

# OpenBudgets.eu: Fighting Corruption with Fiscal Transparency

Project Number: 645833

Start Date of Project: 01.05.2015

Duration: 30 months

## Deliverable 8.4 Dissemination Report OpenBudgets.eu

Dissemination Level	Public
Due Date of Deliverable	Month 11, 30.04.2016
Actual Submission Date	27.04.2016
Work Package	WP 8, Dissemination Report
Task	T 8.4
Type	Report
Covered Timeframe	01.05.2015 - 01.05.2016
Approval Status	Final
Version	1.0
Number of Pages	41
Filename	

**Abstract:** This deliverable documents the dissemination activities during the first 12 months of the Open Budgets project. It builds upon the indicators and measurements developed in the communication strategy (deliverable 8.2) and evaluates the different dissemination activities and channels.

---

The information in this document reflects only the author's views and the European Community is not liable for any use that may be made of the information contained therein. The information in this document is provided "as is" without guarantee or warranty of any kind, express or implied, including but not limited to the fitness of the information for a particular purpose. The user thereof uses the information at his/ her sole risk and liability.



## History

Version	Date	Reason	Revised by
0.1	31.03.2016	Version for internal Review	Anna Alberts
0.2	20.04.2016	Version for external Review	Alexandra Garatzogianni
1.0	30.04.2016	Final Submission	

## Author List

Organisation	Name	Contact Information
OKFDE	Bela Seeger	bela.seeger@okfn.de
OKFDE	Anna Alberts	anna.alberts@okfn.de

# Executive Summary

This report constitutes the first part of deliverable 8.4 ‘Annual Dissemination Report, Doc, & Learning Materials’ of the project “OpenBudgets.eu: Fighting Corruption with Fiscal Transparency”. It stands in close relation to deliverable 8.2 ‘Dissemination strategy, materials, press rel. & testimonials’, deliverable 8.3 ‘Stakeholder identification and outreach plan’, and deliverable 8.6 ‘Exploitation Plan’. The purpose of this report is to document the dissemination activities carried out so far and reflect on their impact, thereby generating valuable input for the dissemination activities of the coming months. To do so, it firstly summarizes the strategy created in 8.2. It then reports on the dissemination materials produced throughout the first year (logo, flyer, fact-sheet, presentation template, poster, and banner). Thereafter, it presents the dissemination channels created (website/blog, Twitter, Facebook, Youtube, LinkedIn, Newsletter, Press Releases) and reviews the data generated by these channels thus far. The channels are analysed in terms of their efficiency and impact by evaluating the available data (access numbers, impressions, reach, etc.). It then presents the dissemination activities (conference visits, presentations, lightning talks, workshops, webinars, trainings, round-table discussions, meetings, online discussions, articles, conference papers, and publications). Finally, it compares the data generated against the target numbers set out in the description of work and comments on the results. The report has shown that thus far, all the indicators within the scope of this report appear to be within reasonable reach and therefore remain unchanged except for two that will be significantly raised due to the fact that they have already been exceeded. In terms of the indicators that are out of the scope of this report, the report shows that timely preparations are in order to fully engage in their fulfilment upon the completion of the Open Budgets platform, envisaged for fall 2016.

**List of Tables**

Table 1: Project Goals, Targets, Concrete Actions, Measures	9
Table 2: Dissemination Tracker Results (Overview)	13
Table 3: Indicators and Tracker Results	14
Table 4: Most Viewed Subpages (Pageviews)	18
Table 5: Projects Section Previous and Next Pagepaths	19
Table 6: Twitter Analytics Data Overview	20
Table 7: Top 15 Tweets (Impressions)	23
Table 8: Top 15 Tweets (impressions, w/out Workshop)	24
Table 9: Top 15 Tweets (engagement)	25
Table 10: Facebook Analytics Data Overview	27
Table 11: Adjustments of Indicators	32

**List of Figures:**

Figure 1: Google Analytics Data Overview	16
Figure 2: Twitter Analytics Data	17
Figure 3: Tweets / Month	21
Figure 4: Tweet Impressions / Month	21
Figure 5: New Followers / Month	22
Figure 6: Figure: Tweets, Impressions, Followers / Month	22
Figure 7: Twitter impressions - December 2015	22

## Table of Contents

- [1 Introduction](#)
- [2 Purpose](#)
- [3 Dissemination Materials](#)
  - [3.1 Logo](#)
  - [3.2 Flyer](#)
  - [3.3 Fact Sheet](#)
  - [3.4 Presentation Template](#)
  - [3.5 Poster](#)
  - [3.6 Banner](#)
- [4 Methodology](#)
  - [4.1 Tracker & Dashboard](#)
- [5 Data, Analysis, Findings](#)
  - [5.1 Overview](#)
  - [5.2 Public Channels](#)
    - [5.2.1 Website & Blog](#)
    - [5.2.2 Twitter](#)
    - [5.2.3 Youtube Channel](#)
    - [5.2.4 Facebook Page](#)
    - [5.2.5 LinkedIn group / company page](#)
    - [5.2.6 Newsletter](#)
    - [5.2.7 Press releases](#)
  - [5.3 Events](#)
    - [5.3.1 Conferences, Presentations / Lightning Talks](#)
    - [5.3.2 Workshops / Trainings / Webinars](#)
    - [5.3.3 Round-table discussions / Meetings](#)
    - [5.3.4 Online Discussions](#)
    - [5.3.5 Articles, Publications, Conference Papers](#)
- [6 Impact & Adjustments](#)
- [7 Discussion and Insights](#)
- [8 References](#)
  - [Annex](#)
  - [Appendix](#)



# 1 Introduction

This report constitutes the first part of deliverable 8.4 ‘Annual Dissemination Report, Doc, & Learning Materials’ of the project “OpenBudgets.eu: Fighting Corruption with Fiscal Transparency”. It stands in close relation to deliverable 8.2 ‘Dissemination strategy, materials, press rel. & testimonials’, deliverable 8.3 ‘Stakeholder identification and outreach plan’, and deliverable 8.6 ‘Exploitation Plan’. The purpose of this report is to document the dissemination activities carried out so far and reflect on their impact.

The purpose of this report is twofold: it documents the different dissemination activities conducted in the first part of the project and it analyses the impact of these activities. This analysis in turn also functions as a feedback mechanism for the targets set in the communication and dissemination strategy (see D8.2). As indicated in this report, the goals and targets for dissemination may be adjusted based on the results presented here.

A short recap of the dissemination and communication strategy shows that the focus is on streaming on social media, community management, and campaigns for the platform launch (D8.2 and under ‘Purpose’). This report will thus focus on these streaming activities, conference visits, and online community outreach. A major part of the strategy for communication and dissemination is to combine the streaming with events, such as major conferences, launches, stakeholder meetings and campaigns. The first event has taken place in November 2015, the stakeholder workshop, and was used to launch communication and dissemination for OpenBudgets.eu. The second event will take place in May 2016, around the consortium meeting in Thessaloniki and the summer will be used to built up towards the launch of the Beta verison of OpenBudgets.eu in October 2016.

Thus, this report will document the project’s progress and efforts on dissemination and communication while focussing on the first two phases: the preparation phase (May to November 2016), the launch of the dissemination and stakeholder outreach, and streaming (November 2016 to April 2017). This means that we will report on the indicators that are referring to these two phases such as conference visits, social media streaming, website visits, interviews and networking. When the platform is launched (October 2016) we will also commence collecting data and reporting on the remaining two phases and their respective indicators, namely ‘OpenBudgets solution and market infiltration’ and ‘OpenBudgets portal training’. However, in this report they will not be reported on.

Concretely, this means that we will leave out the following measures from the communication and dissemination strategy:

- Number of Standards introduced
- Number of people regularly using the portals, tools, and services
- Number of successfully managed support requests
- Number of webinars (on the use of the platform) participants or viewers
- Number of views for the online screencasts, manuals, and tutorials online
- Traffic generated through online advert campaigns

The above indicators will be measured when the platform is released and featured in the final dissemination report.

Finally, it is important to note that Deliverable 8.4. contains two more subtasks ('Documentation' and 'Learning Materials') and a final report at the end of the project's course. Subtask 'Documentation' refers to the technical documentation of the different tools and the platform itself, which can only be provided once the platform is completed. The documentation is then to be written by the partners responsible for the respective tools and made available thereafter. Subtask 'Learning Materials' refers to manuals and tutorials targeted at the users of the Open Budgets platform as well as to manuals and tutorials related to the individual tools, which again are to be developed by the partners who created them. Since both subtasks can only be completed once the platform is in a working state, they are not part of this first annual dissemination report.

## 2 Purpose

The indicators and measures for dissemination efforts in this report are based on actions delivering messages and materials targeted at audiences derived from communication goals that in turn have been derived from four main project goals. For the full description of how the indicators and measures were developed, consult deliverable 8.2. For the sake of convenience, a summary of the process that was used to arrive at the measures this report is given below. For the dissemination schedule, consider Appendix I.

The dissemination efforts measured in this report are based on four project goals that have been set out in D8.2. As has been mentioned above, in terms of measurable impact this report focusses on the first two of these project goals. The four goals are:

- (1) Facilitate Access to Fiscal Data in order to encourage private and journalistic use, increase fiscal transparency, and introduce participatory budgeting
- (2) Acknowledgement of the project and the set standard by the scientific (linked data) and fiscal transparency community.
- (3) Promotion of the Openbudgets solution and market infiltration
- (4) OpenBudgets Portal Training

From these four project goals, the following communication goals have been derived:

- 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

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.

These communication goals have then been used to derive concrete actions with corresponding messages, audiences, and channels. Attainability and timeliness is further specified in the section on communication milestones, work package specific strategies, and timelines.

This document then is the M – measurement – that is specified by linking the actions back to the goals, and their respective targets as set in the description of work.

Based on the structure set out above, the following concrete actions have been derived and quantified:

Table 1: Project Goals, Targets, Concrete Actions, Measures

Project Goals	Targets set in D8.2	Concrete Action	Measure
7.1 a Facilitate Access to Fiscal Data for Private and Journalistic Use, Increasing fiscal transparency, Introducing participatory budgeting	Collect policy maker contacts	- Newsletter - Regular Meetings - Visit Conferences on Government and Open Data (such as the OGP) and Government and ICT	500 - 1000
	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
	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
7.1 b Acknowledge ment of the project and set standard by the scientific (linked data) and financial communities	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
	Participation in international events	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 the Semantic Web - Organize Workshops with International Scope	15 - 30
	Number of publications published at workshops/conferences/journals	Outside of the scope of this communication strategy	10 - 30
	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
	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
7.1 c Promotion of the Openbudgets solution and market infiltration	Number of people regularly using the portals, tools, and services	Promotion Campaigns (online) at peak moments: after the launch of the betaversion and at the launch of the full version Target elaborated upon in Exploitation Plan	300.000 - 600.000
	Number of Press Releases	- Press Release - Newsletter - Publications (print and online media)	10 - 50
	Traffic generated through online advert campaigns	Outside of the scope of the communication strategy: exploitation plan	1M - 1.5M
7.1 d	Number of	Outside of the scope of the communication strategy	5000 -

OpenBudgets Portal Training	successfully-managed support requests		10000
	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
	Number of views generated for the online screencasts, manuals, and tutorials online	- Handbook for journalists on data, budgets, and anticorruption research - Infographics depicting budget processes - Manuals, screencasts, and tutorials for the tools developed - Demonstrators of the tools - FAQ lists	10.000 - 30.000

### 3 Dissemination Materials

A number of dissemination materials have been created and shared with the consortium members. In order to contribute to the manifestation of the project's identity across the various communication channels, a unified visual identity has been developed and applied.

#### 3.1 Logo

The OpenBudgets logo has been created in spring 2015. Its purpose is to give the project a visual identity that creates a common language which is shared across all the other communication channels.

Downloads:

Logo: <http://openbudgets.eu/assets/materials/openbudgets-logo.png>

Logo in black: <http://openbudgets.eu/assets/materials/openbudgets-logo-black.png>

Logo in white: <http://openbudgets.eu/assets/materials/openbudgets-logo-white.png>

Logo squared: <http://openbudgets.eu/assets/materials/openbudgets-logo-squared.png>

#### 3.2 Flyer

A fold-out flyer containing a graphical overview of the most relevant information on the project objectives, its technical structure, the partners, as well as contact information has been designed and printed in November 2015. Its content will be adapted to reflect new developments within the project, such as information on the platform once it is available. It has been distributed to the partners at the Berlin consortium meeting to allow them to spread it out at conferences and other events. A second batch will be distributed during the plenary meeting in May. At any time, the partners can contact [bela.seeger@okfn.de](mailto:bela.seeger@okfn.de) or [anna.alberts@okfn.de](mailto:anna.alberts@okfn.de) to receive more.

Download:

[http://openbudgets.eu/assets/materials/openbudgets\\_flyer.pdf](http://openbudgets.eu/assets/materials/openbudgets_flyer.pdf)

### 3.3 Fact Sheet

A fact-sheet has been created alongside the flyer. Similarly to the flyer, it contains the most relevant information on the project. Whereas the flyer is a finished product, the fact-sheet is dynamic in that it can be adjusted and adapted by each partner to their specific contexts. This allows e.g. technical partners to focus the content on technical aspects if needed. This dynamic design principle allows it to reflect changes and updates during the project's course with little effort. Furthermore, the fact-sheet has been designed on A4 format, allowing for on-location printing.

The fact sheet has been designed using Google Slides to allow for this customization and can be found [here](#).

### 3.4 Presentation Template

A presentation template has been created and shared with all consortium partners to maintain the unified visual language. The partners then can adapt the presentation to the specific context they use it in by changing its language and by adding/removing content. The template as well as its adaptations are available [here](#).

### 3.5 Poster

A poster has been created and shared with all consortium partners to maintain the unified visual language. Upon request, this poster too can be adapted to the specific needs of the individual partners. A first version is available [here](#) for download.

### 3.6 Banner

A stand-up banner, to be used at conferences and other events where delegates of the OpenBudgets consortium are present, has been designed in November 2015. The banner is currently available in the headquarters of Open Knowledge Foundation Deutschland and can be requested from there if needed. To do so, please contact [bela.seeger@okfn.de](mailto:bela.seeger@okfn.de) or [anna.alberts@okfn.de](mailto:anna.alberts@okfn.de).

## 4 Methodology

### 4.1 Tracker & Dashboard

In order to track all of the different dissemination activities, an online tracker and a contact database has been developed that all consortium partners are asked to use on a regular basis. The tracker automatically transfers the data entered by the partners into a spreadsheet, where each activity is recorded individually with metrics specific to that activity. This allows for a detailed analysis and evaluation of each activity.

The tracker records the following activities:

- Conference
- Presentation / Lightning Talk
- Workshop / Training
- Webinar
- Round-table discussion
- Meeting (1:1, phone call, via e-mail, etc.)
- Interview
- Article (Newsletter, Blog, Conference Papers, etc.)
- Publication
- Press Release
- Hackathon / Datathon
- Online Discussion
- Manual/Tutorial/Screencast/Handbook

The results of the tracker in the spreadsheet are read out and plotted on a dashboard with a short interval of 3-5 seconds. In the dashboard, the numbers are compared to the target numbers taken from deliverable 8.2. This enables all consortium partners to get an up-to-date overview on the progress in terms of dissemination and to adjust further dissemination activity accordingly.

Apart from the data entered by the consortium partners, the following data sources are (either manually or automatically) also transferred to the tracker:

Website data (Google Analytics)

Twitter data (Twitter Analytics)

Newsletter data (Mailchimp)

For this report, the numbers in the tracker have been taken and visualised to allow for a more intuitive understanding of the values. Furthermore, a contact database has been set up to gather contacts for the various communication channels. Apart from being a quantified

indicator in the communication strategy, contacts are needed to perform several outreach activities including sending out press releases and the newsletter.

The dissemination folder in Google Drive features the [tracker](#), the [dashboard](#) and the [contact database](#). All results of the tracker can be found [here](#).

## 5 Data, Analysis, Findings

### 5.1 Overview

Below you can find the overall results of the dissemination efforts by all partners over the first 12 months of the project. The individual metrics are exemplified thereafter.

Table 2: Dissemination Tracker Results (Overview)

	Total # of outreach & dissemination activities
	<b>98</b>
Workshops:	10
Meetings:	45
Conferences:	10
Presentations:	4
Webinars:	0
Round-table discussions:	0
Press-releases:	5
Interviews:	10
Articles:	1
Publications:	0
Online-discussions:	10
Manuals/Tutorials/Screencasts/H andbooks:	0
Hackathon/Datathon	0
Newsletter contacts	53
Newsletter views	0
Website total visitors	2236
Website unique visitors	2024
Website total views	7301
Soc. media streaming (Twitter	93026

impressions)	
Soc. media streaming (Youtube viewcount)	160

These numbers translate as follows when compared to the targets and indicators set out in the description of work:

Table 3: Indicators and Tracker Results

Indicators	Goal 2017	03/2016
Collect policy maker contacts	500 - 1000	<b>270<sup>1</sup></b>
Number and quality of liaisons with groups of stakeholders	30 - 100	<b>55</b>
Number of activities organized	20 - 40	<b>10</b>
Activity and quality of discussion in different community mailing lists	10 - 20	<b>10</b>
Participation in international events	15 - 30	<b>24</b>
Number of publications published at workshops/conferences/journals	10-30	<b>2<sup>2</sup></b>
Number of standards introduced	3 - 5	Out of Scope
Social Media coverage (all visits and views to all possible channels) 25.000 - 50.000	25,000-50,000	<b>100,478</b>
Number of people regularly using the portals, tools, and services	300,000 - 600,000	Out of Scope
Number of Press Releases	10 - 50	<b>5</b>
Traffic generated through online ad campaign		Out of scope
Number of successfully-managed support requests	5000 - 10000	Out of scope
Number of webinar participants/viewers	3000 - 6000	Out of scope
Number of views generated for the online screencasts, manuals and tutorials online	10000 - 30000	Out of scope

<sup>1</sup> Estimate

<sup>2</sup> Out of Scope

The meaning of these numbers for the adjustment of the targets set in deliverable 8.2 will be discussed in detail in the final section of this report. Beforehand, the individual channels will be presented in more detail and the available data for each will be examined.

## 5.2 Public Channels

### 5.2.1 Website & Blog

<http://openbudgets.eu> / <http://openbudgets.eu/blog/>

The project's website has been established in the summer 2015 with the official launch on October 28, 2015. It serves as the central access point for anyone seeking to learn about OpenBudgets as a project and as a platform. It is continuously updated and adapted to reflect current developments within the project, and features information on the consortium partners, deliverables, work packages, and news items. It also contains information on the subject matter of fiscal transparency and the goals of OpenBudgets in this regard.

Apart from offering comprehensive information on the project, the website also promotes the other communication and dissemination channels used. On its front page, it links to the Twitter, Facebook, and Github accounts that are detailed below, and also offers visitors the option to opt-in to the newsletter contact database. Press releases and milestones as well as materials such as the project's logo and flyer are communicated through the website as well.

While currently mainly documenting relevant events and news items, it will serve as the source for technical documentation and learning materials upon the platform's launch. Resources such as handbooks and webinars are currently in preparation and will be added later on.

The project's blog was created alongside the website in summer 2015. It gives its readers a central access point for detailed descriptions of current announcements and also serves as a platform for guest stories by members of the fiscal transparency community. The decision to include these external reports on the project's blog has been made to incentivise and invigorate the community of stakeholders around fiscal transparency while simultaneously collecting examples of storytelling based on budget and spending data.

## LIMITATIONS

As for the numbers that the following part of this report is based on, it is important to note that there are some inherent limitations to the accuracy of the data. Firstly, Google Analytics Data is primarily based on cookies and devices. Therefore, one user using several devices (e.g. laptop and smartphone) would show up as two users. Similarly, a user that deletes the browser's cookies or uses another browser would also show up as a new user. Furthermore, Google Analytics relies on JavaScript to track users, which is disabled by some, and in case somebody is using an adblock service there would be no data at all. This has an effect on the metrics of total users, new users and returning users. Thus, while the data is the best



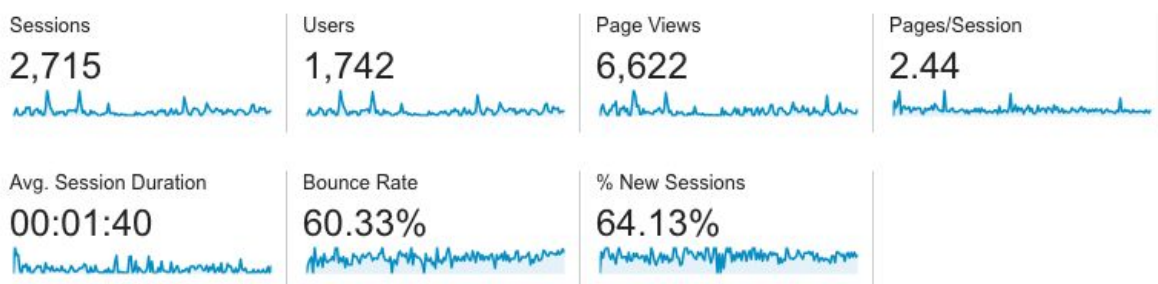
source of information available, it should be read with some caution, specifically in terms of the total user count which is likely to be lower than it really is, and the number of unique and returning users.

Moreover, the data taken into account here has its starting point in October in accordance with the website launch. Prior to this date, there had been prototype versions of the website that had not been configured for Google Analytics yet, which is why no data is available.

## DATA

Total usage of the website in numbers as of **March 30th, 2016**:

Figure 1: Google Analytics Data Overview



Source: Google Analytics

While the majority of these measures is self-explanatory and will be covered in more detail below, 'Bounce-Rate' may not be as intuitively graspable. Bounce-Rate refers to the percentage of users that left the website after viewing the start page. Bounce-rates are also available for every individual subpage of the website. The significance of the bounce rate is largely dependent on context. A high bounce rate could indicate any of the following:

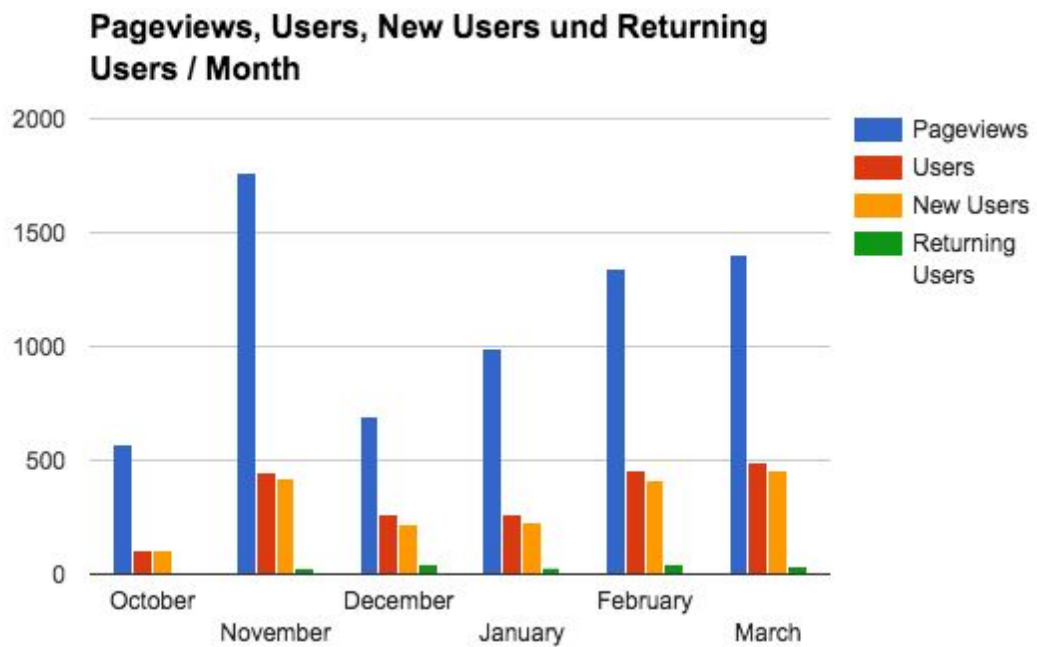
- A subpage of a website contains all the information needed, therefore the user 'bounces' upon finding the desired information
- The landing page is unattractive to the user
- The user experiences technical issues with displaying the page

Whether a bounce-rate is high or low cannot be universally answered. In a newsletter<sup>3</sup> by Google Analytics published in 2011, the average bounce-rate of "hundreds of thousands" of websites that anonymously shared their analytics data with Google in that year, the average bounce-rate varied by country between 41,5% (United Kingdom) and 58,2% (China). For OpenBudgets.eu, the rate of 60,33% then is higher than the average. In the planned re-design of the website – based on this first analysis - the front page will be subject to change, and the analytics report will be revisited to observe the effects thereof.

These numbers indicate that the average time users spend on the website (session time) is around 1:40 minutes. This number is an aggregate of all page visits. The average time spent on each subpage is a more telling metric, and will be explored in detail below.

<sup>3</sup> <http://www.rapidrepair.com/news/uncategorized/google-analytics-benchmarking-newsletter-july-2011>

Figure 2: Twitter Analytics Data



Source: Google Analytics

While from the graph above a spike during the stakeholder workshop in the end of November can be clearly seen, the following months show a continuous growth in pageviews, users, and new users per month. As mentioned before, the relatively low number of returning visitors should be treated with some caution due to the limitations of Google Analytics.

## CONTENT

While the data above provides some general impressions of the website usage, one has to check the access data to the individual subpages in order to learn more about the popularity of content. The table below gives a detailed account of the individual subpages on the website (pages with fewer than 2 visits have not been included).

Table 4: Most Viewed Subpages (Pageviews)

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/ (default landing page)	1,999	1,646	00:01:23	1,568	53.00%	49.57%
/resources/	520	391	00:00:32	43	46.51%	15.38%
/events/2015/10/13/open-budgets-stakeholder-workshop/	341	311	00:02:31	198	84.85%	72.73%
/blog/	310	236	00:00:26	25	44.00%	20.97%
/about/	293	218	00:00:27	30	56.67%	21.50%

/about/objectives/	261	222	00:01:19	38	73.68%	35.25%
/events/	235	187	00:00:34	7	42.86%	14.47%
/about/deliverables/	220	165	00:02:29	20	60.00%	47.27%
/about/partners/	214	179	00:00:31	6	50.00%	22.43%
/about/technical-structure/	205	186	00:02:18	70	77.14%	45.85%
/post/2016/02/02/public-sector-accounting-in-Europe/	205	179	00:03:39	169	85.21%	80.00%
/contact/	177	145	00:00:47	15	53.33%	25.42%
/resources/2015/09/03/open-budget-survey/	144	118	00:00:54	17	76.47%	36.11%
/about/work-packages/	135	127	00:01:25	40	82.50%	35.56%
/post/2015/12/18/first-stakeholder-workshop/	113	108	00:01:06	89	75.28%	68.14%
/resources/2015/09/01/mapping-budget-data-report/	86	81	00:01:33	4	75.00%	41.86%
/resources/2015/07/01/where-does-europe-money-go/	83	78	00:02:24	9	100.00%	67.47%
/post/2015/11/10/openbudgets-press-release/	52	46	00:01:49	30	50.00%	51.92%
/post/2016/01/15/red-flags/	43	41	00:01:39	24	87.50%	81.40%
/post/2016/01/20/interviews-stakeholder-workshop/	36	31	00:02:12	20	70.00%	63.89%
/events/2015/10/13/plenary-meeting-2015/	34	31	00:00:22	3	66.67%	32.35%
/about/partners/fraunhofer/	30	26	00:01:16	10	60.00%	46.67%
/about/partners/civio/	29	23	00:03:00	16	81.25%	55.17%
/about/partners/okgr/	28	24	00:00:50	13	61.54%	60.71%
/post/2016/03/07/making-investigating-budgets-exciting/	28	25	00:00:38	18	72.22%	75.00%
/post/2016/01/13/outlook-2016-for-openbudgets-eu/	24	23	00:00:50	14	85.71%	58.33%
/events/2015/08/01/openbudgets-kickoff/	21	20	00:00:48	3	66.67%	28.57%
/about/partners/ti/	20	20	00:00:23	10	80.00%	65.00%
/about/partners/oki/	17	16	00:03:24	6	66.67%	47.06%
/about/partners/j++/	12	12	00:04:02	2	100.00%	50.00%
/about/partners/okfde/	12	12	00:00:15	4	50.00%	50.00%
/about/partners/unibonn/	11	11	00:00:49	6	83.33%	54.55%
/blog/page2/	9	5	00:00:07	0	0.00%	22.22%
/about/partners/vse/	8	7	00:00:21	2	50.00%	50.00%
/deliverable/2015/09/30/D1.2-published/	8	5	00:00:11	1	0.00%	37.50%
/event/2015/06/18/summer-school-of-data/	4	4	00:00:35	1	0.00%	25.00%
/deliverable/2015/08/31/D1.6-published/	3	3	00:00:11	0	0.00%	33.33%
/deliverable/2015/07/31/D1.1-published/	2	2	00:00:08	0	0.00%	0.00%
<b>Total / Average</b>	<b>5,987</b>	<b>4,975</b>	<b>00:01:09</b>	<b>2,538</b>	<b>61.27%</b>	<b>42.39%</b>

Source: Google Analytics

An analysis of each and every page is beyond the scope of this report, however there are number of observation that can be made using this data. Unsurprisingly, the page with the most visits is the landing page. On third place, we find the page containing the information about the stakeholder workshop in November/December 2015. Since it was the reference for the schedule and location of the workshop, this too could be expected. ‘Resources’ on second place, on the other hand, is more surprising. With 520 page views, this subpage accounts for more than eight percent of all pageviews, making it the most popular menu point in terms of page views. Compared to its popularity, the time these users then spent on the page (26 seconds) is relatively low. While this could be seen as a reason to shift efforts towards extending this section, a closer look at where the users came from and where they went to reveals the following:

Table 5: Projects Section Previous and Next Pagepaths

Previous Page Path	Page Views	Next Page Path	Page Views
/	204	/events/	95
/events/	48	/resources/2015/09/01/mapping-budget-data-report/	81
/about/	45	/resources/2015/07/01/where-does-europe-money-go/	64
/about/objectives/	32	/about/	62
/resources/2015/09/03/open-budget-survey/	24	/about/deliverables/	36
/about/partners/	23	/	32
/resources/2015/09/01/mapping-budget-data-report/	21	/resources/2015/09/03/open-budget-survey/	27
/about/work-packages/	17	/blog/	23
/blog/	17	/about/partners/	13
/about/deliverables/	14	/about/technical-structure/	12
<b>Total</b>	<b>513</b>		<b>474</b>

Source: Google Analytics

While the largest amount of people indeed came from the landing page, only 172 visitors actually viewed one of the resources on the resource page. The largest group, with 95 more than half as big, continued to the events section. Since only one third of the visitors seem to have found what they were looking for, there are two possible conclusions. Either, there is an issue with the content presented under ‘resources’, or, the section in itself is confusing to the visitors, which then causes them to navigate away from the section. This circumstance has been noted and will be addressed by OKF DE and OKF INT in a redesign of the website that is currently planned.

Other observations from the website numbers include the fact that an attempt to promote published deliverables as blogposts has been unsuccessful as both deliverables promoted in this way are at the very bottom of the access list. Most of the guest-blogposts are featured in the upper half of the spectrum, which confirms their validity as relevant and interesting content.

## CONCLUSIONS

The website has performed reasonably well so far, with the number of pageviews and users trending upwards. The approach to publish deliverables as blogposts has not proven successful and will be discontinued. The guest blogposts are part of the more popular items and should be further embraced as a concept. The resources section should and will be restructured as it does not appear that visitors to this section find what they are looking for.

### 5.2.2 Twitter

<http://twitter.com/OpenBudgetsEU>

The Twitter account has been established on the 24th of September 2015, together with the website launch. It allows for a direct and instantaneous level of contact with the various stakeholders in the field of fiscal transparency. Whereas the website offers in-depth information on all aspects of the project, Twitter is a multiplier of messages and announcements that also functions as a means to keep track of current developments in the field.

## DATA

Table 6: Twitter Analytics Data Overview

Year	Month	Tweets	Tweet impressions	Profile visits	Mentions	New followers	Engagements
2015	September	1	221	87	2	5	
2015	October	1	4405	322	0	15	92
2015	November	5	12900	626	14	57	145
2015	December	10	19300	759	11	34	228
2016	January	8	15300	407	7	35	129
2016	February	23	17500	665	10	60	152
2016	March	31	23400	494	10	58	229
<b>Total</b>		<b>79</b>	<b>93026</b>	<b>3360</b>	<b>54</b>	<b>264</b>	<b>975</b>

Source: Twitter Analytics

The Twitter usage reflects the development of the website and the possibility to spread the content featured on it. The rise in number of tweets can be seen from the creation of the Twitter account in September, the stakeholder workshop in November / December, and a more substantial rise after the holiday break in February and March, when the communication strategy was launched signaling twitter out as one of our main mediums. The engagements, one of the more reliable metrics in terms of efficiency of social media efficiency, lies at around 1,04% when compared to the impressions.

Figure 3: Tweets / Month

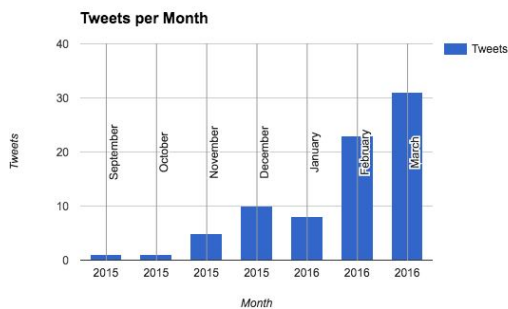
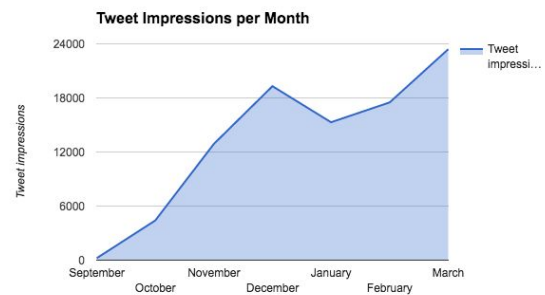


Figure 4: Tweet Impressions / Month



Source: Twitter Analytics

The number of Tweet impressions generally corresponds to the number of tweets. An impression is the number a tweet is displayed on the timelines of Twitter users. If a tweet is shown on a user’s timeline and the user then retweets it, it will be shown on the timelines of those following the user who retweeted, and so on. As such, the numbers can easily multiply rather quickly, but they still are a good indicator of the distance tweets travel. As can be seen in the Figure 4 above, the number of impressions corresponds with the number of tweets sent out.

Figure 5: New Followers / Month

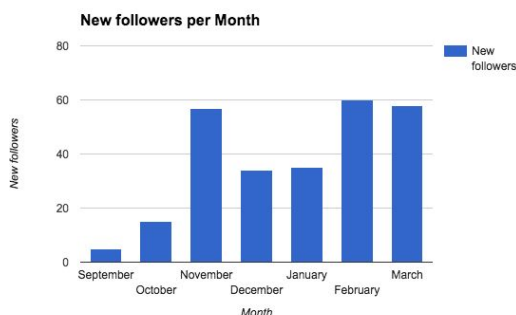


Figure 6: Tweets, Impressions, Followers / Month



Source: Twitter Analytics

Dark Blue: Tweets / month  
 Orange: New followers / month  
 Light Blue: Tweet impressions

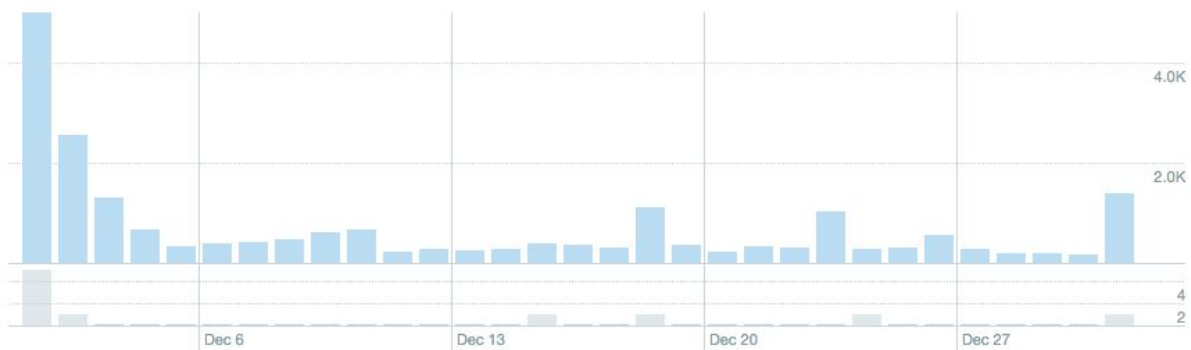
Source: Twitter Analytics

From Figure 6, it can be seen that aside from the general increase in tweets and new followers per month, in November, a large number of tweets has been made with a relatively small effect on new followers. Since Twitter doubles as a tool to interact with other users and to make announcements, the stakeholder workshop at the end of November could have contributed to this situation.

Another interesting anomaly is the relatively modest increase of new followers in December as opposed to the significant increase in tweet impressions in the same month. As can be seen from the detailed view of Tweet impressions in December, this can be traced back to the stakeholder workshop on the 30th of November and 1st of December:

Figure 7: Twitter impressions - December 2015

Your Tweets earned **19.3K impressions** over this **31 day** period



Source: Twitter Analytics

For a detailed view of the individual months, please consider **Appendix I**.

CONTENT

As for content, the top 15 tweets are examined below. For a start, we look at the tweets sorted by the generated impressions:

Table: Top 15 Tweets (Impressions)

#	Impres sions	Retw eets	Likes	Engage ments	Tweet
1	12694	26	12	92	We are happy to announce the launch of our website. Visit <a href="https://t.co/ubPEN90PLT">https://t.co/ubPEN90PLT</a> to learn more about the project and #fiscaltransparency!

2	5943	8	6	54	OpenBudgets Stakeholders' workshop Day 2 has started with interactive sessions: FailFest and User Stories #OBEU <a href="https://t.co/Mv4kPp27oB">https://t.co/Mv4kPp27oB</a>
3	4943	9	6	69	Looking forward to our 1st workshop with (amongst others): @OCCRP, @openspending, @kmonitor, @FunkyCitizens, @alianciaFP, @hasadna! #OBEU
4	4555	17	15	99	.@jplusplus_ introduces a new tool to visualize messy budget data <a href="https://t.co/AZ9JdFLjPx">https://t.co/AZ9JdFLjPx</a> <a href="https://t.co/yCs2svOSnH">https://t.co/yCs2svOSnH</a>
5	3752	6	6	25	A big thank you to everyone involved in our #OBEU workshop! Once the dust has settled, we'll report back.
6	3194	6	3	17	Interested in our plans for 2016? Learn more about our milestones in this post: <a href="https://t.co/JzJ1orQPWH">https://t.co/JzJ1orQPWH</a>
7	3164	7	7	25	#OBEU's @nicolaskb wrote an excellent piece on the difference between cash- and double-entry based accounting: <a href="https://t.co/y8nEmFjM7V">https://t.co/y8nEmFjM7V</a>
8	3072	6	2	15	Last day to fill in @civio @OpenBudgetsEU survey on participatory budgeting, takes only 6 minutes <a href="https://t.co/9m35WYkv47">https://t.co/9m35WYkv47</a>
9	2912	5	3	17	New Blog on the Berlin workshop is out: <a href="https://t.co/1wspfareCE">https://t.co/1wspfareCE</a> #openbudgets
10	2831	5	4	17	Last day to fill in @civio @OpenBudgetsEU survey on participatory budgeting, takes only 6 minutes <a href="https://t.co/9m35WY2TFx">https://t.co/9m35WY2TFx</a>
11	2542	6	3	25	We are currently setting up an #OBEU newsletter for important announcements (only). Subscribe here: <a href="https://t.co/vtJhBkBg4T">https://t.co/vtJhBkBg4T</a>
12	2537	9	6	41	Our first press release is now available in different languages! Find out more: <a href="https://t.co/uiNV8aEOZi">https://t.co/uiNV8aEOZi</a>
13	2494	4	7	62	@thehertieschool all safe! #OBEU <a href="https://t.co/NNSIU3IZOx">https://t.co/NNSIU3IZOx</a>
14	2209	4	4	18	The interviews recorded at the #OBEU stakeholder workshop are now online! Watch to learn more about our project. <a href="https://t.co/IVgllPVkop">https://t.co/IVgllPVkop</a>
15	1996	2	4	43	#breaking: our workshop just got interrupted by an alarm at @thehertieschool. Everyone is OK! <a href="https://t.co/u1lqv88bpQ">https://t.co/u1lqv88bpQ</a>

Seven of the top 15 tweets in terms of impressions generated are related to the stakeholder workshop 2015. This confirms the impression that the event has been the most significant factor in terms of the level of outreach thus far, and that workshops are a great way to generate more significant outreach. It furthermore gives some indication on the popularity of the individual parts of the workshop, such as the FailFest and User Stories on day two. In terms of content, however, the event skews the perspective away from other relevant tweets.

Therefore, if we leave out the tweets related to the stakeholder workshop, the top 15 tweets are the following when sorted for the impressions generated:

Table: Top 15 Tweets (impressions, w/out Workshop)

#	impressions	retweets	likes	Engagements	Tweet text
1	12694	26	12	92	We are happy to announce the launch of our website. Visit <a href="https://t.co/ubPEN90PLT">https://t.co/ubPEN90PLT</a> to learn more about the project and #fiscaltransparency!



2	4555	17	15	99	.@jplusplus_ introduces a new tool to visualize messy budget data <a href="https://t.co/AZ9JdFLjPx">https://t.co/AZ9JdFLjPx</a> <a href="https://t.co/yCs2svOSnH">https://t.co/yCs2svOSnH</a>
3	3194	6	3	17	Interested in our plans for 2016? Learn more about our milestones in this post: <a href="https://t.co/JzJ1orQPWH">https://t.co/JzJ1orQPWH</a>
4	3072	6	2	15	Last day to fill in @civio @OpenBudgetsEU survey on participatory budgeting, takes only 6 minutes <a href="https://t.co/9m35WYkv47">https://t.co/9m35WYkv47</a>
5	2831	5	4	17	Last day to fill in @civio @OpenBudgetsEU survey on participatory budgeting, takes only 6 minutes <a href="https://t.co/9m35WY2TFx">https://t.co/9m35WY2TFx</a>
6	2542	6	3	25	We are currently setting up an #OBEU newsletter for important announcements (only). Subscribe here: <a href="https://t.co/vtJhBkBg4T">https://t.co/vtJhBkBg4T</a>
7	2537	9	6	41	Our first press release is now available in different languages! Find out more: <a href="https://t.co/uiNV8aEOZi">https://t.co/uiNV8aEOZi</a>
8	1958	3	5	18	Ever heard of redflags.hu? Learn more about the project by @k_monitor, PetaByte, and @Transparency_HU on our blog: <a href="https://t.co/RowUgN4ywa">https://t.co/RowUgN4ywa</a>
9	1791	3	5	39	Presenting our work at the Digital Methods Winterschool, "Mapping the Publics of Public Money" #dmi16 <a href="https://t.co/WZSyI3qw1d">https://t.co/WZSyI3qw1d</a>
10	1635	3	1	7	Today @dcabo from @Civio is visiting #Paris municipality on #Participatory #Budgeting! <a href="https://t.co/2q13rcg376">https://t.co/2q13rcg376</a>
11	1570	2	2	10	Event 22-3 on #RedFlags by @TI_EU and @k_monitor. Read more on #RedFlags on our blog: <a href="https://t.co/RowUgN4ywa">https://t.co/RowUgN4ywa</a> <a href="https://t.co/sO0prc5G22">https://t.co/sO0prc5G22</a>
12	1486	3	3	18	@OCCRP @openspending @KMonitor @FunkyCitizens @alianciaFP @hasadna <a href="https://t.co/yzLloa85Ei">https://t.co/yzLloa85Ei</a>
13	1435	2	4	9	Don't have weekend plans yet? make sense of #LinkedData with these tools and rules by @programmableweb #lodcloud <a href="https://t.co/QxHHujJZT1">https://t.co/QxHHujJZT1</a>
14	1293	4	2	16	Yes! New podcast out from @TheTaxcast and @TaxJusticeNet: USA presidents #AntiCorrupcion policy: <a href="https://t.co/nFDyKrQc3H">https://t.co/nFDyKrQc3H</a>
15	1216	3	3	11	8th March at 5 GMT Webinar by @opendatasoft: Interconnecting Open Data Portals Around the World. Sign up here: <a href="https://t.co/ABTTdSOHzw">https://t.co/ABTTdSOHzw</a>

In terms of content, the fact that the football tax story is on second place confirms one of the central ideas behind OpenBudgets: that budgets require context and stories to become relevant. Furthermore, linking to other twitter accounts seems to have positive influence on impressions, retweets and likes as ten of the top 15 tweets contain links to other accounts. The fact that less than 20% (15/76) of the tweets have generated more than 50% (58,838) of the total impressions speaks for the way messages posted to Twitter can travel, and explains why it makes sense to look at Tweets in depth as just one successful Tweet can have a large impact.

It can be seen from the table that impressions do not automatically correspond to engagement. Engagement is defined by Twitter as follows: 'Total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes'. Again, engagement is not an ultimate measure for success, but it might offer some relevant insights.

When we look at the top 15 tweets in terms of engagement generated, we end up with the following:

Table 9: Top 15 Tweets (engagement)

#	impressions	engagements	Tweet text
1	4555	99	.@jplusplus_ introduces a new tool to visualize messy budget data <a href="https://t.co/AZ9JdFLjPx">https://t.co/AZ9JdFLjPx</a> <a href="https://t.co/yCs2svOSnH">https://t.co/yCs2svOSnH</a>
2	12694	92	We are happy to announce the launch of our website. Visit <a href="https://t.co/ubPEN90PLT">https://t.co/ubPEN90PLT</a> to learn more about the project and #fiscaltransparency!
3	4943	69	Looking forward to our 1st workshop with (amongst others): @OCCRP, @openspending, @kmonitor, @FunkyCitizens, @alianciaFP, @hasadna! #OBEU
4	2494	62	@thehertieschool all safe! #OBEU <a href="https://t.co/NNSIU3IZOx">https://t.co/NNSIU3IZOx</a>
5	5943	54	OpenBudgets Stakeholders' workshop Day 2 has started with interactives sessions: FailFest and User Stories #OBEU <a href="https://t.co/Mv4kPp27oB">https://t.co/Mv4kPp27oB</a>
6	1996	43	#breaking: our workshop just got interrupted by an alarm at @thehertieschool. Everyone is OK! <a href="https://t.co/ullqv88bpQ">https://t.co/ullqv88bpQ</a>
7	2537	41	Our first press release is now available in different languages! Find out more: <a href="https://t.co/uiNV8aEOZi">https://t.co/uiNV8aEOZi</a>
8	1791	39	Presenting our work at the Digital Methods Winterschool, "Mapping the Publics of Public Money" #dmi16 <a href="https://t.co/WZSyI3qw1d">https://t.co/WZSyI3qw1d</a>
9	3752	25	A big thank you to everyone involved in our #OBEU workshop! Once the dust has settled, we'll report back.
10	3164	25	#OBEU's @nicolaskb wrote an excellent piece on the difference between cash- and double-entry based accounting: <a href="https://t.co/y8nEmFJM7V">https://t.co/y8nEmFJM7V</a>
11	2542	25	We are currently setting up an #OBEU newsletter for important announcements (only). Subscribe here: <a href="https://t.co/vtJhBkBg4T">https://t.co/vtJhBkBg4T</a>
12	1107	23	Last session of the day: @k_monitor explaining <a href="https://t.co/ZkbNJfoVXB">https://t.co/ZkbNJfoVXB</a> #OBEU <a href="https://t.co/VxT3E9cVEE">https://t.co/VxT3E9cVEE</a>
13	1923	19	What is OpenBudgets, and what are we trying to achieve? Find out in our #OBEU workshop interview! <a href="https://t.co/JguCblyQqX">https://t.co/JguCblyQqX</a>
14	2209	18	The interviews recorded at the #OBEU stakeholder workshop are now online! Watch to learn more about our project. <a href="https://t.co/IVglIPVkop">https://t.co/IVglIPVkop</a>
15	1958	18	Ever heard of redflags.hu? Learn more about the project by @k_monitor, PetaByte, and @Transparency_HU on our blog: <a href="https://t.co/RowUgN4ywa">https://t.co/RowUgN4ywa</a>

In terms of engagement, it is noticeable that six of the top 15 Tweets contain images. This could be an indication to feature images more often. As has been noted above, high

impressions do not automatically translate to high engagement. When the total impressions of the top 15 Tweets in terms of impressions is compared with the total impressions of the top 15 Tweets in terms of engagement, the result is roughly the same number (56842 to 53608).

The top 15 Tweets in terms of engagement (<20%) account for 66% (652/975) of all engagement. This shows how important it is to tweet content that is relevant. Measures such as including images, linking to other Twitter handles, and using hashtags appear to positively influence the numbers.

### 5.2.3 Youtube Channel

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. As of the time of this report, it hosts the testimonial interviews conducted at the OpenBudgets Stakeholder workshop 30th Nov and 1st Dec 2015. It will host the future video materials produced in the course of the project, including the webinars and tutorial videos aimed at educating the platform's users from various stakeholder groups. It has been branded with the Openbudgets Logo to align it with the other communication channels.

While the Youtube channel has proven useful to host the testimonial videos, it thus far represents only a marginal contribution (160 views) to the total reach of the social media channels used. Its main function will come into play with the creation of webinars, screencasts, manuals and tutorials and will be revisited then.

### 5.2.4 Facebook Page

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

The Facebook Page was created on October 20th, 2015. It mirrors the content shared on the website and through Twitter. Its primary purpose is to multiply these messages and increase the reach in order to heighten the penetration of relevant stakeholder groups. Despite not being a focus in the dissemination strategy, it has been ensured that it receives regular updates and that contact requests are replied to in order to ensure that the audiences receive the desired level of attention.

#### DATA

As can be seen from the data below, the OpenBudgets Facebook page has 41 likes and has generated a total of 3504 impressions. The engagement ratio therefore lies at around 1,4% when compared to Total Impressions. This makes it appear as more efficient than Twitter (1,04%) at first, however one needs to keep in mind that with 50 total interactions Facebook

has produced a little over 5% of the total engagements of Twitter (50 / 975). This then confirms the approach to use Facebook primarily as a multiplier for Twitter messages.

Table 10: Facebook Analytics Data Overview

Lifetime Total Likes	Page Engaged Users	Total Reach	Total Impressions
Lifetime: The total number of people who have liked your Page. (Unique Users)	The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	The number of people who have seen any content associated with your Page. (Unique Users)	The number of impressions seen of any content associated with your Page. (Total Count)
41	117	1555	3504

Logged-in Page Views	Logged-in Page Views	Reach of page posts	Total Impressions of your posts
Daily: Page Views from users logged into Facebook (Total Count)	Daily: Page Views from users logged into Facebook (Unique Users)	Daily: The number of people who saw any of your Page posts. (Unique Users)	Daily: The number of impressions that came from all of your posts. (Total Count)
52	34	1429	3251

Total Consumers	Page consumptions
The number of people who clicked on any of your content. Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included. (Unique Users)	The number of clicks on any of your content. Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Total Count)
50	74

Facebook Analytics

### 5.2.5 LinkedIn group / company page

[https://www.linkedin.com/company/open-budgets?trk=top\\_nav\\_home](https://www.linkedin.com/company/open-budgets?trk=top_nav_home)  
<https://www.linkedin.com/groups/8422886>

As the leading platform for professional networking, LinkedIn increases the level of outreach to relevant stakeholders and projects. For OpenBudgets, a discussion group and a company page has been created. The former is an additional option for exchange, and has thus far not been extensively used. Upon the completion of the platform, this channel is intended to establish connections to relevant stakeholders and to promote the OpenBudgets SaaS platform.

The OpenBudgets company page on the other hand allows the consortium partners to share their contribution to the project on their personal profiles, thereby manifesting the network around OpenBudgets and promoting the idea behind the project simultaneously. While LinkedIn is more of a social network than an outreach tool, the performance of both the OpenBudgets group and company page will be observed and given attention to further down the road.

#### DATA

As mentioned above, the LinkedIn group and company page have been created in the run-up to the stakeholder outreach and the launch of the platform, planned for October 2016.

#### 5.2.6 Newsletter

<http://openbudgets.us5.list-manage.com/subscribe?u=929f1e07936386d34833e20d1&id=b00d2af798>

The newsletter is a channel that is intended to promote important updates and milestones to its subscribers. It has been set up to highlight substantial updates on a non-frequent basis (2-4 times per annum), therefore complementing the more continuous flow of information found on the website and the social media channels in a less formal tone than the press releases. Thus far, the newsletter has been prominently promoted on the Twitter page (pinned tweet) and the website (signup button). Once a sufficient number of subscribers has been amassed, this channel will be serve its purpose as a non-frequent announcement tool.

#### DATA

The newsletter has generated 53 signups from February 11th to March 30th. This means the list has been growing by 1,5 subscribers per working day thus far. To continue this growth, a subscription button has been placed centrally on the website and pinned to the Twitter page of OpenBudgets. With the platform and thus more practical outreach in the form of workshops, tutorials, and public appearances on the way, there will be more opportunities to strongly accelerate this growth in order to make practical use of this outreach channel in the near future.

### 5.2.7 Press releases

<http://openbudgets.eu/press>

The press releases are a medium primarily aimed at journalistic multipliers. The messages communicated through this channel highlight milestones and significant updates and are sent out on an ad-hoc basis.

DATA

Thus far there has been one press-release in the course of the start of the website launch, social media streaming and the stakeholder workshop. It has been translated into a total of five languages by the consortium. The consortium partners then have distributed their respective versions in their press mailing lists and other channels to ensure a thorough dissemination (see [Greek](#), [Czech](#), [Spanish](#), [Portugese](#), [English](#)). With respect to the ongoing development of the platform, the majority of upcoming press-releases will be sent out towards the end of the year upon further development of the platform.

## 5.3 Events

### 5.3.1 Conferences, Presentations / Lightning Talks

The participation in international conferences is an integral part of the dissemination and outreach plan of OpenBudgets. Apart from partaking in the international community, networking, and creating new ties, conferences are important ways to inform the public about the existence of the project and to gather input, insights, and new knowledge that is beneficial. Presentations and lightning talks have been also taken into this category, as their purpose is essentially similar to that of conference visits. The data for each activity is listed separately to paint a fuller picture.

DATA

In the first year of the project, dissemination focused mainly on building up the network for future events. This has been done by visiting conferences, among others:

- Open Government Partnership Summit
- PDF-CEE 2015 and 2016 in Poland
- Dataharvest 2015
- School of Data Summer Camp 2015
- International Open Data Conference (IODC) 2015 in Ottawa
- Global Investigative Journalism Conference 2015 in Lillehammer

Conference visits were used to organize workshop, hold interviews and broaden the networks, and were the source of valuable input for deliverable reports. Dataharvest,

Lillehammer, and the School of Data Camp for instance were used for observation and interviews for deliverable 5.1. The DMI Winterschool and the stakeholder workshop brought important results for deliverable 8.3 In addition, networks were broadened, contacts were made and our work was displayed. For 2016, dissemination efforts continue with self-organized events, the first planned in May, and conference visits, workshops and presentation.

As of the 30th of March, the tracker features four presentations. These have taken place at international conferences and meetings with the prime goal of introducing OpenBudgets as a project and the value of fiscal transparency for government agencies and NGO/CSOs. Similarly to conference visits, more presentations are planned for 2016 and currently coordinated with the consortium partners.

For the complete data, consult Appendix III.

### **5.3.2 Workshops / Trainings / Webinars**

As has been mentioned before, the workshops, trainings, and webinars focused on the usage of the platform itself are currently still underway. Nonetheless, the OpenBudgets consortium has been very active in organizing and participating in workshops related to the field of fiscal transparency.

#### **DATA**

Ten workshops (see Appendix V for details) have taken place at the following events:

- Démocratie Ouverte DYI Democracy,
- HEAR Strasbourg
- School of Data Summer Camp
- Transparency School Vilnius
- DMI Winterschool 2016
- OECD/MinFin Tunis meeting for CSOs
- Otevřená propojená data veřejné správy ČR - příklady dobré praxe

Of those ten, four were self-organized. The workshops and trainings were specifically targeted towards various stakeholder groups including CSOs / NGOs, policy makers, journalists, design students, civil society, academia, and specific policy departments related to fiscal transparency.

In terms of content, the self-organised workshops have been created with the future user-groups of the OpenBudgets platform in mind. Specifically, the workshops were made to stimulate and motivate these stakeholder groups to understand budget data as a promising source of input for their own work, be it journalists, policy makers, or academics.

### **5.3.3 Round-table discussions / Meetings**

Meetings and round-table discussions are one of the most simple but also most effective ways of establishing ties to new stakeholders and partners. In the first 12 months, the consortium has tracked a total of 45 Meetings with various stakeholder groups, the majority of which were with policy makers on various relevant levels of government. Due the fact that some of these meetings are of a discrete nature, not all the data related to those meetings can be published.

#### **5.3.4 Online Discussions**

Participation in online discussions and mailing lists is an important part of the online networking activity required to build and become part of the community around fiscal transparency. The main activities in this domain have taken place on the OpenSpending forum. Due to the longstanding existence of OpenSpending the forum is a well-known meeting point for stakeholders from the field of fiscal transparency, which explains the decision to make it a prime focus. For the full list of individual online discussions please consult Appendix VI.

#### **5.3.5 Articles, Publications, Conference Papers**

The publication of articles and conference papers is an essential part of the process leading up to the acknowledgement of the project and set standard by the scientific (linked data) and financial communities. As there is no set standard thus far, this indicator will be revisited after the launch. Thus far, the consortium members have tracked two conference papers and one article. For the complete list, consult Appendix VII.

## **6 Indicators & Adjustments**

Now that the various dissemination materials and activities have been presented, the numbers generated in the first 12 months are compared against the targets set out in the description of work. As we can see below, some have exceeded, and others have fallen short. From this data, strategic conclusions on the adaptation of the targets set out in the description of work can be derived. The measures that are out of the scope of this report have been neglected in this table for the sake of clarity.



Table 11: Adjustments of Indicators

Indicators	Target 2017	04/2016	Adaptation of Target
Collect policy maker contacts	500 - 1000	<b>270<sup>4</sup></b>	-
Number and quality of liaisons with groups of stakeholders	30 - 100	<b>45</b>	-
Number of activities organized	20 - 40	<b>10</b>	-
Activity and quality of discussion in different community mailing lists	10 - 20	<b>10</b>	Raise to 20 - 40
Participation in international events	15 - 30	<b>24</b>	Raise to 25 - 50
Number of publications published at workshops/conferences/journals	10-30	<b>2<sup>5</sup></b>	-
Social Media coverage (all visits and views to all possible channels)	25,000-50,000	<b>100,478</b>	Raise to 250,000
Number of Press Releases	10 - 50	<b>5</b>	

The four target numbers that have already been exceeded are increased. Especially ‘Social Media coverage’ has been more efficient than originally anticipated, largely due to Twitter, which will continue to receive increased attention due to its efficiency as an outreach tool. Both the efforts for ‘Participation in international events’ and ‘Activity and quality of discussion in different community mailing lists’ have resulted in promising numbers, which is why their target numbers are adapted as well.

While none of the numbers are indicating an overly negative performance, there are four indicators that are below 50% of the mean of the target goal. They will be individually addressed below.

The first indicator is ‘Collect policy maker contacts’. While the activities feeding into this indicator indicate a somewhat lower performance than expected, the eventual release of the Open Budgets platform to the public will greatly facilitate the acquisition of new policy maker contacts. While special attention will be put on the eventual reach of the target of this indicator, its current status is therefore not considered problematic. The second indicator is ‘Number of activities organized’. This indicator mainly refers to different workshops and tutorials for various stakeholders, in large parts directly related to the platform. Therefore,

<sup>4</sup> Estimate

<sup>5</sup> Out of Scope

this indicator is partially out of scope for this report, and thus not considered to be problematic. The third indicator, 'Number of publications published at workshops/conferences/journals', is actually out of scope for this report, as it is part of 7.1 b 'Acknowledgement of the project and set standard by the scientific (linked data) and financial communities'. This indicator will be revisited upon the platforms release. The last indicator, 'Number of Press Releases', is below 50% of the mean, but with 5 of 10 at half of the minimum of the set target. As such, it is conservatively seen well within the reach of the dissemination efforts.

## 7 Discussion and Insights

This report has documented the dissemination activities and materials in the first year of OpenBudgets.eu. The dissemination and communication of the project and its (future) results took off with the first stakeholder workshop in December, which can also be seen from the data.

Afterwards, the communication channels follow a general upward trend in terms of the users and level of outreach generated. The communication strategy set out that the project should produce a constant communication stream on social media, and blogs on its website. In the run-up to the platform's beta launch in Autumn 2016, the streaming and meetings will therefore increase. Hence the current trend will be boosted so that we peak around the release of the platform.

The results from this report show that in terms of the streaming, Twitter is the most efficient dissemination tool for generating outreach for OpenBudgets.eu, closely followed by the website. Based on the analysis from this report, the use of twitter can benefit by taking note of the best tweets, times etc. In addition, the website has been OpenBudgets.eu's main channel to present more extensive content, such as detailed information on the project and budget stories in the form of blogposts. The report shows that the website has performed reasonably well with adaptations of the landing page and the resources section being implemented in near future by OKF DE and OKF INT. The Facebook and LinkedIn accounts are set up, but are now mostly used to bring the existing content to a different user group. The efforts for both linkedin and facebook will be increased around the launch of the beta version of the platform. The same goes for Youtube, which will be used to host webinars, tutorials, and screen-casts in the future.

The best performing category are our stakeholder outreach activities, workshops and events. The consortium has participated in several high-profile conferences, workshops and events in addition to the self-organized events such as the Thessaloniki Hackathon in June 2015, the workshops for the Football Tax, and the stakeholder workshop. These well visited and successful events in addition to our active participation in conferences and the international fiscal transparency community are important points to maintain in our future work. The success shows in the number of stakeholder contacts collected.

In contrast, the number of policy makers contacts collected is below expectation. This can be attributed to the timing of the project, as we cannot yet show our platform and tooling. In addition, the developments in the project over the last year and our research on the field of fiscal transparency shows that the potential for OpenBudgets.eu is much wider. The latter also explains the high number of stakeholder contacts, contrasting with the low number of policy maker contacts; we diversified our outreach activities at the cost of direct outreach to policy makers. We will hence lower the expected total number lower, whilst increasing our attention for this area as this shows policy maker contacts demand our attention.

In short, when we study the indicators formulated in the description of work, the consortium has performed largely as expected with the exception of the collection of policy maker contacts. All the other measurements can either be increased or left as planned. The most significant increase in this regard is made to the social media streaming.

## 8 References

Google Analytics Benchmarking Newsletter, July 2011. Retrieved via:

<http://www.rapidrepair.com/news/uncategorized/google-analytics-benchmarking-newsletter-july-2011>

Google Analytics Data. Retrieved via: <https://analytics.google.com/analytics/web/>

Twitter Analytics Data. Retrieved via: <https://analytics.twitter.com/about>

Facebook Analytics Data. Retrieved via: <https://facebook.com/>

## 9 Appendix

### Appendix I: Dissemination Schedule

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

## Appendix II: Tweet Impressions / Month

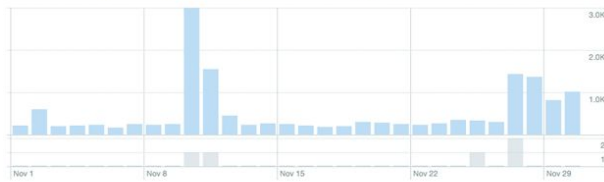
Your Tweets earned **221 impressions** over this **30 day period**



Your Tweets earned **4.0K impressions** over this **30 day period**



Your Tweets earned **12.9K impressions** over this **30 day period**



Your Tweets earned **19.3K impressions** over this **31 day period**



Your Tweets earned **15.3K impressions** over this **31 day period**



Your Tweets earned **17.5K impressions** over this **29 day period**



Your Tweets earned **19.1K impressions** over this **29 day period**



Source: Twitter Analytics

## Appendix III: Conferences

Your Name	Your Organisation	Name of conference / Link to website	Theme of conference	Short description of the conference (what was it about?)	Organiser	# of attendees
Alexandra Garatziogianni	Fraunhofer	<a href="http://ec.europa.eu/rea/pages/policy_and_networking_meeting_on_ict_en.htm">http://ec.europa.eu/rea/pages/policy_and_networking_meeting_on_ict_en.htm</a>	Policy and Networking Meeting on ICT-enabled public sector innovation	Policy and Networking Meeting on ICT-enabled public sector innovation	Participant / Attendee	50
Anna Alberts	Open Knowledge Germany	PDF-CEE conference <a href="https://personaldemocracy.com/poland">https://personaldemocracy.com/poland</a>	Civic Tech and Journalism	2 day conference in Warsaw focused on civic tech. Many participants from Eastern Europe, gave different perspective on the field of civic tech. Issues highly political.	Personal Democracy Media	400
Anna Alberts	Open Knowledge Germany	PDF-CEE 2015	Anti-Corruption and Fiscal Transparency	This is the annual gathering of Transparency and Civic Tech groups from central and eastern Europe, hosted by	PDF-CEE epastwo foundation	3000
Dataharvest 2015	Open Knowledge Germany	Dataharvest 2015	Civic Tech and Journalism	It is the annual conference for data driven journalism	EIJC/Journalismfund	300
IODC Ottawa	Open Knowledge Germany	IODC/ <a href="http://opendatacon.org/">http://opendatacon.org/</a>	Government and ICT	The annual meeting of policy makers and NGOs to discuss the current state of Open Data.	IODC	
Anna Alberts	Open Knowledge Germany	IODC / <a href="http://opendatacon.org/blog-2015/">http://opendatacon.org/blog-2015/</a>	Open Government	The annual gathering of open data policy makers, civic tech, and civil society organisations	IODC	
Anna Alberts	Open Knowledge Germany	Dataharvest 2015 / <a href="http://www.journalismfund.eu/dataharvest-conferences">http://www.journalismfund.eu/dataharvest-conferences</a>	Civic Tech and Journalism	It is the annual gathering of European	journalismfund	300
Dominiik Wurnig	Open Knowledge Germany	Global Investigative Journalism Conference /	Civic Tech and Journalism	The gathering for all investigative journalists in Europe.	Global Investigative Journalism Network	1000

		http://gijc2015.org				
Anna Alberts	Open Knowledge Germany	PDF-CEE 2016	Anti-Corruption and Fiscal Transparency	PDF-CEE is the biggest gathering of Civil Society Organisations and NGOs advocating for Transparency in Central and Eastern Europe	Fundament + Techsoup	3000
Cecile	Open Knowledge International	Open Government Partnership Summit	Open Government	Open Government Conference	OGP	

#### Appendix IV: Presentations

Your Name	Your Organisation	Title of Presentation	Date	At which Event?	Short description of the presentation (what was it about?)	# of attendees	Type of audience
Anna Alberts	OKF DE	Open Budget Data and Performance Based Budgeting	12/02/2016	OECD meeting discussing Tunis' Organic Reform of the Law on Performance Based Budgeting	How CSOs can use budget transparency tools to hold the government accountable in the light of the reforms	50	Policy Makers, CSOs / NGOs, Civil Society
Cecile	OKI	Public participation in designing a Budget Data Specification	27/02/2015	OGP Summit	<a href="https://twitter.com/FiscalTrans/status/659881064932839424">https://twitter.com/FiscalTrans/status/659881064932839424</a>		Policy Makers, CSOs / NGOs, Journalists
Lucie Sedmihradská	UEP	Seznam došlých faktur subjektů veřejné správy	18/02/2016	Open data stand up	Presentation of data sets which would be worth opening. The Otakar Motejl fund offers support for these datasets chosen by the audience. We presented list of paid invoices of local governments as a source of new information about governments management and as a basis for various useful applications/visualisations.	50	
Jindřich Mynarz	UEP	introduction of the	19/02/2016	Otevřená propojená data	An introduction of the OpenBudgets.eu project	81	Policy Makers,

		OpenBudgets.eu		veřejné správy ČR - příklady dobré praxe	was presented as an example use of linked open data in the public sector.		Czech Supreme Audit Office
--	--	----------------	--	--	---	--	----------------------------------

## Appendix V: Workshops

Your Organisation	Organiser	Title of Workshop / Training	At which Event ?	Start Date	End Date	Short description of contents	Twitter Hashtag	# of attendees	Target group / stakeholder group(s) present?	Link to Blogpost	Outcomes / Outputs / Relevance to Open Budgets / Links to your notes
CiViO	Démocratie Ouverte	DYI Democracy	Démocratie Ouverte DYI Democracy	19/03/2016	19/03/2016	Possible ways to collaborate between organisations among Europe interested in participation and PB platforms, open data, etc...		50	CSOs / NGOs, Civil Society		New partners to disseminate the project in France
J++	Self-organised	Training/Workshop at HEAR, Strasbourg, France		25/11/2015	27/11/2015	Football tax workshop. Investigation of AS Saint-Etienne, OL Lyon, FCG Bordeaux, Montpellier HSC	<a href="https://twitter.com/thefootballtax">https://twitter.com/thefootballtax</a>	16	Design students	<a href="http://www.thefootballtax.com/#/">http://www.thefootballtax.com/#/</a>	Enables gap analysis
J++	Self-organised	Training on budget data	Journalism++ / Unine	21/10/2015	23/10/2015	Teach investigative techniques on budget data to journalism students at Unine (Neuchâtel). Investigation of FC Basel, FCS Genève, FC Sion, FC Lausanne, Neuchâtel Xamax.	<a href="https://twitter.com/thefootballtax">https://twitter.com/thefootballtax</a>	10	Journalists, Journalism Students	<a href="http://www.thefootballtax.com/#/">http://www.thefootballtax.com/#/</a>	Enables gap analysis.
J++	Self-organised	Datajournalism training: The Football Tax		01/03/2016	03/03/2016	Teach investigative techniques on budget data to journalism students at ESJ (Lille). Investigation of clubs in Sedan, Guingamp, Lens, Caen, Sochaux		22	Journalists, Journalism students		
Open Knowledge Germany	Self-organised	OBEU Stakeholder Workshop		30/11/2015	01/12/2015	Stakeholder workshop and consortium meeting	OBEU	20	Policy Makers, CSOs / NGOs, Journalists	<a href="http://openbudgets.eu/posts/2015/12/18/first-stakeholder-workshop/">http://openbudgets.eu/posts/2015/12/18/first-stakeholder-workshop/</a>	In blogpost

Open Knowledge Germany	School of Data	School of Data Summer Camp	School of Data Summer Camp	23/05/2015	27/05/2015	In an intensive week, you learn different training forms and basic skills to do data training and to mix and mingle with other trainers from the international network.	scoda15		CSOs / NGOs, Civil Society	See deliverable 5.1
Open Knowledge Germany	Transparency School Vilnius	User Workshop OpenBudgets.eu	Transparency School Vilnius	06/07/2015	10/07/2015	The summer school consisted of a series of lectures and workshops. We did one workshop on day three and gathered feedback for openbudgets.eu	-	150	CSOs / NGOs, Journalists, Civil Society, Academia, Students	Use Cases and feedback for openbudgets.eu platform
Open Knowledge Germany	Digital Methods Initiative - University of Amsterdam	Chasing the Publics of Public Money	DMI Winter school 2016: otherwise engaged	11/01/2016	15/01/2016	In a week long intensive course a group of 10 researchers explored different methods to map stakeholders around public money and design a strategy for openbudgets.eu	#dmi15	150	CSOs / NGOs, Journalists, Academia, Students	<a href="https://docs.google.com/presentation/d/1g3zYd89X0YLK4DJMdlFvaAyVjLh4xTowEtygk0TJmoc/edit?usp=sharing">https://docs.google.com/presentation/d/1g3zYd89X0YLK4DJMdlFvaAyVjLh4xTowEtygk0TJmoc/edit?usp=sharing</a>
Open Knowledge Germany	OECD	Financial Transparency, Open Government & Open Budgets	OECD/MinFin Tunis meeting for CSOs discussing the organic law for performance based budgeting	12/02/2015	12/02/2015	A presentation outlining the importance of budget transparency, open data and highlighting different civil society tools to make budgets more transparent	-	60	Policy Makers, CSOs / NGOs, Civil Society	<a href="https://drive.google.com/open?id=0B5wLY7hg9odbOE51RzhSRVpMWTA">https://drive.google.com/open?id=0B5wLY7hg9odbOE51RzhSRVpMWTA</a>
University of Economics, Prague	Czech Supreme Audit Office	Linked open data seminar for Czech public sector administration	Otevřená propojená data veřejné správy ČR - příklad dobré praxe	19/02/2016	22/02/2016	A linked open data seminar for Czech public sector administration held at the Czech Supreme Audit Office. An introduction of the OpenBudgets.eu project was presented as an example use of linked open data in the public sector.		81	Policy Makers, Czech public sector administration	<a href="http://www.nku.cz/cz/konference-seminare/seminar-opendata-2016/default.htm">http://www.nku.cz/cz/konference-seminare/seminar-opendata-2016/default.htm</a>



## Appendix VI: Online Discussions

Website	Link	Short description of contents	Date	Which stakeholder group?	Outcomes / Outputs
OpenSpending	<a href="https://discuss.okfn.org/t/openspending-community-introductions/1145">https://discuss.okfn.org/t/openspending-community-introductions/1145</a>	Introduction of OpenBudgets to the OpenSpending Community, invitation to participate	15/12/2015	Policy Makers, CSOs / NGOs	Establishing contact to community
OpenSpending	<a href="https://discuss.okfn.org/t/greek-linked-economy-project/2251">https://discuss.okfn.org/t/greek-linked-economy-project/2251</a>	Commentary on Greek LinkedEconomy project	15/03/2016	CSOs / NGOs, Tech	Discussion of new linked economy project
OpenSpending	<a href="https://discuss.okfn.org/t/public-website-for-city-municipal-council/2112">https://discuss.okfn.org/t/public-website-for-city-municipal-council/2112</a>	CSO/NGO Stakeholder from Israel was looking for tools / solutions used by municipal councils worldwide.	27/02/2016	CSOs / NGOs, Tech	Response to user introduced the current possibilities of making municipal budget data available and referenced the OBEU platform as being in development.
OpenSpending	<a href="https://discuss.okfn.org/t/can-i-reuse-these-icons-of-where-do-esmymoneygo-org/1989/3">https://discuss.okfn.org/t/can-i-reuse-these-icons-of-where-do-esmymoneygo-org/1989/3</a>	Connecting user with Italian OpenSpending activists	14/02/2016	CSOs / NGOs, Journalists	Established new connection of potential future user to OpenSpending community
OpenSpending	<a href="https://discuss.okfn.org/t/survey-participatory-budgeting/2065">https://discuss.okfn.org/t/survey-participatory-budgeting/2065</a>	Promoting CiViO survey	22/02/2016	CSOs / NGOs	
OpenSpending	<a href="https://discuss.okfn.org/t/introducing-gobierno-presupuestos-municipales/2020">https://discuss.okfn.org/t/introducing-gobierno-presupuestos-municipales/2020</a>	Reacting to introduction of Gobierno Presupuestos Municipales, a Spanish platform to visualize and understand budgets from 8000+ municipalities	17/02/2016	CSOs / NGOs, TECH	Exchange about developments in OpenBudgets EU with regards to integration and ETL and how this may support GPM and vice-versa
OpenSpending	<a href="https://discuss.okfn.org/t/nicolas-kayser-bril-from-j-just-published-a-great-blog-on-openbudgets-eu-public-sector-accounting/1958">https://discuss.okfn.org/t/nicolas-kayser-bril-from-j-just-published-a-great-blog-on-openbudgets-eu-public-sector-accounting/1958</a>	Promotion of OBEU Website and J++ Blogpost	02/02/2016	CSOs / NGOs	153 replies 75 views 3 users 1 like 3 links
OpenSpending	<a href="https://discuss.okfn.org/t/new-open-data-portal-european-">https://discuss.okfn.org/t/new-open-data-portal-european-</a>		15/12/2016	CSOs / NGOs	1 reply 100 views 2 users 2 links

