

D8.1 Fact sheet & continuously updated website, social media

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Abstract: This deliverable documents the efforts in developing a project fact sheet, creating social media channels, and maintaining and developing the project website.

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Executive Summary

This deliverable documents the efforts in developing a project fact sheet, creating social media channels, and maintaining and developing the project website. All three elements of this deliverable have been developed continuously and iteratively, with ongoing growth in the social media channels, iterations of the fact sheet(s), and several minor and one major redesign of the website.

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1 Introduction

This deliverable consists of three tasks.

1. The Fact Sheet

Published on the project website, the fact sheet briefly outlines the project's objectives, specify its technical work areas in a clear and non-jargon way, and is intended to cater to target various target groups and application domains, and detail intermediate and final outputs.

2. The project website and channels for effective and efficient communication and dissemination

This includes a blog, social media channels, mailing lists, etc. Although the project website displays the structure and results of the project (partners, work packages, deliverables, events, etc.), its main focus is to provide an entrance point for various actors and the general public interested in transparency and accountability of government budgeting and spending. The project website has a compelling structure and uses simple jargon-free language.

It facilitates interactions and sharing of best practice between different audiences both on the supply and demand side of open budget and spending data through the blog. An ongoing activity for this task is to continually update and report about activities, results and events of the project and on related and relevant issues and news on the subject. This task is shared by all members of the project consortium, to ensure timely and best coverage about all activities and results.

3. Social Media Activity

An ongoing activity for this deliverable is to continually update and report about activities, results and events of the project and on related and relevant issues and news on the subject. This has been done with the help of the partners.

2 Fact Sheet

In the early stages of the project, a fact sheet has been developed that outlines the essential features of the project. It has been distributed at relevant conferences and events, and distributed to the partners if resupply was needed.

Fig. 1: Fact sheet front side

Partners	Contact Information
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 <p>Open Knowledge Foundation Deutschland http://okfn.de/ (Germany)</p>	
 <p>Open Knowledge International https://okfn.org/ (United Kingdom)</p>	
 <p>Fraunhofer IAIS http://www.iais.fraunhofer.de/ (Germany)</p>	
 <p>Journalism++ http://www.jplusplus.org/ (France / Germany)</p>	
 <p>Open Knowledge Greece http://www.okfn.gr/ (Greece)</p>	
 <p>Transparency International www.transparencyinternational.eu/ (Belgium)</p>	
 <p>Universität Bonn https://www.uni-bonn.de/ (Germany)</p>	
 <p>Vysoká škola ekonomická v Praze http://www.vse.cz/ (Czech Republic)</p>	



OpenBudgets.eu

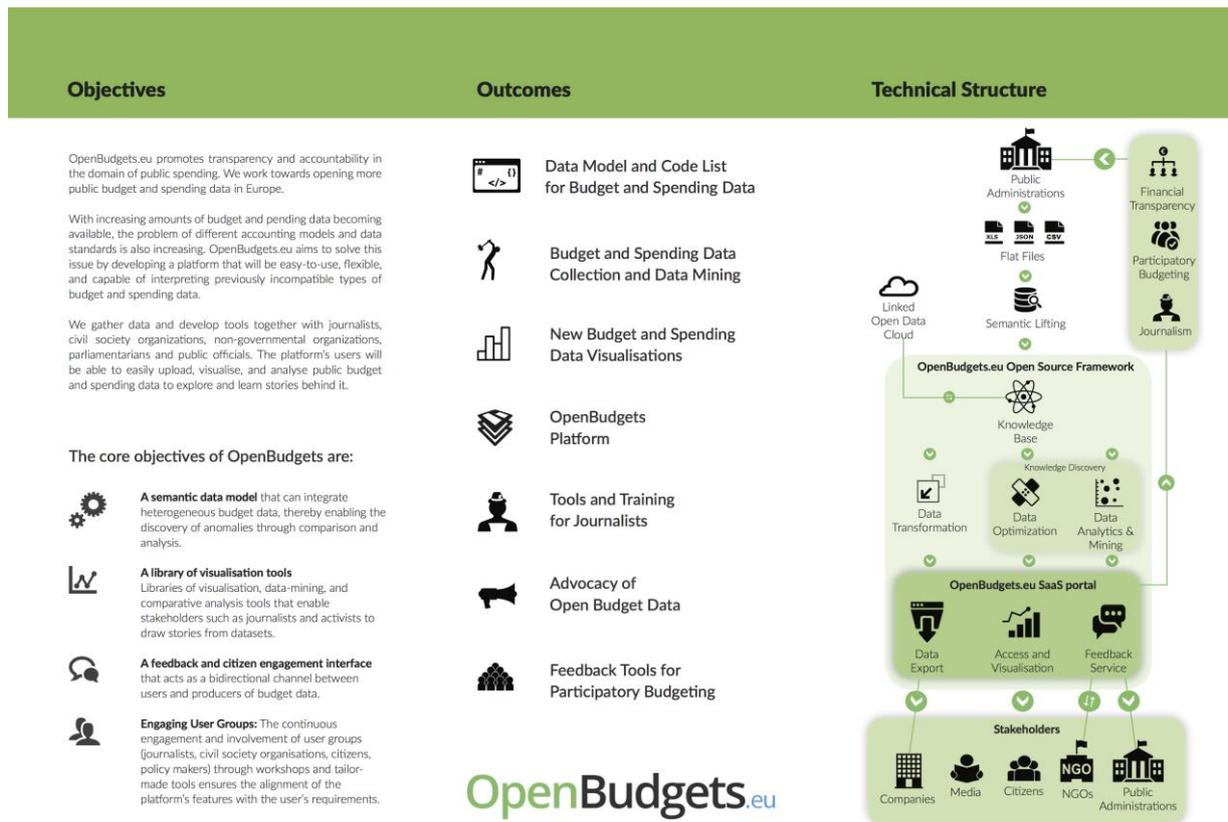
OpenBudgets is an open-source software framework and accompanying Software-As-A-Service (SAAS) platform that allows users to easily upload, export, analyse and visualize budget and transaction data.

<http://openbudgets.eu>

<http://openbudgets.eu>

UPLOAD, VISUALIZE, ANALYSE PUBLIC BUDGET AND SPENDING DATA. START EXPLORING AND LEARN STORIES BEHIND BUDGETS.

Fig. 2: Fact sheet back side



With respect to the variety of tools and services developed by the individual partners, additional fact sheets have been developed. An earlier version offered the partners a chance to create their own tailor-made version using a Google Presentation. The interactive document can be found under [this link](#).

Fig. 3: Individual fact sheet - front side

Fact Sheet

AT A GLANCE

TITLE: OpenBudgets
PROGRAMME: Horizon2020
TOTAL BUDGET: 3.055.588
DURATION: 30 Months:
 1st May 2015 - 31st October 2017

COORDINATOR: Fraunhofer IAIS
CONSORTIUM: 9 partners from 7 countries: Germany, Brussels, Greece, UK, France, Czech Republic, Spain
WEB: <http://openbudgets.eu>

CHALLENGE:
 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.

PROJECT OBJECTIVE:
 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 budet and spending data.

RESULTS

- The Open Budgets Platform increases understanding of budget and spending data.
- We support organizations in cleaning, mapping, and modelling budget and spending data for publication.
- Services for advanced analysis and visualization are made available through our platforms.

- We provide sets of tools specifically build for civil society, journalists, and anti-corruption activists so that they can use budget and spending data for stories and campaigns.
- Citizens can visualize, analyze and compare data on public finance that affect their daily life.
- The platform provides training, tutorials and webinars on how to work with budget and spending data and budget processes.

The project has received funding from the European Union's H2020 EU research and innovation programme under grant agreement No 645833.

Fig. 4: Individual fact sheet - back side

Fact Sheet

CORE DELIVERABLES

- A semantic data model that can integrate heterogeneous budget data
- Libraries of visualisation, data-mining and comparative analysis tools that enable stakeholders such as journalists and activists to draw stories from datasets.
- Feedback and citizen engagement interface that acts as a two-way channel between users and producers of budget data.
- Active involvement of user groups (journalists, civil society organisations, citizens, policy makers) through workshops and tailor-made tools ensures the alignment of the platform's features with user-requirements.

SPECIFIC MESSAGE FOR TARGET GROUP or PER CONSORTIUM PARTNER.

In this text block the consortium partner can fill in their specific goals and deliverables, or specific messages for the target audience.

Copy this fact sheet and edit this text bloc

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MILESTONES

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

Milestone 1 – 31.10.2016: 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 from November 2016 to April 2017.

Milestone 2 – 30.04.2017: Integrated OpenBudgets.eu platform

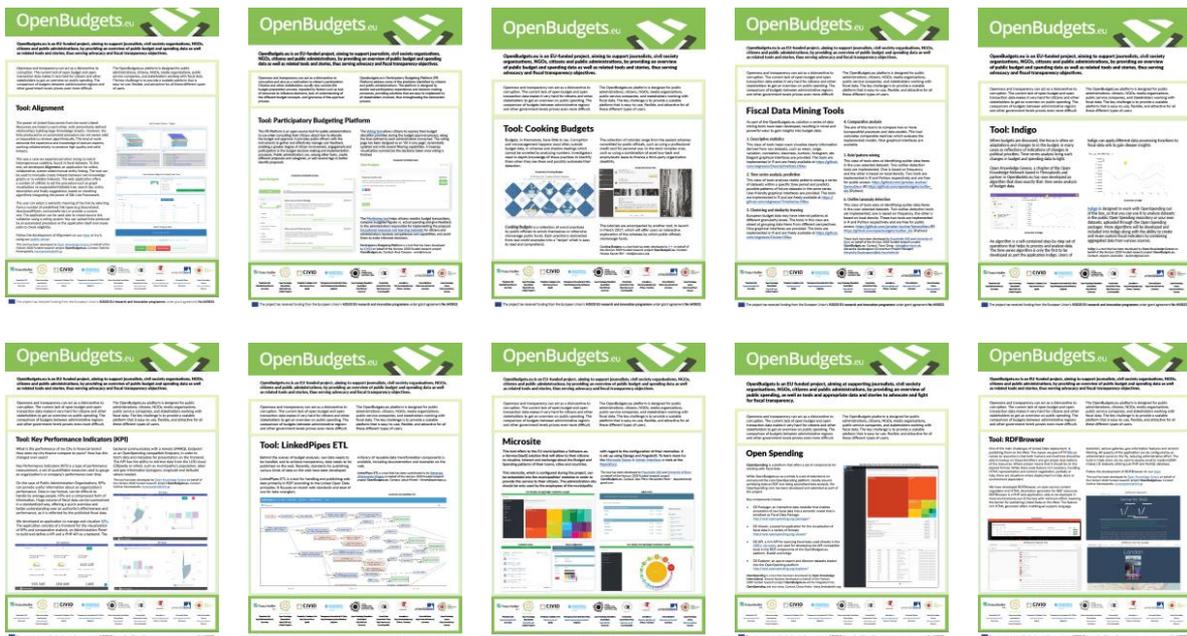
Together with the launch of the final platform and the data-mining interfaces, the following use-case products are presented: tool building for municipalities and CSOs, final report on data-quality on for EU-policy makers, and the case-studies for the journalism test-bed.

In the last six months of the project - April 2017 to October 2017 - the finalized products will be marketed.

Project Partners:

Upon the launch of the prototype in November 2016, a new series of individual fact sheets has been developed to represent the tools developed for and during OpenBudgets.eu. The result are ten tool descriptions that can be found and downloaded under <http://openbudgets.eu/tools/>. In some cases, translations into the respective languages of the partners have been provided upon request.

Fig. 5: Tool Descriptions



To summarize, the required fact sheet has been provided early in the project, with additional individual descriptions being created later on.

3 Website

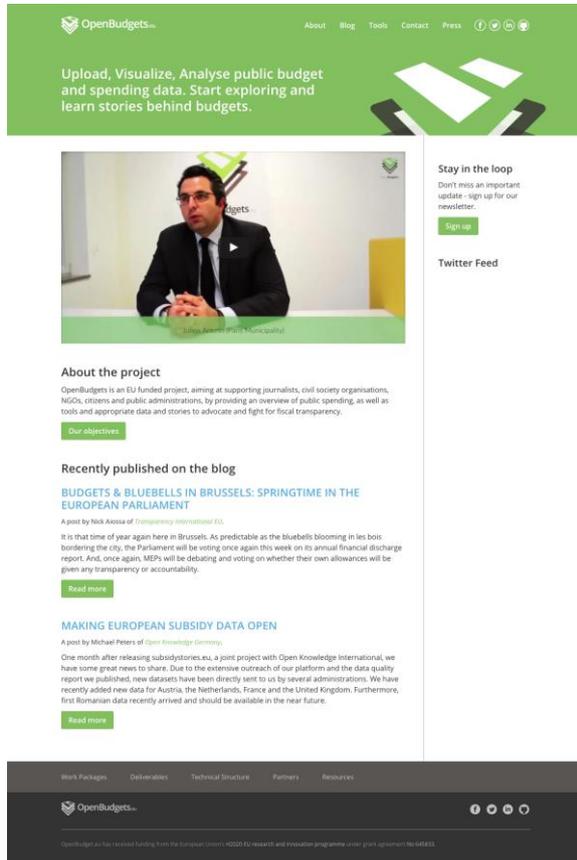
The project's website has been established in the summer 2015 with the official launch on October 28, 2015. A more elaborate description of its creation is featured in the [annual dissemination report](#) (D8.4), and its final version with the integrated tools will be featured in the final dissemination report, to be completed in September 2017. It has been updated and operated continuously, with 35,000 page views at the time of writing. Spikes in usage can be observed starting with the launch of the website and the launch of the prototype in November / December 2016, with drops after the launches and during holiday seasons. The biggest spike is expected around the launch of the final integrated platform. A detailed analysis will follow in the final dissemination report.

Aside from static information on the project (partners, deliverables, technical structure, etc.), a total of 40 blog posts have thus far been published in order to cover a wide range of topics related to budget data and to give updates on the progress made in the project. Roughly half of those contributions have been made by the consortium partners. Additionally, several reports have been released to increase the impact of the work done during the project. Throughout the website, jargon-free language has been applied where possible, to ensure that its contents remain as accessible as possible to stakeholders. The re-design of the website is planned and executed with this in mind. More detailed information will be provided in the final dissemination report.

Updating Website

Currently, the website is being redesigned both structurally and visually to accommodate the transformation from a largely informational design to an interactive platform. Again, the final dissemination report will feature a full-blown description.

Current Design



New Design (Prototype)



Link: <http://openbudgets.eu>

Fig. 6: Website design

4 Social Media

Twitter

URL: <http://twitter.com/OpenBudgetsEU>

As mentioned in D8.4, Twitter has been identified as the most important social media tool for the promotion of the project early on. From fall 2015 until the time of writing, the @OpenBudgetsEU account has amassed 782 followers, which amounts to roughly 1.3 new followers a day. The steady growth and the rising interaction numbers confirm the focus on Twitter as the tool of choice to interactively connect to a highly specific audience. A total of 250 Tweets have been made in that time period.

Youtube

URL: <https://www.youtube.com/channel/UCLw5-jisra6JBCLrrK0g49g>

The OpenBudgets Youtube channel has been first used in December 2015. It hosts videos related to the project. As a hosting platform, the content can be both implemented in the website and shared across the social media channels. It has been fed with tutorial videos related to budget data, related software, and how to work with both.

Facebook

URL: <https://www.facebook.com/openbudgets/>

The Facebook page has been established to mirror the content produced and shared on Twitter, and has therefore been updated equally frequently.

LinkedIn

URL 1: <https://www.linkedin.com/company-beta/10508940/>

URL 2: <https://www.linkedin.com/groups/8422886>

A LinkedIn group / company page has been created to represent the project on that platform and to allow members of the consortium who wish to do so to publicly associate with the project.

Newsletter

A newsletter signup form has been created to create an additional channel of communication. It has been used for sharing updates and will be used to promote the final platform upon its final integration.

5 Conclusion

The communication channels created for the promotion of the OpenBudgets project and platform have been operated continuously. Several iterations of the fact sheet have been created, with the most current featuring both the most important aspects of the project and specific descriptions of the individual tools to allow for targeting of specific stakeholder groups. The website, blog, and social media channels have been used to spread updates on the project and to interact with relevant stakeholders. Detailed descriptions and analysis will be featured in the final dissemination report.