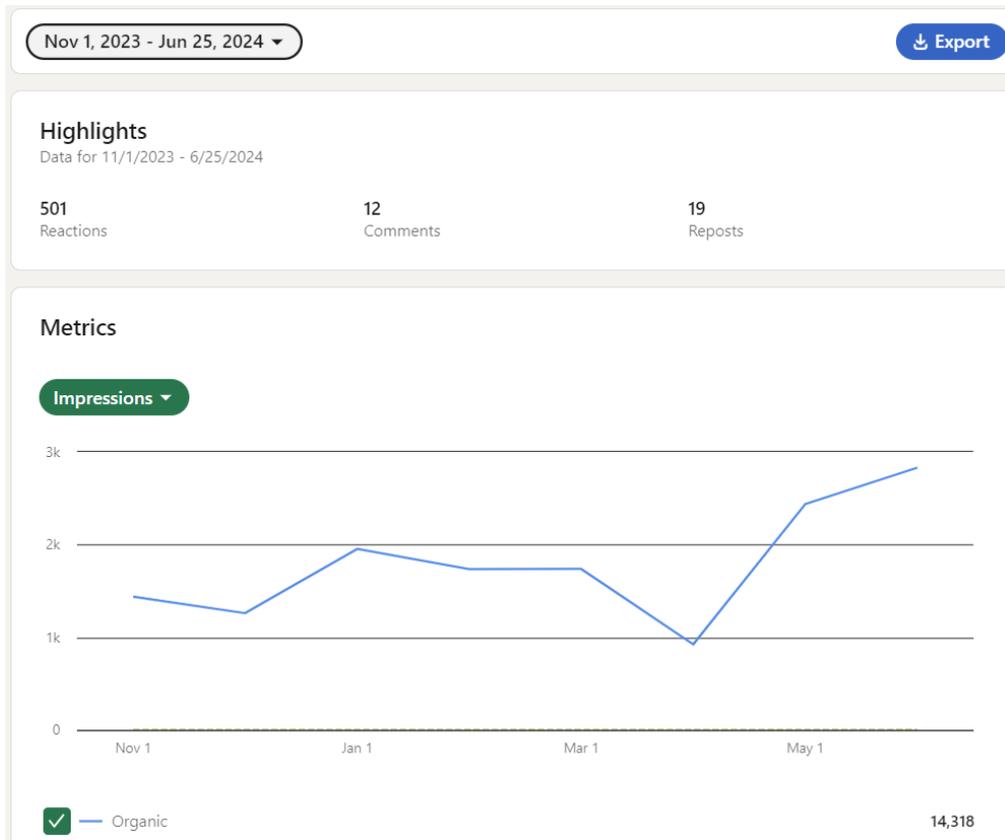


Figure 3: LinkedIn – reactions & Impressions November 2023 to June 2024

Looking at the analytics, we can see that reactions and Impressions are growing in the latest period, possibly due to the publication of articles and newsletters and BeOpen participation in webinars.

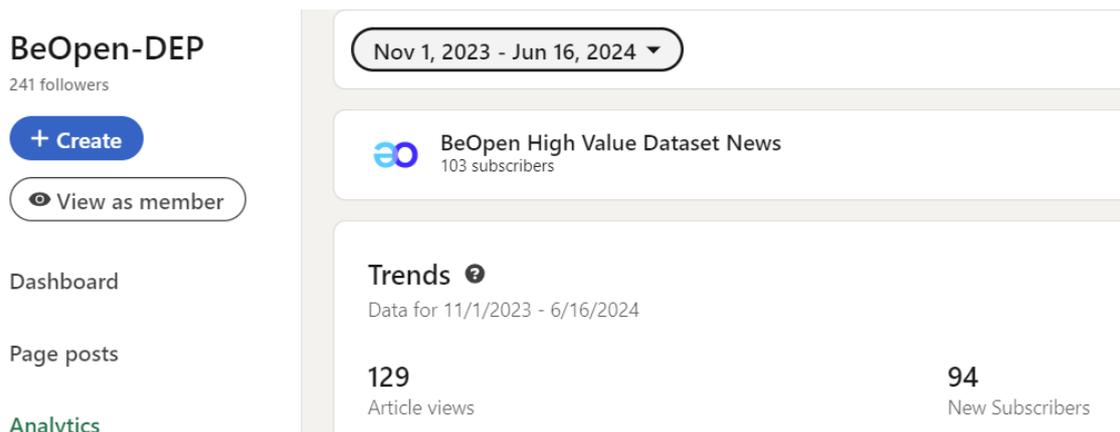


Figure 4: LinkedIn article views between November 2023 and June 2024





The following images offer some examples for BeOpen postings on social media over the last months:

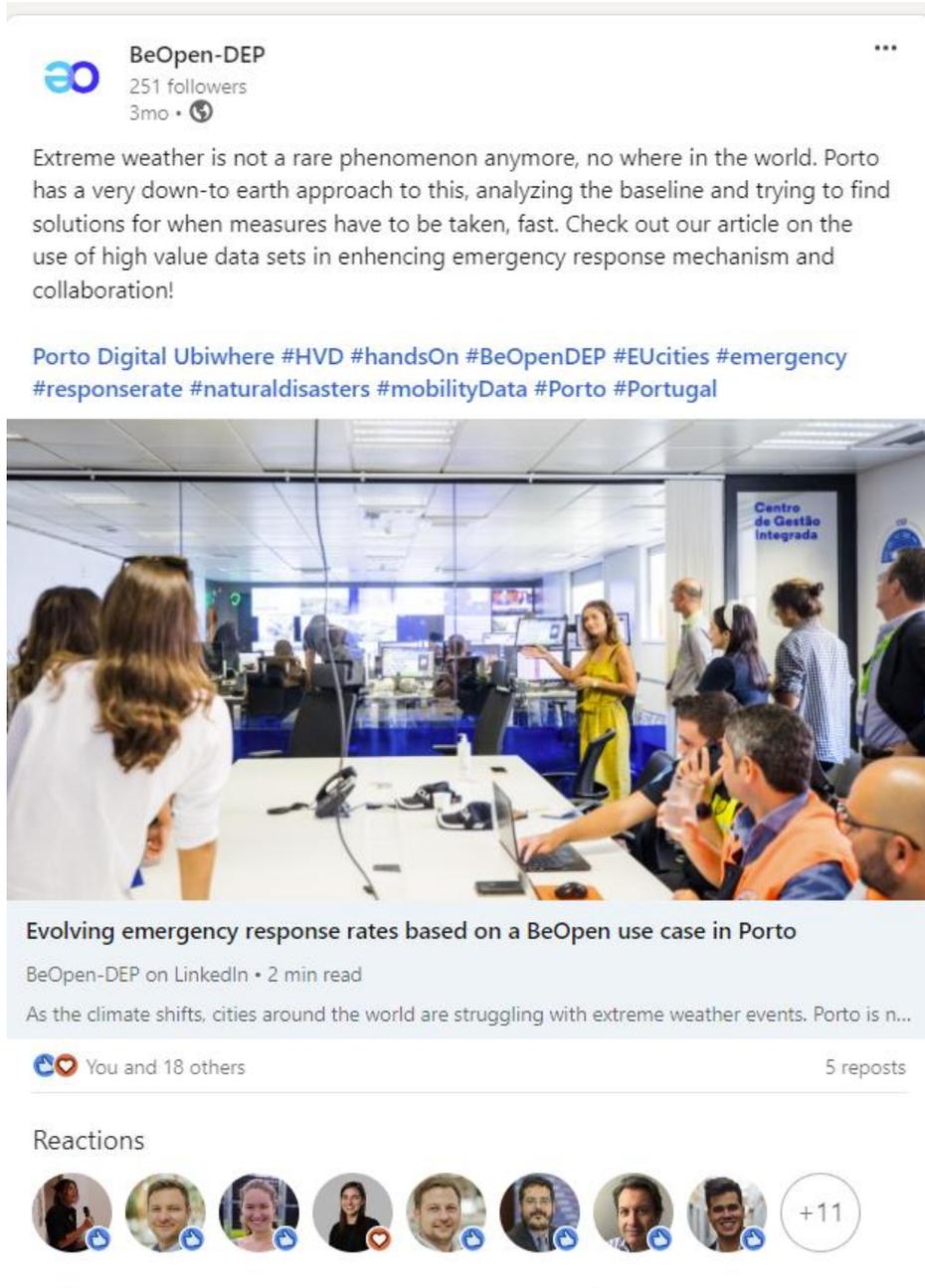


Figure 5: BeOpen LinkedIn post with highest number of impressions¹ (1036)

¹ Number of times the post has been viewed by users

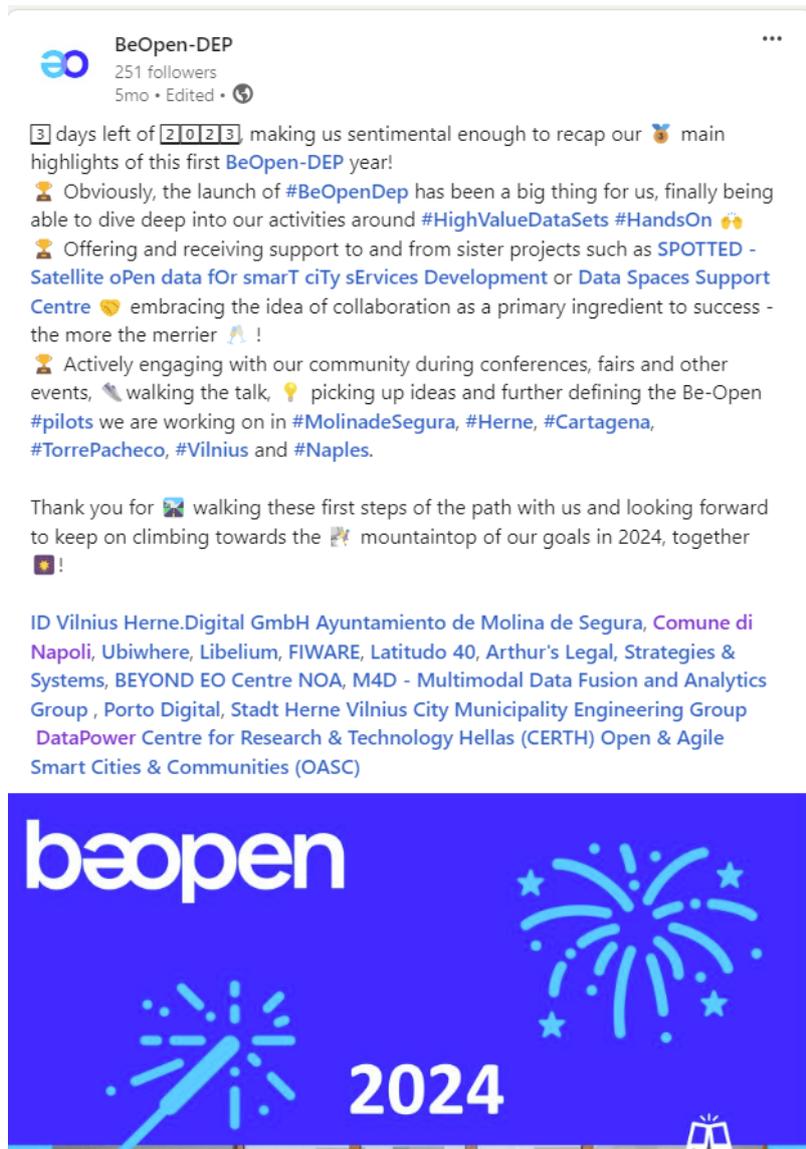


Figure 6: [LinkedIn post](#) with most likes (40)

2.1.7 COMMS

The following table presents the KPIs obtained with respect to the category COMMS (Traditional media) obtained at this stage compared to the target at M30.

TYPE	TOTAL	JUN24	SUM
C4/5 - Traditional media			
Press releases: The current KPI surpasses the planned target, because it counts partners’ own press releases mentioning the project, when they host a consortium meeting.	3	1	4
Factsheets, leaflets, banners, etc.: In addition to the previously printed materials, several rollups have been produced and displayed at events.	3	2	4



TYPE	TOTAL	JUN24	SUM
Newsletters: The LinkedIn newsletter facility demonstrates itself to be an interesting media channel and a consistent touchpoint with the BeOpen audience. Three issues have been posted since April 2024 and it has 114 subscribers (see Figure 7)	9	3	3
Videos: 5 fresh interviews present different pilot perspective on the benefits of the BeOpen project.	2	5	7
Blog posts in EU portals: waiting for HVDs to be available for sharing and stories / lessons learnt from the pilots.	5	0	0

Table 9: Overview of BeOpen Traditional Media Channels

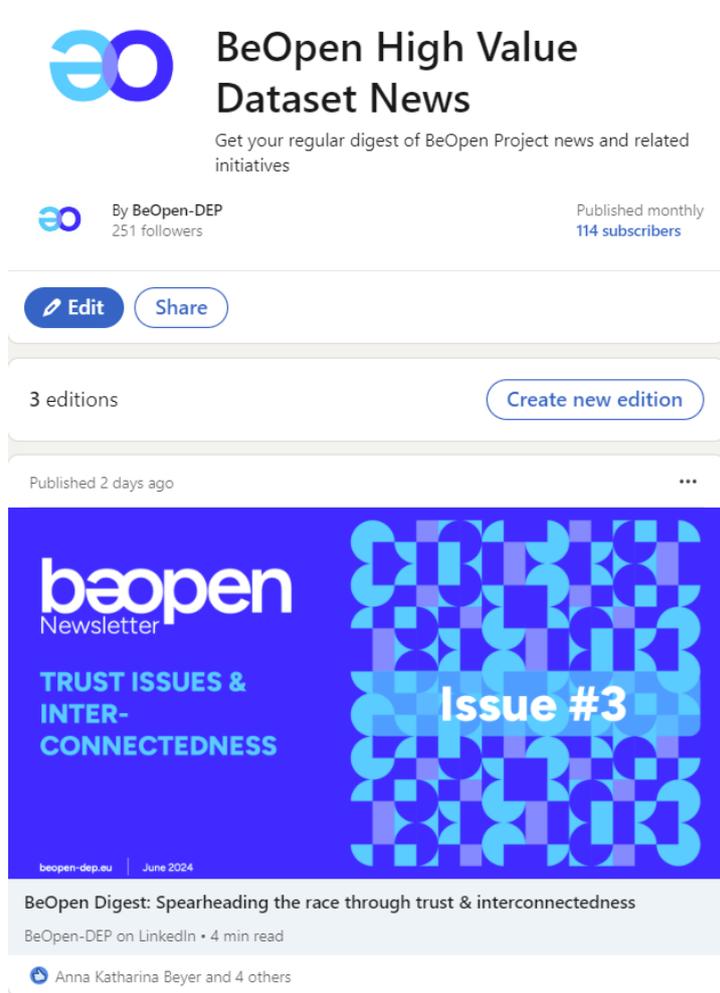


Figure 7: BeOpen Newsletter on LinkedIn

3 Revision of Strategy & Next Steps

Before exposing the plan for future activities here is an analysis of what has been done with respect to the different target audiences.

3.1 Revision of stakeholder engagement matrix

The following table presented in D5.4 has been updated. It identifies the audiences that are considered as prioritised for the next steps of BeOpen. They represent the main stakeholders affected by the project implementation and future exploitation: 1) Public Administration and Smart Cities, 2) Policy Makers and Standardisation Organisations and 3) Citizens.

The updated list of contact points that are in the pipeline shared by all partners, in particular the pilot sites, covers currently mainly public administrations and related actors (47%), academy and RTOs (20%) and in equal part enterprises and related initiatives (9%), which represent effectively the main potential adopters of BeOpen results. Future effort may consider addressing the policy makers (5%) and the public at large (7%), as influencers of the principal audiences.

For the final period of the project, partners' effort may focus on the channels most appropriate to deliver the message to those audiences and as can be observed in the table, which does not differ much from our previous efforts.

Stakeholder Group	In pipe	%	Key Concepts / Contents	EVENTS	PUBLICATIONS	COMMUNITY	INTERNAL	WEBSITE	BLOG & SM	COMMS
Research, Academia, RTOs	13	26%	Reliability of results / Facts & figures References to deliverables & papers	x	x	x		x	x	x
Public Administration Smart Cities	30	43%	Quality of data, interoperability, compliance Importance of open data reuse Improve skills of data providers	X		x	x	x	X	X
Industry, Enterprises, including SMEs & Startups	6	10%	Easy use of Open Framework & datasets Importance of compliance Awareness of the European Data space Replicability, benefits of use Market & adoption potential	x				x	x	x
Policy Makers, Standardisation Organisations	2	5%	Benefits for citizens How it can be replicated Importance of Open Data and Data Spaces Critical mass already using it Compliance with existing standards	X	x				X	X
Related Projects & Initiatives	7	10%	Collaboration opportunities Impact of HVD in AI, interoperability in EU	x	x			x	x	
Citizens	3	7%	Explanations of the benefits How technology & AI can support every day's life					x	X	X
	42	100%		5	3	2	1	5	6	5

Table 10: Stakeholders Engagement Matrix June 2024



3.2 Activities to carry out during the final phase of the project

As mentioned in D5.1, Dissemination activities differ in intensity based on the evolution of the project. At the beginning of the project, the consortium engaged with key target audiences aimed at growing a community of contributors/customers built on relevant EU initiatives and partners’ networks.

As a reminder, Figure 8 (already displayed in previous versions) below shows the main dissemination / communication activities theoretically distributed along the different phases of the project aligned with the main technical milestones.

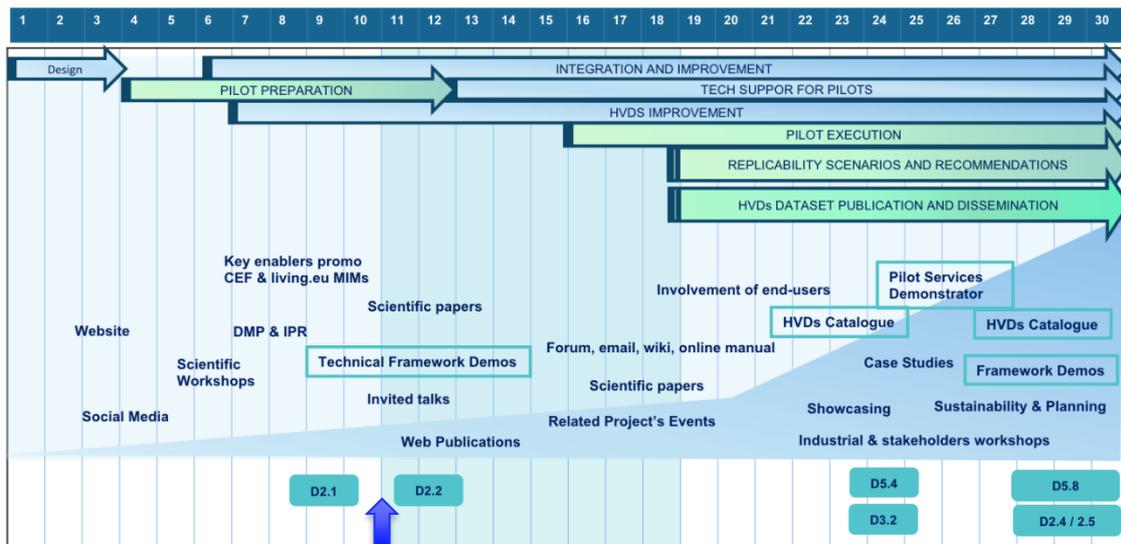


Figure 8: Dissemination activities distribution and intensity (D5.1)

The mid-term phase was running in parallel with the first releases of the BeOpen Framework, pilot preparation and tech support for pilots.

The final phase of the project will focus on the delivery of results, showing and demonstrating how they can be used and adopted. It will also encourage and facilitate the sharing of HVDs (T5.3). However, other activities such as publication, participation in events and networking will also be key to reach the critical mass of adopters.

Aligned with the stakeholders’ matrix, **priority may be given to public sector events** (SCEWC24 is on the radar, as well as Herne Days in January 2025). **Blogs and social media** may continue being a relevant channel, but effort may focus on the creation of **impact stories to be published on the BeOpen website and if relevant, on the FIWARE website** to reach a wider audience. Other ‘traditional’ communication means, such as **press releases, newsletters, web resources and blogs on EC channels will increase** with content related to results, lessons learnt and HVDs to be shared.

Community engagement is also a key aspect, such as the follow-up with **contact points and associations and initiatives** as message amplifiers.

3.2.1 EVENTS

3.2.1.1 Organisation of events (workshops and demos)

As the KPI for workshops has been reached, we will dedicate our efforts in the organization of demos (4), now that the BeOpen framework of tools is available. Demos have already been realised internally and recorded.

In 2024 there are 2 opportunities to present the demo: The first one is secured at the FIWARE Global Summit, taking place in Naples, 18-18 September. BeOpen will have a booth with a workstation & screen where the demo can be presented to the audience.

The other is at the SCEWC'24, taking place in Barcelona, where FIWARE makes it possible for projects to display demos. Both events are well attended by key stakeholders, such as city representatives, data curators, etc.

However, it is also convenient to organize online demos. From September 2024 on, next steps will be to find appropriate dates or organize the demo back-to-back with other related events.

3.2.1.2 Participation in events (presentations and demos)

As anticipated in the previous report (D5.4), the KPI of 20 attended events (to date 13 to go) will be compensated with the KPI of presentation of the project at 10 events (already reached), which has more impact in terms of raising awareness and networking.

The following table presents a list of events considered for the next period of BeOpen. As in the previous period, the relevance of each event will be discussed within the consortium, by identifying which partners should participate and how BeOpen should be presented.

Event	Date	BeOpen	Web
LI.EU meetings & events	TBC	Follow on the website	https://living-in.eu/events/
FIWARE Global Summit	18-19 Sept. 2024	Demo & Speaker in preparation	https://www.fiware.org/global-summit/
Green Cities	24-25 Sept. 2024	Panel discussion under study	https://greencities.fycma.com/
Big-Data.AI Summit	25-26 Sept. 2024	Coincides with BeOpen Review	https://www.big-data.ai/
European Big Data Value Forum	2-4 Oct. 2024	To be considered	https://european-big-data-value-forum.eu
Smart City World Expo Conference 2024	7-9 Nov. 2024	Demo at booth & Speaker	https://www.smartcityexpo.com
Herne Smart City days	Jan. 2025	Speaker slot in preparation	

Table 11: List of events 2024-2025

3.2.2 PUBLICATIONS

3.2.2.1 Conference / event papers or proceedings

So far only one paper has been produced and to reach the expected target, the consortium still needs to publish 9 papers or articles (all types of publications counted, including grey literature, scientific papers, journals and magazines). However, as mentioned previously, BeOpen is not about research and scientific results, but rather about experiences and best practices. The focus should be on public sector audiences rather than peer reviewed conferences and journals.

A non-exhaustive list of scientific conferences and journals was included in D5.1. This list is still under study, as we are waiting to obtain relevant results from the pilots and the High Value Datasets they will be sharing before being able to proceed to publication.

Topics considered by the partners include IoT, open data or semantics, improving the High Value Datasets for creating added value Digital Services for smart cities and communities. The following partners are planning to propose papers (ENG; Cartagena, HOPU/Libellium, Herne, Ubiwhere, Comune di Napoli).

3.2.2.2 Journal papers and magazines

Regarding publications in journals, and magazines, extended to blogs and newsletter, which are more streamline within the BeOpen audience, 3 publications are still pending.

The consortium also agreed that the publication of impact stories relating pilot's experience and lessons learned would be more relevant to the targeted audience of BeOpen framework adopters. In addition of being featured on FIWARE and BeOpen website impact stories can be promoted in Smart Cities and Communities media, such as [Smart Cities World](#) or [IEEE Smart Cities](#).

3.2.3 COMMUNITY

3.2.3.1 Community Building / Engagement with Stakeholders

Based on the established list of contacts and their classification, the next action points to be considered are the following

1. Approach relevant organizations with a tailored overview of BeOpen and identify relevant person to be contacted once demos are ready for public stakeholders.
2. Approach organisations for collaboration in sharing relevant BeOpen information with their target groups and prepare information to share with them.
3. Participate in city initiatives offering to present BeOpen, answer questions about it and collect feedback to improve the project's key results.
4. Workshops/trainings: Organise trainings and workshops allowing communities and cities to duplicate what has been achieved in BeOpen.
5. Data: Prepare clear guidelines describing the use of public data in BeOpen, how they benefit the users and how privacy regulations are complied with. Information will be provided based on the different audiences tailored to the reader for better understanding.

6. Pilots: Collect potential candidates for follow-up pilot programmes already including them in BeOpen to lower the thresholder.

3.2.3.2 Communities informed about the project

Although the target related to Collaboration and Synergies with other projects has already been reached, BeOpen partners will continue working on the liaisons (see section 3.2.8).

The creation of the cluster around HVDs projects (MAREGRAPH, RODEO & OME2) allows us not only to extend the reach of the project results but also to encounter synergies and realise joint communication actions, such as the participation in the Gaia-X webinar on Location Data Spaces.

3.2.3.3 Webinars

The planned KPI for webinars is to raise awareness about the project among other communities / initiatives and to realise at least two of them. To enhance the reach of those webinars, the idea is first to be able to show evidence of the impact of the pilots (from WP4, where KPI for the pilots' evaluation have been established).

We will reach out to the contacted communities and projects to invite participants through their networks. As planned in D5.1, one webinar will take place around M18, and the other webinar will take place in 2025. The organisation of such webinars will start in September / October 2024.

3.2.4 INTERNAL

3.2.4.1 Internal partners events

Many BeOpen partners have organised internal dissemination activities within their organisations to raise awareness about the project and to engage them in tasks. The target for this KPI has been reached, but partners will continue organising internal meetings as the alignment between different units and departments is crucial for the adoption of the BeOpen framework and associated methodologies.

3.2.4.2 Links to project website

Partners are expected to include a link to the BeOpen website on their own websites and communication channels. We have currently reached a more than half of the targeted KPI (16/30). Not all partners have a specific page or site where they can promote the project. However, partners are exploring alternative options to include a link to the project, such as internal portals, newsletters or mailing lists and ensure they are duly reported in the dashboard.

3.2.4.3 Training sessions

Already 2 of the 4 training sessions foreseen in the plan have been organised and recorded. 2 are still planned for the forthcoming period. The intention is to capitalise on the recording and shared material to produce tutorials that can be shared in the website resources section.

3.2.5 WEBSITE

Although the target in terms of ‘views’ has almost been reached, we shall concentrate our efforts in gaining more visitors. This can be done by means of clear calls to action in social media, webinars, events or reaching out to partners’ contact by mail.

3.2.6 BLOGS & SOCIAL MEDIA

In the current period, social media indicators have been substantially positive, except for the number of followers in social media. As for the website, our efforts will concentrate in extending our communication to new communities and networks.

3.2.7 COMMS

3.2.7.1 Press Releases

As mentioned in the previous report, the target for this indicator has already been reached, due to the fact that the partners have independently produced their own press releases (based on a common content). However, a second official press campaign may be organised around September–October 2024, and a final one at the end of the project, in June 2025.

3.2.7.2 Factsheets, banners, printed materials, etc.

The target for printed materials has been reached. Nevertheless, we will need to produce designs for the booths booked at the FIWARE Global Summit and the Smart City Expo.

3.2.7.3 Newsletters

In D5.1, a plan for the issue of nine (9) newsletters was foreseen during the project lifetime. To the date, already three newsletters have been issued on LinkedIn. Except for the summer months, we plan to publish a monthly Newsletter until the end of the project, as it can reach subscribers directly in their inboxes, providing links to the project results and interesting references to check out. Our ambition is to augment the number of subscribers in the next months. A means to do this is to include a button on the website.

3.2.7.4 Videos and additional approaches in dissemination

The target for the realisation of videos has been reached, thanks to the short video interviews of pilot representatives, which are progressively disclosed in our social media communication and are available in the [resource section of the BeOpen website](#). We have created a [YouTube channel](#) where we will continue to store training recordings, demo videos, etc.

Videos ▶ Play all



Figure 9: Video Interviews published on Youtube

3.2.7.5 Blogposts in EU Portals

As mentioned in D5.1, the plan for blog post in EC assets, the activity will start later in the project to maximise the visibility and exploitation of the results. As soon as the pilot are able to propose relevant experiences and lessons learnt, we will explore in detail the requirements of each European Publications and provide the contents required by each asset:

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

3.2.8 Liaisons with Relevant Initiatives and Standardisation Activities

The liaison with relevant initiatives somehow overlaps with the activities detailed and reported under section 2.1.3, where contact points and engagement with communities are in the focus.

The activity has started after the first year of the project, as planned. The main objective is to raise awareness, create critical mass, make sure they know what BeOpen is doing and check what they can bring back to the project.

List of initiatives:

Initiative	Actions until M10	Nest steps
GAIA-X	<i>Gaia-X is an initiative that develops, based on European values, a digital governance that can be applied to any existing cloud/ edge technology stack to obtain transparency, controllability, portability and interoperability across data and services.</i>	A communication on BeOpen in Gaia-X webinar will take place on June 26, 2024
BDVA	eBDV Forum 2023 was too early with respect to BeOpen framework delivery milestones to propose a contribution. BDVA is a member of DSBA.	Submit a contribution for the BDVA Forum in 2024
DSBA	The Data Spaces Business Alliance are Gaia-X European Association for Data and Cloud AISBL, the Big Data Value Association (BDVA), FIWARE Foundation, and the International Data Spaces Association (IDSA). This association issues technical convergence documents around the emergence of data spaces in Europe.	Follow the activities of the alliance, take into account the specifications in the development of the BeOpen Framework and revert with applied experiences from the pilots and HVDs.
IDSA	IDSA (International Data Spaces Association) <i>connects IDS concepts and standards with broad-based national and industry digital strategies, business needs and specific applications.</i>	Check next events to engage with the members of the organisation to distribute information about the results of BeOpen and discuss possibly multiplier channels available through IDSA.

Initiative	Actions until M10	Nest steps
	IDSA is a member of the DSBA, and with FIWARE a partner of the DSSC project.	
FIWARE	FIWARE is partner in the project, and we have used all the organisation's channels to promote BeOpen.	We will continue promoting BeOpen and raise awareness among its +600 members and +6000 Newsletter subscribers, the Marketing monthly round up call, Technology and impact stories around partners that are members.
MyDataGlobal	This initiative helps people and organisations to benefit from personal data in a human-centric way. To create a fair, sustainable, and prosperous digital society for all. (Mentioned in the Data Governance Act).	Check next conference and decide if relevant for BeOpen to participate.
INTERSTAT	The partners of INTERSTAT are aware of BeOpen thanks to the participation of FIWARE and ENGINEERING. The EU commission is also informed. The project has successfully finalised.	INTERSTAT's developed tool is considered in BeOpen.
SPOTTED	Coordinated by DPW and FIWARE is a partner. We maintain regular conversations and plan to share SPOTTED results with BeOpen.	Joint webinar in June 2024
DSSC	<i>The Data Spaces Support Centre mission is to contribute to the creation of common data spaces, that collectively create a data sovereign, interoperable and trustworthy data sharing environment, to enable data reuse within and across sectors, fully respecting EU values...</i> Figure 10 below, shows BeOpen featured as one of the DSSC liaisons project.	FIWARE is involved and in continuous contact with the DSSC team. We will apply to have a slot at the Data Spaces symposium in Spring 2024 and may apply to present in an Insight series webinar, if the topic is relevant. Relevant documents are shared between the two consortia and the post of news affecting both projects.

Table 12: Liaisons with relevant initiatives

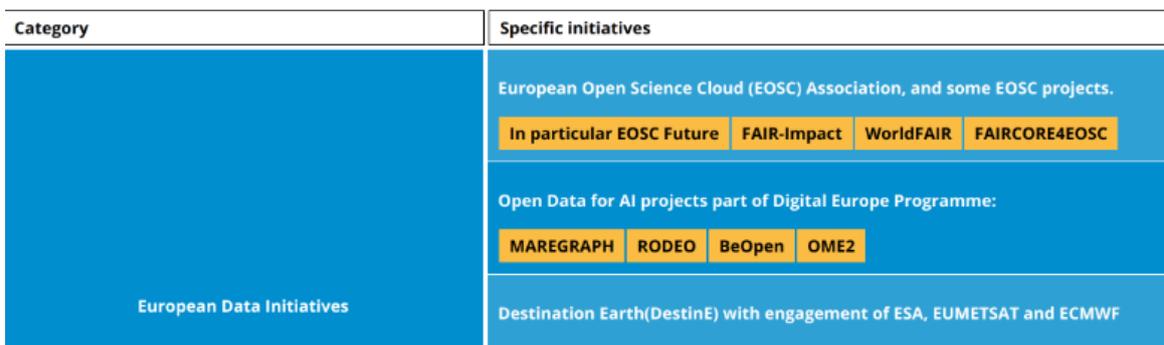


Figure 10: BeOpen in DSSC map of related initiatives



3.2.9 Standardisation activities

The issue with contributing to standards is the time it takes to establish them, as SDOs (Standards Organisations) are complex organisations with long timelines and project contributions are limited in time. It goes beyond the project scope.

On the other hand, interoperability can only be reached by using specific existing standards (e.g., INSPIRE), therefore the technical partners are duly following the progress of guidelines and technical specifications to take them into account in technology implementation to ensure compliance.

Here is a list of relevant organisations and the next steps to be carried out:

Organisation	Description	Next steps
DCAT-AP	<p><i>This standard is maintained by Joinup SEMIC support centre. There was the SEMIC conference up to 2022, then no more info available.</i></p> <p><i>The DCAT-AP application profile aims to describe, using metadata, the catalogs and datasets of European open data portals. For this, DCAT-AP is based on Data Catalogs Vocabulary (DCAT), published by W3C. In particular, the DCAT-AP is a specification that describes a series of restrictions (such as properties range) on the DCAT model. In the context of continued economic, technological and social changes, this application profile is constantly evolving and improving to meet users demands. The organism in charge of managing the maintenance and evolution of DCAT-AP is JoinUp, a collaborative platform created by the European Commission and financed by the European Union through the ISA and ISA2 Programs. Through this tool, different versions of DCAT-AP and guidelines for their standard implementations have been published.</i></p>	<p>New BeOpen Coordinator A. Filograna to follow up. They are interested in the progress of the BeOpen project, in particular in relation to the new release of DCAT-AP for HVDs.</p> <p>The organisation of a meeting/call with them is pending to check how the DCAT-AP specification can be injected in the technical requirements of BeOpen.</p> <p>Contact details: digit-semic-team@ec.europa.eu and https://github.com/SEMICeu</p>
INSPIRE	<p><i>Conference 2023, 28-29 November, Brussels & Online. This annual conference aims to bring the INSPIRE community of stakeholders together for an exchange on the initial findings of the GreenData4All impact assessment and possible policy options for the evolution of the INSPIRE Directive into a key instrument to populate the Green Deal Data Space with relevant data. The conference also aims to bridge the gap between green and digital and wants to bring together the different thematic communities. The 2023 edition will host two days of thematic sessions and workshops, where stakeholders can take stock and report on issues and progress achieved during these past months.</i></p>	<p>No new events happening in 2024. Keep looking.</p>

Organisation	Description	Next steps
APORTA Datos.gob.es	<p>Open data initiative of the government of Spain. Although the portal is available in English, this organisation is local to Spain.</p> <p><i>The Aporta Initiative was launched in 2009 to promote the opening of public information and development of advanced services based on data.</i></p> <p><i>The main goal of the Aporta initiative, a key element in the Spanish government's open data policy, is to harmonize and efficiently take advantage of the synergies between ongoing open data projects. It seeks to always drive and coordinate actions being carried out by different levels of the administration, the private sector and academic field, according to an integrating governance model.</i></p>	<p>To be contacted to include high value datasets from the Spanish pilots.</p>

Table 13: Standardisation initiatives

4 Final Remarks

This awareness report describes the activities carried out by the BeOpen consortium to reach out to different target audiences through various channels appropriate to the message to be conveyed. Globally, many KPIs have already been reached (as can be seen in Chapter 5). However, this does not mean that the consortium won't continue to reach out to the community using the most appropriate channels, paying attention to the needs of the different target audiences identified in section 3.1, taking advantage of the upcoming assets and experiences generated by the project.

As the project evolves, some activities planned in the DoA or in D5.1 have been revised and reformulated to ensure a better impact and a more focused approach considering the resources available and the context in which BeOpen operates.

For instance, the publications targeted primarily address the public sector rather than the industry, as the public sector and the public in general will act as influencers and promoters of the BeOpen framework. Public administration is also being targeted as potential users and exploiters of BeOpen solutions, therefore our way of communication (wording etc) is adapted to their needs, offering useful and easy-to-access information.

Now that all the tools for monitoring and reporting are familiar to the partners, we are more efficient in analysing and carrying out a most appropriate communication and dissemination for a more targeted impact. As always, we pay particular attention to developments and hints from the environment and evolving trends and for BeOpen to adapt its communication strategies when appropriate.

The final awareness report D5.9, due in M30, will focus on the dissemination and communication about HVDs availability, Pilots and Framework demonstration, performance evaluation and validation of results.



5 KPIs Summary

TAB	TYPE	TOTAL	JUN'24	SUM
EVENTS	D1 – Events Organisation	38	53%	20
	Workshops: Online & F2F	2	2	3
	Demo Events: Online & F2F: Online demos are also valid (also to differentiate from Demo booth, in D2 below). Will take place later in the project, once a demo is available.	4	0	0
	D2 – Participation at Conferences & Workshops			
	Attended events: events where there is no project presentation, but partners making contacts, and raising awareness on 1:1 conversations	20	5	6
	Presentation of project at events	10	2	11
	Demo booth: e.g. SCEWC'24, FGS24	2	0	0
PUBLICATIONS	D3 – Scientific Publications			
	Conference papers: not yet, but we need to identify the partners going to scientific conferences! Not only scientific conferences	10	0	1
	Journal papers: too early to have scientific results, but we should start identifying journals and partners willing to contribute.	4	0	0
	Articles in industry magazines, including partners newsletters	4	1	5
COMMUNITY	D4 – Community Building / Engagement with Stakeholders			
	Industry (including tech providers, solutions, research centres, stakeholders in the public sector) contact points: This includes public administration people, involved in other projects as well. A local administration, a small city, agreeing to use BeOpen tools	50	22	64
	Industry (public sector) communities informed about the project. Associations, ask if interested in receiving information. > start compiling a list of associations in the public sector. research public sector events taking place and approach them to play an active role (offer a speaker input or panel expert)	5	2	2
	Webinars: once we have a list of contact points and association, plan and organize a webinar informing about the project outcomes.	2	0	0
	D5 – Collaboration and synergies with EU projects			
	EU projects reached, contact with another project, exchange of emails, they attend our webinar...get in touch with DiHs and we present there BeOpen.	5	3	2
	Joint activities (events), participation in the events of another project/initiative. Approach EDIH focused on public administrations (there is a list). and offer them participation in their workshops etc,	4	3	6
INTERNAL	D6 – Internal dissemination partners' networks			
	Internal partners' events: Internal meetings to raise awareness about BeOpen to other departments & teams and share information.	10	4	10
	Links to project website: track links from partners' sites to BeOpen	30	7	16
	Training sessions: later in the project, when tools will be ready to be used.	4	2	2
WEBSITE	C1 – Website (visitors, visits, views)			
	Visitors	5000	1200	1200
	Views	10000	9700	9700
BLOG & SM POSTS	C2/C3– Blog & Social Media			
	All C2- Blog Posts (on LinkedIn or interactive blogs) more than a SM post	50	18	57
	Blog Posts on Partners' channels		2	18
	Blog Posts on BeOpen website		11	31
	Posts on 3rd Party Blogs / Fora		0	2
	Blog Posts / Articles in LinkedIn		5	6
	LinkedIn Blog Interactions:	100	83	128
	All C3- Social Media Posts	100	54	155
	Facebook		1	4
	Twitter/X		16	55
	LinkedIn		32	88
	YouTube		5	5
	Other		0	3
	SM Interactions: comments, likes, etc.	250	406	16248
Social media followers: check twitter/X & LinkedIn accounts	750	113	253	
LinkedIn followers: everybody should invite interesting stakeholders from their network (and multipliers) - each month we can invite 100pax to follow the LinkedIn page		103	214	
Twitter/X followers		10	39	
COMMS	C4/5 - Traditional media			
	Press releases: yearly, first one already dispatched	3	1	5
	Factsheets, leaflets, banners...: to be created on demand when an event requires it.	3	2	4
	LinkedIn newsletters	9	2	2
	Videos: demos and interviews.	2	5	7
	Blog posts in EU portals: use information from newsletters and blogs to compile blogs for EU channels.	5	0	0

Figure 11: KPI summary