

# Demos@Work

Enable European-wide discussion between elected representatives and civil society

Project EP-07-01-035

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## **D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press**

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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.

The focus of this project is mainly on citizens and politicians. It is important for the overall success of the project to attract a large amount of users. Thus, several promotional activities have taken place. As a result, Demos@Work has started to gain publicity (public awareness). Furthermore, extensive marketing campaigns will be carried out in the future. Hence, the positive reputation established so far should be maintained.

This deliverable along with other deliverables of Work package 5, such as “D5.1 Project presentation” 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.

The expected results should be monitored and integrated with other activities to form the dissemination plan and corrective measures should be taken to give a cumulative overview of the project's undertaken and planned activities.

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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 second deliverable of “Work package 5: Dissemination and institutional exploitation - Synergies with other projects”. This deliverable along with other deliverables of Work package 5, such as “D5.1 Project presentation” 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 are 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), demonstrate the results of the Work Packages methodology, framework for a Pan European sustainable deployment, 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.

More specifically, the objective of “D5.2 Promotional material: leaflet, template for presentations, press releases, advertisements to the everyday press” **is to identify the promotional material, its use, objectives and goals.**

The objectives of the promotional material, such as the leaflet, template for presentations, press releases and the advertisements to the everyday press, are the following:

- ❖ significant awareness of the Demos@Work initiative,
- ❖ understanding of its benefits,
- ❖ active interaction with necessary stakeholders and
- ❖ the establishment of a positive reputation.

It was recognized from all partners that the promotional material require clear agreement and careful coordination among all parties. The promotional material is related with the project's image and in turn with its reputation; therefore it should be clear and focus on positive achievements, benefits and the features that differentiate Demos@Work from similar initiatives. In this way, a consistent image will be communicated in order for potential users and stakeholders to become aware of the initiative

### III. WIDE-SCALE PARTICIPATION OF THE PUBLIC

An extensive marketing campaigns will be carried out. Not only internet campaigns and links will be used, but more importantly citizens will be addressed directly. 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.

It is not sufficient to merely set up a running platform and let users debate abstract issues. Instead, VoicE aims to enable citizens to create usable, sensible and case-related input, that is of direct relevance for day-to-day decision-making in the field. This process ultimately requires a lot of preparation, issue-structuring and extensive moderation, if it is to succeed.

Of course, debates on Demos@Work will not only be limited towards pre-selected legislative issues and rigidly structured debates. Other inputs by citizens will of course also be welcome on the platform. However, the issue-specific debates directly contributing to legislation and the empowerment of citizens certainly form a core of the project's activities, which requires a lot of attention by the editorial management team.

Demos@Work will allow decision-makers to gather input through a variety of web 2.0 tools, such as online chats, forum contributions, blogs and voting tools, which allow directing communication with the citizens. MEPs from the region are already in support of this aspect of the project.

All the partners are well-experienced in conducting campaigns on EU affairs. Therefore, they will be constantly working on embedding the platform into the system of decision-making in the EU and be responsible for the incorporation of decision-makers, policy-makers as well as both regional stakeholders and content-related specialists.

Moreover, synergies with other similar activities are envisaged. In a nutshell, a wide range of targeted marketing measures will be carried out in order to reach a high level of public participation.

## IV. ACTIVITIES

The focus of this project is mainly on citizens and politicians. It is important for the overall success of the project to attract a large amount of users. Thus, several promotional activities have taken place. As a result, Demos@Work has started to gain publicity (public awareness). Moreover, extensive marketing campaigns will be carried out in the future.

Activity	Status
<p>Creation of a publicly accessible website (<a href="http://www.demosatwork.org">http://www.demosatwork.org</a>) to explain the goals, organisations involved and milestones, and disseminate the press releases, reports and results of Demos@Work.</p> <p>The portal is or will be linked to the other projects funded under the same Preparatory Action i.e. Momentum as well as other NGOs, and portals all around Europe such as the epractice.eu, (check annex).</p> <p>We have created a newsletter section. There are already 15 people who have registered to receive the newsletter</p>	<p>Created and hosted by Gov2U - ongoing</p>
<p>Provision for the consortium a collaborative environment to co-ordinate the tasks of the different partners, share information and documentation and organise virtual meetings.</p>	<p>Created by Gov2u - All partners involved</p>
<p>International promotion through publications and press releases.</p> <p>We have created a template for the PP presentation,</p> <p>We have created a leaflet, a press release (translated in the partners languages-Spanish, Lithuanian, Greece) distributed to divers stakeholders as well as advertisements to the everyday press (check annex)</p>	<p>Created by Gov2u – ongoing-All partners involved</p>
<p><u>Networking.</u> The Consortium has access to an extensive international, national and regional network. This network is used to ensure wide dissemination of the project objectives</p>	<p>Ongoing –All partners involved</p>
<p>Promote synergies with other EU projects such as Momentum and EU organs. We have a close cooperation with Momentum. We have registered the Demos@Work as a case in the epractice.eu portal (<a href="http://www.epractice.eu/cases/demosatwork">http://www.epractice.eu/cases/demosatwork</a>)</p>	<p>Ongoing- All partners involved</p>

## **V. PARTNERS' EFFORTS**

More specifically, partners have done the following:

### **GFI activities**

- Inclusion of Press release in the company's website
- Dissemination of Press Release

### **Scytl activities**

- Inclusion of Press release in the company's website

### **Gov2U activities (WP Leader)**

- Creation of the website
- Creation of a logo for the project
- Provision of collaborative environment
- Creation and distribution of press release
- Registration of the project in the epractice portal
- Mr Vasilis Koulolias, executive director of Gov2u, presented the project in 10th EPRI as well as the UNITAR training seminar on eDemocracy that took place in Bilbao, Basque County during April 2008.

### **Lithuanian Parliament activities**

- Inclusion of Press release in the company's website
- Dissemination of Press Release

### **Catalonian Parliament activities**

- Preparation of a webpage within the Parliament's pages.

## VI. MONITORING AND CONTROL

The expected results should be monitored and integrated with other activities to form the dissemination plan and corrective measures should be taken to give a cumulative overview of the project's undertaken and planned activities. The final plan as required at the end of the project will therefore provide a complete picture of all activities undertaken and most importantly will provide information on the future route to full use (exploitation or use in further research) and dissemination of the knowledge.

## VII. CONCLUSIONS

Demos@Work has started to gain publicity (public awareness). The focus of this project is mainly on citizens and politicians. It is important for the overall success of the project to attract a large amount of users. Thus, several promotional activities have taken place and extensive marketing campaigns will be carried out in the future. Hence, the positive reputation established so far should be maintained.

This deliverable along with other deliverables of Work package 5, such as “D5.1 Project presentation” 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.

## VIII. ANNEXES

### VIII.1. Logo



## VIII.2. Press release



FOR IMMEDIATE RELEASE

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### **Demos@Work: On line platform for citizen- representative dialogue**

Athens- February 27, 2008. European-wide discussion on the harmful effects of smoking between citizens and elected representatives through the creation of an online platform is the objective of Demos@Work project. The project, which is co-financed under the 2007 eParticipation call, is launched this week. The first pilots will take place in Catalonia and Lithuania in cooperation with the relevant parliaments. The partners of the project are the following: GFI, Gov2u, National Technical University of Athens (N.T.U.A.), Parliament of Catalonia, Parliament of Lithuania and ScytL.

The online platform will serve for an active and open dialogue between regional/national-level elected representatives, European parliament and citizens on health issues. On the one hand, elected representatives will not only receive direct feedback from citizens and updates on the public health policies, but also communicate and collaborate with their peers. On the other hand, citizens' engagement will be promoted, the consumer information and the interaction with the EU will be improved and the complex political debate will become interesting for all citizens.

More specifically, the project aims 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 and increase the awareness of the Parliament activities among its citizens.

The proposed online platform will be created through the customization of two platforms that have already achieved international recognition and the support of the European Union, eRepresentative and Gov2DemOSS.

Therefore, 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.

For more information please visit: [www.demosatwork.org](http://www.demosatwork.org)



Demos@Work is a project co-financed under the 2007 eParticipation call



### VIII.3. Distribution list for the press release

<b>Organizations</b>
902 ARISTERA
Action on Smoking and Health (Ireland)
Action on Smoking and Health Scotland
Action on Smoking and Health-UK
Aer Pur Romania
ALPHA TV
Alter
ANT1
Anthropos
Anti Cancer Society-Cyprus
AT-Schweiz-Switzerland
AT-Schweiz-Switzerland
BBS - Tobacco. org - Tobacco Bulletin Board System
Belgian Coalition Against Tobacco -
Bulgarian Coalition Against Tobacco - Bulgarian Red Cross
C/o Ligue Nationale contre le Cancer, France
Cancer Centre and Institute of Oncology-Poland
Cancer Society of Finland
Centre de ressources: ANTI-TABAC, France
Centrul de informare despre controlul consumului de tutun-Romania
CINDI POMAC PRI OPUSCANJU KAJ-Slovenia
Cochrane Tobacco Addiction Group
Cochrane Tobacco Addiction Group
Comité National contre le Tabagisme (CNCT)-France
Confidential Line of Riga Addiction Prevention Centre-Latvia

Conselho Prevenção do Tabagismo, Portugal
Conselho Prevenção do Tabagismo, Portugal
Consulta Italiana sul Tabagismo
Cyprus Anti-Cancer Society
Cyprus National Coalition for Smoking Prevention
Czech Coalition Against Tobacco
Czech Coalition against Tobacco
Czech Committee of European Medical Association Smoking OR Health
Danish Cancer Society
Department of Health Promotion and Chronic Disease Prevention, Finland
Deutsches Krebsforschungszentrum
Directorate for Health and Social Affairs - Dept. for Tobacco Control, Norway
Directorate for Health and Social Affairs-Norway
Doctors against Tobacco-Sweden
Dutch National Association of Regional Public Health Services
ECL - Association of European Cancer Leagues
Education for Health
EFA - European Federation of Allergy and Airways Diseases Patients Associations
eGov monitor
Epractice.eu
Ergo politon
ERT online
EUNS secretariat
EuroHealthNet
Europa
European Heart Network, Belgium
European Network for Smoking Prevention
European Network of Health Promoting Schools, The Netherlands
European Network of Quitlines - ENQ
European Network of Smoke Free Hospitals

European Network on Young People and Tobacco - ENYPAT
European Public Health Alliance (EPHA)
European Research Council
European Respiratory Society
European Union (EU) Commissioner for Health
European Union of Non-Smokers
European Union of Non-Smokers
European Union of Non-Smokers
FARES (Belgium)
FCA - Framework Convention Alliance
Finland's ASH
Flash 96,0 FM
Fondation Luxembourgeoise contre le Cancer
French Alliance Against Tobacco
German Smoke-free Alliance
GLOBALink – The International Tobacco-Control Network
Health 21 Hungarian Foundation
Health Evidence Network
Health Professionals against Tobacco-Sweden
Health Promotion Foundation
Hellenic Cancer Society
Hellenic Cancer Society
IANPHI-International Association of National Public Health Institutes
IARC-International Agency for Research on Cancer
Icelandic Cancer Society
In 2 life
In.gr
Independent Consultant Tobacco Control
Information society in Greece
INGCAT - The International Non Governmental Coalition Against Tobacco
INPES – Tabac Info Service, France
Institut für Umwelthygiene - Abt. für Präventivmedizin Medizinische Universität Wien
Institute for Cancer Research-Norway

Institute of Epidemiology Slovakia
Instituto Europeo di Oncologia-Italy
INWAT - International Network of Women Against Tobacco
INWAT-International Network of Women Against Tobacco
Ireland smoke free hospitals
Irish Cancer Society
IUHPE - International Union for Health Promotion and Education
Kaunas Drug Abuse Help Centre for Youth-Lithuania
Kaunas Drug Abuse Help Centre for Youth-Lithuania
Koranyi Institute For TBC and Pulmonology-Hungary
Krankenhaus der Elisabethinenn
KTL - National Public Health Institute, Finland
Ligne TabacStop-Belgium
Ludwig Boltzmann Institute for the Sociology of Health Medecine-Austria
MEGA
Ministry of Health
Ministry of Health-Slovenia
National Anti-Drug Agency, Romania
National Board of Health-Denmark
National Coalition for Tobacco Control in Slovak Republic
National Institute of Health and Clinical Excellence (NICE), United Kingdom
National Institute of Public Health Sweden
No Smoking Day, United Kingdom
Non-smokers Educational Center RP
Norwegian Cancer Society
Office Français de Prévention du Tabagisme (OFT)
Office Français de Prevention du Tabagisme,
Office of Tobacco Control-Ireland
OxyRomandie-Switzerland
Pagalbos metantiems ruki linija-Lithuania
Paremvasi
Patras Anti-Smoking Association
Polish Civil Coalition

Press contact for Greece in the European HELP programme for fighting against tobacco
Public Health Agency-Latvia
Public Health Agency-Latvia
Public Health Institute of Iceland
QUIT (UK)
Quit Smoking Telephone -Germany
Rauchertelefon-Austria
Regione del Veneto - Direzione per la Prevenzione
Research Institute for a Tobacco-Free Society-Ireland
Réseau Hôpital Sans Tabac, France
Romtens Foundation, Romania
ScaPT – Tabac Info Linea (Spain)
Scientific Assistant Innovation Relay Center
Servei d'Avaluació i Mètodes-Spain
Slovenian Coalition for Tobacco Control
Societatea Româna de Pneumologie (Romania)
Société Luxembourgeoise de Cardiologie
Society for Research on Nicotine and Tobacco
Society for Treatment of Tobacco Dependence-Czech Republic
SOS Deixar de fumar-Portugal
SOS Fumo
STAR CHANNEL
STIVORO - Partnership Stop met Roken, Netherlands
STIVORO - Partnership Stop met Roken, Netherlands
STIVORO - The Netherlands
STOP – Line Counselling, Denmark
Swedish Nurses against Tobacco
Swiss Association for Smoking Prevention
Swiss Cancer League
SKAI
Tabac-Stop (Luxemburg)
TFI - Tobacco Free Initiative
The Directorate for Health and Social Affairs-Norway

The European Network of Quitlines (ENQ)
The Icelandic Quitline
The National Institute of Public Health, Sweden
The Norwegian Heart and Lung Patient Organisation (LHL)
Tobacco Free - Institute for Cancer Research, Norway
Tobacco Prevention Center-Sweden
Tobacco-free Europe
Trust Line USALDUS-Estonia
UICC - International Union Against Cancer
UK & Portugal smoke free hospitals
Universidad de Santiago de Compostela-Spain
WHO - IARC - International Agency for Research on Cancer
WHO - Regional Office for Europe
WHO Country Office in Slovakia
WHO-Kollaborationszentrum für Tabakkontrolle (Germany)
Women Against Tobacco, Bulgaria
World Health Organisation - Regional Office for Europe, Denmark

#### VIII.4. List with organizations linked to the project

Organization	Email	Status
<b>Anthropos</b>	admin@anthropos.gr; georgiou@anthropos.gr	logo at site , newsletter
<b>Parevasi</b>	paremvassi@ath.forthnet.gr	logo at site , newsletter, news bulletin
<b>eGov Blog</b>	<a href="http://www.egovblog.com/contact/">http://www.egovblog.com/contact/</a>	information on the project in the portal
<b>European Network for Smoking Prevention</b>	info@ensp.org	logo at site , newsletter, news bulletin
<b>Ergo politon</b>	slianou@ergopoliton.gr	logo at site

## VIII.5. Demos@Work statistics

demosabwork.org

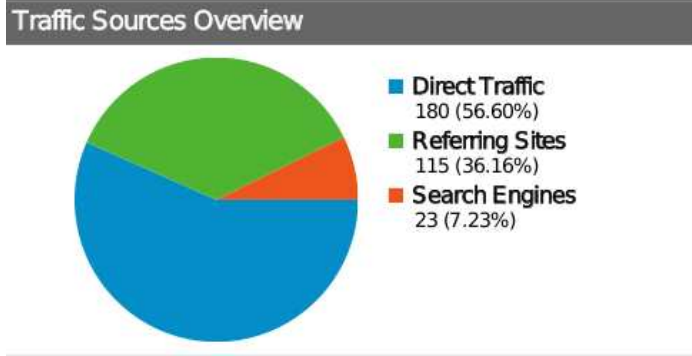
Mar 5, 2008 - Apr 14, 2008

Comparing to: Site



### 318 visits came from 20 countries/territories

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>318</b> % of Site Total: 100.00%	<b>4.58</b> Site Avg: 4.58 (0.00%)	<b>00:03:16</b> Site Avg: 00:03:16 (0.00%)	<b>68.87%</b> Site Avg: 68.87% (0.00%)	<b>37.42%</b> Site Avg: 37.42% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Greece	217	4.44	00:03:35	64.06%	40.55%
Spain	34	4.09	00:03:59	70.59%	32.35%
United Kingdom	18	4.44	00:02:57	66.67%	22.22%
United States	11	5.09	00:00:54	100.00%	63.64%
Lithuania	8	4.38	00:00:39	75.00%	37.50%
Switzerland	6	6.33	00:01:06	66.67%	50.00%
Luxembourg	4	4.25	00:03:38	100.00%	50.00%
Italy	4	12.00	00:02:09	100.00%	0.00%
Sweden	2	2.50	00:01:12	100.00%	0.00%
Austria	2	3.00	00:00:36	50.00%	0.00%



VIII.6. Flyer

**European - wide discussion on the harmful effects of smoking between citizens and elected representatives**

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 project is co-financed under the 2007 eParticipation call. The first pilots will take place in Catalonia and Lithuania in cooperation with the relevant parliaments.

**The partners of the project are**

- GFI,
- Gov2u,
- National Technical University of Athens (N.T.U.A.),
- Parliament of Catalonia,
- Parliament of Lithuania and ScytL.

**The aim**

- Address the issue of citizen disengagement from decision making processes.
- Increase the awareness of the Parliament activities among its citizens.
- Facilitate the work of MPs.
- Strengthen the EU fight against tobacco use.
- Improve the quality of services provided to citizens.

Demos@Work.eu project co-financed under the 2007 eParticipation call

**The online platform**

The online platform will serve for an active and open dialogue between regional/national-level elected representatives, European parliament and citizens on health issues. On the one hand, elected representatives will not only receive direct feedback from citizens and updates on the public health policies, but also communicate and collaborate with their peers. On the other hand, citizens' engagement will be promoted, the consumer information and the interaction with the EU will be improved and the complex political debate will become interesting for all citizens.

**Technologies used**

The proposed online platform will be created through the customization of two platforms that have already achieved international recognition and the support of the **European Union eRepresentative and Gov2DemOSS.**

For more information please visit: [www.demosatwork.org](http://www.demosatwork.org)

Demos@Work is a project co-financed under the 2007 eParticipation call

The infographic features several circular icons: a globe on a stack of blocks, a person's face, a ballot paper with 'VOTE' written on it, a hand holding a glowing orb, and a white daisy flower. The background is a blue grid with circuit-like patterns.

