

# Demos@Work

Enable European-wide discussion between elected representatives and civil society

Project EP-07-01-035

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## D5.1 – Project presentation

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## Executive Summary

Demos@Work is a project co-financed under the 2007 eParticipation call which aims to facilitate European-wide discussion between elected representatives and civil society on emerging policy issues that have a potential impact on all countries within the European Union, by integrating already-created ICT-based eParticipation and eGovernment tools in a real-life implementation. The issue selected for this trial project is in the field of public health, more specifically, the harmful effects of smoking.

This deliverable along with other deliverables of Work package 5, such as “D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press” and “D5.3 Website, Collaborative Environment”, will contribute to the creation of “D5.4 First institutional Exploitation and Dissemination Plan” that will take place in Month 12. Generally, the objectives of Work package 5 are to communicate and promote the methodology and findings of the project among all the potential users and institutions at all levels, to demonstrate the results of the Work Packages methodology, framework for a Pan European sustainable deployment, to undertake widespread promotion and dissemination of current work undertaken by the Working groups through promotion of the results and set-up of specific learning processes to collect feedback information and to work closely with the support action funded under the same Preparatory action so as to help collect and consolidate scientific results and disseminate them to all relevant institutions in the EU and to all interested civil society actors.

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## I. DEMOS@WORK TRIAL PROJECT

### I.1. Project Summary

Integrating already-created ICT-based eParticipation and eGovernment tools in a real-life implementation is the purpose of the Demos@Work Trial Project. The Demos@Work overarching objective is to facilitate European-wide discussion between elected representatives and civil society on emerging policy issues that have a potential impact on all countries within the European Union. The issue selected for this trial project is the harmful effects of smoking. For more information please visit: [www.demosatwork.org](http://www.demosatwork.org)

Therefore, the focus of this project is mainly on citizens and politicians. More specifically, the objectives of the project are to: address the issue of citizen disengagement from decision making processes, strengthen the EU fight against tobacco use, improve the quality of services provided to citizens, facilitate the work of MPs, accelerate transition to a knowledge society, increase the awareness of the Parliament activities among its citizens and leverage eRepresentative assets.

The platform will serve to improve the dialogue between regional/national-level elected representatives, the European parliament and citizens, while using and testing forms and methods of civic engagement. This will be achieved by configuring and putting into trial a secure, mobile environment through which elected representatives are able not only to engage with citizens on policy issues using a semantically enriched user-interface, but also to communicate and collaborate with their peers.

Demos@Work tool is an innovative Web 2.0 portal that will promote representative and transparent governance by granting the public access to policy-making proceedings through the use of ICT. The proposed technological platform will be created through the customization of two open source platforms that have already achieved international recognition and the support of the European Union (eRepresentative and Gov2DemOSS). In addition to this basic platform, other EC co-funded projects developments and results will be included to improve the platform capabilities, such as citizens' engagement and feedback for politicians.

### I.2. Partners

The project brings together three technical partners, two end-users and an academic institution with considerable expertise in developing and applying eDemocracy and eGovernment solutions at local, regional and national levels of government:

**Gov2u** will provide the Gov2DemoSS citizen online participation platform which has been awarded with the EU Good Practice Label for the project. Gov2u is a partner in the eRepresentative project for which it has developed modules, such as committee event notifications, secure discussion spaces and remote e-polling for committees.

**Scytl** will be the Project Technical Manager, being responsible for the integration and customization of the technological platform to be used in trials. Scytl is an EU ICT Prize recipient, has implemented several e-Participation projects in Spain and is a partner in the eRepresentative project.

**GFI** will act as Project Manager and will provide the knowledge related to semantic technologies. GFI has worked in the semantic interoperability environment in the eGovernment TerreGov project (FP6).

**NTUA** is a partner in the LEX-IS project and has worked in modules such as the Legislative Process workflow model, the Ontology for legal Framework Modeling and the XML descriptions of legal documents.

**Parliament of Catalonia** will be one of the project's end-users. This Regional Parliament has previous experience in using e-Democracy tools and is a partner in the eRepresentative project.

**Parliament of Lithuania** will be the project's other end-user. This National Parliament is a partner in the eRepresentative project.

Combining modules and experience gained in all the aforementioned projects under one platform will provide a state-of-art solution for enhancing eParticipation.

## II. SCOPE AND CONTENT OF THE DELIVERABLE

This is the first deliverable of “Work package 5: Dissemination and institutional exploitation - Synergies with other projects”.

Generally, the objectives of Work package 5 are the following:

- To communicate and promote the methodology and findings of the project among all the potential users and institutions at all levels (local, regional, national and supranational)
- To demonstrate the results of the Work Packages methodology, framework for a Pan European sustainable deployment.
- To undertake widespread promotion and dissemination of current work undertaken by the Working groups through promotion of the results and set-up of specific learning processes to collect feedback information.
- To work closely with the support action funded under the same Preparatory action so as to help collect and consolidate scientific results and disseminate them to all relevant institutions in the EU and to all interested civil society actors.

This deliverable along with other deliverables of Work package 5, such as “D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press” and “D5.3 Website, Collaborative Environment”, will contribute to the creation of “D5.4 First institutional Exploitation and Dissemination Plan” that will take place in Month 12.

Demos@Work is able to gain an advantage from the dissemination plan process by: establishing goals, objectives and strategies to be completed within specified time period, allocating responsibilities, providing a clear direction for partners to follow and a framework which can be used to facilitate timely response to changed conditions and deviations from plans and establishing a basis for evaluating performance, identifying risks and taking steps to eliminate potential problems.

The mission of the dissemination will be partially derived from broader strategies and missions of Demos@Work. The key objective is to evaluate the Demos@Work deliverables not only from a technology perspective but also from a sociological perspective. In other words, does the environment perform as it should and does it deliver an environment that effectively supports the online dialogue for smoking? The dissemination mission is to define and disseminate the knowledge arising from the project. The dissemination strategy will focus on the features that differentiate Demos@Work from similar initiatives, that is to say the social and technological innovations that the project aims to bring. The expected results of this plan are a significant awareness of the Demos@Work initiative, an understanding of the benefits of the platform, active interaction with necessary stakeholders and the establishment and maintenance a favourable reputation.

Therefore, a continuous milestone extended throughout the length of the project and continued through the full implementation if required will be the significant awareness of the Demos@Work initiative in elected assemblies all around the world, an understanding of its benefits and an active interaction with necessary stakeholders. It will be realized in close cooperation with the other projects funded under the same call in order to develop a comprehensive dissemination strategy.

### III. RELATION TO OTHER DELIVERABLES / WORK PACKAGES

This deliverable is the direct result of a thoroughly collaborative effort by all the participants in the project. Direct feedback via email was received from many partners. This plan is addressed, first of all, to the partners of Demos@Work that can disseminate the project and later on this plan can prove useful to other stakeholders drawn to the needs and eventual benefits of the project. The recommendations of this plan are just the first step in this process. The ongoing strength and impact of the project rely on continuing participation of all the stakeholders. Therefore, we welcome feedback on [info@gov2u.com](mailto:info@gov2u.com).

This deliverable along with other deliverables of "Work package 5 – Dissemination and institutional exploitation - Synergies with other projects", such as "D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press" and "D5.3 Website, Collaborative Environment", will contribute to the creation of "D5.4 First institutional Exploitation and Dissemination Plan" that will take place in Month 12.

The Institutional Exploitation and Dissemination Plan will not only related to all the deliverables of WP5, such as the thematic workshops' results and the outcomes of Demos@Work Conference, but is related to all the other work packages. The marketing objectives of the dissemination plan are partially derived from broader objectives of the project and will distribute the results of all other work packages, such as the Demos@Work Platform (WP2), Trial Applications (WP3) and the Requirements and results analysis: Assessment of costs and benefits of the project's outcomes (WP4).

## IV. RELATION TO OTHER PROJECTS

The Demos@Work Consortium commits itself to cooperate with the eParticipation Support Action project EP-07-01-004 **MOMENTUM** (Monitoring, Coordinating and Promoting the European Union eParticipation Projects and Initiatives) and with the following eParticipation projects co-funded by the European Commission's eParticipation Preparatory Action:

### eParticipation Projects 2006/1

- DALOS
- LEGESE
- LEX-IS
- LEXIPATION
- SEAL
- TID+

### eParticipation Projects 2007/1

- CitizenScape
- DEMOS@WORK
- eCommittee
- FEED
- Ideal-EU
- VEP
- VOICE

In this context, resources may be allocated by Demos@Work for establishing cooperation, sharing information and executing common dissemination activities with the other eParticipation projects with main objective to increase the European impact and added value of each single project, especially in the context of European Institutions, and getting benefit (wherever possible) from alliances, synergies and economies of scale in the joint conduct of relevant activities.

The creation of a common communication strategy will be based on:

- o Reciprocal links to the respective project websites;
- o A common format and design of printed dissemination material;
- o An integrated plan of seminars, workshops and conference participations;
- o The participation of speakers from other projects at each respective dissemination event;
- o The alignment of contacts with parliaments and other stakeholders;

The collaboration activities will be based on the mapping & consolidation of the projects and results along the following lines:

- ❖ Domain / Participation Areas

- ❖ Relevant Institutions and Actors
- ❖ Participative methodologies & legislative processes
- ❖ Tools & Technologies
- ❖ Impact and potential opportunities

As such, an indicative list of common actions will be taken in order to generate a stronger sense of 'Community' as well as to encourage cooperation and greater knowledge sharing among the projects, as presented below:

- ❑ Exchange of (non sensitive) information and knowledge regarding the description of work, as well as the results of each project and its respective dissemination roadmap
- ❑ Establishment of a permanent collaboration portal by the Support Action, which will serve as a cross project collaboration tool for results consolidation and dissemination support, as well as knowledge, experience and best practice sharing
- ❑ Creation of a consolidated corpus of material resulting from the projects available to all enabling to avoid redundancy, leverage capability and exploit synergies
- ❑ Organisation of Concertation Events by the Support Action with the participation of the eParticipation projects, Commission representatives, and stakeholders for results presentation and exchange of practices, ideas, problems, lessons learnt
- ❑ Identification of the key experts, stakeholders and decision-making Institutions in the eParticipation community, both internal to the eParticipation projects as well as external ones, maintaining a list of contacts and making this available through the portal and co-organise events and activities with policy-makers
- ❑ Organisation by the Support Action of common workshops on specific topics of relevance to the eParticipation projects with the participation of external experts in the eParticipation field for consultation and know-how transfer
- ❑ Identification of the key dissemination opportunities for the eParticipation projects (e.g. Institutions, policy-makers, legislation and/or decision-making processes)

## V. ACTIONS

As far as the presentation of Demos@Work is concerned, the partners of the project agreed on the following issues:

- ◆ It was agreed from the beginning of the project that Gov2u will be the leader of “Work package 5 – Dissemination and institutional exploitation - Synergies with other projects”.
- ◆ All the partners agreed on a brief description of Demos@Work Trial Project that was used for the description of the project in various documents, on the website ([www.demosatwork.org](http://www.demosatwork.org)) and on the press release.
- ◆ The objectives of Demos@Work were created and all partners agreed.
- ◆ A logo representing the project was created from Gov2u and all partners agreed that it will be used in all documents and presentations of the project as well as in the site or wherever needed.
- ◆ A publicly accessible website ([www.demosatwork.org](http://www.demosatwork.org)) was created from Gov2u to explain the goals, organisations involved and milestones, and disseminate the press releases, reports and results of the project.
- ◆ A template for the presentation of the project was created.
- ◆ A press release was also created from Gov2u and distributed to various stakeholders.

The presentation of the project and the key messages that are given from it require clear agreement and careful coordination among all parties. For this reason, a list of spokespersons from each partner able to deal with particular aspects of Demos@Work and informed about the overall project and its key messages, should be established.

Presentation and key messages are related with the project's image and in turn with its reputation; therefore they should be clear and focus on positive achievements, benefits and the features that differentiate Demos@Work from similar initiatives. Reputation is induced through communication and evolves over time as a result of consistent performance.

Demos@Work has started to gain publicity (public awareness) and so far a favourable reputation has been carefully managed and established. Potential users are becoming aware and familiar with Demos@Work's logo and active interaction with necessary policy stakeholders is searched for. Hence, positive reputation should be maintained.

The goal is to have a reputation that is consistent with both Demos@Work's identity (its consistent and distinctive profile) as communicated and the way the partners want it to be perceived. The challenge for communications is to create this consistency in identity and reputation through managing stakeholder groups - this is a highly reflexive activity.

## VI. CONCLUSIONS

The presentation of the project and the key messages that are given from it require clear agreement and careful coordination among all parties. Demos@Work has started to gain publicity (public awareness). Hence, the positive reputation established so far should be maintained. This deliverable along with other deliverables of Work package 5, such as “D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press” and “D5.3 Website, Collaborative Environment”, will contribute to the creation of “D5.4 First institutional Exploitation and Dissemination Plan” that will take place in Month 12. Generally, the objectives of Work package 5 are to communicate and promote the methodology and findings of the project among all the potential users and institutions at all levels, to demonstrate the results of the Work Packages methodology, framework for a Pan European sustainable deployment, to undertake widespread promotion and dissemination of current work undertaken by the Working groups through promotion of the results and set-up of specific learning processes to collect feedback information and to work closely with the support action funded under the same Preparatory action so as to help collect and consolidate scientific results and disseminate them to all relevant institutions in the EU and to all interested civil society actors.

