

## D8.2 Project dissemination materials

<b>Project acronym:</b>	<b>SENSE4US</b>
<b>Project full title:</b>	<b>Data Insights for Policy Makers and Citizens</b>
<b>Grant agreement no.:</b>	<b>611242</b>
<b>Responsible:</b>	<b>Gregory Liogaris, Gov2u</b>
<b>Contributors:</b>	<b>V. Zalavra (Gov2u), R. Uzdavinyte (Gov2u), S. Taylor (ITI), N. Navid (U. Koblenz), A. Larsson &amp; A. Talantsev (eGovlab), B. Allen (Hansard)</b>
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## History

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0.1	23.07.2014	Initial draft	Gregory Liogaridis (Gov2u)
0.2	08.08.2014	Review & suggestions	Rasa Uzdavinyte (Gov2u)
0.3	26.08.2014	Second version	Gregory Liogaridis, Iliana Mousoudaki (Gov2u)
0.4	15.09.2014	Comments / suggestions	Steve Taylor (ITI)
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0.9	29.09.2014	Quality check	
1.0	30.09.2014	Final reviewed deliverable	



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## List of abbreviations

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<Abbreviation>	<Explanation>
DoW	Description of Work
EC	European Commission
EU	European Union
Fig.	Figure
Gov2u	Government To You
HS	Hansard Society
ICT	Information Communications Technology
M1	Month 1, M3=Month 3 etc.
Pg.	Page
QR	Quick Response (code)
ToC	Table of Contents
WP	Work Package
WPs	Work Packages



### Executive summary

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Sense4us was launched in October 2013, with the aim to research ways in order to make policy-making more effective with the use of cutting edge research and technologies. The online tool that will be developed by the project partners will gather and summarize information from multiple sources (i.e. open data, citizen generated data, forums etc.), thus helping policy makers find and use effectively the most relevant and updated information when forming policies; it will also enable policy-makers to simulate the impacts and consequences of different policy options as if they were enacted.

D8.2 “Project Dissemination materials” is a deliverable of WP8 Communication and Exploitation to be delivered in M 12. It presents the updated<sup>1</sup> version of the promotional materials that were created from the beginning of the project.

The purpose of this deliverable is to present the updated version of the dissemination materials that were created and subsequently uploaded on the project website. A short description about each of these materials and their screen shots are included in the deliverable and its Appendices. The promotional materials are part of the project’s external communication and as such they will be updated regularly as the project progresses, highlighting its developments.

Section 1 includes the full list of the dissemination materials that were produced for the internal and external promotion and marketing of the project. Therefore, the project’s logo, general presentation, the press release, the newsletter, the brochure, poster and factsheet are briefly discussed. Furthermore, a number of figures are included in this chapter and in the Appendices, offering a visual presentation of the materials to the reader.

Section 2 presents briefly the project website ([www.sense4us.eu](http://www.sense4us.eu)), which is designed, developed and operated by Gov2u. It is the major dissemination and information channel of the project; it includes all relevant information to the project and the dissemination materials as well. A reference is also made in this chapter to the Social Media profiles that were created for the project (Facebook, Twitter, LinkedIn).

Section 3 describes the future actions planned by WP8 for the upcoming months. It is stated that the promotional materials will be updated regularly throughout the project lifetime.

Section 4 is dedicated to the conclusions highlighting the important role of the dissemination materials for the promotion of the project throughout its duration. Therefore, keeping them updated is essential in sharing the project’s developments and progress with the partners and the general public and raising awareness and visibility.

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<sup>1</sup> The deliverable D8.1 presents in detail an overview of the project, the methodology used etc.



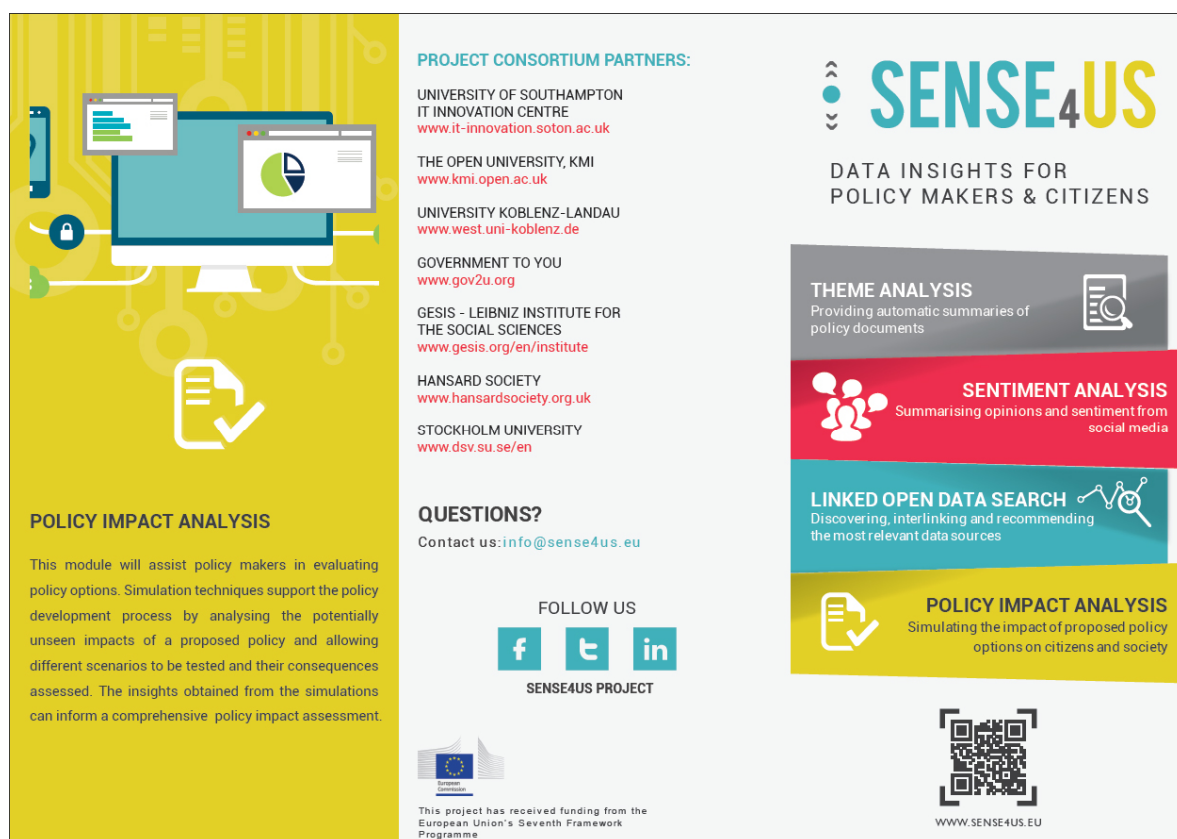
### 1 Dissemination materials

The updated versions of the dissemination materials were created by WP8 in order to be used by the project partners in their dissemination activities and thus maximize their impact and help raise awareness of the project.

The updated version of the project brochure, poster and factsheet includes up to date information about the project and its developments and they are being presented in this chapter of the deliverable.

#### 1.1 Project brochure

A single sheet, letter size, three-fold brochure in English, with a clean, modern and attractive design was created for dissemination purposes. The external side of the brochure presents the project logo & name and contains various project information (website, consortium members, the programme under which it has been funded and the logo of the European Commission). The front page presents the four modules the project is developing. The fourth module is being presented on the external side of the brochure. The external side is being presented in figure 1 below.

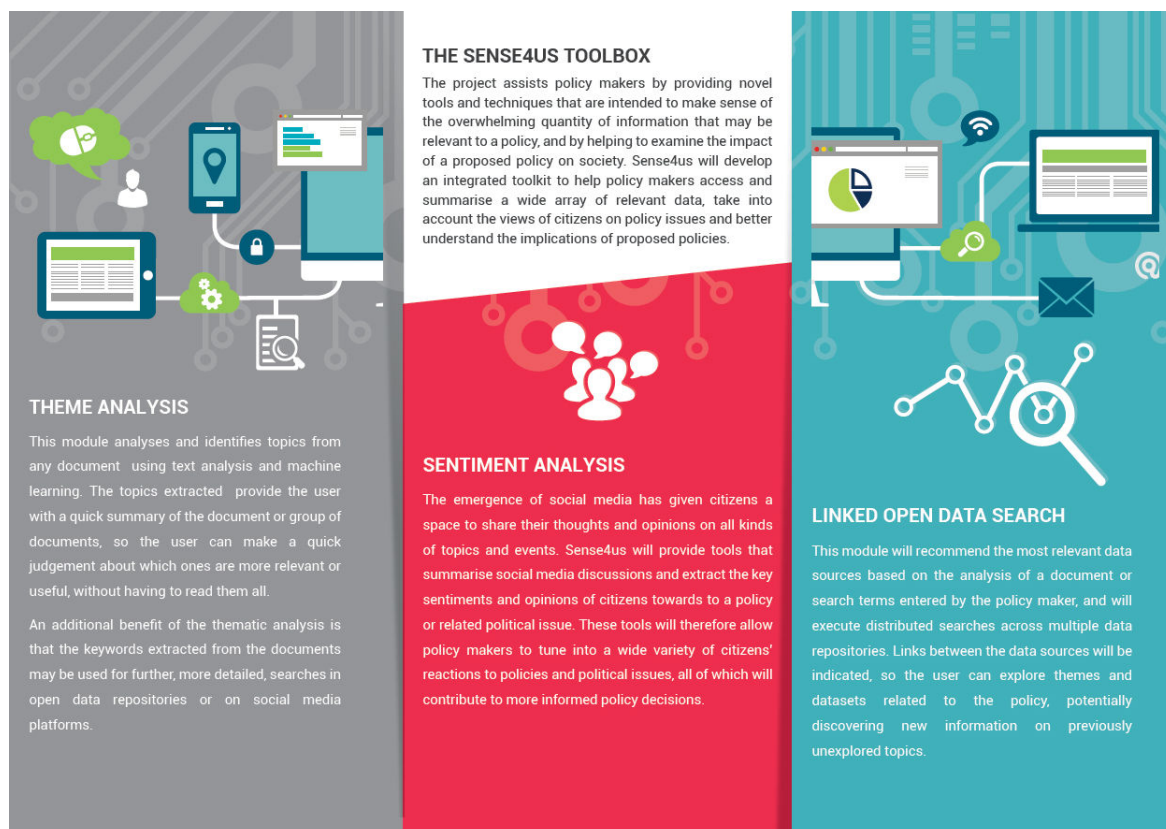


**Figure 1 : Project brochure (external side)**

In the internal part of the brochure the remaining three of the four modules are being presented in an easy to understand language, even by non-technical audiences. (See figure 2 below).



## D8.1 Project Promotional materials



**Figure 2 : Project brochure (internal side)**

The brochure is developed in order to be distributed for communication/dissemination and awareness raising purposes to stakeholders with an interest in Sense4us during local events, conferences, workshops or road shows. The brochure is available on the public website, under the “Promotional Material” section of the Work Packages tab, as well as in the project News. A printable version of the brochure has also been distributed to the partners via the sharing tool the consortium is using.

### 1.2 Project poster

The project poster (in English) also presents the four modules that constitute the Sense4us toolbox. Moreover, the website address and the QR code of the project are also clearly displayed on the poster, while the logo of the European Commission is also displayed on the footer.

It is expected that its appearance in appropriate places will attract the attention of potential stakeholders and other audiences, especially during conferences, workshops and road shows. The poster can be seen below in Figure 3. It is available on the website, in the Work Packages and News sections. Partners also have the printable version available at the document sharing tool.





**SENSE4US** DATA INSIGHTS FOR POLICY MAKERS & CITIZENS

## THE SENSE4US TOOLBOX

SENSE4US ASSISTS POLICY MAKERS BY PROVIDING NOVEL TOOLS THAT WILL MAKE SENSE OF MULTITUDES OF INFORMATION THAT MAY BE RELEVANT TO POLICY AND TO EXAMINE THE IMPACT OF A PROPOSED POLICY

**THEME ANALYSIS**  
Providing automatic summaries of policy documents

**SENTIMENT ANALYSIS**  
Summarising opinions and sentiment from social media

**LINKED OPEN DATA SEARCH**  
Discovering, interlinking and recommending the most relevant data sources

**POLICY IMPACT ANALYSIS**  
Simulating the impact of proposed policy options on citizens and society

**QUESTIONS?**  
Contact us: [info@sense4us.eu](mailto:info@sense4us.eu)

**FOLLOW US**

**SENSE4US PROJECT**

[WWW.SENSE4US.EU](http://WWW.SENSE4US.EU)

This project has received funding from the European Union's Seventh Framework Programme

Figure 3 : Project poster



### 1.3 Project Factsheet

The project factsheet is a one-page presentation of Sense4us, in a format that emphasizes the concept, the objectives and the innovations of the project in a concise way. The layout is consistent with all the other dissemination material, including the logo, the project title, its duration and budget, the partners involved in the project, the grant agreement number, the project website and an email for contact.

The factsheet was reviewed by the project coordinator who provided comments and suggestions. It is available for the public on the project website and for the partners in the document sharing tool.





# SENSE4US



SEPTEMBER, 2014

### At a glance

**PROJECT:** Sense4us

**START DATE:** 01.10.2013

**DURATION:** 36 months

**PROGRAM:** European Union's Seventh Framework Programme

**BUDGET:** € 3,332,562.00

**PROJECT COORDINATOR:** University of Southampton IT Innovation

**PARTNERS:**

- The Open University, KMI
- University of Koblenz-Landau
- Government To You (Gov2u)
- GESIS-Leibniz Institute for the Social Sciences
- Hansard Society
- Stockholm University

**WEBSITE:** [www.sense4us.eu](http://www.sense4us.eu)

**CONTACT:** [info@sense4us.eu](mailto:info@sense4us.eu)



**FOLLOW US**



**SENSE4US PROJECT**



This project has received funding from the European Union's Seventh Framework Programme.

### CONCEPT

Sense4us is a three-year research project that aims to assist policy makers when developing policy, bringing together a wider range of evidence and, ultimately, making policy more effective. Sense4us will do this by providing novel tools and techniques that intend to make sense of the overwhelming quantity of information that may be relevant to a policy, and by helping to examine the impact of a proposed policy on society. The project will develop an integrated toolkit to help policy makers access and summarise a wide array of relevant data, take into account the views of citizens on policy issues and better understand the implications of proposed policies.

### OBJECTIVES

The key objectives of the Sense4us project are twofold: to provide useful tools to the policy making community that will help it create more effective policy; and to advance the fields of policy modelling and simulation, data analytics and social network discussion analysis. The project will engage policy-makers at the EU, national (UK) and local (Germany) levels to consider their needs, solicit feedback, and to ensure the toolkit has the widest possible application.

\*The data is there but quite often is very disparate... I'm not sure if the measures are the same, are they comparable, what are the differences in how have they been collected? How do you reconcile one dataset with another? Quite often you want information from different sources to be able to really understand an issue." - UK Parliament official.

### INNOVATIONS

The tools developed in the project will help policy makers to easily access a greater diversity of information than is currently possible, using data in a variety of formats, and will help them to understand the impact and consequences of policies in the early stages of development. The tools will enable:

- extraction of information from open and linked open data source;
- automatic annotation and linkage of homogeneous data;
- lexical analysis of sources and validation;
- prediction of the social impact for a number of policy options;
- analysis of discussion dynamics and sentiment in social media.

Figure 4 : Project factsheet



### 1.4 Project Newsletter

The Sense4us newsletter was designed in the beginning of the project and so far three issues have been circulated (March, June and September 2014). Its main section is devoted on the project news, while there are also sections for other interesting news on policy-making and a dedicated section about upcoming events and interesting publications. All newsletter issues will target and be delivered to key stakeholders (national, EU and international level) on a voluntary basis (registration to the newsletter is available through the website).

The newsletters are uploaded on the project website and the visitors will be able to view and download them. The newsletter issues are also shared on the project's social media profiles, as well as on the JoinUp and E.N.T.E.R. network communities.

The template of the project Newsletter can be found at the Appendix I of the present deliverable.



## **2 Project website and Social Media**

### **2.1 Project Website**

The Sense4us project website ([www.sense4us.eu](http://www.sense4us.eu)) is designed, developed and operated by Gov2u. It includes all the relevant information about the project, its goals and objectives, the consortium partners, its WPs, a dedicated news section, a Media section and Links to other projects that Sense4us collaborates with. The website serves as the major dissemination and information channel of the project. It is regularly updated and enriched with new content.

The homepage of the project website can be seen in Figure 5 below.



## D8.1 Project Promotional materials



Figure 5 : Project website





### 2.2 Project Social Media profiles

As we have already described in D8.1 (Project dissemination materials), Sense4us has chosen to use the three most popular social media as an additional dissemination channel for the project: Facebook, Twitter and LinkedIn.

The links to the project's Social Media profiles are:

Facebook: <https://www.facebook.com/pages/SENSE4US-project/562585490456097?ref=hl>

Twitter: <https://twitter.com/sense4usproject>

LinkedIn:

[http://www.linkedin.com/profile/view?id=286142319&trk=nav\\_responsive\\_tab\\_profile\\_pic](http://www.linkedin.com/profile/view?id=286142319&trk=nav_responsive_tab_profile_pic)



Figure 6 : Project's profile pages on Social Media



### 3 Future Actions

WP8 is reflecting on a list of future actions related to the general dissemination materials mentioned in the previous sections. Here we underline some of the planned actions for the future:

- The Sense4us website will be updated regularly throughout the project with news, developments as well as new dissemination material.
- The project presentation will be updated according to the developments of the project.
- Press releases will be published when there is an important issue, development and update that needs to be communicated with a wider community.
- The project brochure, poster and factsheet will be updated yearly.
- The project newsletters will be published and distributed on a quarterly basis.
- The project social media profiles will be updated several times a week. Interesting news related to the project or EU initiatives will be posted and disseminated to the project's followers.
- Any other activity, like an article or paper etc. will be prepared and publicized according to the project's needs.





## 4 Conclusions

D8.2 “Project Dissemination Materials” (M12) presents the updated versions of the dissemination materials of the project, namely the website, newsletter, brochure, poster, factsheet and social media profiles.

Figures incorporated among the chapters of the deliverable, as well as screen shots included in the Appendices are supplementary for the visual representation of the aforementioned materials.

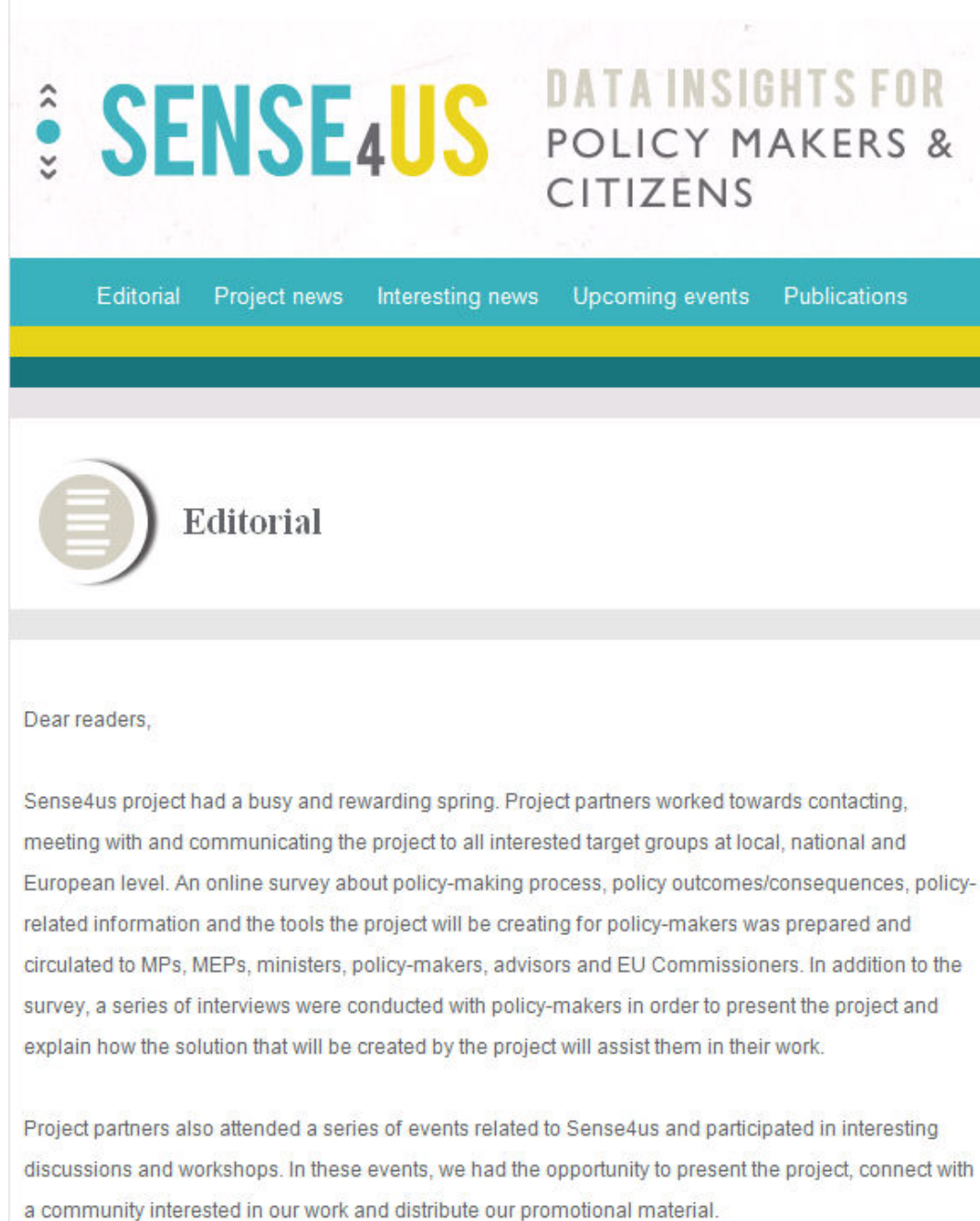
We stress that these materials are regularly updated to fit the ongoing needs of the Sense4us project and to adapt to its evolution, to its results and to the project’s targeted audience.



## APPENDIX I – Newsletter Issue No. 2

The next issue of the project newsletter will be launched at the end of September 2014. Here we present parts of the second issue which was published and circulated in June 2014.

Sense4Us Newsletter Issue 2 | June 2014 | Trouble reading this message? [Read it online](#)





## Project news

### → Sense4us target groups' outreach gets attention and engages policy-makers

In only a few months, Sense4us project managed to approach and engage a significant number of people important for the success of the project: MPs, MEPs, policy-makers, policy advisors, civil servants and scientific staff.

Project partners have circulated an online survey about the policy-making process with interesting questions for the people who shape policy. Moreover, they have conducted a series of interviews with members from the UK Parliament, the European Parliament & Commission and the German Bundestag and City states. Overall, more than 150 people were interviewed, participated in focus groups and responded to the online survey in local, national and European level.

We got some extremely useful information from all people who responded to our online survey that we used to develop the interviews and focus group questions. This is just the start of an ongoing engagement strategy to develop requirements in an iterative way with end users and to evaluate the tools that are being created.

### → Sense4us presentation at the ePolicy Workshop



The Sense4us consortium was invited by the consortium of the ePolicy project ([www.epolicy-project.eu](http://www.epolicy-project.eu)) to present the project and its developments at the ePolicy workshop that took place in May 19 2014 in Cork, Ireland.

The consortium, led by University of



## Interesting news

### → MADwDATA national programme kicks off in Birmingham



Making a Difference with Data programme set to explore how public and private sector can exploit the data promise for the benefit of city neighbourhoods and communities.

The Making a Difference with Data programme launch event, sponsored by **CAPITA** and

scheduled for 26 June in Birmingham has announced the chair and speaker line-up. **MADwDATA** is designed to engage and connect local leaders across health, social care, education, transport, utilities, business, innovation, social enterprise, and the third sector to explore how data can be harnessed for the benefit of city neighborhoods and communities.

[Read More](#)

### → Open Data Challenge Series



The Open Data Institute and the Centre for Challenge Prizes at Nesta are running a series of seven challenge prizes to invite businesses, startups and individuals to develop innovative solutions to social issues using open data.

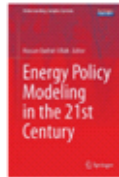
They have run challenges in Crime and Justice,

Education and Energy + Environment so far and they have four more themes to go



## Publications

### → Energy Policy Modeling in the 21st Century (Understanding Complex Systems)



The roles and applications of various modeling approaches, aimed at improving the usefulness of energy policy models in public decision making, are covered by this book. The development, validation, and applications of system dynamics and agent-based models in service of energy policy design and

assessment in the 21st century is a key focus.

[More on this book](#)

### → Linked Data: Evolving the Web into a Global Data Space

Linked Data provides a publishing paradigm in which not only documents, but also data, can be a first class citizen of the Web, thereby enabling the extension of the Web with a global data space based on open standards - the Web of Data.

[More on this book](#)

### → Policy measures in the deleveraging process: A macroprudential evaluation (in Journal of Policy Modelling)



This paper evaluates post-crisis effects of deleveraging policy in Slovenia. Reductions in banks' credits to nonfinancial sectors were driven by increased collateralization, credit rationing, and a neglect of cash flow performance of banking clients.

**Figure 7 : Project newsletter**