Deliverable 8.2

Dissemination strategy, materials, press rel. & testimonials

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Abstract: The purpose of this document is to provide a hands-on guide on how, when, and through which channels messages related to the project's objectives should be communicated by the Open Budgets consortium partners.

History

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Executive Summary

The purpose of this document is to provide a hands-on guide on how, when, and through which channels messages related to the project's objectives should be communicated by the Open Budgets consortium partners.

In the course of this guide, communication goals and targets, the main message, main channels, audiences, timelines and the project's milestones are discussed. This deliverable is closely related to D8.3 (Stakeholder identification and outreach plan) and 8.6 (Exploitation plan).

The communication goals are:

- <u>Advocate</u> for the publication of budget and spending data with public officials.
- <u>Show</u> how the Open Budgets platform will <u>facilitate access to financial data</u> to target groups such as investigative journalists, advocacy NGOs, civil society organizations.
- <u>Communicate</u> about the project and its progress
- <u>Communicate </u>the development of <u>standards for budget and spending data</u> to the semantic web community and to the financial/fiscal transparency community.
- <u>Promote</u> the <u>tools, services and SaaS in OpenBudgets.eu</u> to public officials.
- <u>Develop and disseminate training material</u>

These goals are translated in a list of actions in section two. In section three we elaborate on the audiences of openbudgets.eu namely: public officials and politicians, journalists and media outlets, civil society organizations and NGOs, and the academic community. Their roles in the project and the message are further detailed. Section four displays the current materials, pitches and messages that will be used throughout the project. Section five details the communication channels that will be used for OBEU and connect these back to the concrete actions as per section one. Section six provides the indispensable timelines and calendars. Finally, section seven elaborates on impact assessment and the tracking tools.

Abbreviations and Acronyms

SaaS	Software as a Service

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1 Introduction

The communication and dissemination strategy for OpenBudgets.eu provides the guidelines on how, when and through which channels messages related to the project's objectives will be communicated. It is a living document that will be revisited and updated based on the feedback and project progress. The feedback moments follow the bi-annual consortium meeting schedules. The goal of this document is to provide the framework for communication efforts by all consortium members. We describe the dissemination goals, main messages, tailor it for specific audiences, and identify peak moments for dissemination efforts.

This hands on-guide can be used by all partners in their communication and dissemination. It is meant to look up concrete messages per audiences, the communication moments, the channels that are used and concrete how to guides per channel. The guide is meant to streamline the project's messages, and provide clarity on what to communicate to whom, and when. Speaking with one voice will strengthen our message. A strong message is important, because the project does not stop at the research component. We aim to put new tools in the market.

The guide is divided in 6 parts that build onto each other. The first part sets the communication goals and targets, the second part discusses the main message, examples, and materials. In the third part the main audiences are described. In the fourth part, the main channels and their use are described. We highlight per audience which channels can be best used. The fifth part focuses on the timelines and milestones of the project. In the final part, we focus on how the communication and dissemination are tracked, reported and evaluated using the feedback mechanisms.

Finally, this guide is supported by two more documents that are still in development: the stakeholder mapping and community outreach strategy and the exploitation plan. In the stakeholder mapping and community outreach strategy, the different stakeholder groups will be further defined based on an in depth study of the relevant publics for Open Budget and Spending data in Europe and European budget and spending data in particular. This document will be ready in its first draft by the 31st of January and finalized by the 28th of February.

The exploitation plan will specify how the platform will be sustained and the results of the project exploited as a Software as a Service. The exploitation will specifically target public officials and administrations. The first draft of this document will be prepared by the end of March and the final version will be ready for publication on the first of April. The results of these two reports will be included in the revised version of this document that will be prepared for the third consortium meeting.

2 SMART Goals and Actions

These communication goals follow the SMART format. SMART stands for: Specific, Measureable, Attainable, Realistic, Timely. This model ensures that the generally formulated goals are specific enough to develop them into concrete actions, that we can measure our achievements, that we develop roadmaps to attain the goals, that we check whether the goals are achievable, and that the goals are time-bound.

Basing ourselves on the project goals (explaining the 'Why') we drill down to communication goals and turn these into concrete actions. In part II and III, we then turn to the what, who and the how of the specification of the goals: messages, audiences, and channels. Attainability and timeliness is further specified in the section on communication milestones, and work package specific strategies, and timelines.

The M – measurement – is specified by linking the actions back to the goals, and their respective targets as set in the description of work. We will outline the measurement tools per taken action, and introduce the feedback loops that follow reporting moments and bi-annual consortium meetings.

2.1 Project Goals

The goal of OpenBudgets.eu is to promote transparency, innovate the field of financial transparency with linked data and by introducing the financial data package, to develop new tools, place them in the market and to provide training for financial transparency.

The project is based on two pillars: users, use-cases, requirements and needs, and the technical part of tools, standards, vocabularies that support the use-case partners and answer to their needs. We find these different pillars and thus different messages and audiences back throughout the whole strategies starting with the following four goals:

(1) Facilitate Access to Fiscal Data in order to:

- encourage private and journalistic use (J++)

- Increase fiscal transparency (TI-EU)

- Introduce participatory budgeting (CIVIO)

This goal appeals to the use-case partners and their audiences. If the platform is in place, and the tools developed and tailored to the needs of the specific user groups, we aim to facilitate access to financial data for journalists and citizens, increase financial transparency, and promote participatory budgeting.

With respect to the communication strategy, this means that there are four main target groups: policy makers, (investigative) journalists, civil society organizations, and advocacy organizations. In addition, the academic community will be included as they are part and parcel of our partners and audiences as well.

Policy makers are addressed for their role in the publication of budget and spending data. Journalists, civil society organizations, and advocacy organizations are the intermediaries that can use the tools to tell the stories around financial transparency, budget and spending data, anti-corruption activities and the gains that can be reached may from an open and accountable public service.

(2) Acknowledgement of the project and the set standard by the scientific (linked data) and fiscal transparency community.

The project develops a number of standards in the field of financial transparency. For a standard to be effective, it needs to be adopted by the wider community of academics and financial transparency experts.

Therefore, the message that a new standard is being developed, how it is developed, and how it can be used needs to be clearly conveyed to the target groups of budget experts and the academic community around the semantic web. In the more general sense, this goal reflects the need to spread the word about the project.

(3) Promotion of the Openbudgets solution and market infiltration

An important aspect of OpenBudgets.eu is the development of tools and services and accompanying software as a service packages for government administrations, and potentially civil society and advocacy organization. The exploitation plan will detail the strategy for market infiltration.

In terms of communication, the promotion of the tools, services and SaaS (Software as a Service) will be done over the channels of OpenBudgets.eu. For this goal, we will specifically reach out to administrations.

(4) OpenBudgets Portal Training

Users of the Open Budgets platform will require training in order to use the tools and services that are developed in the project to the fullest. The different backgrounds of the users, and the different levels of data-literacy require us to develop different materials adjusted to these levels. In principle, the materials are offered in English.

However, on a case by case basis they can be adjusted and translated by partners when cooperating with specific local user groups.

Furthermore, the platform is more than a mere collection of tools, it aims to become a widely recognized resource around open budget and spending data. Hence, we will also have to develop training explaining the basics of government accounting, public budget processes, and the political contexts in which budgets are shaped and formed.

For communication this means that the training and explainers are produced in a way appropriate to the target audiences, not just explaining the tool or service at hand but embedding it in the message about the project as a whole. Furthermore, workshops and trainings need to be promoted over the appropriate channels and in the right networks.

To sum up the above, we repeat the communication goals and communication messages that we have derived from the project's four goals:

- Advocate for the publication of budget and spending data with public officials.
- Show how the Open Budgets platform will facilitate access to financial data to target groups such as investigative journalists, advocacy NGOs, civil society organizations.
- Communicate about the project and its progress
- Communicate the development of standards for budget and spending data to the semantic web community and to the financial/fiscal transparency community.
- Promote the tools, services and SaaS in OpenBudgets.eu to public officials.
- Develop and disseminate training material

2.2 Communication Goals

The six communication goals as formulated above will now be individually discussed and transformed to concrete actions:

(1) Advocate for the publication of budget and spending data with public officials.

For the first communication goal – advocacy with public officials - we will work in a two phases. In the pilot phase of the project, where the finance data for 5 regions or cities are mapped, the outreach will focus on the public officials from these areas on the regional and local levels. This will shape our efforts in the first 15 months of the project and aids feedback loops in terms of developing training, and developing outreach strategies to policy officers.

To reach the wider audience of public officials concerned with financial data and open data, we will tap into the existing networks of the Open Government Partnership, and existing financial transparency networks. This work will increase following the launch of the pilot platform in October 2016.

Concretely we are undertaking the following activities:

- Regular meetings with public officials /policy officers at EU-level (part of WP 6), regional level, and local level (part of WP 7 and 8)
- Visit conferences around the Open Government Partnership and Open Data for public officials
- Organize webinars and AMA sessions with relevant actors around Open Budgets such as public officials.
- Run participatory budgeting pilots under work package 7

(2) <u>Show</u> how the Open Budgets platform will <u>facilitate access to financial data</u> to target groups such as investigative journalists, advocacy NGOs, civil society organizations.

For this goal, we are targeting actors from the field of journalism, anti-corruption NGOs, and civil society organizations. For them we conduct a number of similar activities as for public officials.

- Visit Conferences around anti-corruption, civic tech and (political) participation
- Facilitate Stakeholder discussions online in the Open Spending forum and the Open Spending mailing list
- Organize webinars and AMA with relevant actors from this field
- Develop training and materials. For journalists specifically, work package 5 contains a large number of trainings, workshops and materials for journalists and NGOs
- Facilitate Stakeholder discussions online in the Open Spending forum and the Open Spending mailing list
- Actively participate in the FtM community and similar platforms

(3) <u>Acknowledgement</u> of the project by a broad audience of public officials, CSO's, NGO's, journalists, and the wider fiscal transparency community.

The 'third' communication goal is the most general: acknowledgement of the project. To get the project acknowledged by the relevant audiences, we will primarily focus on:

- Online presences concentrated around the website
- Streaming on Social Media
- Interesting Articles, Blogs and Resources on the website
- Press Releases
- Newsletter
- Publications (media)
- Academic Publications
- Conference visits
- Organization of workshops, seminars, conference sessions

(4) <u>Acknowledgement</u> of the developed standards by their relevant audience, respectively the semantic web community and the fiscal data community and budget experts.

The acknowledgement of standards developed by the partners of OpenBudgets.eu in the fiscal data community and with budget experts does not mean the adaptation of that standards, as that is dependent on a myriad of factors. We will work on the acknowledgement and recognition of our standard by the relevant communities by:

- Presentations of the standard at conferences and in network meetings (on- and offline etc.)
- Public/Online discussions around the (development of) standards

(5) <u>Promotion</u> of the Openbudgets solution

At first sight, this goal may seem quite similar to the third goal: acknowledgement of the project. However, we make a distinction between the project 'OpenBudgets.eu' and the solutions developed that will turn into the Open Budgets platform. The Open Budgets platform is part of the tools and services that are developed in the project OpenBudgets.eu

- Promotion Campaigns (online) at peak moments: after the launch of the beta-version and at the launch of the full version
- Social Media Outreach
- Demonstrators
- Training and Webinars
- Online and Offline presentations of the tools and services
- Testimonials
- Press Releases
- Organize UX workshops targeted at public officials
- Stands and speaking at conferences around Government and ICT, Open Data and Government, Civic Tech, Data Journalism, and Anti-Corruptions

NB: specific activities for 'Market Infiltration' are part of the exploitation plan.

(6) Develop and disseminate training material

As we can also see in the promotion of the Open Budgets solutions, trainings, tutorials and demonstrators are of key importance to the project and its success. In work packages 5 and 7, training for journalists, NGO's and public administration around budgets, accounting and open data are already included. All technical work packages and tools developed also require documentation.

For the communication goals, these resources need to be disseminated and expanded in order to ensure that for all target groups resources such as manuals, tutorials etc. are available.

Concretely, in the Openbudgets.eu project we will develop the following resources:

- Handbook for journalists on data, budgets, and anti-corruption research
- Workshops and tutorials for journalists and NGO-workers on working with budget and spending data
- Infographics depicting budget processes
- Manuals, screencasts, and tutorials for the tools developed
- Webinars around the portal open budgets
- FAQ lists

2.3 Actions

The above lists per communication goal shows that the measures to reach those goals overlap mostly. If we condense the list, we find the following actions:

Networking

- Regular meetings with public officials /policy officers at EU-level (part of WP 6), regional level, and local level (part of WP 7 and 8)
- Stakeholder Meetings
- Facilitate Stakeholder discussions online in the OpenSpending forum and the OpenSpending mailing list
- Actively participate in the FtM community and similar platforms
- Public/Online discussions around the (development of) standards

Conferences and Workshops

- Visit conferences on:
  o Government and Open Data (such as the OGP)

- o Government and ICT
- o Civic Tech
- o Data Journalism
- o Anti-Corruption and Fiscal Transparency
- o Academic conferences the Semantic Web

Actions on the conferences:

- o Networking and meetings
- o Presentations
- o Stands to promote the Open Budgets platform
- Organize workshops for Public Officials, Journalists, NGOs and CSOs

Training

- Workshops and tutorials for journalists and NGO-workers on working with budget and spending data
- Organize UX workshops targeted at public officials
- Organize workshops and training around the platform
- Organize webinars and AMA sessions with relevant actors around Open Budgets such as public officials.
- Webinars around the portal open budgets
- Develop training and materials. For journalists specifically, work package 5 foresees in the development of a number of trainings, workshops and materials for journalists and NGOs
- Handbook for journalists on data, budgets, and anti-corruption research
- Infographics depicting budget processes
- Manuals, screencasts, and tutorials for the tools developed
- Demonstrators of the tools
- FAQ lists

Establish Online Presence

- Online presences concentrated around the website
- Publish or link to interesting Articles, Blogs and Resources on the website
- Streaming on Social Media

PR

- Press Release
- Newsletter
- Publish testimonials online
- Publications (print and online media)
- Social Media Campaigns announcing activities of OpenBudgets.eu
- Promotion Campaigns (online) at peak moments: after the launch of the beta-version and at the launch of the full version

Contribute to the scholarly debate

- Academic Publications
- Public/Online discussions around the (development of) standards

3 Audiences

In OpenBudgets.eu we identify four target audiences

- Public officials and politicians
- journalists and media outlets
- civil society organizations and NGOs.
- the academic community

In this part we further specify the different audiences. Per group, we define their role in OpenBudgets.eu and how they can potentially use the platform. Finally, we briefly discuss through which channels they can be reached for which purposes.

Government: Policy Makers, Administrators, Parliamentarians and Their Advisors

Within the group of government officials three different types of users and sub-audiences can be identified.

a. those who work in financial departments, have knowledge on budget processes and accounting; they are not only end-users of data but also data suppliers and analysts ensuring data quality; they are important multipliers for the messages we send

b. those who already work with budget data, use and need easy to use visualisations for their work and reports, have knowledge on budget data in their thematic area but no in-depth knowledge on budget data in general

c. parliamentarians and their staff who can use the platforms to check on the government promises by checking on government budgets and expenditure

Journalists and Media Outlets

Journalists and Media outlets are important partners in two ways:

a. media can act as important multipliers for OpenBudgets.eu. They will help communicate to the broader public and help to explain complex issues to citizens. The media can hold governments to account on their budget related promises and tell and reveal stories.

b. (Investigative) journalists are included in the project as use-case partners. In the project, we develop tailor-made tools for investigative journalists. They can use this to write stories related to budgets. Investigative journalists can write thematic stories that relate to budgets (ex. the budget tracker of the *Migrants' Files*). Second, we provide training in data- and financial journalism. This allows journalists to produce more, and more in-depth stories on budget issues. Again, these stories will feed back into our dissemination strategy.

Civil Society Organizations and NGOs:

The third target audience are civil society organizations and NGOs working in the field of fiscal policy, transparency, anti-corruption, and good governance. We make a distinctions between two types of CSOs/NGOs (although most are a mixture in practice - one part may be prominent):

a. Open Data organizations that run Open Spending Platforms that focus on opening and visualizing budget and expenditure data (most of these organizations also advocate for transparency but their main goal is opening the data itself). The tools developed in this field are closely aligned with those that openbugets.eu aims to develop. The research,

tools and solutions for open spending data developed within openbudgets.eu will again enrich this field.

b. Advocacy NGOs that use budget and spending data for their campaigns, for example to expose corruption, or to monitor issues around natural resources and extraction etc.

There are existing networks around the topic of fiscal transparency, spending and budget data such as the openspending mailinglist, the Follow the Money Network. We will target these networks as well as the individual organizations. We will primarily focus on the European players.

Academic Community

The academic community that must be reached by OpenBudgets.eu are:

a. Policy Researchers, Budget Experts, (Public Sector) Economists
Budget and spending data are shaped by their policy process. It is of crucial importance to include this context to the data and our platform. The project will reach out to the Public Policy and Budget Experts and Economists community to provide this context. Opendbudgets.eu will also contribute to their work. They can use the visualization, and comparative analysis tools in their work.

b. Fiscal Transparency and anti-corruption researchers
Fiscal Transparency is the academic field that focuses on the question how we can open budget and spending data, increase the transparency of the budget cycle, communicate better to the public, and include the public in the budget process. Anti-corruption researchers are investigating how corruption takes place and how this can be counterfeited.

The work of fiscal transparency and anti-corruption researchers guides the work of openbudgets.eu. Their insights give the project its raison d'etre.

The outcomes of Openbudgets.eu, the platform and its tools, make a major contribution to the field of fiscal transparency. It is our objective to elevate some of the technical hurdles in the strive towards budget transparency.

OpenBudgets.eu contributes to this field by providing new tools, new research, and new insights in budget transparency.

c. The semantic web community

The Semantic Web community are our sparring partners in the development of new standards and technologies to create the semantic lifting tools and knowledge base for budget data that will form the technical core of OpenBudgets.eu.

The results of the project, in turn, make it possible to include budget and spending data in the semantic web. Moreover, research and tools developed in this project are contributing to this field.

3.1 Role of the Audiences

In the following table we have summarized the role of the audiences, what they need to know and do and our message:

Audience	What do they need to know and do?	Message
Government	know what OpenBudgets.eu is	OpenBudgets.eu is a tool that helps you publish budget and spending data.

	need to have updates on the project results and new developments	The next phase of the project started, get on board as soon as possible to shape this tool together with us.
	Needs to know about events	Come to our event and join us in discussions on budget-data, tools, and help shape the outcomes of the project.
	should use the tools to simplify the publication of data during the budget cycle(policy makers)	This tool will help you publish budget and spending data, and simplify the budget cycle internally.
	Use the tools to challenge policies (opposition)	The tools and services provided on our platform allow you to analyze, visualize and compare the budget.
	Upload their own budget data	Increase the transparency and public involvement by using our tools and services that make publishing budget easy.
The Media	know what OpenBudgets.eu is	OpenBudgets.eu has developed a set of tools for media-outlets, governments and citizens to better understand their public budgets.
	need to have updates on the project results and new developments	depends on update: for example launch of new tools.
	need to know about events	Come to our event and join us in discussions on the importance of the publication of budget data and transparency. Spread the word about events to a wider audience.
	should use OpenBudgets.eu to write stories	These tools are developed together with journalists to better work with budget- and spending data. We offer trainings for financial-data-journalism.
CSO	know what OpenBudgets.eu is	OpenBudgets.eu is a platform for the comparative analysis of open budget and spending data in Europe
	need to have updates on the project results and new developments	depends on update
	should share the information on social media	Please share this on your platforms, blogs and channels

	give feedback on the platform	Please share your experience with our tools

Table 1 - Role of audiences

4 Message & Materials

If you need text or materials for outreach activities for OpenBudgets.eu you can find the main message here below. In bullet points, you can find the key-elements of the message and finally the links to the dissemination materials.

4.1 Main Message

OpenBudgets.eu addresses the complex problem of heterogeneity in budget and spending data across and even within administrations and the difficulties that arise from this for its users: public officials, journalists, civil society actors, and anti-corruption and transparency NGOs.

The problem of heterogeneity in budget and spending data finds its roots in the different accounting and reporting systems that are used in governments. With EU-integration, this problem is heightened as comparing budgets between countries and between levels of government is even more complex.

The lack of uniform ways to account budgets and spending – within and across countries – hinders transparency. We need to unpack every accounting system separately to understand the generated budget and spending data and thus cannot automatically compare budget and spending data.

The OpenBudgets.eu project develops a platform where public budgets and spending data can be brought together and re-modelled so that it is standardized and can be analyzed, compared and visualized.

The project develops a number of tools to transform, model and standardize budget and spending data and bring it together in one platform. On this platform, tools for the visualization, comparison and story-telling with the data are then available.

These tools are developed together with their target groups namely public officials, policy makers, journalists, CSO's and NGO's. The use-case partners, J++ for journalism, CIVIO for civil society, and TI-EU for transparency and anti-corruption NGOs, as well as active stakeholder and community outreach ensure that the tools are developed together with the relevant stakeholder groups.

The project pilots its tools by mapping budgets of 3 regions and 2 cities in Spain, France, the Czech Republic, Germany and the UK. We will not merely map the budget of the administrative boundaries of the regions, but all budgets that affect that region or city, from the EU-level to the most local level. We will use these cases to develop the data-models and tools and run test cases with different problem sets.

We also run specific pilot project for the use-case partners. J++ investigates the "Football Tax Story": they investigate how local football clubs are supported by the government through different financial constructions. This investigation is used as the case-study for the development of tools, workshops and tutorials for journalists. CIVIO runs pilots around participatory budgeting. Together with 3 municipalities, they will develop new feedback tools around participatory budgeting. Finally, TI-EU investigates the needs of EU-parliamentarians and their staff so that the tools developed in the platform and efforts to lobby for more transparency of budget data are linked to these needs.

4.2 Messages in Bullet Points

- The Open Budgets Platform allows you to understand budget and spending data in your region. On this platform, you can visualize, analyze and compare the budgets that affect your daily life.
- We provide a set of tools for civil society, journalists, and anti-corruption activists, and experts to analyze budget and spending data in their region.
- Budget and spending data are placed in context so that you can use it to tell stories with your regional data.
- We support your organization in cleaning, mapping, and modeling data for publication. Advanced analysis and visualization are then available for your budget and spending data.

4.3 Elevator Pitch

OpenBudgets.eu is an H2020 project that aims to improve transparency in budget and spending data. The lack of uniform ways to account budgets and spending – within and across countries – is a major obstacle to transparency.

OpenBudgets.eu addresses the complex problem of heterogeneity in budget and spending data across and even within administrations and the difficulties that arise from this for its users: public officials, journalists, civil society actors, and anti-corruption and transparency NGO's.
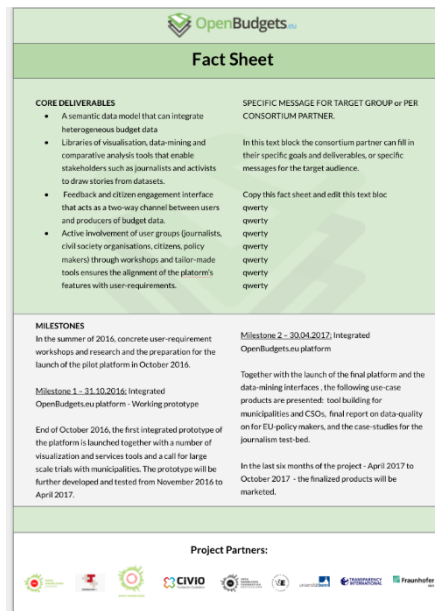
Openbudgets.eu develops a platform for the publication, visualization, analysis, and comparison of budget and spending data. Our key challenge is to provide a scalable platform with an attractive design that is both easy to use and versatile. To this end, Openbudgets.eu provides an open source software framework, services, and new tools to analyze, visualize, and understand budget and spending data.

Concretely we will increase the understanding of budget and spending data with the wider public. We will support organizations in cleaning, mapping, and modelling budget and spending data for publication. Finally, we provide services for advanced analysis and visualization.

4.4 Materials

4.4.1 Flyer

The flyer is provided to all partners and can be used to explain the project in meetings and at conferences. It is rich with visuals that describe the different aspects of the project.

Figure 1 - flyer, page 1

Figure 2 - flyer, page 2

4.4.2 Fact Sheet

The fact sheet is an online document that can be used to send out to stakeholders. It describes the key-factors of the project, but also leaves two times 50 – 100 words free space for all partners to create messages tailored to the specific audience.

Figure 3 - fact sheet, page 1

Figure 4 - fact sheet, page 2

4.4.3 Website: openbudgets.eu

The website can be found under http://openbudgets.eu. The website now has four main categories:

- News/Events: in the news and events section, the upcoming activities and news for OpenBudgets.eu are highlighted
- Resources: here resources on budget and spending data are displayed from in- and outside the project
- Blog: on the blog section of the website regular blogs on the project are displayed
- About sections: here one can find general information on the project, such as partners, deliverables etc.

4.4.4 Press Release

Find here: http://openbudgets.eu/post/2015/11/10/openbudgets-press-release/

OpenBudgets.eu to advance fiscal transparency in Europe

Berlin, November 10, 2015 - OpenBudgets.eu, a new project promoting transparency and accountability in the domain of public spending, is launched. The Horizon2020-funded project provides journalists, civil society organisations, NGOs, citizens and public administrations with the tools, data and stories they need to advocate and fight for fiscal transparency.

"Democratic political life as we know it is inconceivable without public access to information about public money" says Jonathan Gray, director of Policy and Research at Open Knowledge.

While an increasing amount of budget and transaction data is made publicly available in Europe, different data standards and accounting models restrict its utility. Sören Auer, professor in Enterprise Information Systems at Fraunhofer and Bonn University and coordinator of OpenBudgets.eu: "The heterogeneity and lack of standardization of Open Spending and Budget data prevents many interesting applications from being realized", such as "the comparative analysis between different cities or regions, to improve the efficiency and effectiveness of public spending".

OpenBudgets.eu aims to solve this issue by developing a platform that will be easy-to-use, flexible, and capable of interpreting previously incompatible types of budget and spending data. The platform's users will be able to simply upload, visualise, and analyse public budget and spending data to explore and learn stories behind it.

In May this year the project started and the first milestones have already been reached. We are currently seeking the input from its future user groups by actively involving them. The first stakeholder workshop will take place at the end of November in Berlin. TheOpenBudgets.eu team invites those who are interested in giving input to get in touch with them.

OpenBudgets.eu is a 30-month project run by an international consortium of nine partners: Open Knowledge International, Journalism++, Open Knowledge Greece, Bonn University, Fraunhofer IAIS, Open Knowledge Foundation Deutschland, Fundación Civio, Transparency International-EU, and University of Economics, Prague.

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Table 2 - Example press release

5 Communication Channels

This section will describe the communication channels that we will use for OpenBudgets.eu. For the sake of brevity, in this communication strategy we focus on the channels for online and offline PR activities. Additional how-to-guides for workshops and webinars will be written when the first trainings are launched. Knowledge on how to contribute to the scholarly debate is assumed to be present with the relevant partners and falls out of the scope of this communication strategy.

5.1 Channels

5.1.1 Project Website

The project website (Openbudgets.eu) is the one go to place for all audiences. It contains all information concerning the project such as a description of the consortium members and objectives, a repository of all materials, a section on current events, the newsletter sign-up section, an option to contact the project team, and the blog. It will be kept up to date by Open Knowledge Germany.

The input from all project members is required to keep this up to date. Deliverables, events, news, and blog posts need to be brought to the attention of Open Knowledge Germany by the project partners themselves.

5.1.2 Blog

The blog can be reached through openbudgets.eu. It is the channel to communicate new research products, events and opinion pieces. Blog posts should be timely, not longer than one page (300-500 words) and ideally contain hyperlinks and multimedia (such as videos and images) to attract readers. To maintain the followers a new blog post will be published every two weeks and on an ad-hoc basis where appropriate (eg. for events and as a reaction to current issues). Blog posts will have a twitter plugin which will allow readers to share the posts with their audiences and ensure a wider audiences is reached. The blog will be maintained by OK DE but guest bloggers will be asked to contribute to the blog.

5.1.3 Twitter

Twitter allows to get in touch with audiences at a fast pace. It is the tool to communicate with a broader audience from organizations to politicians and the concerned citizen, but specifically with journalists. Twitter can be used to make announcements on events or new project outcomes, search for information that is related to the project and start

discussions with other project users. A twitter handle has been created for OpenBudgets.eu (@OpenBudgetsEU). OKDE will start building a community on twitter by a) following and engaging with twitter users whose profile relates to OpenBudgets.eu and b) tweeting budget related information on a regular basis. To keep the twitter account alive an average of one tweet a day will be sent.

5.1.4 Youtube

Youtube allows users to upload their own videos. For OpenBudgets.eu a youtube channel will be created to which videos on conferences, webinars and interviews will be uploaded. Those videos can then be shared via the project website, the twitter account, through the blog, Linkedin and the email newsletter once a sufficient number of recipients has been gathered.

5.1.5 E-Mail Newsletter

Newsletters can be used as a communication dissemination tool as well as a community building tool. They can be used to inform on what has happened within the project, to disseminate reports and to announce future activities/events. Two newsletters will be produced for OpenBudgets.eu. One aims to distribute press releases and other media relevant information to journalists and will be sent on an ad-hoc basis whenever something relevant needs to be communicated to the media. The second one is a newsletter for the general public. It will be sent on a quarterly basis and include information on: project progress, current issues, feature project partners, project partner's initiatives, budget initiatives and events. The content will be held short and usually link to websites with further information (eg. OpenBudgets.eu, the blog, project partner websites). This way more traffic towards the project website will be generated.
Interested individuals will be able to sign up for both newsletters through the project website.

5.1.6 Linkedin

A lot of the discussions in the professional world are happening on Linkedin. It allows to build a community by adding new contacts after events, sharing blog content and press releases, starting discussions. An OpenBudgets.eu Linkedin group will be created. Information through this group will be shared whenever new publications are launched, events are announced and when appropriate.

5.1.7 Wikipedia

Wikipedia is the free encyclopedia. It reaches millions of people eg. through google search (it is usually one of the top results). Wikipedia articles have references to related articles which means that users can be directed to the OpenBudgets.eu article and utlimately to the OpenBudgets.eu project website by reading related articles. An OpenBudgets.eu wikipedia article will be written by OKDE.

5.2 Media

Traditional media as well as journalists are great multipliers who help to communicate complex issues to the broader public as well as bringing issues to the agenda of politicians. There are various ways on how to communicate with the media. Below is an overview of the different ways OpenBudgets.eu will communicate with the media.

5.2.1 Press Releases

Press releases are a tool to ensure that events, publications and project milestones are picked up by the media. Written in a compelling way they will ensure that journalists

will use them as a basis for their pieces[1]. Press releases will be sent to the email list of journalists registered. In some cases specific journalists will be given a preview of a project report so they can prepare their articles before the release date of the report.

5.2.2 Media/Journalist training

One component of the OpenBudgets.eu project is the training of journalists on budget issues. These trainings will be a great opportunity to disseminate project messages and amplify them through the pieces the journalists produce. Each attendee will be filed in a Customer Relationship Management (CRM) System and contacted through the emailed newsletters.

5.3 Events

5.3.1 Workshops, Trainings, Seminars and Webinars

Workshops, trainings and seminars (online and offline) will be crucial for the dissemination of the OpenBudgets.eu results. These trainings will encourage practitioners and journalists to use the OpenBudgets.eu tools.

5.3.2 Meetings with Key Stakeholders

OpenBudgets.eu project staff will attend conferences and meetings related to open data and budgets where they see fit. At these meetings they will promote the project and collect contact details of potential collaborators.

5.4 Channels and Activities

5.4.1 Networking

Activity	Channels
Meetings with users and stakeholders	Partners will use their own networks to organize one on one meetings with stakeholders, policy officers etc.
Stakeholder Meetings and Events	Stakeholder meetings are disseminated through direct networks of partners. The Events will be announced on the website and over mailing lists and fora's from the OpenSpending Community Twitter is used to spread this to a wider audience.
Facilitate Stakeholder discussions online in the Open Spending forum and the Open Spending mailing list	To strengthen the community around Open Budgets, we will facilitate more discussions on the Open Spending forum and the Open Spending mailing lists
Actively participate in the FtM community and similar platforms	We will participate in other online networks: FtM community, (…)

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[1] One example of writing a good press release can be found here http://www.mediacollege.com/journalism/press-release/format.html

Public/Online discussions around the (development of) standards	The public and online discussions around standards can be facilitated with online consultation on the website, on the forum and on the mailinglist, and one Linkedin. Twitter can be used to lead people to the discussion

Table 3 - Networking activities

5.4.2 Conferences and Workshops

Activity	Channel
Visit Conferences on: Government and Open Data (such as the OGP), Government and ICT, Civic Tech, Data Journalism, Anti-Corruption and Fiscal Transparency, Academic conferences on the Semantic Web and on Public Sector innovation.	Announce visit to conferences on the news section of the website (if we play an active role: presentations, stand etc). Report back on the conference on the blog of Openbudgets.eu Tweet actively from the conference with the OpenBudgets.eu account Invite people over Linkedin to the OpenBudgets.eu group Share presentations, pictures or clips from the presentations on twitter, youtube, and the blog
Organize workshops	Announce workshops on the website, twitter and linkedin, newsletttters, fora, and mailinglists Use twitter during the workshop, take a specific hashtag + #OBEU Storify can be used Write blog about the workshop + invite speakers and participants to share their impressions on the blog

Table 4 - Conference and workshops activities

5.4.3 Training

The section on training activities will be elaborated upon when the manuals, and tutorials are developed in October 2016.

Activity	Channel
Workshops and tutorials for journalists and NGO-workers on working with budget and spending data	The workshops are organized at journalism schools, and adjoining journalism conferences. So the channels are the same as for the conferences: twitter, news-section on the website, blogs etc.
Organize UX workshops targeted at public officials	The communication around the workshops is detailed here above: websites, twitter, LinkedIn, mailing lists, newsletters, blog, storify.

Organize webinars (on Open Budgets, and on the use of the platform)	The webinar can be announced on the website, twitter, LinkedIn, newsletters, mailing lists, and other networks.
	The recording of the webinar will be placed on the website for future reference in the resources/training section
	A further how-to guide will be developed when the training materials are being developed
Develop training and materials. For journalists specifically, work package 5 foresees in the development of a number of trainings, workshops and materials for journalists and NGO	Training and material developed in the different work packages will be placed in the resources/training section of the website openbudgets.eu
	For workshops the same channels as named here above will be used
Handbook for journalists on data, budgets, and anti-corruption research	Together with J++ a small campaign will be designed around the launch of the handbook
Infographics depicting budget processes	Infographics will be spread on the website under resources
	They will be strategically used in presentations, tutorials and materials
	They are a powerful tool for social media and should be used strategically
Help materials tools and platform: - Manuals, screencasts, and tutorials for the tools developed - Demonstrators of the tools - FAQ lists	The materials themselves are directly accessible through the platform and specific tools
	The website of OpenBudgets.eu will also list these resources for tools under the resources/training section of the project website
	Demonstrators are spread through presentations at conferences, webinars and screencasts, and in clips that are spread on twitter, and linkedin.

Table 5 - Training activities

5.4.4 Establishing Online Presence

Activities	Channel
Online presences concentrated around the website	Regularly updated content
	Link the other communication channels to the website: twitter links, send around links to the mailing lists
Publish or link to interesting Articles, Blogs and Resources on the website	Republish interesting articles (with permission) write blogs, and resources on the website.
	Invite guest-bloggers etc.

Streaming on Social Media	Twitter and LinkedIn are the main communication tools, they are automatically linked to Facebook.

Table 6 - Online presence activities

PR

Activity	Channel
Press Release	Networks and mailing lists of partners
Testimonials	Publish on website, link to twitter, use in campaigns around the platform
Publications	Print publication, tweet and link to the publication on the website under the news section
Social Media Campaigns	Make sure to tweet 5 x per week about the relevant events and activities of the project and the wider field of fiscal transparency. Retweet other actors.
Promotion Campaigns (online) at peak moments: after the launch of the beta-version and at the launch of the full version	Together with the marketing plan in the exploitation plan, this is further developed.

Table 7 - PR activities

5.4.5 Contributing to the scholarly debate

Activity	Channel
Academic Publications	Academic Journals Abstract and announcements on the resources pages of openbudgets.eu Twitter and LinkedIn to announce new publication
Public/Online discussions around the (development of) standards	For public discussions and consultation the Open Spending mailing list, the open spending forum and other existing open spending data forums can be used.

Table 8 - scholarly debate activities

5.5 Audiences and Channels

In this final table of the channels sections, we have linked the different audiences to the different appropriate channels, so that it is easy to look up for which target group to use which channel:

Stakeholder Communication Channel	Government	The Media	CSO / NGO
Project website	x	x	x

Blog	x	x	x
Twitter	x	x	x
Youtube	x	x	x
Facebook page			
Newsletter	x	x	x
Linkedin	x		
Wikipedia	x	x	x
Press Release	x	x	
Media / Journalist training		x	
Workshops and Trainings	x	x	x
Seminars / Webinars	x	x	x
Meetings with key stakeholders	x	x	x
Workshop / event reports	x	x	x
Briefing papers	x	x	
Training Material	x	x	x

Table 9 - channels per audience

6 Milestones

We make a distinction between project milestones and key-communication moments. First we will outline the general timeline of the project. This will be linked to the key-communication moments in the second part. In addition, our communication activities show a large number of 'streaming' activities, such as blogposts, community outreach and management, and social media analysis. We bring this together in a roster that we update every six months. Finally, for every work package we have asked the partners to fill in their own communication strategies. These are taken up in the strategy and the roster, but also available in work package strategies.

6.1 Project Milestones

The goal of Openbudgets.eu is to develop a platform for the analysis of budget and spending data. The project is agile, this means that the platform and the accompanying services and tools are developed alongside each other and later integrated.

The first year focuses on case-studies and the selection of pilot projects, and laying the foundation of the project by developing standards, vocabularies, code-lists, and the data-pipelines.

In the summer of 2016, concrete user-requirement workshops and research and the preparation for the launch of the pilot platform in October 2016.

<u>Milestone 1 – 31.10.2016:</u> Integrated OpenBudgets.eu platform - Working prototype

End of October 2016, the first integrated prototype of the platform is launched together with a number of visualization and services tools and a call for large scale trials with municipalities. The prototype will be further developed and tested in the following six months.

<u>Milestone 2 – 30.04.2017:</u> Integrated OpenBudgets.eu platform - Final

Together with the launch of the final platform and the data-mining interfaces also the following use-case projects are rounded off: the tool building for municipalities and CSOs, the final reports around data-quality on for EU-policy makers, and the case-studies for the journalism test-bed.

In the last six months of the project, the finalized products will be further marketed and disseminated.

6.2 Communication

The two milestones are the major communication opportunities of this project:

October 2016 and April 2017: Launch of the prototype platform + Launch of the Final Platform

Around these launches, we will set up communication and marketing campaigns that we will further detail in the exploitation plan. The general communication strategy contains two parts: streams and highlights.

6.2.1 Stream

The stream is built up in different phases: the preparation phase, the establishment of the openbudgets.eu website and channels, the generation of content, and follow up with the streams.

- Strategies, stakeholder mapping, exploitation plans (May 2015 – April 2016)
- Set up the online presence, develop materials, start social media (October 2015 – Dec 2015)
- Establish ourselves in the networks by generating interesting content (Jan 2016 – Oct 2017)
    o Bi-Weekly Blogs
        ▪ Developments in our own project
        ▪ New articles and publications
    o Conference visits, presentations and panels
    o Regular posts (1 x week on OpenSpending Fora + mailing list)
- Streaming on social media (Jan 2015 – Oct 2017)
    o 3 - 5 Tweets a week
    o Linked-in posts following the blog
- Community Management (Jan 2016 – Oct 2017)
    o Responding to Fora
    o Community Outreach and Strategy
- Campaign around the platform launch (Sep 2016 – Nov 2016)
- Call for Large Scale Trials (Nov 2016 – Dec 2016)
- Marketing Campaign Final Platform and Services (March 2017 – Oct 2017)

The roster that details the actions can be found here.

6.2.2 Highlights

The stream is built up around internal and external highlights to provide 'hooks' where we can link our message to. We distinguish internal highlights and external highlights. The internal highlights are the newsworthy moments in the development of the platform, services and use cases. External highlights are news-events, events in the political calendar (elections, budget publications and debates, corruption scandals) and conferences in the fields of Government and Open Data (such as the OGP), Government and ICT, Civic Tech, Data Journalism, Anti-Corruption and Fiscal Transparency, Academic conferences from the Semantic Web community.

6.2.2.1 Internal Highlights

Jan 2016	Selection Pilot studies for Openbudgets.eu	WP 4
	Community Strategy – new tools for mapping and new efforts	WP 8
	Communicate what MEPs said/want	WP 6
Dissemination	Pitches for Pilots	
	Menu and manuals for tools + maps and visuals of stakeholders	
	Nicely formatted report to send around	
Feb 2016	Social Network for visualization	WP 3
	Football Tax Tool published	WP 5
Dissemination	Visualization for WP 3 and explainers	
	Demonstrator for tool	
Mar 2016	Publication Findings CIVIO and plans for participatory budgeting in OBEU	WP 7
Dissemination	One Pager for plan + highlights of findings	
April 2016	First demonstrator of visualization tools	WP 3
	Publication on further actions (TI-EU)	WP 6
Dissemination	Demonstrator - preferably interactive	
	Leaflet	
May 2016	Consortium Meeting – end first reporting period	
	Report consortium meeting - pictures and tweets	
June 2016	Football Tax Case Studies Published	WP 5
	Announcement Handbook	WP 5
	Case studies: press release	
	Handbook: press release + presentation deck	
July 2016	UX workshops announcements	WP 4
	Call for workshops => well formatted flyer, outreach to the right networks	

Aug 2016	Benchmark for the data from TI-EU	WP 6
	Launch Tools participatory budgeting	WP 7
	Demonstrators for WP 7	
	Newsletter entry + Blog for benchmark	
Sep 2016		
Oct 2016	**Launch First Working Prototype**	WP 4
	- Spending and Budget social network features	WP 3
	- Comparative analysis analysis tools	WP 2
	Final Release Data definitions (Financial Data Standards)	WP 1/2
	Campaign!	
Nov 2016	Call for Large Scale Trials	WP 7
	Information leaflet + outreach + MoUs + selection criteria	
	Extra page on website highlighting selected candidates	
Dec 2016	Demonstration visualizations	WP 3
	Demonstrators, web page, manual, webinar	
Jan 2017	Quality index of EU structural funds data + Press Campaign	WP 6
April 2017	**Launch Platform**	WP 4
	- Data integration interfaces	WP 1,2
	- Implementation participatory budgeting tools	WP 7
	Campaign!	
May 2017		
June 2017	Handbook Data Journalism Launched	
	Press Release	
July 2017		
Aug 2017		
Sep 2017		
Oct 2017		

Table 10 - internal milestones

Table 11 - Internal highlights

6.2.2.2   External Events (Conferences)

Month	Name	Website	Place	Date Start	Date End
Sep-15	SEMANTiCS conference	http://www.semantics.cc/	Vienna	16.9.2015	17.9.2015
Sep-15	KESW (International Conference on Knowledge Engineering and Semantic Web)	http://2016.eswc-conferences.org/		30.9.2015	

Oct-15	Data+Znalosti conference	http://www.dataznalosti.cz/	Prague	1.10.2015	2.10.2015
Oct-15	OGP Summit	http://www.opengovpartnership.org/	Mexico City	27.10.2015	29.10.2015
Jan-16	FOSDEM	https://fosdem.org/2016/	Brussel	30.1.2016	31.1.2016
Feb-16	Egov	http://www.euroacad.eu/	Berlin	11.2.2016	12.2.2016
Mar-16	Green Budget Europe Conference	http://green-budget.eu/green-budget-europe-annual-conference-2016/	Brussel	6.3.2016	
Mar-16	Big Data Bonn	https://www.bpb.de/veranstaltungen/format/kongress-tagung/214824/big-data-und-informationelle-selbstbestimmung-eine-herausforderung-fuer-die-politische-bildung	Bonn	7.3.2016	8.3.2016
Mar-16	Personal Democracy Forum Danzing	https://personaldemocracy.com/conferences	Danzig	16.3.2016	17.3.2016
Apr-16	International Journalism Festival	http://www.journalismfestival.com/	Perugia	6.4.2016	10.4.2016
Apr-16	TICTec	https://www.mysociety.org/research/tictec-2016/	Madrid	27.4.2016	28.4.2016
May-16	ESWC (Extended Semantic Web Conference, mostly focusing on the application track)	http://2016.eswc-conferences.org/	Heraklion, Greece	29.5.2016	2.6.2016
May-16	Re:Publica	https://re-publica.de/call-papers	Berlin	2.5.2016	4.5.2016
Jun-16	FMA Internatoinal European Conference	http://www.fma.org/FutureMeetings.htm	Helsinki	9.6.2016	10.6.2016
Jun-16	ECEG	http://www.academic-conferences.org/conferences/eceg/	Ljubljaba	16.6.2016	17.6.2016
Jun-16	Dataharvest	http://www.journalismfund.eu/dataharvest-conferences	Mechelen	3.6.2016	5.6.2016
Jun-16	Personal Democracy Forum France	http://personaldemocracy.fr/	Paris	12.6.2016	
Sep-16	KESW (International Conference on Knowledge Engineering and Semantic Web)	http://2016.eswc-conferences.org/	Prague	21.9.2016	23.9.2016
Sep-16	BIR (Business Informatics Research) Conference	http://kogninfo.vse.cz/bir2016/	Prague	14.9.2016	16.9.2016
Oct-16	IODC	http://opendatacon.org/	Madrid	6.10.2016	7.10.2016
Dec-16	17thIACC	http://16iacc.org/blog/2015/12/01/save-the-date-for-the-17th-iacc/	Panama	1.12.2016	2.12.2016
Jun-17	ISEG - FMA Internatoinal European Conference	http://www.fma.org/FutureMeetings.htm	Lisbon	21.6.2017	23.6.2017
tbd	European Financial Information Summit	http://www.financialinformationsummit.com/eu#	tbd	tbd	tbd

| tbd | Open Budgets Initiative Workshops | http://www.internationalbudget.org/ | tbd | tbd | tbd |
| tbd | Share-PSI 2.0 workshop | tbd | tbd | tbd | tbd |

Table 12 - conference milestones

6.2.2.3 External Highlights: events, news, political calendar (continuously updated)

Jan 2016	Discussion
Feb 2016	
Mar 2016	
April 2016	
May 2016	EU: Draft Budget to EP and Council
	UK: National Assembly for Wales Elections
June 2016	
July 2016	
Aug 2016	
Sep 2016	EU: Official date for EC to send EP and Council Budget Proposal
	Berlin: Elections
	Czech: Regional Elections this fall
Oct 2016	EU: Amendments Budget EU
Nov 2016	EU: Negotiations and Adoption Budget
Dec 2016	
Jan 2017	
Feb 2017	
April 2017	
May 2017	
June 2017	
July 2017	
Aug 2017	
Sep 2017	
Oct 2017	

Table 13 - external milestones

An integrated and continuously updated timeline can be found here.

7 Impact Assessment

7.1 Indicators and Targets

Part I shows how the project goals relate to the specific communication goals, and how those communication goals in turn link to the concrete activities. We have copied here again the goals from the Description of Work, the indicators and its targets.

A. Facilitate Access to Fiscal Data for Private and Journalistic Use (J++), Increasing fiscal transparency (TI-EU), Introducing participatory budgeting (CIVIO)

Number of policy makers contacts collected	500 - 1000
Number and quality of liaisons with groups of stakeholders	30 -100
Number of Activities organized	20 - 40

B. Acknowledgement of the project and the set standard by the scientific (linked data) and financial communities:

Activity and quality of discussion in different community mailing lists	10 - 20
Participation in international events	15 - 30
Number of publications published at workshops/conferences/journals	10 - 30
Number of standards introduced	3 - 5
Social Media coverage (all visits and views to all possible channels)	25.000 - 50.000

C. Promotion of the Openbudgets solution and market infiltration:

Number of people regularly using the portals, tools, and services	300.000 - 600.000
Number of Press Releases	10 - 50
Traffic generated through online advert campaigns	1M - 1.5M

D. OpenBudgets Portal Training

Number of successfully-managed support requests	5000 - 10000
Number of webinars participants or viewers	3000 - 6000
Number of views generated for the online screencasts, manuals, and tutorials online	10.000 - 30.000

These targets set the ambition for the communication efforts in the project. In the table below, we connect these targets to the concrete actions as used throughout this strategy. The bi-annual feedback moments and half-time report allow for a timely reorientation of the efforts and set targets.

Goal DoW	What	Corresponding Activities	Target DoW	Adjusted Goals
A	Number of policy makers contacts collected	- Newsletter	500 – 1000	

		- Regular Meetings (see A.2) - Visit Conferences on Government and Open Data (such as the OGP) and Government and ICT		
A	Number and quality of liaisons with groups of stakeholders	-Regular meetings with public officials /policy officers at EU-level (part of WP 6), regional level, and local level (part of WP 7 and 8) - Organize workshops for Public Officials, Journalists, NGOs and CSOs - Stakeholder Meetings	30 - 100	
A	Number of Activities organized	- Workshops and tutorials for journalists and NGO-workers on working with budget and spending data - Organize UX workshops targeted at public officials - Organize workshops and training around the platform - Organize webinars and AMA sessions with relevant actors around Open Budgets such as public officials. - Webinars around the portal open budgets - Organize workshops for Public Officials, Journalists, NGOs and CSOs	20 – 40	
B	Activity and quality of discussion in different community mailing lists	- Facilitate Stakeholder discussions online in the Open Spending forum and the Open Spending mailing list - Actively participate in the FtM community and similar platforms - Public/Online discussions around the (development of) standards	10 – 20	
B	Participation in international events	Visit conferences on: - Government and Open Data (such as the OGP) - Government and ICT - Civic Tech	15 - 30	

		- Data Journalism - Anti-Corruption and Fiscal Transparency - Academic conferences the Semantic Web Organize Workshops with International Scope		
B	Number of publications published at workshops/conferences/journals	Outside of the scope of this communication strategy	10 – 30	
B	Number of standards introduced	Public/Online discussions around the (development of) standards *The development and introduction of standards itself is outside of the scope of this communication strategy*	3 – 5	
B	Social Media coverage (all visits and views to all possible channels)	- Online presences concentrated around the website - Publish or link to interesting Articles, - - Blogs and Resources on the website Streaming on Social Media	25.000 - 50.000	
C	Number of people regularly using the portals, tools, and services	- Promotion Campaigns (online) at peak moments: after the launch of the beta-version and at the launch of the full version *Target elaborated upon in Exploitation Plan*	300.000 - 600.000	
C	Number of Press Releases	- Press Release - Newsletter - Publications (print and online media)	10 – 50	
C	Traffic generated through online advert campaigns	Outside of the scope of the communication strategy: exploitation plan	1M - 1.5M	
D	Number of successfully-managed support requests	*Outside of the scope of the communication strategy*	5000 – 10000	
D	Number of webinars participants or viewers	- Organize webinars and AMA sessions with relevant actors around Open Budgets such as public officials. - Webinars around the portal open budgets	3000 - 6000	

D	Number of views generated for the online screencasts, manuals, and tutorials online	- Handbook for journalists on data, budgets, and anti-corruption research	10.000 - 30.000	
		- Infographics depicting budget processes		
		- Manuals, screencasts, and tutorials for the tools developed		
		- Demonstrators of the tools		
		- FAQ lists		

Table 14 - Target DoWs

7.2 Measurement

We will track the above mentioned outreach activities, and take note of their success. In light of the agile nature of the project, we will be adjusting the numeric targets in April 2016 after taking stock of the efforts and successes of the first year.

Communication efforts – especially meetings, conference visits and local events - from all project partners are collected on a monthly basis in the following forms:

Self organized events: http://goo.gl/forms/mlZUO3n1Vn

Attended Events: http://goo.gl/forms/2HO1MfZEqP

The following table shows which measure we take into account when analyzing the data:

Activity	Measure 1	Measure 2	Measure 3	Measure 4	Measure 5	Measure 6
Workshop	Attendees	Blog-Post	Twitter Activity	Feedback (Questionnaire)	Audience Type	Cost/Benefit
Conference	Attendees	Workshops (how many?)	Twitter Activity	Feedback (Questionnaire)	Audience Type	Cost/Benefit
Presentation	Attendees					Cost/Benefit
Event Attendance	Report					Cost/Benefit
Project Publications	Views/clicks/etc					Cost/Benefit
Project Presentations						Cost/Benefit
Online Activity Website	Unique visitors	Page views	Average time spent per visit	Referral sources	Countries	Social interactions / comments
Online Activity LinkedIn						

Online Activity Twitter	Followers	Tweets	Retweets	Comments		
Online Activity Facebook	Likes	Posts	Shares	Comments		
1:1 (Phone)						
Networking						Cost/Benefit
Blog	Posts	Views	Comments	Reposts	Page Views	
Discussion Lists	Messages	Responses	Number of Lists			
Webinar	Attendees			Feedback (Questionnaire)		Cost/Benefit
Audience Type	Background	Male/Female	Age	Diversity	which Stakeholdergroup	
Publications	Amount	Impact				Cost/Benefit
Press releases	Amount	Number of Publications				Cost/Benefit
Flyers	Amount distributed	Numer of Events at which present				Cost/Benefit
Articles in popular press	Amount					
briefings						
clips / Posters	Amount					
Videos	Amount	Viewcount	Commentary			Cost/Benefit
Media						Cost/Benefit
Interviews						

The Open Knowledge Germany team gathers the data and files it in here:

A report of the data, measurement and analysis will be presented after year 1 and at the end of the project. The following time-line for will ensure a timely feedback loop:

Setting up the communication environment, developing materials, website and strategy	January 2016
First year results: benchmark and feedback	April 2016

Roadmap and adjustment of targets and strategies	
Oral Report at Consortium Meeting + Adjustment	May/June 2016
Communication Campaign for Pilot	October 2016
Oral Report at Consortium Meeting + feedback	Nov/Dec 2016
Oral Report at Consortium Meeting + feedback	April/May 2017
Final Dissemination Report	October 2017

Table 15 - communication timeline