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Dissemination Plan

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**Linked Open Data for environment
protection in Smart Regions**

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Executive Summary

This deliverable defines the project's dissemination strategy; it contains details of the project Web environment and the initial set of dissemination materials. It describes dissemination activities already undertaken, notably the plans for the first workshop, and looks forward to future activities.

1 Introduction

SmartOpenData (SmOD), has the broad aim of making open data concerning rural areas, such as national parks, available to SMEs in such a way as to enable them to create valuable services. From a dissemination point of view, that aim translates into a chain of interested parties with which SmOD must interact in some way, namely:

- data providers;
- the community of technologists working in the same field;
- SMEs outside the project who can make use of the data;
- users of the services created by SMEs.

In addition to these external groups, which are discussed in more detail in section 3, the 16 SmOD partners in the project consortium need to be well informed of the project's progress and outcomes. The SmOD consortium is large, drawing from 9 countries and encompassing a number of partners who are working together for the first time, therefore, internal dissemination is an integral part of the project's overall cohesion. Table 1 shows the short and long term objectives for internal dissemination.

Objectives	Short term	Long term
Objective 1	All the partners to share the same understanding of the project objectives and to agree on the dissemination strategy.	All partners to document developments on dissemination activities and to agree on future strategies.
Objective 2	To set up the first Web and paper based dissemination materials and start the creation of a Web community of users through social networks and links to Web resources.	To consolidate and update the production of dissemination materials and to create a wide Web community of users around SmOD.
Objective 3	All partners need to be equipped to promote the project at relevant national and international events establishing contacts with the target user groups and establishing clustering activities with relevant EU funded projects.	To be able to show the benefits of the SmOD outcomes to any of the four external target groups.

Table 1: Internal dissemination objectives

In the following sections, we will set out how those internal objectives will be met and how the external markets will be addressed.

2 Internal Dissemination

Internal dissemination is closely linked with project management. As detailed in D7.1, the project coordinators have established a number of (mailman) archived mailing lists: one for each work package and a global list. Most of the project's activities are conducted via these mailing lists but, as of January 2014, monthly teleconferences are also held. These activities are augmented by face to face meetings. The kick off meeting agenda¹ shows that much of the time was used to ensure that all partners were familiarised with each other's work.

SmOD already has a good track record in taking advantage of multiple partners being in the same place at the same time, even when there is no formal project meeting. For example, TRAGSA, CCSP, IMCS, SINTEF and W3C all met at ICT2013 in Vilnius in November 2013, CCSP and W3C were able to discuss SmOD while at the public consultation on the PSI Directive in Luxembourg later that month². All partners attending the Linking Geospatial Data workshop in March 2014 have agreed to meet the following day. In short, even partners who have not worked together before are becoming much more familiar to each other through a variety of means and the task of internal dissemination - i.e. project cohesion - is well under way.

However, it is worth noting that the monthly teleconferences in particular will be used to ensure that all partners are fully up to date with project developments to ensure that any communication about SmartOpenData, whether formal or informal, will be well informed and consistent. A regular agenda item will be 'forthcoming dissemination opportunities.' Presentations given by any partner in which SmOD is mentioned (whether the primary topic of the presentation or not) will be included in the project Web site.

Bearing in mind other deliverables, we can now see how the objectives stated in Table 1 will be met:

Objective 1 (partner understanding): mailing lists and regular monthly teleconferences.

Objective 2 (paper and Web publicity materials): the Web site is already online (www.smartopendata.eu) and D7.10 is available on it. An existing LinkedIn group is being repurposed for use by SmOD (see section 3.1) This will not only reach all the project partners but they will also update information about their participation on SmOD, as part the experience section of their profile. This information will be viewable through their connections and searches in this social network website for people in professional occupations.

Objective 3 (equipping partners): presentations made by partners will be shared via the project Web site and there will be regular slots in the monthly teleconferences to discuss upcoming conferences, workshops and meetings.

¹ http://www.smartopendata.eu/sites/default/files/SmartOpenData_Kick-off_Draft_Agenda.pdf

² <https://ec.europa.eu/digital-agenda/en/news/public-hearing-guidelines-recommended-standard-licences-datasets-and-charging-reuse>

3 External Dissemination

3.1 Materials

Deliverable 7.1 gives details of the Web site which is the primary means of collating and disseminating information about SmartOpenData. The project will also make extensive use of LinkedIn. Rather than set up a new LinkedIn group, an existing group from the earlier HABITATS project has been renamed and re-used so that we begin with over 200 members. This was on a closely related theme and will also be linked to similar LinkedIn groups from other related projects. The MELODIES project, which runs parallel to SmOD, will be invited to use the same LinkedIn group too.

The Web site includes the logo developed for the project that will be used in all materials about SmartOpenData. These include the factsheet (in pdf format) that can be printed and physically distributed at events or downloaded from the project Web site (D7.10).

Lead by the project coordinator, the project partners will produce newsletters at key milestones in the project, namely:

- the toolset becomes available;
- the first pilots commence;
- the project ends.

As with the project factsheet, the leaflets will be available in PDF format and suitable for easy printing remotely. Partners will have responsibility to disseminate the newsletter to their own networks.



Figure 1: The SmartOpenData logo

The introduction identifies four specific target groups for external dissemination. These are discussed in more detail in the following sections.

3.2 Data Providers

An important aspect of SmOD is that it will use existing open data, converting it to 5 star linked data where necessary. The nature of open data is that this *can* be done without any interaction between the project and the data provider, however, the partners will:

- contact the relevant data providers directly and inform them that their data is being used by the project, particularly in the pilots;
- publish machine readable data about the project's use of each data set using the Data Usage Description vocabulary, now under development at W3C³.

These actions are designed to signal to data providers that their efforts to publish data are seen as useful and are appreciated, thus encouraging them to continue to publish their data and to maintain it. Where SmOD has converted data to linked data, this will be offered back to the original provider in the converted format. Details of the tools used, all of which will be open source and freely available, and of the conversion methods will also be published, again encouraging and empowering the original owner to maximise the value of their data.

3.3 Technologists Working in the Same Field

There are increasing numbers of individuals, SMEs, and organisations working to combine geospatial and linked data. Many work cooperatively with others working in isolation. The Linking Geospatial Data workshop⁴ will provide a key opportunity to bring many of these technologists together. The workshop is being run on behalf of the SmartOpenData project by W3C, in partnership with the Open Geospatial Consortium (OGC) and the OGC GeoSPARQL Standards Working Group, the UK Government Linked Data Working Group, Google and Ordnance Survey (UK mapping agency). In addition to these and the SmOD partners, other important organisations are represented in the workshop's programme committee including:

- Academia Sinica
- AGIV (Belgian mapping agency)
- CSIRO (Australia)
- DANS
- Eurecom (who do a lot of work with French mapping agency IGN)
- FOSS4G
- GeoKnow Project (FP7)
- Geonovum
- iSOCO

³ <http://www.w3.org/2013/05/odbp-charter#deliverables>

⁴ <http://www.w3.org/2014/03/lgd/>

- JRC
- Lokku
- Region of Crete
- UK Government Digital Service

A total of 72 submissions have been received, including those from:

- AIST Japan
- BBC
- British Geological Survey
- British Oceanographic Data Centre
- Bund
- CEFAS
- Deutsche Nationalbibliothek
- Geodan
- MELODIES Project (FP7)
- Meteorological Office
- Woods Hole Oceanographic Institute

Events of this kind typically attract 20-30 papers so the level of interest in this event is unusually high.

From a SmOD project point of view, the workshop represents an excellent opportunity to gather information on the state of the art, find out more about what tools and practices already exist, and therefore focus the project's efforts to achieve the maximum impact, whilst also providing a platform for SmOD to communicate the message of the project aims and deliverables. In addition workshop contributors as well as participants will represent important base for the users groups foreseen to be established via WP6. An unusual fact about the Linking Geospatial Data workshop is that it is not known in advance what the likely next steps will be. The workshop *may* reveal the need for new standards work in which case both W3C and OGC are ready to work together. Alternatively it may lead to a community forming around the topic of geospatial and linked data where best practices can be exchanged. In either case, SmOD will be an important leader, contributor and test bed for such developments.

3.3.1 Other Related Projects

It is noteworthy that the objectives of the GeoKnow project (FP7) are broadly similar to those of SmartOpenData. GeoKnow is a year ahead of SmOD and the two projects are already in close communication. They are represented on the programme committee of the Linking Geospatial Data workshop (through Jens Lehmann) and it is very likely that SmOD will re-use a lot of the technology produced by this project whilst also contributing its own technology back to GeoKnow.

Reading University's Jon Blower will be at the workshop on behalf of the MELODIES project (FP7). Due to the attendance of a number of partners on other related FP7 co-financed projects, the workshop will provide an opportunity for collaboration and networking between transnational projects in this area.

3.4 External SMEs

The 'showcase' deliverables from SmOD will be the pilots, each of which will be created by the SME and public sector partners. These will be central to publicity and dissemination about the project within their relevant regions in Spain, Ireland, Slovakia and the Czech Republic. For each pilot, the message will be that the tools demonstrated are examples of what can be done and that the data behind them is available to other SMEs for further exploitation, to add value to their existing services and products and to provide opportunities to create new services and product offerings, through more easily availability of data. For indigenous rural based SMEs this will contribute to their ability to expand and to continue to work in rural areas.

The Irish Pilot will focus on the Burren National Park, on the west coast of Ireland. The pilot will use the SmartOpenData infrastructure to provide open data and open INSPIRE-compliant geospatial sources for environmental researchers focused on biodiversity. MAC and MWRA will work with the various stakeholders associated with the Burren in demonstrating to external SMEs what can be done with the SmartOpenData tools and that the data behind them is available for exploitation. This will begin with the SMEs most directly affected, i.e. those who are already operating in the Burren in:

- Burrenbeo Teo Trust
- BurrenLIFE Project
- Burren & Cliffs of Moher Geopark
- Burren Ecotourism Network (BEN)

This will be then extended to further SMEs providing services to biodiversity researchers, decision makers and communities in general. MAC and MWRA will also work with national government agency the National Parks and Wildlife Service (NWPS) and the local authority Clare County Council.

The Spanish part of the Agroforestry Management pilot will reach SMEs in two stages. The first stage contains the SMEs that are the stakeholders of the pilot itself, specifically the private management bodies as tree nurseries. As example of that we have the collaboration of a tree nursery at Orense with the responsible Luis Rodriguez Núñez. The second stage offers the open data worked and the SmarOpenData tools to be exploited by other SMEs, notably 'infomediary' companies⁵.

The Slovakian pilot will interact with the SMEs in twofold manner. First, the pilot instance "SpatialWebCrawler" will offer SMEs the possibility to reuse open biodiversity data made available in the territory of Slovakia as well as information resources available in the deep Web retrieved from indexing processes in the context of most used search engines (eg.Google). Second, the pilot instance "Biodiversity Mashup" will offer SMEs the chance to

⁵ <http://searchsoa.techtarget.com/definition/infomediary>

participate in the identification of functional requirements for the extension of the existing Biodiversity MashUp⁶.

The FMI Pilot will provide well-formed open data gathered mainly by field workers and the department of photogrammetry of the National Forest Inventory (NFI). The spatial scope of the project is focused on the whole Czech Republic; therefore potential users are likely to come from a wide community. The strategy is to create a transparent web presentation and promote the NFI to the community. The data will be available afterwards to SMEs in open, linked and persistent format. To achieve this it will be necessary firstly to increase public knowledge about the NFI and then secondly to focus on SMEs. The data that will be used has a high value and will reach SMEs through web services itself.

3.5 End Users

The pilots will be developed through an iterative process that includes end users so at least some end users will be engaged from the start. Further end users, unknown to the project, will find out about the available tools through the publicity surrounding each pilot.

In the Irish Pilot on the Burren National Park, MWRA, with the technical support of MAC, will work directly with their various end users, including Irish public agencies, Local Authorities and community groups associated with the Burren in the implementation and use of the SmartOpenData platform in the WP5 validation trials to demonstrate its value in helping researchers, decision makers and communities as end users to better manage, preserve, maintain and use this unique ecosystem. These will include:

- Local Authorities
 - Clare, Limerick and North Tipperary Councils
- Irish National Parks & Wildlife Service.
 - Who manage the Burren and other National Parks in Ireland.
 - Are responsible for the Burren Farming for Conservation Programme
- Burren Communities, farmers and local SMEs (as above).

The end users' validation of SmartOpenData value-add/impact on their work will involve using the platform to access sources such as

- (1) The Irish National Parks & Wildlife Service who have extensive open online maps and datasets
- (11) The National Biodiversity Data Centre Ireland
- (111) The Irish Opendata Portal
- (1111) The All-Island Research Observatory (AIRO)
- (11111) The Irish Spatial Data Infrastructure GeoPortal
- (111111) The Irish Spatial Data Exchange (ISDE)
- (1111111) The Irish Heritage Council heritage maps
- (11111111) The Marine Institute Ireland, who have extensive OGC/INSPIRE compliant geo-spatial data.

⁶ http://geop.sazp.sk:8080/geoserver-old/www/ps_mashup/index.html

In the Spanish part of the Agroforestry pilot many end users are stakeholders. When our work finished other end users will exploit the open data and tools. The end users in our work are:

- Technical-scientific users
- Forester citizen
- Forest owner citizen
- Ordinary citizen

The administration is also present in the pilot. The keeper of many spatial data for the pilot is the Nature Bank, a public body. At the beginning we will test the data models and services with some SMEs and hopefully other end users will show up during the SmOD project realisation. An end user is could come from these groups:

- General public
- NGOs
- Scientific companies
- Wood buyers/sellers
- Wood processing companies
- Forest owners

End users plays crucial role also in Slovakian pilots. Based on the framework of user groups, the priority of the pilots is to address the citizens with interest in the domain of environmental data reuse. In practice SAZP will try to keep the scope of the users as wide as possible taking into the consideration domain relevant functional requirements (Biodiversity Mashup - biodiversity data and service users, e.g. Managers of protected areas, or tourists). In the case of the SpatialWebCrawler, the user community will become much wider as the outcomes of the discovery of the geospatial resources will cover wide range of the domains and possible uses.

4 Participation in Events

As part of their regular work, project partners typically attend many events throughout the year as speakers and participants. This networking will be an important factor in disseminating project outputs to a variety of different audiences.

Date	Place	Event	Dissemination activity	Partner
8 Jan	Limerick			MWRA
15 Jan	Prague	Meeting about national GeoInfoStrategy	HSRS will present SmartOpenData as possible way, how to improve Czech Geoinfostrategy	HSRS
23 Jan	Riga	Latvian Open Technologies Association Annual Conference	Presentations by IMCS and W3C will include SmOD	IMCS, W3C
23 Jan	Washington	Data Innovation Day, www.datainnovationday.org	Press release on SmartOpenData to combine linked open data and geospatial information for environmental protection	MAC
28 Jan	Prague	COMSODE User Board Meeting (http://www.comsode.eu/)	Discuss the potential synergies in linked open data and user community building activities	SAZP
29 Jan	Amsterdam	PiLOD project conference (PiLOD is establishing the Dutch national linked data infrastructure)	Phil Archer will include SmOD in his talk 'LOD in Context'	W3C
4 Feb	Limerick	How research and innovation can contribute to regional economic growth workshop	MAC & MWRA will promote SmartOpenData as a prime example of LOD & GI in contributing to regional Development	MWRA, MAC

Date	Place	Event	Dissemination activity	Partner
5 Feb	Ispra	Citizens Science and Smart Cities Summit	HSRS will present SmartOpenData approach as possible cooperating activity	HSRS
11 Feb	Antwerp	Kick of meeting of OTN	HSRS will present SmartOpenData as potential cooperating project	HSRS
19 Feb	Dublin	“Start-up Class of 2014 – Investor & Networking Morning”, organised by Enterprise Ireland	MAC will promote SmartOpenData as an opportunity for SMEs to provide innovative services from LOD/GI & PPPs	MAC
20 Feb	Rome	LOD2014	Phil Archer gives the keynote at this W3C Italy event	W3C
22 Feb	Rome	Open Data Day 2014	Michele Barbera will present the project	SpazioDati
26 Feb	Darmstadt	Plan4business meeting	HSRS will present SmartOpenData as project, which will re use P4B repository	HSRS
27 Feb	Dublin	Spatial Big Data Roadshow workshop.	MAC will promote SmartOpenData as bridging the gap between GI and LOD	MAC
3 Mar	Madrid	Kick off of FOODIE project	HSRS and CCSS will present SmartOpenData as cooperating project	HSRS/CCSS
10 Mar	London	GSMA/W3C event	Phil Archer will highlight the importance of SmOD in geospatial data on the Web to an audience of mobile telcos	W3C

Date	Place	Event	Dissemination activity	Partner
11 Mar	Hannover	CeBIT	Phil Archer will highlight the SmOD project in providing linked open geospatial data for use in consumer products	W3C
12 Mar	TBA	Final conference of Plan4business	HSRS will present SmartOpenData as project re using P4B repository	HSRS
19-20 Mar	Athens	European Data Forum	Phil Archer will include SmOD in his presentation of the W3C Data Activity	W3C
25-27 Mar	Mannheim	Weastflows Project meeting (INTERREG IVB)	MWRA will present SmartOpenData as a project providing linked open geospatial data. Through potential wider use for sustainable transport planning and freight flows to optimise supply chains in freight industry	MWRA
Mar/Apr	Lisbon	Landyn project workshop	Project overview and presentation of the Pilot with DGT participation	DGT
1 Apr	Flanders	CREATE Project meeting (INTERREG IVB)	MWRA will present SmartOpenData as a project providing linked open geospatial data for rural SMEs	MWRA
3-4 Apr	Sicily	PRELIDA project	Phil Archer will strengthen connections between SmOD and the PRELIDA project which is looking at the preservation of linked data	W3C

Date	Place	Event	Dissemination activity	Partner
15-16 Apr	Sicily	SDI4Apps project	MAC, HSRS, SAZP and CCSS will strengthen connections between SmartOpenData and the SDI4apps project which is piloting Open GI through innovative services based on Linked Open Data	MAC, HSRS, SAZP, CCSS
28-29 Apr	London	3rd Smart Water Systems Conference	MAC will promote SmartOpenData as a prime example to address water management using GI & LOD	MAC
6-8 May	Mauritius	IST Africa	HSRS and CCSS will present paper with focus on Linked Open Data for Environment	HSRS, CCSS
16-17May	Valleta, Malta	EUROGEO 2014	A presentation about the work related with data infrastructures including SmartOpenData and portuguese pilot	DGT
15-21 Jun	Riviera (Bulgaria)	5th International Conference on Cartography and GIS	Promotion of the SmOD project in presentation	HSRS / CCSS
16-20 Jun	Ulberg	INSPIRE Conference	SmartOpenData will strongly promoted as bridging the INSPIRE - LOD gap	All
Jun	Zvolen	EnviroIForum 2014	Presentation of the SmartOpenData project status with focus on user groups setup.	SAZP
27-30 Jul	San Pedro, San José, Costa Rica	WCCA 2014 – World Congress on Computers in Agriculture	HSRS with CCSS will organize workshop as part of conference on the theme Linked Open Data for Agriculture and Environment	HSRS, CCSS

Date	Place	Event	Dissemination activity	Partner
12 Sep	Ennis	Workshop on the Irish SmartOpenData Pilot	The benefits of the SmartOpenData approach, tools and data will be promoted to all local SMEs, public agencies and communities	MWRA, MAC
24-26 Sep	Lisbon	Pluris 2014	Presentation of the project and the pilot with DGT participation	DGT
Sep	Copenhagen	Eionet Agriculture and Forests Meeting	FMI will promote SmOD in a presentation	FMI
Sep/ Oct	Kozel Castle (Czech Republic)	Conference Geomatics in projects	Promotion of the SmOD project in presentation Introduction of SmOD in workshop (if joint project workshop realized)	HSRS / CCSS
16 Oct	Dublin	GIS Ireland 2014	MAC plans to make a presentation on SmartOpenData on the use of LOD in GI.	MAC
Oct	Lisbon	JIIIDE 2014	A presentation about the works related with data infrastructures including SmartOpenData	TRAGSA
4-7 Nov	Riva del Garda	ForestSAT	FMI will promote SmOD in a presentation	FMI

Table 2: Indicative list of events which partners will participate in and publicise SmOD material during 2014

5 Conclusion

The size, distributed nature, and variety of partners in SmartOpenData are all such that dissemination requires effort by all. Fortunately many partners already have well established networks of their own that can be leveraged to promote the work. The long list of opportunities for promotion listed in section 4 supports this assertion. It is too early to declare the Linking Geospatial Workshop a success but the level of interest it has attracted suggests that the project has got off to a good start in disseminating information about itself.