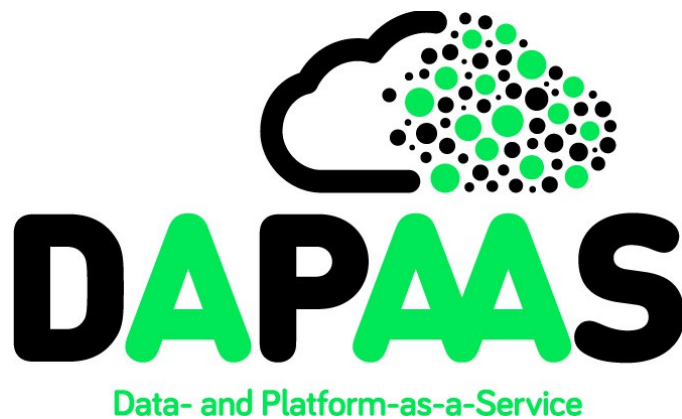


Small or medium-scale focused research project (STREP)

ICT SME-DCA Call 2013
FP7-ICT-2013-SME-DCA

**Data Publishing through the Cloud:
A Data- and Platform-as-a-Service Approach to Efficient
Open Data Publication and Consumption**

DaPaaS



Deliverable 6.2

Impact Creation Strategy

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2	25 th April 2014	Content contributions from Ivan Berlocher
3	26 th April 2014	Document QA'd by Bill Roberts (commenced 23 rd april, final edits on 26 th april)
4	26 th April 2014	Document QA'd by Marin Dimitrov
5	30 th April 2014	Final amends to copy by Amanda Smith

Executive Summary

This document sets out a detailed strategy for maximising the impact of the DaPaaS project, through communication and dissemination of the project's research and development activities. Execution of this strategy will connect research outputs and created services and tools with the relevant target audiences.

The dissemination activities of the project will include: conferences, workshops and other events, a website, presentations, publications and potentially training opportunities.

The project will also create digital and print material, such as fact-sheets and posters made available electronically through our project website. We will use social media to engage digitally with our desired target communities, building our online-presence through Twitter, LinkedIn, Flickr and other online communities and networking services as appropriate.

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Glossary of terms

DaPaaS - Data Publishing through the Cloud: A Data- and Platform-as-a-Service Approach for Efficient Data Publication and Consumption

DaaS - Data as a Service

DoW – Description of Work

EC - European Commission

EU – European Union

FP7 - [Seventh framework programme](#)¹ for research and technological development

PaaS - Platform as a Service

SMEs - Small and medium enterprises

WP – Work Package

1 http://cordis.europa.eu/fp7/home_en.html

1. About this document

This impact creation strategy describes the methodology for the dissemination activity for the [DaPaaS project](#)², by outlining the planning, tools and strategies. It has been developed for the **“Data Publishing through the Cloud: A Data- and Platform-as-a-Service Approach for Efficient Data Publication and Consumption”** (DaPaaS) project, funded by the [Seventh Framework Program of the European Union](#)³ (FP7).

It details the activities that will be used to ensure the facilitation of exchanging information and knowledge created within the project, and how to engage with our target audience. This strategy sets out the ‘products’, means and tools for this, as well as provide an overview of events, publications and other identified opportunities for presenting the project and its goals.

This document has been produced in the framework of the ‘*impact creation*’ (WP6), to report on deliverable 6.2 “strategy development,” which we propose is handled as an iterative report, a living document which will be developed and built on throughout the two years of the projects life. This report will be made openly available from our project website and we encourage feedback and comments on its content and proposed approaches. This document also has synergies with deliverables 6.1 (fact sheet) and 6.3 (website) which are both listed as tools for dissemination and further detailed later in this report.

1.1 About the DaPaaS Project

1.1.1 Context of the Project

In recent years, the publishing and consuming of open data has been widespread across the globe. Open data has the potential to create economic benefits, improve democratic accountability and promote positive behaviour change, for example in terms of human impact on the environment. Linked Data, in turn, provides an approach to Web-based data publishing that promotes data discovery, reuse and governance through the entire data lifecycle. Open and Linked Data are strongly complementary, as evidenced by successful research, development, deployment and usage projects in recent years.

However, there remain challenges and barriers to entry in this field; such as the cost for publishing, the resources and/or skills required (such as hosting). We are also still understanding the impact of embedding the use of open data into part of the everyday lives of citizens, though its influence is already being felt in how we plan our journeys, how we buy property and how we hold government to account for decision making, such as budgets and spending.

The DaPaaS project seeks to address those challenges and remove the barriers to efficient and effective publication and consumption of open and linked data, in order to support innovation in the european data economy.

2 <http://project.dapaas.eu/>

3 http://cordis.europa.eu/fp7/home_en.html

DaPaaS will provide essential contributions, both in the medium and long-term perspectives, to the information and technologies thematic area, which forms part of the cooperation strand of the FP7 research programme.

1.2 Project Overview

The DaPaaS project started on 1st November 2013, and runs for two years.

The main output of the DaPaaS project is to provide an integrated Data-as-a-Service (DaaS) and Platform-as-a-Service (PaaS) environment, together with associated services, for open data, where 3rd parties can publish and host both datasets and data-driven applications that are accessed by end user data consumers in a cross-platform manner. Specifically, the project will deliver the following two services:

- Creating a **data layer (DaaS)** which will offer a publishing infrastructure that features components for large-scale data replication, versioning, analysis, and data access APIs, with primary focus on Linked Data (RDF).
- Creating a **platform layer (PaaS)** which will provide efficient datastore access, data import and transformation services, reporting services, data enrichment and linking, search and indexing, and caching.

The project aims to provide a practical solution for both data publishing and consumption, with the intention of lowering the barriers of entry for participants, and seeks to achieve the following:

- A reduction in the cost for SMEs and public organisations which lack sufficient expertise and resources to publish open data.
- A reduction on the dependency of open data publishers on generic Cloud platforms to build, deploy and maintain their open/linked data from scratch.
- An increase in the speed of publishing new datasets and updating existing datasets through the provision of a sound methodology and integrated toolset.
- A reduction in the cost of developing applications that use open data by providing an integrated platform where infrastructure and 3rd party value added services and components can be reused.
- A reduction in the complexity of developing applications that use open data by creating a set of cross- platform and mobile widgets and components utilizing the open data sets on the platform which can be used by application developers.

- An increase in the reuse of open data by providing fast and seamless access to numerous open data sets to the applications hosted on the DaPaaS platform

The DaPaaS consortium includes: [Ontotext \(Bulgaria\)](#)⁴, [ODI \(UK\)](#)⁵, [Saltlux Incorporated \(Republic of Korea\)](#)⁶, [Sirma Mobile \(Bulgaria\)](#)⁷ and [Swirrl \(UK\)](#)⁸. These organisations have extensive research, technical, and commercial experience in the fields of research, semantic technology, open and linked data, mobile application development, dissemination and community building expertise.

4 <http://www.ontotext.com/>

5 <http://www.theodi.org/>

6 <http://www.saltlux.com/>

7 <http://sirmamobile.com/>

8 <http://www.swirrl.com>

2 Ensuring the impact of DaPaaS

The overarching aim of this impact creation strategy is to ensure that the project's key messages, particularly in providing an understanding as to what problems DaPaaS aims to solve, and why, reach all relevant stakeholders and target audiences, and that the results of the project are recognised, disseminated and implemented on a wide scale. Both of these factors are crucial for the projects success and sustainability.

2.1 Audiences

We expect to have several target groups interested in either, or both, the data and platform services provided by the DaPaaS project. These groups will have different and specific requirements, background knowledge, fields of interest and expectations concerning the project outputs. Within our dissemination activity, it is unlikely that there will be a 'one size fits all' solution, and instead we will need to tailor content to meet the needs of all. Stakeholder analysis will continue throughout the lifetime of the project, but we have identified the following groups to date:

- Start ups, SMEs, application developers and civic hackers, who will be particularly interested in consuming and reusing datasets.
- Government and public sector bodies (in particular, public-sector content holders and policy makers), who will be data owners looking to publish and manipulate their own datasets.
- General public and those users with an interest in open and linked data.
- Academic, scientific and research communities, including students and interns.
- Other FP7 and new H2020 research projects which seek to achieve similar outcomes, such as those listed in [this document](#)⁹ and [Twitter list](#).¹⁰
- Press, data journalists and other media professionals.

2.1.1 DaPaaS User Case

Within Deliverable 5.1 (led by Saltlux), we identified a user case for the DaPaaS product, which will be used to assess the technical requirements that have been defined for the DaPaaS platform to ensure they are fit for purpose.

This proposed use case involves the creation of PLUQI (Personalized and Localized Urban Quality Index), a customisable index model and mobile/Web application that can represent and visualise the level of well-being and sustainability for given cities based on individual preferences.

PLUQI will combine public, social and enterprise data, including statistical data (eg: labour market statistics), sensor data, and social media data. It will demonstrate several use case scenarios, including: destination evaluation for business and leisure travellers, informing citizens about their surroundings, assisting local government in prioritisation of services and promoting and informing environmental management. The PLUQI use case will not only demonstrate the core functionalities of DaPaaS, but also the ease at which tools and services can be built and created with little effort and investment.

9 https://docs.google.com/a/theodi.org/spreadsheet/ccc?key=0AhfUwUCTyELadGdVRE1MRDNCZkNGbEdlbnNCY0tTMGc&usp=drive_web#gid=0

10 <https://twitter.com/dapaasproject/lists/fp7-data-projects>

2.1.2 Audience Mapping

With all dissemination activity to these groups, we aim to enable user testing and feedback on the developed tools and services, as well as awareness raising and adoption of our products. To be successful in planning relevant activity that suits each audience group, the following points need to be addressed, mapped out in the subsequent table:

1. **How will users benefit from DaPaaS?**
2. **What are the key messages that we are communicating to them, and do these need to be tailored in any specific way?**
3. **What are the most appropriate tools and channels to utilise for maximum reach and impact?**

Audience	How will users benefit from DaPaaS?	What are the key messages that we are communicating to them? Do these need to be tailored in any specific way?	What are the most appropriate tools and channels to utilise for maximum reach and impact?
Start ups, SMEs, application developers and civic hackers/ 'hacktivists'.	<p>The platform will provide a means to publish data sets where the data owner wishes them to reach a wider audience (e.g. as a promotional activity) or where the data owner does not have the resource or expertise to host the data themselves.</p> <p>In addition, over time, the DaPaaS platform will grow and develop to provide this group with access to a range of datasets and APIs which they can manipulate and combine with other datasets for their own commercial purposes / interest</p>	<p>As well as explaining the services that DaPaaS can offer this group, we will want to communicate messages that encourage this group to get involved with the project - for example, asking them to test the platform and working closely with them to understand fully the challenges they face as data consumers</p>	<p>We should engage with this group by:</p> <ul style="list-style-type: none"> - continuing to build on our twitter followers and following, seeking out those with interests in open and linked data - hosting workshops to understand the challenges they face and test out our concepts with them - hosting a hackday at ODI, attending and sponsoring hackdays - attending open data and linked data meetups, and running sessions on DaPaaS where possible - engage with the data.gov.uk forum, and other similar communities - work closely with the start ups incubated at the ODI - provide content to the ODI member newsletter

			- run a 'tech stand' at ODI connect events
Government and public sector bodies; public-sector content holders and policy makers.	This group seek to benefit from easier publishing of their own datasets, and being able to easily manipulate their data and combine with other datasets, with the aim of producing more informed, research and evidence based policy.	We will want to focus on the ease of publishing through the platform, the secure environment it offers and the the storage capabilities DaPaaS will have. We will want to explain how open data can be used to understand problem solving and policy making and may refer to successful open data case studies and stories to give practical examples of where this works.	<p>We should:</p> <ul style="list-style-type: none"> - reach out to such individuals through both informal and formal public sector events (eg: teacamp and Government hack days - through using the contacts of our project consortium, we will reach out to Government departments, particularly those with a focus transparency, accountability and publishing open data (for example, in the UK this would include the Cabinet Office and Home Office) - work with the ODI training and content team to explore opportunities to include a session on DaPaaS within the ODI courses. - work with project partners to understand how DaPaaS complements existing commercial offerings in this sector, and how such features may be integrated into existing products. - take note that within some Government departments, there are blockers with employee use of social media and access to Twitter is likely to be limited.
Academic, scientific and research communities, including students and interns.	This group will be interested in the research elements of the project - in the user cases that have been generated and worked on throughout the	We will want our headline messages to the research and academic communities to highlight the potential of DaPaaS as a platform for	<ul style="list-style-type: none"> - We will participate at FP7 events, particularly those with a web and data focus. - We will create a LinkedIn community and follow already

	<p>project lifetime, the resources and reports that we generate and the technical solutions we have adopted to create the DaPaaS platform.</p> <p>They will also be interested in DaPaaS as a means to publish and disseminate data originating from research projects, as open data for others to reuse.</p>	<p>publishing and disseminating research data, in addition to the novel findings from the project. It is likely that the key messages will be similar to those we disseminate to startups, SMEs and entrepreneurs, with a slight adjust to the focus in terms of the real world impact DaPaaS can add to their projects.</p>	<p>established communities.</p> <ul style="list-style-type: none"> - We will identify academic and scientists with an interest on Twitter and continue to build this community. - If possible, we will use outputs from this project to draft papers and reports and circulate to the academic, scientific and research communities.
Other FP7 research projects	<p>As above, this group have similar interests to the academic, scientific and research communities but with a focus on open and linked data specifically. We will want to learn from each other, share knowledge and best practice.</p>	<p>We want other FP7 research projects to have a strong understanding of the aims and goals and desired impacts of the DaPaaS project we will want to have an informed understanding of what their projects also seek to achieve and identify any synergies and cross-over, particularly to share best practice and create a detailed knowledge base for the fields of open and linked data.</p>	<ul style="list-style-type: none"> - We will attend events and symposiums being hosted by other FP7 research projects. - We will seek out opportunities to contribute and submit papers to present at their events. - We will continue to build upon our Twitter lists of FP7 projects as a useful resource.
Press, data journalists and other media professionals.	<p>This group will be interested in generating stories that report real world impacts through data, be these economic, social, or environmental in nature. Where these have been enabled by the platform we stand to gain the interest of this audience. For example, the PLUQI use case may generate novel insights into well-being in different locations.</p> <p>In addition, this group may use the data</p>	<p>Dissemination activity with this particular audience will require tailoring of our messages to ensure that we are not solely focused on the technical aspects of the platform. These users may have time constraints in sourcing statistics and content and we will ensure that we provide general information and an overview of the platform, but focus on how it can be used</p>	<ul style="list-style-type: none"> - Drafting and disseminating high quality press releases - Keeping them informed of project progress through news stories and blog posts. - Providing useful dissemination materials and comms assets, such as the fact sheet which provides a useful 'one-pager' resource to understanding the project. - Work with the ODI training and content team to explore

	consumption services to easily generate statistics and data summaries for their own stories.	rather than the technical features provided. We will focus on the potential uses for this audience, as well as highlight the impact that open data can have in journalism and storytelling, rather than leading with a technical focus.	opportunities to include a session on DaPaaS within the ODI courses [for example; their finding stories in open data course ¹¹] - Engaging through Twitter.
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Table 1: DaPaaS audience mapping

11 <http://theodi.org/courses/finding-stories-in-open-data>

3 Channels and tools for dissemination

3.1 Partner Websites

As well as using the [DaPaaS project website](#)¹² to provide project information, reports and other materials, we will use the websites of all [six project partners](#)¹³ to extend our reach and raise awareness of the project with individuals already interested and aware of the products and services that consortium members provide. Each partner will ensure that there is a section on their organisation's website which makes reference to DaPaaS and can be added to throughout the duration of the project. (As an example, the ODI have added content on the DaPaaS project to their [existing research page](#).¹⁴)

As owners of the impact creation strategy and dissemination activity of the project, the ODI will work closely with all partners, particularly those with dedicated comms and marketing leads who can work towards spreading the reach of the projects message.

3.2 Social media

Creating an online presence using social media channels will enhance the reach of our message, both in targeting the specific open and linked data niche communities, and reaching individuals on a global scale. To enable us to gain an understanding of the reach of our activities through social media, we will use appropriate monitoring tools, as detailed under each tools sub-heading.

3.2.1 Twitter

We have started to use Twitter as part of our digital engagement, to start building our community and horizon scan for potential users and influencers. Twitter allows us to provide timely, up to date news regarding the project and provide and receive other messages regarding innovation in the fields of open and linked data. Furthermore, all project partners already have a Twitter presence (either organisation and individual) and the skills set to manage and maintain an effective user account.

Links to our Twitter account will be clear on our project website and we will tag all tweets with appropriate hashtags (FP7, DaPaaS, open data) to increase project coverage and online presence. When attending and supporting events, we will live-tweet key messages; both to support other organisations working in this field and disseminate their products and services, and to continue building our own DaPaaS community.

12 <http://project.dapaas.eu>

13 <http://project.dapaas.eu/dapaas-partners>

14 <http://theodi.org/research>

We have also created Twitter lists for interested users to follow which we will build on throughout the projects lifetime. At present, these include a list of FP7 projects, FP7 data-specific projects and government open data portals.

We will use SproutSocial and Tweetdeck to understand which messages via twitter are resonating with our users, allowing us to adjust our approach, tone and key messages throughout the lifetime of the project. Our twitter account is [@dapaasproject](#).¹⁵

3.2.2 LinkedIn, Communities of Practice and other Professional Networks.

Once we have started to build an online space for conversation, other forms of digital engagement will be adopted, starting with LinkedIn - due to the number of open data and linked data groups and the networking opportunities it provides. (For example, the well-established [EU Data Ecosystem group](#)¹⁶)

Throughout the project timeline, we will broaden our online presence and join appropriate networks and online communities of practice, and explore existing communities where detailed conversations are already happening, both at a broad overview level of open data (eg: the successful [data.gov.uk forum](#)¹⁷) and at a specific, local level, such as the [local government knowledge hub](#)¹⁸ where there are a number of local, regional communities with interests in sharing knowledge and best practice to better understand and utilise open and linked data.

3.2.3 Flickr and YouTube

As well as written content, visual representation will be used to complement the content we generate. We have created [our Flickr account](#)¹⁹ which includes images from our project meetings, from events and will include diagrams of how the DaPaaS system will work, and other images as appropriate. In addition, for any video content generated by the project, we will use YouTube in our dissemination efforts.

3.3 Events

To ensure visibility of our project and awareness of projects tackling the same research and innovation themes, the DaPaaS consortium will attend, support and sponsor various events throughout 2013-15. These are all listed in the [DaPaaS dissemination channels and calendar](#).²⁰

15 <http://www.twitter.com/dapaasproject%20>

16 <http://www.linkedin.com/groups/EU-Data-Ecosystem-4925185%20>

17 <http://data.gov.uk/forum/open-data>

18 <https://knowledgehub.local.gov.uk/>

19 <https://www.flickr.com/photos/118681583@N07/>

20 https://docs.google.com/a/theodi.org/spreadsheet/ccc?key=0AhfUwUCtyELadFZtN1FJY0RrSHVyMjM1aGRWdDlzQkE&usp=drive_web#gid=0

Where the project consortium are presenting at an event, any presentation materials will be made publicly available through [Scribd](#)²¹ and the DaPaaS website.

There are also various existing communities and events that we can support and feed into, such as:

- The Open Data Institute's ODI Fridays event (#ODIfridays) and [Open Data Challenge Series](#)²²
- Open data and linked data meetup communities; such as the [Web of Data](#)²³ group, [Driven by Data](#)²⁴ group, [UK Hackathons and Jams](#)²⁵ group.
- Training sessions and events run and hosted by ODI affiliates, such as the [Open Knowledge Foundation](#)²⁶.
- Regular government meetups, such as [TeaCamp](#).²⁷ The ODI have links with the organisers and would be able to arrange a focused session on introducing these tools to Government agencies.

As part of task 6.3 of this project, we will undertake regular horizon scanning to seek out opportunities to exploit the results of our project, using event websites such as [Lanyrd](#),²⁸ [Eventbrite](#)²⁹ and [Meetup](#).³⁰ These event pages are particularly useful in discovering workshops and meetups at a local level where we can engage with those individuals interested in or working with open and linked data and discover further opportunities for community engagement and involvement.

As well as the meetup groups we have already identified, we will seek to host and support our own meetups where possible, researching the landscape of such meetups in the countries we visit and tie into events we are attending. A list of events we are attending and meetups we will target will be listed on our [DaPaaS dissemination channels and calendar](#).³¹

Throughout the lifetime of this project, we will look further into any sponsorship details that need to be worked through for such meetups. As an example, to coincide with [WWW2014](#)³² (held in Seoul, Korea), Saltlux, ODI Seoul and Ontotext worked collaboratively to sponsor and support a successful and over-subscribed open and linked data networking evening and meetup.

We may also consider using workshops, masterclasses and hack days/weekends as part of our impact creation strategy, particularly to test the DaPaaS tools and services to understand if they deliver the aims and impacts we have set out to achieve. Workshops will allow people to discuss their ideas in an open and relaxed atmosphere, which can be designed in a way that will facilitate discussions that allow us to understand the strengths, weaknesses, opportunities and threats of the DaPaaS products, as well as obtain ideas and innovative thinking for future developments.

Hack days/weekends will give users the space to play with the tools and time to develop products and apps quickly, allowing us to see the real impact on what we are trying to do with making data consumption and the reuse of open data easier for an end user. Masterclasses will provide a more

21 <http://www.scribd.com>

22 <http://theodi.org/challenge-series>

23 <http://www.meetup.com/Web-Of-Data/>

24 <http://www.meetup.com/drivenbydata-Meet-up/>

25 <http://www.meetup.com/UK-Hackathons-and-Jams/>

26 <http://okfn.org>

27 <http://teacamp.co.uk/>

28 <http://lanyrd.com/dashboard/>

29 <http://www.eventbrite.co.uk/>

30 <http://www.meetup.com/>

31 https://docs.google.com/a/theodi.org/spreadsheet/ccc?key=0AhfUwUCtyELadFZtN1FJY0RrSHVvMjM1aGRWdDIzQkE&usp=drive_web#gid=0

32 <http://www2014.kr>

structured approach, with a Q&A session after talks; but with any constraints on time or resources, we may wish to consider this for one off occasions, and utilise tools such as Google hangouts.

Finally, the project team will support other FP7 projects, particularly those with a data emphasis, by responding to calls for participation in, or supporting their events.

4 Measures of success

To understand if the DaPaaS project has been successful in its aims and goals, there are two distinct areas for which we will set metrics;

- the **community impact metrics** which focus on the dissemination of the project and will be used throughout the project's two year duration
- and **DaPaaS platform usage metrics**, which focus on the use of the DaPaaS platform and will be realised after the project has been delivered.

4.1 Community Impact Metrics

The objectives for these metrics are to ensure that:

- there is general on-going awareness of the project with publishers and consumers, which includes start ups, SMEs and application developers, government and public sector bodies, general public, academic, scientific and research communities (particularly other FP7 projects) and press and data journalists;
- the project engages directly with relevant communities and acts on feedback from them to increase the effectiveness of DaPaaS;
- the technologies are adopted, and the project continues to have an impact after it is completed.

For the purposes of dissemination we will monitor the impact of such activities in reaching, and engaging with, desired user groups. We will use existing and well-established metrics to measure the success of such activities, for example:

- number of followers / members / subscribers on Twitter and LinkedIn
- number of re-tweets / favourites for the content broadcast on the aforementioned channels
- number of click throughs (eg: images tweeted and hosted through Hootsuite or bit.ly)
- number of blog posts and responses to these, which will allow us to see the perspective our audience bring to the content we generate; particularly with regards to understanding their challenges, and answering their questions.
- number of news stories and press releases
- number of events we support and participate in (workshops, hackathons, large scale events, etc) and analyse any feedback received from attendees.
- website analytics from the project website (eg: page views, visits, unique visitors, EU and global reach, landing pages, which content is interesting and engaging).
- other analytics (for example, Scribd analytics for the content we are hosting - reports, presentations, etc)

We will set targets for each of these metrics, and measure these at M6, M12, M18 and M24. Current performance is being captured in a Google [spreadsheet](#)³³; this performance log will be made publicly readable on an ongoing basis.

4.2 DaPaaS Platform Usage Metrics

The desired outcomes for DaPaaS, as set out previously in the project overview section of this document will be measurable and truly realised once the project has been tested with potential users and launched. We will want to adopt metrics that relate to this, for example:

- the number of unique users that sign up to DaPaaS;
- number of apps created;
- number of distinct datasets and possibly, the size of datasets (although ensuring that our main focus is on the number of engaged individuals, rather than achieving large-scale volumes of data);
- number of queries or API calls to the DaPaaS platform, which is a good indicator of the actual use and utilisation of the platform.

Throughout the life of this project, this document will be reiterated and other work packages reports created to list such metrics. We will devise our first draft of suggested platform usage metrics in month twelve (December 2014), and review and revise these over the final year of the project.

As well as quantitative metrics, the project will work to develop case studies that demonstrate its impact. We will seek feedback from interested groups and users that we test our prototype and product on, seeking contributions of the challenges they face with open and linked data, and to seek useful feedback on our products and services.

One example of such an interested party are the startups that are currently incubated at the ODI. The ODIs startup programme attracts companies with a wide range of interests, backgrounds and the fields they are interested in, such as economic, environmental and social. Those with a focus on economic value will be interested in DaPaaS as they will be using open data to create new markets and businesses, and may be limited in the resources available to them at this stage. The ODI is currently seeking new members for this years startup programme and we will work with these successful companies as well as the existing ones. A full list of these startups and their case studies is available on the [ODI startup section](#).³⁴

We will also work closely with the ODI's membership and training networks, by raising project awareness in their newsletter, inviting appropriate members to test the DaPaaS platform, and hosting a 'tech' stand at ODI connect events to promote our research, products and tools. We will understand what projects ODI members are working on and their fields of expertise and market DaPaaS to them accordingly.

33 <https://docs.google.com/a/theodi.org/spreadsheet/ccc?key=0AhfUwUCtyELadHNITERuMFIYYTE5ajc4d1VUSmtJNFE#gid=0>

34 <http://theodi.org/start-ups>

5 Dissemination assets and materials

A wide range of dissemination tools have been produced / will be produced throughout the lifetime of the project. This list of promotional material includes:

- project logo
- website
- press releases, news stories, blog posts
- project newsletter
- project factsheets and leaflets
- presentation materials (powerpoint template, posters, branding for social media sites)
- posters (for use during events)
- final report and other deliverables

Throughout the duration of the project, we will also consider using the following tools for dissemination, and if adopted, will update this strategy accordingly.

- articles
- reports
- movie / animation
- infographics

5.1 DaPaaS project logo / branding

Central to the style and branding to promote the DaPaaS project and its platform is the project logo and identity toolkit. We have worked closely with an independent [design company](#)³⁵ to create this, and the final logo was inspired by the cloud technology being used in DaPaaS.

This logo will be included on all of the materials related to the DaPaaS project, both in materials presented to the European Commission and to the public.

The logo will be available in a range of colour-ways and formats, and will be scalable for use on presentation slides and social media sites, such as Twitter. The project's twitter account ([@dapaasproject](#))³⁶ has already been re-branded accordingly and the DaPaaS project website has now been rebranded to include the new project logo and brand identity. A full set of logos and branding will be made available in the dissemination section of our website, with some of the logos embedded below to give an idea of the look and feel for the DaPaaS identity.



35 <http://philpottdesign.com/>

36 <https://twitter.com/dapaasproject>

5.2 Website

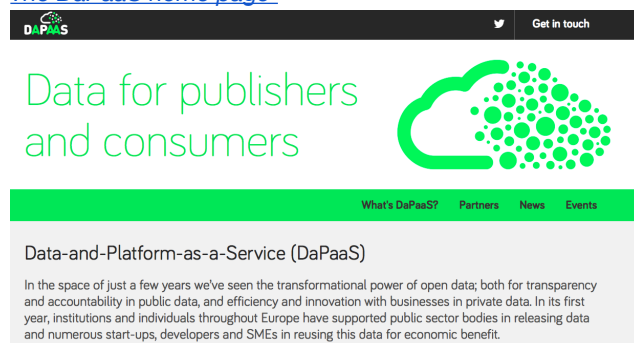
As set out in deliverable 6.1 of this project, our project website was created in month two and is available at: <http://dapaas.eu>. The website acts as a central point for dissemination purposes and clearly explains the projects aims and objectives. It will be used as a tool to provide information about the projects activities and their results, and will include the various media assets and publicity that the project has created, such as blog posts, news stories, presentations, publications, articles and reports. Further detail about each of these specific tools can be found further on in this strategy.

As mentioned in the metrics section of this document, we will monitor the analytics of our website to understand visitor figures, our global reach, and which content is interesting and engaging to visitors. At present, we do not have plans to offer a private area for the website and instead are using open and free collaborative tools as part of our project management.

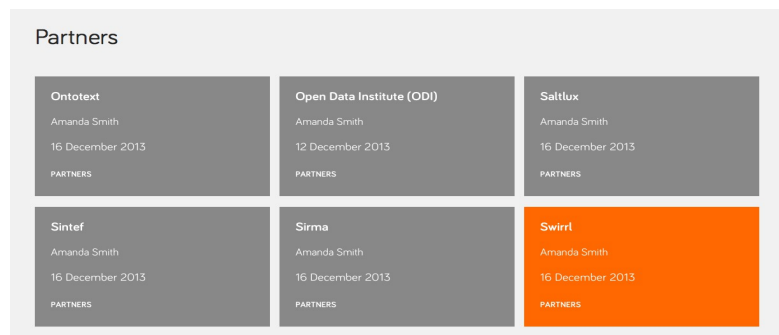
Included below are screenshots of the DaPaaS website. The navigation structure of the DaPaaS website is as follows:

- overview (home) page;
- a “what’s DaPaaS” page, which contains the abstract, vision and impacts; details of the projects WPs, deliverables and reports;
- a “partners page” contains details of the organisations involved, individual biographies, links and related projects;
- a news page which includes press releases, blogs and dissemination / media assets and details of events we are attending/supporting;
- contact details for the project co-ordinator and links to our twitter profile.

[The DaPaaS home page](#)



[DaPaaS partner page](#)



[Partner page: Swirl](#)

Partners

Swirl

Swirl is an SME, based in the United Kingdom, concentrating on delivering practical, successful Linked Open Data solutions to the public sector. Swirl is leading the way in turning the theoretical promise of Linked Data into tangible results: making it practical and cost effective for organisations to publish data and, importantly, ensuring that data is actually used.

Swirl's main offering is a hosted Software as a Service product called [PublishMyData](#). This provides a series of data publishing and management tools, user-friendly data browsing and search facilities, and a range of APIs, working on top of open source standard-compliant quad stores. The service now has a number of public sector customers in the UK and Swirl is at the forefront of enabling the UK government to deliver on its policies around open data and its ambition to see 5-star linked open data become the default approach to government data publishing.

Get in Touch:

- Website: <http://www.swirl.com>
- Twitter: [@swirl](#)

[DaPaaS news page](#)

News

Open and linked data meet up : 8th April [Seoul]

Amanda Smith

3 April 2014

NEWS

Treating content as data

Stuart Harrison

21 January 2014

BLOG

Press release: Research at the ODI - announcing DaPaaS and OpenDataMonitor

Amanda Smith

17 December 2013

NEWS

[Example of a blog post](#)

Treating content as data

2014-01-21 by Stuart Harrison

At the ODI, you may have noticed that we've recently launched a [brand new website](#) (you may be reading this blog post on it now). We're really proud of it, not least because it's based on the fantastic work that [Government Digital Service](#) have done on [gov.uk](#).

However, it's not just a new website (or even "shudder", a CMS), it's a platform that can enable multiple websites. As well as powering the ODI website, it has the potential to power many other websites from the same backend, such as the [Data as a Platform and Service website](#) (which you may also be reading this blog post on - we can publish to both if we want).

Now, I know this can be done with many commercial and open source CMSs (such as Wordpress for example), but what makes this special is the way the publishing platform is structured. Instead of treating content as web pages to be published as static HTML pages, all content is treated as data.

Before I go on to describe what I mean by this, I'll give you a little tour of our architecture. As I mentioned before, we use the same platform that is used for [gov.uk](#), which is effectively four Ruby on Rails apps:

- [Signonotron](#)
- [Panopticon](#)
- [Publisher](#)
- [Content API](#)

5.3 Press releases, news stories, blog posts and newsletter.

Creating regular, engaging content is the backbone of our dissemination strategy.

To ensure that there is a steady stream of content to keep visitors to returning to our website, we will draft blog posts that provide monthly partner updates, details of milestones and key deliverables. Through press releases, news stories and blog posts we will provide useful material for sharing case studies, lessons learnt throughout the project and provide an update of the various deliverables throughout the projects life.

Using press releases and news stories we will announce events that we are participating at and showcasing our work, which will be picked up by such organisers and disseminated to a wider audience than just those aware of the DaPaaS project. As an example, we recently [wrote](#)³⁷ about our open data and linked data meetup that we organised to coincide with the WWW2014 conference.

In addition, we will regularly blog on the DaPaaS website, with all partners committing to contribute towards these and communicate in simple, jargon-free language the work undertaken to date; such as the technologies identified for use in the data and platform services, detailed explanation of both services and how they can benefit users and work on the audiences to engage with and user cases identified. Where possible, partners will cross-post these blogs and news stories onto their own organisation's websites. We will also work with our networks to identify suitable individuals that could draft guest blogs for the website.

Although not detailed as a deliverable or task within the DOW, our project will consider producing newsletters that detail work completed to date, as well as providing engaging content and information on our partners and consortium countries. We may reconsider this throughout the lifetime of the project if we deem that the material is becoming too repetitive with the publishing of news, blog posts and press releases. We will seek to exploit other newsletters such as the [EC research and innovation news pages](#)³⁸ and newsletters of the partners, for example the ODI training and member newsletters, which are well established and reach a wide audience.

5.4 Project fact sheets, leaflets and posters.

In addition to regular 'live' content (news stories, blog posts and press releases), factsheets and leaflets will provide key information at a glance about the project. These will be used to compliment presentation materials, and be used where the project is attending or supporting events, such as the recent European Data Forum.

These materials will include:

- facts about the project (partners involved, budget, timeline)
- aims and impact of the project
- a short, easy (and non-technical) description of the project.

6 Sustainability and exploitation

As part of task 6.1 (strategy development), the project will develop two key documents; a business strategy for each SME in the consortium and various monetisation strategies for open data. Both of these documents will be developed throughout the projects lifetime (M1-24) and will target the identified audiences with the aforementioned engagement methods across all partner countries and the wider EU. As a consortium, we will work collaboratively on these two documents to take an

37 <http://project.dapaas.eu/dapaas-news/open-and-linked-data-meet-up-8th-april-seoul>

38 <http://ec.europa.eu/research/index.cfm>

aligned approach to exploitation and explore which networks and contacts each organisation can utilise. As mentioned earlier in this strategy, for the work package lead (ODI) this will include making use of the ODI member and startup networks, those who have attended events and training and the ODIs international nodes, through using our established communications strategies and channels.

Post project completion, we will want to ensure that appropriate measures are taken to ensure that there is good knowledge sharing of the projects tools, services, and lessons learnt and ongoing access to the DaPaaS platform. We will also need to consider the charging, cost and business models for DaPaaS, how to maintain any living documents generated by the project, its social media channels and any ongoing press activity - which will be revisited at a later stage in the project.

6.1 Citation services and online referencing

We will use citation services throughout the project to upload details of all publications (even those partially funded) to a bibliographic social network. For DaPaaS, we have chosen to use [Bibsonomy](#)³⁹, and will ensure that every such publication will be tagged with an agreed tag specific to the project.

As well as citation services, we consider using Wikipedia to highlight the DaPaaS project. One good example is how the [BIG research project](#)⁴⁰ have referenced their research within the [big data wikipedia pages](#)⁴¹. We will consider replicating this on Wikipedia's open data pages and list details of the DaPaaS, which would also provide an area for other FP7 and open data projects to follow.

We will also consider creating case studies from user experiences of the platform and from the research undertaken throughout the project, which we can embed on partner websites as appropriate. Furthermore, all deliverables (where appropriate) will be publicly available on the DaPaaS project website. These deliverables, coupled with the news and dissemination content we create will form part of a 'training' resource in how best to use the DaPaaS tools and we will ensure that we provide enough easy to understand information and resources that carefully instructs new users on how to use the tools and services we create.

6.2 Github

The DaPaaS website was built based on the [Government Digital Service \(GDS\)](#)⁴² platform which enables multiple websites, such as the ODI website. As the DaPaaS website uses the same code base, the coding for the DaPaaS website is available from the [ODI's Github repository](#).⁴³

39 <http://www.bibsonomy.org/>

40 <http://big-project.eu/>

41 http://en.wikipedia.org/wiki/Big_data#Research_activities

42 <https://gds.blog.gov.uk/>

43 <https://github.com/theodi/dapaas-frontend>